

Green Packaging and Marketing in Promoting Agribusiness

Munish Kumar, Ankita Agarwal, Pooja Singh and A.K. Singhal

INTRODUCTION

Agriculture sector needs 'well-functioning market' to drive growth, employment and economic prosperity. Agricultural sector shares maximum part in country's GDP which helps to hold our economy and give a stand of 12th Rank in the world. Agribusiness is a process which starts with a decision to produce a saleable farm commodity. Agribusinesses are complex enterprises that integrate agricultural production, value-added processing, packaging, distribution and marketing activities. They entail greater risk than simple farming and require specific skills and experience.

Promotion of Agricultural products and services through improved versions of packaging of agri-products and by some new marketing strategies i.e. Green packaging and Green marketing, respectively. Green packaging is also known as sustainable packaging. It is the development and use of packaging which results in improved sustainability of products. It is a new addition to the environmental considerations for packaging.

5R's of sustainable packaging-

- Remove
- Reduce
- Recycle
- Renew
- Re-use



By moving beyond conventional packaging methods and materials, companies can reduce their carbon footprints as well as their transportation spends and warehousing costs.

Recently, a company started green packaging named 'PAPER BOAT'.

Green marketing is increasingly becoming the mainstream of business strategy. This is seen as being synonymous with 'green advertising'. It is advertising which aims to convince consumers that they should purchase a particular product because it is good for the environment. By marketing a product that is constructed as either being less harmful to, or

1. Munish Kumar, 2. Ankita Agarwal, 3. Pooja Singh: Department of Agribusiness Management, C. S. Azad University of Agriculture & Technology, Kanpur-208002 (India)

E-mail: munish.csa@gmail.com

4. A.K. Singhal: Ex. Asstt. Professor, Dept. of Agronomy, C. S. Azad University of Agriculture & Technology, Kanpur-208002 (India)

positively beneficial to, the environment, firms seek to expand sales. It is often based on the (false) premise that environmental problems can be overcome within the framework of current consumerism, simply through the purchase of more environmentally friendly products. Green marketing can be viewed as a component of green washing when it is based upon false claims about a product's environmental credentials.

Green marketing mix-

- Product
- Price
- Place
- Promotion

The environmental issue has become a global hotspot because of global environment degradation, the international community, the efforts of NGOs, the green movement and the impact of Public Media. Promotion environmental protection is the theme of human society, and also is the voice of sustainable human development.

OBJECTIVES OF THE STUDY

Agribusiness plays a vital role in economic development. In countries with low per capita income levels, the agricultural sector accounts for more than 60% of total employment. Growth of agribusiness consists overall economic development of the country and gives new path to-

- Reduce poverty
- Promote food security
- Enhance economic development
- Make environmental and social sustainability to a business driver
- Create jobs at farm and non-farm levels

MAJOR CHALLENGES:

1. Inadequate agricultural marketing infrastructure
2. Emphasizing or packaging or switch to Green packaging
3. To capture uncovered places through new marketing strategies i.e. Green marketing
4. Very low level of processing etc.

GREEN PACKAGING AND GREEN MARKETING FOR AGRI PRODUCTS

Packaging is more than just product's pretty face. Package design may affect everything from breakage rates in shipment to whether stores will be willing to stock it.

'It's all about Displability'.

The increasing amount of petroleum based, non-degradable packaging materials that were being used around the world. By providing industry with environmentally-friendly, recycled, bio-degradable packaging alternatives, the hope are to help, preserve the earth for future generations. These environment friendly packaging materials help to reduce our

dependence on foreign oil and to reduce greenhouse gases. In addition, they divert tones of plastics and other non-degradable materials from our landfills. As earlier 5R's are named above. But here, we discussed only three of it in detail because these three are key.



Reduce – The new focus is on thinner, stronger materials able to do the same job with less material. This is consistent not only in paper products but especially in plastics after another turbulent year of resin prices, negatively impacting all forms of transparent, flexible packaging, and non-film products like plastic strapping, and carton sealing tapes.

Reuse – There are a lot more products that permit or encourage their reuse. Paper products such as boxes with specialty coatings designed to extend life and the increased popularity of returnable, reusable packaging such as totes, mailers, and other containers designed for multiple reuse.

Recycle – If there is a long term positive impact to what appears to be for many companies a short term interest in sustainability, it is in this most important area. More products than ever before are being made with a large percentage of recycled content and even more are able to be easily recycled and are labelled as such.

Marketing Systems

Marketing systems are dynamic they are competitive and involve continuous change and improvement. Marketing system took a new dress of green colour i.e. green marketing. Green marketing companies seek to go above and beyond traditional marketing by providing environmental core values in the hope that consumers will associate these values with their company or brand. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging as well as modifying advertising.

Agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumer. Numerous interconnected activities are involved in doing this, such as planning, production, growing and harvesting, grading, packaging, transport, storage, agro and food processing, distribution, advertising and sale. Government also thought it as an excellent idea as agri-preneurs thought and helped a lot by promoting it through increasing investment and promoting input market.

Increasing Investments: There has been limited allocation under 9th Plan for bio-fertilizer, bio-pesticide popularization in the Agriculture sector and the provision for the programme was enhanced by expanding the scope of activities whereby promotion organic agriculture

has been included as part of the activities targeted in the 10th Plan. As part of 10th Five year Plan, Government of India has earmarked about Rs. 100 crores for the promotion of organic agriculture in the country. The main components of this initiative include farming of standards, negotiating with different countries and putting in place a system of certification for organic products.

Promoting Input Market: Central Government is also promoting the production and use of bio-fertilizer to make it popular. Government has initiated a project “**National Project on Development and Use of Bio fertilizers**” for this purpose. Main objectives of this project are as following:

- i. Production and distribution of Bio fertilizers (BFs)
- ii. Developing Standards for different BF's and Quality control
- iii. Releasing of grants for setting up BF units
- iv. Training and Publicity

Engaging in these sustainable activities can lead to creating a new product line that caters a new target market.

This thought will dart at to central problems firstly, the growth of agribusiness which will help our economy to get better rank in the world. And the second one is to make our country environment friendly that proves its name and culture in the world.

STATEMENT OF PROBLEM

Agriculture growth rate in India GDP has slowed down for the production in this sector has reduced over the years. The agricultural sector has had low production due to number of factors such as-

- Illiteracy
- Insufficient finance
- Inadequate marketing of agriproducts
- Average size of farms is very small
- No adoption of modern techniques, technology and agri-practices
- Insufficient irrigation facilities
- Timely Unavailability of Agri-inputs

PROMOTIONAL PATHWAY IN AGRIBUSINESS

Role of Packaging and Marketing

In India there are healthy signs of transformation in agriculture and allied activities. Visible improvement has come through adoption of management practices through on-farm and off-farm operations in this sector. Here, a management practice refers as marketing of agro-products for promotion or growth of agribusiness.

The department of agricultural marketing, which is functioning since 1977, with the main role of regulation of agricultural marketing, was renamed in the year 2001 as 'department of agricultural marketing and agribusiness' in order to focus on other agricultural marketing activities like agri export, post harvest management, food processing, etc in the state of Tamil Nadu.

The foremost aim of the department is regulating trade of agricultural produce most effectively and also by devising and implementing new technologies to reduce post harvest losses through appropriate post-harvest operations including grading, value addition, packaging, processing and transportation so as to get remunerative price to the farmers.

Agricultural marketing infrastructure plays a pivotal role in fostering and sustaining the tempo of rural economic development. Marketing is as critical to better performance in agriculture as farming itself.

The term agricultural marketing is composed of two words-agriculture and marketing. Agriculture, in the broadest sense, means activities aimed at the use of natural resources for human welfare, i.e., it includes all the primary activities of production. But, generally, it is used to mean growing and/or raising crops and livestock. Marketing connotes a series of activities involved in moving the goods from the point of production to the point of consumption. It includes all the activities involved in the creation of time, place, form and possession utility.

According to Thomsen, the study of agricultural marketing comprises all the operations, and the agencies conducting them, involved in the movement of farm-produced foods, raw materials and their derivatives.

Agricultural marketing in a broader sense is concerned with:

- The marketing of farm products produced by farmers
- The marketing of farm inputs required by farmers in the production of farm products

Agricultural marketing

This includes product marketing as well as input marketing. The subject of output marketing is as old as civilization itself. The importance of output marketing has become more conspicuous in the recent past with the increased marketable surplus of the crops following the technological breakthrough. The new agricultural technology is input-responsive. Thus, the scope of agricultural marketing must include both product marketing and input marketing. Specially, the subject of agricultural marketing includes marketing functions, agencies, channels, efficiency and costs, price spread and market integration, producer's surplus, government policy and research, training and statistics on agricultural marketing.

Agricultural marketing plays an important role not only in stimulating production and Consumption, but in accelerating the pace of economic development. Its dynamic functions are of primary importance in promoting economic development.

Packaging

Packaging has been defined as a socio-scientific discipline which operates in society to ensure delivery of goods to the ultimate consumer of those goods in the best condition intended for their use.

The **Packaging Institute International (PII)** defines packaging as the enclosure of products, items or packages in a wrapped pouch, bag, box, cup, tray, can, tube, bottle or other container form to perform one or more of the following functions:

Containment, protection, preservation, communication, utility and performance.

If the device or container performs one or more of these functions, it is considered a package. Other definitions of packaging include a co-ordinated system of preparing goods for transport, distribution, storage, retailing and end-use, a means of ensuring safe delivery to the ultimate consumer in sound condition at optimum cost, and a techno-commercial function aimed at optimizing the costs of delivery while maximizing sales.

Package, Packaging, Packing

It is important to distinguish between the words "package," "packaging" and "packing."

The package is the physical entity that contains the product. Packaging was defined above and in addition, is also a discipline. The verb "packing" can be defined as the enclosing of an individual item (or several items) in a package or container.

Levels of Packaging

A primary package is the one which is in direct contact with the contained product. It provides the initial, and usually the major protective barrier.

Example: Metal cans, paperboard cartons, glass bottles and plastic pouches, aerosol spray can, Beverage can, cushioning envelopes, plastic bottles, skin pack.

A secondary package contains a number of primary packages. It is outside the primary packaging perhaps used to group primary packages together. It is the physical distribution carrier and is sometimes designed so that it can be used in retail outlets for the display of primary packages.

Eg. Corrugated case, Boxes

A tertiary package is made up of a number of secondary packages. It is used for bulk handling.

Eg. being a stretch-wrapped pallet of corrugated cases.

A quaternary package is frequently used to facilitate the handling of tertiary packages. This is generally a metal container up to 40 m in length which can be transferred to or from ships, trains, and flatbed trucks by giant cranes. Certain containers are also able to have their temperature, humidity and gas atmosphere controlled. This is necessary in particular situations such as the transportation of frozen foods, chilled meats and fresh fruits and vegetables.

Functions of packaging

Packaging has four primary functions i.e. containment, protection, convenience and communication.

- **Containment**

All products must be contained before they can be moved from one place to another. Without containment, product loss and pollution would be wide spread. The containment function of packaging makes a huge contribution to protecting the environment from the myriad of products which are moved from one place to another. Faulty packaging (or under packaging) could result in major pollution of the environment.

- **Protection:**

This is often regarded as the primary function of the package: to protect its contents from outside environmental effects, such as water, moisture vapour, gases odours, micro-organisms, dust, shocks, vibrations and compressive forces, and to protect the environment from the product.

- **Convenience:**

The products designed around principles of convenience include foods which are pre - prepared and can be cooked or reheated in a very short time, preferably without removing them from their primary package. Thus packaging plays an important role in meeting the demands of consumers for convenience.

- **Communication**

A package functions as a "silent salesman". The modern methods of consumer marketing would fail were it not for the messages communicated by the package. The ability of consumers to instantly recognize products through distinctive branding and labelling enables supermarkets to function on a self-service basis.

CONCLUSION

Green Packaging and marketing plays very significant role in promoting agriproducts and if agriproducts demand and sale boost in the market, then it will give a new height to agribusiness. Directly and indirectly packaging and marketing of agriproducts helps in promotion of agribusiness. In totality the overall growth of agribusiness sector depends on promotion or awareness about agro-products into the market with the help of new packaging techniques and new marketing strategies.

SUGGESTIONS

1. Agripreneurs should focus on prices
2. Eye-catching packaging and labelling
3. Capture uncovered areas or explore new markets and linkage opportunities for PPP
4. Retention of customers
5. Label of product should contain all nutritional information
6. Understand various government schemes and procedures for agribusiness promotion
7. Promote agri-entrepreneurship in their geography of operation
8. Design systematic approach to develop market linkages and promote agribusiness and allied activities
9. Conduct value chain analysis for identification of major components for market linkage of any agri/allied product.

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