

ISSN: 2249-0132

# THE ESSENCE

JOURNAL OF MANAGEMENT SCIENCE & RESEARCH

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2014-15 VOLUME 3 NUMBER 3



**SIR PADAMPAT SINGHANIA UNIVERSITY**

**Udaipur**

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# GLOBAL COMPETITIVENESS OF ORGANIC FOOD PRODUCT WITH SPECIAL REFERENCE TO INDIAN ORGANIC FOOD INDUSTRY

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## ABSTRACT

The global demand for organic food products is growing at a very rapid rate. Ever since the environmentalists raised their concern regarding harmful effect of increasing use of chemicals in farming, the consumers are getting conscious and selective about edible products. This increasing awareness has caused shifts in consumers' tastes and preferences which have led to the domestic as well as global rise in demand for organic products. The organic food industry in the world is worth US \$ 35 billion with a growth rate of 15 percent with most of the growth concentrated mainly in U.S.A, U.K. and Japan (Willer, 2004). To supplement this demand, farmers have taken to organic farming for getting price premiums which resulted in around 3.5 million hectare land across the globe under organic farming. In India, the farmers have followed the path for organic food production, but the share of India in the world organic market is less than one percent. In order to boost trade in Indian agricultural products and capture significant share in global market, it is an imperative that India focuses on organic products which give it competitive edge in global market, namely organic cotton, spices, essential oils, medicinal and aromatic plants and fresh fruits and vegetables. Organic farming in irrigated and intensive farming areas holds another kind of promise, a source of sustainable and value added commercial farming. India can take advantage of the growing opportunities in this sector making use of its varied agro-climatic conditions and traditional organic resources and farming practices. There are certain challenges to be met before India takes on to the world organic markets. The Indian produce has to create a competitive niche in global markets. The challenges in international marketing of organic food are standardization of products according to the customers' tastes and preferences, certification, consumer education, branding and promotion. Production of organic products also face challenges with regard to availability of right and quality inputs, research and dissemination of appropriate technologies, processing, certification, production information and infrastructure support and also policies of the government need to be revisited to fulfill its objectives to tap global organic markets. Therefore, the study is based on the strategic analysis of Indian organic product industry with respect to global markets

**KEYWORDS:** *marketing, branding, organic food products, Indian organic food, global markets, export & import of OFPs.*

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