

# Marketing Strategies for Organic Agriculture Produce

Webinar Title: **Marketing Strategies for Organic Agriculture Produce**

Registration Fee (including GST):- Rs.99/-

About Webinar Program(Brief One para):

Organic agriculture has grown out of the conscious efforts of inspired people to create the best possible relationship between the **Earth** and **Men**. Since its beginning the sphere surrounding organic agriculture has become considerably more complex. Major challenges faced today by organic producers is certainly its entry into the policy making arena, its entry into anonymous global market and the transformation of organic products into commodities. Marketing organic produce requires a sound knowledge of the product, the market and the target audience. Organic growers can receive significant price premiums for their product, but like any product, organics needs to be correctly marketed to the relevant audience to be successful.

Webinar Course Coverage (Specify Module details):The session deals with various strategies that could be opted for marketing of organic produce.

Register to learn (Key Webinar' in bullet points):

- Major challenges faced today by organic producers
- the policy making arena, its entry into anonymous global market
- Marketing organic produce requires a sound knowledge of the product, the market, and the target audience.
- Organic growers can receive significant price premiums for their product, but like any product,
- organics needs to be correctly marketed to the relevant audience to be successful.

Thanks & Regards

NPC Team

Course conducted by Group/ Regional DirectorateName: RD Jaipur

Name&Designation of Course Coordinator:Ms. Aditi Mishra, Dy. Director

Course Coordinator Contact Details: 0141-2703573