

“Studies on Impact and Awareness of Organic Food Products of "Organic Food Product in Human Life during Covid-19”

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ABSTRACT

An investigation were carried in relation to socio-economic status, awareness of organic food products, Organic food has become very popular nowadays and everyone wants to know benefits. Organic food products may not be given antibiotics, growth hormones, or any animal by products. awareness of organic food products by the respondents during Covid 19, 70% respondent were always aware about conventionally grown focus use more pesticides than grown food with mean score 2.59, standard deviation 2.1.

Keywords: Covid 19, Organic, Antibiotics, Conventionally.

INTRODUCTION

The term “organic” refers to the way agricultural products are grown and processed. While the regulations vary from country to country, in the U.S., organic crops must be grown without the use of synthetic herbicides, pesticides, and fertilizers, or bioengineered genes (GMOS). Organic food has become very popular nowadays and everyone wants to know benefits. Organic food products may not be given antibiotics, growth hormones, or any animal by products.

Organic production is an overall system of farm management and food

production that aims at sustainable agriculture, high – quality product and the use of processes that do not harm neither the environment, nor human, plant or animal health and welfare. Consumers are anxious about food quality, production technique and provenance and they trust organic foods more easily. Organically grown foods are indeed not be confused with foods sold as 'natural'. A new study found that the bugs that are an organic diet were healthy lived longer some of the flies received conventional produce and other ate organic versions.

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In an attempt to feed people by a more easier and productive manner, that food has become full of chemical that are harmful to our health leading to many of the disease we are faced with today; obesity, cancer, heart disease, high blood pressure and diabetes. Organic farming is in a nascent stage in India. About 2.78 million hectare of farmland was under organic cultivation as of March 2020, according to the Union Ministry of Agriculture & Farmers Welfare. This tow per cent of the 140.1 million ha net sown area in the country. A few states have taken the lead in improving organic farming coverage, as a major part of this area is concentrated only in a handful of states. Madhya Pradesh tops the list with 0.76 million ha of area under organic cultivation that is over 27per cent of India's total organic cultivation area.

Sikkim is the only Indian State to have become fully organic so far. A majority of the states have only a small part of their net sown area under organic farming. India introduced the organic farming policy in 2005. The 2.78 million ha was covered under organic farming in India about two per cent of the 140.1 million ha net sown area in the country of this 1.94 million ha is under National Programme for organic Production (NPOP); 0.59 million ha under Pramparagat Krishi Vikas Yojna (PKVY), 0.07 million ha under mission organic value chain development for North Eastern Regions (MOVCDNER) and 0.17 million ha under state schemes or non-schemes.

MATERIALS AND MATHODS

The study was carried out by descriptive type of survey method. Accordingly, after a thorough and meaningful formulation of the problems specific objectives were decided. In the light of these objectives, techniques of investigation to be followed, extension tools to be used and major statistical plan of analysis to be followed were decided.

Further the presentation of the study was developed and given a definite shape in the form of an outline of the study. In order to

understand the findings of the study in the wider context and to evaluate their relevance in the set objectives, an effort was made to make a thorough review of the relevant literature relating the previous research in this field. Uttar Pradesh was chosen as locale of the study. This was done with the intension that U.P. is a major state of the country. District Kanpur city was purposively selected for this study as the researcher hailed from this place. This helped the investigator to collect the necessary information accurately and timely. The researcher, being from the same place could easily have dialogues and discussions with respondents during pilot study and final data collection. Before collecting the necessary data from the finally selected sample of 120 respondents were identified other than those including in the final selection of respondents. These 120 respondents were interviewed with the help of schedules and questionnaires developed for collecting the data. This helped the investigator in making necessary changes in the instruments to be finally used their wording and composition. An interview schedule was prepared for taking a view of the respondents and asking questions to them. This schedule was prepared with a consultation of the guide so that the maximum relevant answers could be obtained from the respondents. This interview schedule comprised four sections: socio-economic status of the respondents, awareness and perception of respondents about knowledge and impact of social faced by farmers in agriculture. The necessary evidences were collected in line with the objectives of the study. All the 120 respondents were inclusively approached by the researchers. By personal contact, all the respondents were interviewed with the help of the structured schedule developed for the study.

Weighted mean- It is average which is calculated on the basis and coding. If $X_1, X_2, X_3, \dots, X_n$, are the codes and $W_1 + W_2 + W_3 \dots, W_n$ are their respective weights, then:

$$\text{Weighted mean} = \frac{W_1X_1 + W_2X_2 + W_3X_3 + \dots + W_nX_n}{W_1 + W_2 + W_3 + \dots + W_n}$$

$$= \frac{\sum_{i=1}^n W_i X_i}{\sum_{i=1}^n W_i}$$

RESULT AND DISCUSSION

Table shows that awareness of consumer knowledge about organic food products by the respondent during Covid-19, 70.0% respondents were always aware about amount of pesticides residues remaining on conventionally framed produce are not likely to be harmful to health with mean score 2.59, standard deviation 2.1 and rank I followed by 65.0% respondents always aware about organic food are grown without use of pesticides with mean score 2.51, standard deviation 2.1 and rank II in the research study. 45.8% respondents were always and

sometimes were aware about peoples are well aware about organic food products with mean score 2.33, standard deviation 1.9 and rank III followed by 35.8% respondents always aware about organic food products keeps us healthy and prolongs our life due to its better quality with mean score 2.26, standard deviation 1.8 and rank IV in research study. 27.5% respondents always aware about organic food are less susceptible to bacteria such as e-coli with mean score 1.9, standard deviation 1.5 and rank V in the research study of the organic food products during Covid-19.

Awareness of consumer knowledge about organic food products during Covid-19

S. No.	Awareness	Always	Sometimes	Never	Mean Score	SD	Rank
1.	Grown without pesticide	65.0	20.8	14.2	2.51	2.1	II
2.	Pesticides harmful	70.0	19.2	10.8	2.59	2.1	I
3.	Aware about organic	45.8	41.7	12.5	2.33	1.9	III
4.	Increase human life	35.8	54.2	10.0	2.26	1.8	IV
5.	Less susceptible bacteria	27.5	24.2	48.3	1.79	1.5	V

This table reveals that the awareness of consumer buying decision of organic food products by the respondent during Covid-19, 65.8% respondents always aware about people's avoid containing preservation with mean score 2.55, standard deviation 2.1 and rank I followed by 68.3% respondents were always aware about small variety of organic food products in the market there are insufficient with mean score 2.48, standard deviation 2.1 and rank II in the research study. 56.7% respondents were always aware about people are properly know the labels and

quality standards of organic food products with mean score 2.39, standard deviation 2.0 and rank III followed by 37.5% respondents were always aware about people are prefer to buying organic food products with mean score 1.99, standard deviation 1.7 and rank IV. 31.7% respondents were always aware about people are consume more if organic food products are readily available with mean score 1.94, standard deviation 1.6 and rank V in the research study of organic food during Covid-19.

Awareness of consumers buying decision of organic food products during Covid-19

S. NO.	Awareness	Always	Sometimes	Never	Mean Score	SD	Rank
1.	Prefer buying organic	37.5	24.2	38.3	1.99	1.7	IV
2.	Consume more	31.7	30.8	37.5	1.94	1.6	V
3.	Avoid preserved food	65.8	23.3	10.8	2.55	2.1	I
4.	Know about labels	56.7	25.8	17.5	2.39	2.0	III
5.	Small variety insufficient	68.3	10.8	20.8	2.48	2.1	II

CONCLUSION

Organic production is an overall system of farm management and food production that aims at sustainable agriculture, high – quality product and the use of processes that do not harm neither the environment, nor human, plant or animal health and welfare. Consumers are anxious about food quality, production technique and provenance and they trust organic foods more easily. The food- related decision- making process is complex and is influenced by many determinants: Economic: Cost, income, and availability, Physical: Accessibility, education, and skills, Social: Culture, family and meal pattern, Psychological: Mood, stress, and guilt, Personal: Attitudes, beliefs, and knowledge about food.

Organic the term widely used in food marketing have a variety of definitions, most of which are vague and assumed to imply foods that are minimally processed and all of whose ingredients are natural products.

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