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## MARKETING OF ORGANIC FOODS AND HEALTH

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### ABSTRACT:

**O**rganic" alludes to the way ranchers develop and handle farming items, for example, natural products, vegetables, grains, dairy items and meat. Natural cultivating rehearses are intended to energize soil and water protection and diminish contamination. Agriculturists who develop natural create and meat don't utilize traditional strategies to treat, control weeds or anticipate animals ailment. For instance, instead of utilizing concoction weed executioners, natural ranchers may direct more modern yield turns and spread mulch or excrement to keep weeds under control. Organic food is known to be a healthier way to live rather than eating conventional or non-organic food. It used to only be sold in health food stores but is becoming more popular. We think of organic food to be healthier, but is it more nutritious and safer than conventional food? It all looks the same in the grocery store, but what is really the difference? Farmers grow and process food in a certain way for it to be called "organic." Conventional food may grow with chemical fertilizers, be sprayed with insecticides to reduce pests, manage weeds by using herbicides, and some animals would be given hormones or medications to spur growth and prevent disease. Organic food is brought up in a safer way. Natural fertilizers are used, beneficial insects or birds are used to reduce pests, weeds are removed manually, and the animals are given a balanced diet for natural growth and disease prevention. The U.S Department of Agriculture ensures organic products by making farmers pass tests and pay fees in order to sell organic food. Parents are concerned that the pesticides in organic food with harm the development of their children. Studies support the fact that organic diets lower exposure from the harmful pesticides. Organic food may look similar, but you have to look for an organic symbol (USDA Organic) if you want to eat for a healthier diet. Organic food is safer since they use more natural ingredient within the growth of each product. It is also more nutritious since it is not putting those harmful chemicals in one's body!

**KEYWORDS:** energize soil and water protection and diminish contamination.

### INTRODUCTION :

The market for organic commodities increasing remarkably, the demand of organic foods at household level fluctuates and unstable over the time. To differentiate marketing strategies for stabilizing this food section it is important to know more about consumer's expectations on organic foods and quality aspects. Results from recently published research projects indicate, that organic food consumption is not only related to health aspects or taste of the product itself but often to values such as altruism, ecology, spirituality and sometimes combined with an alternative lifestyle. Most of the consumers are unfamiliar with organic farming and processing standards but they are aware of its central features such as "chemical free", "cage free" or "natural" and see therefore a

“plus” in food quality, a reason to purchase organic foods. The paper discuss if these consumer’s expectations are met by the legal framework or guidelines for organic foods especially for processing. It can be concluded that the regulations must be changed in such a way that practices, processes and technologies are more strictly excluded which do not lead to a guaranteed quality claim of organic foods. The aims of encouraging organic foods are-To encourage healthy eating and healthy living.

- To enhance physical and emotional well-being and to promote good mental health.
- To provide opportunities for therapeutic and physical activities, creative and intellectual stimulation as well as relaxation.
- To support peoples needs and welcome their individuality and differences.
  - To foster understanding and education promoting good communication to help people develop early intervention methods to mental health issues.
  - To provide opportunities for connecting with others, improving self-esteem and experiencing new ideas.
  - To be accessible and inclusive but to primarily exist to attract normally excluded people To create volunteering and training opportunities for local people with the project to build up knowledge skills and experience. To promote opportunities for local partnership and networking.
- For this the systematic objectives are required like-
- To organise and run regular events providing a variety of activities in consultation with members.
- Provide nutritious wholesome food as well as information about healthy eating and living.
- Provide a safe, welcoming, open and accessible environment that is a smoke, alcohol and drug free space.
- Creating an environment that fulfils the aims of the organisation.

## GLOBAL MARKETING OF ORGANIC FOOD

The worldwide market for natural sustenance’s is required to grow from \$26 billion of every 2001 to \$80 billion out of 2008. The best market development has been in the European Union, where showcase incomes were figure to extend by a third in 2001 to reach \$12 billion, to a great extent because of development in Germany, Italy, France, and the United Kingdom. In every one of these nations, with the exception of the United Kingdom, development has come about because of natural nourishments moving into standard promoting channels and from expanded buyer intrigue. Japan is the third biggest market for natural nourishments and records for the main part of Asian natural market incomes. High development is additionally happening in Singapore, Hong Kong, and Taiwan, however these business sectors stay substantially littler than the Japanese market. The U.S. natural nourishments commercial center came to \$6.95 billion in deals in 2001, up 19 percent from 2000. Deals are required to increment in the United States, achieving \$20 billion by 2008. The biggest market for natural items worldwide is in crisp deliver. Other mainstream natural nourishments incorporate soy sustenances, meat, poultry, eggs, and meat and dairy choices.

## DISCUSSION

When we say organic foods we are referring to those naturally grown foodstuffs. Organic foods are far more expensive compared to their conventionally-grown counterparts in which chemical fertilizers, pesticides and livestock disease prevention had been used as they grow. Because of this, organic foods are of course more healthful than those conventionally produced which makes them worth the high price. But how can we know that such foods are organic? The USDA had set some standards for a food to meet to be considered and sold as “organic.” They Have No Pesticides

If you choose organic produce foods, you are not only consuming healthier foods but you can be sure that there is no pesticide residue on the food you are eating. If the foods were produced in conventional farming, pesticides are being sprayed on the crops, leaving a chemical residue on the outside part of the vegetable or fruit. In addition, the USDA noted that organic produce foods has lower level pesticide residue as compared to conventionally farmed produce. In this case, you have lower risk of pesticide exposure with produce like bananas, in which the skin can be easily removed.

### The Nutritional Value and Benefit

The belief that the nutritional value of an organic food is much higher than that of a conventionally produced food is unpromising. According to an online article which comes out in December, 2010, MayoClinic.com reports that a review of scientific articles regarding organic foodstuffs that the nutritional values of organic foods as compared to non-organic foods is quite comparable. Although as of January 2011, they noted that it is not possible to say whether there is a difference between the nutritional value of an organic and non-organic foods but previous research proves that there is only little difference or no difference at all in foods content like carbohydrates, protein, fat or overall the caloric values

### The Vitamin Content in Organic Foods

Christine Williams, a researcher has written in the February 2002 issue of the journal "Proceedings of the Nutrition Society," that the vitamin content of an organic produce food is higher than that of conventionally produce-food. Additionally, Williams mentioned that previous studies consistently found that the vitamin C content of some organic produce is higher than their conventionally grown counterparts. The only difference maybe is the vitamin C content of some noted green leafy vegetables.

### Lower Nitrate Content is Highly-Favorable

On the other hand, for the nitrate content, conventionally grown foods have higher nitrate levels than the organically produced foods. The difference is largely remarkable in green leafy vegetable produces. It is thought that nitrate content is not considered dangerous to human health if it's in small quantities only. But once nitrate is consumed through water and foods, this can be converted to nitrites in the body. If this happens, nitrite can badly affect the body's ability to absorb and transport oxygen in the blood. So therefore, we can say that eating organic produces foods with lower nitrate levels can give you a lesser risk of encountering health problems associated with nitrate. Through the discussion above, we realize that organic foods are by far healthier than their regular counterparts.

Many components impact the choice to pick natural sustenance. A few people pick natural nourishment since they lean toward the taste. However others settle on natural in view of concerns, for example,

- Pesticides-Conventional producers utilize pesticides to shield their yields from molds, creepy crawlies and sicknesses. At the point when ranchers shower pesticides, this can leave buildup on create. A few people purchase natural nourishment to restrict their introduction to these deposits. As per the USDA, natural deliver conveys fundamentally less pesticide buildups than does traditional create. In any case, deposits on most items both natural and nonorganic - don't surpass government security edges.
- Food added substances Organic controls boycott or extremely confine the utilization of nourishment added substances, preparing helps (substances utilized amid handling, however not added straightforwardly to sustenance) and invigorating specialists normally utilized as a part of nonorganic sustenances, including additives, fake sweeteners, colorings and flavorings, and monosodium glutamate.
- Environment - Some individuals purchase natural nourishment for ecological reasons. Natural cultivating hones are intended to profit the earth by decreasing contamination and moderating water and soil quality.

### NOURISHMENT WELLBEING

Regardless of whether we go absolutely natural or select to blend traditional and natural nourishments, there are few hints to remember:

- Select an assortment of nourishments from an assortment of sources. This will give you a superior blend of supplements and diminish your probability of introduction to a solitary pesticide.
- Read nourishment names painstakingly. Because an item says it's natural or contains natural fixings doesn't really mean it's a more beneficial option.
- Wash and scour new products of the soil completely under running water. Washing helps evacuate soil, microscopic organisms and hints of chemicals from the surface of products of the soil. Not all pesticide deposits can be expelled by washing, however. You can likewise peel products of the soil, however peeling can mean

losing some fiber and supplements.

### CONCLUSION

It stands to reason that reducing the exposure to toxins and synthetic chemicals can improve human health. Eating foods full of vitamins and minerals will obviously improve the health too. The natural conclusion is that organic farming practices will lead to many health benefits of organic food and environment health improvements as well.

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