



ORGANIC FARMING

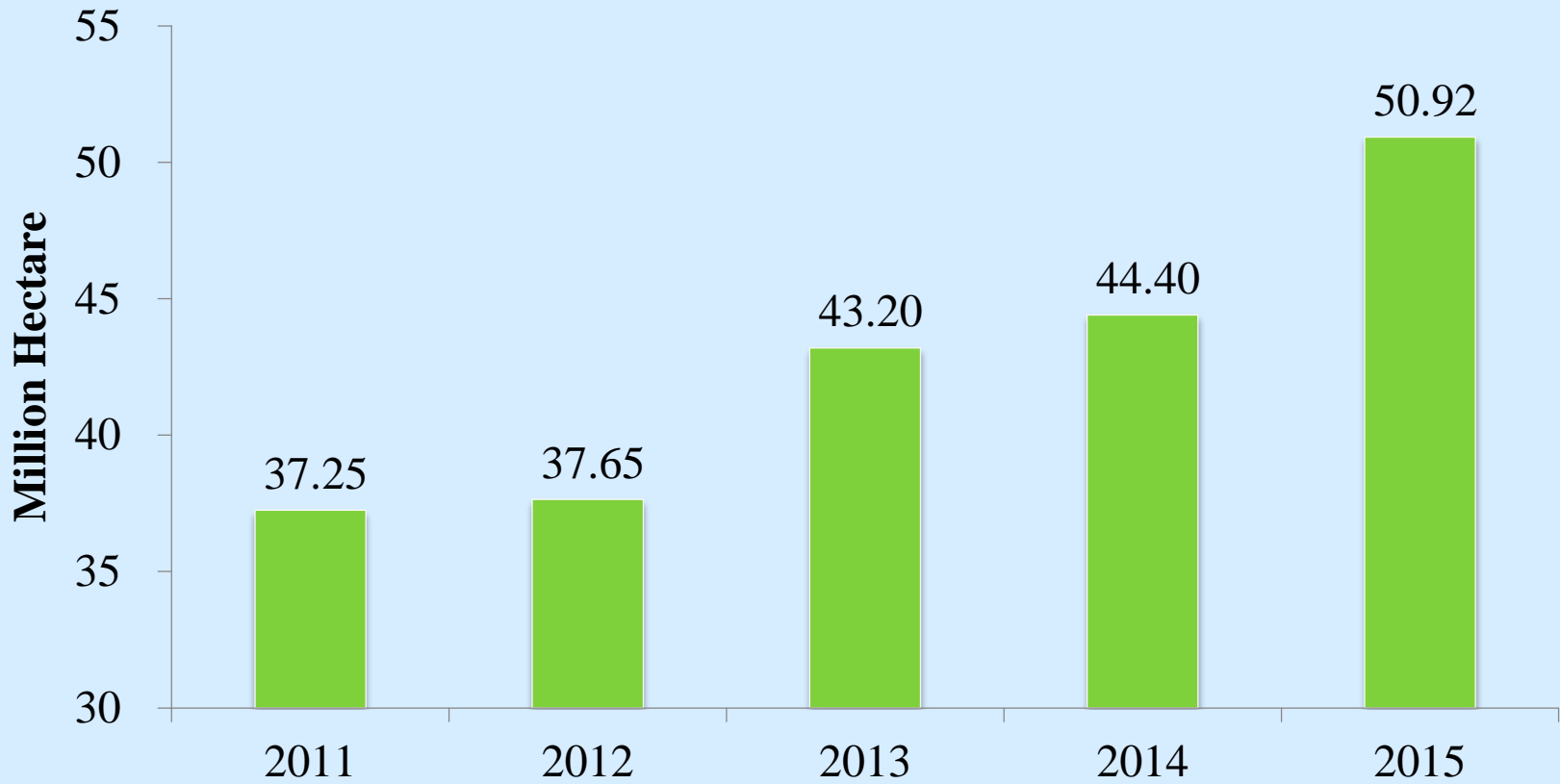
MARKET UPDATE



भारतीय कृषि एवं खाद्य परिषद्
INDIAN COUNCIL OF FOOD AND AGRICULTURE

Global Organic Farming Overview

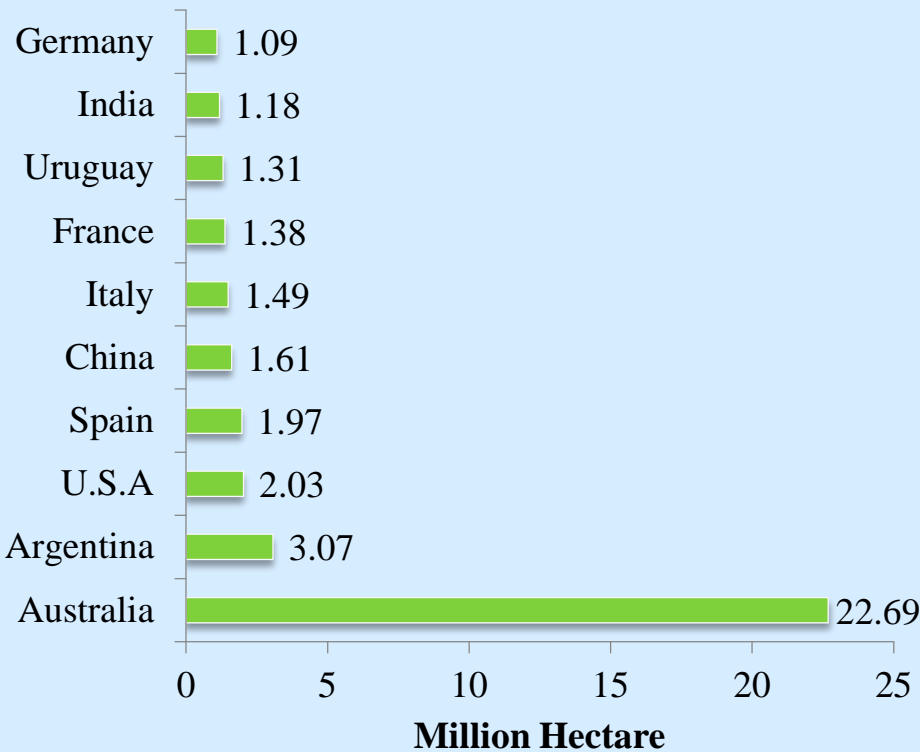
Global Organic Agricultural Land; 2011-2015



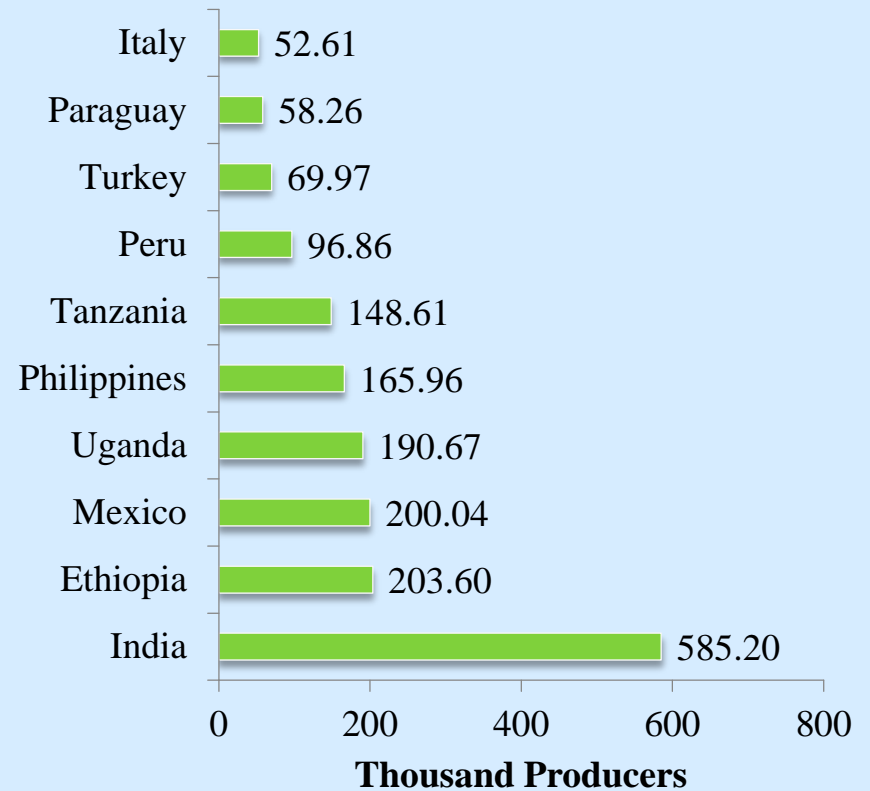
Source: *The World Organic Agriculture: Statistics and Emerging Trends 2017 & 2013*

Global Organic Farming Overview

Top 10 Countries with Largest Organic Agricultural Land; 2015



Top 10 Countries with Largest Organic Agricultural Land; 2015

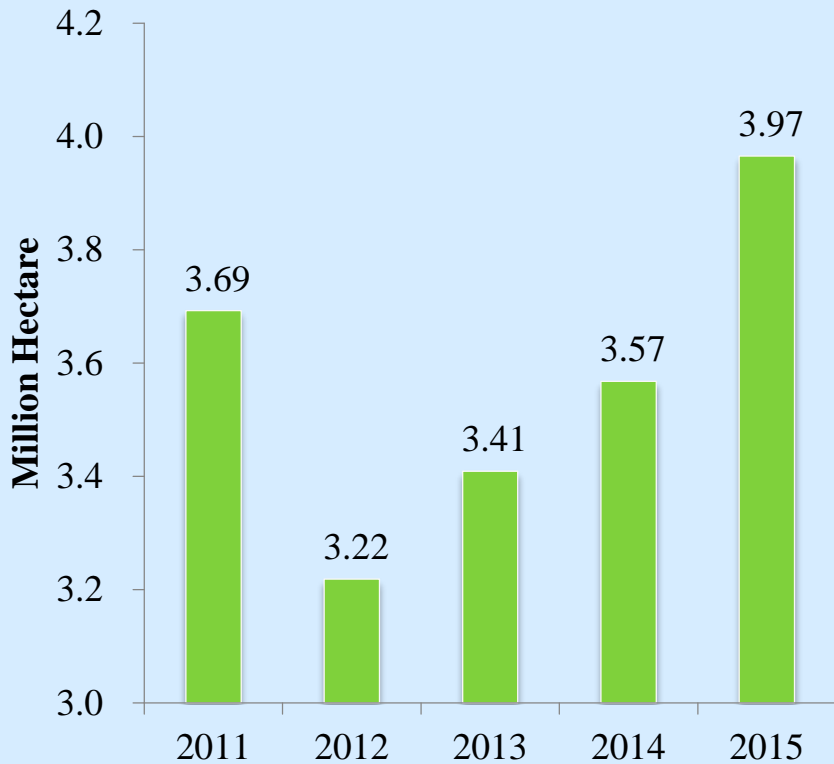


Source: The World Organic Agriculture: Statistics and Emerging Trends 2017

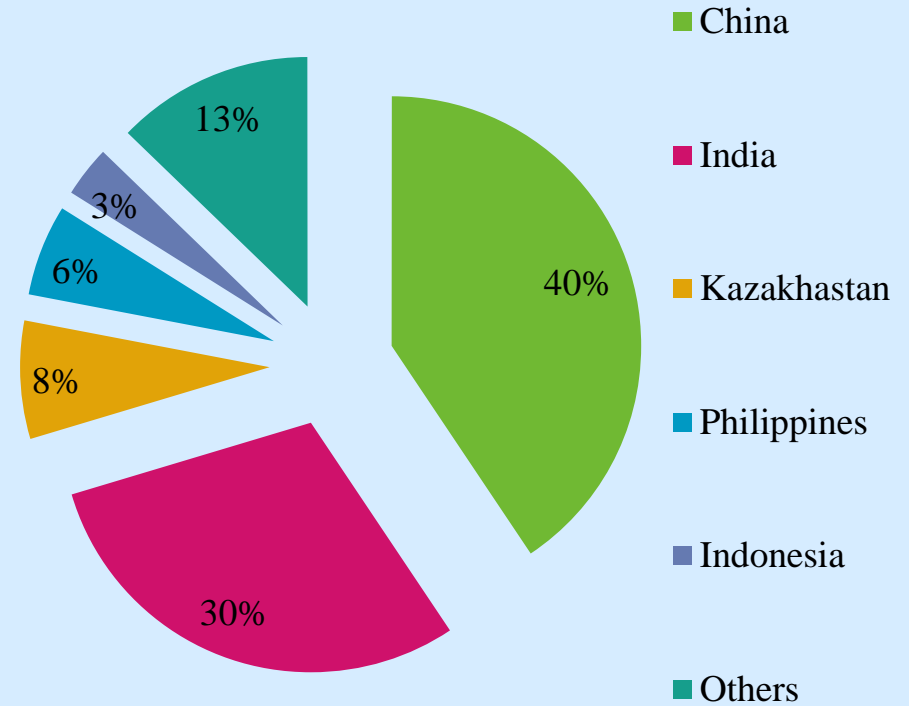
Source: The World Organic Agriculture: Statistics and Emerging Trends 2017

Asian Organic Farming Overview

**Organic Agricultural Land in Asia;
2011-2015**



**Major Countries with Largest Organic
Agricultural Land in Asia; 2015**

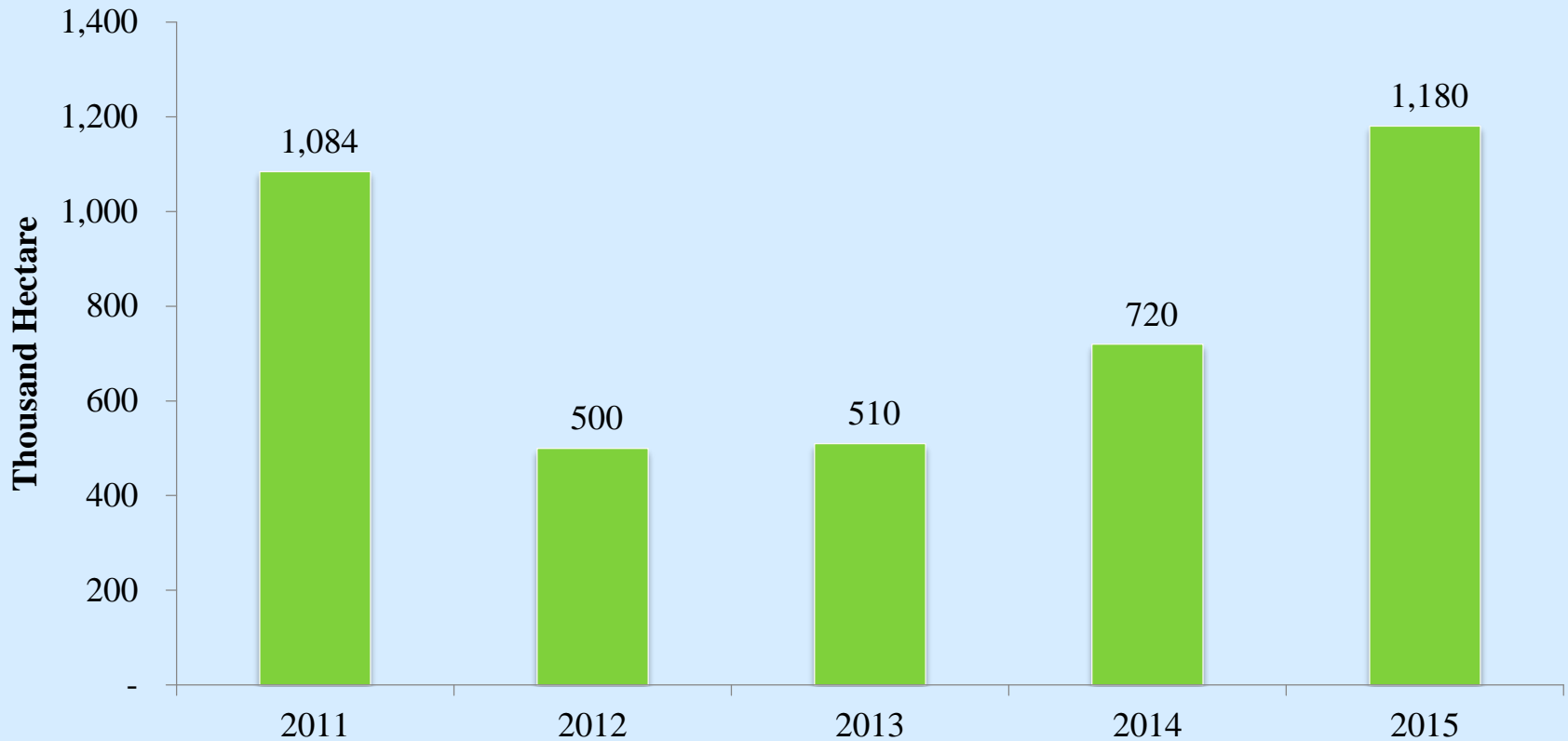


Source: The World Organic Agriculture: Statistics and Emerging Trends 2017

Source: The World Organic Agriculture: Statistics and Emerging Trends 2017

Indian Organic Farming Overview

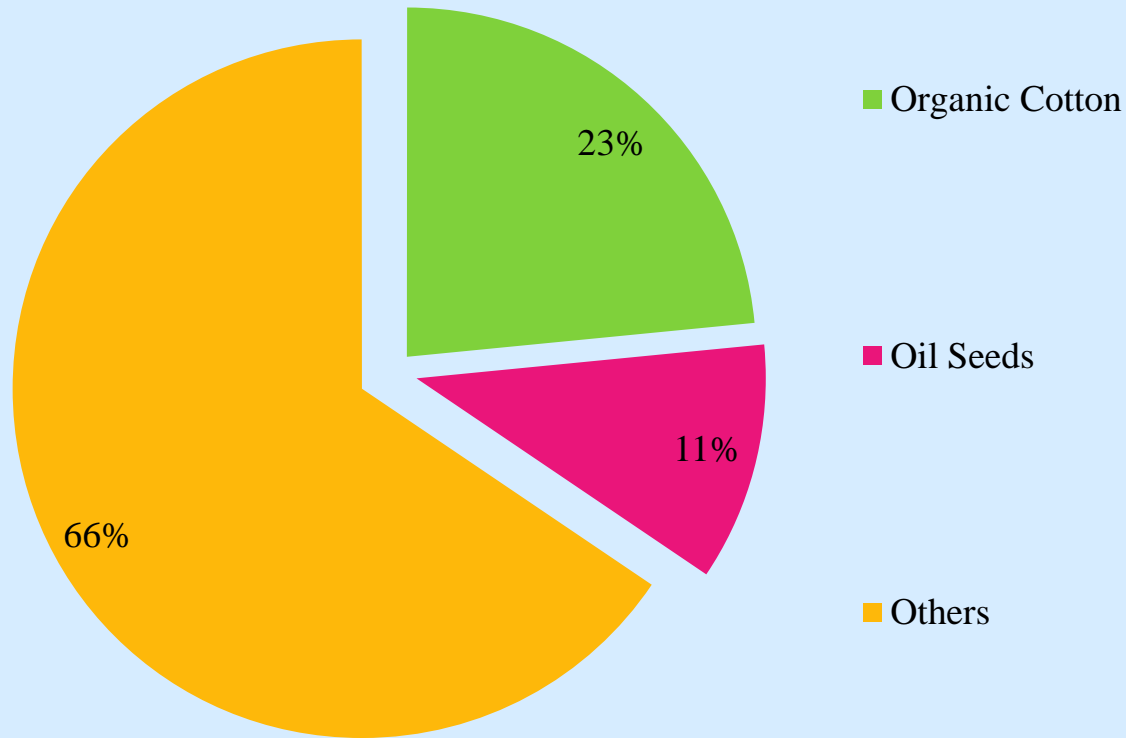
Indian Organic Agricultural Land; 2011-2015



Source: The World Organic Agriculture: Statistics and Emerging Trends 2017 & 2013)

Indian Organic Farming Overview

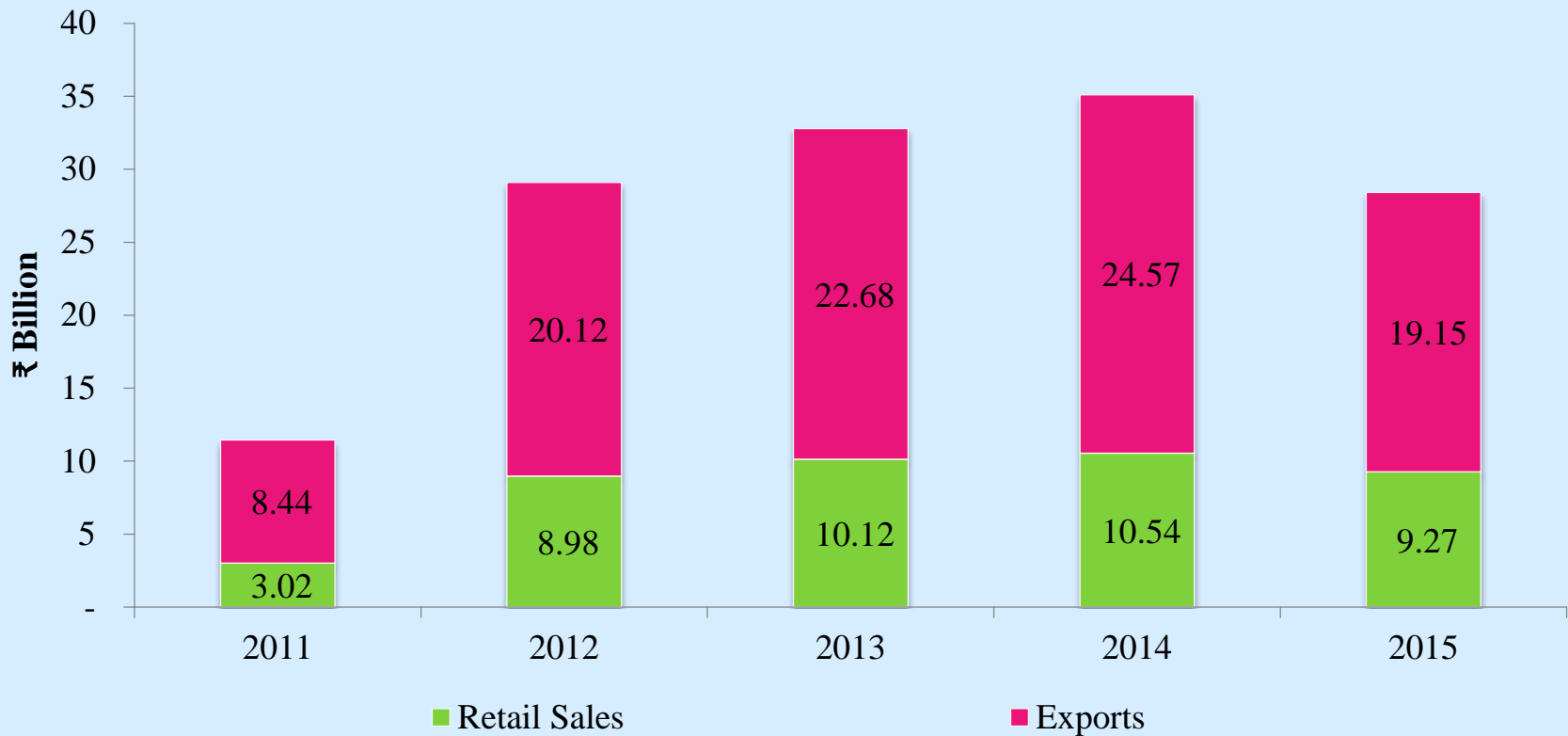
Indian Organic Agricultural Land by Crops; 2015



Source: *The World Organic Agriculture: Statistics and Emerging Trends 2017*

Indian Organic Market

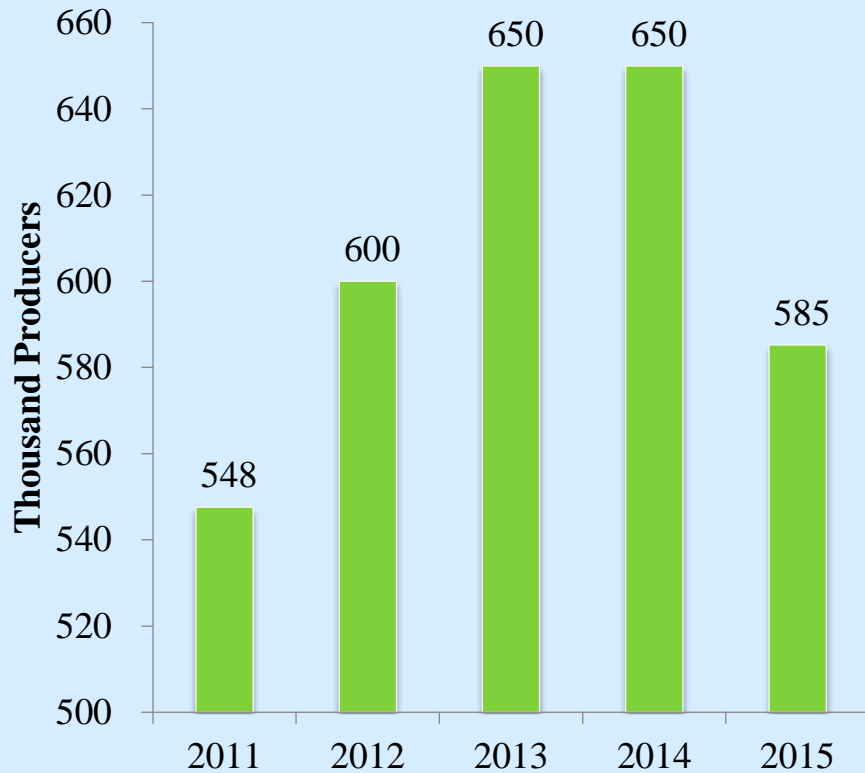
Indian Organic Market; 2011-2015



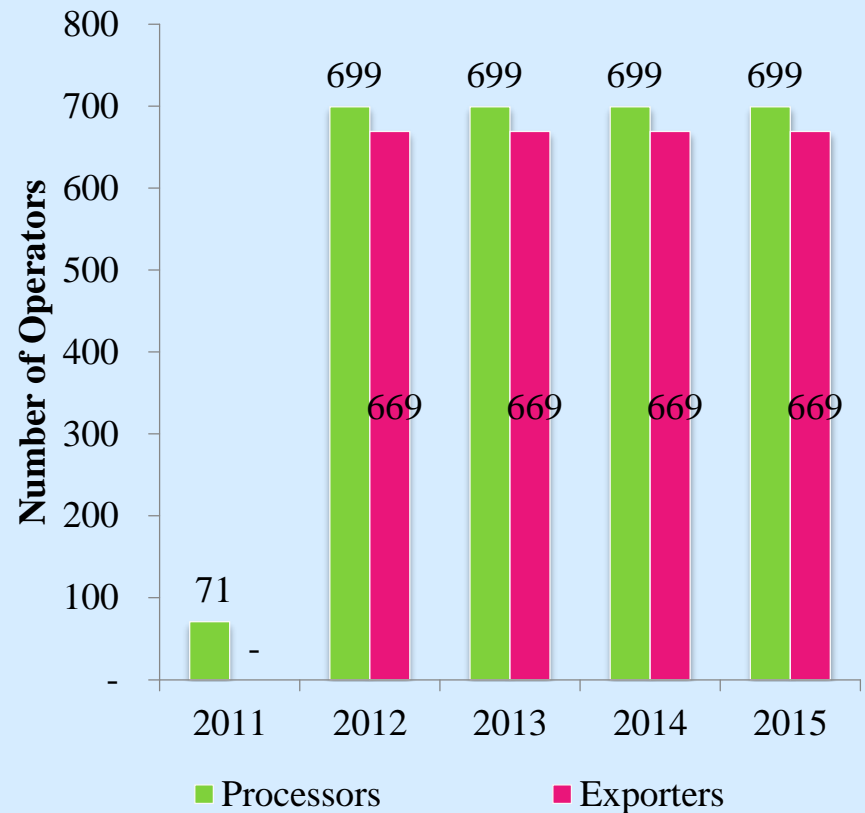
Source: The World Organic Agriculture: Statistics and Emerging Trends 2017 Data Set

Indian Organic Market Operators

Indian Organic Producers; 2011-2015



Indian Organic Processors and Exporters; 2011-2015



Source: The World Organic Agriculture: Statistics and Emerging Trends 2017 Data Set

Source: The World Organic Agriculture: Statistics and Emerging Trends 2017 Data Set

Organic Certification

Organic Certification is a process for producers of organic food and other organic agricultural products. In general, any business directly involved in food production can be certified, including seed suppliers, farmers, food processors, retailers and restaurants. It generally involve a set of production standards for growing, storage, processing, packaging and shipping that include:

- Avoidance of synthetic chemical inputs (e.g. Fertilizer, pesticides, antibiotics, food additives, etc) and genetically modified organisms;
- Use of farmland that has been free from chemicals for a number of years (often, three or more);
- Keeping detailed written production and sales records (audit trail);
- Maintaining strict physical separation of organic products from non-certified products;
- Undergoing periodic on-site inspections.

It is intended to assure quality and prevent fraud. For organic producers, certification identifies suppliers of products approved for use in certified operations. For consumers, "certified organic" serves as a product assurance.

Organic Certification

Participatory Guarantee System (PGS – India)

- PGS-India is a decentralized organic farming certification system. The system certifies organic products maintaining the requisite quality standards, including ensuring that the cultivation and production process is done complying the standards laid down for organic products. The products are certified as organic in the form of a documented logo or a statement.
- The scheme is implemented by the Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India. The system is supported by the Paramparagat Krishi Vikas Yojana (PKVY) scheme.

Third-Party Certification System

- Third-Party certification, focuses on detailed paperwork and external auditing to provide credible organic quality assurance to customers far away from the farmers they are buying products from, as it happens in the global exports market.
- This mechanism were created within the context of a need to provide auditable security for large processors and markets buying anonymous organic products on the open market.

Indian Organic Farming Market Opportunities

- The UK, Netherlands, and Germany have a high demand for organic mangoes, which could be exploited by India.
- India can target the processed organic banana market (pulp, purees, and concentrates) with focus on the geographically closer Japanese market and the EU.
- India has good potential for the export of organic pineapples, as three major importing markets are the U.S., EU, and Japan.
- India can target EU, especially the UK and the Netherlands for export of grapes as there is a current consumption trend increasingly favoring organic wine, further increasing the demand for organic grapes.
- Indian organic vegetable producers are in a position to expand their market in the EU, Australia, and Singapore.
- With the European Commission having granted “equivalence” status to Indian organic certifying agencies, Indian organic tea producers are in a position to expand their markets in Europe, one of the leading tea consuming regions.

Indian Organic Farming Market Challenges

- The rampant use of pesticides and chemicals for weeds. This has caused an evolution of the pest and weed species and thereby, made them increasingly immune to chemicals.
- As organic farming prohibits synthetic pesticides, the vulnerable farmer is at the mercy of severe attacks from mutant pests.
- Severe lack of suitable infrastructure is proving to be the Achilles' heel for organic farming and its produce.
- Poor road infrastructure especially in the hilly States, results in poor and delayed connectivity to farmer markets.
- Inadequate agricultural infrastructure and cold storage facilities translate to loss of produce due to spoilage.
- An acute shortage of effective and viable methods of organic pest control.

Indian Organic Farming Market Recommendations

- Government should devise a mechanism to cover losses to farmers due to reduced yields by combination of lower input costs and favorable price premium for the produce.
- Advertising campaigns advocating the health benefits to consumers are imperative to promote organic produce in domestic market in order to create substantial demand.
- Government should make labelling compulsory for all the products available in market for sale. The specifications required on label must be standardized to rule out chances of any confusion regarding certification (PGS or Third Party).
- SAUs should develop region specific package of practices for organic crop rotation with focus on IPM and bio-pesticides.
- Further, the same PoPs need to be transferred to farmers through extensive extension activities. In this regard, government should earmark funds for R&D of PoPs and extension activities.
- Draconian measures are required to check the sales of spurious bio pesticides and bio fertilizers in the market to maintain the organic integrity.

Indian Organic Farming Market Recommendations

- It is suggested to design the training programmes and implement the same to impart required skills to the organic farmers through KVKs.
- Farmers must also be sensitized about the certification process to facilitate certification.
- The infrastructure needs to be created to promote organic agriculture like organic fertilizers and organic pesticides unit. Such units should be established at village level where at least 20-25 farmers are practicing organic farming in a contiguous area.
- Strong market support with proper infrastructure should be created for, like adequate road connectivity, refrigeration container in trains, kisan mandi for organic produce etc. for expansion of organic agriculture in the country.
- A stringent mechanism needs to be devised to ensure that the higher price paid by consumer for organic produce should reach the farmer and is not simply absorbed by intermediaries in the chain.
- Regulations for sale of organic products certified through accredited certification bodies should be notified under the Food Safety and Standards Act.

Thank You