Marketing of agricultural products with organic tag

Context:
Exemption of small original organic producer or producer organizations from certification through NPOP or PGS.

Details:

- Any organic food manufactured, packed, sold, offered for sale, marketed or otherwise distributed in the country is regulated as per the provisions of Food Safety and Standards (Organic Food) Regulations, 2017.
- These regulations require Organic Food to comply with the provisions of National Programme for Organic Production (NPOP) or Participatory Guarantee System (PGS).
- But, in order to support small organic producers (those with annual turnover not exceeding 12 lakhs per annum), the government has decided to exempt them from NPOP or PGS certification.
- Jaivik Kheti portal has also been created for promotion and sale of organic produce to connect farmers involved in organic farming with consumers directly for better prices.