

64 percent says affordability is main hindrance in buying organic products: CUTS Study

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40 percent consumers in Jaipur city are unable to buy organic products due to non-availability in the market. 30 percent consumers are not aware about the concept of organic food. 64 percent says that they can buy organic product if it is not very expensive. While, 28.6 percent of peoples shared that NGOs are playing important role for disseminating importance of organic products. These were the key findings of a survey conducted by CUTS international shared in a state level stakeholders consultation on 'Organic Food and Farming for All' with support of Swedish Society for Nature Conservation, Sweden.

Dr. A. K. Gupta, Prof. & Head, Rajasthan Agriculture Research Institute, Jaipur shared that from the date green revolution period to now India has received food security but the issue of food safety has become main concern on present time. He stressed on healthy soil which gives healthy food. This will achieve with the help of integrated farming method with adopting organic farming and reduced dependency on external inputs use in agriculture. Dr. S. S. Rathore, Programme Coordinator, Krishi Vigyan Kendra, Chomu supported and said that Organic farming with best scientific techniques will be more beneficial to farmers.

Dr. S. R. Sharma, SKN Agriculture University, Jobner Jaipur shared that market, production system and availability facing major constraints for organic products. If the framers adopt the cultivation methods close to nature then it will reduce the cost of cultivation and increase the profit margin of farmers.

George Cheriyan, Director CUTS International shared that food safety and standards are key issues in India. He added that Indian peoples are consuming 750 times more pesticides than European peoples with vegetable and fruits. Sikkim is 100 percent organic farming state while Kerala is going to become 100 percent Organic farming states in 2016 with the mutual support of government and framers. Though, this programme is considered as people's movement. Even though, Rajasthan is moving towards adopting organic farming cultivation. This needs integrated efforts from both government and farmers side.

Varidhi Singh, Project Officer, CUTS International, Jaipur shared the activities conducted under this campaign such as cottage meetings, street plays and signature campaigns, and stakeholders' consultation. The main objective of the campaign was to generate awareness among consumers about organic vegetables and fruits that would encourage consumers to shift towards organic agricultural products and sustainable consumption.

Dr. Ram Kumar Jha, Policy Analyst, CUTS International Jaipur thanks to all participants and appeal to them that share importance of organic products and farming with your neighbours, colleagues, and villagers. So the present and future generation may get benefits. Consultation was attended by more than 70 participants including representatives of civil society organisations, educational and research institutes, universities and media.

For more information please contact at

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