

# Organic Food marketing in Urban Centres of India

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Organic food is poised to take deeper root in urban India. A great diversity of organic initiatives exists in the country ranging from long-standing farmer-centric initiatives to more recent domestic organic brands. Supply chain models and retail formats are equally diverse and include small organic stores, supermarkets, community-supported agriculture, restaurants and e-commerce. This study presents wide-ranging insights into the current state and future prospects of organic food markets in urban India. Focusing principally on Mumbai, Bangalore and Hyderabad, this book :

- Documents emerging strategies, lessons learned and robust, field-tested models in organic food retailing

- Examines best-practice examples and conditions for successful and holistic market development

- Suggests sustainable, long-term models of growth for organic producers

Identifies challenges and obstacles to growth in organic supply chains

- Presents a set of case studies covering a wide variety of models and markets niches

- Places special focus on small and marginal farmers and on local, de-centralized supply chains

- Includes the most comprehensive bibliography currently available on the Indian market for organic food **This book** is a valuable resource for organic manufactures, retailers, policy makers and researchers. It is also of great practical use to the average urban citizen interested in consuming sustainably. Author:

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