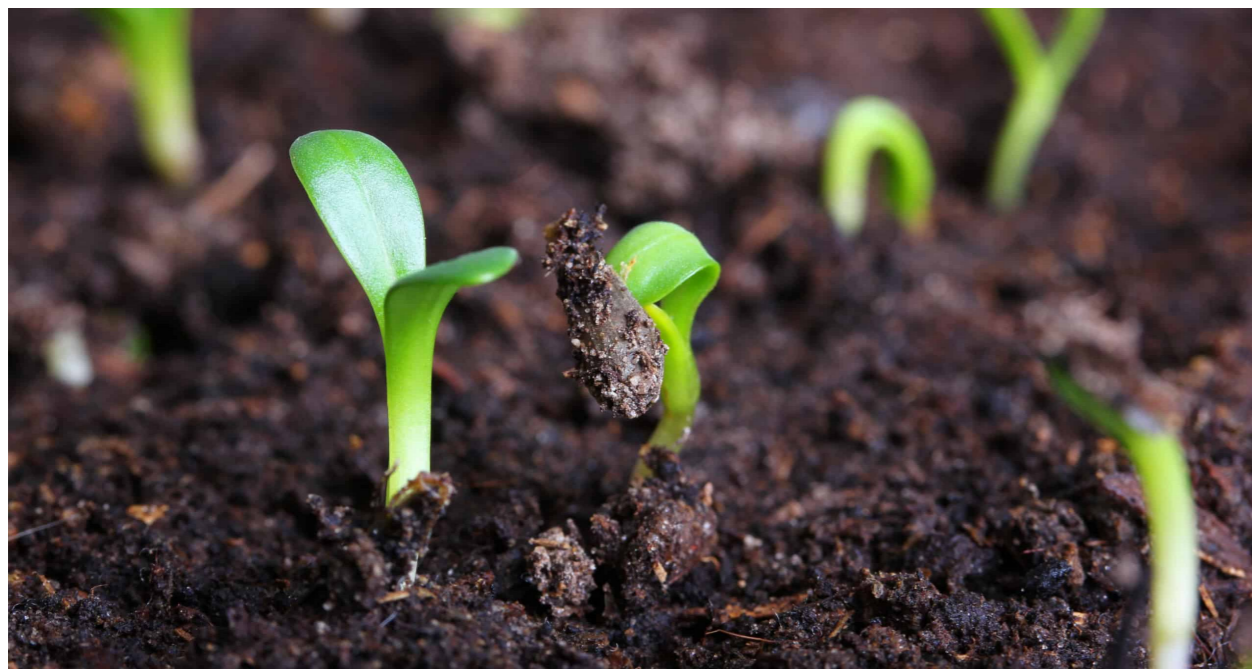


FUTURE OF ORGANIC PRODUCTS: BRANDS OR RETAILER PRIVATE LABELS

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Organic products are not just all hype - the reasons for their rising popularity are based on a shift in consumer behavior towards a more sustainable, healthier and happier life. Fresh, organic food helps people feel better, and is important for preserving the environment. In actuality, buying organic food is a vote for good health and a healthier planet.

The increasing popularity of organic food is an answer to ecological, agricultural and social problems. People choosing organic food are making some sort of statement: some do it for the environment, some to show their support for farmers, others are concerned about biodiversity. We all are also worried about us being exposed to pesticides and other

harmful substances through the food we eat. The reasons for choosing organic products are closely connected to modern problems.

Below, we will look at these reasons to understand why organic products have become such an important part of our modern lifestyle, and a conscious choice made by a growing number of people.

Many people are raising their voices and showing their concern about the variety of chemicals and poisons used by companies to grow food. Even though the chemicals used heavily in agriculture have been diet tested, their long-term effects are still up for debate. Some of the most toxic pesticides require specialized testing methods which many of the governmental agencies and

authorities rarely apply.

A lot of food is full of toxic chemicals. To oppose that more and more people start choosing organically grown products. Since organically grown produce cannot be modified in any way, choosing it is a way to be sure that there is no genetic engineering in our meals. Which is why organic foods help say no to GMO (genetically modified food).

Buying organic products is an investment in the future. Governments subsidize agriculture, but most of the funds go to commercial agribusiness. The cost of extinction or damage of wildlife and ecosystems, and environmental damages cannot be calculated. By choosing organically grown produce, we support farmers directly.

Organic practices do not pollute streams and groundwater with heavy chemicals as the commercially grown agriculture does, they do not destroy the quality and fertility of farmland either. The standards forbid the use of any chemicals in farming, and there are special ways to manage the soil, farming process and biodiversity in a responsible way.

Organic farming is based on the concept of harmony with Nature. The rotation of soil and crop keeps the farmland healthy. The lack of chemicals preserves the ecosystem. Because of the farming practices we already mentioned,



the organic way is also part of the climate solution. It turns farmland into a sink rather than a source of CO₂.

Moreover, spending our money in the organic sector is saying yes to a more sustainable future. Incorporating organic products in our life is a choice, which has many benefits as we already saw. It inspires us for a healthier life, more sustainable food, future for the planet and everyone on it and everything starts with a small organic seed.

Organic farming is a big part of the solution for many ecological problems, and modern people want to support that. The modern lifestyle is about being smart, responsible and enjoying it. Key is for industries specially in India to develop trust with consumers. This is only possible when the product is authentically organic which requires tough steps by the entrepreneurs.





1) Setting of processing/packing plant in remote villages and not in cities – this will help in packing organic products in clean environment and also in creating jobs for the local youth thus stopping exodus to cities which are already bustling with loads of people.

This also will start helping the development of villages / infrastructure / economy

2) Working directly with farmers instead of middlemen. Thus, providing good prices for produce to farmers and also pricing the product at affordable price for consumers

3) Making farmers partners in the business, for long term prosperity of all

4) Above all due to corona challenges as such it makes sense to migrate industries to villages instead of migrating the labor from Villages

5) In view of current situation, critical is to stay on the pitch. Runs will come automatically!!

New research finds that private labels are showing healthy sales increases in the current business climate, whilst some brands are reporting sluggish growth. In its upcoming report on the **Global Market for Organic Food & Drink**, Organic Monitor finds the lines between brands and retailer private labels are becoming increasingly blurred. The organic food industry has been built by brands that have crossed over from specialist to mainstream

retailers. Retailer private labels are becoming prominent in every geographic region. In the USA, for example, O Organics is becoming the leading brand of organic foods. Launched by Safeway in 2005, the private label now houses over 300 certified organic products and exceeds US\$ 400 million sales.

(Retailers are very successful with private labels, because they offer organic products at competitive prices. In some cases, the organic products are even cheaper than the conventional ones. Some argue that large food retailers are taking advantage of the 'organic' brand without making any of the associated investment. Indeed, the industry has been built by certification agencies and pioneering brands; the same logos and brands that are slowly disappearing in supermarkets and mainstream retailers. Private labels for organic foods are most evident in Germany, where they have been introduced by discounters, drugstores, supermarkets, as well as organic food shops. In most product categories, private label products are outselling branded products of organic foods.

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CONCLUSION :

The lines between brands and retailer private labels are becoming increasingly blurred in the global organic food industry. Private labels are leveraging organic values and winning consumers by marketing products at competitive prices. Organic brands have to reinvent themselves, with many focusing on new values to broaden consumer demand.

