

# Farmer's Approach Towards Marketing The Organic Farm Products

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**Abstract-** This abstract explores the to know the attitude, awareness and level of satisfaction of the organic farmers in marketing their produce along with the strategies followed by them in marketing their product and the problem faced by them. In this study an attempted is made to evaluate the various aspects of cultivation and marketing of organic farming and its products.

- To examine awareness of the farmers regarding organic farming.
- To evaluate the response of different varieties of major crops for organic farming.

## I. INTRODUCTION

Agriculture is the lifeline of humanity. Organic farming uses fertilizers if they are considered natural (such as bone meal from animals or pyrethrin from flowers), but it excludes or strictly limits the use of various methods including synthetic petrochemical fertilizers and pesticides; plant growth regulators such as hormones; antibiotic use in livestock; genetically modified organisms; human sewage sludge; and nanomaterial's for the reasons including sustainability, openness, independence, health and safety.

## II. STATEMENT OF THE PROBLEM

Common man and farmers are aware of the hazards form use of chemical and pesticides. It is in common practices that farmers maintain part of their rice fields without pesticides application for their own consumption. When vegetables are grown in the kitchen garden, no chemical fertilizers or pesticides are used since those vegetables are meant for their own consumption. Recent times, all over the world many farmers have changed from conventional farming to organic farming. They are facing many problems in marketing their like getting optimum price, supply chain etc. this study attempts to know the awareness, satisfaction level and marketing strategies followed by the organic farmers in organic farming.

## OBJECTIVE OF THE STUDY

- To analyses the level of satisfaction and marketing strategies followed by organic farmers.
- To evaluate the strengths weakness and opportunities available to organic farmers.

## III. REVIEW OF THE LITERATURE

Subrahmanyeswari (2008)<sup>1</sup> in her investigation presumed that organic cultivation and organic animals cultivation specifically, are in imaginative stage in India and in additional, improvement of organic cultivation relies upon the correct appropriation of practices which thus relies on the disposition of farmers and scale created will be useful to survey the mentality of farmers towards organic domesticated animal cultivation keeping in mind the end goal to designed the organic domesticated animals cultivation formative project.

## IV. RESEARCH METHODOLOGY

The study is systematic in nature which is based on both primary and secondary data. Outcomes from the previous research methodology survey in related area are considered in this study. Questionnaire was built to study on organic farmer's perception and marketing strategies towards organic farming.

### PRIMARY DATA

The study mainly focuses on the data collected from questionnaire and it is considered as the primary data from which the study is built. The questionnaire was prepared by analyzing from various topics and utmost care was given to confirm the questions to be include in this research.

### SECONDARY DATA:

The primary data was improved by secondary data. The various secondary information sources used for the present research include the journals and magazines and also include website of organic farming.

### ANALYSIS AND INTERPRETATIONS:

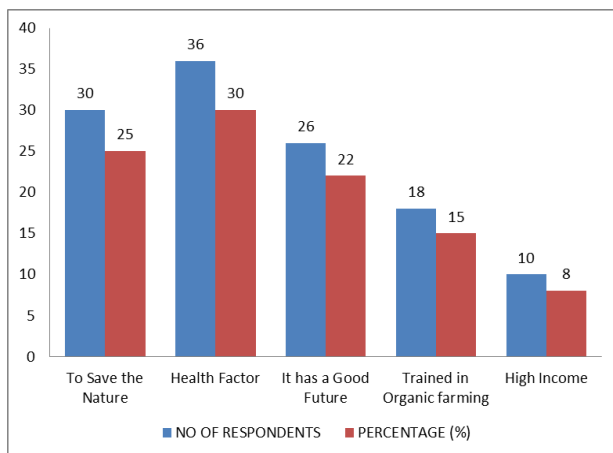
THE REASON FOR TAKING ORGANIC FARMING

REASON	NO OF RESPONDENTS	PERCENTAGE (%)
To Save the Nature	30	25
Health Factor	36	30
It has a Good Future	26	22
Trained in Organic farming	18	15
High Income	10	8
<b>Total</b>	<b>120</b>	<b>100</b>

V. INTERPRETATION

The above table shows 25% of the respondents are involving for reason for taking organic agriculture to save nature, 30% of the respondents are taking organic agriculture for health factor, 22% of the respondents are taking organic agriculture for it has good future, 15% of the respondents are taking organic agriculture for trained in organic farming, 8% of the respondents are taking organic agriculture for high income.

Hence, majority (30%) of the respondents are for taking organic agriculture for health factor.



VI. FINDINGS

Majority (30%) of the respondents are for taking organic agriculture for health factor.

VII. SUGGESTIONS

- Multiple cropping is the suitable method to earn a stable profit, because it helps in maintaining the soil fertility and the loss on crop can be managed with the profit on another crop.
- Organic seed bank can be started in order to make easy availability of seed to all the organic farmers.
- Organic farmers can be joined together to start the organic outlet stores to avoid high profit margin which in turn leads to rise in price which is considered as a weakness of the organic farm product

VIII. CONCLUSION

Based on the result of the study, the researcher has found that the organic farmers who have achieved in the organic farming are using renowned traditional method of farming with modern techniques of marketing. Today success of organic farming is based on the combination of experience, innovation, interested and social commitment i.e. it depends on adopting our country’s traditional farming method with the innovation marketing techniques. The success of organic farming not only depends on the organic farmers but also on the government which has to take initiatives in creating awareness on organic farming among the farmers which in turn helps them to adopt organic farming and also among the consumers about the importance of healthy organic farm product