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Shubham Sinha
Research Scholar, Department of
Home Science, Patna University,
Patna, Bihar, India

Anju Srivastava
Professor, PG, Department of
Home Science, Patna University,
Patna, Bihar, India

Knowledge regarding various aspects of storage among women consumers of organic food

Shubham Sinha and Anju Srivastava

Abstract

The word "organic" describes the way in which agricultural foodstuffs are produced and prepared. Particular requirements be obliged to certainly be achieved and managed to ensure that items to be called "Organic". Organic plants must be developed in secure dirt, don't have any adjustments, and have to stay behind independent from traditional products. Producers aren't permitted to use artificial pesticides, GMOs, oil-based fertilizers, and sewage sludge-fertilizers. By organic farming, organic food is produced. Organic farming means all kinds of agricultural products are produced organically. Certified organic products are those which have been produced, stored, processed, handled and marketed in accordance with precise standards and certified as "Organic" by a certification body. This study aims at assessing the knowledge regarding various aspects of storage of organic food among women consumers of Patna Sadar. For the purpose of this study, 100 women consumers have been selected and data has been collected through interview schedule and observation method. Food can be raw, processed or formulated and every form needs to store at its optimum condition. Various aspects which affect the storage of organic food should be focused in order to avoid food wastage and for better use of the organic items. Significant losses of food are caused by inadequate storage conditions as well as decisions made at earlier stages of the supply chain, which predispose products to a shorter shelf life.

Keywords: Organic food, women consumers, food storage, organic farming

1. Introduction

An organic food is that which is raised, grown, stored and processed without the use of synthetically produced chemicals or fertilizers, herbicides, insecticides or any other pesticides. By organic farming, organic food is produced. Organic farming means all kinds of agricultural products are produced organically. Organic foods are full of more nutrients. Organic food has a better taste than traditionally farmed foods. The shelf life of organic food products is often much shorter as compared to conventional food. Organic food usually is more expensive for consumers than conventionally produced food because of its more labour-intensive methods, the costs of certification, and the decreased reliance on chemicals to prop up crop yields. Promoting a healthier lifestyle, if more people start buying organic products, the vast majority of farmers will start producing organic products. Resulting in less use of fertilizers and harmful chemical products.

Food Storage is the process in which both cooked and raw are stores in appropriate conditions for future use without any entry or multiplication of microorganisms. Storage area should be cleaned and disinfected on regular basis. Foods to be stored should be inspected for signs of damage, spoilage or infestation before storage. Raw materials should be properly stored before use in preservation. Ripe fruits and vegetables should be kept in clean plastic crates in a cool area, when they are being held for preservation. Dry ingredients such as spices should be stored in a well-ventilated area. Packages in storage should be checked periodically to ensure that they are still intact and any spillage detected should be removed immediately and the area should be subsequently sanitized. Packaging material such as cans, jars, lids, cartons should also be kept in clean dry areas as free as possible from dust.

Corresponding Author:
Shubham Sinha
Research Scholar, Department of
Home Science, Patna University,
Patna, Bihar, India

The outer wrapping of these should not be removed until packaging material is ready for use in processing area. All stored material should be labelled and dated and raw materials/ products slated for reworking or dumping and finished products awaiting shipment should all be segregated in designated areas.

2. Review of Literature

Ahuja, K. (2017) ^[1] reported in the research article entitled "Organic Food-Way ahead for Healthy Life and a Smarter Choice!" that there is need for increased efforts in creating awareness of the benefits of organic foods. Organic food products should be available to the consumers as availability is a serious issue which will directly affect its consumption.

Balaji, K., C. & Sathyanarayan, K. (2018) ^[2] reported in the research article entitled "Impact of Sales Promotions and Knowledge of Organic Food Products on Purchase Intention of consumers" that it is important to develop the awareness for organic food product and its value and benefits in order to develop health consciousness and food safety among the consumers. Organic products campaigns and awareness program on a regular basis will help its consumer to understand significance of organic food products.

Leonardo, N. & Gupta, C. (2021) ^[3] reported in the research article entitled "Understanding the concept of Organic and Inorganic Foods" that organic farming is better than conventional farming. Farmers of India are shifting to organic farming because of the domestic and worldwide interest in organic food. Organic food products have better impact on human health as well as on environment.

Nalini, N. & Susila, G. (2020) ^[4] reported in the research article entitled "A study on the consumer perception on media exposure for organic food products" that consumers are becoming increasingly concerned about the food they consume, and they want more nutritious food that is produced without the use of chemicals. Through various social media platforms, they are informed about the dangers of pesticides and chemicals to the environment and human health. As a result, customers have recently started shopping for organic meals.

Patnaik, A. (2018) ^[5] reported in the research article entitled "Consumers Perception towards Organic Food: A Study" that growing health consciousness gave birth to a beautiful & an evergreen concept called "Organic". As we know food is the most important medium which affect our health largely. So, organic clothing, organic farming like business practices raise their heads. Organic strategy proved to be one of the best competitive strategies in this aggressive global platform.

Savithri, N. & Lavanya, B. (2019) ^[6] reported in the research article entitled "Organic Food Products: A Study on Perception of Indian Consumers" that consumers purchasing organic food as it has health benefits and also organic food are free from chemicals, preservatives and other toxic elements. There are various beneficial effects of organic food like health, safety, rich in nutrients, natural and free from

contamination which results in growth of organic food consumption day by day.

William, A. (2021) ^[8] reported in the research article entitled "An Economic Study on Organic Food Products and Consumer Attitude with Special Reference to Chennai City Tamil Nadu" that there are various categories of food items available under the umbrella of organic food products. Organic farming and organic food are becoming more trending now a days so as its consumers are also increasing as they are more conscious regarding their health, environment and social welfare.

3. Methodology

3.1 Research Objective

To assess the knowledge regarding various aspects of storage of organic food among women consumers of Patna Sadar.

3.2 Research Method

- The locale of the study was Patna Sadar. For the purpose of this study, 100 women consumers from the six circles (New capital circle, Patliputra circle, Kankarbagh circle, Bankipur circle, Patna city circle and Azimabad circle) of Patna Sadar were selected by purposive sampling technique.
- Data for the study in the present research were collected by interview schedule and observation method.
- After the collection of data, analysis of data was shown through graph using percentage

4. Results and Discussion

The present research was conducted in order to assess the knowledge regarding various aspects of storage of organic food among women consumers of Patna Sadar. The information obtained from this study and their analysis is as follows:

4.1 There are various aspects of storage of organic food

- **Types of storage:** Dry storage and Low temperature storage which is further classified as Refrigerated storage/Cold storage/ Freezer storage.
- **Types of food based on perishability:** Perishable, semi perishable and non-perishable.
- **Essential features of storage area:** Should be fit for purpose (dry store/ chill/ frozen), separate area could be designed for different types of food (raw and cooked should be stored separately), able to provide protection from contamination/ infestation, should be weatherproof, should be able to keep out direct sunlight / heat, should be easily cleanable, should provide easy access to materials.
- **Factors that affect food storage shelf life:** Temperature, moisture, oxygen, light, container, infestation, shelf date.
- **Materials used for organic food storage containers:** Glass, Plastic, Steel, Metal, Ceramic, Silicone, Wooden, Aluminium.

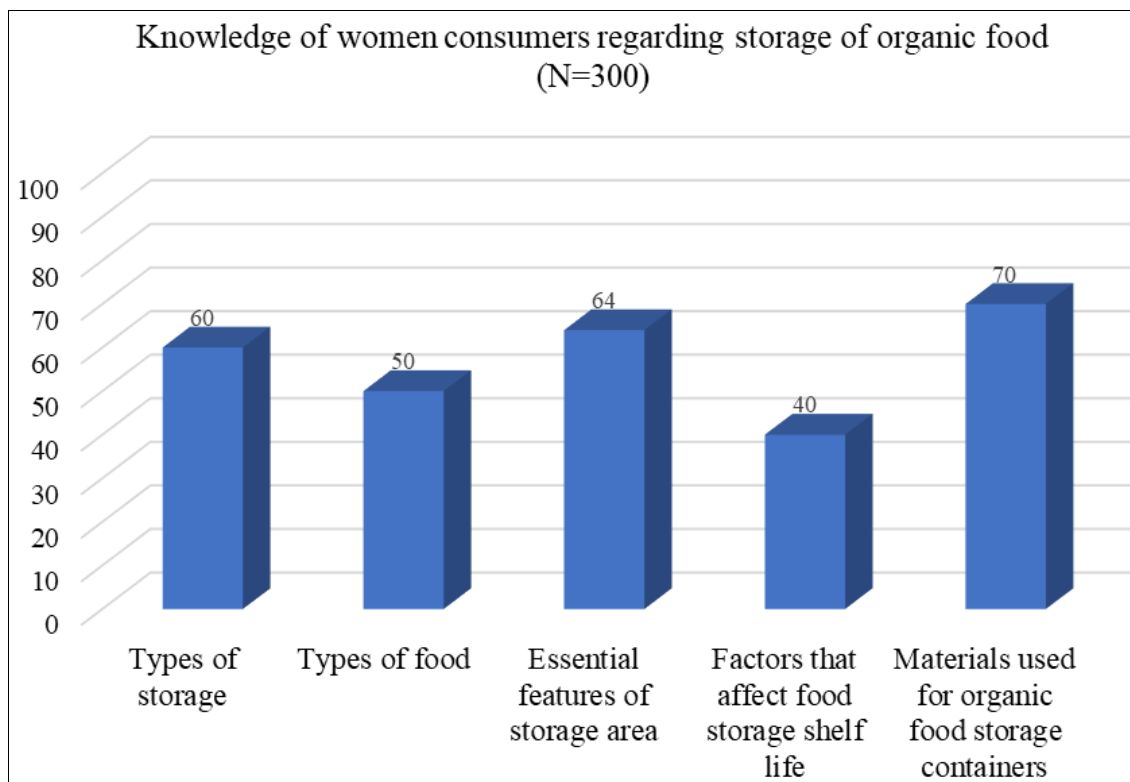


Fig 1: Knowledge of women consumers regarding storage of organic food

The various aspects of storage of organic food needs to be focussed and same was surveyed among women consumers which reveals that there is minimal knowledge among women consumers regarding various aspects of storage of organic food. Shelf life of organic food items is quite limited so its proper storage is very necessary for its better consumption. Figure 1 explains the knowledge of women consumers regarding storage of organic food. Organic food storage should get priority in order to avoid its wastage as it can lead to drop out as an organic food consumer. Essential features of storage area are an important aspect in storage of organic food. Storage containers also plays an important role as material used for containers should be suitable for the type of food item. Most of the consumers were not using food grade containers for storage which can create contamination/infestation and also have adverse effect on food item. Containers without proper lid also have negative impact which affect shelf life of any organic food item.

5. Conclusion

The various aspects of storage of organic food needs to be focused and around 57% of women consumers are aware with the different aspects of storage of organic food which includes types of storage, types of food, essential features of storage area, factors that affect food storage shelf life and materials used for organic food storage container.

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