

A Study on Impact and Awareness of Organic Food among Consumers

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ABSTRACT

This study is especially based on organic food. The good and healthy factors of organic food have been discussed here. In other hand the harmful facts of conventional food have been also described. Organic farming in India is growing too fast. People are becoming concerned about healthy and non-healthy food items. Especially in urban area people are demanding organic food in huge quantity. And it's good for human, animal and environment. Organic farming is helping the environment to recover. Reduce soil erosion, water pollution and helps to maintain environmental balance. And that's how human can make a good contribution to nature by organic farming. In this subject India is giving its 100% and being successful every day. This study shows that organic food is helpful for disease prevention also. Organic food reduces risk of many diseases. Many dietitians recommend organic food. It not only reduces the risk of diseases but also helps to be healthy. The study describes health consciousness of human and their awareness about organic products. Having healthy foods and knowing the good factors of organic products show that how much people are conscious about their health. It signifies their awareness about organic foods also. The society is being possessive about the health factors. Many duplicate, bad standard products are available in market. People want to purchase the health friendly products but being fooled by these duplicate products. That's why many studies have defined purchase intention. And have recommended to increasing the certification agencies for organic foods and products, to help people being known about which one is right and good for purchasing. By consume, farming and purchase organic products this world will be fully green and environment friendly soon.

Key words: Organic Food, Organic Farming, Health consciousness, Environmental concern, Awareness.

1. INTRODUCTION

To chemist 'Organic' means a compound that has carbon in it. But the word 'Organic' used to mean "helpful to health" and describe the word about those things that are nature or related to nature. It is also define that food which grown without artificial fertilizer or pesticides.

In our conventional agriculture system the use of toxic pesticides is polluting the environment. Unlimitless use of the chemical fertilizer, toxic pesticides, chemical herbicides for growing fruits and vegetables are most harmful for environment, and it also decay for human being. Therefore, as a result of organic farming, human health is maintained, in the same way nature is also saved. So, nowadays people have to understand that if they cultivate organically, it will be better in all respects. But, now we know that quick ejaculation is a complex thing and it both related with mental as well as physical issues.

In the past, organic farming was a traditional way of farming in India. All the fertilizers and pesticides are made from environmental products which are completely non-toxic. But day by day, subjects to pollution growth, there was a need to increase yields for food supply, so various harmful pesticides were applied in excess to increase the yield and organic farming were gradually reduced. So, chemical-fertilizers are replaced organic and natural fertilizer. Hybrid seeds were use to growth of vegetable quickly. The use of these toxic chemicals began to degrade crops and effects human health. So, again people gradually became interested in this organic farming. Raza Ali (2014) wrote that in the recent years consumers have grown concerned about the traditional

agriculture industry. Magkos (2006) said that consumer concerns over the quality and safety of foods are considered to be one of the primary reasons for the increasing demand for organically produced food, which consumers perceive as healthier and safer.

According to Anastasios V. Semons, the concept of Organic agriculture has been developed in the UK since the 1930s and certified organic produce has been available. Since the early 1970s, the main purpose of organic food farming is to protect the environment as well as to protect the human health or give them healthy life. Organic food is rich in vitamins and minerals. Organic food is better because organic foods are rich in nutrients, like vitamin A, vitamin B-complex, vitamin C, magnesium, iron etc. So, it is better for human health. Organic foods are also rich with antioxidant which is help to prevent various types of health disease.

N. Shakuntala Manay and M. Shadaksharaswamy in their "Foods facts and principles" said that the interest in organic foods, which began in 1950, has been growing steadily and its accounts for 1-2% of the total food sales worldwide, the organic food market which has been growing since early 1990 is expected to reach 10-50% annually depending on country.

Now consumers demands for organic food product is rise on worldwide, the cultivation process increasing as per the demand and the market price of organic food is also increase rapidly. Now farmers are also switched to organic farming, because they also realize that organic farming is better for environment and organic foods are more sustainable for human health. Some people are worry about their health, economic and environmental consequences of GM foods and choose organic food. Our India's North East state Sikkim has become first state that took final decision to become first state that is complete organic food state.

2. LITERATURE REVIEW

- I. **Ajzen and Fishbein (1980)** clarified that when behaviour is under one's control, intention can predict behaviour with significant accuracy, thus behaviour can be measured if the intension to perform is strong.
- II. **Thompson and kidwell (1985)** discovered that the presence of children in family has a positive influence in purchasing organic food products due to the increased health consciousness and nutritional awareness.
- III. **Squires (2001)** claimed that purchase patterns, knowledge and awareness are slightly higher in developed countries in comparison with developing countries. He also state that in countries like India, low awareness level is one of the main reason for the organic products to still remain in its primary developing stage.
- IV. **Anastasios V. Semos (2002)** said in his paper that organic food can be defined as the product of a farming system, which avoids the use of man-made fertilizers, pesticides, growth regulators and livestock feed additives. Instead the system relies on crop rotation, animal and plant manures, some hand weeding and biological pest control.
- V. **Fotopoulos and Krystallis (2002)** examine consumer's attitudes and actual choice; analyse the organic aware non-user by identifying organic products rejection reasons and potential organic buyers cluster. Main reasons for not purchasing – low availability, low variety of fresh organic products, high price, satisfaction with conventional food, personality variables, lack of confidence in advertising campaigns mistrust, food safety concern, and exploratory buying behaviour.
- VI. **According to Moore (2003)**, the marketing programs and promotional tactics should aim at addressing the cognitive and emotional components of consumers' attitude. However, due to consumers' allegiance, loyalty, and particularly the income factors, they are not that compliant to be convinced, hence a gradual persuasion approach should be followed.
- VII. **Vermeijn and Verbake (2004)** found that consumers did not always buy sustainable products as outcome of environmental concern or to benefit the community or due to personal beliefs but mainly to give priority to health, to be part of social group, to differentiate from others and to accomplish the need to try out new technologies.

- VIII. **According to Padel and Foster (2005)**, price is considered to be the most important barriers for the development of organic food market in Poland, followed by insufficient knowledge and availability. Still, price is not always considered as an absolute barrier but remains one important factor among other in the decision-making process of consumers' purchases.
- IX. **Justin Paul and Jyoti Rana (2012)** said that organic foods are those that are environmentally safe, produced using environmentally sound methods that do not involve modern synthetic inputs such as pesticides and chemical fertilizers, do not contain genetically modified organisms, and are not processed using irradiation, industrial solvents, or chemical food additives.
- X. **Balaji and Bhama (2012)**, concludes in general, a person's identity, in relation on his or her choice diet, can be seen as being dependent on early experiences of food, in term of trajectories, such as persistent though, feelings, strategies and actions. Therefore, choosing a lifestyle based upon an organic diet could suggest and opportunity to establish a sense of stability for the young adult, in term of identity and belonging, so organic is important for health.
- XI. **According to Vishal Singh, Gurupreet Singh and Deepak Kumar Verma (2013)**, organic method of agriculture is use to produce high quality products without any bad effect on soil nutrient and ecosystem, this method has been popularized very rapidly and covered 20-30% of total agricultural land of India due to high demand of organic product.
- XII. **According to S. Suganya and Dr. S. Aravinth (2014)**, in their research concluded that it is evident that people's awareness towards organic products has increased considerably and they are willing to purchase the organic products if it is affordable and available.
- XIII. **Priya Soni (2015)**, a noted research has stated in her research paper that, there is a positive attitude towards of customers towards buying organic food in India and is linked to believing that it is healthier, tastes better, and is better for environment.
- XIV. **Mohamed Bilal Barsha (2015)**, said in his study that the purchase intention of organic food of consumers based on the influences of factors like environmental concern, health concern and lifestyle, product quality and subjective norms on the attitude towards organic foods.
- XV. **Anish K and Dr. KK Ramachandran (2016)**, analysed the demographics of the respondents, organic consciousness, awareness about the impact of non-organic food products, source of awareness and duration of purchase of organic products, opinion about ease of finding organic food products, level of awareness about the facts on organic food products.
- XVI. **Marcin Baranski (2017)** said in his paper that organic included higher antioxidant, but lower cadmium and pesticides levels in organic crops, and higher omega-3-fatty acids concentrations in organic meat and dairy products.
- XVII. **According to K. Renugadevi and Dr. M. Ramya (2017)**, organic food product is been accepted as a nutritional food and helps to keep human healthy in spite of busy work schedule, stress and pollution. The short supply and premium price of organic products may disturb the growth of consumption rate.
- XVIII. **R. Krishna and P. Balasubramanian (2018)**, also recommended that through constant support from government or ruling parties to restructure the existing mechanisms and also by providing assistance to the farmers can enhance the production as well as awareness on organic products among the local buyers which in turn helps in the faster progression of organic farming.
- XIX. **According to Dr. R. Gopalkrishnan (2019)**, organic farming is better for the environment. Organic farming reduced pollution, conserve water, reduced soil erosion, increase soil fertility and useless energy. Farming without pesticides is also better for nearby organisms and small animals as well as humans who live close to or work on farms.
- XX. **A. Chattopadyay, P. Khanzod (2019)** wrote that the consumption of organic food has raised in last five years, but it should have raised more than what has actually happened, people are well aware of organic food and benefits driven from it.

3. OBJECTIVE OF THE STUDY

- **Health Consciousness-** People concerned about their health, to keep it safe and cure and known the actual meaning of 'health is wealth' are called health conscious people. Health consciousness refers to an individuals' orientation toward preventing possible illness and improving wellness (Hu, CS. 2013).

Researchers have defined health consciousness as “a tendency to focus attention on one’s health” (Iversen and Kraft, 2006). A study has suggested that health consciousness is characterized as sensitivity to health hazards, physical fitness, stress and nutrition (Kraft and Goodell, 1993).

To maintain a healthy lifestyle people should follow a well structured diet chart and also should consume as much organic food as they can or afford. Stabler and Allen (2004) have found that LM (Liquid Milk) is a source of vitamins and nutrition that helps in maintaining good health. One glass (about 250ml) of milk provides approximately 50% of the adult’s recommended dietary allowance (matte, J., Guay, F., et al., 2012). A health conscious individual should search for a source of healthy and fresh food (Gould, S. J., 1988). Naturally farmed food or organic food is beneficial for maintaining good health. People will be knowledgeable about organic food if they search for it and if they want to keep their health well.

Health consciousness appears to be the strongest motivator for purchasing and consuming organic food in both developed and developing countries (Lillywhite, et. al, 2013 and Squires et al., 2001). Several studies also reveal that consumers’ attitudes towards organic food are facilitated by their health consciousness (Lee, 2016 and Michaelidou, 2008). Kuhn, Prskawetz et al. (2007) have found that elderly people and middle aged people are more health conscious than the younger segment. The possible explanation for this includes older people’s disease avoidance, their emphasis on the role of health for productivity and changes in family roles (Edstrom et al., 2001; Furst et al., 1996 and Kuhn et al., 2007). According to Watson (2015), recently young consumers are moving towards more health-conscious eating, because they are learning about healthy facts from their family and schools (The Hartman Group, 2015).

Health motivation is “consumers’ goal-directed arousal to engage in prevention health behaviours” (Moorman and Matulich, 1993). The facts about organic food is healthier are not strongly proved. But, organic food is often perceived as healthier than conventionally produced food, because of its more natural production methods with fewer pesticides and fertilizers (Guilabert and Wood, 2013); health-conscious consumers in particular should value the health benefits of organic products and therefore be more likely to buy them (Doorm and Verhoef, 2015).

- **Awareness-** Consumer awareness of the various aspects of organic products, such as land is important to build markets for organic food in the first phase of the development of the market, now only 69% of total respondent were aware of organic food, it indicates that for majority of the even aware people ‘organic food’ is still away from their food basket (Mohammad. A. et al., 2013). Brand awareness is also an essential part of brand development, helping the brand stand out from competitors, since brand awareness play a major role in consumers buying decisions, brand awareness influences company sales and profit (K. A, Ramchandran. KK. et al., 2016).

Shayista Akhtar and Gazala Nisar (2016) examined that 80.8% of adolescent girls were fully aware about organic foods as they stated that organic foods are grown without the use of synthetic fertilizers and pesticides, chemicals and toxic substances, artificial additives and colours are grown by using only natural materials while only 13.8% of adolescent boyes were aware about organic foods. Consumers are worried about pesticide residues in food and also about food scares such as mad cow and foot and mouth disease (P. Thu Hong, N. The Ninh et al., 2018).

Increased consumer awareness of organic labelling and their trust in organic labels as well as increasing the availability and range of organic food products, may be the most effective way of increasing their market share (Varma. N. et al., 2016). Squires (2001) claimed that purchase pattern, knowledge and awareness are slightly higher in developed countries in comparison with developing countries; he also stated that on countries like India, low awareness level is one of the main reason for the organic products to still remain in its primary developing stage.

- **Purchase Intention-** Customers attitude towards purchasing organic food products based on the three variables namely environmental concern, health concern and lifestyle consciousness, a number of items were identified that are believed to affect the consumer’s attitude towards purchasing organic food product (Mason. C. et al., 2015). Attitudes have been the predominant variable that successfully predicts pro-environmental intention and behaviour (Bamberg. S. et al., 2007). Consumers were satisfied with organic for variety of reasons, healthy content came first in their mine over environmentally safe, satisfies changing

taste, attitude of the customers, and helps in maintaining status in the society, quality of the product is also a very important factor for consumers of organic food (Paul. J. et al., 2012).

Consumer always had a positive approach regarding the consumption of organic products and consider it to be healthier than the conventionally grown products, consumer's tend to see products which are termed as organic to be locally produced or imported, which provides detail information regarding the country from where the product is been produced, the level of freshness it posses and how far the product is been beneficial to their health (Krishna. R, Balasubramanian. P. et al., 2018).

Smith and paladino (2010) examined and confirmed the significant positive relationship between attitude and intension towards organic produced among Australian students. According to Ajzen (1991), intensions or willingness are significant predictors of actual buying behaviour, then, the intention to purchase organic food products is a prerequisite in order to results in the actual purchase.

4. RESEARCH METHODOLOGY

This is based on the conceptual issues associated with organic food. The present study is exploratory in nature to provide a clear guidance for empirical research. It is also descriptive where the focus is on fact finding investigation with an adequate interpretation. For this purpose secondary data were collected from newspapers, magazines, books, journals, conference proceedings, government reports and websites.

5. WHAT IS ORGANIC FOOD?

The term "organic" refers to the process of how certain foods are produced. In biology organic means, an organic compound or any substance containing carbon-based compounds especially produced by living organisms (Biology online dictionary).

Organic Food is produced by organic farming methods. In this farming method farmers do not use any artificial chemicals, human-made pesticides and fertilizers or other genetically modified components. And in organic animal production they do not use hormones and antibiotics. In this way the conservation of soil and water enhance environmental quality for future generations.

6. IMPORTANCE OF ORGANIC FOOD

- Organic foods are grown naturally in fresh air by well processed farming techniques. So that the foods are far better than conventional foods. And do not cause any harmful attack in human bodies (indianexpress.com). Most of the times these foods are distributed locally so, people can taste the freshness of the foods and stay free from many food poisonous diseases.
- By consume organic food people are curing from some regular but critical diseases like, high blood sugar, cholesterol and many other intestinal problems. Because the organic foods like organic cheese, butter, meat, egg and dairy products are coming from animals which are not given any growth hormones or antibiotics (www.helpguide.org).
- Non-Hodgkin's lymphoma (a cancer), lymphomas six-fold, myeloma (a cancer), multiple myeloma, stomach, and testicular cancer are caused by using pesticides like pesticide 2, 4-D, phenoxy herbicides in conventional food farming. That's why consumption of organic food is important to reduce the rate of these morbidities.
- Farming of organic food has shown growth in animal reproduction system. Many studies have claimed that animal fare better when fed organic food. Female rabbit fed on organic food has the more ovum production (Dr. Gopalkrishnan, 2019). Chickens fed on organic food have 28% higher rate of egg production.
- A typical organic field has give five times as many wild plants, 57% more species, and 44% more birds in cultivated areas than a regular farm (www.ifoam.bio) . Two 1996 studies show that organic farms have twice as many skylarks, and twice as many butterflies. Organic food is not only helpful for human life; it has much importance to enhance wildlife.
- Farmers do not use pesticides and chemicals while farming organic food. So that water is not polluting. There is no chance for harmful chemical runoff and pesticides to impact our water supply. This is healthier for everyone because while our drinking water is generally pasteurized before it goes into the water supply,

it does not catch everything and some of the water is put back into the atmosphere and then rained back down us.

- Organic food farming reduces soil erosion. Organic foods are grown naturally, doesn't applied any synthetic fertilizer. So, that soil are not been damaged. Studies claimed that organic fields have deeper vegetation, more weed cover, and contain 88% more 'epigeal arthropods'. A Swiss study demonstrates that organic soil have more soil microbes, more mycorrhizae- the fungi that attach themselves to the tips of plant roots and help plants absorb nutrients and more earthworms (Guy Dauncey).
- Many recent studies has proved that organic fruits, vegetables have more nutrients than conventional, studies said the average potato has lost 100% of its vitamin A, 57% of its vitamin C and iron, 28% of its calcium, 50% of its riboflavin, and 18% of its thiamine (Miss Khushboo, 2017). Similar results applied to 24 other fruits and vegetables. For broccoli, all seven nutrients fell. American chemical society, a chemistry professor reported that organic oranges contained up to 30% more vitamin C than regular oranges, even though they are half the size.
- Organic matter makes the soil less compact and more moisture retentive, allowing the roots to penetrate more deeply to find water. So, in drought conditions organic farming is doing pretty well. There are no difficulties to produce organic fruits, vegetables in drought. So that the producers are not in problems about farming.
- Organic foods are distributed locally most of the times. So there is no need to preserve the foods. That's why energy is getting saved and carbon dioxide emission is reduced. Carbon dioxide is the main reason of global warming. So, because of organic food the nature is being well.

7. ORGANIC FARMING IN INDIA

Since beginning India is based on farming. Still now India's main source of income is agriculture. Crops are produced in huge quantity every year in this country. Crops like- paddy, wheat, oilseeds, sugar cane etc. In the early 1900s, the concepts of organic agriculture were developed by Sir Albert Howard, F.H. King, Rudolf Steiner (Raoul, 2020). After that, the organic farming, organic food processing etc are gaining globally. India has proven itself the best in this journey. And till now its work in organic food is commendable.

Organic farming is based on production standards which are environmentally supportive and are socially, economically and ecologically sustainable. It is believed to play a pertinent role in safe guarding biodiversity, improving the soil health, and inclusive and sustainable development of the farming community. (Source: www.agademy.in)

India holds a unique position among 172 countries practicing organic agriculture. In 2018, 2.8 million organic producers were reported worldwide. India continues to be the country with the highest number of producers 1,149,000 (IFOAM). India has 699 processors, 669 exporters and 7,20,000 hectares under cultivation. But, with merely 0.4% of total agricultural land under organic cultivation, the industry has a long journey ahead (Bordolo, 2016).

India ranks 33rd in world in terms of area under organic farming. This country rank 88th in terms of the ratio of agriculture land under organic crop to total farming area. Madhya Pradesh has highest area under organic farming (1.1 mha or 52%). Maharashtra is at second (0.96 mha or 33.6%). Orissa is at third (0.67 mha or 9.7%). Uttrakhand and Sikkim is recognized as the organic states (Kanade, et al., 2019).

India produced around 1.35 million tonnes (2015-16) of certified organic products including all varieties of food products. India exported 86 items in the year in 2007-08- the total volume being 37533 million tonnes. India ranked 11th in organic product exports in 2015. The export realization was around the US \$ 100.4 million. Products are mainly exported to EU, US, Australia, Canada, Japan, Switzerland, South Africa (Reddy, 2010). The leading product in terms of export value is oil seeds.

The products farmed in India and exported from India are veritable and in huge quantity. The products are oil seeds, tea, coffee, sugar cane, cereals and millets, cotton, pulses, fruits and vegetable etc.

Table: The Export performance of organic food products from India

S. No	Organic Food	Sales (tons)
1	Tea	3000
2	Coffee	550
3	Spices	700
4	Rice	250
5	Wheat	1150
6	Pulses	300
7	Oilseeds	100
8	Fruits and Vegetables	1800
9	Cashew Nut	375
10	Cotton	1200
11	Herbal Products	250
Total		11,925

Source: Mamgain (2019)

Country has recently started to support organic farming on a large scale and on various levels. A national regulatory framework (Standards, accreditation regulations) has already been passed in 2000. The ministry of commerce has identified six organisations as accreditation agencies of organic products. They are- Agricultural and Processed Food Products Export Development Authority (APEDA), Tea Board, Spices Board, Coconut Development Board, Directorate of Cashew and Cocoa, Coffee board. (Singh. Jat, et al. 2019).

Some certification agencies of India are –

- Indian Organic Certification Agency (INDOCERT)
- APOF Organic Certification Agency (AOCA)
- Rajasthan Organic Certification Agency (ROCA)
- Indian Society for Certification of Organic Products (ISCOP)
- Sikkim State Organic Certification Agency (SSOCA)
- Uttarakhand State Organic Certification Agency (USOCA)

(Source: APEDA)

The Government of India is Promoting Organic Farming through various schemes like-

- ❖ National Project on Organic Farming (NPOF)
- ❖ National Horticulture Mission (NHM)
- ❖ Horticulture Mission for North East and Himalayan States (HMNEH)
- ❖ Rashtriya Krishi Vikas Yojana (RKVY)
- ❖ Network Project on Organic Farming of Indian Council of Agricultural Research (ICAR) (Source: Indian Botanists, 2014)
- ❖ Paramparagat Krishi Vikas Yojana (PKVY) (Source:, Pandey, K. Sengupta,R., 2018)

8. ORGANIC FOOD REDUCES RISK OF SOME DISEASE

Organic food helps to fill the disease fighting factor. Recent evidence suggests that these micronutrients play important roles in preventing cancer and various types of heart disease (De. Noon. J. D. et al., 2003). In today's world where every people is suffered from one or more disease, so it is very important to maintain a good health. The main reason for this is to eat less nutritious food with a low quality of life. Therefore, in the current situation, the need for the people to consume high quality food has increase. So, people want to eat organic food, which is now a synonym to health, is produced by the natural process without adding any chemical fertilizers, pesticides and by not disturbing the natural cycle.

The excessive use of chemicals cause various type of disease like reproductive dysfunction, diabetes, asthma, birth defects and various type of cancer. So, it would not be wrong to say that people switch to organic food any wrong decision for their health and environment. Organic foods often have more beneficial nutrients, such as antioxidants, than their conventionally grown counterparts and people with allergies to foods, chemicals, or preservatives often find their symptoms lessen or go away when they eat only organic food (www.HelpGuide.org).

- **Cancer Prevention-** A higher frequency of organic food consumption was associated with a reduced risk of cancer. Individuals who ate the most organic produce has a 25% lower risk of receiving a cancer diagnosis, during the follow-up, when compared with those eating the least amount organic produce (Tim Newman. et al.). But it is unthinkable at all that organic food completely cure cancer. Organic food can only prevent it. No single food can prevent cancer, but the right combination foods may help to make a difference at mealtimes. A healthy diet can help us to prevent and fight cancer.
- **Fight against Stroke and Heart problems-** Organic food might reduce the chance of heart attacks and stroke. But there is still disagreement among many scientists on this issue. But even so, organic food can help prevent this type of problems. Organic diet reduced cardiovascular risk factors in both healthy individuals and patients, but the study had numerous limitations, including the short intervention period, small number of participants, and inadequate reporting result (A. L. Brantsaeter. et al.)
- **Cohort Studies-** some human cohort studies have identified associations between organic food consumption and specific health and health related physiological parameters. Those studies were mother-and-child dyad cohorts and reported positive associations between organic vegetable and dairy consumption and reduced risks of 1.Hypospatias in baby boys (Christensen, Asklund, et al., 2013), (Brantsaeter, Torjusen, et al., 2016). 2. Eczema in infants (Cummeling, Thijs, et al., 2008) 3. Pre-eclampsia in mothers (Torjusen, Brantseater, et al., 2014).
- Another study (about 54000 adults) (French- Belgium Nutrient- Sainte cohort) reported that regular consumers of organic food had a substantially lower risk of being overweight or obese (Kesse-Guyot, Peneau, et al., 2013).

9. RECOMMENDATION

Many studies have been published on organic food, but there is no study which can strongly say that organic food is the best for human health. Studies always state what is good about organic food and how people can stay fit by consume it. Those chemical residues, antibiotics, synthetic fertilizers, genetically modified components, pesticides and hormones used in farming of conventional food, are dangerous and very harmful for human health and environment too. These cause many damages in our surroundings and worldwide. Cause many diseases and are the death reasons of nowadays. People are suggested to know more about organic food.

- It is essential to maintain the soil food web and develop a cluster approach for the success of organic farming.
- New methods to lower certification need to be found.
- Organic food could be sold as a lifestyle product if presented appropriately.
- Development training and education for all the resource persons involved in the organic farming process is required.
- More publicity's about organic food to make people known about the facts of it.
- Increasing of availability of organic food in every urban and rural areas.
- Encourage the population to go for green making.
- Adopting low cost machinery and technology in organic farming.
- Spreading the reasons how people can stay organically healthy.

10. CONCLUSION

The available evidence supports consumers' belief that organic food production and consumption result in lower pesticide exposure, are more environmentally friendly and better for animal welfare. Some studies indicate

better nutritional profiles in organic foods than in conventional foods. Few studies have investigated the possible health benefits of organic food consumption in humans. Organic food provides a variety of advantages and nutritional value for human health. Organic foods have more beneficial nutrients, such as antioxidants, than their conventionally grown counterparts, in addition, people with allergies to foods, chemicals, or preservatives often find their symptoms less or go away when they eat only organic foods.

Organic farming is better for the environment. Organic farming practices reduce pollution, conserve water, reduce soil erosion and use less energy. In India organic farming is growing day by day, getting popular in worldwide. India has the highest organic producer in the world. This country is giving its best in organic culture.

Organic foods reduce risk of many diseases. Stroke, weight-gaining, high sugar, many kinds of cancers and cholesterol are getting down by consume organic foods. These facts are getting known by people and they are being more health conscious and aware day by day. These factors influence the consumers' attitude towards organic food products. Nowadays consumer behaviour is changing towards purchase of many environmental-friendly and organic products, due to awareness of environmental degradation and the related issues.

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