
Marketing Potential of Organic farm products in Coimbatore city in India: An appraisal

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Abstract

The Indian farming is traditionally organic . After independence we gradually started practicing chemical farming to increase food production to meet the needs of growing population. With the introduction of various inputs like improved seeds, fertilizers, pesticides etc production was increased. Later on in the 1980s realizing the adverse impact of chemical farming, various farming and consumer groups worldwide began pressing for government regulation of organic production. Organic farming uses nature as the best role model for agriculture and considers soil as a living system. In India, the Ministry of Commerce and Ministry of Agriculture are promoting organic farming in a big way. The demand for organic produce increases year after year in India and in international trade market. Organic products produced in India are tea, spices, fruits and vegetables, rice, coffee, cashew nuts, oilseeds, wheat, pulses, cotton and herbal extracts. Organic farming is the only way farmers can escape from the vicious cycle of debt and a negative economy. It is also necessary from the point of view of small producers. Organic farming is a food system that raises income and increases food and food safety at both ends. It is one in which the environment is preserved, farmers and workers have fair access to the means of food production while receiving a fair return for their labour and consumers have their food at fair prices. Several studies reported that if all the outputs and all the inputs are taken into account, organic farming which relies on internal inputs has higher productivity than external input chemical agriculture. Keeping these potentials in mind, farmers in various states of India have started practicing organic farming but at the same time they are facing several constraints. So the efforts from various players like policy makers, researchers, extension workers, farmers' representatives, input suppliers, marketing personnel and consumers are needed to promote organic farming in a big way to tackle the present agrarian crisis.

Key Words

Chemical farming, Environment, Organic farming, Organic products, Organic Vegetables, Organic market, farmers'outlet

Introduction

The very essence of life is good health. Food has a profound impact on one's health which in today's modern world is compromised by quality to meet the ever-growing demand. In normal farming, several chemical-based pesticides and fertilizers are extensively used at different stages of cultivation and what reaches the consumers is neatly packaged blend of chemicals. In the process, the natural goodness of the produce is lost .It is in this scenario that organic foods assume great importance. Organic foods symbolize the adage `Prevention is better than cure'. Age-old and Time-tested farming techniques like mulching, crop rotation, etc., are implemented. Moreover, only natural manures and pesticides,

namely, cow dung and cow's urine, goat manure, chicken manure, varieties of composts, leaf extracts, neem -based products, etc., to cite a few are used. Organic farming ensures that the natural goodness of the produce - vitamins, minerals, nutrients and taste are not lost contributing to the health benefits to the consumers.

Retail Outlets

1.OTR Organic Farm (TNCCD Certification: TNO(F) 111) is located at Thondamuthur, 15km from Coimbatore city and operates an outlet at Saibaba Colony, Coimbatore. The outlet provides a selling point to associate organic farmers in and around Coimbatore. Certified organic products from across India are an added attraction. The outlet also serves as a platform for knowledge sharing. The outlet provides wide range of products such as,

- Organic Farm fresh greens, vegetables, and fruits
- Organic Wheat grass powder
- Organic Garcinia Cambogia Capsules (for weight loss and cholesterol control)
- Organic Moringa Capsules, Moringa Tea, Moringa Soaps, Moringa Soup and Moringa Oil (for face applications), Organic Spirulina Capsules
- Organic Flax seeds and related products
- Organic Rice, Millets, Cereals and pulses and other food grains
- Organic Millet flakes, vermicelli, noodles, biscuits, sooji etc..
- Organic Spices and spice powders
- Bottled organic fruit concentrates, Aloe Vera and amla based products
- Ready to Serve (RTS) beverages made with organic Amla
- Organic cold pressed coconut oil, gingelly oil, ground nut oil and sun flower oil
- Organic Pickles and organic dried vegetables
- Natural Toiletries and Cosmetics
- Organic Tea, Green Tea, coffee
- Organic Thulasi Tea varieties
- Natural Cow ghee and Buffalo ghee
- Bragg Organic Apple Cider Vinegar (ACV), Bragg Liquid Aminos
- Plantation Organic Unsulphured Molasses
- Super Fit Soy Milk Powder 200 gms, 500 gms
- Organic Coconut jaggery, Sugarcane jaggery, palm sugar, palm jaggery
- Organic Powdered palm sugar
- Organic Fruit Candies
- Natural Lemon grass oil, almond oil, citronella oil, winter green oil, eucalyptus oil
- Rock Bee Honey, Natural Honey varieties
- Natural Virgin Coconut oil
- Organic Extra Virgin Olive oil
- Organic sesame (Gingely), mustard, coconut, ground nut, castor, neem, sun flower oils
- Sour soup (Graviola) Fruit Concentrate
- Eco-Friendly Mitti Cool Products
- Spirulina tablets & capsules
- Moringa soup powder, Fenugreek soup powder, Memory soup powder
- Moringa Green Tea, Tulsi Tea, Hibiscus Tea

2. Sreevatsa organic farm is situated in K.K. Chavady on the foothills of Western Ghats about 5 to 8 kms from NH47. Coconut, mango, guavas, bananas, tamarind, greens, fodder for cows and few vegetables are grown in the farm itself. They rear cows and the milk is sold as 'Sreevatsa cow's milk' at our outlet. Teak trees are grown all along the border of the farm. The products grown are marketed at their outlet, Sreevatsa organic farm products; Sreevatsa organic farm products is the Corporate Social Responsibility [CSR] of Sreevatsa real estate as the establishment charges are met by the company;

The shop Sreevatsa organic farm products was established in the year 2004 with their own organic farm products like, milk, coconut, guava, papaya, etc., The products were sold with a low margin rate, but the response from the public was very poor due to lack of awareness. Gradually they started outsourcing the products and expanding their outlet. Earth trust in Ooty were the main source for organic vegetables at that period. The price was fixed by the organic farmers themselves based on which the Earth trust fixed the market price for organic vegetables at Ooty. With this they add transportation and other overheads to sell at their outlet. In the same way price for country vegetables were also fixed with other organic farmers. Organic cultivation is very much labour oriented hence a main factor in price fixing and the availability is limited compared to conventional farming. Since the farmers directly bring the products and fix the price without any middlemen, we call this shop as a farmers' outlet. The market price of the products does not influence the price at shop in anyway, indeed fairly priced satisfying the farmers and affordable for customers. Vegetables and seasonal fruits are available on all days. The shop is kept open on Sundays also for the convenience of the customers.

Organic certified as well as organically grown provisions, rice varieties, millets, lentils, oil, honey etc., are available. Handmade soaps, cosmetics handmade gift items which are eco friendly are kept for sale in the shop. Vibhudhi and kum kum with no additions of chemicals are available. Processed items like home made, mixed fruit jam, jelly, fruit squash, juice, sambar podi, rasam powder, idly podi, dhal podi, curry leaf powder are available. The products used for processing are exclusive organic made by Sreevatsa home makes.

Organic seeds for both vegetables and flowers are also available.

Organic manure and pot mixture (a mixture of red sand, river sand and manure) which can be readily transferred to empty pots for planting, Floral plants and vegetable plants like tomato, brinjal, drumstick and kovaikai are available.

It is a complete organic store where you can get all the things ranging from groceries, vegetables and nursery plants. Apart from this they have a small composting unit known as daily dump which can be kept at a corner of your house to convert the kitchen waste into manure. Please refer www.Dailydump.org

Product List

- rice varieties
- flour varieties
- dry fruits
- mix varieties
- oil varieties
- honey
- tea & coffee
- powder varieties
- other items
- millets & wheat

- pickels & jams
- dhal varieties
- candies & snacks
- other varieties

Advantages

There are many advantages of consuming organic products, a few of which are mentioned below

- Organic food is very tasty and stays fresh longer without any refrigeration.
- Organic food grows in harmony with the nature, the way vegetation is intended to grow. This makes it more pure and safe to consume. Researches and studies have revealed that organic food has medicinal properties attached to it, when consumed on a daily basis.
- The food products grow with the natural vitamins and minerals intact in it. This way, cooking needs less of salt, thus eliminating chances of aggravating Hypertension (High Blood Pressure).
- Some fruits and vegetables grown the organic way do not look attractive but they are definitely rich in nutrients. For example, apples are sold after coating them with wax, which is synthetic. This makes it look very attractive and gives them sheen, but it is poisonous to consume these apples. This is definitely not the case with organically grown food.

Conclusion:

There is a common myth among the public regarding Organic Products. If the nutritive value of the Organic Products is taken into consideration, then the prices marked are definitely worth paying. Comparing Organic Products to Chemically grown farm products, the Organic Products are healthier and more nutritive. Several diabetic, Hypertension (high BP), cardiac, skin, cancer and gastric patients have shown good improvement in health. Organic food ensures the adage "Prevention is better than cure" making every home an organic one.

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