CHAPTER II

REVIEW OF LITERATURE

2.0 INTRODUCTION

Review of literature has vital relevance with any research work due to literature review the possibility of repetition of study can be eliminated and another dimension can be selected for the study. The literature review helps researcher to remove limitations of existing work or may assist to extend prevailing study.

A literature review is a critical analysis of the literature, or research, related to specific topic or research problem and questions. Here are some of the ways it has been described.

A literature review “contains a critical analysis and the integration of information from a number of sources, as well as a consideration of any gaps in the literature and possibilities for the future research”.

(Manalo & Trafford, 2004)

A literature review is “an extensive critical review of the extant literature on the research topic”.

(Clarke & Hamilton, 2003)

A literature review “provides the reader with a picture of the state of knowledge and the main questions in the subject area being investigated”.

(Bell, 1999)

Several researches have been conducted to analyze the different aspects of consumer attitude, preference, perception and purchase intention towards organic food products. In this study, collecting reviews to know about college student’s attitudes towards organic foods. However, there are very few research and literature available on the subject related to consciousness and perception towards organic food products among college students.
2.1 PURPOSE OF LITERATURE REVIEW

https://lrl.lcincoln.ac.nz/research/writing-a-literature-review/what-is-a-literature-review/

2.2 CONCEPTUAL FRAMEWORK

To achieve participation of the students for under following:

- Increase level of consciousness and Perception towards organic food products.
- Improved experimental learning for student’s performance.
- Increased interest to cultivating organic foods through awareness programme among students.
- Savings in livelihood prospects of the students.
- Improve and increase availability of organic food products.
- Increase outside agriculture among college students.
• Finding innovative solutions to increase productivity of organic food products.
• Providing direction for effective Utilizing the Available Open Space, resources among students toward growing organic foods.

2.3 OVERVIEW OF ORGANIC FOOD INDUSTRY AND MARKET

(Madhusree, 2017), has explained in his research that, Organic food in India was well regarded always, valued as well as cultivated with optimum understanding of the sustainability of the planet, the bio-network as well as the future generation. However, over the last few decades, the stature of Indian agriculture has changed to a wide extent. Food items available today in the market are mostly laden with chemical fertilizers and pesticides which are used mostly for achieving early as well as huge produce. On the contrary use of these chemical fertilizers has enhanced the production and rate of productivity to a higher extent. Increase in the use of pesticides has also given birth to a large number of environmental and health related problems. Chemical fertilizers and pesticides upon use over a long time span results in adverse toxic effects upon the land’s productivity and further transfers diseases to the consumers having these products.

2.3.1 Enhanced use of Organic Food:

Enhanced consciousness towards a healthy lifestyle has witnessed organic farm production along with trade to emerge as an essential sector in the country as well as the world. Growth of organic food with minimal or no usage of chemical fertilizers, no addition of artificial colour or flavour has gained popularity. The growth in the organic food market of India can be attributed to the radically increasing awareness regarding organically grown products that is few from pesticides. Increasing
awareness with regard to tasty, nutritious, healthy food and the changing lifestyle today are boosting the demand for farm products. This is mostly seen in metropolitan cities and majority of this demand has been created by cities such as Mumbai, Delhi, Chennai, Pune, Gurgaon and Bengaluru. Consumers are opting for organic food in India very consciously to rectify their eating habits. This in a way is driving the budding entrepreneurs in dealing with organic food products. According to the study that has been recently prepared, size of Indian organic food market in 2014 was worth $0.36 billion and it was organic food grains and pulses that formed the majority of the market share. The research also reports that by the end of 2020, the organic food product market in India will witness growth by 25%, provided there is growing awareness regarding these products on part of the government.

“Organic farming appealed to me because it involved searching for and discovering nature’s pathways, as opposed to the formulaic approach of chemical farming. The appeal of organic farming is boundless; this mountain has no top, this river has no end.” – Eliot Coleman, organic farmer and author of ‘The New Organic Grower and Four-Season Farm’

2.3.2 Organic Food Markets:

(India Organic Food Market Forecast and Opportunities, 2017, 2013), According to “India Organic Food Market Forecast & Opportunities, 2017”, Indian organic food market is anticipated to grow at a significant CAGR of around 19% during 2012-2017. In India, majority of the demand for organic foods is originating from Tier I cities such as Mumbai, Delhi, Chennai, Bangalore, Gurgaon and Pune. Companies are witnessing increase in sales because of increasing demand from metro
cities and the entry of several new players in the organic food market offering an online channel for purchase. The major players in Indian organic food market are Conscious Foods, Sresta, Eco Farms, Organic India, Navdanya and Morarka Organic Foods. Organic food usually costs up to 20% to 30% more than conventional food items which is one of the major challenges in Indian market as majority of the consumers are quite price sensitive. However, at the same time increasing health consciousness and increasing disposable income among Indians is incessantly increasing the demand for organic food.

2.3.3 The Rising Demand of Organic Food Market:

(Nibedita, 2017), The Global Organic Foods & Beverages Market Is Expected To Grow At A CAGR Of More Than 15% From 2017 To 2021. Rapid use of chemicals and fertilizers have forced people to find a healthy way of living, this is where organic market comes into consideration. Organic food make its roots firm after people realized the importance of being healthy and carrying a healthy lifestyle. According to TechSci Research report, “India Organic Food Market By Product Type, Competition Forecast and Opportunities, 2011 - 2021”, India organic food market is anticipated to grow at a CAGR of over 25% during 2016-2021, due to increasing use of synthetic chemical fertilizers and pesticides in non-organic products that lead to various health issues such as cancer, obesity and birth defects. Reports suggest that the government is making efforts to increase adoption of organic food, by the way of launching various policies and expanding land area under organic cultivation over the next five years. Organic pulses and food grains dominated
demand for organic food in the country since 2015 and it is believed that the segment is anticipated to continue dominating the market through 2021.

2.3.4 Global market:

Global sales of organic food and drink reached 72 billion US dollars in 2013. Revenues have increased almost five-fold since 1999. Organic product sales have increased at a healthy rate over the last decade, and Organic Monitor predicts growth will continue in the coming years. Europe and North America generate over 90 percent of global sales. Although Asia, Australasia, Latin America, and Africa have become important producers of organic agricultural crops, their markets for organic products remain small. In 2013, the countries with the largest organic markets were the United States (24.3 billion euros), Germany (7.6 billion euros), and France (4.4 billion euros). The largest single market was the United States (approximately 43 percent of the global market), followed by the European Union (22.2 billion euros, 40 percent) and China (2.4 billion euros). The highest per-capita consumption with more than 100 euros was in Switzerland, Denmark, and Luxembourg. The highest market shares were reached in Denmark (8 percent), Switzerland (6.9 percent) and Austria (6.5 percent).

2.3.5 Overview of Global Organic Food Market:

In today’s world where everything is powered by the latest cutting-edge technology, farmers are heralding back to age-old practices in agriculture for greater good of humankind on this planet. This has been necessitated by a new crop of health-conscious consumers increasingly aware about the harmful effects of chemicals and other additives in food, farmers are now heralding back to age-old farming practices to
produce what is known as organic food. From the seed to the soil or water and the final product, everything that goes into bringing organic food to the table is natural and free from pesticides, chemicals, and fertilizers. Because of the antiquated methods used, organic food takes longer to produce and requires more care. As a result, they cost more than other foods that are produced in less amount of time with the use of various chemicals and fertilizers. Consumers who consider health to be of paramount importance, however, do not mind shelling out a little more for organic food products. According to the Transparency Market Research report, the global market for organic food will likely expand at a healthy rate in the coming years, especially in developed regions. (Yadav, 2015),

2.3.6 Global Organic Food Market Forecast and Opportunities, 2020:
(Consumer Goods and Retail, 2015), Organic food is manufactured using only natural products and ingredients, which are environment and animal friendly, making organic food healthier than conventional food. Organic food is categorized into fruits & vegetables, dairy products, processed foods, beverages, and pulses & food grains. Over the last decade, use of chemical preservatives and fertilizers in production of conventional food has become a cause of concern across the globe, which has resulted in an increasing number of people opting for organic food. Global organic food market is expected to witness robust growth over the next five years, primarily because of increasing disposable income, lifestyle changes, and growing health concerns among consumers. Moreover, easy accessibility and product labeling are also expected to drive global organic food market over the next five years.Rising lifestyle diseases coupled with excessive contamination of conventional food are
driving organic food sales, globally. Retail chains are also playing a major role in boosting sales of organic food by creating awareness and introducing various private label organic products at lower prices. Major retail chains such as Whole Foods Market, Tesco, and Wal-Mart, among others, have also expanded their product lines to include organic food products. In order to offer choice and convenience to health conscious consumers, adoption of organic food is also growing considerably across hotels and restaurant chains. Segment wise, organic fruits & vegetables continue to dominate the global organic food market, followed by processed food, dairy products, pulses & food grains, and beverages segments.

According to a recently published TechSci Research report, Growth in the market can be attributed to growing health concerns among consumers and increasing awareness with regard to health benefits of organic food. Other factors driving organic food sales across the globe include increasing income levels, improving standard of living, and government initiatives aimed at encouraging widespread adoption of organic products. Consumers across the globe are becoming increasingly health conscious, which has resulted in a change in their tastes and preferences. A growing number of consumers are moving towards consumption of organic food in place of conventional food, to avoid adverse health effects caused by chemical preservatives or genetically modified ingredients present in inorganic food. Moreover, the increasing popularity of organic products has significantly expanded the availability of organic food across the globe. With organic food becoming easily accessible, global organic food market is expected to witness remarkable growth over the forecast period.
“Unlike conventional food, organic food products are produced without using any kind of pesticides or fertilizers, which results in high cost of these products. Although high price of organic food is a barrier for consumers, to curb this concern, global organic food manufacturers are working towards reducing the existing price difference between organic and inorganic food. Moreover, as demand for organic food products increases, product innovations and economies of scale would result in reduced cost of production, further driving consumption of organic food market”. (Karan, 2015). “Global Organic Food Market Forecast and Opportunities, 2020” has evaluated the future growth potential of global organic food market, and provides statistics and information on market structure, size, and share. The report is intended to provide cutting-edge market intelligence and help decision makers to take sound investment evaluation. Besides, the report also identifies and analyzes the emerging trends along with essential drivers, challenges and opportunities present in global organic food market.

Chart 2.3.6.1 shows

Sources: https://www.ota.com/resources/market-analysis
“We know that organic agriculture benefits our health and our environment. This significant research shows organic can also benefit our livelihoods and help secure our financial future.”

-Laura Batcha, CEO and Executive Director of OTA

2.3.7 U.S. Organic Industry Survey 2017:

The robust American organic sector stayed on its upward trajectory in 2016, gaining new market share and shattering records, as consumers across the United States ate and used more organic products than ever before, according to the Organic Trade Association’s (OTA’s) 2017 Organic Industry Survey.

2.3.7.1 Diagram shows that U.S. Organic Industry Survey 2017

Sources: https://www.ota.com/resources/market-analysis

Organic sales in the U.S. totaled around $47 billion in 2016, reflecting new sales of almost $3.7 billion from the previous year. The $43 billion in organic food sales marked the first time the American organic food market has broken though the $40-billion mark. Organic food now accounts for more than five percent 5.3 percent to be exact of total food sales in this country, another significant first for organic.
2.4 REVIEWS FROM SECONDARY SOURCE OF THE STUDY

Under following literature reviews are designed to provide an overview of sources researcher have explored while researching a particular topic and to demonstrate to readers how research fits within a larger field of study.

1. (Jyothika, 2015), This films talk about empowerment, especially of middle-aged women. 36vayathinile might be a familiar tale of women empowerment through organic terrace gardening. The film also deals with the necessity for organic farming are very valid. Really it might this movie has make wonder if there are special facets in the movie that might interest everyone. This movie was sending out a strong message towards organic food products and farming. The movie not only heroine-centric, but it also speaks about women empowerment through organic farming. She learns about the unhealthy market vegetables that are sprayed with toxic pesticides. In addition, refines her home greenhouse while appealing to other women in her neighborhood start their own greenhouse for the welfare of their families. Hence, researcher receives her talk on organic greenhouse farming concept. In this research also initiate fulfill the demand of organic food products among college students as well as organic terrace gardening.

2. (Jayanthi, 2015), this study ravels that the high growth of population and life expectancies during the twentieth century increased demand for food supplies in India. To meet this demand, the green revolution became the corner stone of India's agricultural achievement that transformed India from a food-deficient to a self-sufficient country. This self-sufficiency was achieved through an
indiscriminate and excessive use of synthetic pesticides and chemical fertilizers. Overexploitation of natural and non-renewable resources, indiscriminate and irrational use of synthetic inputs like chemical fertilizers and pesticides for producing more and more food products has impaired the ecological balance and has put the health of the consumers in jeopardy. Therefore, the apparent contradiction of necessity for nutritional safety on the one hand and environmental sustainability on the other made it inevitable to resort to alternative food products like organic food products. However, the growth of the organic food sector is not up to the mark in India due to lack of awareness among consumers. Thus, this study analyzed the consumers' level of awareness about organic food products in Coimbatore District. A disproportionate stratified random sampling method was used, and 550 respondents were surveyed by using a questionnaire. The results showed that 40.5% and 38.4% of the respondents were aware and partly aware about organic food products, and only 14% of the respondents were highly aware about the same. Thus, awareness acts as a crucial factor in changing the attitude of consumers towards organic foods.

3. (Francis, 2012), the main aim of this research is to examine youth attitudes towards intention to purchase green product. In today’s society whereby technology is rapidly growing day by day, it is one of the main causes towards the changes in the environment. Nevertheless, these changes in the environment may be positively or negatively affected. It is the role of people to have the right mindset in order to keep the environment healthy. Thus, this
survey is conducted to find out the factors affecting consumers’ attitude in purchasing green products. This research targeted on youth, with age ranging from 17 to 25, Primary data was collected for this research. Primary data were collected through questionnaire in order to investigate their research objective. 300 sets of questionnaire were distributed to the respondents. The collected data were then complied by using the Software Package for Social Sciences (SPSS), to carry out the reliability test, descriptive analysis, multiple linear regression and Pearson correlation analysis. Consequently, this study carries out to determine the significance of contributing youth attitudes toward intention to purchase green products in Malaysia and Singapore.

4. (Marina), in this study many food producers focus their efforts on targeting prospective green food buyers in the best possible way. The main purpose of this study is to examine the relationship between personal attitudes and intentions to buy green food products. Personal attitudes are widely acknowledged as an influential factor in explaining the reasons for green food purchasing decision. The study is based on the outcomes of a questionnaire completed by a sample of 181 undergraduate and graduate students at the Faculty of Economics in Osijek. Results from regression analysis reveal significant positive relationship between green food purchase intention and personal attitudes related to health consciousness, environmental protection and green food origins. Finally, implications for policy makers, green food producers as well as companies and marketers engaged in the promotion and commercialization of green food products are discussed.
5. **(Tsakiridou, 2008)**, As per author views "Due to environmental sensitivity of consumers, environmentally friendly products are gaining acceptance among consumers, who are increasingly aware of their health and the environment protection. The topic of the absence of chemical residues or the avoidance of pesticide application was he examined in detail (2008). They found that, from written interviews with 660 consumers; Greek consumers expect organic products to be free from chemical residues".

6. **(Niraj Kumar, 2016)**, From this study, although consumers’ attitude toward healthy or nutritious foods has been studied, factors affecting attitude have not been sufficiently studied. This study deals with the factors affecting the attitude of Indian youth toward nutrition. The responses of 379 youths to the specifically developed questionnaire were subjected to principal component analysis to identify attitudinal factors and to delineate the segments of youth cluster analysis. Discriminate analysis was performed to establish the differences among segments. Five factors, namely “not sure,” “volume consciousness,” “costly but willing to pay,” “healthy homemade,” and “taste and practical,” were identified as having influence on youths’ attitude toward nutrition. Marital status, gender, and cities where youths have spent their last 5 years had significant influence on those attitudinal factors. Based on the varying importance of different attitudinal factors, consumers were categorized in three distinct segments. Based on the findings of the study, different management interventions can be planned to increase the intake of nutritious food by the youths of different segments.
7. (Derk, 2008), From this study indicates, adolescents are the consumers of tomorrow; therefore policies aimed at increasing organic food consumption should address the needs of this group. To discover their attitudes towards organic food and their knowledge of the subject, a survey among almost 700 schoolchildren aged 15–16 years was conducted. From the survey it can be concluded that adolescents’ attitudes towards organic food are positive, but their knowledge of and their willingness to buy it are low. Campaigns aimed at encouraging the purchasing of organic food targeted at adolescents should particularly emphasize those characteristics of organic foods that they can relate to their interests and ethical preferences, for example, animal welfare and environmental considerations.

8. (Hemendra, Organic Food, 2015), From this report, in many ways, organic food is still a niche concept in India. Current domestic organic food sales are estimated at around $200 million annually and growing at a compounded rate of 30 percent to 40 percent each year. Demand is growing as incidences of food adulteration are repeatedly reported on in global media and consumer consciousness of natural, healthy and safe foods rises. New food safety legislation is also working towards improving the safety standards of food and, at the same time, consumers are increasingly willing to pay for organic foods as their disposable incomes rise. The number of food categories sold as organic has grown to more than 200. Starting with organic tea and spices, it’s grown to organic flour, breakfast cereals, ghee (clarified butter), fruits, vegetables, milk,
honey and many more. The organic foods segment has seen many deals in the recent past.

9. (U.S. Report, 2017), From this report reveal that Consumer demand for organic products is growing rapidly, at over 10 percent annually. This growth in demand is encouraging, but domestic production of organic crops is not keeping pace. The result is that an increasing percentage of U.S. organic food is imported to meet consumer needs. Currently, the most acute imbalance between demand and domestic supply is in organic grain production. Recent trends reveal a significant surge in U.S. imports of organic feed grains, most of which are used as feed for organic dairy, poultry and other livestock operations. The jobs and environmental benefits associated with organic agriculture are significant, but active steps need to be taken to ensure that our country and citizens reap those benefits. If we continue to rely on increased imports of organic products to meet growing consumer demand, we are being negligent by undercutting U.S. organic farmers and relinquishing those economic and environmental benefits to other nations.

10. (Modi, 2015), The Prime Minister said that “Administering a pledge to people to make India clean, this task is not the responsibility only of the government but of all the 125 crore Indians. “All the governments in this country have made one or the other effort to do this work. Several political, social and cultural organizations have made efforts in this direction. I greet all those, who have worked,” Modi said in his 25-minute address at Rajpath, where he formally kicked off the five-year-long campaign that will cover 4,041 statutory
Administering a pledge to people to make India clean, he said that this task is not the responsibility only of safaikaramcharis or the government but of all the 125 crore Indians. Hence, Government also taking initiatives undertaken by organic agriculture and trying to give an awareness among the peoples.

11. (Food & Health Survey, 2012), The International Food Information Council Foundation’s 2012 Food & Health Survey takes an extensive look at what Americans are doing regarding their eating and health habits and food safety practices. Americans Find Doing Their Own Taxes Simpler than Improving Diet and Health. But, they recognize room for improvement and want to do better. The 2012 Food & Health Survey: Consumer Attitudes toward Food Safety, Nutrition & Health, commissioned by the International Food Information Council Foundation, is the seventh annual national quantitative study designed to gain insights from Americans on important food safety, nutrition, and health-related topics. The research provides the opportunity to gain insight on how Americans view their own diets, their efforts to improve them, how they balance diet and exercise, and their beliefs and behaviors when it comes to food safety.

12. (Ashok, 2002), According to him, India is the second most populous country of the world and has changing socio-political demographic and morbidity patterns that have been drawing global attention in recent years. Despite several growths orientated policies adopted by the government, the widening economic, regional and gender disparities are posing challenges for the health sector.
13. (Jania, 2012), The Survey found that people think a great deal about the healthfulness of their diets and want to make improvements. Yet, 76 percent agree that ever-changing nutritional guidance makes it hard to know what to believe. And when it comes to making decisions about food, consumers today rely most often on their own research rather than third-party experts. Six out of 10 Americans have given a lot of thought to the foods and beverages they consume (58 percent) and the amount of physical activity they get (61 percent). Yet, only 20 percent say their diet is very healthful and 23 percent describe their diet as extremely or very unhealthful; less than 20 percent meet the national Physical Activity Guidelines.

14. (Keerti, 2013), From this study make clear that during the past few decades, consumers have switched from an emphasis on satisfying hunger to an emphasis on the promising use of foods to promote well-being and to help reduce the risk of disease. This is particularly the case for the island of Mauritius where a variety of functional food products with different health claims have been observed in major supermarkets around the country. Since acceptance of functional foods depends largely on the awareness and perceptions of Mauritians regarding these foods, consumer research on functional foods remains vital. This study investigated the level of awareness and knowledge of Mauritian adults concerning functional foods and their purported health benefits. The survey was conducted in 8 supermarkets and shopping centre of Mauritius. The data indicated that though 85.5% of participants were aware of foods, which may help in preventing certain
diseases, only 13.8% of the sample population was familiar with the term ‘functional foods’. This Survey offers the important voice and insights of the consumer for the health professionals, government officials, educators and other interested individuals who seek to improve the lives of Americans.

15. (Annuniate, 2009), From this article explain, over the last decade consumers’ health consciousness is becoming an important factor driving the agro food market. Healthier food products have entered the global markets with force in the past years and rapidly gained market share. Consequently, the food industry has reacted to this trend by developing a growing variety of new products with health-related claims and images, including organic and functional foods that are selected by consumers for their health-promoting properties. Different researchers conclude that a better understanding of consumers' perception of healthy foods and its determinants are key success factors for market orientation and development and for successfully negotiating market opportunities.

16. (Ann, 2002-2003), As per this researcher, The social and academic life on college campus can be enriched by a college environment that supports and encourages students to make choices conducive to positive health and well being. The National Working Group on Alcohol in Higher Education, while addressing the specific issue of alcohol, also recognized the need for a holistic and integrated approach for student well-being. The genesis for the College Lifestyle and Attitudinal National (CLAN) survey came from implementing the Framework Document for Developing a College Alcohol Policy and was in
keeping with the Health Promoting College Model. The concept underpinning the Health Promoting College Model is that the university can support and facilitate healthy choices for students and staff by creating a healthy working, learning and living environment. The CLAN survey was conducted on the understanding that no college comparisons would take place, as the purpose was to establish a national student profile of lifestyle habits and to utilize this evidence in planning for student needs.

17. (Sari, 2011), had explained from thesis, high food prices can be a barrier to healthy eating if food products are perceived as expensive and the consumers are not willing to accept the higher prices. Understanding the role of price in food purchase situations is important, but only a few studies document attitudes towards expensiveness or cheapness in foods. In this thesis, the role of food price in food choice and consumers’ attitudes towards food prices were investigated and the aim was to measure the food price attitudes. Food price attitudes were hypothesized to have an impact on consumers’ willingness to pay judgments and their willingness to buy premium-priced food products. First, using qualitative data consisting of 40 thematic interviews the experiences of the expensiveness and cheapness in foods were explored by using functional food products as a target product category. The Food Price Attitude Scale needs further development to increase construct validity even though, in the present study, it was shown to be a reliable measure with good predictive and Discriminant validity. The theoretical and managerial
implications of the results for a better understanding of the role of price in consumers’ food purchases are discussed.

18. (Nur, 2009), In his study organic is the one of the fastest growing agricultural markets due to consumers increased concern about their own health, the environment, and the reported crises and emergencies worldwide on food safety and environmental issues in recent decades. To explore the potential market for customers, it is important to know how consumers relate issues of food quality and food system. The aim of this project is to educate in depth the behavioral process of customers with respect to organic food. It identifies the beliefs and positives as well as negative attitudes on organic food of consumers who buy and do not buy organic food, the impact of those attitudes on food choice for consumers who buy and do not buy organics food, and to model consumer’s food choice behavior with respect to organic food. The result indicates that consumer’s interest in organic food is influenced by their belief that organic food is better for health and the environment. This may provide a basis for worldwide education on the benefits of going organic.

19. (Aravinth, 2014), says, Organic is the one of the fastest growing agricultural markets due to consumer’s increased concern about their own health, the environment, and the reported crises and emergencies worldwide on food safety and environmental issues in recent decades. It has now became an alternative for an increasing number of consumers that are worried about the presence of chemicals residues and the negatives consequences on the environmental caused by chemical intensive production methods. The aim of
this project is to educate in depth the behavioral process of customers with respect to organic food. It identifies the beliefs and positives as well as negative attitudes on organic food of consumers who buy and do not buy organic food, the impact of those attitudes on food choice for consumers who buy and do not buy organics food, and to model consumer’s food choice behavior with respect to organic food. The result indicates that consumer’s interest in organic food is influenced by their belief that organic food is better for health and the environment. This may provide a basis for worldwide education on the benefits of going organic.

20. (Kempen, 2012), posed the objectives of the study were to determine whether consumers who read food labels, were also more aware of health and lifestyle issues, in terms of nutrition and other health-related lifestyle behaviours, and whether there was a relationship between food-label reading, health awareness and lifestyle behavior. Results indicate that the two-thirds of respondents who, to some extent read nutritional information on food labels, were concerned about their personal health, were interested in health-related information, and followed a healthy lifestyle, such as regularly eating fresh fruit and vegetables, cutting back on alcohol, and other positive lifestyle behaviours. A relationship was found between patterns of reading food labels, health awareness and lifestyle behavior. People who often read food labels were more health-conscious, and maintained a healthier lifestyle.

21. (FSANZ, 2009), From this survey carried out a commissioned by Food Standards Australia New Zealand (FSANZ) to examine consumers’ awareness
of, and attitudes and behavior toward food fortification. This introduction to the report describes how food fortification is regulated in Australia and New Zealand, the history of mandatory fortification, how the recent folic acid and iodine fortifications came into place and how the report is structured. For the purpose of this report, ‘fortification’ will be used to mean “all additions of vitamins or minerals to food including for reasons of equivalence or restoration.

22. (Golnaz, 2012), From this study, Consumers’ food consumption patterns are changing rapidly. Consumers are becoming more concerned about the food they consume. They tend to consume food that is nutritious, healthy, safe and friendly to the environment and animals. This paper focuses on the consumers’ awareness and intention towards green foods consumption in Malaysia. The theory of planned behavior (TPB) is applied in this study. The respondents also indicated that green food is not only about being organic but it also encompasses the concept of food safety, health issues, environmental hazard as well as animal welfare. Thus, most of the respondents were aware of the green concept that is a strong indicator of consumers’ intention to go green in food consumption.

23. (Sikkim, 2016), More and more people are switching to organic food these days to get rid of chemicals from their diet. With organic cultivation growing rapidly, people are taking advantage of this new kind of farming to improve their lifestyle. One of the recent accomplishments, however, is Sikkim becoming a complete organic state. Despite being a very landlocked state, it
has achieved something many other developed states are struggling to. With a population of around six lakhs, it is a great feat for the state and a step in the right direction for the entire country. Although Sikkim gained this status in December 2015, the Prime Minister Sri Narendra Modi himself, during his visit to the state on January 18, 2016, officially announced it in a conference. According to him, focus would be put on organic plant growth and farming and on sustainable development and ecotourism.

24. (Report, 2017), From this report today, celebrities across the world are highly concerned about their health, fitness and shape. In order to have a perfect and attractive figure, they do not shy away from applying every possible technique. Consuming organic foods to maintain a perfect body shape has become one of the most preferred trends adopted by many celebrities and sportspersons across the world. Top celebrities and sportspersons across the world have realized the health benefits of organic products and foods. In order to make them available all the time, many of them have started cultivating several organic foods in their backyards. By turning to organic farming, celebrities have tried to set an example for other people, so that others can realize its health benefits and potentials. Here, we have listed a few top celebrities and sportspersons who have expressed their faith in organic gardening products.

25. (Namrata, 2015), her study explains that, Growing health consciousness and awareness about harmful pesticides has nearly quadrupled the size of organic foods in India in the last three years. Organic foods, which started out by occupying fewer shelves at retail stores, are now an Rs 300 crore business in the
domestic market. The export market from India is even bigger at Rs 700 crore, according to industry experts. Consumers are opting for healthier a eating habit which is driving entrepreneurship in organic foods, prodding retailers to offer greater shelf space to brands in this category. As per industry estimates, the category is currently growing at 50 per cent per annum. Industry experts believe with growing talk about the bad effects of chemicals and pesticides used in the food industry, products that are believed to be free of such substances will grow exponentially. Organic packaged food comes at a premium to the regular variety of packaged commodity. If the monthly household expense for a family of four on grocery is in the range of Rs 4,000 to Rs 5,000, a switch to a brand of organic food would cost Rs 1,200-1,500 more per month. "This is almost the same as what a family would spend on a movie outing over a weekend,".

26. (Deepshikha, 2017), The researcher perceived, Food grains and raw food items likely to be exempted to ensure that the common man is shielded from any price rise."There is broad consensus in the council on keeping food grains and raw food items at 0," said a government official privy to deliberations at the ongoing 14th GST Council meeting here. More that 98% goods to be fitted in the zero categories have been finalized, the official said. Processed foods such as edible oil, ghee could be kept in the 5% slab. The council, which is the apex decision making for the GST, is meeting to thrash out fitment of products and services in various rare slabs. The council has already fixed slabs at 5%, 12%, 18%, and 28%.
27. (FSSAI, 2017), FSSAI CEO Pawan Agarwal said, The Food Safety and Standards Authority of India (FSSAI) would soon come out with a draft regulation for organic foods to ensure safety across the value chain through proper certification of such products. The food regulator also plans to make it mandatory for hotels and restaurants to keep one trained and certified food safety supervisor. For capacity building, the FSSAI tied up with the Hotel and Restaurant Association of Northern India (HRANI) to launch its programme for training of master trainers. "They taking 360 degree approach to food safety and healthy nutrition to prevent food borne infections and disease and for complete nutrition for citizens everywhere at all times, “To achieve this, he has been taking various initiatives and issued new standards. "They are soon coming out with regulations for organic food. There are some certification programmes for organic foods. "They are creating an umbrella regulation. Traceability is an important factor in organic foods market”. Agarwal elaborated on various initiatives of FSSAI for spreading the message of food safety at different places like home, schools, work places and eating-places. To ensure proper food safety management system in places of worship, a team from Delhi will soon visit 20 temples in Tamil Nadu.

28. (DCUS, 2017), As per this Report, The Organic Trade Association and The Organic Center introducing the Organic Research Act of 2017, which invests in the Department of Agriculture’s Organic Agriculture Research and Extension Initiative (OREI) to meet the needs of the growing organic sector. Sales of organic products in the U.S. are now more than $40 billion annually, and
expectations are for continued growth as more consumers choose organic. The Organic Research Act of 2017 would increase annual funding for OREI from its current $20 million to $50 million a year from 2018 to 2023. Established in 2002, OREI is USDA’s flagship organic research program, supporting research projects that address the critical challenges faced by organic farmers in their fields every day.

29. (Jessica, Director of Science Program), From his Statement, “The Organic Center is thrilled to see the serious investment in organic research and applauds Representatives Pingree, Newhouse and Panetta for their efforts. The Organic Research and Extension Initiative (OREI), organics’ premier competitive grants research program, has spawned a new community of scientists and infrastructure dedicated to organic systems research since it was established in the 2002 farm bill. The Organic Research Act of 2017 will secure long-term investment in the science of organic farming essential for the continued success of farmers.

30. (Bikramjit, 2016), From this article, the choice of going organic with your menu is getting easier and easier. In a way, the trend is somewhat ironic in a country like India, which had been growing a lot of its food organically, just a few decades ago. In the last decade, the organic food sector has seen immense growth, with a small part of it turning more organized. The government too has begun taking interest in growing organic food as well as the rest of agriculture as the issue of food security looms large.
31. (Committee Report, 2014-15), As per report by the union ministry of agriculture (Eleventh Sitting of the Committee of Estimates 2014-15) starts off by stating that according to the National Programme for Organic Production, under ministry of commerce, organic agriculture is defined as “a system of farm design and management to create an ecosystem, which can achieve sustainable productivity without the use of artificial external inputs such as chemicals, fertilizers and pesticides.” The committee noted that the global trade was currently $60 billion (Rs 3, 60,000 crore) and may touch $100 billion (Rs 6, 00,000 crore). Trade in India may (eventually) reach Rs 5,000 crore to Rs 6,000 crore, which is about one per cent of the global trade. According to the ministry of agriculture, the area under organic cultivation increased hugely in 2013-14 compared to 2012-13 in states such as Andhra Pradesh (108 per cent), Chattisgarh (117 per cent), Jharkhand (200 per cent) and Orissa (173 per cent). While the area under organic cultivation declined significantly in Delhi (99 per cent), Bihar (98 per cent), Meghalaya (80 per cent), Arunachal Pradesh (65 per cent) and Haryana (50 per cent) in 2013-14 vis-a-vis the area under organic cultivation in 2012-13. A joint secretary in the union ministry of agriculture, elaborating on the challenges that cropped up when the government began a three-year pilot project in organic farming involving 5, 00,000 acres across India, especially in the hills, rain-fed areas and some regions with tribal populations, says, The research shows that farmers need as long as five years to switch to organic farming from conventional farming in a controlled environment. A farmer keen to switch to organic farming has to register with
the Participatory Guarantee Scheme (PGS) portal. According to the official, the budget for promoting organic farming in just the seven northeastern states, is Rs 400 crore, apart from another Rs 300 crore annually, available from the ParamparagatKrishiVikasYojana (PKVY) scheme.

32. (IBEFdata, 2016), According to this report, India Brand Equity Foundation, Food Processing Companies in India, Exports of processed food and related products, During FY11–16, India’s exports of processed food and related products (inclusive of animal products) grew at a CAGR of 11.74 per cent, reaching US$ 16.2 billion. Main export destinations for food products have been the Middle East and Southeast Asia. In FY17* India’s exports stood at US$ 1.3 billion.

33. (Mega Food Park), Ministry of Food Processing Industries, the Scheme of Mega Food Park aims at providing a mechanism to link agricultural production to the market by bringing together farmers, processors and retailers so as to ensure maximizing value addition, minimizing wastage, increasing farmers’ income and creating employment opportunities particularly in rural sector. The Mega Food Park Scheme is based on “Cluster” approach and envisages a well-
defined agree/ horticultural-processing zone containing state-of-the art processing facilities with support infrastructure and well-established supply chain.

34. (Big Basket, 2017), Karnataka Agriculture Minister Krishna Byre Gowda said "Big Basket," an online grocery store, had expressed interest in collaborating with 2 organic farmers' federations to supply and procure organic produce. The proposal is to supply and procure organic products including millets of approximately 800 metric tonnes, valued at Rs 14.50 crore from the two federations, "Big Basket and Davangere and Chitradurga District Organic Farmers Federations have expressed interest in collaborating for supply and procurement of millets of approximately 500 metric tonnes, valued at Rs 2.50 crore. He said "Big Basket" intends to train farmer groups on grading, packing and quality aspects. "The intention is also to enable farmers sell produce directly to consumers. Hence, both sides will explore options for co-branding as well. This is a big step towards "from-farmers-to-consumers" direct linkage," Not only has a big online grocery retailer like "Big Basket" shown interest, small Rs 100 crore companies also are keen to procure organic
produce from farmers. The retailers will sell the produce at cheaper rates. He said the government is also trying to woo Fast Moving Consumer Goods (FMCG) companies, who have not been doing any business in organic produce. "FMCG companies ITC BSE -0.52% and MTR have shown keen interest in doing business in organic products, especially millets. They had attended an interactive session with government officials recently," Their participation will bolster efforts to popularize millets and other organic produce, "Our intention is to expose small and marginal farmers to national level markets, and that is also the intention of grocery retailers and companies.

35. (The Times Of India, 2017), The government today relaxed restrictions on exports of certain organic agricultural and processed products like wheat, non-basmati rice to boost their overseas shipments."Export of organic agricultural and organic processed products like wheat, non-basmati rice, edible oils, sugar have been exempted from existing quantitative ceilings," Directorate General of Foreign Trade (DGFT) said in a notification. It has also increased the annual quantitative ceiling on export of organic pulses and lentils from existing 10,000 tonnes to 50,000 tonnes per annum.

36. (Sutanuka, 2017), According to him, with an eye to frame an organic farming policy, Bengal agriculture department, food-processing industries, and horticulture department have started organic farming activities in across the state. The increasing demand for organic vegetables, especially among urban residents, has convinced the state government to formulate the organic farming policy. His food processing industries and horticulture department has asked
the rural agricultural farms to begin organic farming and assured them of technical assistance as well as help in promotion and marketing. The department will supply greenhouses and pack houses along with organic fertilizers. It will also provide cars to ferry those farm products to the markets. The department is also taking up organic farming at its own farms. The agriculture department, on the other hand, has set a target to prepare 32 organic villages across Bengal especially in the districts of North and South 24 Parganas, Howrah and Hooghly. It has set up 120 clusters, of 50 acres each, where organic farming is taking place. Around 194 farmhouses under the department are also farming organic vegetables separately. This apart, the department under SwanirbharKrishiPrakalpa is collaborating with private agencies on organic farming.

37. (Et Bureau Report, 2017), In this report, Online grocery store Big Basket, retailers Metro, Reliance Fresh, and Spar Hypermarkets, and food giants ITC Group and Britannia are among the several retailers and food firms that have confirmed participation at the three day national trade fair on Organics and Millets that will open at the Palace Grounds in Bangalore on April 28. Agriculture Minister Krishna said that this was the first national event of its sorts aimed at promoting consumption of organic produce to retailers, bulk marketers, processors, exporters and secures further business opportunities. This will cut out intermediaries from the picture. Exports still account for 3500 crore of the Rs 4500 crore estimate size of organic products in India. The government has formed 14 cooperative federations of organic farmers that can
deal directly with business groups and market their produce. The government is open to assist them with grading their produce and packaging so that they can realize a better price. Karnataka is one of the leading producers of millets, and unless millet consumption increases, the government’s production incentives would not yield sizeable benefits. His department has been running awareness campaigns.

38. *(The Economics Times Report, 2017)*, From this report, The Union Cabinet is expected to allow unrestricted exports of all certified organic agricultural products, a move which would help in boosting shipments. The cabinet committee on economic affairs is likely to take up the proposal to remove all quantitative ceilings on exports of organic agricultural and processed products. However, the Agricultural and Processed Food Products Export Development Authority (APEDA) should certify these products. Currently, there is a quantitative ceiling on exports of 10,000 tonnes per annum to 50,000 tonnes per annum. The Indian companies that are engaged in this sector include Kohinoor Foods BSE 1.55 %, LT Foods and KRBL Ltd BSE 0.29 %. According to estimates, the global organic market has touched USD 80 billion in 2014 and it is expected to reach USD 100 billion by 2020. Trade experts stated that huge export potential exist in countries including the US, Europe and Canada. India's export of organic goods have increased from USD 12.4 million in 2002-03 to USD 298 million in 2015-16. "There is a need to increase India's share in this segment,". India mainly exports organic wheat, non-basmati rice and sugar.
39. (Tasmayee, 2017), After adding many a firsts in its premises Kolkata’s Eco Park is has now thrown open its gate to an all-organic herbal restaurant. Named Roof-Katha the restaurant has a rooftop organic garden and all the delicacies served at the restaurant would be made out of this garden produce. Run by the Bengal agriculture department, organic fertilizers, rainwater and sunlight would be the only ingredients for the vegetable being grown in the garden. Alongside supplying ingredients to Roof-Katha a portion of the vegetables would also be sold in markets. The Agriculture department that had earlier approved the idea of encouraging the city residents to grow vegetables and fruits in their gardens using organic fertilizers is also thinking of incentivizing the scheme by giving such buildings the green building certifications. The restaurant is the state government’s initiative to promote the idea. Another idea being considered is setting up of organic fertilizer selling centers, where the fertilizers would be sourced from residents, which would be made by them using everyday waste products like peels of vegetables and fruits, and soaked tealeaves.

40. (Parshant, 2017), From this articles, to cater demand for organic products in the US, UK, Canada and other overseas markets, Punjab Agri Export Corporation Ltd. (PAGREXCO) has tied up with ecommerce marketplace Trendy Bharat to sell organic wheat, maize, pulses and basmati. The tie up will facilitate ecommerce enablement, digital cataloging, payment processing, global distribution support, marketing support and training & development for selling organic products produced in the state. Punjab Agro Industries Corporation, jointly promoted by Punjab Agro Industries Corporation Limited
and Punjab Mandi Board, has mandate to promote organic commodities and has already facilitated the certification of around 1500 farmers through globally renowned organic certification firm SGS India. The Corporation's organic initiative took off in 2015 with an objective to promote & assist export and distant marketing of agriculture produce from the state. The current offerings include organic include organic wheat flour, two varieties of organic basmati rice, organic maize flour, organic wheat dalia and organic maize dalia.

41. (Do It Yourself Kit, 2013), In order to combat with the rising vegetable prices, Tamil Nadu Government has come up with an innovative plan. It has planned to distribute free do-it-yourself kits of roof garden to all residents so that they can pluck fresh vegetables from their own gardens. This plan is initially to be introduced in Chennai and Coimbatore cities. The horticulture department of Tamil Nadu will distribute the roof top garden kit that contains 20 UV sterilized polyethylene bags of 200 micron thickness, coir pith and manure for 15kg, seeds for vegetables and greens along with organic fertilizer, instruments, and a 20sqm polyethylene sheet.

42. (Radhakrishnan, 2013), According to him, lower Show ends with call to preserve natural resources. The beauty of nature should not only be enjoyed but also passed on to posterity, observed the Commissioner, Agricultural Production, they while distributing prizes at the 117th Annual Flower Show in the Government Botanical Garden (GBG) in Udhagamandalam. Pointing out that the flower show here was getting better every year; they said that it reflected the hard work put in by the Department of Horticulture. He
acknowledged the efforts of the district and civic administrations and the police in ensuring that the mega event is organized properly. The focus of the government during the current year would be on promoting terrace vegetable gardens. Welcoming the gathering, the Commissioner, Horticulture and Plantation Crops, The organizers were encouraged by the response to the flower show. A mild wetting notwithstanding, the curtain came down in as splendid a manner as it went up on the 117th three-day Annual Flower Show at the Government Botanical Garden (GBG). The College also won the trophy for the outstanding large public garden (above 5,000 square metres) and the cup for outstanding topiary works. Outstanding terrace garden and outstanding collection of cacti and succulents, Derby Green, Ooty was given the prize for the outstanding collection of medicinal plants.

43. (Workshop, 2013), A workshop on ‘Organic Gardening in Cities’ organized by The Sustainable Urban Bio-Dynamic Horticulture and Agriculture Movement (SUBHAM) and Kasturba Nagar Residents Association, Adyar, was held on recently. Venkataramani, an agriculture communication specialist, inaugurated the workshop, and spoke on ‘How green is your garden?’“Organic farming was the first type of agriculture, prevalent during our ancestors’ time. With growing urbanization, and mushrooming of high-rise apartments, people can cultivate their own organic garden in the comfort of home,” People can grow our own vegetables and flowers in pots, containers and tubs in terrace or balcony making the green landscape area cool, removing carbon footprint and conserving energy. Organic gardening costs less, yields more benefits. It cleans
up the pollution, absorbs carbon-di-oxide, and gives clean oxygen. In western countries, home gardening is used as a stress-buster therapy. Waste materials can be recycled effectively in organic gardening. Many people think organic gardening is a costly affair, but it is not so. It helps in mitigating the effects of climate change, which is the need of the hour. ‘Organic Vegetable Cultivation on Roof Tops in Cities’ gathering to raise their own terrace garden. “Terrace gardening helps to burn excessive calories, and acts as a source of organic food. Recycling of vegetable waste can be used as manure for terrace garden. It is easy to have an own terrace garden, provided you have the passion and interest to make your terrace a beautiful organic garden,”

44. (Sukant & Manpreet, 2016), As the craze for good health grips the region, more and more women are not only growing organic food but also sharing tips on how to go natural. What fascinated her most about the trip was the fact that organic was a way of life there and not a fad. When she attended the Organic India Fair held in Chandigarh two years back, she wasted no time to Google all the information she could on growing organic vegetables and pulses at home. Next step was converting her garden into a kitchen one and buying containers to be placed on her house's terrace for vegetable growing. "Friends, neighbours, club members and students -my effort is to make as many people aware as possible that one does not really need to visit fancy stores and markets to buy expensive organic stuff. All that is required is a little bit of effort. And it is worth it, for the health benefits are immense," From guiding about which pulses and vegetable to grow in what season, preparing natural manure and
composite pit, to saving the produce from pest attacks by using natural pesticides, he insists that her number of students are growing by the day. "People in general are gravitating towards a healthy lifestyle. Everybody is scared about the ill-effects of insecticides and pesticides being used on the vegetables and fruits sold in the market," Most of the stuff consumed by the family is now grown in her own kitchen garden and containers on the terrace. "Well, most of the time the produce is so much that she have to distribute tomatoes, lentils, dhania and palak to friends,". Believe nature, getting our hands dirty can be therapeutic.

45. (Soundariya, Outlets, 2011), it is a green growth in many ways. The vegetables, fruits, grains and pulses are grown naturally – without the use of pesticides and fertilizers; the number of outlets in the city selling these is more now and more farmers are switching over to organic farming in this region. Despite challenges such as high prices, lack of sustained supply of some products and the need for incentives for farmers to continue organic cultivation, the concept of organic food seems to be catching on in the city. Customers walk in asking for organic rice for their children or organically grown vegetables for special occasions at home. The product range has expanded during the recent years with even processed organic food available at the outlets. Dairy products, easy-to-cook, masala powders, soaps, and washing powders are available in the organic basket. Customer list has increased manifold for these outlets during the last couple of years. High cost of fertilizers and pesticides and increasing concern on soil health are forcing
several farmers to look at the organic option. However, they need more support to switch over to organic cultivation. Though he supplies to several organic outlets in the city, a large volume goes to the regular market and does not get a higher price. The yield has dropped for grapes and such drop in yield can deter farmers from continuing organic farming. A source at Keystone Foundation says it focuses on encouraging more farmers to take on to organic farming.

46. (Dilip, India's Organic food market, 2016), From report business chamber Assocham and TechSci Research, a non-government body. It estimates the current market (pulses and food grain the bulk) at $500 million (about Rs 3,350 crore). It was $360 million (Rs 2,400 crore) in 2014, says the study. However, the study points to various challenges in sustaining such growth, “due to lack of government support, the courage (needed) to convert inorganic land into organic land, and absence of globally recognized consultancy for timely guidance to farmers. “Organic agriculture has become irrelevant. India was indeed practicing organic agriculture till the 1960s but we faced acute shortage of food and had to depend on imported food grain. Thanks to (different) practices since then, Indian agriculture has steadily grown to make the country the second largest in production in the world. It is rather amusing that chronically food deficient states like Sikkim and Kerala brag about organic agriculture; food grain produced from Punjab and Haryana actually feed the people of these two states,” A recent Grant Thornton-Ficci report titled estimates India’s food grain requirement at 333 million tonnes, well over the current output figure. The government, meanwhile, has set a target to bring
500,000 acres under organic farming in three years, with allocation support of Rs 412 crore. Experts say a policy framework is needed for utilizing this. Rawat adds it takes three years to convert farm land to organic practices. Which means farmers must be adequately compensated for full and half-crop losses in the first and second year, respectively.

47. **(Dharshini, 2017)**, In a well-attended conference at Anna University in Chennai on the sides of three-day Seed festival, experts from various walks of life sought to throw light on why they were wary of Genetically Modified Mustard and its commercial cultivation in India. Organized by PoovulaginNanbargal, the conference was addressed by food policy expert Devinder Sharma, KavithaKuruganti of Safe Food Alliance, Prof Sultan Ismail, Siddha expert Dr G Sivaraman, Agriculturalist Pamayan and actor and activist Rohini among others. Warning against scientific fraud, DrDevinder Sharma debunked the claims that the Genetically Modified mustard would not drive an oil revolution. The Environment Ministries Genetic Engineering Approval Committee (GEAC) had in May cleared the commercial use of GM mustard, making it the first GM food crop in India.

48. **(Kavitha & Souji, 2011)**, According to authors, Generation Y is those who were born between 1977 and 1994 and are currently aged between 16 and 33. In Malaysia, Generation Y is equivalent to 26.9% of Malaysia’s population. Generation Y have better spending power and are savvy consumers. In the food service industry, generation Y is the key market segment due to their eating habits and lifestyle. Generation Y are also adventurous the purpose of this
study is to identify factors influencing generation Y food preference and most influential factors towards food preference. Quantitative method is being used in this study and target respondents are generation Y generally aged between 16 to 33 years old. 200 questionnaires were being distributed randomly and 197 were collected. This study found that intrinsic factor (health, sensory appeal, and price) and extrinsic factor (mood, convenience and familiarity) are influencing food preference. However, intrinsic factor had more influence towards food preference among generation Y. This study contribute to various sector to have better understanding of generation Y and implement better social marketing strategies. This study will benefit sectors such as food producers, restaurateurs and health organisations.

49. (Gunasundari & Sathiya, 2016), Researchers say that the rise of organic farming was driven by small, independent producers and by consumers. In recent years, explosive organic market growth has encouraged the participation of agribusiness interests. Organic farming is not only beneficial for farmers, but it also has proved useful for the dairy industry. Products or foodstuffs produced from organic farming neither do not contain any sort of artificial flavors or preservatives nor do they contain any harmful chemicals. Both consumers and farmers are now gradually shifting back to organic farming in India. It is believed by many that organic farming is healthier; consumers are willing to pay higher premium for the same. Many farmers in India are shifting to organic farming due to the domestic and international demand for organic food. The study focuses to find out the factors which affect the awareness level and
knowledge on organic foods among the customers. The study carried out in Ramnad district with 150 sample respondents. The samples were selected based on convenience sampling method. The data were collected by using structured questionnaire and collected data were analyzed using simple percentage analysis, Chi square test, Correlation and ANOVA. The study has been empirically investigated that socio demographic profiles and awareness level and knowledge of the consumers are most likely to affect the purchase decisions of organic foods.

50. (Nihan, 2012), The purpose of this paper is to analyze the motivations factors of buying organic foods in consumers. Consumers were questionnaire included in a number of criteria that influence consumers when buying food. Data is analyzed with SPSS to explain milk, fruit and vegetables with organic products. The decision-making process is complex and the motives factors may affect vegetables. Data were collected in Izmir. So researches are represented only research samples. This is not generalized. Research results are important for company and consumers. Because these findings have implications for future sector-based communications to consumers. However they inform company for product development and consumer behaviour.

51. (Mohamed, Cordelia, & Mohd, 2015), From this study, the awareness on the harmful effects of chemicals present in food is increasing among the consumers. The trend towards purchasing organic food is growing among people. A study to identify what actually induces consumers to turn towards organic food is important. Some of the prominent motivating factors to
purchase organic foods include environmental concern, health concern and lifestyle, product quality and subjective norms. This empirical study is aimed at identifying the purchase intention of consumers towards organic foods. The study predicts the purchase intention of consumers based on the influences of factors like environmental concern, health concern and lifestyle, product quality and subjective norms on the attitude towards organic foods. The results of the study show that quality of products, environmental concern, health concern and lifestyle are the most commonly stated motives for purchasing organic foods.

52. (Priya & Parameswari, 2016), According to her, the word "organic" refers to the way farmers grow and process agricultural products, such as fruits, vegetables, grains, dairy products and meat. Organic farming practices are designed to encourage soil and water conservation and reduce pollution. Farmers who grow organic produce and meat don't use conventional methods to fertilize, control weeds or prevent livestock disease. The present study focused on consumer attitude towards organic food products and carried out in Coimbatore City with the sample size of 150 household respondents who are familiar with Organic Food Products by adopting multistage sampling technique. The data collected were analyzed using descriptive statistics.

53. (Banupriya, 2016), In her research provides some important initial insight into the area chosen for the study i.e. consumer perception towards Organic Products, there is still an opportunity to extend these findings to gain on more comprehensive understanding of importance of organic product consumption to
lead a healthy life style. Studies on awareness level of consumption of organic products even in rural, semi-urban, and urban areas may be conducted and the level of satisfaction derived by the customer on various products shall be focused. This Study on comparison of rural vendor problems in marketing organic products with Organic super markets may also be conducted to identify the real scenario. Different types of organic products available in the market and their price and quality satisfaction can also be analyzed by comparing with equivalent alternative items.

54. (Sasi & Sivakumar, 2012), This book provides a comprehensive account on the preparation and production convenience of healthy food products. Besides, the book elaborates on the post-production aspects like sensory evaluation and marketing that are essential for success of these foods in the competitive Indian market. Despite achieving huge strides in the convenience and health food development that resulted in an array of innovative products, there are very few books in the market that market that can provide comprehensive information on these specialized food categories.

55. (Organic Industry News, 2017), According to as a CEO of an organic marketing company that represents over four thousand acres of organic permanent crop production and more than one hundred and fifty different growers, there are always more than enough concerns to go around from water, to labour, to new crop diseases. Not only are those, as organic industry player fighting the continued struggle of protecting the image and integrity of their brand and mission. The organic industry has always demonstrated a trust
relationship by providing great transparency to people reference to how their food is grown.

56. (Maggie, 2017), As per this report, Today’s organic community is huge and global over 2.4 million organic producers in over 179 countries are growing and raising the organic products that American consumers and consumers around the world are eating and using their daily lives. And millions more people are working in the organic processing plants and factories, and in the packaging and distribution centers necessary to get the huge array of organic goods onto our retail shelves. Today organic abundance and variety are not possible without trade, and without innovative companies working with producers and communities around the world. That global organic business has resulted in a host of positive repercussions. It’s created jobs for millions of people, allowed small producers to stay on their farms and to provide for their families, created a cleaner and healthier work environment for producers, field labours and factory worker’s stimulated new business, and made possible important improvements in life beyond the field and the factory.

57. (Varalakshmi & Ganeshamurthy, 2009), From this article, with increased use of untreated sewage waters, industrial effluents, sewage sludge and other solid wastes, chemical fertilizers and pesticides, the peri-urban soil is getting increasingly polluted, Lead, Chromium, Nickel and Zinc are some of the heavy metals polluting the soil and posing health problems to human beings. Good agricultural practice is one of the best methods of minimizing the health hazards through heavy metals. The health hazards caused by heavy metals are
many from simple complications like headache, body cramps, nausea to more disorders like cancers, renal damage, cardiovascular diseases, damage to nervous system etc. The more common heavy metals which affect the health are Pb, Cd, Cr, Ni, As, Hg, etc. In small quantities certain heavy metals are nutritionally essential for a healthy life. (for example Se, Fe, Cu, Mn and Zn)

58. (Bixramjit, 2017), “Farmers favour it, the government favours it and so do young entrepreneurs, Organic food is the way forward”, from this report, in a way the trend is somewhat ironic in a country like India, which has been growing a lot of its food organically, just a few decades ago. In the last decade, the organic food sector has seen immense growth, with a small part of it turning more organized. The government too has began taking interest in growing organic food as well as the rest of agriculture as the issue of food security looms large.

59. (Srilakshmi, 2009), In this book giving information on nutrition related and applied aspects of food science. Special emphasis is laid on present nutritional problems in India like protein energy malnutrition, vitamin A deficiency, anemia and iodine deficiency disorders. Human beings need food for sustenance. Food helps to maintain growth, repair and to give energy thereby enabling human being to work, remain healthy and live long. Food nutrition and health are strongly related.

60. (Anupama, 2006), According to this author, all living things need food and water to live. Beyond that, one needs good food, meaning of food with the proper nutrients, to live well. In this book explore the role of food and beverage
production involved in it. Food and beverage production is the process of transforming raw animal, vegetable, or marine material into tasty nutritious and safe food products. Today a wide variety of methods are available to cook, maintain and enhance the appearance and taste of food. Modern food production methods also create products that are convenient for consumer, such as products that are ready to eat or require minimal preparation and cooking.

61. (NIIR & Ajay, 2005), From this book to facilitate the already growing food industry which in terms of its scope and transformation has found a prominent place in the Indian economy. It has gone a long way in catering to the problems of food-scarcity and unemployment. The Indian food and agro -based industries may find for themselves a golden future. In this book addition, tries to transform the common eating habits which may well prove to be a strong plank for our progress into the twenty-first century. Natural foods such as fruits and vegetables are responsible for their nutritive value. The fresh surplus produce can be preserved and canned and bottled foods can be profitably marketed. The availability of a wide variety of canned product in the market and their easy portability has created a fast increasing demand for preserved foods. In view of the trends in changing food habits due to increased industrialization and Urbanization more and more people are going in to instant and ready foods especially traditional type to snack food and it has become a craze in big towns and cities as it suits the local palate. Breakfast, Lunch snacks, Dinner and beverages make up the food we eat daily snacks are light to eat, taken between principal meals and serve a variety of useful purposes in our
day to day life. In food industry product purity plays an important role and assures quality product to customers. The economic success of any food processing industry an extent dependents upon the utilization of wastes products that are produced during the various stages of processing.

62. (Report, Consumer goods and Retail Industry Report, 2017), by this report Global organic food market stood at $110.25 billion in 2016, and is projected to grow at a CAGR of 16.15%, in value terms, during 2017-2022, to reach $262.85 billion by 2022. Growing awareness regarding health benefits of organic food consumption, rising per capita spending on organic food products and increasing health concerns due to growing number of chemical poisoning cases are expected to drive global organic food market in the coming years. In addition, continuing product innovations and aggressive marketing strategies adopted by major players and online retailers would positively influence the global organic food market during forecast period.

63. (Swaminathan, 2008), According to his aspects, for maintain good health and physical efficiency, the diet should provide adequate amounts of all nutrients. For designing balanced diets, it is essential to know the daily requirements of different nutrients. Allowances for different nutrients have been recommended by various national and international committees. The recommended allowances food and nutrition board are Calories, Protein, Fat, Calcium, Phosphorus, Iron, Vitamin A, Thiamine, Riboflavin, Nicotinic Acid, Folic Acid, Vitamin B12. Vitamin D. He also explores some effects of non organic food products. Food allergy is now increasingly being recognized that food
plays an important role in the actiology of several allergic disorders observed in human being.

64. **(Udai, 2005)**, Nutrition is the basis of life and nutrition comes from food. Food preparation and service of food are all vital parts of modern day hotel industry. This book is being a research base, exhaustive a bound to prove to be a good stuff for the students and general readers. Everyone knows that good diet id needed to sustain good health. by health mean the well-being of an individual in physical, emotional and social conditions. Just the presence or absence of a disease cannot label a person as healthy. A healthy person will have a positive attitude towards life. A good natured person full of life reflects his better health standards. A good or adequate diet is known as balanced diet. A balanced diet yields daily nutrients in the proper amounts and proportion required by the body.

65. **(Maahindra, 2004)**, From this book, food production is on the increase worldwide various technologies have enabled the availability of their foods, and the products derived from them, over long distances and round the year by prolonging their shelf life through the application of food additives. In order to regulate the production, manufacture, packing and packaging, storage and transport of their foods so that the health of the consumer is protected, the government of India keeps a vigil through the punitive law known as the prevention of food adulteration Act, 1954 and the rules framed there under. The subject of food additives has gained importance after the recent liberalization
of the Indian economy resulting in mass production of occidental foods mainly for export.

66. (Myer, 2009), According to this book, the food industry, which includes farming and food production, packaging and distribution, and retail and catering, is enormous. The Wikipedia states that in the US, consumers spend approximately US$1 trillion annually for food, or nearly 10% of the Gross Domestic Product (GDP). Over 16.5 million people are employed in the food industry. In 2004, processed food sales worldwide were approximately US$3.2 trillion. According to Reuters, “Food processing is one of the largest manufacturing sectors in the United States, accounting for approximately 10% of all manufacturing shipments (by Value). The processed food industry has grown by over 10% between 1998 and 2004, and in 2004, the value of processed food shipments was approximately $470 billion. The largest sectors of the industry, in terms of value, are meat, dairy, fruit and vegetable preservation, and specialty foods. Other niche sectors include bakeries and tortilla manufacturing, grain and oilseed milling, sugar and confectionery, animal food manufacturing, and seafood products.

67. (Bhalla & Gurmail, 2001), As per this book, Indian agriculture, which stagnated during the first half of the twentieth century, witnessed significant growth and transformation after 1951. The need for augmenting agriculture and food grains production to provide food security to a rising population was further brought home by the food shortages that emerged after partition.
Agriculture is still technologically backward in North-East India. It is taking a long time for the successful carrying of structural changes due to political, socio-cultural and financial constraints. There is widespread deficit in free market food supply in the greater part of North-East India which impact two million tones of food grains annually. There is problem of affordable market price. Therefore the problems of poverty and food insecurity will have to be tacked by safe intervention. In this context the public distribution system assumes importance. About 300 million people of India, mostly in rural areas are not getting two meals a day when food warehouses are full with 60 million tones of food grains. We could not eliminate hunger and poverty with our food revolution. The public distribution system is an important instrument to keep the prices under check. China has tackled the problem of food and food security by genuine land reform and by decentralizing food distribution system with affordable price mechanism. The consumers are associated with it. we must appreciate the direct linkage between modern agriculture with application of biotechnology, public distribution system and food security for every one is a democratic society. The entire issue of food production and distribution is associated with social objective.

This book provides a clear statement on the resilience of the organic market trend. On the consumer side, organic products with a total value of almost 82 billion us dollars were sold globally in 2015. High growth rates were recorded in the advanced markets for organic products. A growth rate of 20 percent and more of organic retail sales value was
noticed for Spain, Ireland, and Sweden in 2015. In Switzerland, where the market has been evolving over several years with high growth rates, it grew by 5 percent. The production side is also keeping pace: The latest data show that organic farmland has grown in many countries, and the total organic area increased to 50.9 million hectares, managed by over 2.4 million producers. In particular, for some crops such as coffee, cocoa, cereals, and temperate fruits, area growth rates of 15 percent and more were reached in 2015. “New” countries have joined the community of organic producers, so there are now 179. One challenge is assessing global organic production compared to the overwhelming majority of “conventional” production. Currently, organic agriculture represents land. However, some crops reached far higher shares. For coffee, tea organic area represented almost of percent, and for olives, 6.5 percent of the total world area for these crops was organic.

70. **(Makadia & Patel, 2015)**, Organic farm production and trade has emerged as an important sector in the world in general and India in particulars, and is seen as an important strategy of facilitating sustainable development. The organic management area in India is increased by about 26 folds in last seven years. The top organically managed commodities produced are cotton, cereals, rice, pulses, fruits and vegetables, tea, oilseeds, coffees etc. The Madhya Pradesh stood first (2.86 million ha) in organic farming registered area (including wild area) in 2010-11, while Gujarat ranked eighth. The export market for organic food in India is valued at Rs. 1,866 crores includes basmati rice, pulses, tea, coffee, spices and oil seeds; and is growing at compound annual growth rate of
49% in last four years ending 2011-12. The volume of organic products export was 1,47,800 metric tonnes during 2011-12. This paper locates the prospects, status and marketing of organic farming and documents the Indian experience in organic production and trade.

71. (Shivangana, 2017), When we talk about the Indian agriculture industry, there is a belief that growth can only equal crisis. The Green Revolution brought about a technological breakthrough, leading to short duration high yielding varieties, chemical fertilizers and pesticides but critics blame it for lacking vision. Recently, the Malwa region in Punjab was dubbed as the 'cancer belt' of India. The unusually high incidence of cancer cases has been linked to the excessive use of pesticides by cotton farmers. In its fifth National Report on Desertification, Land Degradation and Drought published in 2015, the government has conceded that land degradation is a major environmental concern for the country. It reveals that one-third of India's soil is degraded while 25 percent land is facing desertification which has affected its productivity and food security of millions across the country.

72. (Growing Your Business, 2017), From this report, organic growth refers to the process of growing a business by reducing costs and increasing sales, either by finding more customers or enhancing output to current clients. On the other hand, inorganic growth occurs when a company merges with or is acquired by a second business. Entrepreneurs should take the time to familiarize themselves with the advantages of organic and inorganic growth, as well as some of the top strategies for execution, so they can decide which the best choice for their
business is. As a new business owner, want to increase profits as quickly as possible. By employing inorganic strategies like mergers and acquisitions, startups can grow their businesses more quickly while taking advantage of resources such as stronger credit lines and expanded market resources. Additionally, joining with another company lets you take advantage of its expertise and experience in the industry to develop own brand. On the organic growth techniques allow to grow business on own timeline. Because there is no need to sharing control with another company, can hire employees and expand sales at own pace. Additionally, entrepreneurs who maintain their autonomy now can sell for a larger profit later when the company is fully developed. While retaining control of the company offers many advantages over the long haul, it can make business growth challenging in the short term. Some entrepreneurs struggle to grow beyond their current marketplace, while others find themselves cut down by the competition. Additionally, new businesses must often fight to make ends meet from month to month. Fortunately, strategies exist to help startups grow their profits without handing over control to partners or investors.

73. (Terry, Linda, & Langner, 1986), According to the researchers, many farmers are turning to organic or "low input" farming as a strategy for economic survival several comparisons of actual grain farms in the central and northern states showed that organic farming equals or exceeds conventional farming in economic performance. These findings are supported by studies that used yield data from research plots as inputs to economic models. However, models that
relied more heavily on hypothetical data showed an economic disadvantage for organic farming. This may have been a result of the failure of the hypothetical models to incorporate valid assumptions on conservation and efficient utilization of water, nutrients, fuel, labor, and capital. Established organic farmers are less vulnerable to natural and economic risks than conventional farmers because their systems are more diversified. They also are less able, however, to take advantage of income tax deductions. Future trends in commodity prices, input prices, pollution regulation, and research can be expected to have mixed effects on conventional and organic farmers, but the net impact will probably favor organic farmers. On a macroeconomic (i.e. national) scale, conversion to organic farming would have many benefits. It would reduce federal costs for supporting commodity prices, reduce depletion of fossil fuels, reduce the social costs associated with erosion, improve fish and wildlife habitats, and insure the productivity of the land for future generations. However, widespread conversion to organic farming would have an undesirable impact on the balance of trade. Future research on the economics of organic farming at the farm or micro-economics level should be directed at horticultural crops, southern latitudes, marketing, and the process of conversion from conventional to organic farming. Future macroeconomic research should quantify the social benefits described above, enabling decision makers to compare organic farming with other policy options.

74. (Michael, 2010), According to the Agriculture Guide, “Organic agriculture is an ecological production management system that promotes and enhances
biodiversity, biological cycles and soil biological activity.” In layman’s terms organic agriculture aims not only to work with the environment, but enhance it. Whereas traditional industrial agriculture uses chemical pesticides, synthetic fertilizers and herbicides; organic agriculture gives back to the land by employing natural pest control, crop rotation, use of manure and natural waste. This system of renewal is a long-term plan which aims to continually strengthen and reinforce the environment, rather than focus on the short-term goals of artificially inflating food production at the cost of quality and the environment. The first and most obvious result of employing nature in the service of nature is a product that has retained its key components. Our bodies thrive on vitamins and essential minerals and micro-nutrients. All of this must be in balance if our systems are to function optimally. Our systems are put under massive stress when loaded with synthetic chemicals, hormones in meat production, antibiotics, and worse. Organic farming results in produce that is better for us, tastes better, and has been shown in study after study to support the immune system, leading to reduced incidents of heart attack, stroke, diabetes, and auto-immune disorders. Countless people have reported feeling lighter, more energetic, and more mentally alert after switching to organic produce.

75. (WWO, 2017), This report reveals that, we might have seen in the discovery channel, a pack of deers running very swiftly in the wild forest, maintaining the same speed, without age discrimination, the reason why because they live in the natural surroundings and consume natural food required for the body,
besides you can’t find a deer with knee pain, low back pain, diabetes or asthma etc. At the same time if you find a group of people walking down, you can find quite a lot of people suffering from all sorts of ailments, may be obesity, high blood pressure, low blood pressure, asthma, heart ailments, diabetes, wrinkles, hair shedding etc. You can make out from the very way they walk, that it is the outcome of the wrong style of food habits and their life style. People lack proper nutrition is for the healthy living.

2.5 CONCLUSION

According to many reviews helps to know about the benefit sectors such as government, food producers, and health organization as well as these organizations how to influencing food preference an health level of college students. Appropriate campaign or promotion can be taken to increase the level of health consciousness and healthy food consumption in order to reduce obesity and increase based on student’s food attitudes. These reviews to ensure marketing strategies and promotional strategies towards research. It also helps to find out the environmental sustainability, importance is shifted towards organic food products rather than conventional farming. In this reviews to explore the potential of organic agriculture, it is important to know how consumers, as well as producers relate to food quality and food systems issues. It can help to identifying common problems and how communicate between students and farmer in order to further develop the organic food system. It gives an idea about the current status conditions and future of the organic industry, and marketing trends for organic food products also unveils the area where more attention is needed towards further research.
2.6 RESEARCH GAP ANALYSIS

According to many researchers have focused on helping youth grow up healthy and adopt healthy life styles and to explore to youth plan what to eat and To highlight the importance of healthy food products and consumption. However, today “urgently need is a farmer for each home”, it is possible through giving awareness towards organic food product among college students. Several studies have investigated the knowledge, attitude and behavior towards organic food product, But in this study to providing awareness programme among college students for understand consciousness and perception level towards organic foods and explaining about organic food products business opportunities. Especially in this study providing training to grow organic foods their own organic gardening and that is the research gap and because of that the researcher framed the title.