HOUSEHOLD FOOD AVAILABILITY OF ORGANIC PRODUCTS IN BRAZIL

Edinéia Dotti Mooz; Rodrigo Dantas Amancio; Marina Vieira da Silva. 

*Department of Agri-food Industry, Food and Nutrition, "Luiz de Queiroz" College of Agriculture, University of São Paulo, Avenida Pádua Dias 11, 13418-900 - Piracicaba, State of São Paulo, Brazil.

As society learns about risks related with industrial food production and the following consequence which eventually may occurs with the accumulation of toxic wastes in the human body, the organic products market expands. The aim of this study to describe the household availability of organic products in Brazil, based on information available on Family Budget Research – POF – 2008-2009, carried out by the Brazilian Institute of Geography and Statistics about food acquisition for household consumption. 55,590 households took part in this research. Regarding the analysis, the average values of availability were calculated, accordingly with the regional/geographical location and the number of dwellers per household. The results showed that the availability is higher between households with maximum of four dwellers, mainly between regions with increased development: South (5.29 g/day), Middle-West (3.75 g/day) and Southeast (3.18 g/day). Among households with largest number of dwellers (more than 4), the following regions were highlighted: Middle-West (1.77 g/day), South (1.11 g/day) and Southeast (0.76 g/day). Considering the number of dwellers per household, this sample is characterized as a modern profile, prevailing households up to 4 dwellers. This is a similar trend compared with results obtained in Brazil by Trevisan & Casemiro (2009), which reported that 71% of households of organic products consumers in a city of Bahia State are composed by 4 dwellers. Thus, our results suggest that as higher the numbers of dwellers, independent of region, the household availability of these foods are increased.