

Studies on Impact and opinion of organic food products ofin Human Life During Covid-19

Abstract:

Organic food has become useful nowadays and every person know the benefits and effect of the organic products. Organic food products Opinionof consumer price and quality of organic food products during Covid-19 49.2% respondents give the opening organic food is good and health effective other conventional food products standard deviations 1.9. The COVID-19 pandemic has had a profound impact on various aspects of human life, including dietary choices and health concerns. As people have become increasingly conscious of their health and well-being, the demand for organic food products has surged.Organic food products have gained popularity for several reasons. Firstly, they are perceived as being healthier and more nutritious than conventionally produced foods, as they are cultivated without synthetic pesticides, herbicides, and genetically modified organisms. During the pandemic, individuals have shown a heightened awareness of the need to bolster their immune systems, leading to a greater interest in organic foods believed to contain fewer chemical residues and potentially higher levels of essential nutrients. Secondly, the pandemic has accentuated the importance of food safety and security. With disruptions in the global food supply chain, people have turned to locally-sourced and organic foods as a means of ensuring a steady supply of high-quality, uncontaminated products. Many have come to value transparency and traceability associated with organic food production, as it offers a sense of control and security in uncertain times. Furthermore, the COVID-19 pandemic has exposed the vulnerabilities of industrial agriculture and the associated environmental concerns. Consumers have become more conscious of the environmental impact of their food choices and have turned to organic products, which often have lower carbon footprints, support sustainable farming practices, and promote biodiversity. This abstract highlights the opinion people about organic food products in human life during the COVID-19 pandemic. The pandemic has led to an increased focus on health, food safety, and sustainability, organic foods have emerged as a preferred choice for many consumers, reflecting a broader shift towards more conscious and conscientious eating habits.

Key words: Covid 19, conventional, trust worthy, organic, price.

Introduction:

The term “organic” refers to the way agricultural products are grown and processed.Organic farming is about 10000 year old. It has roots from Neolithic age in Mesopotamia Civilization. Organic means the way of agriculture cultivation without use of pesticides like meat products vegetables food grains others product cultivation without use of pesticides. Todays world people parches only brands product and organic food product. Yet another Indian Epic Mahabharata mentions the role of kamdhenu, the celestial Cow on soil fertility. The religious texts of India the

“ vedas” too mention the use of Organic means in agriculture. Rig Veda (2500-1500BC) talks about organic dung and Atharva Veda also mentions the same. Sukramentions, to insure growth in plants they should be nurtured with dung of various animals like goat, sheep, cow along with water. The father of modern organic agriculture, Albert Howard (1900-1947) worked on developing the organic composting process at Pusa, Samastipur, bihar. He also mentioned about his invention in a document “ an agriculture test am

Taking inspiration from his idea Rodale, popularized the term sustainable agriculture and come to be known as an early advocate of sustainable agriculture in USA(1942).

Organic farming in India is an agricultural process, uses pest control derived from organic manure and animal or plant waste. This farming started to respond to the environmental suffering caused by chemical pesticides and synthetic fertilizers. It is a new system of agriculture that repairs, maintain, and improves the ecological balance. Organic farming uses organic inputs, green manures, cow dung etc.

No synthetic pesticides and chemicals organic farming prohibits the use of synthetic pesticides, herbicides, and genetically modified organisms (GMOs). Instead, it relies on natural methods like crop rotation, beneficial insects, and organic-approved pesticides to manage pests and diseases.

No synthetic fertilizers organic agriculture uses natural fertilizers such as compost and manure to enhance soil fertility and nutrient content.

Non-GMO organic foods are non-GMO by definition, meaning they are not genetically modified in a lab.

Sustainable farming practices organic farming emphasizes sustainability by promoting soil health, reducing water usage, and conserving biodiversity. Crop rotation and cover cropping are common practices.

No antibiotics or synthetic hormones organic animal products, like meat, eggs, and dairy, come from animals raised without the use of antibiotics or synthetic hormones.

Support for local farmers organic products are produced by local farmers, supporting local economies and promoting small-scale agriculture.

Transparency and certification organic products are typically certified by a third-party organization that ensures compliance with organic standards. Common certifications include USDA Organic (in the United States), EU Organic, and many others.

Increased focus on health and immunity prompted many consumers to pay more attention to their health and immunity. Some individuals turned to organic food products, perceiving them as a healthier and safer option.

Supply chain disruptions pandemic disrupted supply chains, leading some consumers to explore locally sourced and organic foods, as they were perceived to be more resilient and sustainable.

E-commerce and home delivery online shopping for groceries, including organic products, increased during the pandemic as people sought to minimize in-person shopping. This may have facilitated the growth of the organic food market.

Local and sustainable choices pandemic heightened awareness about the importance of local and sustainable food aligns with the principles of organic farming, which often promotes local and sustainable agriculture.

Price sensitivity organic food consumption increased, it's essential to note that many consumers were also price-sensitive during the pandemic, given economic uncertainties.

Materials and Methods

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 :

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

RESULTS :

Table shows that opinion of the respondents about price and quality of organic food products during Covid 19, 49.2% respondents were agree with quality of organic food products is good as compared to conventional food with mean score 2.41, standard deviations 1.9 and rank I followed by 48.3% respondents were agree with its high price it is not feasible to use organic products every time for whole family with mean score 2.35, standard deviation 1.9 and rank II research study. 42.5% respondents were agree with using organic products gives a sense of

satisfaction with mean score 2.27, standard deviation 1.8 and rank III followed by 35.0% respondents were agree with organic food products taste better as compared to non organic food products with mean score 2.02, standard deviation 1.7 and rank IV in the research study. 25.5% respondents were agree with organic food products are trust worthy as compared to conventional food with mean score 1.83, standard deviation 1.5 and rank V in the research study of organic food products during Covid 19.

Table: 1 Opinion of consumer price and quality of organic food products during Covid-19

| | | | | | | | |
|----|-----------------------|------|------|------|----------|-----|-----|
| 1. | Better tests | 35.0 | 31.7 | 33.3 | 2.02±1.7 | 1.7 | IV |
| 2. | Good quality | 49.2 | 42.5 | 8.3 | 2.41±1.9 | 1.9 | I |
| 3. | Sense of satisfaction | 42.5 | 41.7 | 15.8 | 2.27±1.8 | 1.8 | III |
| 4. | High prices | 48.3 | 38.3 | 13.3 | 2.35±1.9 | 1.9 | II |
| 5. | Trust worthy | 27.5 | 27.5 | 45.0 | 1.83±1.5 | 1.5 | V |

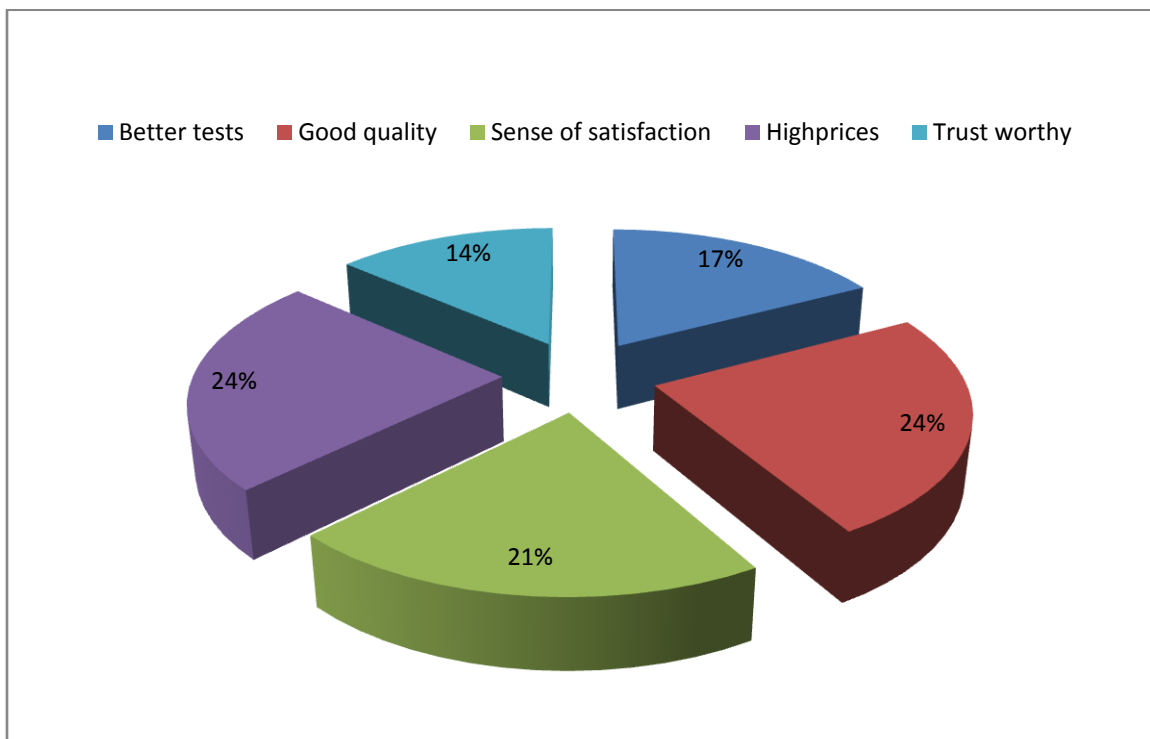


Fig . 1 Distribution of respondents according to the opinion of price and quality

This table shows that the opinion of the respondents brand and label of organic food products during Covid-19, 76.7% respondents were agree with the are you notice the government marks and label of food products with mean score 2.65, standard deviation 2.2 and rank I followed by

44.2% respondents were agree with are you buying organic food products only because of brand names with mean score 2.26, standard deviation 1.8 and rank II in the research study. 47.5% of respondents were agree with are you read scientific evidence on packaging of food products with mean score 2.16, standard deviation 1.8 and rank III followed by 41.7% respondents were agree with you carry the USDA organic label produce cannot have with mean score 2.07, standard deviation 1.7 and rank IV in the research study. 28.3% respondents were agree with you can trust a product that carries an organic label and or organic certificate with mean score 1.94 standard deviation 1.6 and rank V in the research study of organic food products during Covid 19 pandemic.

Table:2 Opinion of consumers brand and label of organic food products during Covid-19

| S. No. | Opinion | Agree | Sometimes | Disagree | Mean \pm SD | Rank |
|--------|---------------------------|-------|-----------|----------|----------------|------|
| 1. | Carry USDA labels | 41.7 | 23.3 | 35.0 | 2.07 \pm 1.7 | IV |
| 2. | Carries certificate | 28.3 | 37.5 | 34.2 | 1.94 \pm 1.6 | V |
| 3. | Preferred brands | 44.2 | 37.5 | 18.3 | 2.26 \pm 1.8 | II |
| 4. | Check scientific evidence | 47.5 | 20.8 | 31.7 | 2.16 \pm 1.8 | III |
| 5. | Government evidence | 76.7 | 11.7 | 11.7 | 2.65 \pm 1.8 | I |

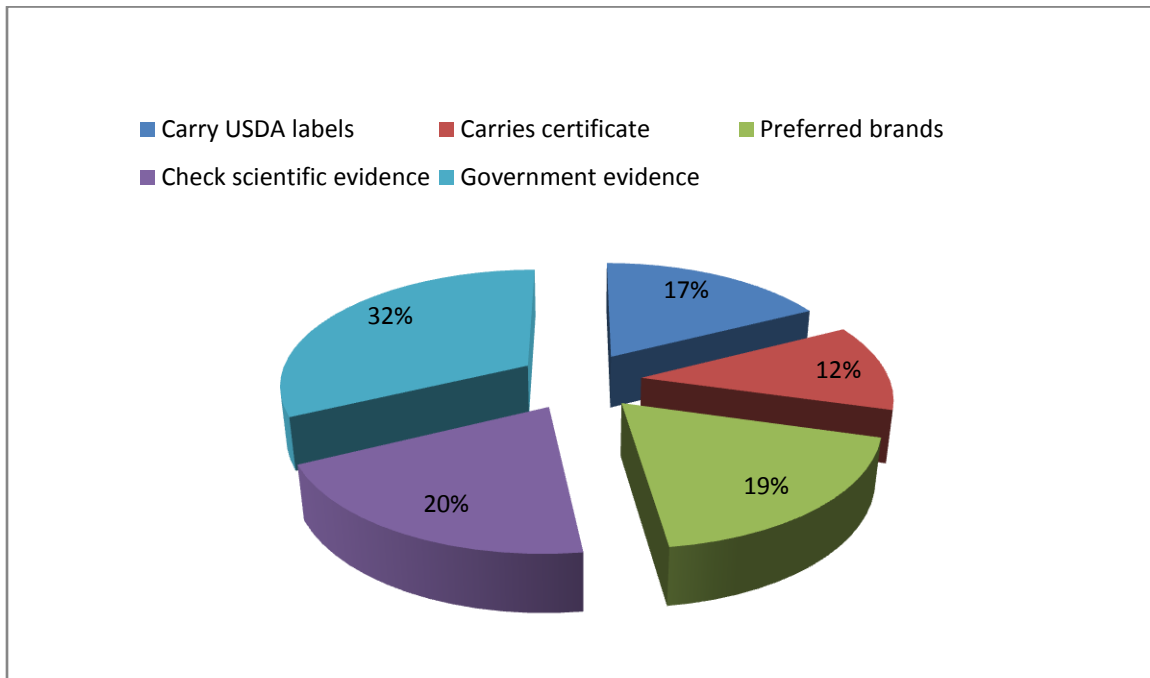


Fig. 2 Distribution of respondents according to the opinion of consumer brand and label

CONCLUSION

Organic food product is an system of organic form management for sustainable agriculture production. Organic product primary goal of organic farming is to produce food without use of synthetic chemicals genetically modified organisms (GMOs), and excessive use of antibiotics and hormones. Organic food production aims to promote ecological balance, reduce environmental impact, enhance biodiversity, and production food that is free from synthetic chemicals. During pandemic, there has been increased interest and discussion surrounding various aspects of production and consumption, including organic food. Additionally discussions surrounding health and awareness about organic food product.

Recommendation and suggestions:

- Maximize the cultivation area and marketing options for the organic products thus the demand and consumption of these products improves the production and reduces the cost .
- It has been found out that the variety aspect of organic food products is low the variety items should be increased for better satisfaction level of consumers and provides the better option to choose the product in the adequate availability.

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