

# GLOBAL TRENDS AND RESEARCH PRIORITIES IN ORGANIC FOOD AND HEALTH VALUES

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## ABSTRACT

*The research undertakes bibliometric analysis to find out the connection between health values and consumption of organic food at the start of the 21st century. It reviews the trends in research, the most notable publications, authors, countries, and development of themes in this cross-disciplinary area of research encompassing nutrition, consumer behavior, and sustainable agriculture. The results indicate that interest has increased substantially over the last decade, with huge peaks in 2008, and underscores the leading roles of such countries as the USA and India in terms of research productivity and impact. The discussion highlights the current research trend of taking consumer attitudes and health-oriented behaviors instead of product safety and chemical composition, which is being characterized by increased significance of health values in the formation of organic food markets. The research provides useful information to researchers, policymakers, and other industry players whose objective is to ensure that people make healthy and sustainable food options that keep in tandem with health issues of the consumers.*

**Keywords:** Organic Food, Health Values, Bibliometric Analysis, Consumer Behavior

## INTRODUCTION

The quality, safety, and sustainability of food are rising highly among the consumers. There is an increase in the consumption of organic food worldwide due to the need to consume a healthier diet (Kushwah *et al.*, 2019; Iqbal *et al.*, 2021). The organic food market has been thriving and its sales have been on a steady rise since 1990 (An & Talib 2024; Woo and Kim, 2019). The recent years witnessed a lot of growth in Organic food industries due to the increasing demand of a healthier, safer, and tastier product, in contrast to the traditionally grown or traditional products (Painuly & Pachaury, 2022). The COVID-19 pandemic in 2020 caused a growth in demand of organic commodities because it was health conscious (Rehder *et al.*, 2022). Consequently, customers have started becoming more health-conscious and organic food is turning out to be the new standard across the entire globe (Cavite *et al.*, 2022; Liu *et al.*, 2021; Tandon *et al.*, 2021). Health

Values, which are personal beliefs and preferences with respect to well-being, are essential factors in the decision-making process regarding food, particularly organic products. Organic is a term used for labelling food grown organically or using recognized procedures. The methods used include cultural, biological, and mechanical processes (USDA, National Organic Program; Heckman, 2006). Organic food refers to food products that are grown without the use of synthetic chemicals like pesticides and artificial fertilizers and does not contain genetically modified organisms (GMO) (Gennaro & Quaglia, 2002; Iqbal *et al.*, 2021). The main aim of organic farming is to promote biological cycles and soil fertility over time. Furthermore, it reduces the usage of pollution-causing pesticides and synthetic fertilizers (Raynolds, 2004; Painuly & Pachaury 2022). Since organic food has more or better critical micronutrients, lower levels of fat, and natural goodness all of which may be lost or improved throughout the bioengineering process, it is said to be healthier than conventional food (Ditlevsen *et al.*, 2019; Lin *et al.*, 2021). Prior research suggests that consumers are more inclined to purchase organic goods if they are worried about the health risks associated with genetically modified (GMO) foods (Marette *et al.*, 2021). According to research, consumers who prefer organic food frequently attribute their decision to both health and environmental concerns. However, there is also some evidence that the expectation of health benefits is the most likely factor to motivate consumers to transition from a mere preference for organic products to an actual purchase (Denver & Christensen, 2015; Ditlevsen *et al.*, 2019). As per the FIBL and IFOAM year book, India ranks second in terms of organic agricultural land area and it holds the top position for the highest number of organic producers (2,480,859) globally (Willer *et al.*, 2024). As per the report of APEDA during the period of 2022-23, the export volume amounted to 312,800.51 million tons and generating a revenue of approximately INR 5,525.18 crore (equivalent to 708.33 million USD) from organic food exports. These organic products are exported to various nations like USA, European Union, Canada, Great Britain, Switzerland, Turkey, Australia, South

Korea, Vietnam, Japan, and other countries (APEDA, 2023).

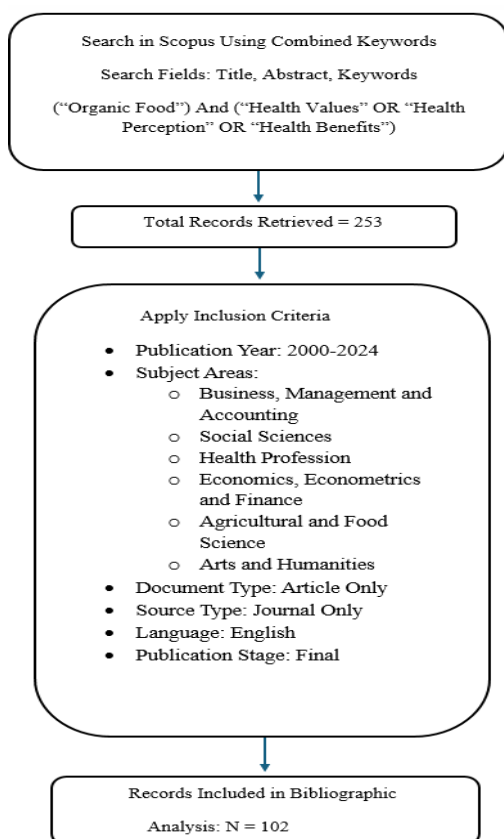
Although organic food consumption has risen significantly, the connection between health values and consumers' decisions to purchase organic products remains under explored particularly through a comprehensive bibliometric and systematic review approach. Bibliometric analysis research provides information related to trends in previously available literature through using statistical and mathematical methods (Singh & Dhir, 2019). In this work, Bibliometrix R-package, an R language tool is utilized (Aria & Cuccurullo, 2017). Bibliometrix is a statistical software created using the open-source R programming language and contains statistical methods, mathematical functions, and visualization software. R Studio is compatible with Windows and Linux since it has a graphical user interface. To analyze the data, Biblioshiny, an online application that is a subset of Bibliometrix package, was applied in this study. To examine the fragmented work, this study uses bibliometric analytic techniques to offer significant trends in terms of the conceptual and social structure. The main research questions of this bibliometric study are the following:

*RQ1.* Which publications and authors have had a substantial effect on the perceived connection between health values and organic food?

*RQ2.* What are the dominant collaboration networks in the research domain connecting health values with organic food?

## **METHODOLOGY**

The study methodology will be a bibliometric analysis, which will use statistical and mathematical methods and procedures to investigate trends, publications, authors, countries, and research topics of health values and organic food. In particular, the analysis of the data is based on the help of the Bibliometrix R-package, which is an open-source tool created on the basis of the R programming language and can run on Windows and Linux. Also, there is data visualization and detailed analysis of data via the online application Biblioshiny, a subset of Bibliometrix.



**Figure 1: Flowchart for Document Selection in Bibliometric Analysis**

Source: Authors' Compilation

The data set comprises 102 documents from 75 different sources, covering publications from 2000 to 2024. The selection of documents involves examining research articles works focusing on the relationship between health values and organic food. The analysis includes various bibliometric techniques such as collaborative network analysis, keyword, citation analysis, and trend topic identification. The document Selection in Bibliometric Analysis depicted in Figure 1. The combination of keywords served as the basis for the search. The document Selection in Bibliometric Analysis depicted in Figure 1. The combination of keywords served as the basis for the search ("Organic Food") And ("Health Values" OR "Health Perception" OR "Health Benefits"). We searched for articles with this phrase only in the title, abstract, and keywords. A total of 253 records were found by searching the Scopus database. Subsequently, 102 articles are successfully screened through an article screening process that employs a number of criteria, including Publication Year (2000-2024), Subject area ("Business, Management and Accounting", "Social Science", "Health Profession" "Economics, Econometrics

and Finance", "Agricultural and Food Science", "Arts and Humanities") document type (article only), source (journal only), language (English), and publication stage (final).

**RESULTS AND DISCUSSION**

**Data Set**

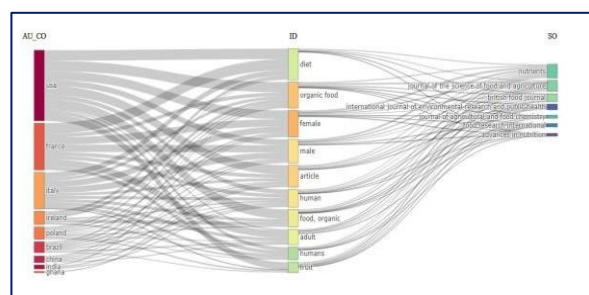
**Table 1: Summary of Data Set**

Description	Results
Timespan	2000-2024
Sources (Journals, Books, etc.)	75
Documents	102
Annual Growth Rate %	4.49
Document Average Age	7.43
Average Citations per Doc	32.47
References	5460
Keywords Plus (ID)	695
Author's Keywords (DE)	404
Authors	364
Authors of Single-authored Docs	10
Single-authored Docs	10
Co-authors per Doc	3.69
International Co-authorships %	22.55

Source: Authors' Compilation

Table 1 summarizes key findings from a research dataset on the relationships between organic food and health values from 2000 to 2024, originating from 75 distinct sources and comprising 102 documents. It is remarkable that the data set has a yearly growth rate of 4.49 per cent that is used to show how the area of research has been changing with the time. The median age of the documents is 7.43 years, and it can be noted that the focus in the data set is quite recent. The presence of an impressive indicator of the scholarly influence of the collected works is the average of 32.47 citations per document. A total of 364 authors are represented in the data set with 10 of them being single-author papers. The mean number of co-authors is 3.69 and 22.55% of the collaborations are international, which explains the global character of the research network.

**Three-Field Plots**

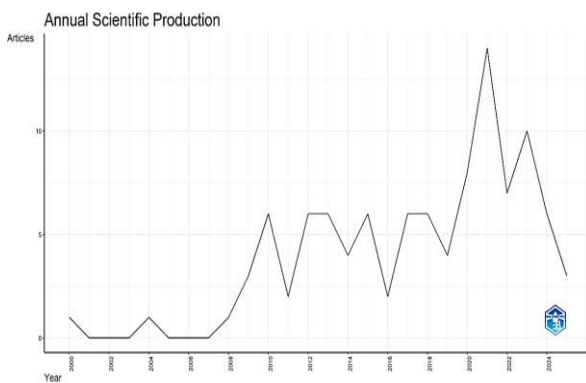


**Figure 2: Three-Field Plots**

Source: Biblioshiny Software

Figure 2 depicts the three-field plots employed to elucidate the connection among three distinct pieces of information. The percentage of selected items across the duration of the study was shown using three-field plots. The figure displays a three-field plots consisting of correlation between countries, keywords and journal names. The plot displays items adjacent to rectangles, and the height of the rectangles increases as the strength of the connections between the elements in each row increases. The countries that have the most author affiliations are indicated in the first column, while the contributing Keywords are shown in the second column. The most widely utilized journals in this discipline are shown in the third column. The findings indicate that USA has devoted greater attention to the subject of connection between health values and organic food, with France following closely behind. Subsequently, closely followed by Italy, Ireland and Poland. Upon analysing the thickness of connecting lines between countries and keywords, it was determined that “diet” is the most frequently utilised term closely followed by “organic food” and “female”.

**Sources**



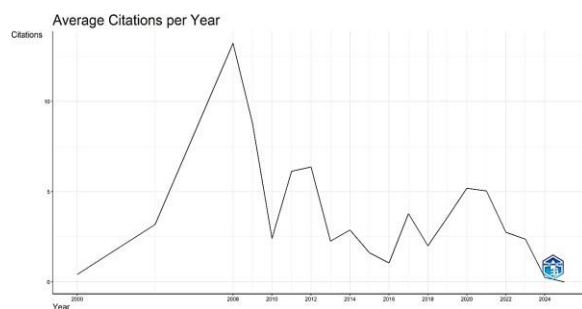
**Figure 3: Annual Scientific Production**

Source: Biblioshiny Software

Figure 3 shows the annual scientific production indicates that the research field initially experienced very limited scholarly attention, with only sporadic publications during the early years, reflecting its emerging nature. A visible growth period starts between about 2008 and 2009 when the articles start to grow steadily indicating the possibly rising academic interest and awareness of the topic and its significance. The period of 2013

and 2018 demonstrate a variation in the output of publications but is relatively stable pointing to a phase of consolidation where the field did not encounter any growth continuity. The period of 2019-2021 sees a spike in the number of researches produced and thus, it is the most mature and relevant and popular topic in the world that may be triggered either by technological progress, policy development, or sustainability issues. Recent years show a slow increase in the amount of publications; nevertheless, it might be explained by the fact that it takes more time to publish or the recent data is not indexed yet because of the lack of interest among the researchers. In general, the trend can be regarded as a definite advancement of a developing field to a clearly established field of research with a long-standing academic activity.

**Average Citations per Year**



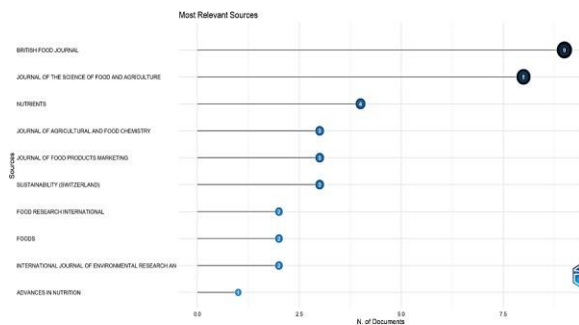
**Figure 4: Average Citations per Year**

Source: Biblioshiny Software

Figure 4 shows the pattern in the average number of citations per year of research on the relationships between health values and organic food, which goes between 2000 and 2024. Throughout the beginning of the 21st century, the amount of citations was low only one per year with an average of 1 citation per year meaning that not much scholarly focus was given to this field. The period between 2000 and 2008 witnessed steady and then steep rise in citations with the highest point recorded in 2008 where there was over 12 average citations per year. This spurt will perhaps be due to the increased academic attention to the consumption trends of health-conscious people and the role of organic foods at this time. After this peak, there was a steep drop in the average citations by 2010 (below 3), that could possibly indicate a saturation of initial foundational research, or a change of focus to other emerging topics. The trend

is not monotonous, as there are small peaks in 2012, 2018, and 2020, implying that there are periods when research activity or the publication of significant studies is high. The general tendency since 2010 indicates less and fluctuating citation rates in comparison to the peak in 2008 indicating a mature and somewhat stable field of research. By 2024, the average citations are even smaller and approach insignificance, which can be explained by the fact that recent articles have not received citations yet or by the fact that the sphere has lost its novelty. Altogether, the bibliometric trend shows that the research on health values and organic food attained the most active phase of academic influence in the late 2000s, then received diverse yet insignificant coverage over the next decade.

**Most Relevant Sources**



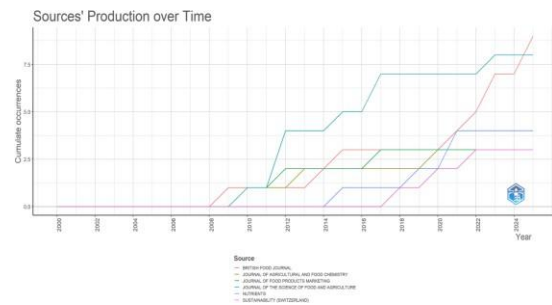
**Figure 5: Most Relevant Sources**

Source: Biblioshiny Software

Figure 5 the graph shows the most relevant journals in research connecting health values and organic food. Granting lead to the British Food Journal with 9 documents, the Journal of the Science of Food and Agriculture with 8 documents, and Nutrients with 4 documents, several journals including the Journal of Agricultural and Food Chemistry, Journal of Food Products Marketing and Sustainability contain 3 documents each, and the Food Research International, Foods and the International Journal of Environmental Research each have 2 documents, Advances in Nutrition have 1 document though being the least frequent but still highly relevant source helping to focus on the nutritional angle of organic food research. In general, this bibliometric trend shows that the study of the intersection of health values and organic food is correlated to several main journals, and the mixture of sources on nutrition, agricultural

science, and sustainability reveals both the scientific and applied aspects of this field. The distribution indicates an increasing interdisciplinary concern about the role of health consciousness in organic food production, marketing and consumption.

**Sources' Production over Time**



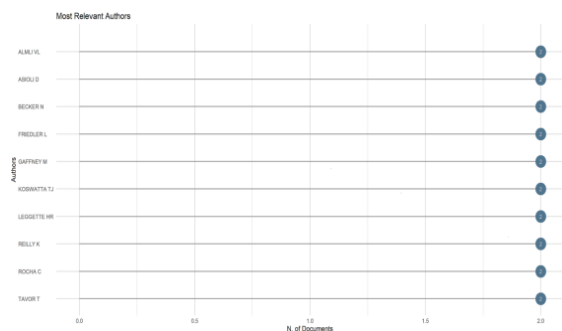
**Figure 6: Sources' Production over Time**

Source: Biblioshiny Software

Figure 6 illustrates the trends in cumulative publications of the major journals that have been used in the study of the relationship between health values and organic food between 2000 and 2024. It gives an explicit bibliometric outlook at the changes in knowledge in this field as it progressed throughout the years. The red line, which is the British Food Journal, has shown a gradual increase, especially since 2010, to the highest cumulative incidence in 2024, which proves its key foundation in spreading the research in this area. The Journal of the Science of Food and Agriculture (Sky blue line) has a history of early and regular contributions, and consequently, it has had a high rate of publication in the period between 2012 and 2018, which demonstrates that it has continued to impact the research sector. Moderate activity is observed with journals like the Journal of Agricultural and Food Chemistry (green line) and Journal of Food Products Marketing (yellow line), which periodically increases, and this could indicate dedicated but less common input. Although they might seem as a late arrival, the Nutrients (blue line) and Sustainability (Switzerland) (magenta line) seem to commence the publication activity starting in 2016, which indicates the growing interdisciplinary appeal of health values, organic food, and sustainability in recent years. On the whole, it can be noted that the graph shows a certain trend: there has been a gradual increase in the field until 2010, after which the number of publications has increased significantly, which indicates a growing interest in

academia and the diversification of sources that contribute to the discussion of the topic of health-oriented organic food research.

**Most Relevant Authors**

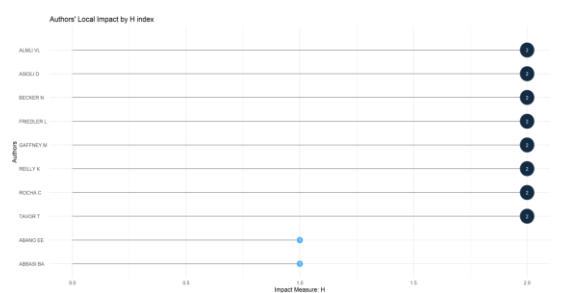


**Figure 7: Most Relevant Authors**

Source: Biblioshiny Software

The graph in Figure 7 shows the most topical authors in the area of research connected with the health values and organic food, according to the number of publications. Based on the visual, it is also clear that each of the listed authors- Almli, Asioli, Becker, Friedler, Gaffney, Koswatta, Leggette, Reilly, Rocha, and Tavor have made identical contribution to it in terms of documents. This even distribution indicates that during an initial stage of research no one author prevailed in the literature, and it was characterized by a rather equal but restricted academic activity. The availability of different authors with the same number of documents can reflect new cooperation groups and the increased desire to investigate the intersection points between the health consciousness and the consumption of organic foods. The general impression of the graph in question is that the given research in the given niche is at the stage of its foundation, which means that some of the most prominent researchers are starting to build the groundwork of a more comprehensive bibliometric mapping in the years to come.

**Authors' Local Impact**



**Figure 8: Authors' Local Impact by H index**

Source: Biblioshiny Software

Figure 8 gives a summary of the scores of h-index of specific researchers it can be seen that most of the authors- Almli, Asioli, Becker, Friedler, Gaffney, Reilly, Rocha, and Tavor have a higher local impact with h-index of 2, which is moderate but consistent contribution to the field. Contrastingly, Abano and Abbasi exhibit a lower value of H-index at 1 given that the contribution to research in these areas, though notable, have had a relatively small impact locally. This distribution shows that there is a group of authors who are the most important figures in the early 21st century of research regarding health consciousness and organic food consumption, and it is an indicator of the emerging trends as well as the research in the field. The monotony of high H-index authors also indicates a relatively high intensity of influence, according to which a few researchers can have a serious influence on the conversation and the dissemination of knowledge in the given field.

**Table 2: Top 10 Countries' Productivity and Citations**

Countries' Scientific Production		Most Cited Countries	
Country	Frequency	Country	Total Citations
USA	50	India	475
India	21	Brazil	386
Malaysia	13	USA	334
China	12	Denmark	319
Portugal	11	United Kingdom	227
Brazil	8	China	211
Ghana	8	Belgium	137
Israel	8	Sweden	109
Poland	8	Malaysia	75
Czech Republic	7	Australia	74

Source: Biblioshiny Software

The scientific production and citation impact on a country basis indicates a worldwide pattern of scientific activity on the links between health values and organic food in the beginning of the 21st century. Regarding the level of research output, USA obviously leads with the greatest amount of publications (50), which means that it possessed a well-developed institutional capacity, financial investments in research and early adoption of organic food and health consumer behavior. It is India, with a slightly lower amount of studies (21), which turns out to be the most influential country in terms of citations (475) and it can be assumed that the Indian research has had a significant academic impact, perhaps because of its emphasis on public health, traditional food systems,

and emerging markets of organic foods. The moderate productivity is also seen in such countries as Malaysia, China, and Portugal and indicates the growing topicality of the values of organic food and health in the emerging and switching economies. An interesting trend can be observed when the productivity is compared to impact. The USA leads in the number of publications, but only the third in the total citations (334), which indicates that the number of publications does not necessarily bring the maximum academic impact. Likewise, Brazil has a comparatively low production (8 studies) but outstanding citation impact (386), meaning that its works are conceptually sound or talk about the globally relevant topic like sustainability, health-conscious consumption, and organic agriculture in the developing setting. Though not emerging in the list of the most productive nations, Denmark and the United Kingdom are the countries that are high citation producers (319 and 227 correspondingly), which reflects the power of European research traditions that focus on a high quality of food, health ethics, and consumer trust towards the label organic.

The other interesting trend is that smaller or less publishing countries like Belgium, Sweden, Australia and Israel are no exception as they appear in the list of most cited countries. This implies that theoretically oriented, policy oriented or methodologically rigorous research in these countries has played a major role in the discourse of health values and organic food. On the other hand, Ghana, Poland, and such countries, which seemingly appear in the list of productive contributors but are not mentioned in the list of the most cited ones, could be the more recent or even more context-specific sets of research that are yet to become more visible internationally.

In general, the bibliometric trend suggests that the studies on health values and organic food are widely spread across the globe but influence-oriented instead of volume-oriented. The high citation rates in those countries that have lesser publications show the significance of high quality of research, the relevance of the research to the context and the contribution of theory rather than the quantity of publications. This distribution is

indicative of the interdisciplinary approach to the field where the knowledge of nutrition, consumer behavior, sustainability, and cultural health values overlap, creating a globalized but uneven research field at the turn of the 21st century.

### Keywords



**Figure 9: Word Map of Most Frequent Keywords**

Source: Biblioshiny Software

The key word cloud in Figure 9 shows that organic food is the core idea in the research that connects health values and organic food at the beginning of the 21st century. The great presence of the use of such words as human, male, female, adult, young adult and child points to the definite emphasis on human health in different age and gender categories which means that the use of organic food is a widely studied practice in terms of age and gender factors influencing their health. Diet, fruit, vegetable, functional food, phenols, ascorbic acid, oxidative stress, metabolism, and inflammation, are keywords indicating a prevailing nutritional and biomedical focus with regard to organic food, where its health-promoting and disease-preventive characteristics are examined. Simultaneously, the emergence of consumer attitude, perception, food preference, consumer behavior, marketing, and food quality indicates a similar behavioral and attitudinal study flow and the significance of health values in defining the consumer preference toward organic food. Organic farming, organic agriculture, food safety, and food contamination are also terms that can be used to relate health issues to production processes and safety problems. In general, it can be stated that the graph illustrates an interdisciplinary research framework, which takes into account the nutrition science, consumer behavior, and sustainable agriculture to describe how health values influence interest and trust in organic food.



health, consumer behavior and organic food consumption are often discussed using consistent theoretical and methodological language. This cluster demonstrates the high policy and consumer preference of Europe toward sustainability and healthy lifestyles.

The Asian and Middle Eastern countries, on the contrary, constitute an emerging cluster that is semi-connected. India serves as a bridge in region connecting with Japan, Thailand, Qatar, and Saudi Arabia which means that there is an increasing scholarship around health-related food decisions due to urbanization, increasing incomes, and public health concerns. South Asian-Middle Eastern-African cluster (also encompassing Pakistan, Malaysia, UAE, Nigeria) demonstrates moderate internal collaboration, but little integration with Western research centres, which implies contextual and region-specific research that has not been well represented worldwide. Smaller, peripheral clusters (e.g. Poland Czech Republic and Serbia Montenegro) point to local co-operations with little global coverage. In general, the network indicates that there is a centralized periphery system with the USA and Western Europe leading research leadership but the developing regions are also getting involved more and more but are not as integrated yet hinting at future prospects of inter-regional cooperation and global view of health values and organic food consumption that would be more inclusive.

## CONCLUSION

The systematic review and bibliometric analysis provides a comprehensive representation that health values are a core variable, which has an effect on consumer attitudes and behaviors with regard to organic food. The growing academic interest in the correlation between health consciousness and organic food consumption has become quite noticeable in the first half of the 21<sup>st</sup> century, as demonstrated by the growth in the number of publications, the impactful input of such countries as the USA and India, and the popularity of nutrition journals, agricultural science journals and sustainability journals. The study identifies that consumers perceptions of the health improvement of organic food like increased micronutrient content, reduced fat levels, and lack of any synthetic chemical-are of importance when making purchasing decisions which in most cases are governed by the consideration of food safety, GMOs and healthy living. Additionally, consumer

demographics, attitudes, and psychological traits such as trust and perceived safety is becoming an increasing influence on the decision to buy organic food indicating an interdisciplinary study of nutrition, health, and behavioral science. The impact of outside forces like the COVID-19 pandemic has also played a role in the high interest and demand of health-oriented organic products. As identified in the analysis, research activities are concentrated in powerful geographical areas such as North America and Europe with regional networks showing varying degrees of collaboration and influence even though the research space is rather fragmented with numerous small and isolated research units. In general, the changing trends provide the significance of the values of health as a key in the interpretation of organic food consumption. With the increasing health awareness of consumers, the role of scientific validation, policy support, and effective marketing approaches likely will persist in how this field of research will be moving in the future. This evidence highlights the importance of conducting additional studies involving integration and cross-regional research to fill the gaps and utilize the maximum potential of organic foods to enhance health and sustainability in the world.

## MANAGERIAL IMPLICATIONS AND FUTURE RESEARCH DIRECTIONS

The research has a number of important managerial implications to the stakeholders in the organic food industry. To begin with, it is important to appreciate the fact that consumer health values play a key role in the purchase of organic food implying that marketing efforts should focus on the health benefits and safety of organic foods. Firms can use this knowledge to promote the brands and messages on the health benefits of consuming organic products due to their nutritional superiority, safety, and health outcomes. Secondly, the bibliometric analysis reveals that the world understands the interest more and more, especially in developed markets, such as the USA and European countries, so the market expansion and innovation should initially target these markets, as well as creating a specific approach to emerging markets with the growing philosophy of organic consumption. Third, interdisciplinary character of the studies related to the health values and organic food helps to realize the necessity to follow the holistic approach to combine the scientific evidence, consumer attitudes, and sustainability

efforts. The managers are advised to explore partnerships with researchers and policymakers to enhance the validity and social effectiveness of its products. Also, the geographical dispersion and localization of research implies that the firms should establish collaborations between areas and fields of research in order to share knowledge and improve the innovation. Firming up global connections and learning the various needs of the consumer can be of assistance in enabling firms to customize products that satisfy particular health and cultural requirements. Lastly, the downward trend in citation impact of the new publications will indicate the need to invest in quality and innovative research and education campaign that will help build consumer confidence and health-benefit perception of organic foods to guarantee continuous consumer loyalty and competitive edge in a fast-moving market. Future studies in the area of the organic food and health interests are suggested to be oriented at more cross-regional and interdisciplinary co-operation to build more global picture of consumer behaviour and health perception view. At present, the research environment is divided and limited to certain areas or fields and, therefore, does not provide the possibility to establish holistic understanding; therefore, there is a need to fill the gaps by carrying out cohesive research. As well, more quality, innovative research is required that can have a significant impact on academia, policymakers including consumer trust especially in regards to the comparatively low impact of new publications. Further exploration of emerging markets like developing countries where organic market is quickly expanding will give the company a good understanding of various cultural and socio-economic issues that influence consumer preferences. Additionally, in the future, research must be conducted to integrate scientific proof of health advantages with marketing and educational models that could help to increase consumer awareness and confidence in organic products. With current changes in the research trend which is more inclined towards the basic safety issues, rather than consumer-perception based and health-related concerns, continued studies that track these changing attitudes must be monitored. It will also be important to promote international research networks to enable knowledge exchange and support the sustainable practice, as well as, an

inclusive and more global approach towards the consumption of organic foods and health values.

#### LIMITATIONS

One of the major limitations that have been noted in the current body research is that it is disjointed and regionally based. Although there are increasing academic literature most studies are concentrated in a particular area of region like North America and Europe and there is little cross-regional cooperation, making it hard to have an overview of consumer behavior and cultural diversity across the globe. The analysis further shows that the majority of the studies are discipline-specific and are mainly based in the fields of nutrition science, agricultural research, or consumer psychology, which results in an interdisciplinary divide that might impede the formation of a holistic understanding. The temporal trend is also indicative of the fact that recent publications are less likely to have the number of citations than old ones, which should lead to the conclusion that the field may be close to the saturation point or that recent studies are still not likely to have an essential impact on the academic community. In addition, most of the data that are publicly available are concentrated on high-income states and not so much on the developing economies where the markets of organic foods are growing at an extremely high rate, which limits the generalizability of the results. Lastly, the use of bibliometric evidence focuses on the number of publications and citations, which is not necessarily indicative of how deep, good and relevant the research was to society, and thus more qualitative and contextual research is needed to comprehend the intricate association between health values and the consumption of organic food around the world.

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