

# An Innovation of Organic Farming Practices and Marketing with Special Reference to Agricultural Sector

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**Abstract** -The society awareness level has increased nowadays with related to organic farming system and organic products. It is the way to balance the ecosystems, increases the soil fertility and protect the environment for the future generation. The economy has self reliance, decreases in cost of production in farming system, productivity and growth in food processing industry to meet the global demand.

**Keywords** – Organic Farming System, Marketing, Value added, Pricing

## I. INTRODUCTION

Organic farming methods and products are internationally recognized and accepted by many countries in the world. It is an ecology system to balance the nature and enhance for the future. Since 1990 the demand for the organic food products in worldwide and the customer is understanding the healthy life by organic food consumption. The agricultural farmers have cultivation the crops organically through soil management system and it is benefited to the society. According to Sir Albert Howard and Gabrielle Howard highlighted their experience and the traditional farming methods in India.

He has applied the scientific knowledge and principles in different natural methods. J.I Rodale (1940) experimentally trial the organic farming and produce, communicate to wider public. There is a increasing awareness in the public and changed their cultivation process to organic farming. The demand for the organic foods and premium price for the products and the government support the farmers and boost up the agricultural sector for increasing the productivity. The methods to be adopted in organic farming like crop diversity, soil management and weed management are used to increase the productivity and profitability in organic farming.

## II. OBJECTIVES OF THE STUDY

- To increase the quality of the soil
- To increases the productivity
- To maximize the profitability by organic farming
- Demand for the organic products in developed countries.
- To increase the food safety and health in the environment
- Government has to provide infrastructural facilities and subsidy to the farmers.

### III. REVIEW OF LITERATURE

Shiva Kumar Shrestha (2015) identified the sustainable soil management system increase the quality of the soil and productivity. Giancarlo Barbiroli et.al (2006) discussed the soil quality and its main sources for minimizing the loss in the organic farming. Tim Forsyth (2007) described the environmental interventions has reducing the problem and empower the local livelihoods. Sekar Chellapan et.al (2015), has discussed the importance of investment analysis on soil management activities affected due to factors like land size, on farm income and family size and affect the farm productivity.

Erkan Rehber et.al (2002), since the second world war and there is a demand for the agriculture products in worldwide and using of agro chemicals for increasing the productivity of crops. It is a cause of environmental problems to the world. The paradigm shift is in the farming system and value addition to the products nowadays. Role of government in the Organic farming system and increasing exports to generates income to the country. Gerard McElwee et.al (2010) described the importance agriculture subsidy schemes, social capital and the support to the farmers for increasing productivity of the produce. It will support the other sectors in the economy. Dioneia Dalcin et.al (2014) provided the evidence of organic markets in Brazil and to motivate the people in agricultural sector. The Customer choices and alternatives and awareness of organic products more demand in the market. Gerardine Roddy et.al (1994) described the current status of organic food marketing distribution channel, constraints and the customers are perceived that the organic food products costly. Report indicated that the premium price charged for the organic food products by the retail outlet chains.

Ghangela Jones et.al (2015) illustrated the business information by the strength, weakness, opportunities and threats in organic farming. Rob Silverstone (1993) criticized the modern agriculture system is not good for the health of the humans and animals. The institutional framework like MAFF and EC is describing the importance of organic products and marketing it will yield profitability to the farmers. Dennis King MA (1988) discussed the consumers acceptance of organic products are increasing from since 1988. E. Baecke et.al (2002) illustrated the problems of conventional farmers in Belgium marketing of goods and services and cold storage chains especially high transaction cost affect the business. Raffaele Zanolli et.al (2014) described quality standards when they marketing products in the market. The major areas to be concentrated like livestock and farm size. Bertil Sylvander et.al (2006), his studies highlighted organic farming system in rural areas in Europe. The strategy is not help to get profits but supply chains added value to the products to be marketed at reasonable prices.

Demand for the organic products in worldwide Lendel Kade Narine et.al (2015) showed lights the customers are willing to pay premium prices influence due to demographic. The retail outlets adopted the private label branding concept for organic farming products and help us to positioning the products in the mindset of consumers to that of the competitors. The consumer has purchasing of organic products due to health consciousness and the attitude. Similarly Tiziana de Magistris et.al (2008) illustrated consumer have positive attitude towards the organic food products for their healthy diet and balanced life in the environment. Efthimia Tsakiridou et.al (2008) studied the Greek consumers behavior and know the nutritional values of food and associated with fruit and vegetables. Marketing of organic products to target customers and Marija Radman (2005) in his study described the consumer preference of organic products.

### III. RESEARCH METHODOLOGY

The researcher has adopted the exploratory research design and review of literature collected from the various secondary sources like internet, journals, magazines and previous study reports. It helps us to understand key areas in organic farming methods followed in western countries and the feasibility studies help us to know the market and marketing opportunities of organic products.

### IV. FINDINGS OF THE STUDY

The FAO and other research organizations illustrated the conventional farming and crop rotation techniques are used to increase the quality. The Pimentel (2005) studied the crop rotation pattern of cultivation reduce the soil erosion and other pest problems in organic farming. Especially developed countries like India has to adopt the

organic cultivation practice to help us to reduce the cost of production and maintain the environment for the future. The government has to set up cold storage facilities with minimum support price for farmers produce and integration of retailers it's important in the current situation. The organic farming and marketing revolution started is started in India .

## V. CONCLUSION

The organic farming is not at all a new farming system but it existence before the second world war. The government has to create a policy measures for protecting the environment by improving of farming systems through organic farming. It has lot of advantages like food safety, human health, animals and in exporting of farm produce to other countries. The competitive advantage of agricultural sector contribution is more to the economy in the future.

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