



**Cmpe 272: Project Abstract**  
Organic food market size and prediction

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## **Introduction**

Health concerns have led people to make use of organic food as much as possible. Organic foods are foods - that do not involve modern synthetic inputs such as synthetic pesticides and chemical fertilizers. Organic foods are also not processed using irradiation, industrial solvents, or chemical food additives. [1]

Organic food production is a heavily regulated industry and since last some years, it has been seeing tremendous growth in terms of market size.

In this project we will try to identify current market size of organic food, mainly in US. Based on our research, using some forecast method we will try to predict market trend of organic food.

## **Present Market Status:**

From primary research, we were not able to find any tool or application that can give idea about current market trend or predict demand for organic food.

## **Our Approach:**

- Collecting organic food data such as production, farming places, sales, etc., of recent past.
- Creating an algorithm in which we consider different verticals like population, food habits, variation in sales of food market, health concerns, etc., and tries to predict the demand for organic products.
- Suggest increasing or decreasing the production of those particular organic product in the market based on the results of our algorithm.

Since we consider the actual data as input for the analysis and rely on our well structured algorithm, we can expect more accurate results and a reliable tool.

## **Technology**

For now, we are thinking of using Java Scripts Virtualization/ Google Virtualization along with R model.

## **Expected Result:**

Using our application, any organic food supplier will be able to know about current status of organic food industry and also about market trends.

## **References:**

- 1) [http://en.wikipedia.org/wiki/Organic\\_food](http://en.wikipedia.org/wiki/Organic_food)