

Study of the Problems of the Endorsement of Organic Food

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ABSTRACT: *Day after day, the population level has risen and all kinds of food are no exception. As the population rises, the quality of food has also worsened. Fertilizer has been commonly used in agriculture to fulfil the potential demand of the food commodity, but this is not a safe practise as it leaves many contaminants such as rice, wheat or something else in the increasing good. Consequently, it is important to turn to organic food. In addition to the expert's study, one more justification for leaning towards organic food is to assume that organic food is rich in nutrients and grows without the use of chemical fertilizer. Organic foods are often considered better because they do not contain any carcinogenic compounds or other substances vulnerable to disease. In order to highlight the advantage of organic food over conventional food, the present paper was published.*

KEYWORDS: *Organic Food, Conventional Food, Crops, Climate, Food Security, Marketing.*

INTRODUCTION

The increasing population of the world has created one more challenge in the term of the food scarcity and the many researchers and scientist has done many experiment and research work in order to increase the production of the agriculture product [1]. The research work depends primarily on the external catalyst in the form of some type of chemical that can help increase the seeds' yielding potential and high crop production results from this. In addition, work was done to encourage the latest technical invention or practices among the former on the other side of agricultural technology in order to substitute the old practices with new ones.

The issue associated with increased crop production is that the excessive use of fertilizer has decreased the nutritional value of the quality of the crop. It is widely assumed that the enhanced fertiliser crop did not equal the quality of the crop that grew without the use of fertilizer [2]. This reality is also scientifically established that there are many unrequited compounds that are not suitable for human consumption in fertilizer-based crops. But the use of fertilizer and other modern crop growing techniques is the requirement of the moment to meet the appetite of the world's ever-growing population. Some countries do really too well in growing the crops to satisfy not only their own requirements, but also to sell to some other countries [3].

There are individuals who need more quality food and who want no pollution to occur in terms of any foreign metal or chemical substances other than the crop's own substances. The concept of organic food has been encouraged by this conviction of individuals. The idea of organic food is to grow or produce food in the conventional way and without the use of chemical-based fertilizers, so that the nutritional value can be preserved naturally and that the substances can not be confirmed [4]. The people has been having more concerned about their health and trying hard to keep their health upgrade as the nothing is left pure in the world because of the drastic environment/climate change.

Organic food is described as a result of a farming system that avoids the use of pesticides and synthetic fertilizers. The concepts used in the farming method are based on the advantages of modern scientific knowledge and technology to make food production more sustainable. Organic requirements for animal husbandry forbid genetically modified organisms and antibiotics, although only 30 additives are allowed under some conditions [5]. Buying organic foods can also be seen as an activity driven by beliefs about the health and probably good

taste of these goods, as well as beliefs about the positive effect on the environment and the wellbeing of the animals produced.

Sustainable products are always seen as the expensive option (Market & Opinion Research International Limited). Being environmentally friendly is expressed to be accessible only to the middle classes. The consumers want to have a choice among the sustainable products rather than choosing products that are sustainable and those that are not [6]. They rely on their felt involvement which is influenced by their experience. The importance placed on each parameter is based on the consumers' priorities and values. Experience develops personal relevance, importance, interest which together derives the motivational state.

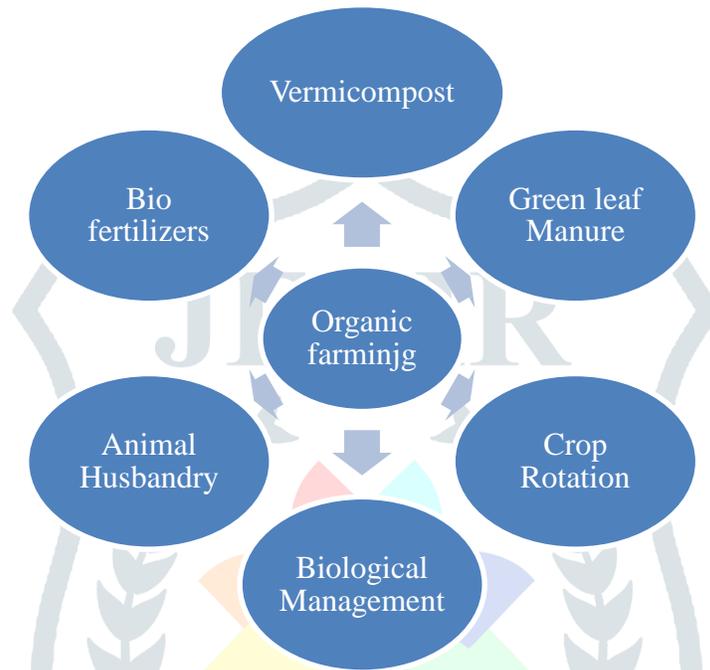


Fig. 1 Attributes of the Organic Farming

ORGANIC FOOD CONSUMERS

The many people are confused about the term organic as they cannot understand the term that the organic is used for the natural way of the cultivation of the crops without any addition of the chemical based fertilizer or the other support [7]. The market support is still limited to the organic food as considerable part of the people are not aware about the organic food and they often confused in the conventionally grown food and organically grown food. There is need to promote the method, practices and farming standard of the organic concept of farming amongst the people. The figure 1 has been showing the attributes of the organic farming.

There are several studies showing the contradictory suggestion as per the demography variation in the view of the people about organic farming but there are also some consistence results about the organic farming in some part of the world. The studies shows that female are more conscious about the organic food than their male counterpart [8]. In spite of this , many people have been attracted towards the organic food as they know that organic food are having more nutrition than conventional food [9]. Younger people are more curious about the consequence of the organic food and they are taking interest to read the available information about the organic farming and organic food. After a good promotion in the market, a good number of the people are attracting towards the organic product.



Fig. 2 The Major Concern Of The Organic Food

Research has also focused on the identification of the everyday organic food customer's more complex, psychographic profile. "It results from an ideology linked to a particular value process that controls temperament, attitudes and consumer behaviour measurements." The ideals of altruism (friendship with others), ecology (harmony with the environment and a cohesive society), communism (protection of the well-being of all people and nature) [10], benevolence (improving the well-being of people with which one is in regular personal interaction), spirituality (inner harmony and solidarity with nature) and self-direction (independent thinking and action) have been connected to the people. The figure 2 has been showing the major concern of the organic food.

CONCLUSION

In addition to the steps taken to increase the cultivation of organically grown food, this paper stressed the question of the promotion of organic food. This is a very common fact that, relative to traditional foods, organic foods are better for human consumption since they are free of artificial or manmade chemicals. With a view to food security, the rising population of the world is a hot subject to be debated globally. Climate change is also a significant threat to agricultural goods for human use, as climate change kills a large proportion of crops. In these conditions, organic food production is no less than a serious task. While scientists are doing their job to figure out how to grow organic food more sustainable in the limited space, as the land also decreases as the population grows.

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