

Intersections of Culture, Economy, and Sustainability in Global Food Systems

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Chapter 14

Empowering Agricultural Food Marketing Through Eco-Labeling

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ABSTRACT

The global population is projected to increase more than 9 billion by 2050 that will demand foods in comparatively higher volume. Thus, producers will have to apply more pesticides and chemical in order to have more production. However, this practices have long term negative impact on human and environmental health. Therefore, a sustainable agriculture food system is required. In this context, Eco-labels play important role to make the food stakeholders engage in environmental responsible business practices. The present chapter has explored the potential of Eco-labels in empowering the agricultural food businesses in developing countries. The entire chapter is divided in to four sections viz. 1. Present status and future marketing prospects for Eco-labeling, 2. Stakeholders engagement in promoting Eco-labeling system, 3. Challenges in implementing Eco-labeling for agricultural food products and 4. Initiatives taken by govt. and corporate for Eco-labeling.

INTRODUCTION

According to FAO, the world population will reach about 9.1 billion by the year of 2050 (34% higher than today). This increase in population will occur more in developing nations. Urbanization will continue at increasing pace, eventually 70% of world's population will be urban (compared to 49% today). Income levels will

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be much higher than that of now. It clearly indicates to feed this larger population, about 70% more food will be required. From grains to pulses to fruits and vegetables, all food crops are to be produced in larger volume (Population Division of the Department of Economic and Social Affairs of the United Nations Secretariat, 2007). In this scenario, producers have only an option to apply more and more chemicals and pesticides on fields in order to get higher production and productivity. This has increased the sales of fertilizers and other chemicals since decades. As per a report, the global fertilizer market is expected to reach USD 254.87 billion by 2030, at a CAGR of 3.89% during the period of 2021 to 2030 (Spherical Insights, 2022). Undoubtedly, fertilizers enhance productivity to the high extent but have short and long term negative impact on human and environmental health. (webpage, CPF a challenging situation for those who are health conscious or suffering with health issues. A study shown that in recent years, people become more concerned about health than ever before (Wang *et al.*, 2023). It means increasing population demand healthier food. The consistent growth of market value depicts the increased consumer demand for and natural food products (see Figure 1).

