



## The Importance of Organic Food Products - A Way to Healthy Life

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### ABSTRACT

*The term "organic" refers to the way agricultural products are grown and processed. Specific requirements must be met and maintained in order for products to be labeled as "organic". Organic food has become very popular. To live a healthy life, have a organic food products is essential to every human being. Everybody wants to live along but it can be possible by way of having a organic food products are essential. This paper aim is through a light on importance of organic food products for healthy life. The main aim of the paper is to create a awareness about Organic Food Products, to reveal the importance of Organic Food Products, to differentiate the Organic Products & Conventional Products, to find the Constraints In Organic Food Marketing and finally to find the future market for Organic Food Products. It is based on the conceptual oriented.*

**Keywords : Organic food, Healthy life, Essential, Human being**

### INTRODUCTION

"Organic crops must be grown in safe soil, have no modifications, and must remain separate from conventional products. Farmers are not allowed to use synthetic pesticides, bioengineered genes (GMOs), petroleum-based fertilizers, and sewage sludge-based fertilizers. The organic food industry has consistently seen sales increase, rising from \$1 billion in 1990 to \$26.7 billion in 2010. According to the Organic Trade Association, 78 percent of American families purchase organic foods. This percentage is steadily increasing as more consumers are becoming aware of the many health benefits conferred by organic foods. The health benefits of organic food are more based on perception than real facts. However, the sweeping public opinion that organic food is healthier than conventional food is quite strong, and is the main reason for about 30% of growth in the organic food industry over the past 5-6 years. How foods are grown or raised can impact both health and the environment

### Genetically Modified Organisms (GMOs)

Genetically Modified Organisms (GMOs) are plants or animals whose DNA has been altered. These products have undergone only short-term testing to determine their effects on humans and the environment. In most countries, organic products do not contain GMOs.

### Organic farming and locally grown produce

Organic farming refers to the agricultural production systems that are used to produce food and fiber. Organic farmers don't use synthetic pesticides or fertilizers. Instead, they rely on biological diversity in the field to naturally reduce habitat for pest organisms. Organic farmers also purposefully maintain and replenish the fertility of the soil. All kinds of agricultural products are produced organically, including produce, grains, meat, dairy, eggs, fibers such as cotton, flowers, and processed food products.

### Essential characteristics of organic systems include:

- Design and implementation of an "organic system plan" that describes the practices used in producing crops and livestock products.
- Detailed recordkeeping systems that track all products from the field to point of sale.

- Maintenance of buffer zones to prevent inadvertent contamination by synthetic farm chemicals from adjacent conventional fields.

### BENEFITS OF ORGANIC FOOD

Organic foods provide a variety of benefits. Some studies show that 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 lessen or go away when they eat only organic foods.

1. **Better Health:** Since organic food is not prepared using chemical fertilizers and pesticides, it does not contain any traces of these strong chemicals and might not affect the human body in negative ways.
2. **Better Taste:** Some people strongly believe that organic food tastes better than non-organic food. The prominent reason for this belief is that it is produced using organic means of production. Furthermore, organic food is often sold locally, resulting in availability of fresh produce in the market, which usually does taste better than produce that has been frozen, shipped, and transported across long distances.
3. **Environmental Safety:** As harmful chemicals are not used in organic farming, there is minimal soil, air and water pollution; thus ensuring a safer and healthier world for future generations to live in.
4. **Animal Welfare:** Animal welfare is an important aspect of producing organic milk, organic meat, organic poultry, and organic fish. People feel happy that the animals are not confined to a miserable caged life when they eat organic animal products.

### 5. Stringent Standards

The "Organic" certification you see on a product means that it has been grown, processed and handled according to strict guidelines and procedures – at the highest level it means it contains no toxic chemicals. The federal government set standards for the production, processing and certification of organic food in the Organic Food Production Act of 1990 (OFPA).

## 6. Free of Genetic Modification

Organic food cannot be grown using genetically engineered seeds. Why would a seed be genetically altered? Our most common crops – corn, soy, cotton and canola – are often sprayed with heavy doses of pesticides that would otherwise even be damaging to the crops if their genetic structure had not been engineered to withstand these chemical substances.

## 7. Better for the Soil

Organic farming returns nourishment to the soil, which in turn creates better conditions for crops to thrive during droughts. Healthy soil acts much like a sponge and filter, so it helps to clean the water passing through it. Organically treated soil also traps carbon – and less of it in our atmosphere means fewer effects from climate change.

## 8. Better for the Water

Organic food is grown without chemical fertilizers or pesticides, which can be leached from the soil and end up in water supplies.

## 9. Innovative Research

Mostly at their own expense, organic produce growers have paved the way with innovative research that has created ways to reduce our dependence on pesticides and chemical fertilizers – both often byproducts of fossil fuels. They also have led the way in developing more energy efficient ways of farming.

## 10. Increases Biodiversity

For decades now, organic farmers have been collecting and preserving seeds – as well as reintroducing rare or unusual varieties of fruits and vegetables. It is mostly thanks to organic farmers that a large selection of heirloom tomatoes has become a common occurrence in grocery stores.

## 11. Increases Consumer Choices

Thanks to organic farmers, nearly every food category offers an organic alternative. That has even extended into textiles. You can now sleep on sheets and wear clothes made of organic cotton.

## 12. Harmonious with Nature

The organic philosophy of growing believes that wildlife is integral to a farm. Organic farms do not displace wildlife – they embrace it.

## 13. Fresher, Better Tasting

There's no argument that fresh food tastes better. Organic food often is fresher because it is more perishable and has a shorter shelf life.

## 14. Sustainable Seafood Choices

Visiting organic markets allows you to purchase seafood that is still abundant and fished or farmed in environmentally friendly ways.

## PRINCIPLES OF ORGANIC FOOD PRODUCTION

The philosophy of organic food production maintains certain principles: biodiversity, ecological balance, sustainability, natural plant fertilization, natural pest management, and soil integrity. Since farms vary in product and practice, there is also a wide variety in how these principles are applied.<sup>3</sup> However, generally, organic food products:

**Traditionally, organic food production has certain characteristics, including:**

- Are grown or raised by a producer who uses practices in balance with the natural environment, using methods and materials that minimize negative impact on the environment. The organic farmer is committed to replicating the ecology of the natural environment by maintaining biodiversity and fostering healthy soil and growing conditions.
- Are produced on land that has been free of known and perceived toxic and persistent chemical pesticides and fertilizers for at least three years prior to certification, and

synthetic fertilizers and pesticides are not used in production.

- Are planted on a rotating basis within the farm system. Crops are rotated from field to field, rather than growing the same crop in the same place year after year. Cover crops such as clover are planted to add nutrients to the soil and prevent weeds.
- Organic meat, poultry and egg products come from farms that use organic feed, do not administer added hormones to promote growth or any antibiotics and they allow animals the space and freedom to behave naturally

## DIFFERENCES BETWEEN ORGANIC AND CONVENTIONAL FOOD

- **Cost:** Organic foods typically cost more than conventional foods. In part, the higher price is related to natural fertilizer and labor-intensive pest control tactics. Regulations limit the number of pesticide products available to organic producers.
- **Pesticide Residue:** Research has demonstrated that organic fruits and vegetables have smaller amounts of pesticide residue than produce that was grown conventionally. However, pesticide residue is reduced substantially by routine food handling practices such as washing, peeling and cooking.
- **Nutrition:** Some research has found higher levels of phenolic compounds and certain vitamins in organic produce. Other research has found no significant difference in the nutritional quality of organic and conventionally grown foods. Organic foods are no more nutritious than conventionally grown foods, and no less likely to be contaminated with certain bacteria, according to a new review of studies.

Though farming practices vary, organic plants are generally grown without the use of pesticides or industrial fertilizers, and organically raised animals are not routinely treated with antibiotics or growth hormones.

## CONSTRAINTS IN ORGANIC FOOD MARKETING AT FARM LEVEL

- Unsustainable farm incomes during the conversion period in which yields usually are lower, and extra efforts are needed to build up soil fertility and biodiversity
- Availability of insufficient biomass on-farm and inaccessibility of external inputs of organic manures
- Non availability of financial means to compensate initial yield loss
- Farmers are not getting a proper, system based understanding of organic farming, they rather use isolated technologies
- Non availability of suitable designs of organic farming systems for various climatic conditions and crops; supported through appropriate technologies
- Food processing facilities capable of producing quality organic outputs not easily available.

## OTHER THAN FARM LEVEL

- Number of entrepreneurs investing in organic food processing is low.
  - Market outlets for organic produce not yet in place in most cities
  - Need more entrepreneurs investing in marketing of organic products
  - There is no consumer awareness campaign yet on the benefits of organic products, and the negative side effects of conventional agriculture and food
  - Convenient availability of a broad range of organic products is not yet there
  - Quality management in production and processing is yet to develop
  - Popularity of India as an exporter of organic products has to happen yet
  - So far, organic farming is essentially niche based; it lacks both in policy and infrastructure investment.
- § In organic chain the relationship among the "farmer – pro-

cessor—trader -- consumer” is not so strong.

### CURRENT STATUS OF ORGANIC MARKET

India has emerged as one of the largest potential markets for organic food consumption globally, owing to the fact that organic foods or products are healthy, contain no chemicals or preservatives, and are completely natural. With growing awareness towards healthy food, surging income levels, and shifts in consumer behavior, the country's nascent organic food market is fast transforming into the world's fastest growing organic food market. In addition, increasing export market coupled with government's support has driven the market that will further boost the demand for organic food products in the country

### FUTURE MARKET OF ORGANIC

The Indian organic market will develop positively in the long term. This is shown by a current study by the market research company Research and Markets (IRL), which forecasts 19 % sales growth by 2017.

### CONCLUSION

Not every one is aware that organic agriculture has the potential of offering environmental solutions for social problems which are developing at a planetary scale. The complexity and sophistication of organic has gone a long way from the original basic recipe, and the continuous development of related industries like quality assurance, trace ability recyclable packaging, truthful marketing etc., involve more and more people in a global industry that is just starting to surface.

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