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A STUDY ON ORGANIC FARMERS PERCEPTION AND MARKETING STRATEGIES TOWARDS ORGANIC FARMING IN POLLACHI TALUK

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ABSTRACT

Organic farming has emerged as an important and sustainable agricultural practice in recent years due to increasing concerns over environmental degradation, soil fertility, and human health. Unlike conventional farming, organic farming avoids the use of synthetic fertilizers, pesticides, and chemicals, and instead depends on natural inputs such as compost, green manure, and biological pest control methods. This study focuses on analysing the perception, awareness, and marketing strategies of organic farmers in Pollachi Taluk.

KEYWORDS

Organic Farming - Organic Farmers - Farmers' Perception -Marketing Strategies

INTRODUCTION

Agriculture plays a vital role in human survival. Organic farming is a method of agriculture that avoids the use of chemical fertilizers and pesticides, relying instead on natural inputs like compost, green manure, and biological pest control. It helps maintain ecological balance and improves soil health. In recent years, there has been a growing demand for organic products due to increasing awareness of health and environmental issues. Farmers are gradually shifting from conventional farming to organic farming. However, they face several problems in production and marketing. This study focuses on understanding the perception of farmers and the strategies they adopt in marketing their organic products.

OBJECTIVES OF THE STUDY

- To study the farming practices followed by organic farmers.
- To analyse the awareness and attitude of farmers towards organic farming.
- To examine the marketing strategies adopted by organic farmers.
- To identify the problems faced by organic farmers.
- To provide suggestions for improving organic farming and marketing.

STATEMENT OF THE PROBLEM:

Organic farming is gaining importance due to rising awareness about the harmful effects of chemical fertilizers on health and the environment. Consumers are slowly shifting towards organic products, encouraging farmers to adopt these practices. However, organic farming is not widely practiced due to several challenges. Farmers face issues like lack of proper market facilities, low prices, and limited consumer awareness. High production costs and lack of technical knowledge also create difficulties. The transition period often leads to lower yields, reducing farmers' confidence. This study aims to analyze farmers' perceptions and identify marketing challenges to suggest improvements.

SCOPE OF THE STUDY

The purpose of the study is to know the attitude, awareness and level of satisfaction of the organic farmers in marketing their produce along with the strategies followed by them in marketing their produce and the problems faced by them. In this study an attempt is made to evaluate the various aspects of cultivation and marketing of organic farming and its products.

RESEARCH METHODOLOGY:

The study is based on primary and secondary data. Primary data were collected from farmers through a structured questionnaire. Secondary data were gathered from journals, websites, and related research articles. A sample of respondents was selected using simple random sampling method. The collected data were analyzed using percentage analysis and presented in tables for interpretation.

DATA ANALYSIS AND INTERPRETATION

Table 1: Age Group of Respondents

Age Group	No. of Respondents	%	Interpretation
Below 20	12	12%	Less involvement of very young people in organic farming
20 – 30 years	26	26%	Moderate participation from young farmers
30 – 40 years	18	18%	Average involvement of middle-aged farmers
Above 40	44	44%	Majority are older farmers showing higher experience
Total	**100**	**100%**	Most farmers belong to higher age group

Table 2: Gender of Respondents

Gender	No. of Respondents	%	Interpretation
Male	54	54%	Male participation is slightly higher
Female	46	46%	Female participation is also significant
Total	**100**	**100%**	Both genders are actively involved

Table 3: Educational Qualification

Qualification	No. of Respondents	%	Interpretation
School Level	30	30%	Basic education farmers involved
Graduate	36	36%	Majority are graduates, showing awareness
Post Graduate	20	20%	Educated farmers adopting organic methods
Others	14	14%	Less representation from other categories

Total	**100**	**100%**	Education supports organic farming adoption

Table 4: Experience in Organic Farming

Experience	No. of Respondents	%	Interpretation
Below 5 years	35	70%	Most farmers are new to organic farming
5 – 10 years	10	20%	Moderate experienced farmers
Above 10 years	5	10%	Very few highly experienced farmers
Total	**50**	**100%**	Organic farming is recently adopted

Table 5: Land Holding Size

Land Size	No. of Respondents	%	Interpretation
1 – 5 acres	25	50%	Majority are small-scale farmers
5 – 10 acres	15	30%	Medium farmers also involved
Above 10 acres	10	20%	Fewer large-scale farmers
Total	**50**	**100%**	Organic farming mostly by small farmers

FINDINGS OF THE STUDY

- The majority of respondents belong to the above 40 age group, showing that older farmers are more involved in organic farming.
- Male respondents are slightly higher than female respondents, but both genders actively participate.
- Most of the farmers are graduates, indicating that education plays an important role in adopting organic farming.
- A large number of farmers have less than 5 years of experience, showing that organic farming is a recent trend.

- The majority of farmers own small land holdings (1–5 acres), indicating small-scale farming practices.
- Farmers are aware of the benefits of organic farming but face difficulties in implementation.
- High production cost is one of the major problems faced by organic farmers.
- Farmers experience marketing issues such as low price realization and lack of proper market facilities.
- Lack of consumer awareness affects the demand and sales of organic products.
- Transportation and distribution problems also create challenges in selling organic produce.

SUGGESTIONS

- Government should provide financial support and subsidies to encourage organic farmers.
- Proper marketing channels and organized markets should be developed for organic products.
- Awareness programs should be conducted to educate consumers about the benefits of organic products.
- Training and guidance should be given to farmers to improve their technical knowledge.
- Fair pricing policies should be implemented to ensure better income for farmers.
- Transportation and storage facilities should be improved to reduce losses.
- Farmers should be encouraged to form cooperatives to strengthen their market position.
- Use of digital platforms and online marketing can help farmers reach more customers.

CONCLUSION

Organic farming plays a vital role in protecting human health and the environment. Although there is a growing demand for organic products, farmers face several challenges such as high costs, low yields, and marketing issues. The study reveals that most farmers are new to organic farming and require proper support. With effective government policies, better marketing strategies, and increased awareness, organic farming can become more profitable and sustainable. Therefore, promoting organic farming is essential for future agricultural development.

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