

Organic food supply chain and acceptability of organic foods in Coimbatore district

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ABSTRACT

As traditional practices, though the organic farming is well known to India. Now-a-days it has been realized as one of the safer practices to produce residual free food. The aim of this study was to identify the organic food supply chain and to study the consumer acceptance of organic foods. Coimbatore district was selected as study area for this study. About 20 farmers, 60 consumers, two processors and seven retailers/ wholesaler were selected for this survey. Different organic food channels were identified with members like producer, marketer and consumers. The perceptions of different channel members towards organic foods were measured. Also the challenges faced by members in supply chain were identified to make practical implications.

KEY WORDS : Organic food market channel, Conventional food, Producer perception, Marketer perception, Consumer perception

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