

## Organic Food and Impact on Human Health in Coimbatore District

Dr.S. Mahudeeswari  
Assistant Professor  
Department of Commerce  
Pollachi College of Arts and Science  
Poosaripatti

Dr. K. Pavithra  
Head of the Department  
Department of B.com (E.Commerce)  
Pollachi College of Arts and Science  
Poosaripatti

### ABSTRACT

The paper gives an overview of recent studies investigating the health value of organic foods and presents a framework for estimating the scientific impact of these studies. Furthermore, the problems connected with the different research approaches are being discussed. A number of comparative studies showed lower nitrate contents and less pesticide residues, but usually higher levels of vitamin C and phenolic compounds in organic plant products, as well as higher levels of omega-3 fatty acids and conjugated linoleic acid in milk from organically raised animals. However, the variation in outcomes of comparative studies is very high, depending on plant fertilization, ripening stage and plant age at harvest, and weather conditions. Moreover, there appeared no simple relationship between nutritional value and health effects. It is difficult therefore to draw conclusions from analytical data about the health effects of organic foods. Some *in vitro* studies comparing health-related properties of organic vs conventional foods showed higher antioxidative and antimutagenic activity as well as better inhibition of cancer cell proliferation of organically produced food. If 'health effects' are defined as effects on defined diseases in humans, evidence for such effects is presently lacking. Animal studies carried out so far have demonstrated positive effects of an organic diet on weight, growth, fertility indices and immune system. Recent human epidemiological studies associated consumption of organic foods with lower risks of allergies, whereas findings of human intervention studies were still ambiguous. The hypothesis might be that organic food increases the capacity of living organisms towards resilience. To confirm this, effect studies on specific markers for health are necessary.

**Keywords:** Organic food, organic farming, public health, nonorganic food

### INTRODUCTION:

This research proposes to identify the youth's attitude towards organic food products in Coimbatore District. There have been considerable changes in human lifestyle all over the world in the recent decades. Especially in recent years, the food lifestyle has rapidly replacing organic food by the new food mantra-Junk food. Another change in the rapid increase in the number of restaurants and in people's tendency to eat fast food. Food is an integral part of daily life. Proper nutrition is one of the most important aspects of life style. This study main focus on attitude towards organic food among youths generation especially the college students. College students represent major segment of the young adult population. Students tend to practice wrong eating habits such as fast foods.

They typically enter a dynamic transitional period of new independence from their parents that in characterized by rapid, interrelated changes is body, mind and social relationship and experience a new environment that generally involves increased workload and stress, altered patterns of life, which are significant contributes to unhealthy

lifestyle. Today foods are not intended to only satisfy hunger and to provide necessary nutrition related diseases and improve physical and mental well-being of the students. In this study I would like to understand the following attitude of youth's such as food related lifestyle, knowledge, awareness, health consciousness, eating habits etc.,

## RESEARCH METHODOLOGY

The purpose of the study is to find out the importance of organic foods and their benefits to the human health. The study is based on the secondary data provided by books, journals and internet.

## OBJECTIVES OF STUDY

1. To study the benefits of Organic Foods for human health.
2. To understand the organic farming and agriculture of organic foods.
3. To explore the various products of organic foods.
4. To understand the importance of organic foods

## PERIOD OF THE STUDY:

This study was conduct for a period of six months in Coimbatore District.

## SCOPE OF THE STUDY:

This present study will be helpful in understanding the youth attitude of the different people in the society especially in Coimbatore District. This study will be helpful in analyzing the youth attitude towards the different factors identified for the future studies by the researcher and academicians. This study also helpful how marketers to promote and increases awareness among the youth generation about what they consume regularly.

## LIMITATION OF THE STUDY:

The area is wide since it is confined only to Coimbatore District. The researcher has collected data by convenient sampling using questionnaires and sample size also limited. This study takes in only college students and proportion of the participants are not divided according to year wise. Hence, there is a possibility of certain deviations.

## REVIEW OF LITERATURE

Consumer's perception and attitudes of organic food products in Northern Thailand. The main motives to purchase organic food products are health and environmental benefits. Plus support for local or small farmers. The main barriers of organic food market share are the information available and consumer awareness. Result from this paper is of great importance because they provide valuable information on consumers in chaining. Mai province that can be used by policy makers in Organic farming at the national and regional level. (Parichard, 2012)

Organic Grown Foods versus Non-Organically Grown Foods august 2013study of several related studies found that in 237 studies comparing organically grown foods versus conventionally grown foods there were little differences between the two. For example There were no consistent differences in the amount of vitamin levels of organic

products, and only one nutrient, phosphorus was significantly higher in organic versus conventionally grown produce. However, very few Americans have a phosphorous deficiency, so this has little clinical significance. **(Organically Grown Foods Vs Non Organically Grown Foods, 2013)**

Organic foods - Consumer awareness, safety and regulation Some consumers not clear about term 'organic', Most consumers think all organic food was sustainable and define „organic“ as „natural“, „lacking pesticides“, „fresh“ and essentially „good for the environment“. They had expressed interest in healthy and nutritionally rich food as well as environmental concerns and sustainability. Interestingly, there are respondents who considered organic food as herbal foods or foods that did not have antibiotics and some even understood them as traditional/indigenous foods. Organic product Locally produced product Make no difference to me.

Despite the existence of limitations, mainly to the sample that is not representative of the Italian population, the current research highlights some very interesting finding and implication. The survey results reveal a positive outlook for growth of both organic and functional foods which are gaining, even if at a different pace, more and more space in Italians household food consumption. The consumer demand for foods to fit their specific health needs and lifestyle will continue to increase and will have an impact on all sectors of food processing and manufacturing, and also on the supporting industries. **(Annunziatizza et al., 2009)**

Food consumption patterns differed across the studied countries, with females typically making more healthy choices. It is well recognized that lifestyle have strong influences on individual homemade food consumption. Promotion of healthy eating habits and education about foods needs to be strengthened. **(Steffi, 2013)**

The consumers concerns on food safety, quality and nutrition are increasingly become important across the world, which has provided growing opportunities for organic foods in the recent years. The demand for organic food in steadily increasing in the developed countries, which developing countries still need to go a long way According to the study conducted by Ashokyakvaldevi (2013) on the consumer behavior towards cosmetics apart from psychology and economics the role of history and tradition in shaping the Indian Consumer behavior is quit unique. Consumers are also associated with values of care and affection. **(Sushilkumar, 2011)**

The organic input units established under various schemes in the country should be linked up with suitable market channels to improve their capacity utilization or to make use of entire installed capacities. NABARD /state Agildept/ IFFCO should intervene in providing necessary support for their marketing of organic inputs. Establishment of organic input marketing channels is the need of the hour for expansion of organic farming in the country. **(Kumara Charyulu Subho, 2010)**

The consumers' concerns on food safety, quality and nutrition are increasingly becoming important across the world, which has provided growing opportunities for organic foods in the recent years. The demand for organic food is steadily increasing in the developed countries, while developing countries still need to go a long way. The untapped potential markets for organic foods in the countries like India need to be realized with organized interventions various fronts, which require a better understanding of the consumers' preference on food. Therefore, an analysis of consumer's awareness of various aspects of organic products may be considered as important ground to build the markets for organic food in the initial phase of market development. **(IndiaSushil)**

## MYTHS ABOUT ORGANIC FOOD PRODUCT

Organic food products are always the hot topic for discussion for the nutritional content and their demands to get fulfilled in all over the world. There are various invalid arguments which are raised against organic food products that needs clarification.

♣ **All organic labelling on food products is same:** In this case only the food products that has 95% of organic material are termed as 'organic'. If it is composed of only 70% of the organic ingredients then it will be termed as "Made with organic ingredients" label on the product.

♣ **Organically grown foods are costly:** This is a myth but in reality, naturally manufactured food may cause even less than conventionally grown food. Food grown through conventional practices have "sunk cost" attached to it as "health costs", remember our health is an investment not an expense.

♣ **Pesticides are not that much bad for health:** Our body can't digest pesticides at all even after a long time of food ingestion not only they will survive in the body but also accumulates over the passage of time.

♣ **Feeding the entire world through organic farming practices:** This is a myth that organically grown crops need time and it can make a burning hole in the pocket of consumers due to its soar prices. Research has found that organically growing crops produce comparable yields to normal produce plus it enhances the quality of soil over the time. Research done through farming system trials, shows that organic 's can preserve biodiversity and Environmental wellness.

♣ **Organically grown food products are just creating a "market hype":** People living in metropolitan cities believe that organic food products are just "marketing hype" or earning sufficient amount of cash in the beginning but they are all myth organic food are composed of nutritional values antioxidant that assist in opting for healthy lifestyle. They are grown as per government norms and standards as compared to inorganic food products.

## BENEFITS OF ORGANIC FOODS:

Organically grown crops tend to use natural fertilizers like manure to improve plant growth. Animals raised organically are not given antibiotics or hormones. Organic farming tends to improve soil quality and the conservation of groundwater. It also reduces pollution and may be better for the environment.

### 1. Preserve the environment

Organic farming is great for the environment. Safe farming practices like using natural fertilisers helps preserve the environment.

### 2. Avoid chemical contamination

Chemicals used in farming remain in the food. You can avoid these chemicals with organic foods because farmers do not use insecticides and other chemicals.

### 3. Reduce antibiotic exposure

Non-organically raised animals are injected or provided with antibiotics. Extra antibiotics in our system can weaken the immune system. Organically raised animals are not provided with antibiotics

### 4. Get more nutrients

Most conventional foods are plagued with unnecessary additives for flavor. These add-ons don't contain any nutrients and can even destroy the food's nutrients. With organically grown food, you can get more nutrients because they are

naturally grown without any chemicals.

### **5. More satisfying**

Junk foods are not fulfilling and satisfying food sources. What people should really keep in mind is that with junk food we only overfeed and under-nourish ourselves.

### **6. Support local farmers**

Aside from the health and environmental benefits of going organic, you are also helping your community's local farmers.

### **7. Better health**

As organic foods are chemical free, your body will be replenished with optimum nutrients to properly function.

### **8. Eliminate farming pollution**

Agricultural chemicals and pesticides contaminates the environment. Toxic chemicals are not used in organic farming.

### **9. Build stronger generations**

According to studies, pesticides and other chemicals can easily reach the placenta. Research suggests that pesticides are related to birth defects, neurological problems and even life threatening diseases such as cancer.

### **10. Outstanding flavour**

Although taste can be subjective, organic foods can provide fresher flavour with every bite. Most conventional food items contain fake flavours and artificial preservatives. With organic food, you can get the real taste. They are free from any flavour additives and other chemicals for the most outstanding flavour.

Going organic provides a myriad of benefits for you and your family. With organically grown products, you can avoid consumption of harmful chemicals and ultimately start living healthier. While changing for the better, you are also supporting local farming and preservation of the environment.

## **NUTRITIOUS VALUE OF ORGANIC PRODUCT:**

Current discovery recommended that conventional produced fruit, cereals, vegetables, meat, milk, fish, and poultry contain dramatically less vitamins and minerals as compared to organic produced once application of biological inputs [15]. OAP foods contain terribly high nutritional content as a result of they are doing not contain changed ingredients compared to the traditional agricultural food product (Table 1). Another factor that makes them extremely nutritious is that are given time to develop and are supplied with the simplest natural conditions for growth. The alimentation vitamin and mineral contents of OAP foods are continually high because the soil life and health offers the foremost appropriate mechanism for crops to access soil nutrients.

S.No	Description	Organic Agriculture	Conventional Agriculture
1	Land Exhaustion	Use of natural fertilisers, crop rotation improves soil quality.	The land and soil quality degrade over time due to the utilization of artificial chemical and pesticides.
2	Fertilisers and Pesticide	Only natural fertilisers like manure, compost, biofertilizers etc. are used.	Synthetic fertilisers such as N, K, P, Dichloro-diphenyltrichloroethane (DDT) insecticide and another chemical micronutrient used.
3	Nutrient Quality	The OAP foods contain higher human beneficial nutrients content	There is a nutrient loss. Food product has high chemical nutrients
4	Impact on Soil	The soil remains fertile and healthy.	The soil becomes infertile due to exploitation and chemicals produce pollution in environment.
5	Impact on the Environment	Organic agriculture is sustainable and respects the environment	CA is not sustainable; has a toxic effect on environment.
6	Genetically Modified Organisms	GMOs are not used or encouraged in OA.	Mostly GMOs organisms are used to increase crop growth and yield.
7	Health Safety	Crops fully grown through OA technique don't cause any damage to human, animal, soil health as well as environment.	Crops fully grown through CA technique are often prejudicial to human, animal and soil health as well as environment.
8	Animal Cruelty	There is not any animal cruelty	Usually inject antibiotics in livestock.
9	Farming Techniques	Generally, uses of mixed crops, crop rotation, companion planting etc. retain soil quality and improve soil health.	The CA techniques are focused only on increasing the yield and improving the economy. That is not good for the human and soil health in addition as environment in long runs for the future.
10	Change the Lifestyle for the Farmers	It's the better for farmers in addition as different consumers	It spells doom. Chemical agriculture could be a threat to their livelihoods.

11	Reduce Pollution	OA practices could cut back pollution, conserve water, reduce soil erosion, increase soil fertility, and use less energy	CA practices increase pollution, soil erosion, decrease soil health due to heavy use of chemical fertilizers,
12	Impact of Bird and Animal	OAP without synthetic pesticides is additionally better for nearby birds and animals as well as people that live on the point of the farm	CA used synthetic pesticides is harms for nearby birds and animals as well as people who live close to the farm
13	Carbon Footprint	OA includes a smaller carbon footprint, conserves and builds soil health, replenishes natural ecosystems for cleaner water and air, all without toxic pesticide residues.	Conventional agriculture causes exaggerated greenhouse gas emissions, soil erosion, water pollution, and threatens human health

organic Agriculture vs. conventional agriculture produces food

## CONCLUSION

Health benefits emerged as the most imporerminant of the factors affecting consumer preference towards purchase of organic food products. Major variables constituting this factor included health, safety, rich in nutrients, natural and food free from contamination. Consumer ideology towards the concept of organic food products was identified. Free from chemicals aspects of organic food products no-additives, unadulterated and non -toxic. Hence, the study revealed that consumer's overall preference for purchase of organic food products is primarily determined by two factors of perception that have emerged from the study. Overall preference = Taste + Chemical-free.

**REFERENCES:**

- Aigner, A., Wilken, R., & Geisendorf, S. (2019). The Effectiveness of Promotional Cues for Organic Products in the German Retail Market.
- Chiciudean, G. O., Harun, R., Iiea, M., Chiciudean, D. I., Arion, F. H., Ilies, G., & Iulia, M. C. (2019). Organic Food Consumers and Purchase Intention: A Case Study in Romania. 9(145), 1-13.
- Dwivedi, D. (2016, Dec).
- Organic Food and Beverages Market by Organic Foods (Organic Foods and Vegetables, Organic Meat, Fish and Poultry, Organic Dairy Products, Organic Frozen and Processed Foods, Other Organic Foods), and Organic Beverages (Organic Non Dairy Beverages, Organic.
- Retrieved from Allied Market Research: <https://www.alliedmarketresearch.com/organic-food-beverage-market>
- Iqbal, M. (2015).
- Consumer Behaviour of Organic Food: A Developing Country Perspective. International Journal of Marketing and Business Communication.
- Janssen, M., & Hamm, U. (2012). Consumer preferences and willingness-to-pay for different organic certification logos.
- Krishna, R., & Balasubramanian, P. (2018). The significance of factors influencing consumer behaviour towards organic food products in Kochi. International Journal of Pure and Applied Mathematics, 119(12), 2641-2665.
- Kumar, J. (2017). A Study on Consumers Behavior towards Organic Food in Chandigarh. Journal of Marketing and Sales Management, 1(2), 1-12.
- Orzan, G., Cruceru, A. F., Bîlcăneanu, C. T., & Chivu, R. (2018).
- Consumers' Behavior Concerning Sustainable Packaging: An Exploratory Study on Romanian Consumers. 10.
- Pércsi, K. N., & Fogarassy, C. (2019).
- Important Influencing and Decision Factors in Hungary. Sustainability, 2 to 21.
- Rana, J., & Paul, J. (2017).
- Consumer behavior and purchase intention for organic food: A review and research agenda . Journal of Retailing and Consumer Services , 38, 157-165.
- Vukasović. (2015). Consumers perceptions and behaviours regarding organic fruits and vegetables: Marketing trends for organic food in the twenty-first century. Journal of international food and agribusiness marketing.