

The Organic Quotient

Pan India Consumer
Survey 2021



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About Aditi Organic Certifications



ADITI Organic Certifications Pvt. Ltd., headquartered in Bengaluru, Karnataka, India, has been devoted to certification of organic products over a decade, assuring the organic integrity of the products from origin to destination. ADITI is an ISO Guide 65(EN 45011) inspection and certification body which assures independence, competence and impartiality in its decisions.

ADITI provides certification services, guaranteeing the rigorous respect of the applied standards on products, systems, and services, leading its clients to meet the growing requirements and face challenges of higher standards in Quality, Health and Safety, Environment and Social Responsibility. Our certification ensures compliance with national and international production standards and allows trace back of all products to their origin.



Executive Summary

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A recent consumer reports survey of 1050 people found that pesticides are a concern for 85% of respondents. Every year, the department of agriculture tests for pesticide residues on a variety of produce. In the latest report, more than half of the samples had residues!

Purchasing organic food varieties and drinks is a method of purchasing reliability. Regardless of whether you don't have any idea about the farmer, producer, processors etc you can be certain that a neutral third party certifying body like Aditi Organic Certifications has investigated their records and visited their homestead or office to ensure they are coming clean with you.

This year, we surveyed nearly 550 consumers across Delhi, Mumbai, Bangalore, Chennai and Hyderabad to provide a snapshot of their awareness around organic products, purchase patters, decision influencers among others..

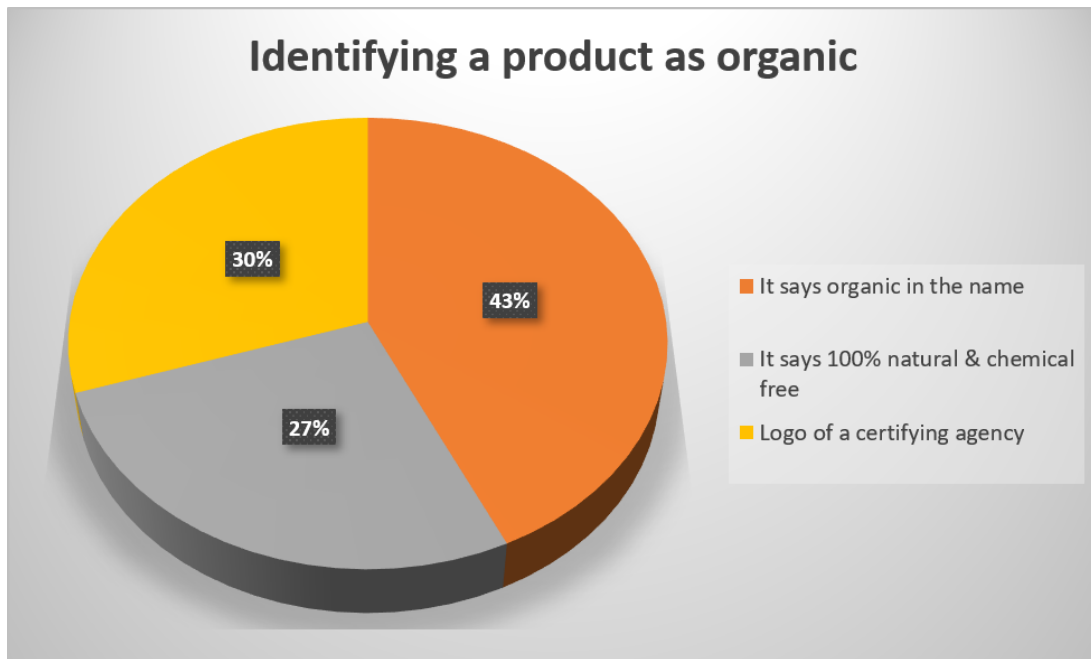
The results of this research are concerning. The survey shows low levels of awareness to differentiate between natural and organic products, not being aware to check a certified organic logo while making a purchase, lack of trust in finding quality organic products to purchase among other aspects.

We hope this survey helps consumers become more aware of the need to opt for certified organic products for better quality, traceability and thereby improve the overall quality of food leading to a sustainable planet for the future.

Dr. Karthik Nagendra
COO- Aditi Organic Certifications

Survey Findings

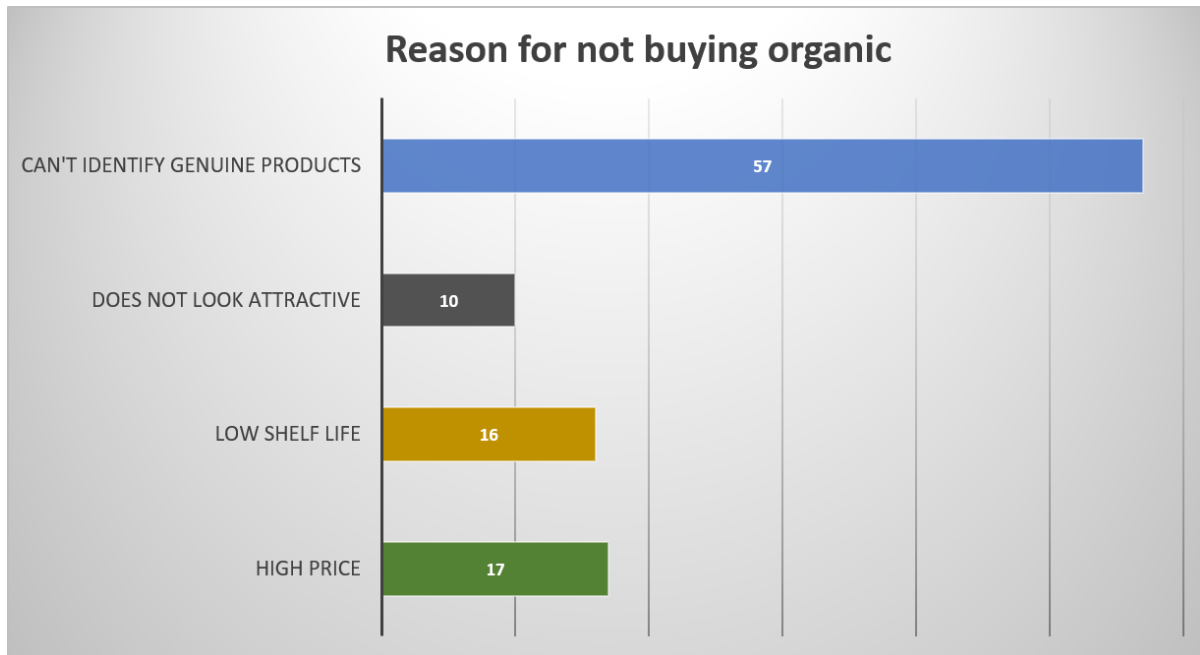
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70% buyers are not aware to look for certified organic logo while purchasing organic products. Looking for certified organic logo by a neutral third party certifying body like Aditi Organic Certifications assures the consumers on the quality of products as the certifying body would have investigated their records and visited their homestead or office to ensure they are coming clean with the product output.

Survey Findings

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Over 57% buyers state inability of identifying genuine products as a reason for not buying organic products. Producers and processors can address this concern by offering certified organic products which offers better quality & reliability to consumers.

Survey Findings

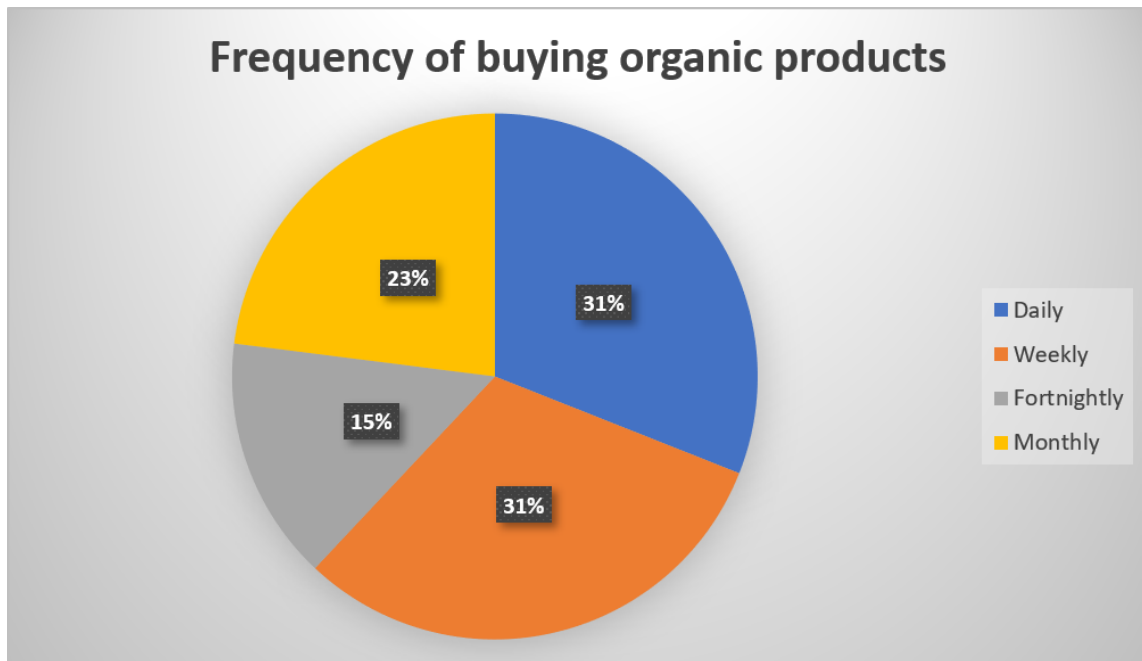
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Only 42% look for certified organic logo while purchasing organic products. This calls for producers & processors to create more awareness on the need to look for a certified organic logo while making a purchase for better quality & reliability.

Survey Findings

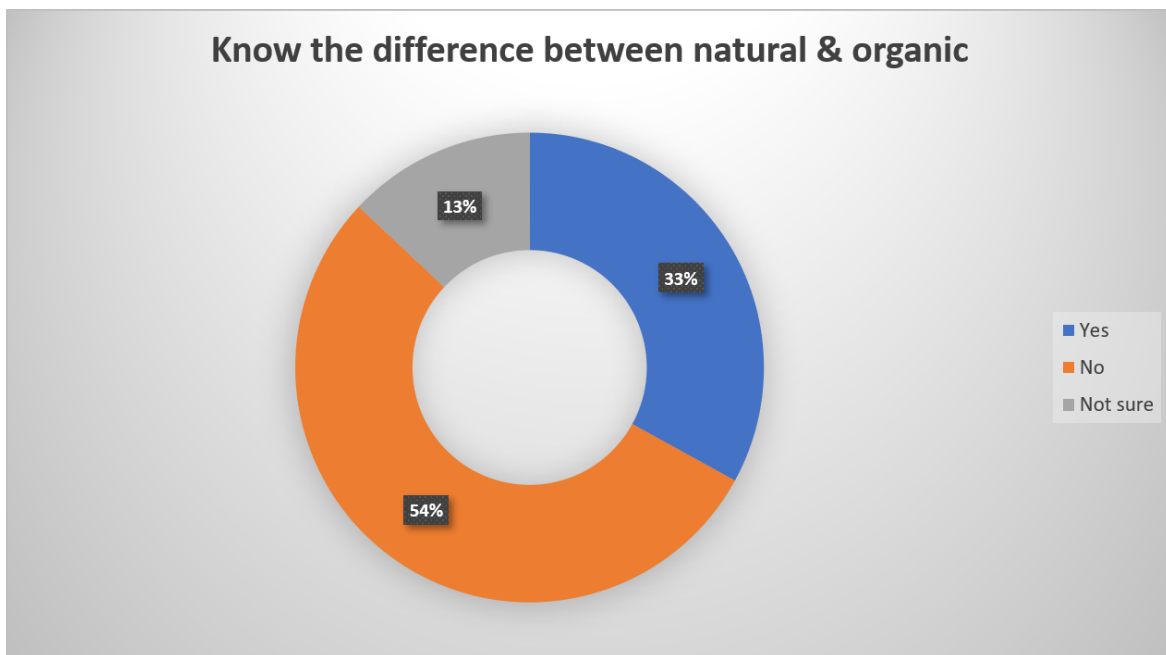
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Over 60% consumers buy organic products frequently (daily or weekly). This clearly shows the increasing awareness in consumers to opt for organic food for better health and wellbeing.

Survey Findings

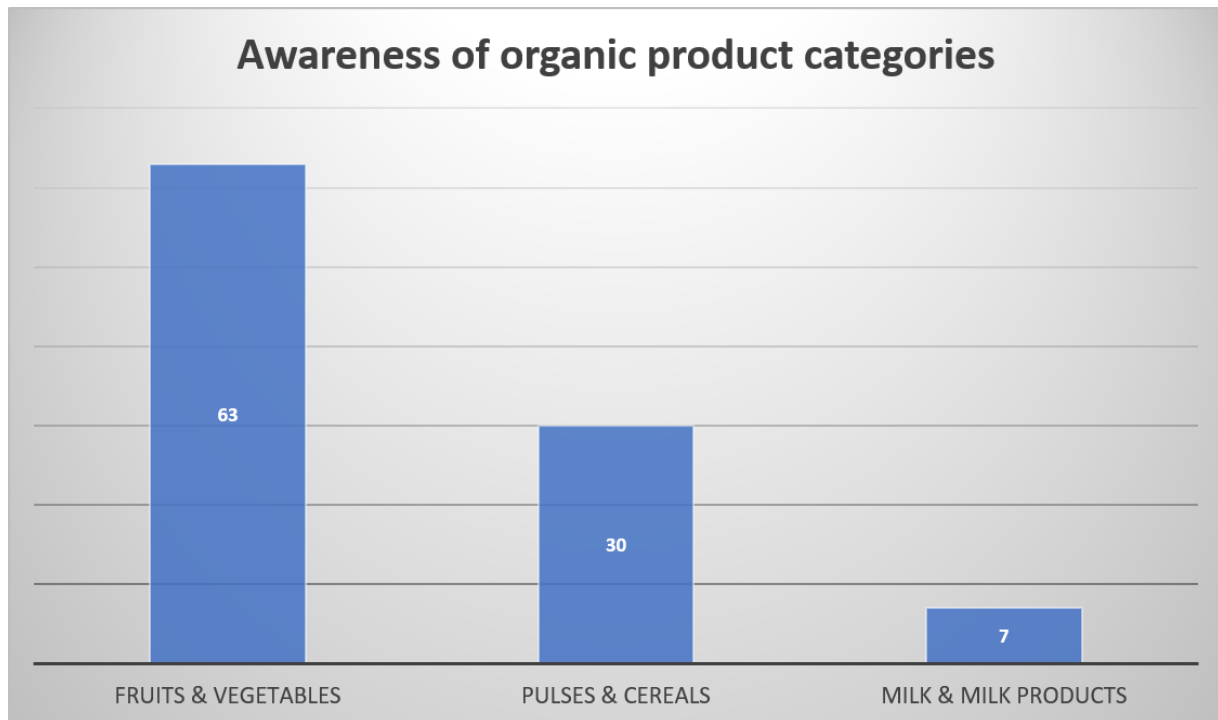
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33% consumers think natural and organic are one and the same while 13% have no idea about the difference. More efforts are required to educate the consumers on the real difference between the two categories else consumers may end up buying products which may not be organic in reality.

Survey Findings

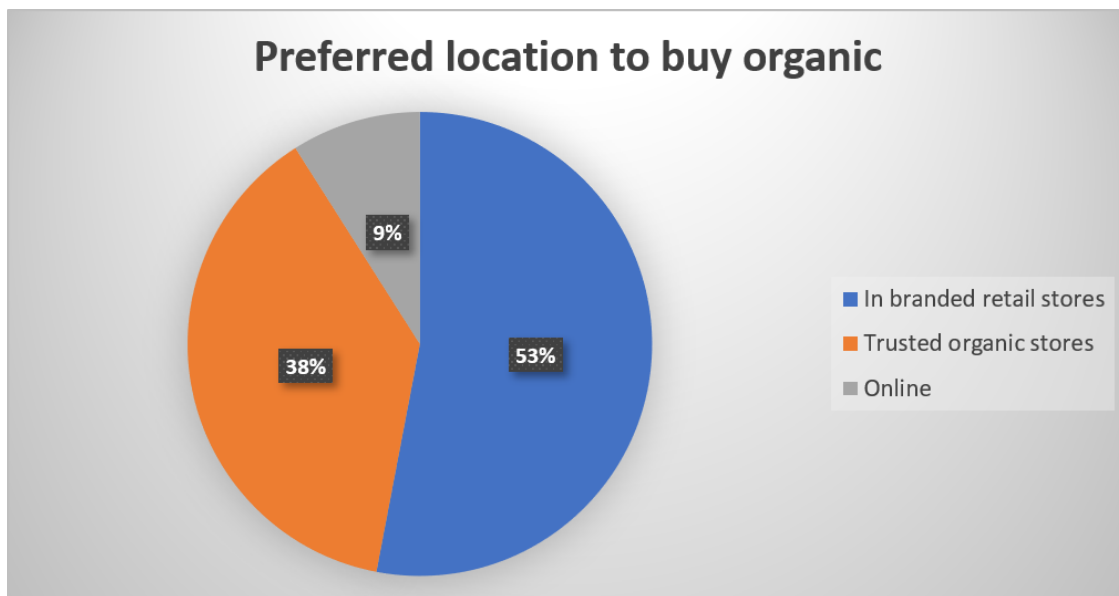
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Over 92% consumers are aware of organic products only in the category of fruits vegetable or pulses. This shows more efforts are needed to spread awareness around availability in other categories like milk, milk products, beverages, textile etc.

Survey Findings

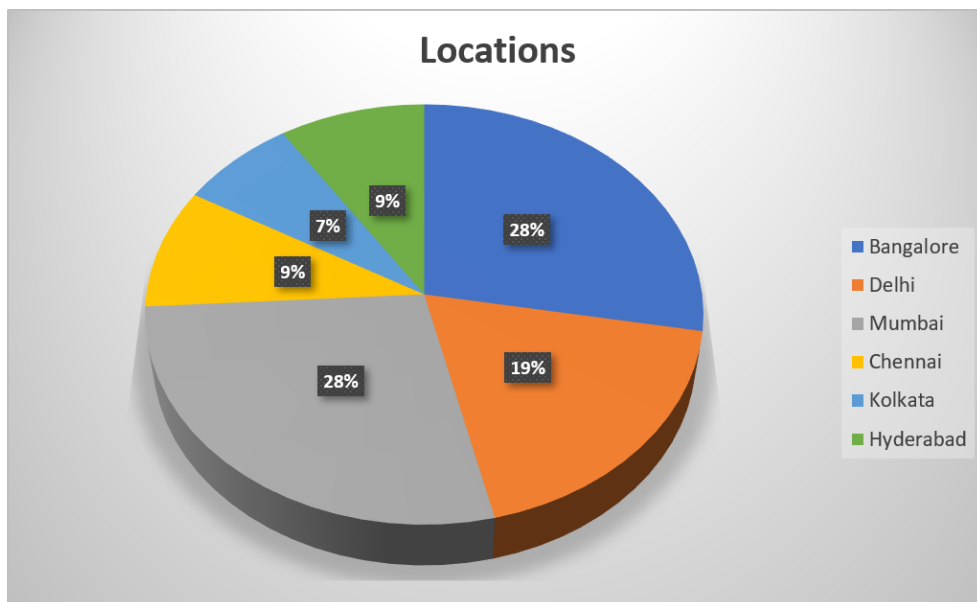
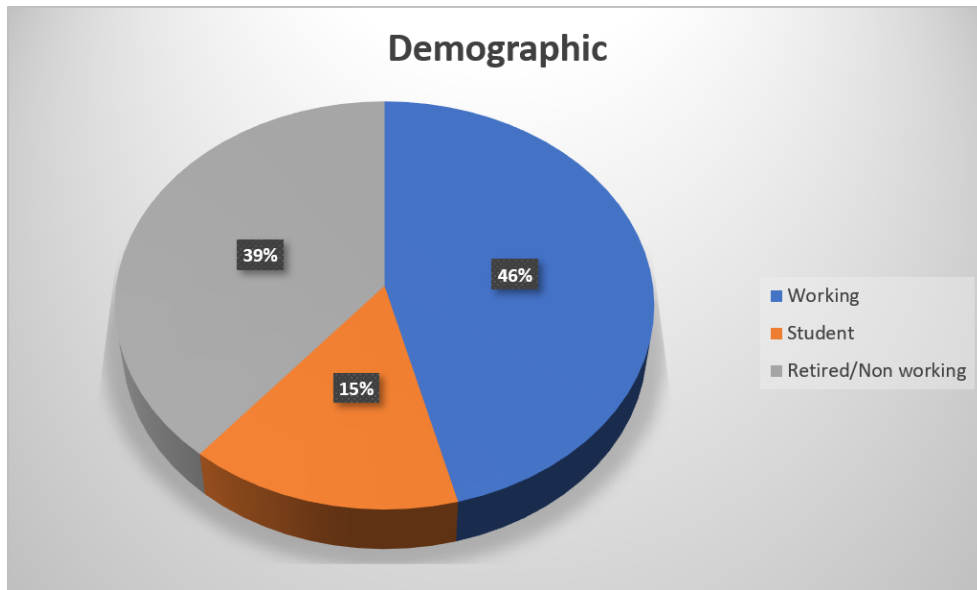
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Over 50% consumers to purchase organic products from branded retail stores followed by 38% who would purchase from trusted organic stores. This clearly shows the potential for these format stores to grow in the future.

Survey Sample

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Viewpoint

Why choose certified organic products? - Mr. Narayana Upadhyay, MD- Aditi Organic Certifications

Individuals are more conscious than ever before about what they consume. In a world loaded up with insane food sources, the motivations to purchase certified organic products keep accumulating! Picking from affirmed organic food sources gives a substantial positive impact towards the climate, neighbourhood, economies, and general wellbeing at large. Organic & chemical contamination free food upholds you, your wellbeing, the soundness of your family, and the planet. However, purchasing only certified organic is the need of the hour. Why? It's reliably reported that 80% of the Italian olive oil on the market is fraudulent! This could be the case with many other products too in the market today! Protecting the sanctity of the word "Organic" lies with every stakeholders including the consumers.

Studies show that naturally grown food has higher organoleptic properties when compared to conventionally grown food with chemical fertilizers/pesticides.

Organically grown food generally contains food supplements other than carbohydrate, protein and fat, which are indispensable for sound working of our bodies. Natural leafy foods grown with Good Agricultural Practices (GAP) are high in supplements and least harmful agents to the human body, which give energy and keep you looking youthful. Information shows that natural milk from milk giving living creatures fed with diversified green grasses, green leaf fodder contains undeniably more omega-3 unsaturated fats than customary milk.

Certified organic products guarantee natural rural activities stay away from the utilization of most manufactured pesticides found in conventional agriculture. Uncontrolled usage of chemical pesticides and herbicides have been connected to many medical issues.

Organic food is protected at every stage of handling starting from production to last main delivery to the consumers. Certified organic producers put everything on the line to guarantee that their items are protected and hazard free.

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Viewpoint

The "Certified Organic" name or label can help you make informed choices while shopping for organic products in markets or at stores. Taking care of your family by consuming organic food lessens your danger of exposure to chemical pesticides, anti-infection agents, and advances the improvement of dietary patterns.

Certified organic foods are verified by government prescribed norms such as National Programme for Organic Production (NPOP), Government of India and other leading international organic standards like NOP, USDA, COS/COR etc. Organic standards address numerous components: Protecting top soil, soil quality, protection of surface water, conservation of rain water, improve bio-diversity, creature raising, giving importance to main crops, intercrops than other creatures, and recording all major farming and post harvest activities to evaluate the economic viability and continuous improvement of farming practices towards sustainability.

Organoleptic properties are the aspects of food, water or other substances that create an individual experience via the senses—including taste, sight, smell, and touch.

That is not all! These standards likewise incorporate guidelines for natural prepared items, including denying counterfeit additives, flavors, and colors while processing of precious nature's gifts during the value addition processes. These standards clearly prescribe guidelines that incorporate explicit certification marking rules for both produce and processed products.

Makers certified by a third party certifying body like Aditi ensure the producer, processor or trader confirms to all the guidelines prescribed by national and international standards giving the consumer the confidence that what they are consuming is handled with care at every stage to avoid all types of contaminants which are not good for the health. In a worst case, if there are any quality issues in the certified products, there is a system in place to investigate the potential source of such contamination and take corrective as well as preventive measures to minimise the recurring of such issues. We facilitate organic farmers and the community by upholding Good Agricultural Practices to drive organic farming across India. You can help this movement by choosing to pick only certified organic products. So the next time you step out to buy any organic product, kindly ensure it is certified organic only!

13 Voices

Hema L- Brand, Marketing & NPD Manager- Simpli Namdhari's

At Namdhari's, our key focus is the health and wellness of our customers. Right from our farming practices to products we offer our clients are all carried out in a sustainable manner. A range of products available at our Simpli Namdhari's stores are all organic and we are seeing more demand from our consumers for such products. We encourage our customers to put some thought into quality of food they eat with 'Thoughtful'/ products from the house of Namdharis.

Radhika Mahadevan- Professor, Organic Consumer

I started switching to more organic brands because the more I was reading product labels and the details on them, the more I realized how many chemicals there were in food that I was consuming. So I really wanted to get to a level where I was trying to do as less harm to the body as possible

Sri. Virupaksappa, Farmer & Farming Group Leader, Dharwad, Karnataka

Along with the use of bio fertilizers, we use the traditional approach learnt from our ancestors for organic farming. This practice avoids pest infestation of young roots and provides healthy growth. I believe the quality and taste of our crop is good because of non-usage of chemicals even during post-harvest methodology. Customers who taste this always come back to us only. We feel satisfied that we are contributing towards health of the soil as well as the consumers.



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For more information visit www.aditicert.net