

Organic farming

Organic farming- Organic farming refers to farming without the use of chemicals/fertilisers. Demand for organic products has been rising due to growing awareness about their health benefits.

About the opportunity

Indian organic food market is estimated to be around Rs. 100 crores¹, growing at over 20% annually. Almost all big super markets such as including Godrej Nature's Basket, Hyper City, Food Bazaar, More, Nilgiris, Spencers and Tesco - Starbaz now stock organic products.

Report scope

1. Product and markets

Popular organic farming products (Fruits/vegies/seeds) that are sold in super markets/organic stores

Identification of supermarkets /other buyers of organic products in your city

Trade terms (credit terms/quality norms) for selling your produce

2. Certifications

Certifications needed for your product to be called organic

Cost and time taken for obtaining such certifications

3. Inputs

- Minimum land holding/soil conditions
- Organic fertilisers/crop nutrient/pest control
- Cost of inputs per acre/per crop output
- Suppliers of inputs, their phone numbers/cost/quote

4. Profitability

- Profitability per crop (for two/three crops),break even time

5. Government incentives

- Incentives from Horticulture department
- Any other incentives from central government

5. Capital cost- including land /working capital/running cost until crop is harvested and sold

6. Contact details of resource people who can assist in implementation

Contact details

Write to us: bchhatre@finetrain.com admin@finetrain.com

Call us: 800 888 4932

Visit us: www.finetrain.com

¹ Business today, 13th February 2013