

How to Create Awareness About Organic Farming in 2021

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Let's face it:

Most of us want to start organic farming but the prominent hurdle that is stopping us to do it besides purchasing land is that – very few people are pursuing organic farming.

And your fear is valid here.

You don't want to start organic farming only to realize that your crops developed a new kind of weeds and pests that no one has ever seen before.

You do not know how to manage those weeds and pests and many of your neighborhood farmers saw this weed for the very first time.

So, where is the problem here?

Most people are not aware of organic farming either due to some of the myths around its high cost of labor or something similar.

And I get your point. But this fear can be converted into opportunity through proper know-how.

How?

Through awareness.

And this article is all about how to create awareness about organic farming so that more and more farmers not only make their farming profitable but also help make this planet a better place to live.

Without wasting more time, let me walk you through some of the easiest ways you can try to promote organic farming online and offline.

How to Create Awareness About Organic Farming?

1. Give farmers the first-hand experience

Nothing is as better as practically showing how a certain thing operates.

The same goes for organic farming.

If someone in your area practices and maintains an organic farm, you can talk to him/her to conduct an experimental type informal walkthrough on their farm.

This is almost similar to the farm visits that schools and colleges conduct for their students. The only difference lies in the amount of freedom allowed.

Here, any farmer or an interested person can visit the organic farm, walk through the fields and ask all the questions on organic farming that are running in his/her mind.

This is the most profound method to create awareness of organic farming.

Why?

Because once they see the actual farm, they are much relieved to start their own because someone is already doing it.

This removes the doubt barrier. A person knows that if he/she does something wrong, there is always one experienced person to rely on.

Pro tip: While visiting organic farms, you can use Google lens (if possible). It is a free mobile app that allows you to scan anything around you and help you find its meaning and more.

For instance, if you do not know the name of a certain crop on a farm, you can scan that crop in Google lens and it will give you the closest data on that specific plant.

Try Google Lens



Get the Lens app on the Play Store.

Look for the Lens icon on your photos.

Look for Lens in the search bar of the Google app.

It is great for learning purposes too.

The owner of that organic farm can also enlighten the farmers through all the tips and tricks in maintaining a successful land and so on.

Besides this, the owner can also conduct seminars locally to acknowledge the visitors and give them the right guidance on how to begin with organic farming.

2. Blogs and Youtube videos

Blogging and YouTubing are other great ways to encourage organic farming to the vast majority of the audience.

One of the nearest examples of a blog that I could possibly think of is Scale Farming.

Here, we publish articles around agriculture, different types of farming methods, tips and tricks related to it, etc.

By doing so, we are not only providing quality info on agriculture to our awesome audience like you but also creating an indirect awareness by portraying the importance of organic and sustainable agriculture.

In simple terms, you can do the same by either creating a blog (like mine) and writing relevant and useful content or you can start your youtube channel and create videos revolving around organic agriculture.

3. Social media promotion

What is the easiest way to reach a vast amount of targeted audience, you ask?

It's through social media marketing.

Yes, you can create posts around organic farming on any social media channel, and then like-minded people will automatically start following you and your ideology if you keep posting engaging content.

Here's an example from Instagram:



So you see, people have created dedicated pages around organic farming. This is the easiest and free way to get started on your journey to create awareness of organic farming.

For posting regular content, you can try any of these ideas:

1. Creating comparison content (eg. organicvs conventional farming).
2. Publishing multiple carousel posts like a presentation. (Works very well in Instagram).
3. Latest news related to organic farming and important changes in the policies.
4. Etc.

You can also create posts on why organic farming is a good career through some genuine stats and facts around the world.

Your imagination is the only limit.

4. Government's role

We, as an individual or even a group, are limited to people meaning that we can only reach so many people at a time.

Government, on the other hand, has the data of people overall the country.

Benefitting from that data, the Government can create certain campaigns that can help organic farming to ignite up within the nation.

Take, Sikkim (a state in India), for example.

As per the Down To Earth, it is the only Indian state as of now which is fully organic since 2016.

Not only are they fully organic, but the farmers are also earning a substantial amount of revenue through their premium organic food as the demand for organic keeps rising.

While farmers in other states are also trying to do the same, the Government's initiative of just creating awareness can do a great job.

Not to mention, the Government of various countries has started focussing on sustainable methods of farming as it can be a huge environmental benefit and in saving our planet.

This is the main reason why they have come up with various benefits such as subsidies, crop insurance, etc in organic farming.

But they can be better in promoting organic farming while also not demoting conventional farming.

These were some of the proven ways through which you and others can create awareness about organic farming.

You and I cannot be assured of whether the government will do its job as they have countless other things to worry about.

But as concerned citizens, both of us can do our part well and create a positive impact.

Lastly, I would like to walk you through the importance of creating awareness about organic farming and why it can be very helpful for all.

Why Is There A Need to Encourage Organic Farming?

A word of caution: By no means am I defaming conventional farming or superiorizing organic farming. Just like conventional, organic farming has its pros and cons.

- The data and researches of past years show how fewer other diseases and cancer cases were before the green revolution.
- Conventional or factory farming has caused a gigantic loss in seeds diversity and land quality.
- India was the most diverse country before the green revolution but after that, people started using one high yield variety, and thus we have lost our seed diversity.
- The same goes for other countries as well.

- Organic farming increases land fertility, improves soil health, and hence solves the issue of food quality.
- Farmers can increase their income by doing more organic farming in less space without harming the environment.
- Chemical fertilizers and pesticides are expensive to purchase (and yet harmful) whereas organic manure and other organic pesticides can be prepared by the farmers at home with ingredients that are already available on their farms.
- As organic farming is more labor-intensive and less dependent on machinery, it creates a huge employment opportunity in rural areas.
- Organic farming helps enhance our environment and reduce our carbon footprint by attracting more carbon on the land and less in the air.

These were some of the reasons why there is a need to look deeper into organic farming and the miracles that it performs.

Hopefully, you learned something new from this article.

If yes, then tell me.

As an aware citizen, what techniques will you use to promote organic farming?

Is it through social media?

Or is it by writing blogs?

Also, do you know any other great way to creating awareness about organic farming that I forgot to mention here?

Either way. Let me know by leaving a quick comment below right now.

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