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A STUDY OF MARKET POTENTIAL OF INDIAN ORGANIC PRODUCTS

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ABSTRACT

Organic agriculture offers trade opportunities for farmers in the developing and developed countries. The market of organic products is expected to grow globally in the coming years and high growth rates over the medium term (from 10-15% to 20-25%) are expected (Yussefi and Willer, 2002). The organic market expansion makes it possible for farmers to reap the benefits of a trade relatively with a high price premium (Yussefi and Willer, 2002). However, this market is not well known by most farmers, especially those living in the developing countries. Furthermore, information about it is not readily available to farmers in the developing countries. The absence of sufficient technical and market information and financial support also mean that few farmers will risk changing their method of production. In developing countries, it is therefore essential for major key players (NGOs, farmer organizations, traders, exporters etc.) that promote organic farming to have up-to-date information on the available opportunities and trends of organic market. The research paper explains the potential of Indian organic products in domestic and international market. The research paper also reveals the strategies for development of market for organic products at both domestic and international level.

KEYWORDS

organic, product, domestic, international, strategies.

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INTRODUCTION

Organic agriculture produces products using methods that preserve the environment and abstain from the usage of synthetic materials, such as pesticides and antibiotics. Organic farmers and food processors follow a defined set of standards to produce organic foods and fibres. These organic standards cover the product from farm to table, inclusive of soil and water quality, pest control, livestock practices as well as regulations for utilizing food additives and technologies, such as irradiation. International Federation of Organic Agriculture Movement (IFOAM), the worldwide umbrella organization for the organic agriculture movement through its IFOAM Basic Standards for Organic Production and Processing (IBS) sets the standards for organic agriculture, production and processing based on four main principles; Principle of Health, Principle of Ecology, Principle of Fairness, and Principle of Care. According to the latest FIBL-IFOAM survey, approximately 43.1 million ha of land in the world was organically managed in the year 2013. There has been a considerable rise in the area undergoing organic management surging from 11 million ha in 1999 to 43.1 million ha in 2013.

OBJECTIVES OF THE STUDY

1. To analyze the potential of organic products in Indian domestic market.
2. To assess the demand of organic products in international market.
3. To identify the strategies for development of market for organic products at both domestic and international level.

METHODOLOGY

To meet the objectives of the study both primary and secondary data was collected. Primary data was collected by directly interacting with the respondents and secondary data was collected through various sources of publications.

GLOBAL PRODUCTION AND TRADE OF ORGANIC FOODS

Globally, Oceania has been leading in terms of land under organic agriculture and contributed approximately 40 percent of total organic agricultural land. Europe held a share of 27 per cent and accounted for the second largest area under organic agriculture, globally, during 2013. The Latin American region held a share of 15 percent in the worldwide land under organic agriculture and managed nearly 6.6 million hectare of land organically in the year 2013. The organically managed area in North America represented nearly 7 percent of the global area under organic cultivation in 2013. Asia had 3.4 million hectare of land under organic agriculture and this constituted about 8 percent of the aggregate organically cultivated land, globally. Africa, with 1.2 million hectare of agricultural land under organic cultivation constituted 3 per cent of the global land under organic agriculture.

Australia, in the Oceania region, had the largest land under, organic management. This was followed by Argentina, in Latin America, which had approximately 3.2 million hectare of organically managed land. Other countries with significant organic land area, globally, are the USA, China, Spain, Italy, France, Germany, Uruguay and Canada.

According to Organic Monitor, the international sales of organic foods and drinks were approximately US\$ 72 billion in 2013. The major demand for organic products has been mainly in the North American and European regions. Other significant market is Japan in the Asian region.

ORGANIC MARKETS**THE UNITED STATES**

Consumption of organic foods has been rising significantly in the United States, primarily driven by the concerns for health and environment. Organic foods, which was earlier considered a niche product, is presently being sold through a wide variety of channels in the United States, including farmers market, natural product supermarkets and conventional supermarkets. According to the Nutrition Business Journal, the organic foods sales in the United States have escalated from US\$ 15.6 billion in 2006 to an estimated value of US\$ 34.8 billion, in 2014. Sales of organic products in the United States, in 2012, were estimated at US\$ 28.4 billion, which accounted for over 4 per cent of the total United States' food sales. The organic foods sales are anticipated to have increased at a compound annual growth rate (CAGR) of 10.5 per cent, during the period 2006 to 2014.

Organic fruits and vegetables are the major items of sales among the various organic foods categories in the United States. The sales of organic fruits and vegetables is expected to increase at a CAGR of 12 per cent, as the value of sales is anticipated to have risen from US\$ 5.37 billion in 2005 to US\$ 15.06 billion in 2014. Organic dairy is the second largest segment in the organic food grouping, in terms of value, totalling 6 per cent of total dairy production in the United States. The sales of organic dairy is expected to have increased at a CAGR of 10.4 per cent from US\$ 2.1 billion in 2005 to US\$ 5.1 billion in 2014. The sales of organic beverages in the United States was anticipated to have risen at a CAGR of 9.3 per cent as the value of sales are expected to have risen from US\$ 1.7 billion in 2005 to US\$ 3.8 billion

in 2014. The value of sales of organic packages/prepared foods is estimated to have risen at a CAGR of 9.8 per cent during the period 2005 to 2014, from US\$ 1.6 billion in 2005 to US\$ 3.7 billion in 2014.

EUROPE

According to FiBL and IFOAM, in 2013, the second largest market for organic products globally, after the United States, is European Union, with a share of 40 per cent of the organic market worldwide. The organic market in Europe, in 2013 was worth Euro 24.3 billion while the organic market in the European Union was worth Euro 22.2 billion during the same year.

Germany is the largest market for organic products in Europe accounting for 31.3 per cent of the share in the European market in 2013. According to a report by USDA, Germany is the second largest organic foods market globally and ranks second only to the United States. The value of sales of organic products in Germany, in 2013, stood at Euro 7.55 billion, and this accounted for 4 per cent of the total foods sales in Germany. The organic market in France has been steadily rising over the years and a similar trend is expected in the future.

The organic market in France, in 2013, was valued at Euro 4.4 billion, representing an increase of approximately 10 per cent over the previous year. The French organic market has expanded at a compound annual growth rate of 13.5 percent during the period 2005 to 2013, as the value of sales increased from Euro 1.6 billion to Euro 4.4 billion.

As per World of Organic Agriculture 2015, the United Kingdom is the third largest organic market in Europe, and represented 8.6 percent of the aggregate organic sales in Europe during the year 2013. The organic market in the United Kingdom was valued at Euro 2.1 billion during the year 2013, and it grew at a year-on-year growth rate of 7.7 per cent during this period. During the period 2007 to 2013, the organic products sales in the United Kingdom has declined at a compound annual rate of 3.2 percent, down from Euro 2.56 billion in 2007 to Euro 2.1 billion in 2013 due to the economic recession and decreased organic production. Switzerland had the highest per capita consumption of organic foods globally, which amounted to approximately Euro 210 per capita during the year 2013. The Swiss organic market size was nearly Euro 1.69 billion in 2013, and registered a year-on-year growth rate of 11 per cent. According to the study by FiBL and IFOAM, Switzerland ranked fifth in the category of market size in Europe.

JAPAN

The organic market in Japan is still in a maturing stage, as there is restricted supply of organic foods in Japan. The country depends on imports for around 60 per cent of its organic foods demand, which indicates that the growth potential of the organic market is significant. According to the Organic Market Research Project (OMRP) survey conducted by IFOAM, Japan, the organic foods sales constituted 1 per cent of the Japanese foods market, and were valued at approximately US\$ 1.3 billion to US\$ 1.4 billion in 2010.

ORGANIC FARMING IN INDIA

The cultivated area under organic certification has increased at a CAGR of 33.5 per cent, as it increased from 0.04 million hectare in 2003-04 to nearly 0.72 million hectare in 2013-14. The cultivated area under organic certification rose during the years 2006-07 to 2008-09; however it fell in 2009-10 and declined further in the subsequent years. The area under wild harvest rose from 2.43 million hectare in 2006-07 to 4.00 million hectare in 2013-14. Consequently, the total area under organic farming increased from 2.97 million hectare in 2006-07 to 4.72 million hectare in 2013-14.

The production of certified organic produce in India declined at a compounded annual rate of 7.5 percent during the period 2009-10 to 2013-14 as the quantity of produce reduced from 1.7 million tonnes in 2009-10 to approximately 1.24 million tonnes in 2013-14.

Madhya Pradesh has been the leading State in terms of production of organic foods during the year 2012-13, and its share in the aggregate organic foods production was nearly 32 percent. The area under organic certification in Madhya Pradesh declined at a compounded annual rate of 2.4 per cent from 2.8 million hectare to 2.6 million hectare during the period 2009-10 and 2012-13. Himachal Pradesh was the second largest State in terms of area under organic farming in India, in 2012-13, although the quantity of production has been meagre as compared to other States.

The area under organic farming increased at a CAGR of 26 per cent from 0.7 million hectare to 1.4 million hectare during the period 2009-10 to 2012-13. The area under organic farming in Rajasthan increased at a CAGR of 22.8 per cent during the period 2009-10 and 2012-13, from 260.8 thousand hectare to 483.3 thousand hectare. The State occupied the third position in terms of area under organic cultivation in the country and ranked fourth in terms of organic production, during the year 2012-13. The organic acreage in Maharashtra expanded at a CAGR of 28 percent from 35.4 thousand ha in 2009-10 to 74.4 thousand hectare in the year 2012-13, accounting for around 1.4 per cent of the aggregate organic area in the country.

GOVERNMENT INITIATIVES TO PROMOTE ORGANIC FARMING

NATIONAL PROJECT ON ORGANIC FARMING

The National Project on Organic Farming (NPOF) is a Central Sector Scheme implemented during the Tenth Five Year Plan with an outlay of Rs. 57.04 crore. The scheme was subsequently expanded in the Eleventh Five Year Plan with an outlay of Rs. 101 crore. The primary objective of the NPOF Scheme is to encourage the production of food organically, and promote manufacture and usage of organic and biological inputs, such as bio-fertilizers, organic manure, biopesticides and bio-control agents.

CAPITAL INVESTMENT SUBSIDY FOR SETTING UP OF ORGANIC INPUTS PRODUCTION

The NPOF provides financial assistance for fruits and vegetables waste compost units by providing for 33 per cent of the capital cost of the project, subject to a ceiling of Rs. 63 lakh. Further, NPOF provides subsidy for the construction of bio fertilizer or bio pesticide production unit to an extent of 25 per cent of the capital cost of the project subject to a ceiling of Rs. 40 lakh. The remaining cost is envisaged as credit support from financial institutions and margin money. The subsidy is credit linked and back-ended and mobilized through NABARD.

NATIONAL PROJECT ON MANAGEMENT OF SOIL HEALTH AND FERTILITY (NPMSF)

The National Project on Management of Soil Health and Fertility (NPMSF) was implemented during the Eleventh Five Year Plan period with an outlay of Rs. 429.85 crore, to promote the balanced and judicious use of fertilizers and organic manure on soil test basis. This Scheme provides financial assistance at Rs. 500 per hectare for promoting the use of organic manure.

NETWORK PROJECT ON ORGANIC FARMING BY ICAR

The Network Project on Organic Farming initiated by the ICAR in the 10th Five Year Plan at the Project Directorate for Farming Systems Research, Modipuram, Uttar Pradesh, involves developing package of practices for different crops and farming systems under organic farming in different agro-ecological regions of the country. The project has been running at 13 centres including State Agricultural Universities (SAUs), spread across 12 States. The crops for which package of practices for organic farming have been developed include basmati rice, rain fed wheat, maize, red gram, chickpea, soybean, groundnut, mustard, isabgol, black pepper, ginger, tomato, cabbage and cauliflower.

NATIONAL HORTICULTURE MISSION

This is a Centrally Sponsored Scheme; launched in 2005-06, the Scheme aims at strengthening the growth of the horticulture sector comprising of fruits, vegetables, roots and tuber crops, mushroom, spices, flowers, aromatic plants, cashew and cocoa. NHM provides financial assistance for establishing vermi compost units and HDPE vermi beds. Assistance is also being provided under the Mission for organic certification of Rs.5 lakh for a group of farmers covering an area of 50 hectares.

RASHTRIYA KRISHI VIKAS YOJNA

Assistance for decentralized production and marketing of organic fertilizers is available under Rashtriya Krishi Vikas Yojna (RKVY) for projects formulated and approved by the State Level Sanctioning Committee.

ORGANIC PRODUCTS: STATUS OF INDUSTRY AND TRADE FROM INDIA

As per Industry Sources, the Organic food market in India was valued at Rs. 675 crore (~ USD 150 Million) during the year 2009-10. The market has been estimated to be worth Rs. 1928 crores (~ USD 306 Million) during the year 2013-14, growing annually at the rate of 30 per cent. The augmentation in the disposable income

and concerns for health are enabling the organic food market in India to increase steadily. The organic products industry is mostly export oriented accounting for a share of around 70 percent of the industry. The key export destinations of Indian organic products are the USA, Canada, South Africa, and the European countries. Germany is one of the top 10 trading partners for the organic foods exports from India. Other key export destinations include Australia and Japan. Organic cotton and textiles is the largest exporting organic segment from India. Other organic products with high demand in the international markets are tea, basmati rice, pulses, honey, spices, coffee, and fruits, such as mangoes, bananas, and sugarcane. India is a major exporter of organic mangoes to the USA. The exports of organically managed foods have been witnessing a rising trend over the years both in terms of value as well as volume. The export of organic foods increased at a CAGR of 18 per cent in value terms as the exports increased from Rs. 498.2 crores in 2007-08 to approximately Rs. 1328.61 crores in 2013-14. The volume of exports has risen at a CAGR of 29 percent from 38 thousand tonnes in 2007-08 to nearly 178 thousand tonnes in 2013-14. Europe has been a major market for organic foods exports from India. The share of EU in total exports of organic foods was 41.7 per cent during the year 2013-14. Apart from countries of the EU, Switzerland was the leading importer of Indian organic foods in Europe accounting for 7 percent of the share of European imports of organic foods from India in value terms, and 6 percent in terms of quantity. USA accounted for 37.6 percent of India's exports of organic foods in the year 2013-14. In terms of value, exports to USA were valued at Rs. 498 crore and the quantum of exports was 75 thousand tonnes during the year 2013-14. Canada accounted for 13.7 percent of the exports in 2013-14. In 2013-14, Japan was the leading Asian country that imported organic foods from India with nearly 43 percent share in the value of aggregate exports of organic foods from India to the Asian region. In terms of volume, Japanese imports of Indian organic foods stood at 309 tonnes in 2013-14. UAE was the second largest Asian country importing organic foods from India constituting 11 percent of the total imports of Indian organic foods by Asia. The quantity of imports by UAE in 2013-14 was 171 tonnes and valued at Rs. 4.26 crore. Israel, with import of organic foods from India worth Rs.3.72 crore, is the third largest importer of Indian organic foods in the Asian region. The other significant Asian importers of organic foods from India are Sri Lanka (7 percent), South Korea (6 percent), Philippines (5 percent), China (4 percent), Iran and Singapore (3 percent each). Australia and New Zealand are other significant export destinations for India's organic foods exports with a share of 1.1 per cent and 0.3 percent, respectively.

CHALLENGES AND STRATEGIES

SUPPLY CHAIN MANAGEMENT

The supply chain of organic products industry is often faced with challenges with respect to poor collection channels, insufficient production of organic products, poor transportation facilities and lack of proper processing facilities in-line with the global organic standards. Under supply of appropriate storage infrastructure and quality control also remains a difficult area. Although many organizations in India have developed clear quality standards, often together with the farmers, and have included them in their contracts, complying with contracts has been a challenge for the staff directly involved in purchase from the farmers. Adequate training of farmers, producers and processors also has been of considerable challenge.

STRATEGIES

Improvements in the distribution (setting up own cold room, purchasing air-conditioned truck for transportation) and the packaging (packaging done fully by company staff, setting up specific packaging centre) may be considered to address the supply chain challenges. Focusing on total quality management at each point in the supply chain is of considerable importance. Developing direct business relations, planning sales in line with production, and developing advance purchasing scheme may make the supply chain more efficient.

FOOD ORIGIN AND MILEAGE

The concept of food mileage, which refers to the distance the food is transported, from the time of its production, until it reaches the consumer, gains prime importance in the case of organic food products. Since the past decade, the country of origin of the food and food mileage are becoming increasingly important. Maintaining supply volumes and supply continuity are major concerns for most food companies.

STRATEGIES

Streamlining logistics is the key to minimize food mileage, which may include minimizing the lead time from farm to shelf and increase the shelf life of fresh organic foods. This would require, revamping warehouse management, order management and transportation management by way of implementation of integrated automated storage/retrieval systems, automatic identification of products, conveyors, order-picking systems, RFID, sortation equipment, and software and systems integrations.

SIZE OF FARMS AND COLLABORATION

The production of produce in small to medium farms is rather limited, amounting to a few hundred tonnes. This challenge is particularly evident in sectors, such as dairy, poultry, fruits and vegetables, where scale and linkage with primary processing is critical. Similarly, marketing channels are more difficult to access for smaller producers. Further, many buyers seem to be ambivalent about channels of distribution.

STRATEGIES

Aggregation of the unorganized small organic producers by forming cooperatives and producer companies may enable the producers to put together their produce, obtain funds, possess the processing and storage facilities in the proximity of production, and strengthen the bargaining power. Working as cooperatives and producer companies may also help the producers focus more on production strategies, by delegating operations and marketing to hired professionals. Aggregation may also facilitate trainings in marketing as well as on specialized methods of production to the farmers and producers.

HANDLING AND STOCK MANAGEMENT

Stock control procedures and stock management have been a challenging area for the organic products industry. Organizations often struggle with keeping their information up to date and, as a result, the information generated is not always used as effectively as could be. Poor documentation has been a considerable challenge for the industry with respect to certification, market entry and product positioning.

STRATEGIES

Total Quality Management is essential in handling and stock management, which may include a contingency plan for handling wastage. Monitoring purchase, waste, and sales are important for informed decision making, planning of production, and purchase volume. Effective use of data generated by proper record keeping is the key to make the system effective.

MARKETING AND SALES MANAGEMENT

Marketing of organic products involves both the social and ecological aspects of the products. In doing so, efforts need to go into capacity building, production related issues, quality parameters and the logistics of procuring products, especially from remote and inaccessible areas. Organic certification is becoming increasingly important in relation to marketing. Supermarkets are potentially attractive channels for the sale of organic products. However, they are often very demanding in terms of product quality, availability and price.

STRATEGIES

Pro-active certification, opting for good packaging techniques, product development as per consumer preferences, collaboration among the organic sector for generic promotion activities and adopting effective marketing methods by usage of media and display messages can enhance the organic products sales.

COST, MARGINS, PRICE SETTING AND VALUE ADDITION

Price premium of organic products in comparison with conventional products is often a marketing challenge for sale of organic products. Pricing has also been a limiting factor during the economic recession when more producers turn to organic production, and consumer markets shrink. The prices for organic products vary significantly between different companies, different retail formats and across product categories, which also is a significant challenge for the organic industry.

STRATEGIES

Initial determination of basic price by the producer, followed by future pricing based on more specific cost-benefit calculations of organic production may be regarded as an effective pricing mechanism for organic products. The premium price, to be fixed for organic products, must be acceptable in mature markets.

Incorporating a condensed supply chain, making use of the arrangement of direct marketing and instructing the farmers to use a Participatory Guarantee Scheme, so that it involves lesser cost, can enable reduction in the prices of organic products, as compared to conventional farm products.

CHALLENGES AND STRATEGIES SPECIFIC TO INDIAN ORGANIC PRODUCTS INDUSTRY

TRANSITION ASSISTANCE

The conversion period may turn out to be a difficult phase for the farmers owing to several direct and indirect costs involved in the process. Moreover, during the early stages of the transition, there is requirement of heavy and additional investments in farm-undertakings, such as machinery, storage and soil fertility building mechanisms. Organic techniques are generally more labour intensive and thus the wage cost rises.

STRATEGIES

There is vital need for a programme that is particularly designed to provide aid to the organic farmers during the three year conversion period. The policy should involve the provision of annual payment during the transition period to compensate for the loss of income occurred in the course of converting from non-organic to organic.

ISSUES IN CERTIFICATION

This procedure requires extensive paperwork, detailing farm history, and usually including the results of soil and water tests. It also involves annual on-farm inspections and the fee needs to be paid by the growers to the certification bodies for annual surveillance. The cost involved along with the prolonged procedure and lack of knowledge and understanding is acting as an obstacle in the organic certification procedure in India, particularly for the small and marginal farmers.

STRATEGIES

In order to persuade the farmers to undertake the certification process, there is a need to make the procedures simple and less expensive. Government initiatives may be required to bring down the cost of certification. Furthermore, increased assistance should be provided for the Participatory Guarantee Scheme.

LIMITED KNOWLEDGE ON ORGANIC PRODUCTION

There is also limited availability of suitable designs of organic farming systems for various climatic conditions and crops, supported through appropriate technologies. Availability of insufficient biomass on-farm; and inaccessibility of external inputs, such as organic manures and pesticides; organic ways of post-harvest handling and packing; have also been cited as challenges in organic production in India.

STRATEGIES

Increased funding for research, education and extension activities and promoting continued economic analysis of the issues and trends in the organic sector would be productive in enhancing knowledge related to organic production. Encouraging the development of seeds, varieties and livestock breeds suitable for the organic farming system would facilitate the extension of organic farming.

MARKET INTELLIGENCE

The information available in the country regarding organic products produced and exported is limited, and thus do not lead to any business or policy decisions. Data are also not available to calculate the prices of different organic commodities under variety of farming cultures of India. In the absence of appropriate and adequate information, a vague mechanism of organic pricing and premiums prevails.

STRATEGIES

There is an urgent need to undertake cost benefit analysis and developing a framework for price discovery of organic commodities. Moreover, strengthening of data collection and dissemination is also required to take informed decision on markets and products that have potential in India. The undertaking of comprehensive studies on organic niches of India would be advantageous in bringing organic farmers into the export market, with comparative advantage.

INSURANCE OPTIONS FOR RISK MANAGEMENT

Vagaries arising out of natural calamities are common to both conventional and organic farming.

There are various perils in organic farming, which may cause damage to crops such as drought, excess moisture, freezing, insect damage, disease and weeds. Also, there is income loss for producers transitioning to organic production.

STRATEGIES

It is mandatory to develop viable and effective risk management programs to address the needs of organic farmers and safeguard the organic farmers from losses. There is also a felt need of an insurance coverage for producers transitioning to organic production.

SUMMARY AND RECOMMENDATIONS

Organic farming in India is at a nascent stage. According to the official statistics, until February 2001 there were only 304 organic farms in India and the figure has increased to 1426 farms during February 2002. The area under organic cultivation as on February 2002 was 2775 hectares, accounting for barely 0.0015% of the total agricultural land (Source: Adopted from report "The real green revaluation and FAO statistics"). However, the database is still very poor and it can be assumed that the real figures are much higher.

Organic products produced in Indian are tea, spices, vegetables and fruits, rice, cashew nuts, coffee, oil seeds, pulses, cotton, and herbal extracts. India is classified into 21 agro-ecological zones based on temperature, soil condition, and rainfall. Hence, each zone has comparative advantage for the production of different products e.g. tea in eastern region, spice and coffee in southern region, rice and wheat in northern region, and cotton in western region. Products with potential in domestic market are fruits, vegetables, rice, and wheat. Products with potential in export market are tea, fruits and vegetable, rice, cotton, wheat, and spices. Besides the mentioned potentials India has following advantages:

1. India is strong in production of high quality of tea, rice specialties, ayurvedic herbs, spices, etc.
2. India has a rich heritage of agricultural traditions which are suitable for designing organic production system.
3. The labour is relatively cheap.
4. The Indian government has started to support organic agriculture on a large scale.

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