

An Investigation into the Rising Interest in Organic Products among the Population of Mumbai

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Abstract: *Organic food refers to all the ingredients and various commodities that are produced and processes without or with minimal aid of synthetic fertilizers, pesticides as well as anti-biotics in animal husbandry. Instead, organic farming relies on natural fertilizers or manures that gives utmost importance not only to soil health, animal welfare but also helps in maintaining the biodiversity of our planet. In recent times Organic Food has been able to gain popularity owing to its health benefits as well as the intentions of the consumer to save and preserve mother Earth making valuable food choices. Organic food is often associated with higher nutritional value, reduced exposure to chemical residues, and a lower environmental impact. With the desire to support the sustainable agricultural practices, many consumers buy organic commodities and lead a healthier lifestyle.*

Keywords: Organic foods, increasing demands, Health benefits, environmentally friendly

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