

Consumer Perspective of Organic Food

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Summary

Organically produced food has shown remarkable industry growth. Growing interest in organic agriculture has prompted numerous studies that compare various aspects of organic and conventionally-produced food. Even with strict adherence to the production practices and increasing availability, the majority of consumers are still not aware of organically produced alternatives. Consumer concern over the quality and safety of conventional food has intensified in recent years, and primarily drive the increasing demand for organically grown food. Organic fruits and vegetables can be expected to contain fewer agrochemical residues than conventionally grown alternatives. Organic fruits and vegetables can be expected to contain fewer agrochemical residues than conventionally grown alternatives; yet, the significance of this difference is questionable, inasmuch as actual levels of contamination in both types of food are generally well below acceptable limits. Organic food comes from organic farms, which are small plots of land that are farmed by families or groups of people. Organic food is grown, cultivated and harvested in the purest most natural state without over processing. This report provides a comprehensive evaluation of organic food. And it presents consumer perception and knowledge of organic food. However it evaluates organic food preferences in the light of food attributes, going beyond the current treatment with predictions limited largely to socioeconomic. In this study, a review of the literature has been examined. Finally the study aims to provide a critical review of the literature on the consumer perspective on organic food. In the result, organic market in the world is developing very slowly. In conclusion, organic food consumers choose the lifestyle because they are environmentally conscious.

Key words: organic foods, consumer, agriculture