

Organic Livestock Products- An Emerging Market

Bulbul G Nagrale*, **Pushpa**** and **A. K Chauhan*****

Ph.D Scholar (Livestock Economics), ** Ph.D Scholar (Agricultural Economics), * Principal Scientist*

*Department of Dairy Economics, Statistics and Management
National Dairy Research Institute, Karnal-132001*

Abstract With the increasing consciousness on animal welfare, environment degradation and issues of adulteration in food there are huge market opportunities for organic livestock products. Though India produces and export number of certified organic products which includes all varieties of food products namely sugarcane, cotton, basmati rice, pulses, tea, spices, coffee, oil seeds, fruits and their value added products. The production is not limited to the edible sector but also produces organic cotton fiber, functional food products etc. But unable to export any of the organic livestock products like organic milk, organic meat etc in the market as yet. The major global organic milk markets are UK, USA, Germany, Netherlands, France and Sweden. USA & U.K lead the world in consumption and production of organic milk. There are some Latin American countries, such as Brazil and Argentina, not only produce organic beef but also export it to the EU and the USA. As India is the largest milk producing country in the world and one of the major meat exporting county so it gives an opportunity to it to enter in the emerging organic livestock product market. As most organic markets and consumers are in developed countries and are prepared to pay a premium for organic products make organic livestock products a niche area with excellent prospects for exports.

Keywords: organic livestock products