

# *Markets for safer foods*

The Journey thus far

# *Genesis*

- Organic Certification
- Rain-fed Areas – fertiliser but no pesticide – graduation
- Third Party Certification – cost/complexity/basis
- Participatory Guarantee System – offers opportunities

# *Assumptions*

- Consumers concerned about health – would buy foods with 'no pesticides' used in their cultivation
- Willing to pay a premium – as compared to conventional but lower than certified organic

# *Progress*

- Informal Network of 8 organisations – AP, TN, Kar, MP, Guj, Raj, Uk
- Market Research – Assumptions verified
  - Demand exists
  - Pesticide primary concern – milk, F&V, Cereals and pulses
- Marketing company – Safe Harvest Pvt. Ltd
- Society – Non-Pesticide Management Initiative (NPMi)
- PGS – 12,000 farmers – documented, validated

# *Challenges-1*

- Overcome problems of certified organic produce – uninterrupted supply, price, diverse basket of commodities
  - Expanding the producer based
- Pricing
- Moving up the value chain
- Finding the right products

## *Challenges-2*

- Capital
- Beating the existing supply chain without compromising on price to farmer
- Retail/Bulk/Direct
  - Retail – large format, boutique/small, traditional, direct