

1.9 Consumer and Environmental Impact

Despite their greater price, customers are beginning to prefer organic bananas due to a growing knowledge of the nutritional advantages linked with organic fruit. The idea that organic agricultural practices result in healthier fruits and have less of an impact on the environment is what motivates this preference (Kahl et al., 2019). Concerns about pesticide residues on conventional products and the wider environmental effects of synthetic chemicals employed in traditional farming also drive consumer behaviour. The willingness to spend more for organic bananas is indicative of a larger movement in which consumers are choosing foods that are more sustainable and health-conscious (Harris et al., 2017).

Because it has less of an impact on the environment than conventional farming, organic farming is often thought to be more sustainable. Organic farming contributes to pollution reduction, improved soil health, and biodiversity preservation by eschewing synthetic chemicals (Williams et al., 2016). These methods preserve soil fertility and stop erosion, which promotes long-term agricultural viability. In terms of the economy, growers stand to gain from the higher market pricing for organic bananas, which will give them more stable revenue. But it's important to take into account the higher expenses of organic farming, like labour and certification. Despite these obstacles, organic farming provides a feasible substitute that satisfies customer demand for more environmentally friendly and health-conscious food options (Willer and Lernoud, 2019).

Many customers believe that eating organic food is safer, healthier, and better for the environment than eating conventional food. Some research back up this view, although labelling, marketing, and a broader societal tendency towards sustainability and well-being also have an impact (Yiridoe, Bonti-Ankomah, and Martin, 2005).

The alleged advantages of organic products, such as bananas, frequently outweigh the higher price tag. But some studies raise doubts about whether paying a premium for organic bananas is always worthwhile because it implies that the real health advantages of organic versus conventional bananas may not be as great as people think (Hughner et al., 2007).

The discrepancy between perception and reality highlights the significance of communicating the advantages and constraints of organic farming in a straightforward and evidence-based manner. With the growing demand for organic bananas, it's critical that growers and customers alike comprehend the specifics of organic labelling, moving beyond the simplistic notion that "organic" equates to "better."