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Sustainability Through Marketing Organic Food Consumption

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Abstrakty:

EN The pervasive inquiries surrounding organic food and its non-organic counterparts often intertwine with notions of health, environmental impact, and overall sustainability. Organic food refers to 'food produced using environmentally sound practices instead of using conventional pesticides or fertilizers made with synthetic ingredients and not processed using industrial solvents, irradiation, chemical food additives, or genetic engineering' (Jeong & Jang, 2019, p. 2). In recent years, organic food has not only gained remarkable traction, but also burgeoned into a prominent force in the hospitality industry. According to the Organic Trade Association (2023), organic food sales in the United States reached a record high of USD 60 billion in 2022, hitting another high-level mark for the resilient organic sector. Organic food sales accounted for approximately 6.8% of total food sales in the country. On a global scale, the sales of organic food reached a staggering USD 132.74 billion, a remarkable increase from the approximately USD 18 billion recorded in 2000 (Statista, 2023). The passion for organic food is shared with developed countries in Europe, such as Germany, France, and Switzerland, which have already demonstrated tremendous interest in organic food, and developing countries like China, where demand is also rising. The surge in organic food consumption reflects profound changes in people's eating habits and our relationship with food. In a world increasingly confronted with environmental challenges, consumers are making conscious choices that extend beyond personal health benefits to encompass the well-being of the planet. The purchase of organic food, driven by the motive of health and environmental concerns, has emerged as a powerful way individuals can contribute to a more sustainable future. Consumers are leading this revolution of dietary choices that is rapidly changing the landscape of the service industry. Businesses are embracing this emerging trend and grasping the chance of turning profits by positioning organic food as a more sustainable alternative to conventional options. Notable organic food manufacturers are now highlighting their organic products and their sustainable processing practices in the hope of gaining customer acceptance. Sustainability and environmental benefits have become selling points for organic food and are increasingly utilized to justify their typically higher price premiums. These two forces work collaboratively to facilitate the rapid growth of organic food that we recently witnessed. (fragment of text)

Słowa kluczowe:

EN [Sustainable development](#) [Marketing](#) [Food](#) [Health food](#) [Organic food](#) [Consumer](#)
PL [Rozwój zrównowazony](#) [Marketing](#) [Żywność](#) [Zdrowa żywność](#) [Żywność ekologiczna](#) [Konsument](#)

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Komentarze

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