

FARMER-AGRIBUSINESS LINKAGE IN KERALA, INDIA: A CASE STUDY OF ELEMENTS HOMESTEAD PRODUCTS PVT. LTD

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ABSTRACT

Organic food production is an emerging concept in Kerala. The export industry of organic food products are still in its infant stage, as far as Kerala is concerned. There are only a handful of firms, engaged in the export of organic food products from Kerala. It is crucial to look into the quality and productivity, since generally; the productivity is less in case of organic farming, compared to the conventional mode of farming. The quality at the farm level is ensured through the internal control system, extended by FTAK and all the farmers complied with all the quality criterion of organic production. Elements Homestead Products Pvt Ltd is a business initiative from Kerala that seeks to bridge the physical as well as emotional distance between the sensitive farmer / producer and the conscious consumer.

KEYWORDS: Farmer, Agribusiness, Linkage, Fair Trade