

# APPENDICES

# Appendix I

Availability of organic food items in the shops selling organic food in Vadodara city in different seasons

Seasons: 1. July to October 2. November to February 3: March to June

Type of food: OC- Organic certified ONC- Organic non certified NO- Non organic

Shops Food	Amidhara			Oasis			Herbal Concept			TazaMaza (Ellore Park)			TazaMaza(O Road)			Eco World			FabIndia		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Vegetables (ONC)																					
Potato	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Onion	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Tomato	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Snake gourd/ghos ala	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bottleguard	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ladies finger			✓			✓			✓			✓			✓			✓			✓
Cabbage			✓			✓			✓			✓			✓			✓			✓
Yam elephant	✓	✓	✓		✓	✓		✓	✓		✓	✓	✓	✓	✓			✓			✓

Shops Food	Amidhara			Oasis			Herbal Concept			TazaMaza (Ellore Park)			TazaMaza(O P Road)			Eco World			FabIndia		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Coriander leaves					✓	✓		✓		✓			✓								
Lime	✓	✓	✓				✓			✓			✓								
Green chillies				✓	✓	✓	✓	✓	✓	✓			✓								
Ginger					✓	✓	✓	✓	✓	✓			✓								
Drumstick	✓	✓	✓		✓		✓	✓		✓			✓								
Capsicum								✓		✓			✓								
Spinach	✓	✓	✓	✓	✓	✓		✓	✓	✓			✓								
Brinjal	✓	✓	✓	✓	✓	✓		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓			
Fenugreek leaves	✓	✓	✓		✓	✓	✓	✓			✓		✓								
Shepu								✓			✓		✓								
Amranth leaves											✓		✓								
Green peas			✓								✓		✓								
Carrot								✓			✓		✓								
Red			✓					✓			✓		✓								

[illegible]

[illegible]

Shops Food	Amidhara			Oasis			Herbal Concept			TazaMaza (Ellore Park)			TazaMaza(O P Road)			Eco World			FabIndia		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Green garlic					✓																
Lemon grass					✓																
Fruits (ONC)																					
Amla		✓		✓				✓			✓			✓			✓				
Banana										✓	✓		✓								
Cashew fruit	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓			✓			✓	OC	OC
Dry Black grape																✓			✓	OC	OC
Strawberry				✓	✓	✓										✓			✓	OC	OC
Dry Dates	✓			✓						✓			✓			✓			✓	OC	OC
Guava				✓		✓		✓							✓						
Chiku			✓	✓		✓	✓					✓				✓					
Papaya			✓	✓		✓		✓			✓		✓			✓					

Shops Food	Amidhara			Oasis			Herbal Concept			TazaMaza (Ellore Park)			TazaMaza(O Road)			Eco World			FabIndia		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3			
Mango			✓			✓			✓						✓						
Mulberry			✓			✓			✓			✓			✓						
Sweet lime	✓	✓	✓																		
Phalsa			✓						✓												
Custard apple		✓		✓				✓						✓							
Zizyphus		✓						✓						✓							
Jamun	✓			✓				✓						✓							
Water melon						✓			✓						✓						
Pomegranat			✓			✓			✓						✓						
Apricot																✓	✓	✓			
Cereals (OC)																			OC	OC	OC
Wheat	✓	ON C	✓	ON C	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	OC	OC			

Shops Food	Amidhara			Oasis			Herbal Concept			TazaMaza (Ellore Park)			TazaMaza(O Road)			Eco World			Fabindia		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Wheat flour				✓	✓	✓	✓	✓	✓							✓	✓	✓		✓	✓
Semolina																					
Rice	✓ ON C	✓ ON C	✓ O NC	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
Rice flour							✓	✓	✓												
Ragi	✓ ON C	✓ ON C	✓ O NC	✓	✓	✓	✓	✓	✓							✓	✓	✓		✓	✓
Corn				✓	✓	✓															
Corn flour										✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Poha (Rice flakes)	✓ ON C	✓ ON C	✓ O NC	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓
Murmura	✓ ON C	✓ ON C	✓ O NC	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓
Oat				✓	✓	✓	✓	✓	✓							✓	✓	✓	✓	✓	✓
Oat flour							✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓



Shops Food	Amidhara			Oasis			Herbal Concept			TazaMaza (Ellore Park)			TazaMaza(O P Road)			Eco World			FabIndia		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Museli																✓			✓	✓	✓
Barley																✓			✓	✓	✓
Millet						✓	✓	✓	✓	✓	✓	✓	✓			✓			✓	✓	✓
Rajgira flour				✓	✓	✓										✓			✓	✓	✓
Pulses- (OC)																					
Bengal gram (whole)	✓ ONC	✓ O NC	✓ O NC	✓ OC	✓ OC	✓ OC	✓	✓	✓	✓						✓	✓		✓		✓
Bengal gram dal	✓ ONC	✓ O NC	✓ O NC	✓	✓	✓	✓	✓	✓							✓			✓		✓
Black gram dal	✓ ONC	✓ O NC	✓ O NC	✓	✓	✓	✓	✓	✓							✓	✓		✓		✓
Lentil																✓	✓		✓		✓
Moth beans	✓ ONC	✓ O NC	✓ O NC	✓	✓	✓	✓	✓	✓												
Dry Peas																✓	✓		✓	✓	✓

[illegible]

[illegible]

[illegible]

Shops Food	Amidhara			Oasis			Herbal Concept			TazaMaza (Ellore Park)			TazaMaza(O P Road)			Eco World			FabIndia		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
powder																					
Turneric powder	✓ ONC	✓ O N C	✓ O N C	✓ OC	✓ OC	✓ OC	✓ OC	✓ OC	✓ OC							✓ OC	✓ OC	✓ OC	✓ OC	✓ OC	✓ OC
Clove	✓ OC	✓ O C	✓ O C	✓ OC	✓ OC	✓ OC										✓ OC	✓ OC	✓ OC	✓ OC	✓ OC	✓ OC
Cinnamon	✓ OC	✓ O C	✓ O C	✓ OC	✓ OC	✓ OC										✓ OC	✓ OC	✓ OC	✓ OC	✓ OC	✓ OC
Black pepper	✓ OC	✓ O C	✓ O C	✓ OC	✓ OC	✓ OC										✓ OC	✓ OC	✓ OC	✓ OC	✓ OC	✓ OC
Cardamom	✓ OC	✓ O C	✓ O C	✓ OC	✓ OC	✓ OC										✓ OC	✓ OC	✓ OC	✓ OC	✓ OC	✓ OC
Ajwain				✓ OC	✓ OC	✓ OC	✓ OC	✓ OC	✓ OC							✓ OC	✓ OC	✓ OC	✓ OC	✓ OC	✓ OC
Aniseeds				✓	✓	✓	✓	✓	✓							✓	✓	✓	✓	✓	✓

Shops Food	Amidhara			Oasis			Herbal Concept			TazaMaza (Ellore Park)			TazaMaza(O Road)			P Eco World			FabIndia		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
				OC	OC	OC	OC	OC	OC										OC	OC	OC
Bay leaf																			✓	✓	✓
Mustard seeds				✓ OC	✓ OC	✓ OC	✓ OC	✓ OC	✓ OC	✓	✓ OC	✓ OC							OC	OC	OC
Sugar and Jaggery (ONC)																					
Sugar	✓ ONC	✓ O N C	✓ O N C	✓ ON C	✓ ON C	✓ ON C				✓ OC	✓ OC	✓ OC	✓ OC	✓ OC	✓ ONC	✓ ONC	✓ ONC	✓ ONC	✓ OC	✓ OC	✓ OC
Jaggery	✓ ONC	✓ O N C	✓ O N C	✓ ON C	✓ ON C	✓ ON C				✓ OC	✓ OC	✓ OC	✓ OC	✓ ONC	✓ ONC	✓ ONC	✓ ONC	✓ ONC	✓ OC	✓ OC	✓ OC
Demerara Sugar	✓ ONC	✓ O N C	✓ O N C	✓ ON C	✓ ON C	✓ ON C	✓	✓	✓	✓ ON C	✓ ON C	✓ ON C						✓ OC	✓ OC	✓ OC	✓ OC
Honey	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓						✓	✓	✓	✓

[illegible]

Shops Food	Amidhara			Oasis			Herbal Concept			TazaMaza (Ellore Park)			TazaMaza(O P Road)			Eco World			FabIndia		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
		NO	N O	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO	NO						
Sharbat	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO						
Fruit crush																✓ OC	✓ OC	✓ OC	✓ OC	✓ OC	
Biscuits	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ OC	✓ OC	✓ OC	✓ OC	✓ OC	
Herbal products	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO							✓ OC	✓ OC	✓ OC	✓ OC	✓ OC	
Custard Powder							✓ NO	✓ NO	✓ NO												
Pickles	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO				✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ OC	✓ OC	✓ OC	✓ OC	✓ OC	
Tea				✓ NO	✓ NO	✓ NO				✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ NO	✓ OC	✓ OC	✓ OC	✓ OC	✓ OC	



Shops Food	Amidhara			Oasis			Herbal Concept			TazaMaza (Ellore Park)			TazaMaza(O P Road)			Eco World			FabIndia		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Coffee																✓	✓	✓	✓	✓	✓
Chevada				✓	✓	✓	✓	✓	✓												
Natural cosmetics				✓	✓	✓	✓	✓	✓							✓	✓	✓	✓	✓	✓
Ayurvedic soap and shampoo	✓	✓	✓	✓	✓	✓	✓	✓	✓							✓	✓	✓	✓	✓	✓
Peanut butter				✓	✓	✓							✓	✓	✓	✓	✓	✓	✓	✓	✓
Whole wheat pasta																✓	✓	✓	✓	✓	✓
Whole wheat macroni																✓	✓	✓	✓	✓	✓
Shahjeera																✓	✓	✓	✓	✓	✓

Shops Food	Amidhara			Oasis			Herbal Concept			TazaMaza (Ellore Park)			TazaMaza(O Road)			Eco World			FabIndia		
	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Ginger seasoning																✓	✓	✓	✓	✓	OC
Vinegar																✓	✓	✓	✓	✓	OC
Salsa sauce																✓	✓	✓	✓	✓	OC
Piper mint sauce																✓	✓	✓	✓	✓	OC
Raita mix																✓	✓	✓	✓	✓	OC
Flavored Jam				✓	✓	✓				✓	✓	✓	✓	✓	✓						
Egg																✓	✓	✓			

## Appendix-II

### Questionnaire for Shopkeeper (દુકાનદાર માટેની પ્રશ્નાવલી)

- 1) Name of Shop : \_\_\_\_\_  
(દુકાનનું નામ)
- 2) Address : \_\_\_\_\_  
(સરનામું)
- 3) Name of owner of Shop : \_\_\_\_\_  
(દુકાનના માલિકનું નામ)
- 4) Name and designation of respondent : \_\_\_\_\_  
(જવાબ આપનારનું નામ તથા હોદ્દો)
- 5) In which year the shop started : \_\_\_\_\_  
(દુકાન કયા વર્ષમાં શરૂ થઈ)
- 6) Do you sell only organic food in your shop  
(શું આપની દુકાનમાં ફક્ત સજીવ ખેતી દ્વારા ઉત્પન્ન કરેલ વસ્તુઓનું જ વેચાણ થાય છે)  
Yes (હા) \_\_\_\_\_ No (ના) \_\_\_\_\_
- 7) Do you sell only certified organic food at your shop ?  
(શું આપની દુકાનમાં ફક્ત પ્રમાણિત સજીવ ખેતીની પેદાશનું વેચાણ કરવામાં આવે છે ?)  
Yes (હા) \_\_\_\_\_ No (ના) \_\_\_\_\_ Not all (બધી જ નહીં) \_\_\_\_\_
- 8) Do you know any organization working for certification of organic food in India  
(શું આપ એવી કોઈ સંસ્થા જાણો છો જે સજીવ ખેતીના પ્રમાણનનું કાર્ય કરે છે)  
Yes (હા) \_\_\_\_\_ No (ના) \_\_\_\_\_
- 9) If yes, please give name of those organization working for certification of organic food  
(જો જાણતા હો તો તેવી સંસ્થાના નામ જણાવો)
  - 1)
  - 2)
  - 3)
  - 4)
  - 5)

10) Do you think certification is necessary for organic food ?

(શું આપ માનો છો કે સજીવ ખેતીમાં પ્રમાણપત્ર લાવવું જરૂરી છે ?)

Yes (હા) \_\_\_\_\_ No (ના) \_\_\_\_\_

If yes, on whom you rely for certification process of organic food ?

(જો હા, તો સજીવ ખેતીના પ્રમાણનના કાર્ય માટે કઈ સંસ્થા પર તમને ભરોસો છે ?)

- 1) Government Organization (સરકારી સંસ્થા) \_\_\_\_\_
- 2) Non-government Organization (સ્વૈચ્છિક સંસ્થા) \_\_\_\_\_
- 3) Private Sector (ખાનગી વિભાગ) \_\_\_\_\_
- 4) Agricultural Universities (કૃષિ વિશ્વવિદ્યાલય) \_\_\_\_\_
- 5) Corporate Sector (કોર્પોરેટ વિભાગ) \_\_\_\_\_
- 6) Any other (અન્ય) \_\_\_\_\_

11) Please list down the organic food item available in your shop in past one year in various time period

(છેલ્લા એક વરસમાં, વિવિધ સમયગાળામાં આપની દુકાનમાં વેચવામાં આવેલ વિવિધ વસ્તુઓના નામ નીચે દર્શાવેલ કોઠામાં જણાવો - સજીવ તથા અન્ય વસ્તુઓ)

[illegible]

Fruits - Dry Fresh (ફળ-સુકા/તાજા)	July - Oct.				Nov. - Feb.				March - June			
	Organic food (સજીવ ખેતીની વેદાશ)		Non-Organic Food (બીન-સજીવ ખેતીની વેદાશ)		Organic food (સજીવ ખેતીની વેદાશ)		Non-Organic Food (બીન-સજીવ ખેતીની વેદાશ)		Organic food (સજીવ ખેતીની વેદાશ)		Non-Organic Food (બીન-સજીવ ખેતીની વેદાશ)	
	Certified (પ્રમાણીત)	Non-Certified (બીન-પ્રમાણીત)			Certified (પ્રમાણીત)	Non-Certified (બીન-પ્રમાણીત)			Certified (પ્રમાણીત)	Non-Certified (બીન-પ્રમાણીત)		
Cereals (અનાજ)												

[illegible]

Sugar and Jaggery (ખાંડ અને ગોળ)	July - Oct.				Nov. - Feb.				March - June			
	Organic food (સજીવ ખેતીની પેદાશ)		Non-Organic Food (બીન-સજીવ ખેતીની પેદાશ)		Organic food (સજીવ ખેતીની પેદાશ)		Non-Organic Food (બીન-સજીવ ખેતીની પેદાશ)		Organic food (સજીવ ખેતીની પેદાશ)		Non-Organic Food (બીન-સજીવ ખેતીની પેદાશ)	
	Certified (પ્રમાણીત)	Non-Certified (બીન-પ્રમાણીત)			Certified (પ્રમાણીત)	Non-Certified (બીન-પ્રમાણીત)			Certified (પ્રમાણીત)	Non-Certified (બીન-પ્રમાણીત)		
Any Other (અન્ય)												



12) List down the address from where you buy organic food for selling

(આપ સજીવ ખેતીની વસ્તુઓ જ્યાંથી મંગાવો છો તેના નામ તથા સરનામાં જણાવો)

Farmers (ખેડૂત)	Food Processors (ખાદ્ય પ્રક્રિયક)	Manufacturers (ઉત્પાદક)	Traders (વેપારી)

13) Please tell to what extent the following reasons have influenced you while deciding to sell Organic food in your shop.

(સજીવ ખેતીની પેદાશના વેચાણના નિર્ણય માટે કેટલાક કારણો નીચે લખ્યા છે. તેમાંથી તમને કેટલીક હદ સુધી આ કારણોએ અસર કરી છે તે જણાવો.)

	Reasons (કારણો)	To Great Extent (ઘણી)	To Some Extent (થોડી)	To Low Extent (નહિવત)
1.	Organic food is environment friendly. (સજીવ ખેતીની પેદાશ પર્યાવરણને હાનિકારક નથી.)			
2.	Organic food is good for health. (સજીવ ખેતીની પેદાશ સ્વાસ્થ્ય માટે સારી છે.)			
3.	Organic food has high content of nutrients. (સજીવ ખેતીની પેદાશમાં પોષક તત્વોનું પ્રમાણ વધારે છે.)			
4.	To earn more money. (સજીવ ખેતીની વસ્તુ વેચવાથી વધુ પૈસાની કમાણી કરી શકાય.)			
5.	It gives good business as they are available at very few shops in Vadodara. (સજીવ ખેતીની વસ્તુઓ ઘણી ઓછી દુકાનોમાં મળતી હોવાથી તેમજ સારો ધંધો કરી શકાય છે.)			

	Reasons (કારણો)	To Great Extent (ઘણી)	To Some Extent (થોડી)	To Low Extent (નહિવત)
6.	To support an NGO working for organic food. (સજીવ ખેતીનું કાર્ય કરતી સ્વૈચ્છીક સંસ્થાઓને મદદ કરવા.)			
7.	To support poor farmers. (ગરીબ ખેડૂતોને આર્થિક મદદ કરવા.)			
8.	To support organic food movement. (સજીવ ખેતીની ચળવળને સાથ આપવા.)			
9.	Organic food items are easily available from the farmers / suppliers. (સજીવ ખેતીની પેદાશ ખેડૂતો તથા ઉત્પાદક પાસેથી સરળતાથી મળી રહે છે.)			
10.	Organic food is a status symbol in today's generation, so you get good business. (અત્યારની પેઢીમાં તે મોભાનું પ્રતીક છે તેથી વેપાર સારો થાય છે.)			
11.	Organic food has monopoly over the items specially in the area where your shop is situated. (આપની દુકાન જે વિસ્તારમાં છે ત્યાં ખાસ કરીને સજીવ ખેતીની પેદાશ વેચવાનો તમારો ઈજારો છે.)			
12.	You get good profit as these items are costlier than conventional food items. (સજીવ ખેતીની વસ્તુઓ પ્રમાણમાં મોઘી હોવાથી તેના વેચાણથી અન્ય વસ્તુ કરતા વધુ નફો તમે મેળવી શકો છો.)			
13.	Any other (અન્ય કોઈ)			

14. What problems do you face while selling organic food ? Please give frequency with which you face them.

(સજીવ ખેતીની વસ્તુઓ વેચતી વખતે ઉદભવતી સમસ્યાઓ નીચે નોંધી છે. તેમાંથી આપને કેટલી વખત આ સમસ્યાનો અનુભવ થાય છે તે જણાવો).

A. Always (હંમેશા)

S. Sometimes (ક્યારેક)

N. Never (કદાપિ નહીં)

	Problems (સમસ્યાઓ)	A	S	N
1.	Organic food can't be purchased in bulk because, (સજીવ ખેતીની વસ્તુઓ જથ્થામાં ખરીદી શકાતી નથી કારણ કે,			
	a) Organic food requires special storage conditions. (તેના સંગ્રહ માટે ખાસ સગવડ કરવી પડે.)			
	b) You do not have enough storage space. (આપની દુકાનમાં વધુ જગ્યાનો અભાવ છે.)			
	c) You do not have enough finance to purchase these costly items. (આપની પાસે આવી મોંઘી વસ્તુઓ ખરીદવા માટે પૈસા નથી.)			
	d) Organic food deteriorate fast. (સજીવ ખેતીની પેદાશ જલ્દી બગડી જાય છે.)			
	e) Supply of organic food is as such less. (સજીવ ખેતીની વસ્તુઓનો પુરવઠો જ ઓછો છે.)			
	f) Consumers do not buy organic food regularly. (ગ્રાહકો સજીવ ખેતીની વસ્તુ રોજ ખરીદતા નથી.)			
2.	Consumer do not buy organic food regularly as, (ગ્રાહક સજીવ ખેતીની વસ્તુઓ ખરીદતા નથી કારણ કે,			
	a) whole range of organic food is not available in the market. (સજીવ ખેતીની બધી જ વસ્તુઓ બજારમાં મળતી નથી.)			
	b) Organic food products are not available as per the consumers demand. (ગ્રાહકોની જરૂરીયાત મુજબ સજીવ ખેતીની વસ્તુઓ મળતી નથી.)			
	c) Organic food is not attractive in appearance. (સજીવ ખેતીની પેદાશ દેખાવમાં આકર્ષક નથી હોતી.)			
	d) Organic food is expensive as compared to conventional food. (સામાન્ય ખેતીની પેદાશની સરખામણીમાં સજીવ ખેતીની પેદાશ મોંઘી હોય છે.)			

	Problems (સમસ્યાઓ)	A	S	N
	e) Taste of organic food is different than the conventional food. (સજીવ ખેતીની પેદાશનો સ્વાદ સામાન્ય ખેતીની પેદાશ કરતાં જુદો હોય છે.)			
	f) Organic food products are small in size as compared to conventional food. (સજીવ ખેતીની વસ્તુઓ સામાન્ય વસ્તુ કરતા કદમાં નાની હોય છે.)			
	g) The supply of organic food is not constant. (સજીવ ખેતીની વસ્તુઓનો પુરવઠો હંમેશા એક સરખો નથી હોતો.)			
	h) People are not aware about the concept of organic food. (લોકોને સજીવ ખેતી વિષે જાણકારી નથી.)			
	i) Consumers are not aware about the Organic food outlet. (ગ્રાહકોને સજીવ ખેતીના દુકાન વિષે યોગ્ય માહિતી નથી.)			
3.	In absence of certification, it is difficult to convince the consumers that it is real organic food. (સજીવ ખેતી પર ધારા-ધોરણના હોવાથી ગ્રાહકોને વસ્તુ સજીવ ખેતીની છે તેની ખાત્રી આપવામાં મુશ્કેલી પડે છે.)			
4.	The Profit margin is very low in organic food as compared with conventional food. (અન્ય વસ્તુ કરતા સજીવ ખેતીની વસ્તુના વેચાણમાં નફાનું પ્રમાણ ઓછું હોય છે.)			
5.	The price of organic food has to be kept high because, (સજીવ ખેતીની વસ્તુઓની કિંમત વધારે રાખવી પડે છે કારણ કે,)			
	a) Production of organic food is as such less. (સજીવ ખેતીની વસ્તુઓનું ઉત્પાદન જ ઓછું હોય છે.)			
	b) Production process of organic food is expensive. (સજીવ ખેતીની વસ્તુઓની ઉત્પાદન પ્રક્રિયા પ્રમાણમાં મોંઘી છે.)			
	c) Organic food requires special storage condition which is expensive. (સજીવ ખેતીની વસ્તુઓ માટે ખાસ સંગ્રહ કરવાની સગવડ રાખવી પડે છે જે મોંઘી છે.)			

	Problems (સમસ્યાઓ)	A	S	N
	d) Organic food is considered as environment friendly. (સજીવ ખેતીની વસ્તુઓ પર્યાવરણને હાનિકારક નથી.)			
	e) Organic food has to be having better quality than conventional food. (સજીવ ખેતીની વસ્તુઓની ગુણવત્તા અન્ય વસ્તુ કરતાં સારી હોવાનું માનવામાં આવે છે.)			
	f) Organic food is a specialty good. (સજીવ ખેતીની વસ્તુઓને ખાસીયત ધરાવતી વસ્તુઓમાં ગણવામાં આવે છે.)			
	g) Generally organic food is purchased by those who can afford to pay high price. (સજીવ ખેતીની વસ્તુઓ એવાં લોકો ખરીદે છે જે લોકો વધારે પૈસા આપી શકે છે.)			
	h) Generally organic food is purchased by those who do not mind paying more for such products. (સજીવ ખેતીની વસ્તુઓ એવાં લોકો ખરીદે છે જે લોકોને વધારે પૈસા ખર્ચવામાં વાંધો નથી.)			
	i) Organic food is good for health. (સજીવ ખેતીની પેદાશ આરોગ્ય માટે સલામત છે.)			
6.	To meet the expenses of running business and to gain profit high price has to be taken from those few who buy organic food. (ધંધામાં રોકેલ પૈસાને પહોંચી વળવા અને નફો મેળવવા માટે જે થોડાં ગ્રાહકો સજીવ ખેતીની વસ્તુઓ ખરીદે છે તેમની પાસેથી વધારે પૈસા લેવામાં આવે છે.)			
7.	There is lack of efficient distribution system for Organic food. (સજીવ ખેતીમાં વેચાણ પદ્ધતિની પૂરતી વ્યવસ્થા નથી.)			
8.	Any other (અન્ય કોઈ)			

15) What suggestions you would like to give to

(નીચે દર્શાવેલને આપ શું અભિપ્રાય આપવા માંગશો)

**Government** (સરકાર)

**Farmers** (ખેડૂત)

**Manufacturers of Processed organic food** (સજીવ ખેતીના ઉત્પાદક)

**Consumers** (ગ્રાહકો)

**Non Government Organization** (સ્વૈચ્છીક સંસ્થા)

## Appendix III

### Questionnaire for Consumers

#### SECTION I Background Information

1. Name (નામ) :
2. Address (સરનામું) :
3. Education: a) Illiterate (અભ્યાસ) નિરક્ષર d) Post Graduate પોસ્ટ ગ્રેજ્યુએટ  
b) S.S.C pass એસ.એસ.સી. e) Others અન્ય  
c) Graduate ગ્રેજ્યુએટ
4. Age (ઉંમર) : \_\_\_\_\_ Years (વર્ષ)
5. Are you (શું આપ) 1) Employed (વ્યવસાયી)  
2) Non-Employed (હિન-વ્યવસાયી)  
3) Self Employed (સ્વ-રોજગાર)
6. What is your type of family (આપના કુટુંબનો પ્રકાર શું છે ?) :  
1) Joint (સંયુક્ત) : \_\_\_\_\_  
2) Nuclear (વિભક્ત) : \_\_\_\_\_
7. How many members you have in your family? \_\_\_\_\_  
(આપના કુટુંબમાં કેટલા સભ્યો છે ?)
8. In your family no of children below 12 years \_\_\_\_\_  
(આપના કુટુંબમાં બાળકોની સંખ્યા)  
12 to 19 years \_\_\_\_\_  
(૧૨ વર્ષ નીચે)  
Above 19 years \_\_\_\_\_  
(૧૨ થી ૧૯ વર્ષ)
9. What is your family's monthly income? Rs. \_\_\_\_\_  
(આપના કુટુંબની માસિક આવક શું છે ?)
10. Do you have shop selling Organic food near your residence or office?  
(આપના ઘર કે ઓફીસની નજીકમાં સજીવ ખેતીની વસ્તુઓનું વેચાણ કરતી દુકાન છે ?)  
Yes (હા) \_\_\_\_\_ No (ના) \_\_\_\_\_

11. If yes, how far is that shop from your residence or office  
(જો હા, તો આપના ઘર કે ઓફિસથી એ દુકાન કેટલી દૂર છે ?)

Near to your residence (Within 1km) \_\_\_\_\_  
(ઘરની નજીક (૧ કિમીના અંતરે))

Near to your office (Within 1km) \_\_\_\_\_  
(ઓફિસની નજીક (૧ કિમીના અંતરે))

On the way of my office \_\_\_\_\_  
(ઓફિસ જવાના રસ્તામાં)

Very far from your residence (beyond 1 km) \_\_\_\_\_  
(ઘરથી ઘણી દૂર (૧ કિમી થી દૂર))

Very far from your office (beyond 1 km) \_\_\_\_\_  
(ઓફિસથી ઘણી દૂર (૧ કિમી થી દૂર))

Please give name of shop selling organic food from which you generally buy organic food.

(સામાન્ય રીતે આપ જ્યાંથી સજીવ ખેતીની વસ્તુઓ ખરીદો છો તે દુકાનનું નામ જણાવો)

12. Do you know how many shops selling organic food are there in Vadodara city, apart from the one where you buy? \_\_\_\_\_

(આપ જે દુકાનમાંથી સજીવ ખેતીની વસ્તુઓ ખરીદો છો તે સિવાય વડોદરા શહેરમાં સજીવ ખેતીની વસ્તુઓ વેચતી બીજી કેટલી દુકાન આવેલી છે ?)

13. Name the organic food outlet in your city, other than the one from which you buy organic food.

(આપ જ્યાંથી સજીવ ખેતીની વસ્તુઓ ખરીદો છો તે સિવાયની સજીવ ખેતીની વસ્તુઓનું વેચાણ કરતી દુકાનના નામ જણાવો)

a) \_\_\_\_\_ e) \_\_\_\_\_

b) \_\_\_\_\_ f) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

14. How did you come to know about organic food from the following sources Put ✓ mark on the relevant source.

(સજીવ ખેતીની વસ્તુઓ વિશે માહિતી મેળવવા માટે આજદિન સુધી નીચે દર્શાવેલ કયા માહિતી સ્ત્રોતનો કેટલો ઉપયોગ કરો છો ?)

Sr.No.	Sources of Information (માહિતી સ્ત્રોત)	Always (હંમેશા)	Sometimes (ક્યારેક)	Never (ક્યારેય નહિ)
1	News Paper (ન્યુઝ પેપર)			
2	Magazines (સામાયિક)			
3	Posters (પોસ્ટર)			
4	Television (ટેલીવીઝન)			
5	Video (વીડીયો ફિલ્મ)			
6	Internet (ઇન્ટરનેટ)			
7	Cinema (ચલચિત્ર)			
8	Radio (રેડીયો)			



Sr.No.	Sources of Information (માહિતી સ્ત્રોત)	Always (હંમેશા)	Sometimes (ક્યારેક)	Never (ક્યારેય નહિ)
9	Friend (મિત્ર)			
10	Relatives (સબંધી)			
11	Colleague (સહકાર્યકર)			
12	Fellow club members (સંસ્થા સભ્ય)			
13	Neighbours (પાડોશી)			
14	Camp or exhibition Organized by NGO (સ્વૈચ્છિક સંસ્થા દ્વારા આયોજીત કેમ્પ)			
15	Any other (અન્ય)			

15. What is the frequency of using the following sources of information for gathering information regarding organic food till date.

Sr.No.	Sources of Information	Always	Sometimes	Never
1	News Paper (ન્યુઝ પેપર)			
2	Magazines (સામાયિક)			
3	Posters (પોસ્ટર)			
4	Television (ટેલીવીઝન)			
5	Video (વીડીયો ફિલ્મ)			
6	Internet (ઇન્ટરનેટ)			
7	Cinema (ચલચિત્ર)			
8	Radio (રેડીયો)			
9	Friend (મિત્ર)			
10	Relatives (સબંધી)			
11	Colleague (સહકાર્યકર)			
12	Fellow club members (સંસ્થા સભ્ય)			
13	Neighbours (પાડોશી)			
14	Camp or exhibition Organized by NGO (સ્વૈચ્છિક સંસ્થા દ્વારા આયોજીત કેમ્પ)			
15	Any other (અન્ય)			

16. Since how long have you been using organic food?

(છેલ્લા કેટલાક વખતથી આપ સજીવ ખેતીની વસ્તુઓનો ઉપયોગ કરી રહ્યા છો ?)

- a) Less than 1 year (૧ વર્ષથી ઓછું) \_\_\_\_\_
- b) 1-2 years (૧ થી ૨ વર્ષ) \_\_\_\_\_
- c) 2-3 years (૩ થી ૩ વર્ષ) \_\_\_\_\_
- d) 3-5 years (૩ થી ૫ વર્ષ) \_\_\_\_\_
- e) More than 5 years (૫ વર્ષથી વધુ) \_\_\_\_\_

17. Do you know any non-government organization(NGO) working for organic food and active in baroda

(સજીવ ખેતીના કાર્યમાં સક્રિય એવી વડોદરાની કોઈ સ્વૈચ્છિક સંસ્થાની આપને જાણ છે ?)

Yes (હા) \_\_\_\_\_ NO (ના) \_\_\_\_\_

If yes, please mention name of the NGO (જો હા તો, આવી સ્વૈચ્છિક સંસ્થાના નામ જણાવો)

a) \_\_\_\_\_ b) \_\_\_\_\_ c) \_\_\_\_\_

18. Are you a member of any of these organization?

(શું આપ આવી કોઈ સ્વૈચ્છિક સંસ્થાના સભ્ય છો ?)

Yes (હા) \_\_\_\_\_ NO (ના) \_\_\_\_\_

If yes, please give the name (જો હા, તો તેનું નામ જણાવો)

---

## SECTION II

### Reason of buying organic food

(સજીવ ખેતીની વસ્તુઓ ખરીદવાના કારણો)

Please tell us to what extent the following reasons have influenced you while deciding to buy organic food

(સજીવ ખેતીની પેદાશના ખરીદીના નિર્ણય માટે કેટલાક કારણો નીચે લખ્યા છે. તેમાંથી તમને કેટલીક હદ સુધી આ કારણોએ અસર કરી છે તે જણાવો.)

Sr. No	Reasons to buy organic food (સજીવ ખેતીની વસ્તુઓ ખરીદવાના કારણ)	To great extent (ઘણી)	To some extent (થોડી)	To low extent (નહિવત)
1	Organic food is good for health. (સજીવ ખેતીની વસ્તુ સ્વાસ્થ્ય માટે સારી (સલામત) છે).			
2	Organic food is considered to be nutritious. (સજીવ ખેતીની વસ્તુમાં વધુ પોષક તત્વો છે એમ માનવામાં આવે છે).			
3	The shop of organic food is near to my home hence it is convenient to buy these products than conventional. (સજીવ ખેતીની વસ્તુનું વેચાણ કરતી દુકાન મારા ઘરથી નજીક છે તેથી તે વસ્તુઓની ખરીદી સરળ બને છે).			
4	The shop of organic food is near to my office. (સજીવ ખેતીની વસ્તુનું વેચાણ કરતી દુકાન મારા ઘરથી નજીક છે).			
5	The shop of organic food is on the way of my office. (સજીવ ખેતીની વસ્તુનું વેચાણ કરતી દુકાન મારી ઓફીસ જવાના રસ્તામાં છે).			
6	Using organic food is a status symbol. (સજીવ ખેતીની વસ્તુ વાપરવું એ ઉંચા હોદ્દાનું પ્રતિક છે).			
7	Your friend uses organic food.. (આપના મિત્ર સજીવ ખેતીની વસ્તુઓ વાપરે છે).			
8	Consumption of organic food is current fashion. (સજીવ ખેતીનો ઉપયોગ કરવો એ અદ્યતન ફેશન છે).			

Sr. No	Reasons to buy organic food (સજીવ ખેતીની વસ્તુઓ ખરીદવાના કારણ)	To great extent (ઘણી)	To some extent (થોડી)	To low extent (નહિવત)
9	Taste of organic fod is better than conventional food. (સજીવ ખેતીની વસ્તુઓનો સ્વાદ અન્ય વસ્તુ કરતાં સારો હોય છે).			
10	The satiety value of organic food is more hence even on eating less quantity of organic food, ore satisfaction is obtained. (સજીવ ખેતીની વસ્તુઓ ખવાતી જલ્દી સંતોષ મલે છે તેથી થોડા પ્રમાણમાં ખાવાથી પણ જલ્દી સંતોષ મળે છે).			
11	Organic food does not deteriorate as quickly as conventional food. (સજીવ ખેતીની વસ્તુઓ અન્ય વસ્તુ જેટલી જલ્દી બગડી જતી નથી).			
12	Organic food does not have chemical fertilizers. (સજીવ ખેતીની વસ્તુમાં રાસાયણિક ખાતરનું પ્રમાણ ઓછું હોય છે).			
13	Organic food contains less amount of Pesticides. (સજીવ ખેતીની વસ્તુઓમાં જંતુનાશક દવાઓનું પ્રમાણ ઓછું હોય છે).			
14	You are a member of NGO doing activities of organic food. (સજીવ ખેતીની પ્રવૃત્તિ કરતી સ્વૈચ્છિક સંસ્થાના આપ સભ્ય છો).			
15	Organic food is Eco friendly. (સજીવ ખેતીની વસ્તુઓ પર્યાવરણ માટે સુરક્ષિત છે).			
16	To support organic farming movement. (સજીવ ખેતીની ચળવળને સાથ આપવા માટે).			
17	You are influenced by the qualities of shop selling organic food in Vadodara			

Sr. No	Reasons to buy organic food (સજીવ ખેતીની વસ્તુઓ ખરીદવાના કારણો)	To great extent (ઘણી)	To some extent (થોડી)	To low extent (નહિવત)
	such as hygienic condition, proper display, packaging and customer care etc. (વડોદરા શહેરની સજીવ ખેતીની વસ્તુઓ વેચતી દુકાનની ગુણવત્તા જેવી કે ચોખ્ખાઈ, વ્યવસ્થીત પ્રદર્શન, ગ્રાહકની કાળજી વગેરેથી આપ પ્રભાવિત છો).			
18.	Any Other (અન્ય)			

### SECTION III

#### Extent of utilization off Organic food

Please indicate the frequency with which you purchase the following organic food (Please recall for past one year)

1. Always organic
2. Sometimes organic Sometimes conventional
3. Always Conventional

The list of food items has been prepared after a preliminary survey of all the outlets of Organic Food in Vadodara City.

	Food Group	Extent of use of organic food		
		Always Organic	Sometimes organic Sometimes conventional	Always Conventional
1.	<b>Vegetables</b>			
	Amaranth leaves			
	Cabbage (કોબીચ)			
	Cauliflower (કલાવર)			
	Colocasia leaves (અળવીના પાન)			
	Colocasia (અળવીના ગાંઠ)			
	Coriander leaves (કોથમીર)			
	Curry leaves (મીઠો લીમડો)			
	Drumstick leaves			

	(સરગવાના પાન)			
	Drumstick (સગરવાની રીંગ)			
	Fenugreek leaves (મેથીની ભાજી)			
	Mint (મૂંદીનો)			
	Mustard leaves (સરસવની ભાજી)			
	Radish leaves (મૂળા ભાજી)			
	Tamarind (આંબલી)			
	Beet root (બીટ)			
	Carrot (ગાજર)			
	Mango ginger (આંબા હળદર)			
	Onion (ડુંગળી)			
	Potato (બટાકા)			
	Radish (દંપ)			
	Sweet Potato (શકરીયા)			
	Yam elephant (સૂરણ)			
	Bitter gourd (કારેલા)			
	Bottle gourd (દૂધી)			
	Brinjal (રંગણ)			
	Broad Beans (કાકડા પાપડી)			
	Cluster Beans (ગવાર)			
	Cucumber (કકડી)			
	Double Beans (પાપડી)			
	French Beans (ફ્રેન્ચ બીન્સ)			
	Ghosala (તુરીયા)			
	Capicum (સીમલા મરચા)			
	Kankoda (કંકોડા)			
	Karonda (કરમરદા)			
	Ladies finger (ભીંડા)			
	Mango green (કાચી કેરી)			
	Onion stalks (લીલી ડુંગળી)			
	Papaya Green (કાચુ પપૈયુ)			
	Parwar (ફરવળ)			

	Pink Beans (વાલોળ)			
	Plantain (કાચા કેળા)			
	Pumpkin (કોળુ)			
	Ridge gourd (તુરીયા)			
	Tinda (ટંડીભા)			
	Water Chestnut (શીંગોડા)			
	Tomato (ટામેટા)			
	Any Other			
<b>2.</b>	<b>Fruits</b>			
	Amla (આમળા)			
	Banana (કેળા)			
	Cashew fruit (કાજુ)			
	Dates (ખજૂર)			
	Figs (અંજૂર)			
	Grapes (ગ્રાપ)			
	Guava (ગામફળ)			
	Chiku (ચીકુ)			
	Any Other			
<b>3.</b>	<b>Nuts</b>			
	Arecanut (સોપારી)			
	Almond (બદામ)			
	Cashew nut (કાજુ)			
	Coconut water (નાળીયેરનું પાણી)			
	Walnut (અખરોટ)			
	Lemon (લીંબુ)			
	Sweet lime (મોસંબી)			
	Mango Ripe (કેરી)			
	Mulberry (શેતુર)			
	Orange (નારંગી)			
	Papaya ripe (પપૈયુ)			
	Phalsa (ફાલસા)			
	Plum			

	Pummelo (પપનસ)			
	Custard Apple (સીતાફળ)			
	Strawberry (સ્ટ્રોબેરી)			
	Zizyphus (બોર)			
	Any Other			
<b>4.</b>	<b>Cereals</b>			
	Bajra (બાજરી)			
	Barley			
	Jowar (જુવાર)			
	Maize (મકાઈ)			
	Ragi (રાગી)			
	Rice Parboiled (ઉકળેલા ચોખા)			
	Rice (ચોખા)			
	Rice flakes (પોઆ)			
	Rice puffed (મમરા)			
	Sanwa Millet (સામો)			
	Varagu (કોદરી)			
	Wheat (ઘઉં)			
	Wheat flour whole (ઘઉંનો લોટ)			
	Wheat flour refined (મેંદો)			
	Semolina (સોજી)			
	Rice flour (ચોખાનો લોટ)			
	Bajri flour (બાજરીનો લોટ)			
	Any Other			
<b>5.</b>	<b>Pulses and Legumes</b>			
	Bengal gram (whole) (ચણા)			
	Bengal gram dal (ચણાની દાળ)			
	Bengal gram roasted (શેકેલા ચણા)			
	Black gram dal (અડદની દાળ)			
	Lentil (મસૂર)			



	Moth beans (મઠ)			
	Peas (વટાણા)			
	Rajmah (રાજમા)			
	Red gram dal (તુવેર દાળ)			
	Soyabean (સોયા)			
	Green gram (dal) (મગની દાળ)			
	Green gram (whole) (મગ)			
	Any Other			
6.	<b>Fats, Oil and Oilseeds</b>			
	Gingelly seeds oil (તલનું તેલ)			
	Groundnut (મગફળી)			
	Mustard seed (રાઈ)			
	Niger seed (કાળા તલ)			
	Piyal seed (ચારોળી)			
	Sunflower seeds (સૂરજમૂળીના બીજ)			
	Groundnut Oil (સીંગિતેલ)			
	Cotton Seed Oil (કપાસીયા તેલ)			
	Mustard Oil (સરસવનું તેલ)			
	Maize Oil (મકાઈનું તેલ)			
	Any Other			
7.	<b>Condiments &amp; Spices</b>			
	Aniseed (કરીઆળી)			
	Asafetida (હીંગ)			
	Caraway seed (સફેદ જીરું)			
	Cardamom (એલચી)			
	Chillies (મરચા)			
	Cinnamon (તજ)			
	Cloves (લવંગ)			
	Coriander (ધાણા)			

	Cumin seed (જીરું)			
	Fenugreek seed (મેથી)			
	Garlic (લસણ)			
	Ginger (આદુ)			
	Mace (જીવંતી)			
	Mango Powder (આમચૂર)			
	Nutmeg (જાપફળ)			
	Omum (અજસો)			
	Pepper (મરી)			
	Kandanthippilli (પીપળામૂળ)			
	Poppy seed (ખસ ખસ)			
	Turmeric (હળદળ)			
	Any Other			
8.	<b>Sugar and Jaggery</b>			
	Cane Sugar (ખાંડ)			
	Honey (મધ)			
	Jaggery (ગોળ)			
	Sago (સાબુ દાણા)			
	Any Other			
9.	<b>Milk and Milk Products</b>			
	Milk (દૂધ)			
10.	<b>Ready to eat (અન્ન)</b>			
	Jam (જામ)			
	Sauce (સૉસ)			
	Pickle (અથાણું)			
	Amla Powder (આમળા પાવડર)			
	Chiku Powder (ચીકુ પાવડર)			

	Lemon Powder (લીંબુનો પાવડર)			
	Any Other (અન્ય કોઈ)			

## SECTION IV

### Problems faced by consumers

What problem do you face while buying organic food? Please give frequency with which you face them

Y- Yes N- No

	Problems	Y	N
<b>I</b>	<b>Availability of organic food in the market.</b> (સજીવ ખેતીની વસ્તુઓની બજારમાં ઉપલબ્ધતા)		
1.	Organic food is available only in particular season. (સજીવ ખેતીની વસ્તુઓ મર્યાદિત ઋતુમાં જ મળે છે)		
2.	Vegetables are supplied in less quantity. (શાકભાજીનો પૂરવઠો ઓછા પ્રમાણમાં હોય છે)		
3.	There is no surety to get items as per required quantity. (સજીવ ખેતીની વસ્તુઓ જરૂરીઆત મુજબ મળશે તેની ખાત્રી નથી હોતી)		
4.	Many variety of organically grown vegetables are not available. (સજીવ ખેતીની વસ્તુઓમાં વિવિધતા નથી હોતી)		
5.	Products with certification mark are not available in the market. (સજીવ ખેતીના પ્રમાણિત વાળી વસ્તુઓ બજારમાં નથી હોતી)		
6.	Organic milk available in the market does not have standardization mark. (બજારમાં મળતુ સજીવ ખેતીનું દૂધ પ્રમાણિત નથી)		
<b>II</b>	<b>Price of Organic food.</b> (સજીવ ખેતીની પેદાશની કિંમત)		
1.	The price of organic food is higher than the conventional food. (સજીવ ખેતીની વસ્તુઓની કિંમત સામાન્ય વસ્તુ કરતા વધારે હોય છે)		
2.	The shopkeeper increases the price of organically grown vegetables as per his wish. (સજીવ ખેતીની પેદાશનું વેચાણ કરતા દુકાનવાળા, તેમની મરજી મુજબ કિંમત વધારે છે)		
3.	Organic milk is costlier than ordinary dairy milk (સામાન્ય દૂધ કરતા સજીવ દૂધ મોંઘુ હોય છે)		

	Problems	Y	N
4.	Processed organic food is costlier than conventional food. (પ્રસસ્કૃત સજીવ ખેતીની પેદાશ સામાન્ય વસ્તુ કરતા મોંઘી છે)		
5.	Organic food is costlier due to its monopoly. (સજીવ ખેતીની વસ્તુઓ તેના ઈજારાનો કારણે કિંમતમાં મોંઘી હોય છે)		
<b>III</b>	<b>Accessibility of organic food.</b> (સજીવ ખેતીની વસ્તુઓની પહોંચ)		
1.	There is no shop selling organic food within one km area from my house. (મારા ઘરથી એક કીમીના અંતરમાં સજીવ ખેતીનું વેચાણ કરતી કોઈ દુકાન નથી)		
2.	The shop from which I buy organic food does not keep organic food in sufficient quantity. (જે દુકાનમાંથી હું સજીવ ખેતીની વસ્તુઓ ખરીદું છું, ત્યાં જરૂરી માત્રામાં વસ્તુઓ નથી હોતી)		
3.	There is no shop selling organic food on the way to my office. (મારા ઓફીસ જવાના રસ્તામાં સજીવ ખેતીની વસ્તુનું વેચાણ કરતી કોઈ દુકાન આવેલી નથી)		
4.	The timings on which the shop remains open are not convenient to me. (સજીવ ખેતીની વસ્તુઓનું વેચાણ કરતી દુકાનનો સમય મને અનુકૂળ નથી આવતો)		
5.	Organic milk is not available throughout the day. (સજીવ દૂધ આખો દિવસ મળતુ નથી)		
6.	I have to go far away to purchase organic food. (સજીવ ખેતીની વસ્તુઓ ખરીદવા માટે મારે ખાસ દૂર સુધી જવું પડે છે)		
<b>IV</b>	<b>Taste of organic food.</b>		
1.	Children do not like taste of organic vegetables and fruits. (બાળકોને સજીવ ખેતીના શાકભાજી તથા ફળોના સ્વાદ નથી ગમતા)		
2.	Organic milk is thinner than conventional milk. (સજીવ દૂધ એ સામાન્ય દૂધ કરતા પાતળું હોય છે)		
3.	Taste of most of the organic food is not as good as conventional food. (સજીવ ખેતીની વસ્તુઓનો સ્વાદ સામાન્ય વસ્તુ કરતા)		
<b>V</b>	<b>Appearance of organic food.</b> (સજીવ ખેતીની વસ્તુનો દેખાવ)		
1.	All organically grown items look smaller in size than their conventional counterparts. (સજીવ ખેતીથી ઉત્પાદિત કરેલી વસ્તુનું કદ સામાન્ય વસ્તુ કરતા નાનું હોય છે)		
2.	Due to small in size organically grown products are required / need to be purchased in large quantity. (કદમાં નાના હોવાને લીધે, સજીવ ખેતીની વસ્તુઓ વધારે પ્રમાણમાં ખરીદવી પડે છે)		

	Problems	Y	N
3.	Organic fruits and vegetables looks pale after sometime. (સજીવ ખેતીના ફળો તથા શાકભાજી થોડા સમય બાદ વાસી લાગે છે)		
4.	Among the following food groups some of the items are not attractive in look like conventional food. (નીચે જણાવેલ ખાદ્ય સમુહ માંથી સજીવ ખેતીની કેટલીક વસ્તુઓ સામાન્ય વસ્તુ જેવી આકર્ષક નથી હોતી)		
	- Vegetables (શાકભાજી)		
	- Fruits (ફળો)		
	- Cereals (અનાજ)		
	- Pulses (કઠોળ)		
	- Oil (તેલ)		
	- Jaggery (ગોળ)		
	- Processed Food (પ્રસંસ્કૃત વસ્તુઓ)		
<b>VI</b>	<b>Certification (âdpZ_)</b>		
1.	Organic food products do not have any certification mark. (સજીવ ખેતીની વસ્તુઓનું કોઈ પ્રમાણ પત્ર નથી હોતું)		
2.	It is difficult to identify organic food as no certification has been set by government. (કોઈ પ્રમાણન પ્રક્રિયાના અભાવને લીધે સજીવ ખેતીની વસ્તુઓ ઓળખવી મુશ્કેલ પડે છે)		
3.	No certification process is adopted by farmers as it is costly. (ખેડૂતો સજીવ ખેતીની પ્રમાણન પ્રક્રિયા મોંઘી હોવાને લીધે તેને અહણ નથી કરતા)		
4.	There is no way to know a genuine organic food product in absence of certification process. (પ્રમાણનના અભાવને લીધે વિશ્વાસપાત્ર સજીવ ખેતીની વસ્તુને ઓળખવી મુશ્કેલ છે)		
5.	Shop keepers cheat us by using name of organic food. (દુકાનદાર સજીવ ખેતીના નામે ગ્રાહકોને છેતરે છે)		
<b>VII</b>	<b>Other factors (Ape `qfbmp;)</b>		
1.	Organic food takes more time to cook. (સજીવ ખેતીની વસ્તુને રાંધવામાં અન્ય વસ્તુ કરતા વધારે સમય લાગે છે)		
2.	As per consumers demand more varieties are not available in organic food as they are in conventional food. (ગ્રાહકની જરૂરીયાત મુજબની વિવિધતા સજીવ ખેતીની વસ્તુઓમાં જોવા નથી મળતી)		
3.	Person do not get satisfaction after eating organic food. (સજીવ ખેતીની વસ્તુઓ ખાવાથી ખાસ સંતોષ નથી મળતો)		

	Problems	Y	N
4.	It is not possible to shift on completely organic food as whole range of organically grown food products are not available in the market. (બજારમાં સજીવ ખેતીની વસ્તુમાં તમામ પ્રકારની વસ્તુઓ મળતી ન હોવાથી સંપૂર્ણ પણે સજીવ ખેતીની વસ્તુઓ તરફ વળવું શક્ય નથી)		

## SECTION V

### Extent of Satisfaction felt on using Organic food

(સજીવ ખેતીની પેદાશથી મળતો સંતોષનું પ્રમાણ)

Kindly express the extent of satisfaction experienced by you for the aspects mentioned below, regarding various attributes of organic food.

	Statement	Satisfied	Undecided	Not satisfied
1.	<b>Availability of the following organic food throughout the year</b> (૧રે જણાવેલ સજીવ ખેતીની વસ્તુઓનું આખા વર્ષ દરમ્યાન ઉપલબ્ધતા)			
	a) Vegetables (શાકભાજી)			
	b) Fruits (ફળો)			
	c) Cereals and grain (અનાજ)			
	d) Pulses and legumes (દાળ તથા કઢોળ)			
	e) Organic oil (તેલ)			
	f) Organic milk (દૂધ)			
	g) Condiments and spices (મસાલા)			
	h) Sugar and Jaggery (ખાંડ તથા ગોળ)			
	i) Processed food (પ્રસંસ્કૃત ખોરાક)			
2.	<b>Price of organic food</b> (સજીવ ખેતીની વસ્તુની કિંમત)			
	a) Vegetables (શાકભાજી)			
	b) Fruits (ફળો)			
	c) Cereals and grain (અનાજ)			
	d) Pulses and legumes (દાળ તથા કઢોળ)			
	e) Organic oil (તેલ)			
	f) Organic milk (દૂધ)			
	g) Condiments and spices (મસાલા)			
	h) Sugar and Jaggery (ખાંડ તથા ગોળ)			
	i) Processed food (પ્રસંસ્કૃત ખોરાક)			
3.	<b>Taste of Organic food</b> (સજીવ ખેતીની વસ્તુનો સ્વાદ)			
	a) Vegetables (શાકભાજી)			

	Statement	Satisfied	Undecided	Not satisfied
	b) Fruits (ફળો)			
	c) Cereals and grain (અનાજ)			
	d) Pulses and legumes (દાળ તથા કઠોળ)			
	e) Organic oil (તેલ)			
	f) Organic milk (દૂધ)			
	g) Condiments and spices (મસાલા)			
	h) Sugar and Jaggery (ખાંડ તથા ગોળ)			
	i) Processed food (પ્રસંસ્કૃત ખોરાક)			
4.	<b>Appearance of organic food</b> (સજીવ ખેતીની વસ્તુનો દેખાવ)			
a)	<u>Colour of organic food</u>			
	a) Vegetables (શાકભાજી)			
	b) Fruits (ફળો)			
	c) Cereals and grain (અનાજ)			
	d) Pulses and legumes (દાળ તથા કઠોળ)			
	e) Organic oil (તેલ)			
	f) Organic milk (દૂધ)			
	g) Condiments and spices (મસાલા)			
	h) Sugar and Jaggery (ખાંડ તથા ગોળ)			
	i) Processed food (પ્રસંસ્કૃત ખોરાક)			
b)	<u>Texture of organic food</u>			
	a) Vegetables (શાકભાજી)			
	b) Fruits (ફળો)			
	c) Cereals and grain (અનાજ)			
	d) Pulses and legumes (દાળ તથા કઠોળ)			
	e) Organic oil (તેલ)			
	f) Organic milk (દૂધ)			
	g) Condiments and spices (મસાલા)			
	h) Sugar and Jaggery (ખાંડ તથા ગોળ)			
	i) Processed food (પ્રસંસ્કૃત ખોરાક)			
c)	<u>Size of organic food</u>			
	a) Vegetables (શાકભાજી)			
	b) Fruits (ફળો)			
	c) Cereals and grain (અનાજ)			
	d) Pulses and legumes (દાળ તથા કઠોળ)			
	e) Condiments and spices (મસાલા)			
	f) Sugar and Jaggery (ખાંડ તથા ગોળ)			
	g) Processed food (પ્રસંસ્કૃત ખોરાક)			

	Statement	Satisfied	Undecided	Not satisfied
d)	<u>Weight of organic food</u>			
	a) Vegetables (શાકભાજી)			
	b) Fruits (ફળો)			
	c) Cereals and grain (અનાજ)			
	d) Pulses and legumes (દાળ તથા કઢોળ)			
	e) Organic oil (તેલ)			
	f) Organic milk (દૂધ)			
	g) Condiments and spices (મસાલા)			
	h) Sugar and Jaggery (ખાંડ તથા ગોળ)			
	i) Processed food (પ્રસંસ્કૃત ખોરાક)			
e)	<u>Freshness of organic food</u>			
	a) Vegetables (શાકભાજી)			
	b) Fruits (ફળો)			
	c) Cereals and grain (અનાજ)			
	d) Pulses and legumes (દાળ તથા કઢોળ)			
	e) Organic oil (તેલ)			
	f) Organic milk (દૂધ)			
	g) Condiments and spices (મસાલા)			
	h) Sugar and Jaggery (ખાંડ તથા ગોળ)			
	i) Processed food (પ્રસંસ્કૃત ખોરાક)			
5.	<b>Accessibility to the source of organic food</b> (સજીવ ખેતીની વસ્તુના વેચાણ કેન્દ્ર સુધી પહોંચ)			
a)	Location of shop (દુકાનની જગ્યા)			
6.	<b>Cooking time</b> (રોંધવામાં લાગતો સમય)			
7.	<b>Quality of organic food</b> (સજીવ ખેતીની વસ્તુની ગુણવત્તા)			
a)	Nutritional content (પોષક તત્વોનું પ્રમાણ)			
b)	Certification (પ્રમાણન)			
c)	Genuineness of food items not having standardization mark (પ્રમાણન વગરના સજીવ ખેતીની વસ્તુની સાચી ઓળખ)			
8.	<b>Quantity / supply of organic food available in shop / market</b> (દુકાનમાં / બજારમાં સજીવ ખેતીની વસ્તુનો પૂરવઠો)			
	a) Vegetables (શાકભાજી)			
	b) Fruits (ફળો)			
	c) Cereals and grain (અનાજ)			



	Statement	Satisfied	Undecided	Not satisfied
	d) Pulses and legumes (દાળ તથા કઢોળ)			
	e) Organic oil (નેલ)			
	f) Organic milk (દૂધ)			
	g) Condiments and spices (મસાલા)			
	h) Sugar and Jaggery (ખાંડ તથા ગોળ)			
	i) Processed food (પ્રસંસ્કૃત ખોરાક)			

## Appendix-IV

### Interview Schedule for Farmers (ખેડૂતો માટેની પ્રશ્નાવલી)

- 1) Name of Farmer : \_\_\_\_\_  
(ખેડૂતનું નામ)
- 2) Address : \_\_\_\_\_ Address of Farm : \_\_\_\_\_  
(સરનામું) (ખેતરનું સરનામું) \_\_\_\_\_  
Address of Farmer : \_\_\_\_\_  
(ખેડૂતનું સરનામું) \_\_\_\_\_
- 3) Contact No. : \_\_\_\_\_  
(ફોન નં.)
- 4) Total area of farm where organic food is grown : \_\_\_\_\_  
(આપના ખેતરનું કુલ ક્ષેત્રફળ જ્યાં સજીવ ખેતીનું ઉત્પાદન થાય છે)
- 5) Is it your own farm or leased ?  
(શું ખેતર પોતાનું છે કે કરાર ઉપર રાખેલ છે)
- 6) Details of crops grown per year  
(વર્ષ દરમિયાન ઉગાડવામાં આવતા પાકની માહિતી)

[illegible]

7) Since how long you are doing Organic Farming ?

(છેલ્લા કેટલા વર્ષથી આપ સજીવ ખેતી કરો છો ?)

More than 10 years (૧૦ વર્ષથી વધુ)

\_\_\_\_\_

5 or more (૫ વર્ષથી વધુ)

\_\_\_\_\_

3 to less than 5 years (૩-૫ વર્ષની નીચે)

\_\_\_\_\_

1 to less than 3 years (૧-૩ વર્ષની નીચે)

\_\_\_\_\_

Less than 1 year (૧ વર્ષથી ઓછું)

\_\_\_\_\_

8) How many people are required for farming in your farm ?

(આપના ખેતરમાં કામ કરવા માટે કેટલા માણસોની જરૂર છે ?)

\_\_\_\_\_

9) What motivated you to do organic farming ?

(સજીવ ખેતી કરવા માટેનું પ્રોત્સાહક પરિબલ શું છે ?)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

10) Is your Organic Farm certified ?

(શું આપના સજીવ ખેતીના ખેતરનું પ્રમાણન કરેલ છે ?)

Yes (હા) \_\_\_\_\_ No (ના) \_\_\_\_\_

11) If yes, which agency has given you certificate ?

(જો હા, તો કઈ સંસ્થાનું પ્રમાણન આપે મેળવેલ છે ?)

પ્રમાણન આપેલ સંસ્થાનું નામ

\_\_\_\_\_

તથા સરનામું

\_\_\_\_\_

ફોન નં.

\_\_\_\_\_

12) If no, give reasons for not getting the certificate

(જો ના, તો પ્રમાણ ના લેવાના કારણો જણાવો)

a) Certification charges are high

(ઉંચી પ્રમાણની કિંમત)

b) Procedure for Certification is lengthy

(પ્રમાણન મેળવવાની પદ્ધતિ લાંબી છે)

c) Procedure for certification is complicated

(પ્રમાણ મેળવવાની પદ્ધતિ જટીલ છે)

d) Lack of knowledge regarding certification

(પ્રમાણ વિષે અપૂરતું જ્ઞાન)

e) Started this type of farming recently

(સજીવ ખેતીની નવીન શરૂઆત કરી છે)

f) Any other

(અન્ય કોઈ)

13) What type of irrigation facility do you have in your farm ?

(આપના ખેતરમાં સિંચાઈની શું સગવડ છે ?)

Tubewell

Canal

(નહેર)

Well

(કુવો)

Drip Irrigation

(ટપક સિંચાઈ પદ્ધતિ)

Only Rain Water

(ફક્ત વરસાદનું પાણી)

Any other

(અન્ય કોઈ)

14) What type of soil you have in your farm ?

(આપના ખેતરની માટીનો પ્રકાર શું ?)

15) Kindly inform which type of support you have received from the following. Please tell the extent to which you have received the support.

(નીચે દર્શાવેલા વિવિધ સ્ત્રોતમાંથી આપને ક્યા પ્રકારની અને કેટલી સહાય મળી છે તે જણાવો)

1 : To a great extent  
ઘણી બધી

2 : To some extent  
થોડી ઘણી

3 : To less extent  
ઘણી ઓછી

Sources of support (સહાય સ્ત્રોત)		Type of support (સહાયનો પ્રકાર)					
		Financial (આર્થિક)	Social (સામાજિક)	Psychological (માનસિક)	Information / Knowledge (માહિતી / જ્ઞાન)	Training (તાલીમ)	Other (અન્ય)
1)	Government (સરકાર)						
	Central Govt. (કેન્દ્ર સરકાર)						
	State Govt. (રાજ્ય સરકાર)						
2)	Non-Govt. Organization (સ્વૈચ્છિક સંસ્થા) (નામ જણાવો)						
3)	Any other Social Organization (અન્ય કોઈ સામાજિક સંસ્થા) (નામ જણાવો)						
4)	Bank (બેંક)						
5)	Agriculture University (કૃષિ વિદ્યાલય)						
6)	Training programme of Organic Farming						

Sources of support (સહાય સ્ત્રોત)		Type of support (સહાયનો પ્રકાર)					
		Financial (આર્થિક)	Social (સામાજિક)	Psychological (માનસિક)	Information / Knowledge (માહિતી / જ્ઞાન)	Training (તાલીમ)	Other (અન્ય)
	by any Institution or Government (સજીવ ખેતીનો તાલીમ કાર્યક્રમ)						
7)	Family (કુટુંબ)						
8)	Friend (મિત્ર)						
9)	Relative (સંબંધી)						
10)	Any Other (અન્ય કોઈ)						

16) Kindly provide details of which chemical fertilizers and pesticides used in your farm ? And now what are you using at present as a manure ?  
(આપના ખેતરમાં ભૂતકાળમાં / અત્યારે કેવા પ્રકારના ખાતર વાપરવામાં આવેલ છે તેની માહિતી આપો.)

Pesticides and Fertilizers used in Past (ભૂતકાળમાં વાપરેલ રસાયણીક ખાતર અને જંતુનાશક દવાઓ)	Organic manure used now (અત્યારે વાપરવામાં આવતા સજીવ ખાતર)

17) After starting organic farming  
(સજીવ ખેતી કરવાથી)  
You get profit (નફો થયો)

\_\_\_\_\_

You get loss (નુકસાન થયું)

\_\_\_\_\_

Somewhat loss, somewhat profit (થોડો નફો, થોડું નુકસાન)

\_\_\_\_\_

18) If you have gained profit, does it have any implication on your life style ?  
(સજીવ ખેતી કરવાથી જો ફાયદો થયો હોય તો તેનાથી તમારા જીવનમાં કંઈ ફેરફાર થયા છે ?)

Yes (હા) \_\_\_\_\_ No (ના) \_\_\_\_\_

If Yes, explain (જો હા, તો જણાવો)

Financial Status (More Profit / Less Expense in Inputs / Less Financial Burden)

(આર્થિક પરિસ્થિતિ (નફો થયો / ખર્ચમાં ઘટાડો થયો / દેવુ ઓછું થયું))

\_\_\_\_\_

Social Status (સામાજિક પરિસ્થિતિ)

\_\_\_\_\_

Increased knowledge regarding various aspects of farming

(ખેતીની વિવિધ પદ્ધતિની જાણકારીમાં વધારો)

\_\_\_\_\_

Increased knowledge of health hazards (સ્વાસ્થ્યની હાનિકારક અસરની જાણકારી)

\_\_\_\_\_

---

Increased contacts (સામાજિક/મિત્ર વર્તુળ વધ્યું)

---

---

Environmental Benefits (Quality of soil improved)

(પર્યાવરણનાં ફાયદા (જમીનની ગુણવત્તા સુધરી))

---

---

Increased / Decreased labour inputs (ખેતરમાં કામ કરનાર માણસોની સંખ્યામાં વધારો / ઘટાડો)

---

---

Any other (અન્ય કોઈ)

---

- 19) If you have gained loss, explain its implication on your life.  
(સજીવ ખેતી કરવાથી જો નુકસાન થયું હોય તો તેનાંથી તમારા જીવન પર થયેલ અસર જણાવો.)

- 20) Have you ever got any test done for the products grown in your farm ?

(આપના ખેતરમાં ઉગતી વસ્તુઓનું ક્યારેય પરીક્ષણ કરાવ્યું છે ?)

Yes (હા) \_\_\_\_\_ No (ના) \_\_\_\_\_

- 21) If yes, discuss the result in detail

(જો હા, તો તે પરિણામનું પરિણામની વિસ્તૃત ચર્ચા કરો)

- 22) Do you know any other farmer have done test for their products grown in their farm ?

(અન્ય કોઈ ખેડૂતે તેમના ખેતરમાં ઉગતી વસ્તુમાં પરીક્ષણ કરાવ્યું હોય તેવું જાણો છો ?)

Yes (હા) \_\_\_\_\_ No (ના) \_\_\_\_\_

- 23) If yes, give details for the same

(જો હા, તો તેની વિગત જણાવો)

- 24) Have you taken any training regarding Organic Farming ?

(શું આપે સજીવ ખેતી વિષે તાલીમ લીધેલ છે ?)

Yes (હા) \_\_\_\_\_ No (ના) \_\_\_\_\_



25) If yes, give details of that training  
(જો હા, તો તે તાલીમની વિગત જણાવો)

Organization (તાલીમ આપનાર સંસ્થા)	Training Date (તાલીમની તારીખ)	Duration of Training (તાલીમની સમય મર્યાદા)	Training Fees (તાલીમની ફી)

26) Explain the benefits of this training.  
(આ તાલીમથી થયેલ ફાયદાઓ જણાવો)

27) Do you think that your decision to shift to organic farming was the right decision ?  
(શું આપને લાગે છે કે આપનો સજીવ ખેતી શરૂ કરવાનો નિર્ણય સાચો હતો ?)

- 28) What problems you are facing while doing Organic Farming ?  
(સજીવ ખેતી કરતી વખતે આપને કેવી મુશ્કેલીઓનો સામનો કરવો પડે છે તે જણાવો)

	Problems (મુશ્કેલી)	Yes (હા)	No (ના)
1.	Organic Farming reduces production initially. (સજીવ ખેતીમાં શરૂઆતના વર્ષોમાં ખેતીનું ઉત્પાદન ઘટી જાય છે.)		
2.	In Organic Farming, as pesticides are not used, crops are affected by insects very soon. (જંતુનાશક દવાનો ઉપયોગ ના કર્યો હોવાને કારણે, ખેતીના પાક પર રોગ-જીવાત જલ્દી અસર કરે છે.)		
3.	Special training to make organic manure is required. (સજીવ ખાતર બનાવવા માટે ખાસ તાલીમ લેવી પડે છે.)		
4.	There is no proper distribution channel to supply food products from farm to market. (સજીવ ખેતીની વસ્તુઓને બજાર સુધી પહોંચાડવા માટે યોગ્ય વિતરણ વ્યવસ્થા નથી.)		
5.	Government is not providing any support to farmers for doing Organic Farming. (સજીવ ખેતી કરતા ખેડૂતોને સરકાર કોઈ આર્થિક સહાય નથી કરતી.)		
6.	People are not aware about the concept of Organic Farming. (લોકોમાં સજીવ ખેતી વિષેની યોગ્ય જાગૃતતા નથી.)		
7.	Production process is very expensive for Organic Farming. (સજીવ ખેતીની ઉત્પાદક પ્રક્રિયા ઘણીજ મોંઘી છે.)		
8.	There is no regular / constant demand of organic products in market. (બજારમાં સજીવ ખેતીની વસ્તુઓની કાયમી માંગ નથી રહેતી.)		
9.	Certification process for Organic Farm is very expensive. (સજીવ ખેતીની વસ્તુઓનું પ્રમાણન પ્રક્રિયા ઘણી જ મોંઘી છે.)		
10.	There is no much profit in growing Organic Food. (સજીવ ખેતીની વસ્તુઓના ઉત્પાદનમાં નફો ઓછો છે.)		
11.	Any other (અન્ય કોઈ)		

**Appendix V**

**Evaluation Card for Salt solution**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

You are requested to taste the solution given in various bowls. Please taste it for varying degree of concentration and write their intensity. The range is given in to 5 scales ranging from “WATER” to “VERY STRONG”

**Water          Very weak          Weak          Strong          Very strong**

Bowl	Description of taste (Salty)
1.	
2.	
3.	
4.	
5.	

**Signature**

**Jalpa Majmudar  
Ph D Scholar**

**Evaluation Card for Citric Acid solution**

Name: \_\_\_\_\_

Date: \_\_\_\_\_

You are requested to taste the solution given in various bowls. Please taste it for varying degree of concentration and write their intensity. The range is given in to 5 scales ranging from “WATER” to “VERY STRONG”

Water                  Very weak                  Weak                  Strong                  Very strong

Bowl	Description of taste (Sour)
1.	
2.	
3.	
4.	
5.	

Signature

Jalpa Majmudar  
Ph D Scholar

## Appendix VI

### Evaluation Sheet for Sensory Evaluation test

Name: \_\_\_\_\_

The following are two products from different farm. You are requested to judge on the basis of its appearance and taste.

Key:

No difference –1      Some difference – 2      Completely Different – 3

#### **(Raw food items)**

Food Item (Raw Rice)	Observation	Remark
Size of grain		
Shape		
Aroma		
Colour		
Feeling on touch		
Healthy appearance		

Food Item (Raw Dal)	Observation	Remark
Size of grain		
Shape		
Aroma		
Colour		
Feeling on touch		
Healthy appearance		

Food Item (Raw Yam Elephant)	Observation	Remark
Firmness		
Visual texture		
Aroma		
Healthy Appearance		
Colour		

Food Item (Chiku)	Observation	Remark
Firmness		
Visual texture		
Aroma		
Healthy Appearance		
Colour		

Food Item (Cooked Yam Elephant)	Observation	Remark
Firmness		
Visual texture		
Aroma		
Healthy Appearance		
Colour		
Taste		

Food Item (Chiku)	Observation	Remark
Firmness		
Visual texture		
Aroma		
Healthy Appearance		
Colour		
Taste		

## Appendix-VII

### **Questionnaire for Educational programme**

#### **Section – I: Background Information.**

1. Name: \_\_\_\_\_
2. Address: \_\_\_\_\_
3. Age: \_\_\_\_\_ Years
4. In which year of college are you studying? (Please ✓ on appropriate option) \_\_\_\_\_
5. Type of Family : Nuclear: \_\_\_\_\_ Joint: \_\_\_\_\_
6. Size of Family  
2 – 4 members: \_\_\_\_\_  
4 – 6 members: \_\_\_\_\_  
More than 6 members: \_\_\_\_\_
7. Do you know any shop selling organic food in Vadodara?  
Yes \_\_\_\_\_ No \_\_\_\_\_
8. If yes, how many shops are there in Vadodara city selling the organic food?  
a) One \_\_\_\_\_ b) Two \_\_\_\_\_ c) Three \_\_\_\_\_ d) Four \_\_\_\_\_ e) Five \_\_\_\_\_  
f) Six \_\_\_\_\_ g) Seven \_\_\_\_\_ h) Eight \_\_\_\_\_ i) Nine \_\_\_\_\_ j) Ten \_\_\_\_\_
9. Name all the organic food outlets in Vadodara city.  
1) \_\_\_\_\_ 5) \_\_\_\_\_  
2) \_\_\_\_\_ 6) \_\_\_\_\_  
3) \_\_\_\_\_ 7) \_\_\_\_\_  
4) \_\_\_\_\_ 8) \_\_\_\_\_
9. Do you have shop selling organic food near your residence?  
Yes \_\_\_\_\_ No \_\_\_\_\_
10. If yes, Please give name of the shop selling organic food near your residence. \_\_\_\_\_
11. Does your family buy organic food ? (Please ✓ on appropriate option)  
Yes \_\_\_\_\_ NO \_\_\_\_\_
12. If yes, tell the frequency  
a) Daily \_\_\_\_\_ b) Occasionally \_\_\_\_\_ c) Sometimes \_\_\_\_\_ d) Rarely \_\_\_\_\_  
e) Never \_\_\_\_\_





# Organic Food

Good for Nature, Good for You.



Compiled by **Ms. Jalpa Majmudar**  
Under the expert Guidance of **Prof. Maneesha Shukul**

Organic food is grown by farmers who use farming methods that create a balance with nature. These farmers focus on soil improvement and rely on biological systems. These organic farmers produce high quality food with minimal impact on the environment.



**Organic food**, is defined by how it **cannot be** made rather than how it can be made.

It must be produced **without** the use of sewer-sludge manure, synthetic fertilizers, pesticides, genetic engineering growth hormones, irradiation and antibiotics.

A variety of agricultural products can be produced organically, including grains, pulses, meat, dairy, and eggs.

The food which is produced **with** the use of above mentioned farming inputs can be termed as **Non-Organic Food**.

**Some Organic Foods are Natural, but not all Natural foods are Organic.**

Natural foods are directly brought from plants and animals, without fundamentally altering the raw product or being chemically processed. More specifically, no colorings or artificial ingredients are added. Natural foods could have been treated with pesticides, herbicides and chemical fertilizers, when they are grown in farms.

❖ On the contrary, only Organic manure is used to grow Organic Foods and processed using Organic ingredients only.

❖ Organic food may have a label of "Organic", whereas no label is given to natural food.

Organic vs. Non-organic

Organic	Non-organic
Apply natural fertilizers, such as manure or compost, to feed soil and plants	Apply chemical fertilizers to promote plant growth
Use beneficial insects and birds to reduce pests and disease	Spray insecticides to reduce pests and disease
Rotate crops, till, hand weed or mulch to manage weeds	Use chemical herbicides to manage weeds
Give animals organic feed and allow them access to the outdoors. Use preventive measures — such as rotational grazing, a balanced diet and clean housing — to help minimize Disease	Give animals antibiotics, growth hormone and medications to prevent disease and growth

Myths related to Organic Food

- Organic foods are not healthier than non-organic foods.
- Organic farming can increase risk of food poisoning.
- Organic farming uses pesticides that damage the environment
- Consumers are paying too much for organic food.
- Organic food cannot feed a hungry world.
- Organic farming is unkind to animals.
- Eating organic is same as eating natural food.
- Taste of Organic food is not good.

**FALSE**

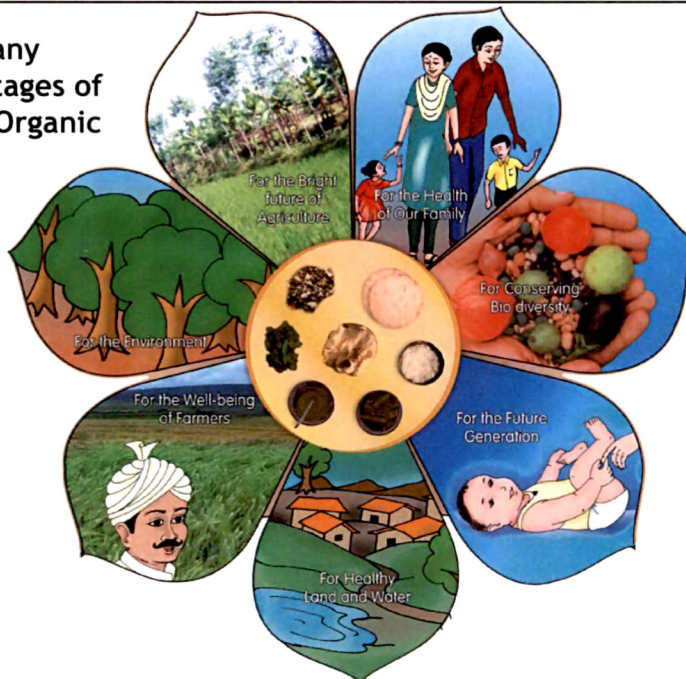


## Advantages of Organic Food



- Consumption of organic food reduces risk of health problems.
- Organic food stays longer, without decaying, than the natural food.
- Since organic foods are treated with natural manure, they are considered better than the natural food.
- Organic food contains phenolic compounds, which protects our heart from cardiovascular diseases and reduces the risk of cancer.
- Fruits and vegetables grown in organic farms are found to have more antioxidants as compared to those grown by the conventional method of agriculture
- One of the greatest advantages of organic foods is that buying and eating them is a real, guilt-free pleasure, which is more than the average supermarket shop. It's great to know that you're not only helping the environment, you're feeding your family on good, pure food, that tastes better than processed food, and has no hidden unhealthy impurities. That feels good.

## The Many Advantages of Going Organic

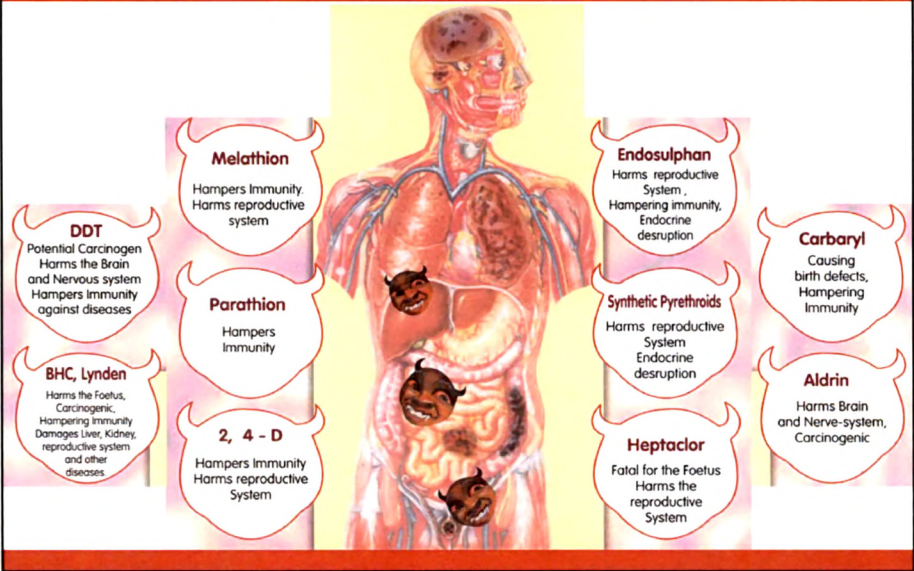


### Advantages of Organic Farming

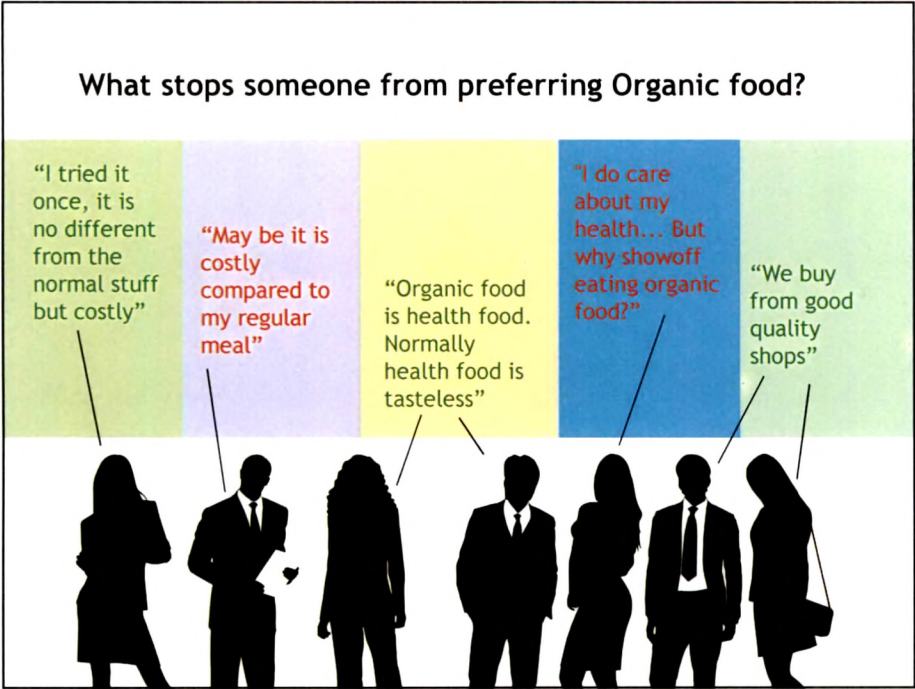
- Health of the environment and ecosystems is of paramount importance. It reduces pollution and damage to the soil and waters - rivers, lakes, seas and oceans, as well as harm to animals and insects as it does not use harmful chemical pesticides.
- It uses much less energy than modern commercial farming methods - as little as 50%. (Minimal use of tractor, fuel, water etc).
- Organic farming produces less waste.
- It contributes less to global warming because it locks more carbon in the soil rather than releasing it into the atmosphere.
- People who work in organic farms have less health risk than those who work in commercial farms.
- Farm animals are reared without the use of growth hormones. Farmers ensure that the animals are given a healthy and balanced diet. This makes such animal products tastier and healthier to eat, as compared to those produced in the conventional way.

### Pesticides or Homicides?

An apparently healthy person becomes prey to the side-effects of these pesticides entering our body through food.







## Objectives of the study

1. To find out various organic food items available in the market of Vadodara city.
2. To study the problems faced by the shopkeepers selling organic food.
3. To assess the extent of utilization of organic food by the consumers.
4. To study the extent of influence of various reasons to buy organic food.
5. To study extent of problems faced and extent of satisfaction felt by the consumers on using organic food.
6. To undertake case study of selected farmers growing organic food.
7. To assess quality of selected organic food and non-organic food.
8. To create awareness among selected homemakers of Vadodara city regarding organic food.

## Methodology

### Descriptive study:

**Sample size** - 150 consumers (who were buying organic food from the different shops selling organic food in Vadodara city) were selected by convenience sampling technique.

### Experimental Study:

The food quality assessment of Organic food and non-organic food was done on selected bio-chemical, nutritional and sensory evaluation parameters and shelf life. It was limited to one item from each food groups i.e. Cereals, Pulses, Roots & tubers, Vegetables, Fruits and Jaggery.

**Organic food sample** - Selected from the farm which were doing organic farming since last 5 years

**Non-organic food sample** - Selected from the neighbouring farm so that the factors like soil condition, climate, irrigation method etc would remain constant

### Case study:

Case study were undertaken for such farmers who were doing organic farming and supplying their farm products to Vadodara city market.



## Findings of the study

Some of the shops selling organic food in Vadodara city:

1. Vasundhara (Amidhara), Pashabhai Park, Race Course
2. Oasis, Alkapuri
3. Taza maza (Herbal concepts), Akota Stadium
4. Taza Maza - Elora Park
5. Taza Maza - O P Road
6. Taza Maza (Eco world), Sama Road
7. Fabindia, Akota
8. Apana Dhaba (Organic food dhaba), Opp INOX, Elora Park

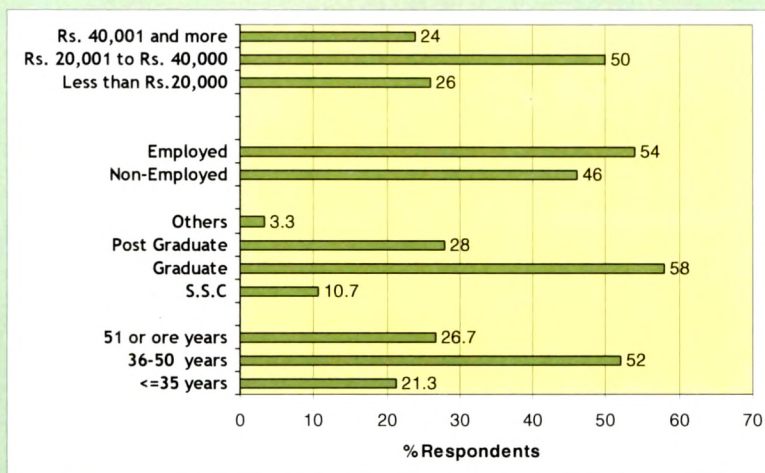


## Organic food items available in the shops

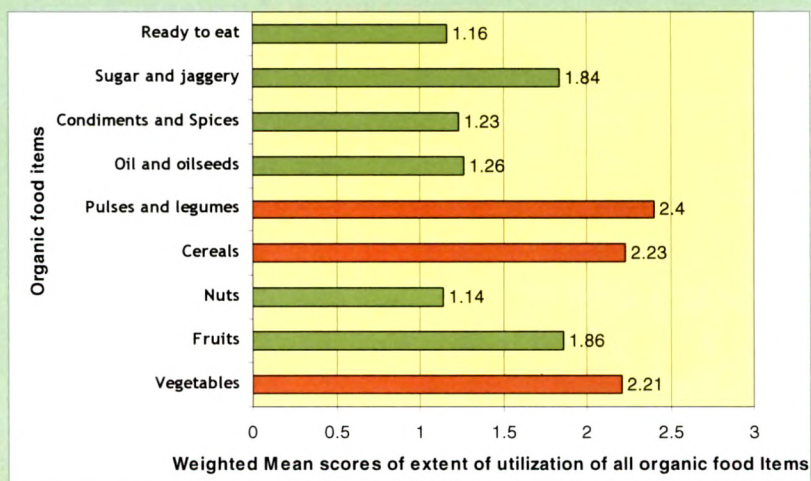
- Vegetables, Fruits, pulses and cereals were available almost entire year at six shops of Vadodara city.
- More than half of the shops kept organic sugar and jaggery for the entire year
- One shop kept certified organic honey whereas others kept non certified organic honey.
- One shop kept organic eggs which were not certified.
- Three shops kept different flavoured jam which was not organic in their shop.
- Half of the shops i.e. four shops kept certified organic Chiku powder and Amla Powder in their shop throughout the year.
- One shop kept certified organic fruit squash.
- One shop kept some varieties of snacks which was not organic but were healthy (Low fat, home made).
- Two shops kept certified organic Tea/Coffee for the entire year in their shop and there was one shop which kept many varieties of certified organic processed food items like chutney mix, butter, jam, pickles, macaroni, pasta etc.



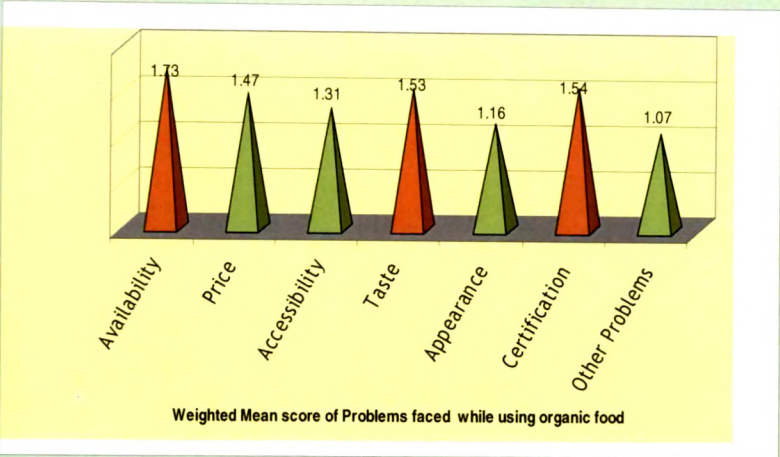
## Background Information of Consumers buying organic food



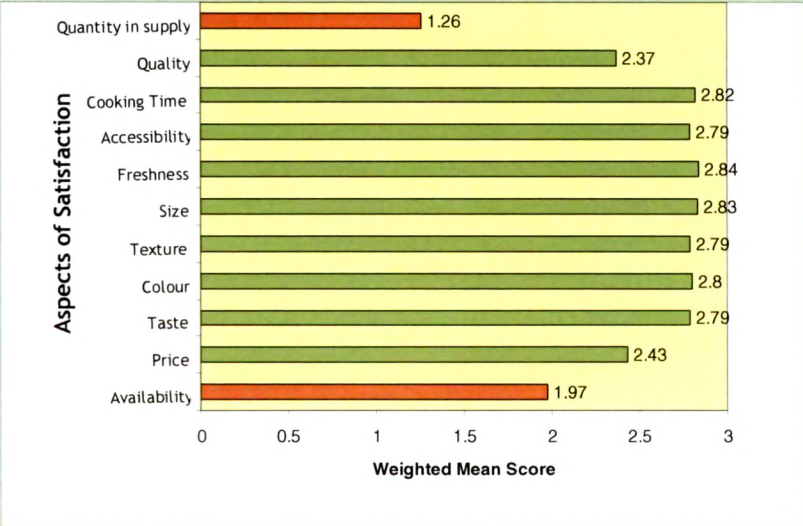
## Extent of Utilization of organic food items



Problems faced by consumers while using Organic food



Satisfaction Experienced by consumers after consumption of Organic food



### Case study of farmers doing organic farming

#### Farmers:

- Were motivated for starting organic farming through training programmes organized by NGO and Swadhyay activities.
- Faced difficulty in marketing of food products grown organically.
- Found certification process for organic farm expensive. They were waiting for some local agency to start giving certificate.
- Were satisfied with the quantity of crop after starting organic farming and they found that the quality of soil had improved.
- Were not satisfied with the government as it was not providing any support to the poor farmers who had started organic farming.
- They also gained profit as the production increased eventually.

### Food Quality Assessment

#### A. Pesticides, Fertilizers and Biochemical parameters

Item	Result
Non-organic rice	Traces of urea as physical mixture
Cabbage (Both Organic and Non-organic)	Traces of Chlorpyrifos *
Yam Elephant (Both Organic and Non-organic)	Traces of Lindane*
Red Gram Dal, Jaggery and Sapota (Chiku)	No Difference
Moisture content	No Difference
Nutrients	No Difference

(\* Type of Organochloride pesticide)



B. Sensory Evaluation test

Food item	Organic	Non-organic
Rice (Raw)	<ul style="list-style-type: none"><li>•Small size and Uneven shape</li><li>•Prominent Aroma</li><li>•Unpolished and off-white colour</li></ul>	<ul style="list-style-type: none"><li>•Big size and Even shape</li><li>•No aroma</li><li>•Polished and white colour</li></ul>
Rice (Cooked)	<ul style="list-style-type: none"><li>•No difference in size and shape after cooking</li><li>•Better taste, aroma and colour</li></ul>	<ul style="list-style-type: none"><li>•No aroma and taste</li></ul>
Red gram Dal (raw)	<ul style="list-style-type: none"><li>•Better aroma than non-organic</li></ul>	<ul style="list-style-type: none"><li>•Shape, colour, healthy appearance and feeling on touch is better than organic</li></ul>
Red Gram Dal (Cooked)	<ul style="list-style-type: none"><li>•No difference in size, shape and colour after cooking</li><li>•Better aroma and more soft than the non organic (Cooked better)</li></ul>	<ul style="list-style-type: none"><li>•Little hard after cooking</li><li>•No aroma</li></ul>

Food item	Organic	Non-organic
Yam Elephant (raw)	<ul style="list-style-type: none"><li>•Better visual texture, aroma and healthy appearance and colour compared to non organic yam elephant.</li></ul>	<ul style="list-style-type: none"><li>•No aroma found</li></ul>
Yam Elephant (cooked)	<ul style="list-style-type: none"><li>•No difference found in aroma and colour after cooking</li><li>•More juicy and soft than non organic yam elephant.</li><li>•Sweet and juicier</li></ul>	<ul style="list-style-type: none"><li>•Less juicy and hard compared to organic</li></ul>
Chiku (Whole)	<ul style="list-style-type: none"><li>•Organic Chiku had better aroma, firmness and texture.</li></ul>	<ul style="list-style-type: none"><li>No aroma found</li></ul>
Chiku (cut)	<ul style="list-style-type: none"><li>•Better aroma in organic chiku than the non-organic chiku.</li><li>•Better taste than Non organic chiku.</li></ul>	<ul style="list-style-type: none"><li>•The organic chiku seemed more firm than non-organic Chiku</li></ul>

Conclusion: Organic Cereals and Pulses have better aroma, uneven shape and healthy appearance. Organic fruits are more soft and juicier. It has better aroma and sweet in taste than non-organic fruits.

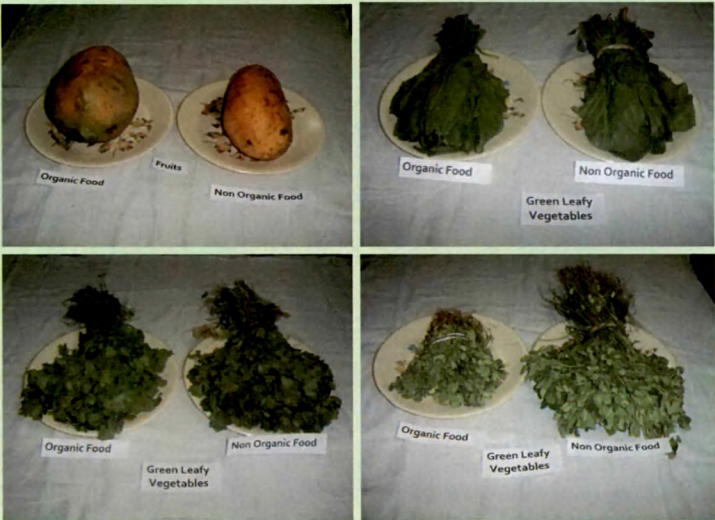
C. Cooking time

Item	Organic food items (Minutes)	Non-organic food items (Minutes)
Rice	15	13
Red gram dal	10	11
Yam elephant	11	13

Conclusion: Organic food items takes less time to cook than non organic food items.

Shelf life

After 72 hours



After 144 hours

Conclusion: Shelf life of organic vegetables and fruits is more than non organic fruit and vegetables

**So what should we do?**

- Telling people about the goodness of “Organic food”
- Clearing the “doubts” in their minds
- Make eating “Organic food” a habit
- Promote “Organic” fruits, vegetables and other ready to eat items at the existing organic food outlets rather than starting more outlets.

```
graph TD; A[Inform] --> B[Educate]; B --> C[Change];
```





# ORGANIC FOOD: GOOD FOR YOU GOOD FOR NATURE

Prepared by  
**JALPA MAJMUDAR**  
Ph D Scholar

Guided by  
**PROF. MANEESHA SHUKUL**

Department of Home Management  
Faculty of Family and Community Sciences  
The Maharaja Sayajirao University of Baroda, Vadodara  
2009



## Mercury for lunch, lead for dinner

When you buy food, you also buy chemicals. Mercury in fish, lead in paint, and pesticides in food.



Source: The Hindu, July 2009

## New risk: food grown on sewage

Use Of Wastewater For Irrigation Poses Threat Of Epidemic: study

Source: The Times of India, Aug 2008

### ENVIRONMENTAL SCIENCES

## PESTICIDES LOWER INTELLIGENCE

China's study conducted on children

Eat less meat to combat climate change, says R K Pachauri

## Less meat, less emissions

Source: Deccan Herald, September 9th, 2008

"Green house gas emissions from livestock production for meat is 18% of all GHG emissions"

Source: FAO Report, 2006

Source: Down to Earth, February 15th, 2009

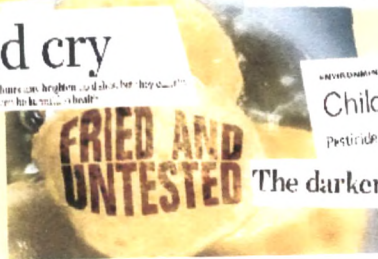
## How we are losing the battle

By not setting standards

## Hue and cry

Genetically modified crops are being sold as 'natural' and 'healthy'.

Source: The Hindu, July 2009



## How safe is the food in your favourite restaurant?

Source: Right Choice, July 2009

## Children exposed

pesticide residues detected in 16 year old kids of farm workers

Source: Down to Earth, Aug 16-31, 2009

## The darker side of genetically modified

Source: The Hindu, July 2009



"Some of the greatest threats to the long term sustainability of humankind remain all but invisible: the excessive consumption of meat right up there in that category."

Jonathon

Chair, 11K Sustainable Development Committee

## Does drinking cola dissolve your teeth?

Every time you drink a can of cola, you are dissolving a layer of tooth enamel.





## Introduction

The approach towards agriculture and marketing of food has been changed worldwide over the last few decades. Whereas earlier the seasons and the climate of an area determined what would be grown and when, today it is the “market” that determines what it wants and what should be grown. The focus is now more on quantity and “outer” quality (appearance) rather than intrinsic or nutritional quality, also called “vitality”. Pesticide and other chemical residues in food and an overall reduced quality of food have led to a marked increase in various diseases, mainly various forms of cancer and reduced bodily immunity.

In the name of growing more to feed the earth, we have taken the wrong road of unsustainability. The truth however is that while a vast percentage of India’s population is hungry, underfed and malnourished, India already grows sufficient food to feed its entire population. Yet between 25-35% of our population is classified as hungry. The reason for this is not insufficient food but improper distribution of food and handling systems are inefficient .

Surprisingly Indians are very much unconcerned about the quality of the food they consume. Despite numerous and regular reports in the media about the presence of pesticides and other chemical contaminants in food and water, Indians have not started search and demand for food grown in a non-toxic way. We are also very isolated from the food production process - many of us do not have the idea where our food comes from or how it is grown.

This is where organic farming comes in. Organic farming has the capability to take care of each of these problems. Besides the obvious immediate and positive effects organic or natural farming has on the environment and quality of food, it also greatly helps a farmer to become self-sufficient in his requirements for agro-inputs and reduce his costs.

Thus, Organic farming is not about only farming without chemicals. It is also about the environment, agricultural traditions, traditional seeds, animal welfare, farming communities, sensible energy use, soil and water conservation.

## Organic food

Organic food, is defined by how it cannot be made rather than how it can be made.

**Organic food must be produced without the use of sewer-sludge fertilizers, most synthetic fertilizers and pesticides, genetic engineering (biotechnology), growth hormones, irradiation and antibiotics.**

A variety of agricultural products can be produced organically, including grains, meat, dairy and eggs.

The food which is produced with the use of above mentioned farming inputs can be termed as Non-Organic Food.

## Fundamental Organic Principle



## How do I know if my food is organic?

There are different ways of identifying genuine organic food.

- Buy directly from the farmers
- If you are buying from the shop, check genuinity of the shopkeeper
- Read label and ask shopkeeper about the label
- If buying from a super store, check genuinity of label

## Levels of organic content



Products that are completely organic or made entirely of organic ingredients



Products that are at least 95% organic



Products that contain at least 70% organic ingredients. The organic seal can't be used on these packages

## Difference between 'ORGANIC FOOD' and 'NATURAL FOOD'

Although natural and organic foods look similar in shape, size and color, there are certain factors that differentiate them. One of the main differences is the way each of them is produced. Other than this, organic foods differ from their conventional counterparts in terms of their quality, which is certified by designated organizations.

### Organic food V/s Natural Food

- Natural foods are treated with pesticides, herbicides and chemical fertilizers, when they are grown in farms. On the contrary, only organic manure is added to grow organic foods.
- Organic food may carry label of "organic", whereas no label is given to natural food.
- Although some organic foods are natural, but not all natural foods are organic.
- Natural foods are directly brought from plants and animals, without being chemically processed. Whereas organic food are grown without using pesticides, fertilizers or any synthetic growth hormones.
- Natural foods are manufactured without fundamentally altering the raw product. More specifically, no colorings or artificial ingredients are added. Whereas organic food can be processed using organic ingredients.



vegetables  
Immersed in blue  
vitriol, injected  
with colours, full  
of pesticides.

**Appearance can be deceptive:**  
Don't go by the looks,  
check the quality of the food



Organic  
vegetables  
which are more  
nutritive, fresh,  
chemical-free.

## Myths related to organic food

1. Organic foods are no healthier than non-organic foods
2. Organic farming can increase risk of food poisoning
3. Organic farming uses pesticides that damage the environment
4. Consumers are paying too much for organic food
5. Organic food cannot feed a hungry world
6. Organic farming is unkind to animals
7. Eating organic is same as eating natural food
8. Taste of Organic food is not good

**FALSE**

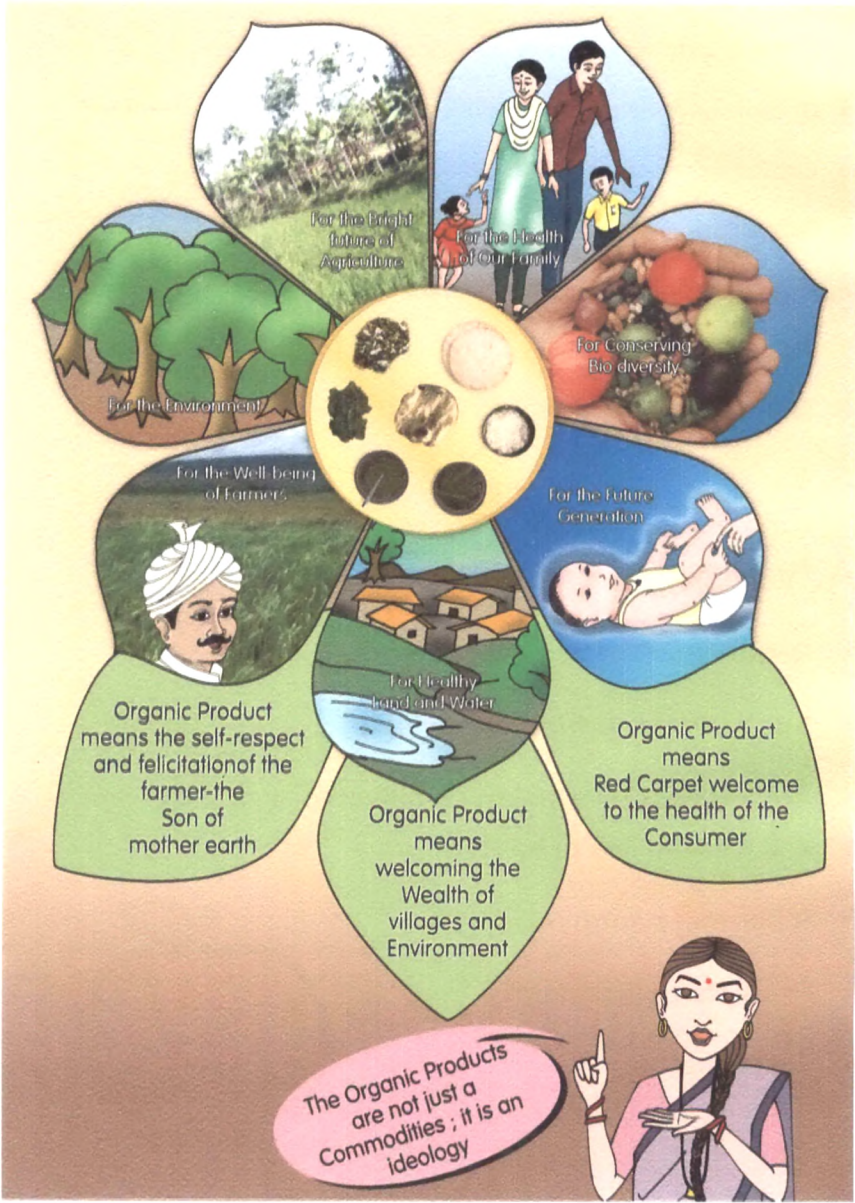
## Advantages of Organic food

- Reduces risk of health problems
- Stays longer, without decaying
- Protects our heart from cardiovascular diseases and reduces the risk of cancer
- It has more antioxidants
- Protects environment
- Tastes better





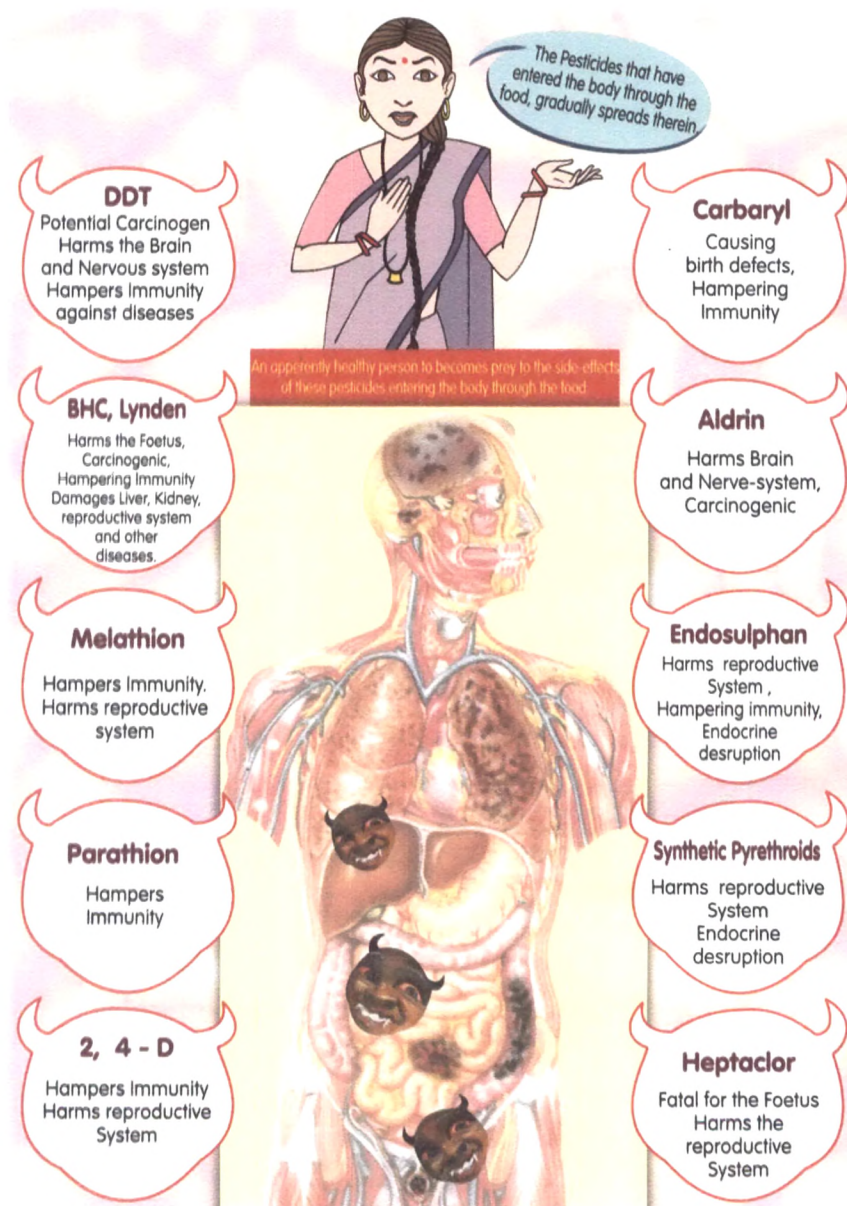
# The many Advantages of going Organic



Organic farming V/s  
Non-organic farming

Organic	Non-organic
Apply natural fertilizers, such as manure or compost, to feed soil and plants	Apply chemical fertilizers to promote plant growth
Use beneficial insects and birds, to reduce pests and disease	Spray insecticides to reduce pests and disease
Give animals organic feed and allow them access to the outdoors. Use preventive measures — such as rotational grazing, a balanced diet and clean housing — to help minimize disease	Give animals antibiotics, growth hormone and medications to prevent disease and spur growth
Rotate crops, till, hand weed or mulch to manage weeds	Use chemical herbicides to manage weeds

## Impact on health





Shelf life of organic food is more :

After 72 hours



After 144 hours



So where do we start?

- Telling people about the goodness of “Organic food”
- Clearing the “doubts” in their minds
- Make eating “Organic food” a habit.
- Promote organic fruits, vegetables and other ready to eat items at the existing organic food outlets, rather than starting new ones.

## Shops selling organic food in Vadodara city

Some of the shops selling organic food in Vadodara city:

- **Amidhara**, Pashabhai Park, Race Course
- **Oasis**, Harmony, Alkapuri
- **Herbal Concept**, Opp. Akota Stadium
- **Taza Maza I**, Indra Prasth Ellora Park
- **Taza Maza II**, Manisha Chokadi, O. P. Road
- **Eco World**, 3, Manuj Smruti Complex  
Near Navrachna School, Sama Road
- **Fab India**, Akota, Cross Road, Akota
- **Apana Dhaba**, Near INOX, Ellora Park, NGO



## Shopping Tips

- Shop at local farmers markets
- Don't confuse natural foods with organic foods
- Buy fruits and vegetables in season to ensure the highest quality
- Stick to basic fruits and veggies
- Try alternatives
- Grow your own
- Buy directly from farmers
- If you're concerned about pesticides, peel your fruits and vegetables and trim outer leaves of leafy vegetables in addition to washing them thoroughly.
- Wash all fresh fruits and vegetables thoroughly with running water to reduce the amount of dirt and bacteria
- Plan your meals and only buy what you need
- Buy in bulk - but buy the right things
- Consider 3 things while buying food. Health/Nutrition, Environment and Cost.