

FOOD: THE ORGANIC WAY

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ABSTRACT

The growing awareness of the nature and number of dangerous chemicals being used in modern agriculture, more consumers are turning towards food grown organically. Globally, an awareness of the health benefits of organically produced food, and knowledge of the damage done to the environment by conventional, intensive farming methods, has created strong demand for organic produce. Organic foods provide a variety of benefits. Some studies show that organic foods have more beneficial nutrients, such as antioxidants, than their conventionally grown counterparts. People with allergies to foods, chemicals or preservatives often find their symptoms lessen or go away when they eat only organic foods. Many of the companies involved in marketing and trading of organic products in Asia are very young, less than five years old. All companies were at their time of establishment operating in a newly emerging sector. Therefore, the main challenge for all was to develop a local market for organic products from scratch.

KEYWORDS: Organic Foods, Awareness, Shelf Life, Eco-Friendly