



# Study of Organic and Non-Organic Food Products in India

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## Abstract:

Organic food products are popular across Europe and United States of America. Asia is not far behind with India being a prominent player. The concept of organic food products is not new to Indian farmers. However, there is not much of a consumption taking place domestically despite the fact that India is one of the top 10 players in the world when it comes to the number of Farmers engaged in organic cultivation. This study was conducted the facts of consumer perception towards organic food products.

**Keywords:** Demography, organic foods and factors of consumer perception, organic cultivation, consumption taking place domestically.

## INTRODUCTION:

Organic products are grown under a system of agriculture without the use of chemical fertilizers and pesticides with an environmentally and socially responsible approach. This is a method of farming that works at grass root level preserving the reproductive and regenerative capacity of the soil, good plant nutrition, and sound soil management, produces nutritious food rich in vitality which has resistance to diseases.

India is bestowed with lot of potential to produce all varieties of organic products due to its various agro climatic regions. In several parts of the country, the inherited tradition of organic farming is an added advantage. This holds promise for the organic producers to tap the market which is growing steadily in the domestic market related to the export market.

As per the available statistics, India's rank in terms of World's Organic Agricultural land was 15 as per 2013 data (Source FIBL and IFOAM Year Book 2015). The total area under organic certification is 5.71million Hectare (2015-16). This includes 26% cultivable area with 1.49 million Hectare and rest 74% (4.22 million Hectare) forest and wild area for collection of minor forest produces. The Government of India has implemented the National Programme for Organic Production (NPOP). The national programme involves the accreditation programme for Certification Bodies, standards for organic production, promotion of organic farming etc. The NPOP standards for production and accreditation system have been recognized by European Commission and Switzerland for unprocessed plant products as equivalent to their country standards. Similarly, USDA has recognized NPOP conformity assessment procedures of accreditation as equivalent to that of US. With these recognitions, Indian organic products duly certified by the accredited certification bodies of India are accepted by the importing countries.

**PRODUCTION:**

India produced around 1.35 million MT (2015-16) of certified organic products which includes all varieties of food products namely Sugarcane, Oil Seeds, Cereals and Millets, Cotton, Pulses, Medicinal Plants, Tea, Fruits, Spices, Dry Fruits, Vegetables, Coffee etc. The production is not limited to the edible sector but also produces organic cotton fiber, functional food products etc. Among all the states, Madhya Pradesh has covered largest area under organic certification followed by Himachal Pradesh and Rajasthan.

**EXPORTS:**

The total volume of export during 2015-16 was 263687 MT. The organic food export realization was around 298 million USD. Organic products are exported to European Union, US, Canada, Switzerland, Korea, Australia, New Zealand, South East Asian countries etc. Oil seeds (50%) lead among the products exported followed by processed food products (25%), Cereals and Millets (17%), Tea (2%), Pulses (2%), Spices (1%), Dry fruits (1%), and others.

Non-organic, un-rinsed vegetables are, first and foremost, grown with the use of toxic petrochemicals such as pesticides, herbicides, and just recently, antimicrobials as well. Residues of petrochemicals which have been directly sprayed onto the vegetables then remain on the outer leaves and skins of vegetables, though traces of them may be removed by thorough washing. Pesticide exposure has manifold detrimental side effects in humans, some of which are birth defects, neurological conditions like Attention Deficit Hyperactivity Disorder (ADHD), chronic illnesses like diabetes, and degenerative diseases like cancer. Non-organic vegetables have noticeably higher traces of heavy metals as well. This is because heavy metals like the highly toxic arsenic are mixed in petrochemicals which then remain well in the soil, and subsequently get absorbed by the roots, fruits, and leaf tissues of the vegetables. Non-organic crops are also grown in industrial farms that don't practice routine soil rehabilitation and so normally yield vegetables and other crops that have measurable heavy metals like cadmium and even mercury.

Some non-organic vegetables are genetically modified, too. GMO's long-term effects on humans are not that widely researched yet but the available animal studies aren't that promising. For instance, the effects of GM soy beans on animals, like genital abnormalities and high offspring mortality rates, are enough to make you want to steer clear of any agricultural product that's been engineered genetically.

Non-organic, un-rinsed vegetables are full of pathogenic bacteria which can cause food borne illnesses as well. Cucumbers and salad greens like romaine lettuce and iceberg lettuce, for instance, have been traced as the source of E. coli and Salmonella contamination in the past. The use of unprocessed animal manure in industrial farms, coupled with improper handling methods, is just some of the potential causal agents of pathogen contamination.

Non-organic, un-rinsed vegetables have possibly been subjected to irradiation as well. Food irradiation was approved for use as a way to eliminate illness-causing pathogenic bacteria since 2008 by the Food and Drug Administration (FDA). Some of the negative effects of food irradiation, according to the US Environmental Protection Agency (US EPA), are loss of nutrients, generation of dangerous free radicals, and creation of compounds that weren't originally present in the irradiated vegetables and crops.

Lastly, non-organic, un-rinsed vegetables have been grown with the use of unsustainable farming practices. The rampant administration of petrochemicals not only destroys the soil, but the air and water systems as well.

**RESEARCH METHODOLOGY:**

The review depends on secondary data which has been gathered from national and global diaries, web and Government reports and so forth. This review uncover, the utilization of inorganic contributions to generation of natural products, vegetables, grains and raising creatures in agribusiness is called customary or non-natural cultivating. Then again, the natural or regular contributions to the homestead operations are known as natural cultivating.

## Benefits of Organic foods-

How your food is grown or raised can have a major impact on your mental and emotional health as well as the environment.

Organic produce contains fewer pesticides. Chemicals such as fungicides, herbicides, and insecticides are widely used in conventional agriculture and residues remain on (and in) the food we eat.

Organic food is often fresher because it doesn't contain preservatives that make it last longer. Organic produce is often (but not always, so watch where it is from) produced on smaller farms near where it is sold.

Organic farming is better for the environment. Organic farming practices reduce pollution, conserve water, reduce soil erosion, increase soil fertility, and use less energy. Farming without pesticides is also better for nearby birds and animals as well as people who live close to farms.

Organically raised animals are NOT given antibiotics, growth hormones, or fed animal byproducts. Feeding livestock animal byproducts increases the risk of mad cow disease (BSE) and the use of antibiotics can create antibiotic-resistant strains of bacteria. Organically-raised animals are given more space to move around and access to the outdoors, which help to keep them healthy.

Organic meat and milk are richer in certain nutrients. Results of a 2016 European study show that levels of certain nutrients, including omega-3 fatty acids, were up to 50 percent higher in organic meat and milk than in conventionally raised versions.

Organic food is GMO-free. Genetically Modified Organisms (GMOs) or genetically engineered (GE) foods are plants whose DNA has been altered in ways that cannot occur in nature or in traditional crossbreeding, most commonly in order to be resistant to pesticides or produce an insecticide. The market for organic food products in India is growing at 20-22% a year, a top official from Yes Bank has said.

"The market for organic foods is growing at a compounded annual growth rate (CAGR) of 20-22%," Yes Bank's Country Head, Food and Agribusiness.

## CONCLUSION:

Health benefits emerged as the most important determinant of the factors affecting consumer preference towards purchase of organic food products. Major variables constituting this factor included health, safety, rich in nutrients, natural and food free from contamination. Consumer ideology towards the concept of organic food products was identified. Free from chemicals aspects of organic food products no-additives, unadulterated and non-toxic. Hence, the study revealed that consumer's overall preference for purchase of organic food products is primarily determined by two factors of perception that have emerged from the study. Overall preference = Taste + Chemical-free.

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