

# Attitude of Organic Farmers towards Production and Marketing of Organic Products

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Date of Submission: 20-09-2024

Date of Acceptance: 30-09-2024

## ABSTRACT

India has significant potential to produce a wide range of organic products due to its diverse agro-climatic conditions. As well, the longstanding tradition of organic farming in various regions serves as an advantage. This creates opportunities for organic producers to access a steadily growing market, both domestically and in the export sector. This paper tried to find out the attitude of farmers towards organic farming in Tirupur District. 100 sample farmers located in Tirupur District of Tamil Nadu were chosen as sample by convenience sampling. Interview schedule was used to collect the data. Organic products are cultivated through a farming system that avoids chemical fertilizers and pesticides, emphasizing environmentally and socially responsible practices. This approach preserves the soil's reproductive and regenerative capacity, promotes good plant nutrition, and fosters effective soil management, resulting in nutritious food that is resilient to diseases.

**Keywords:** Organic farming, Market, Fertilizer, Nutrition, Soil management.

## I. INTRODUCTION

The organic farming movement embodies a philosophy of living harmoniously with nature, emphasizing cooperation over competition among people. This approach fosters healthy food, a vibrant environment, caring communities, and a strong society, all seen as the natural outcomes of embracing organic principles. Organic farming prioritizes the production of healthy food, soils, plants, and environments, alongside crop productivity. Organic farmers enhance soil quality and organic matter by utilizing biological fertilizers and practices like cover cropping and crop rotation. This increase in organic matter boosts the soil's water absorption, helping to mitigate the effects of

drought and flooding. Additionally, improved soil organic matter enhances its capacity to store carbon and nutrients essential for growing resilient crops that are better equipped to resist pests and diseases. Importantly, organic farming doesn't imply a return to outdated methods. Instead, it blends beneficial traditional techniques with modern scientific knowledge. Organic farmers actively engage with their land, utilizing all available knowledge, techniques, and materials to foster a healthy balance between agriculture and nature, allowing crops and livestock to flourish. Organic farming avoids genetically modified seeds, synthetic pesticides, and fertilizers. Key features of organic systems include the creation of an organic system plan outlining the practices for crop and livestock production, a meticulous recordkeeping system that tracks products from the field to the point of sale, and the maintenance of buffer zones to prevent contamination from neighbouring conventional farms.

## Significance of the study

Organic farming is one of several approaches aimed at achieving sustainable agriculture. Many techniques used in organic farming, such as intercropping, mulching, and the integration of crops and livestock, are not new and have been practiced in traditional agricultural systems, including those in countries like India. However, organic farming is governed by specific regulations and certification programs that prohibit almost all synthetic inputs, emphasizing soil health as a core principle. The negative impacts of modern agricultural practices on both farms and the broader environment are well documented. The widespread use of chemical fertilizers and pesticides has raised concerns about their adverse effects, which include soil erosion, water scarcity, salinization, soil

contamination, and genetic erosion. As awareness grows about the benefits of a healthy and pure diet, the demand for organic food has significantly increased. Consequently, more affluent farmers are transitioning to organic farming as they can afford organic inputs. This shift also offers benefits to states by reducing the financial burden of chemical fertilizer subsidies, which consume a substantial portion of government budgets. Investing in organic farming presents an economically viable opportunity for states, while also addressing issues like soil contamination and improving soil biodiversity. However, recent trends are leading to the industrialization of organic foods. Pressures to align organic products with dominant mass-distribution systems are pushing organic producers to scale up and specialize, potentially undermining the original principles of organic farming.

#### **Problem identification**

It's surprising that there is still no official policy governing organic farming for domestic markets and imports. This institutional neglect has led to fraudulent practices, preventing genuine producers from receiving a premium for their products. The primary challenge facing organic farming in India is the lack of government support. Although the government has established a framework to promote organic farming through fairs and exhibitions, these efforts are ineffective without a stable and sustainable market for organic produce. Moreover, several supply-side barriers, including poor market access for small farmers in hilly and tribal areas and underdeveloped supply chains, hinder the growth of organic farming. Budget allocations tend to favor chemical-based farming, and organic farming often relies on monoculture, limiting farmers to growing just one crop per season, depending on their land size. During the three-year transition period, farmers face even greater challenges due to pest management and soil fertility issues. Demand is primarily concentrated in major metropolitan areas, where farmers often lack the clean farmland needed to produce organic fruits and vegetables, creating a disparity. Improved transportation and dedicated supply channels are essential to bridging this gap. When local demand increases, local growers are more likely to adopt organic practices, eventually addressing the supply-demand imbalance.

#### **Aim of the study**

Farmers' attitude towards production and marketing of organic products was analysed in Tirupur District.

## **II. REVIEW OF LITERATURE**

Patel et al. (2019) reviewed food production through traditional agriculture, emphasizing the urgent need to enhance soil health by maintaining soil microbial diversity. Their study highlighted the potential of traditional agriculture for conserving natural resources, particularly the soil microbial ecosystem. They urged policymakers and the scientific community to re-evaluate the benefits of these natural agricultural methods, which rely on biological and energy-efficient inputs. They argued that traditional practices possess a unique capability for managing environmental and soil health, including promoting microbial diversity and metabolic versatility, which are crucial for soil vitality. The authors concluded that traditional agricultural practices may serve as a better alternative to modern methods in light of the current decline in environmental health. Knapp and Heijden (2018) evaluated the temporal yield stability of three major cropping systems: organic agriculture, conservation agriculture (no-tillage), and conventional agriculture. They used the log response ratio to determine overall differences in mean yields, as well as absolute and relative stability ratios for comparison. Their findings indicated that organic agriculture generally has a positive impact on various environmental factors compared to conventional farming. They suggested that incorporating green manure and improved fertilization could help narrow the yield stability gap between organic and conventional practices.

## **III. METHODOLOGY**

Research collects data on lived experiences, emotions, behaviors, and the meanings individuals ascribe to them. It helps researchers gain a deeper understanding of complex concepts, social interactions, and cultural phenomena. This approach is valuable for exploring how or why certain events occur, interpreting those events, and illustrating arrangements. The geographical area selected for the research is Tirupur District, chosen using a convenience sampling method. This study is based solely on primary data collected from a sample of 100 organic farmers in Tirupur District. Data was collected from respondents through an interview schedule, and the analysis was conducted using the mean test.

## **IV. ANALYSIS AND DISCUSSIONS**

The following table shows the mean score of the attitude of the farmers on organic farming and independent variables.

**Table 1 – Educational Qualification and Farmers’ attitude towards production and marketing of organic products**

Educational Qualification	N	Mean	S.D	%
School level	30	47.43	16.625	28.7%
Undergraduate	38	50.50	13.671	38.7%
Postgraduate	24	52.88	14.405	25.6%
Professional	8	43.63	7.999	7.0%
Total	100			

From the above table, it could be inferred that postgraduate farmers had a high mean value of 52.88 on their attitudetowards production and marketing of organic products and the professional

farmers had a low mean value of 43.63 on their attitudetowards production and marketing of organic products.

**Table 2 – Family Size and Farmers’ attitude towards production and marketing of organic products**

Family Size	N	Mean	S.D	%
Upto 3 members	28	42.11	11.210	23.8%
4-5 members	46	53.93	14.449	50.0%
Above 5 members	26	50.00	15.017	26.2%
Total	100	49.60	14.518	100.0%

From the above table, it could be inferred that farmers of medium size family had a high mean value of 53.93 on their attitudetowards production and marketing of organic products and

the farmers of small size family had a low mean value of 42.11 on their attitudetowards production and marketing of organic products.

**Table 3 – Gender and Farmers’ attitude towards production and marketing of organic products**

Gender	N	Mean	S.D	%
Male	82	48.09	14.181	79.5%
Female	18	56.50	14.415	20.5%
Total	100	49.60	14.518	100.0%

From the above table, it could be inferred that the female farmers had a high mean value of 56.50 on their attitudetowards production and marketing of organic products and the male farmers

had a low mean value of 48.09 on their attitudetowards production and marketing of organic products.

**Table 4 – Land Size and Farmers’ attitude towards production and marketing of organic products**

Land Size	N	Mean	S.D	%
Below 5 acres	29	51.38	14.021	30.0%
5-10 acres	32	48.91	16.629	31.6%
More than 10 acres	39	48.85	13.238	38.4%
Total	100			

From the above table, it could be inferred that the farmers having below 5 acres land had a high mean value of 51.38 on their attitude towards production and marketing of organic products and

the farmers having more than 10 acres had a low mean value of 48.85 on their attitude towards production and marketing of organic products.

**Table 5 – Major Crops and Farmers’ attitude towards production and marketing of organic products**

Major Crops	N	Mean	S.D	%
Turmeric	12	45.58	13.194	11.0%
Paddy	29	51.17	13.304	29.9%
Sugarcane	33	47.36	14.066	31.5%
Vegetables	26	52.54	16.743	27.5%
Total	100			

From the above table, it could be inferred that the farmers cultivating vegetables had a high mean value of 52.54 on their attitude towards production and marketing of organic products and

the farmers cultivating turmeric had a low mean value of 45.58 on their attitude towards production and marketing of organic products.

**Table 6 – Income Per Year and Farmers’ attitude towards production and marketing of organic products**

Income Level	N	Mean	S.D	%
Below 2 lakhs	28	46.21	15.861	26.1%
2-5 Lakhs	47	50.51	15.108	47.9%
More than 5 Lakhs	25	51.68	11.375	26.0%
Total	100			

From the above table, it could be inferred that the farmers earning more than 5 lakhs had a high mean value of 51.68 on their attitude towards production and marketing of organic products and

the farmers earning below 2 lakhs had a low mean value of 46.21 on their attitude towards production and marketing of organic products.

**Table 7 – Source of Marketing and Farmers’ attitude towards production and marketing of organic products**

Source of Marketing	N	Mean	S.D	%
Direct	49	51.31	14.026	50.7%
Through agent/FPO	51	47.96	14.929	49.3%
Total	100			

From the above table, it could be inferred that the farmers market their products directly had a high mean value of 51.31 on their attitude towards production and marketing of organic products and the farmers market their products through agent/FPO had a low mean value of 47.96 on their attitude towards production and marketing of organic products.

## V. RECOMMENDATIONS AND CONCLUSION

The small-scale farmers at the study area are brought under the gamut of Farmer Producer Organizations as part of the process towards organic certification to pool together and trace for better product facilitation. This system avails major buyers’ access to the farmers, whereas

offering information inputs, technical support, and quality assistance to help in achieving a network of timely and reliable market information. The higher and significant landholders are guided to apply the modern techniques, learn from the practice of the small farmer, and consultation about each other to manage this productivity of organic products. There is a need to establish forward linkages both to domestic and international markets. Further, standardization of quality and grades will be needed in order to increase the share of consumer prices for the farmers. Simultaneously with the creation of necessary infrastructure, there is an ecosystem to be developed near production areas that will foster a conducive trading environment. New organic farmers should realize that the yields for organic crops may vary depending on the manager's effectiveness. Organic farming is coming out of conventional farming levels, where the yields are normally low compared to the convention; three to five years later, however, the organic yields usually increase.

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