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# CHALLENGES OF THE PROMOTION AND FARMING OF ORGANIC FOOD

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## **Abstract**

*The population level has been increasing day by day and all sort of the food is no exception. The food quality has been also deteriorating as the population is increasing. To meet the future demand of the food product, fertilizer has been extensively used in the agricultural, but this is not a good practice as it leaves many contaminants in the growing good like rice, wheat or something else. Therefore, it is necessary to switched towards the organic food. One more reason to incline towards the organic food is to believe of the people in addition to expert's analysis that organic food is rich in the nutrient and grow without the use of the chemical based fertilizer. The organic food is also considered safer as it does not have any carcinogenic substances and other disease prone substances. The present paper has been written to highlight the benefit of the organic food over the conventional food.*

**Keywords:** *Organic Food, Conventional Food, Crops, Climate, Food Security, Marketing, Fertilizer.*

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## **I. INTRODUCTION**

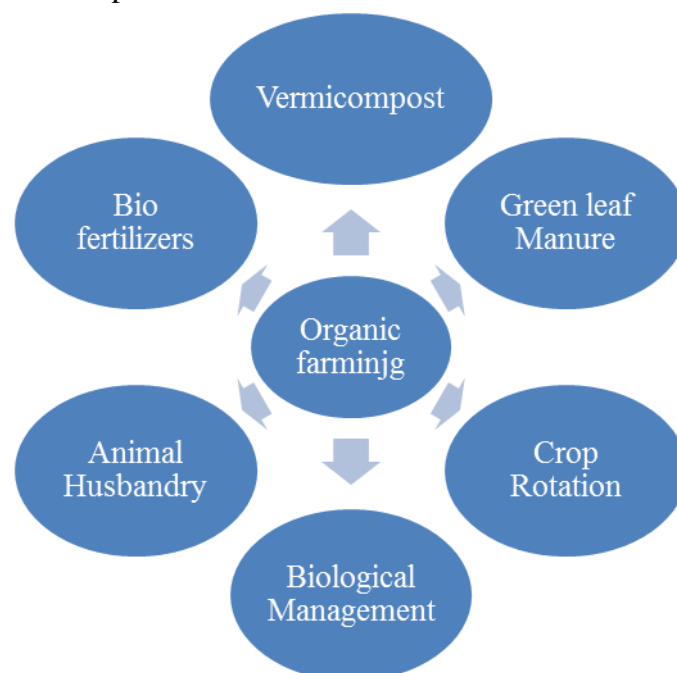
The increasing population of the world has created one more challenge in the term of the food scarcity and the many researchers and scientist has done many experiment and research work in order to increase the production of the agriculture product [1]. The research work mainly depends upon the externally catalyst in the form of some sort of the chemical that can help to increases the yielding capability of the seeds and consequences of this is high production of the crop. Apart from this, the work has been done on the other aspect of the agricultural technology to promote the new technological invention or practices amongst the former in order to replace the old practices with new one.

The problem associated with the increased production of the crop is that the excessive use of the fertilizer reduced the quality of the crop in term of the nutritional content. It is common believe that the fertilizer enhanced crop has not matched the quality of the crop that has

grown without using fertilizer [2]. This fact is also scientifically proved that fertilizer based crop has many unrequited substance that are not safe for the human consumption. But using the fertilizer and other modern techniques for growing the crop is the necessity of the time in order to satisfy the appetite of the ever growing population of the world. There are some country that are doing really too good in growing the crops in order to meet the not only its own requirement but also export to some other countries [3].

There are people who required the food with more quality and also want that there must not be any contamination in term of any foreign metal or any chemical substances other than the crop's own substances. This believe of the people has promoted the idea of the organic food. The concept of the organic food is to grow or produced the food with the traditional way and without the use of chemical based fertilizers so that the nutritional value can be keep naturally and no added confirmation of the substances [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 defined as a product from a farming system which avoids the use of synthetic fertilizers and pesticides. The principles used in the farming system apply the benefit of modern scientific understanding and technologies to offer a more sustainable food production. Genetically-modified organisms and antibiotics are prohibited in organic standards for animal husbandry while only 30 additives are permitted in certain conditions [5]. Therefore, purchase of organic foods can be seen as an action motivated by beliefs about healthiness and possibly good taste of these products as well as by beliefs about the positive impact on the environment and welfare of production animals.



**Fig. 1 Attributes of the Organic Farming**

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.

## II. 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 consistency 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 concentrated on the identification of a more detailed, psychographic profile of the daily organic food customer. It results from an ideology linked to a specific value process that controls measures of temperament, attitudes, and consumer behavior." The principles of altruism (friendship with others), ecology (harmony with the world 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.

### III. CONCLUSION

The present paper has given the stressed on the issue of the promotion of the organic food in addition to the measures taken for the increasing the cultivation of the organically grown food. This is very common fact that the organic food are safer for human consumption in comparison to the conventional food as they are free from the artificial or manmade chemical. The growing population of the world is hot topic to discuss worldwide in the view of the food security. The change in the climate is also a major threat to the agricultural product for the human consumption as change in climate destroys the considerable part of the crops. In these circumstances, cultivation of the organic food is not less than a major challenge. Although, scientist are doing their work to find out the more sustainable way to grow the organic food in the limited space as the land is also decreases as the population is growing.

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