

Organic Food: An Assessment of Knowledge of Homemakers and Influencing Reasons to Buy / Not to Buy

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KEYWORDS Organic Food. Homemakers. Knowledge About Organic Food

ABSTRACT Serious concerns expressed during the last decade regarding the use of chemicals in agriculture in terms of their adverse impact on the human health, environment and sustainable agricultural production has been encouraging organic food production world over. The food thus produced has minimal elements harmful to the human health. Hence apart from being environment friendly, organic foods are believed to be having high nutritional value and safe for human health. But how far the women, the health providers of families, are aware of various aspects of organic food needs to be investigated so as to increase the consumption of organic food products. Some areas of India have popularized organic food. With a view to find out the scenario in Gujarat, a small study was conducted in Vadodara city to assess the knowledge of homemakers about organic food and the reasons for buying /not buying organic food. Through an interview schedule, data were collected from a sample of 110 homemakers randomly selected from 3 localities of Vadodara city. Majority of them had good knowledge about organic food but majority of them did not buy organic food as it was not easily available, was required in larger quantity and was not so good in appearance as compared to conventional food items. Lack of standardization mark/certification process also demotivated them to purchase the organic food. The study revealed a need for having more organic food bearing standardization mark.