



International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 04, April 2026)

Organic Food Products Marketing in Gorakhpur: Challenges and Opportunities

Suraj Sharma¹, Dr. Mehboob Alam²

*1*Research scholar, Department of Commerce, Deen Dayal Upadhyaya Gorakhpur University M.N 7607149125

*2*Professor, Department of Commerce, Buddha P.G. College, Kushinagar, DDUGU

Abstract-- In recent years, the demand for organic food products has increased due to rising health awareness, environmental concerns, and food safety issues. Consumers are gradually shifting from chemical-based agricultural products to natural and eco-friendly alternatives. In India, the organic food market is expanding, but its growth is uneven across regions. Gorakhpur, an important city in Eastern Uttar Pradesh, offers both potential and challenges for organic food marketing because of its mixed urban and agricultural population.

This study examines the challenges and opportunities related to the marketing of organic food products in Gorakhpur. The research is based on secondary data collected from government reports, research journals, and market studies. The findings show that rising health consciousness, government support programs such as the National Programme for Organic Production and Parampara Krishi Vikas Yojana, digital platforms, and increasing income levels create strong growth opportunities. However, the market also faces serious challenges, including high prices, low consumer awareness, weak supply chains, certification barriers, poor branding, and misleading labels.

The study includes that although the organic food market in Gorakhpur is still developing, it has strong future potential. With proper awareness campaigns, improved distribution systems, transparent certification, organic food products can achieve sustainable growth in the region.

Keywords-- Organic food marketing, consumer awareness, market Challenges, growth opportunities, Sustainable Agriculture, Gorakhpur Market.

I. INTRODUCTION

In recent years, the demand for organic food products has increased significantly across the world due to growing awareness about health, environmental sustainability, and food safety. Organic products are grown without using chemical fertilizers or synthetic pesticides. This farming method is environmentally friendly and focuses on maintaining natural soil fertility and proper soil management. It supports balanced plant nutrition and protects biodiversity. As a result, organic food is considered healthier, chemical-free, and more resistant to pests and diseases (APEDA).

As consumers become more conscious about the long-term effects of chemical-based agriculture, organic food has emerged as a healthier and eco-friendly alternative.

In India, the organic food market is gradually expanding, especially in urban and semi-urban areas. However, the growth pattern is uneven across regions. Gorakhpur, an important city in eastern Uttar Pradesh, presents a unique market for organic food products. The city has a mixed population of urban consumers, traditional households, and agriculturally connected communities, making it a potential yet challenging market for organic food marketing.

Despite increasing interest in healthy lifestyles, the marketing of organic food products in Gorakhpur faces several challenges, such as limited consumer awareness, higher prices, and lack of proper distribution channels, certification issues, and inadequate promotional activities. At the same time, there are significant opportunities, including rising health consciousness, increasing income levels, government support for organic farming, and the presence of local farmers who can adopt organic practices.

This research paper aims to study the challenges and opportunities associated with the marketing of organic food products in Gorakhpur. The study seeks to analyse consumer perception, market structure, and promotional strategies and to provide insights that may help farmers, marketers, and policymakers in promoting organic food products more effectively in the region.

II. HISTORY OF ORGANIC AGRICULTURE AND ORGANIC PRODUCTS MARKET

Organic agriculture originated from traditional farming systems where natural methods were used to grow crops. Farmers depended on organic manure, compost, crop rotation, and biological pest control to maintain soil fertility and produce healthy food. These practices were common before the introduction of chemical fertilizers and pesticides.

In the early 20th century, modern agriculture developed with the use of synthetic chemicals and machinery to increase crop yields. Although production increased, it also led to environmental pollution, soil degradation, and health problems. As a result, organic farming emerged as an alternative system focusing on sustainability and environmental protection.



International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 04, April 2026)

With growing awareness about health and environmental issues, especially after the 1960s, the demand for organic farming. The organic product market gradually expanded from local markets to a global level.

Today, the organic market includes fruits, vegetables, cereals, dairy products, and processed food. The demand for organic products is increasing worldwide due to their health benefits and eco-friendly nature, even though they are more expensive than conventional products.

The organic market in India is primarily diversified across sectors such as food and beverage, health and wellness products, beauty and personal care items, and textiles. Among these, the organic food segment is witnessing the most significant growth, followed by the textile sector, as well as the beauty and personal care industries.

III. THE ORGANIC MARKET IN INDIA

The organic market in India is primarily diversified across sectors such as food and beverages, health and wellness products, beauty and personal care items, and textiles. Among these, the organic food segment is witnessing the most significant growth, followed by the textile sector, as well as the beauty and personal care industries.

As per the available statistics, India rank 2nd in terms of World's Organic Agricultural land and 1st in terms of total number of producers. (Source: FIBL & IFOAM Yearbook, 2024). In the financial year 2023–24, India produced nearly 3.6 million metric tonnes of certified organic products. This output covers a wide range of agricultural and food items such as oilseeds, fibre crops, sugarcane, cereals and millets, cotton, pulses, aromatic and medicinal plants, tea, coffee, fruits, spices, dry fruits, vegetables, and various processed foods. Organic production in the country is not limited only to food items. It also includes non-edible products like organic cotton fibre and other value-added or functional food products. This shows that organic farming in India has expanded across different sectors, contributing to both agricultural diversity and sustainable production practices. The total area under organic cultivation in India during FY 24 is 7.3 million ha. (APEDA)

IV. ORGANIC FOOD PRODUCTION IN UTTAR PRADESH

Uttar Pradesh has become a significant contributor to organic food production in India under the National Programme for Organic Production (NPOP), managed by the Agricultural and Processed Food Products Export Development Authority (APEDA). As per APEDA (2023), the state produced 217,519.51 metric tonnes of certified organic products in the financial year 2022–23.

Out of this, 215,506.50 metric tonnes were fully certified, while 2,013.01 metric tonnes were in the conversion stage. In the following financial year 2023–24, the total certified organic production in Uttar Pradesh was recorded at 159,149.85 metric tonnes (APEDA, 2024).

In Gorakhpur district, the practice of organic and natural farming has grown with the support of the National Mission on Natural Farming (NMNF). Recent sources report that nearly 12,500 farmers are being motivated to shift towards natural and organic cultivation methods, covering about 5,000 hectares of farmland. As part of skill development efforts, around 200 master trainers have been prepared to spread sustainable farming practices at the village level (Bhaskar, 2023; Live Hindustan, 2023).

V. LITERATURE REVIEW

De Haen, H. (1999) Research indicates that organic farming contributes to sustainable agriculture practices and enhances rural income opportunities. De Haen (1999) notes that increasing global demand for organic products has opened new market prospects for developing areas. In regions such as Gorakhpur, the presence of traditional farming systems provides scope for organic cultivation; however, constraints related to certification expenses, inadequate infrastructure, and restricted market access continue to pose significant challenges.

Hamzaoui-Essoussi, L., & Zahaf, M. (2011) The organic food market is expanding due to increased consumer awareness of health, environmental sustainability, and food safety. Trust in certification, perceived quality, and health benefits strongly influences purchasing decisions. However, high prices and limited awareness continue to constrain market growth.

Janssen, M., & Hamm, U. (2012) Proper certification and clear labelling help build customer trust and strengthen brand loyalty.

Paul, J., & Rana, J. (2012) Supply chain problems are still a big challenge in organic marketing. Research shows that there are not enough proper storage facilities, the supply chain system is not well connected, and there are limited organized retail outlets. These issues make it difficult to distribute and sell organic products smoothly.

Yadav, R., & Pathak, G. S. (2016) The study shows that in developing countries like India, people's buying decisions are greatly influenced by their confidence in their ability to purchase a product and by the opinions and expectations of others around them.

Singh, A., & Verma, P. (2017) Even though people generally think positively about organic products, the higher cost often stops them from buying them.



International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 04, April 2026)

Banerjee, R., & Sharma, M. (2018) emphasized that traditional agricultural systems, improving income standards, and expanding urban populations offer substantial scope for organic food development. Despite these advantages, market progress is hindered by high product costs, inadequate consumer awareness, complex certification procedures, and underdeveloped supply chains. These limitations are equally apparent in regions such as Gorakhpur, where consumer demand is emerging, but structured marketing mechanisms and consistent availability of organic food products remain underdeveloped.

Jain, R., & Rathore, A. (2025) According to studies, the organic food sector in India is expanding because of favourable government policies, growing environmental awareness, and health consciousness. According to Jain and Rathore, the Indian organic food market grew significantly between 2010 and 2015 due to shifting consumer lifestyles and rising income levels. However, high costs, low consumer awareness, restricted supply, and difficult certification processes limit this industry's expansion. Despite these obstacles, research shows that organic food has a bright future in India due to export demand and growing concern for safe and sustainable food consumption.

Objectives of the study

1. To identify major challenges in marketing organic food products.
2. To explore potential opportunities for market expansion.
3. To suggest strategies for improving organic food marketing in the region.

VI. RESEARCH METHODOLOGY

This research paper is based on secondary data collected from government report, research articles and journals, industry publications, online databases, market research, etc.

Opportunities

1. Rising Health Consciousness

After COVID, people have become more aware about immunity and preventive healthcare. Because of this, the demand for chemical-free and healthy food has increased. Many consumers are now choosing a healthier lifestyle, which creates long-term growth opportunities for organic food products. Young working professionals, people who are interested in fitness, and educated families are becoming the main target customers for organic food products.

2. Government Support and Policy Initiatives

The Government of India promotes organic farming through schemes like

National Programme for Organic Production
Paramparagat Krishi Vikas Yojana (PKVY)

Such initiatives encourage farmers to adopt organic practices, increasing production capacity and market supply.

3. Expansion of Digital and E-Commerce Platforms

The rapid growth of e-commerce has opened new opportunities for businesses. In Gorakhpur, many consumers now prefer to shop through online platforms such as Amazon and Flipkart, along with various local grocery applications.

Digital promotion and online selling reduce the need for traditional physical stores. It also enables businesses to connect directly with customers and sell their products through direct-to-consumer (D2C) methods.

4. Growing Middle-Class Population

With growing urban development and higher disposable income in Gorakhpur, more people are ready to spend extra money on high-quality food products. As people earn more, they become less sensitive to prices and are more willing to pay for better quality and healthier options.

5. Local Branding and Farm-to-Consumer Models

There are good opportunities for organizing weekly organic farmers' markets, starting Community Supported Agriculture (CSA) programs, and offering direct farm-to-home delivery services.

Creating a local brand that highlights "Fresh from Eastern UP Farms" can help gain customers' trust and build a strong emotional connection with them.

6. Export and Regional Expansion Potential

If organic farmers in Eastern Uttar Pradesh manage their work efficiently, they can grow their business and supply products to nearby cities like Lucknow, Varanasi, and Patna. This expansion can help them increase production, reach more customers, and earn higher profits.

7. Increasing Environmental Awareness

People are becoming more aware about the environment and now prefer farming methods that are safe and sustainable. Organic farming helps protect biodiversity and improves soil quality. These benefits are also supported at the global level by organizations like the Food and Agriculture Organization.

Because of its environmental benefits, organic farming can be promoted as a strong marketing point to attract customers.



VII. CHALLENGES

1. High Price Sensitivity and Affordability Issues

One of the biggest problems in Gorakhpur is that people are very sensitive about prices. Organic products usually cost more than regular food items because their production cost is higher, certification is expensive, yields are lower, and the supply system is more specialized. Since Gorakhpur is a Tier-2 city where most people belong to the middle-income group, buyers generally focus more on affordability than on quality features like organic certification.

Many families consider organic food a luxury item instead of a basic need. Therefore, while making purchase decisions, consumers give more importance to price differences rather than health advantages, which slows down the growth of the organic food market.

2. Limited Consumer Awareness and Knowledge Gap

Even though people are becoming more aware about healthy eating habits, many consumers in Gorakhpur still do not clearly understand some important things. They often do not know the real difference between organic food and conventional food. Many are also unaware of the certification rules under the National Programme for Organic Production. In addition, they lack proper knowledge about the long-term health and environmental benefits of organic products.

Many consumers use the terms “organic,” “natural,” and “chemical-free” as if they mean the same thing, which creates confusion. Because of this misunderstanding, consumers may not fully trust organic products and may hesitate to buy them regularly. If proper awareness programs and promotional activities are not conducted, the growth of the organic market will remain slow and limited.

Local reports indicate that many farmers in Gorakhpur lack proper knowledge and training in organic farming. Small producers also face market access problems, which lower productivity and limit expansion. Without proper support and guidance, the growth of organic farming in the region may remain slow.

3. Weak Supply Chain and Distribution Infrastructure

Good marketing mainly depends on a strong logistics and distribution system. In smaller cities like Gorakhpur, facilities such as cold storage, organized retail outlets, and

proper supply chains for organic products are still not well developed. There are several problems, such as a limited number of certified organic wholesalers, delays in transportation that reduce product freshness, and insufficient storage facilities. In addition, the supply of organic products is not regular.

Because of these difficulties, organic items are not always easily available in local markets. This irregular availability lowers consumer trust and affects their willingness to purchase regularly.

4. Certification and Regulatory Barriers

In India, organic certification is managed under official systems supported by organizations like the Agricultural and Processed Food Products Export Development Authority (APEDA). But getting certification is not easy. Farmers must complete paperwork, go through inspections, and bear different compliance costs.

In Eastern Uttar Pradesh, many small and marginal farmers do not have enough money, proper technical knowledge, or strong institutional guidance. Because of these difficulties, some farmers choose not to apply for certification, while others sell their products without an official organic label. This situation slows down the organized growth of the organic market.

5. Lack of Strong Branding and Promotion

Compared to big FMCG companies, organic products in Gorakhpur do not use strong or active marketing methods. There is very little promotion through television or newspapers. Social media marketing is also limited, and influencer promotions are rarely used. Product demonstrations are not common either.

Because branding and promotion are weak, consumers find it difficult to identify real organic products and to clearly distinguish them from regular conventional items.

6. Presence of Fake or Misleading Labels

One more major problem is that many products use words like “pure,” “natural,” or “farm fresh” without having proper organic certification. These claims can be misleading for customers.

Because of this, people start doubting whether a product is truly organic or not. It lowers consumer trust in the organic category and creates confusion in the market.



SWOT Analysis

Strengths	Weakness
Growing health awareness	High production and certification costs
Government support	Limited Consumer Awareness
Expanding digital access	Weak Distribution and Marketing Channels
Environmental Benefits	Limited Availability
Local Agricultural Base	
Opportunities	Threats
E-commerce growth	Fake organic labelling
Urban lifestyle change	Competition from conventional products
Youth-driven demand	Economic instability
Expansion Through Digital Platforms	Supply Chain Challenges
Rising Urban Demand Rising	Entry of Large Corporations
Brand development and farmer cooperatives	

VIII. CONCLUSION

The study indicates that organic food marketing in Gorakhpur is still developing but has strong future potential. Growing health awareness, environmental concerns, government support, and digital growth are creating positive opportunities. The region’s agricultural background and local farmers also support organic production.

However, high prices, low consumer awareness, weak supply systems, branding issues, certification problems, and fake labelling slow down-market growth. Since Gorakhpur is a Tier-2 city, many consumers are highly price-sensitive, which limits regular demand.

With better awareness programs, strong certification, and effective marketing strategies, the organic food market in Gorakhpur can grow steadily and become an important regional hub in eastern Uttar Pradesh.

Recommendation

1. Conduct awareness campaigns.
2. Promote local farmer markets and organic fairs
3. Develop competitive pricing through supply chain efficiency.

4. Encourage farmers’ cooperatives for certification cost sharing.
5. Use social media marketing for brand building.

REFERENCES

- [1] De Haen, H. (1999, October). Producing and marketing quality organic products: opportunities and challenges. In Sixth IFOAM Trade Conference: Quality and communication for the organic market, Florence (Vol. 23).
- [2] Hamzaoui-Essoussi, L., & Zahaf, M. (2011). The organic food market: Opportunities and challenges. In M. Reed (Ed.), *Organic food and agriculture: New trends and developments in the social sciences* (pp. 63–88).<https://doi.org/10.5772/30155>
- [3] Paul, J., & Rana, J. (2012). Consumer behaviour and purchase intention for organic food. *Journal of Consumer Marketing*, 29(6), 412–422. <https://doi.org/10.1108/07363761211259223>
- [4] Janssen, M., & Hamm, U. (2012). Product labelling in the market for organic food: Consumer preferences and willingness-to-pay for different organic certification logos. *Food Quality and Preference*, 25(1), 9–22. <https://doi.org/10.1016/j.foodqual.2011.12.004>
- [5] Yadav, R., & Pathak, G. S. (2016). Young consumers’ intention towards buying green products in a developing nation: Extending the theory of planned behavior. *Journal of Cleaner Production*, 135, 732–739. <https://doi.org/10.1016/j.jclepro.2016.06.120>



International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 04, April 2026)

- [6] Singh, A., & Verma, P. (2017). Factors influencing Indian consumers' actual buying behaviour towards organic food products. *Journal of Cleaner Production*, 167, 473–483. <https://doi.org/10.1016/j.jclepro.2017.08.106>
- [7] Banerjee, R., & Sharma, M. (2018). Opportunities and Challenges in Marketing of Organic Food Products in Uttarakhand. *Journal of Global Economy*, 14(4), 11–20. <https://doi.org/10.1956/jge.v14i4.493>
- [8] Jain, R., & Rathore, A. (2025). Challenges and Opportunities of organic food industry in India.
- [9] Agricultural and Processed Food Products Export Development Authority. (n.d.). National Programme for Organic Production (NPOP). Ministry of Commerce and Industry, Government of India. <https://apeda.gov.in/apedawebsite/organic/index.htm>
- [10] <https://www.imarcgroup.com/indian-organic-food-market>
- [11] Justdial. (2026). Organic product dealers and farm listings — Gorakhpur. Retrieved from <https://www.justdial.com> (accessed 2026).
- [12] Agricultural and Processed Food Products Export Development Authority (APEDA). (2024). Organic Certification Data Under NPOP 2023-24 . Government of India. <https://sec-npop.apeda.in/Organic-Certification-Data>.
- [13] Bhaskar. (2023). 12,500 farmers to adopt organic farming in Gorakhpur under natural farming mission. *Dainik Bhaskar*. <https://www.bhaskar.com/local/uttar-pradesh/gorakhpur/news/12500-farmers-will-do-organic-farming-in-gorakhpur-135050899.html>
- [14] Live Hindustan. (2023). Gorakhpur promotes natural farming; farmers trained under National Mission on Natural Farming. <https://www.livehindustan.com/uttar-pradesh/gorakhpur/story-gorakhpur-promotes-natural-farming-12500-farmers-trained-under-national-mission-on-natural-farming-201747527336894.html>