

Analysis of the Challenges of Commercializing Organic and Healthy Products Based on Fundamental Theory (Case Study: Kermanshah City)

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Introduction

One way to achieve sustainable agriculture in the country and region is to transfer farms to organic farming fields. This is the case if farmers and producers tend to increase organic production, which means that the producer has the advantage of organic production. Commercializing and increasing the income of producers is one way to create this advantage. In Iran, there are problems and limitations in the production and commercialization of organic products. This research examines the commercialization challenges of organic products in Iran.

Materials and Methods

The present study is applied in terms of purpose and from the perspective of the paradigm in the research group is qualitative and a methodology of ground theory has been used. The sample size was first determined by targeted method and then determined by snowball method. Data was collected through in-depth interviews, direct observations, library documents and Internet documents. The statistical population consisted of faculty members of the Faculty of Agriculture, Razi University of Kermanshah, and experts of the organizations (Deputy of Health Food and Agriculture and Kermanshah Organic Society). The main objective of this study is to explain and design a challenge model for selling organic products in Iran from the perspective of experts. In order to achieve this goal., the following questions have been raised: What are the business challenges in organic products? What are the root roots of these challenges? What are external factors outside the control of manufacturers in commercialization? In order to evaluate the research based on a theoretical method based on the criterion, acceptance is proposed instead of the criterion of reliability and reliability. Acceptance means that the amount of research findings is reliable and reflects the experiences of colleagues, researcher and reader on the phenomenon under study. Ten indexes for acceptance criteria have been introduced, of which 5 cases have been used in this research to improve scientific accuracy and validity. The strategies used include researcher sensitivity, methodological coordination, sampling proportions, repeatability of findings, and feedback from colleagues.

Results and Discussion

The results of this research show that the challenges of commercializing organic products in Iran are divided into two categories of administrative-structural constraints and environmental constraints: the need for government support, complex licensing permits, complicated and difficult standards, lack of cooperation of the organization Related to the inadequate economic situation of society, the need for proper culture, lack of confidence in organic products, lack of market surveillance, costly production processes, agricultural dependence on climate, opportunity cost, inadequate infrastructure, lack of proper training for producers and proximity problems .

Conclusions

What is learned from the research findings is the complexity and breadth of issues and challenges that are exposed to the marketing of organic products, which requires careful planning

of the government and related institutions. Administrative-structural problems that threaten the commercialization of organic products can be met with the help of the government and the reform of administrative structures, cultural development and promotion of organic products, as well as increased support for producers and suppliers of organic products to the market. But manufacturing-environmental problems, which are a fundamental and fundamental problem in the production and commercialization of organic products, need to be fully and properly trained by manufacturers, and also need to be aware of the need to adapt themselves and their products to environmental conditions and readiness Enhance your own and your products with these problems. Given the challenges mentioned and based on the results of this study, it is proposed to reduce the business challenges of organic products: low interest payments and loans to support organic producers, the establishment and operation of cultivation and industry in agricultural areas and Away from contaminating sources, training courses for manufacturers to increase awareness and willingness to produce organic products, establish regulatory devices in organic products markets and organic producers, compensate farmers and insure their products, establish standards for the production of organic products In accordance with the environmental conditions of the country, the creation of a single organization on the ground Organic products improve the structure of the licensing process for organic products and build trust in organic products through the creation of a national organic brand in the country.

Keywords: Commercialization, Organic Farming, Organic Products, Challenges and Restrictions