

PERCEPTION ON QUALITY AND HEALTH TOWARDS ORGANIC PRODUCTS

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"My interest is in the future because I am going to spend the rest of my life there"

Abstract

Agriculture is practiced since prehistoric times. Intrusion of machinery, scientific methods, weather predictions have revolutionized the field of agriculture, while variety of chemical fertilizers and pesticides have increased yield without any concern of environmental measures for economic reasons. Modern man has contaminated soil and the atmosphere, leads to pollution that is destroying our planet. The current fad for organic product is more than just hype. Today it is a common practice for farmers to liberally make use of pesticide spray or fertilizers in order to improve the crop yields. However the natural way of growing organic products started becoming unpopular and economically less possible more organic products yield meant higher profits to the farmer and better utilization of the land. Now organic products are widely available and have become very popular with towering sales. An organic product promotes no artificial preservatives and best maintain the originality of food. This prevents excess use of harmful ingredients and thereby ensures health. This study attempted to gain knowledge about perception on quality and health towards organic products to reveal the importance and sustain healthy generations. The rationale for carrying out this study is that consideration for the environment could come only from well-informed citizens who are aware of, and fully committed to their rights to a quality health and environment.

Keywords: Organic Products, Quality and Health, Sustainable Development.

Introduction

Organic production is an overall system of farm management and food production that combines best environmental practices, a high level of biodiversity, the preservation of natural resources, the application of high animal welfare standards and a production method in line with the preference of certain consumers for products produced using natural substances and processes. The organic production method thus plays a dual societal role, where it on the one hand provides for a specific market responding to a consumer demand for organic products, and on the other hand delivers public goods contributing to the protection of the environment and animal welfare, as well as to rural development.

Organic production is an overall system of farm management and food production that aims at sustainable agriculture, high-quality products and the use of processes that do not harm neither the environment, nor human, plant or animal health and welfare. Consumers are anxious about food quality, production techniques and provenance and they trust organic foods more easily.

Meaning of organic products

The Department for Agriculture and Rural Affairs (DEFRA) states that:

'Organic food is the product of a farming system which avoids the use of man-made fertilizers, pesticides; growth regulators and livestock feed additives. Irradiation and the use of genetically modified organisms (GMOs) or products produced from or by GMOs are generally prohibited by organic legislation.

Organic agriculture is a systems approach to production that is working towards environmentally, socially and economically sustainable production. Instead, the agricultural systems rely on crop rotation, animal and plant manures, some hand weeding and biological pest control'.

Review of literature

Supriya and Gayathiri (2017) they suggested that Awareness of organic food products among study population is about 76% with the greater awareness level among urban population. The main reasons for consuming organic food being credibility & availability. Increasing the awareness level of organic products, encouraging people to create their own organic garden can increase consumption of organic foods.

Alxe Mie (2017) he suggested that organic food consumption may reduce the risk of allergic disease and of overweight and obesity, but residual confounding is likely, as consumers of organic food tend to have healthier lifestyles overall.

Sooraj S Narayan (2018) he concluded that when more people enter into organic farming the destruction of soil and land with the use of fertilizers and pesticides will reduce and this will help the environment to sustain its nutrients as well as the fertility of the land.

Statement of the problem

In India, organic Products market is in emerging stage have experienced steadfast growth in the past few years. The current growth in the organic market is driven by health factor and safe consumption. Day to day the environmental concern is increasing, consumers are focusing on the green aspect of the products as well as their impact on the environment. Health issues are becoming consumer's priorities to purchase the products. These are the main driving force while purchasing the organic products. Today the world requires new discussion and innovation to consumers have got awareness on organic products started buying and utilizing for their regular consumption the researcher shows interest on the positive impact to the society thus this particular study has been carried out.

Objectives of the Study

- The Importance of organic products.
- To Sustain healthy generations.

Scope of the Study

Organic products promote a balance of human, other living organisms and the nature. It also promotes no artificial preservatives and best maintain the originality of product. This prevents excess use harmful ingredients and thereby sustains the healthy generations. Thus it is necessary to evaluate the current state of importance and perceptions of organic products. Therefore Role of eco-labels, importance of organic products, Environmental impacts of organic agricultural practices, features of organic products, Making informed an choice on organic products towards organic products, willingness to pay for organic product and intention to purchase organic will be the main agenda of this study.

Importance of Organic Products

Organic food is extremely popular and everyone wants to know about its benefits. The sweeping public opinion that organic food is healthier than conventional food is quite strong. It enhances immune system, promotes animal welfare, reduces presence of pesticides, tastes better than non-organic food, boosts cardiovascular protection, prevents cancer and premature aging, ensures safe and healthy world for future generation. Organic food can lead to increased intake of nutritionally desirable antioxidants and reduced exposure to toxic heavy metals.

Suggestions

- Production of organic product is essential to the country to sustain the future generation.
- Organic product industry should create awareness among the people Like, Hotel Industry, Agricultural Universities and to the Young Entrepreneur.
- Food and Beverage industry should concentrate on producing healthy and hygiene products by using organic Materials especially in kids food like, chips chocolate and health drinks etc.,
- Agriculture Universities should give training to the farmers, young entrepreneurs and catering technologist to product and supply to the related industries.
- District industries center should give license to NGO , Women Entrepreneurs and those who start organic business

Conclusion

Now a day people are having enormous health issue, because products are prepared with heavy chemicals and adulteration. So Farmers, Food industry and other Consumer

product industry should concentrate on producing high yielding variety of organic products. Since India is the developing nation and second populated country, demand for organic food and beverages is booming. India has the largest number of organic producers in the world, according to the World of Organic Agriculture Report 2018 published in February. With 835,000 certified organic producers, it is home to more than 30 per cent of total number of organic producers (2.7 million) in the world. Uganda (210,352) and Mexico (210,000) are the second and third largest organic producers. However, when it comes to area under certified organic cultivation, India contributes only 2.59 per cent (1.5 million hectares) of the total area (57.8 million hectares). China has around 50 per cent and India has 30 percent of total organic cultivable land in Asia. Government should take initiatives to promote organic production by providing cultivation and fertile land to the farmers. It increases the organic production and GDP to our nation.

As we know women are playing an important role in agriculture. At the same time they know about the importance of food as they are serving in the family. So, Government and agricultural universities should encourage women agriculturist to do organic farming by conducting a training and workshop program which benefit to create awareness among the people and sustain healthy generations.

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