ORGANIC FOODS GROWING POPULARITY AND PROFIT

COLLEGE STATION, TEXAS–With Americans becoming more concerned with what is going into their bodies, organic foods are providing a natural alternative.

Organic foods have been grown without the use of chemical fertilizers and pesticides, and processed without radiation or additives. Animals are raised without growth hormones or antibiotics. In other words, organic foods are completely all natural.

Dr. Benjamin Onyango, professor in the Department of Agribusiness and Applied Economics at North Dakota State University, said the popularity of organic foods is due to their increasing availability. “Many traditional brands are recognizing that consumers want a healthier alternative and are creating products that are organic. Grocery store chains like H-E-B and Safeway are recognizing that organic products are becoming in demand and are offering these products at reasonable prices,” said Dr. Onyango.

Since organic products are grown and produced on smaller local farms, they usually have a higher price. Many small acre farmers find the popularity of organic products a plus for their revenue and local communities. “It’s much harder to grow -More-
organic produce. The crops have to be watched very carefully to make sure pests don’t invade the crops and ruin everything,” said Rob Harting, an organic corn farmer from Dunlap, Nebraska.

“Consumers like knowing where and how their fruits and vegetables came to be before they feed them to their families,” said Dr. Onyango. The organic foods industry is increasing and is predicted to continue rising as more products are becoming offered at grocery stores nationwide.