

# 6 CONCLUSION AND DISCUSSION

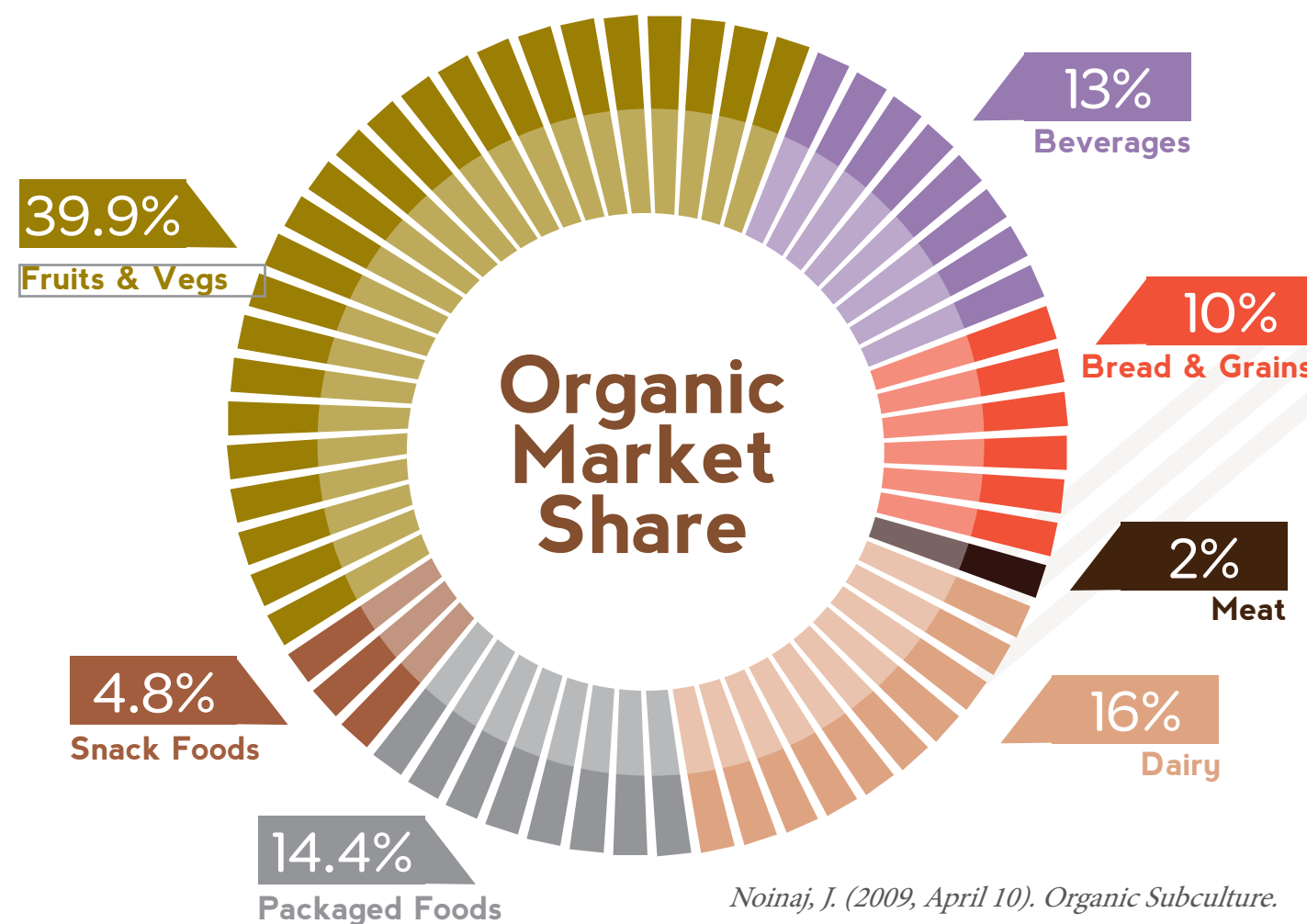
The section below will be given to conclusion and discussion. Most of the content in here will be from the authors' opinion regarding the organic brown rice market – based on the data found from online sources.

**THE AIM** of this industrial analysis report is to see the market trend for organic brown rice, as well as to describe the benefits of brown rice over white rice, and to convince the reader that there are still clear and far future for this product. However with no specific data regarding this topic, other sets of relevant data are used for analysis. ALL OF THE DATA/ STATISTICS DISPLAYED IN THISA REPORT ARE TAKEN FROM OTHER SOURCES LISTED IN THE REFERENCE SECTION.

As far as statistic shows, the consumption of rice has been gradually climbing. Throughout the years its pace may be hindered by the economic crisis, but the fact remains that it is making its way up in the food industry. Seeing how much rice is consumed comparing to the increased in the treading value of brown rice in addition to the decrease in white rice (please refer to Consumption trend on Page 27-28), one could say that the future of brown rice in the market is still bright. For the organic market, there are also data indicating the growth in this field, be it the growth in investment or land used for organic farming. As mentioned in the

Variables section (on Page 25-26), there are many factors in play when it comes to marketing. So even if there are no data specifically gathered for "organic brown rice" it is possible to see the trend of this market.

As one country develops further its concern for health increased proportionally. This can be proven by the increasing sells on organic foods. Price may be the only factor hindering the growth of organic product. But this hindrance could be overcome by the economy of scale, if more people choose to consume organic product, the price will surely be reduced. However every factors are related to each other. For example if the consumption rate of the customers increase the price will increase. Then seeing that there are more consumers the manufacturers will likely to invest more to produce more; this will cause the price to drop due to more competitors and lower cost. The improvement in technology will also the manufacturers to produce rice at a quicker pace, and sometimes lower cost. Moreover the regulations regarding the manufacturing procedures of the product itself may influence the cost, which will consequently effect the vending price.



The pie chart above expresses the different types of organic food in the organic market in percentage. While organic fruits and vegetables seem to dominate the market with over 39% of the organic product, bread and grains made up to only 10%. Knowing that the volume of rice consumption is increasing, and the organic market is growing in parallel to it, is a signal that was hinting the direction of this market. However this data is a snap shot of the organic market in 2007, so the value may be different now.

It is difficult to distinguish organic food with conventional food especially when consumer want to purchase it from the shop or grocery. Although a lot of study about organic food state that consuming organic food will give a better nutrient content, less heavy metal residual, and certainly a better taste than conventional food, the only way to differentiate it is by looking for the labels which gave by the organic authorized assessor. Therefore, organizations who gives the labels should be able to gain trust from consumers. In the era of technology information, we think the use of block chain technology will give a lot of benefits. The principal of openness and transparency from block chain will attract public, so they can personally check the certification process. This will highly boost the consumer's trustworthiness. In addition the utilizing of information technology, such as "layar" application can facilitate consumers to verify the organic logo that given by authorized organization.