

Consumers' perceptions about organic food in Bangladesh

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Presentation Structure

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Introduction Bangladesh

Location: Southern Asia

Area: 147,570 km²

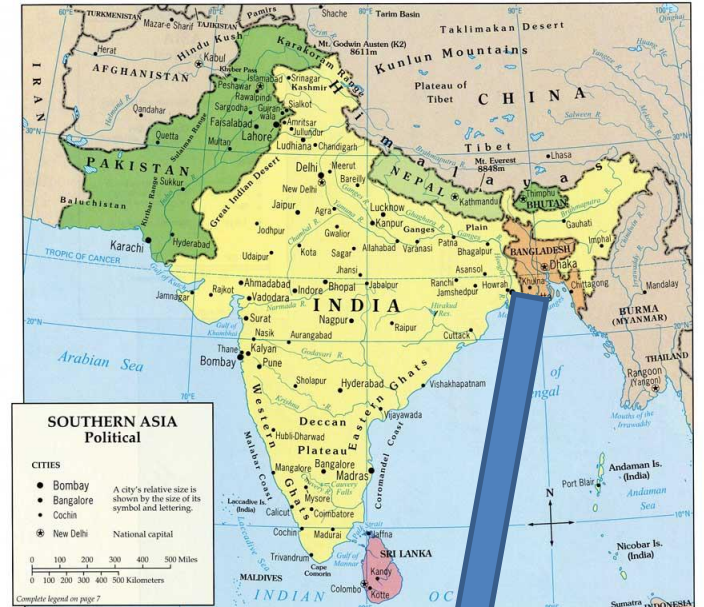
Population: 168 million

Position: 94th (Area);
8th (Popn.)

Density : Above 1278/km²

Economy : Agriculture

- **GDP - > 16 %**
- **Employs : 40 %** (As of 2018)



Agriculture in Bangladesh

- **Most of the farmers are poor**
- **In 1960s traditional agricultural systems failed**
- **Introduced “Green Revolution” (GR)**
- **Negative consequences of GR**
- **Consumers attitude is changing to have safe food**

Status of organic farming in Bangladesh

Started – in the early 1990s;

NGOs: Play a vital role; Proshika, UBINIG, BARCIK etc.

Private Entrepreneurs: KKTE, WAB Trading, Square Co, BOPMA

Marketing places: Nandan, Agora, Meena bazar etc.

Research at BARI : Different projects are being executed

Products

Cereals: rice, puffed rice, etc.

Oil: Mustard, Sesame oil

Beverages: Tea

Fibres: Cotton

Legumes; Soyavit



More products

Fruit: Melons, Papaya
Vegetables: Potato
Animal products: Eggs, Shrimps



Rahmania
ORGANIC AGRO



Organic Egg

First BCSIR & CVASU tested
& Certified Egg in Bangladesh



Its good for you, your family and your environment.

Exporting Organic Products

Tea & Shrimp

- **Kazi & Kazi Tea**

- Export since 2010 USA
- Area 1423 ha but 309.8
- Exported 430 MT
- Certify by OneCert, Lacon (Germany)
- Japan, EU & US standards



- **WAB Trading Intl. Ltd**

- Organic shrimp project
- Initiated by 2005 ; Shushilan NGO
- Area 9338 ha; 4093 ponds, 3230 farmers
- Exported 2645 MT
- Certified by 'Natureland'
- Followed EU regulation



Bangladesh Government Adopted Organic Agriculture Policy



নির্ধারণ করা হয়েছে।

অতীতে আমাদের দেশে জৈব কৃষি ব্যবস্থার প্রচলন ছিল। জনসংখ্যা বৃদ্ধির সাথে সাথে খাদ্য উৎপাদন বৃদ্ধির প্রয়োজনীয়তার কারণে কৃষিতে রাসায়নিক সার, বালাইনাশক প্রয়োগ এবং উন্নতমানের বীজের ব্যবহার শুরু হয়। এর ফলে কৃষির ফলন কয়েকগুণ বৃদ্ধি করা সম্ভব হলেও মটির শাস্তা, পরিবেশ ও জনস্বাস্থ্যের উপর এর কিছুটা বিরূপ প্রভাব পরিলক্ষিত হয়। এ অবস্থা থেকে উত্তরণের লক্ষ্যে জৈব কৃষি ব্যবস্থা প্রবর্তন এবং পুষ্টি সমৃদ্ধ খাদ্য উৎপাদন এখন সময়ের দাবী। বিশ্ব জুড়ে পুষ্টি সমৃদ্ধ জৈব পণ্যের চাহিদাও বৃদ্ধি পাচ্ছে। আমাদের দেশেও কৃষকদের জৈব সার ব্যবহার প্রচলন শুরু হয়েছে। এটা ব্যাপকভাবে প্রচলন করা একান্ত প্রয়োজন। সে প্রেক্ষাপটে 'জাতীয় জৈব কৃষি নীতি ২০১৬' অত্যন্ত সমরোপযোগী বলে আমি মনে করি।

'জাতীয় জৈব কৃষি নীতি ২০১৬' দেশের গ্রামীণ জনগোষ্ঠী তথা দেশের অর্থনৈতিক উন্নয়নে স্থায়ী অবদান রাখবে বলে আমি দৃঢ়ভাবে বিশ্বাস করি।

আমি 'জাতীয় জৈব কৃষি নীতি ২০১৬' এর সফল বাস্তবায়ন কামনা করি।

জয় বাংলা, জয় বঙ্গবন্ধু
বাংলাদেশ চিরজীবী হোক।

কৃষি মন্ত্রণালয়
গণপ্রজাতন্ত্রী বাংলাদেশ সরকার

Methodology

- This is a survey based study was conducted through a questionnaire
- Data were collected from randomly selected 36 occasional consumers
- Study area : Super shops like *Meena Bazar, Agora, and Nandan*



Parameters for data collection

- **Personal and socio-economic conditions of consumers (Age, sex, education, yearly income etc.)**
- **Reasons behind the use of organic produces (health consciousness, environmental awareness, food safety issues etc.);**
- **Perception of consumers regarding organic food (knowledge about the meaning of organic food, interest to organic food)**
- **Whether willing to pay more premium for ensuring the quality (certified organic produces)**

Table 1. Consumer characteristics of super shops in Dhaka

| Characteristic of consumer | Expected Range | Observed Range | Distribution of the consumers based on their characteristics | Consumers (N= 36) | |
|----------------------------|----------------|----------------|--|-------------------|------|
| | | | | No. | % |
| Age (years) | - | 18-63 | Young (18 - 40) | 14 | 38.9 |
| | | | Middle aged (41 - 55) | 15 | 41.7 |
| | | | Old (> 55) | 7 | 19.4 |
| Gender | - | - | Male | 23 | 63.9 |
| | | | Female | 13 | 36.1 |
| Educational Background | - | - | < PSC | 4 | 11.1 |
| | | | PSC to HSC | 7 | 19.4 |
| | | | Degree | 14 | 38.9 |
| | | | >Degree | 11 | 30.6 |
| Occupation | - | - | Service | 7 | 19.4 |
| | | | Business | 12 | 33.3 |
| | | | Students | 9 | 25.0 |
| | | | Others (Housewife/Retired etc.) | 8 | 22.3 |

Results

Fig. 4 Distribution of respondents according to their financial condition

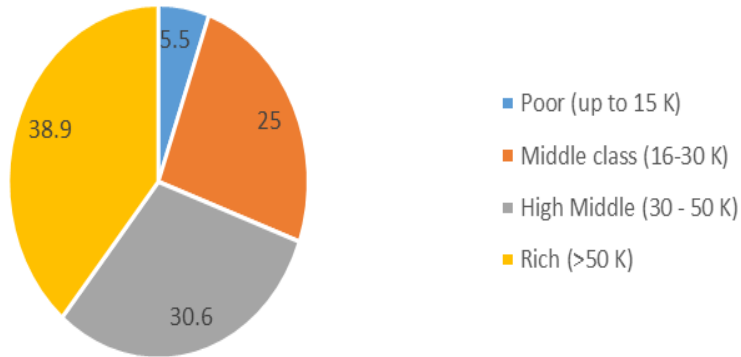


Fig. 5. Distribution of respondents according to their Health Consciousness (%)

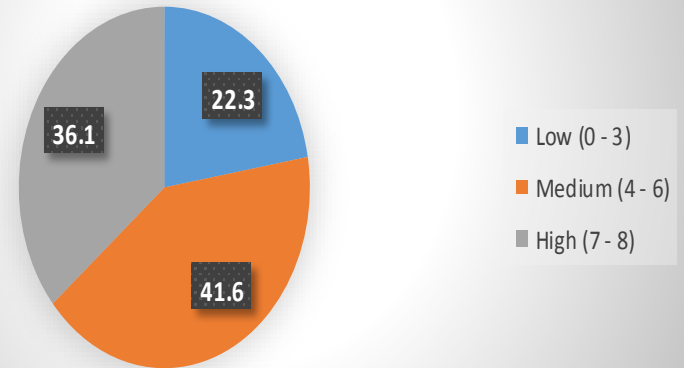
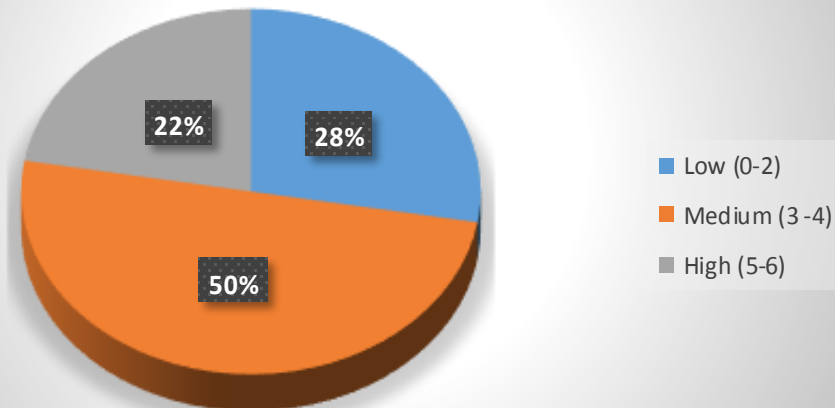


Fig 6: Distribution of respondents according to their environmental awareness level



Consumer's perceptions about meaning of organic food

| Comments | Consumer (N=36) | |
|----------------------------------|-----------------|---------------|
| | No. | Frequency (%) |
| Not sure/no idea | 4 | 11.1 |
| Natural food | 6 | 16.7 |
| Foods without chemicals | 15 | 41.6 |
| Foods not sprayed with pesticide | 3 | 8.3 |
| Traditional or Indigenous foods | 2 | 5.6 |
| Foods grown with manure | 1 | 2.8 |
| Healthy Nutritious food | 3 | 8.3 |
| Something more | 2 | 5.6 |

Consumers' attitude toward organic food

| Statements | Response to comments | | | |
|--|----------------------|---------------|----|---------------|
| | Yes | | No | |
| | f | Frequency (%) | F | Frequency (%) |
| Organic agriculture has the potential to minimize the negative impacts of chemical agriculture | 24 | 66.7 | 12 | 33.3 |
| Interested to organic food | 32 | 88.9 | 4 | 11.1 |
| Willing to pay more money if needed for certified | 26 | 72.3 | 10 | 27.7 |

Cross-tabulation between financial condition and educational background of consumers

| | | Financial condition of consumer | | | | Total |
|------------------------|--------------|---------------------------------|--------------|-------------|------|-------|
| | | Poor Class | Middle class | High Middle | Rich | |
| Educational background | Below PSC | 1 | 2 | 1 | 0 | 4 |
| | PSC to HSC | 1 | 2 | 2 | 2 | 7 |
| | Degree | - | 2 | 4 | 8 | 14 |
| | Above Degree | - | 3 | 4 | 4 | 11 |
| Total | | 2 | 9 | 11 | 14 | 36 |

Cross-tabulation between financial condition of consumers and willingness to pay more money for organic food

| | | Financial condition of consumers | | | | Total |
|--|-----|----------------------------------|--------------|-------------------|------------|-------|
| | | Poor class | Middle class | High Middle class | Rich class | |
| Willingness to pay more money for organic food | Yes | - | 5 | 8 | 13 | 26 |
| | No | 2 | 4 | 3 | 1 | 10 |
| Total | | 2 | 9 | 11 | 14 | 36 |

Conclusion

- **Educational qualification is a major factor positively correlated with the awareness level of health and environmental issues and afterwards showed interest to organic food.**
- **Many consumers have the basic about the meaning of organic food and interestingly a small portion of consumers raised the issue about certification.**
- **This implies that there is a potential of domestic organic food market in Bangladesh, although organic food has yet not been extensively available in our country**

Thanks A Lot

Eat Be Organic Dynamic



I ♥ LIFE
I ♥ ORGANIC