This research will use the framework which put in the logic model. Logic model is useful in many ways, actually logic model is a systematic design not only for visualizing the understanding of the research, but also representing the relation between any resource that we can find. The usage of logic model is to describe the planning work until the results is achieved to all stakeholders. Hence, we can translating the logic model into the action, by looking from the input until the outcomes. This logic model will describe research over the time from planning through results with a road map of related events.

The stakeholder of this Industrial Analysis Report are students, lecturer, assistant teaching, classmates, farming practitioner, and everyone who has interesting in organic product. Whereas the input for this logic model are the data on the interested areas such as, the market trend of organic products and brown rice, the yearly consumption of rice, etc.

After attaining the target data they will be compared and analyze. For example in the marketing section, data about the yearly consumption of rice, brown rice and organic products are compared in attempt to find the trend of the “organic brown rice”. In

On the other side of the logic model, there lies the output. In this output section the data processed earlier are presented to the readers. For example, judging from the statistics that indicates the growth of rice, brown rice and organic products consumption, one could conclude that organic brown rice has a potential to grow.

And ultimately, the outcomes of this industrial analysis report (IAR) is to convince readers to turn their appetite toward organic brown rice, or at least organic products; and to convince potential investors to invest in this market.

Element:

1. Participants:

Students, teachers

**Logic Model**

**Inputs** **Processes/Activities**  **Outputs** **Outcomes [Resources] [Actions, Developmental Programs] [Products of Processes/Activities] [Intended Effect of Outputs]**

Research time will be restrict until end of May

Utilizing computer

Agricultural journal, paper, magazine

Understand the advantages of organic food for health, particularly whole grain

Increase evidence for the growth market and opportunity of organic whole grain

Increase awareness of the important of organic food

Research from agriculture journal

Collect data from the internet

Publishing industrial analysis using online tool

Statistic comparison of each year consumption of organic whole grain product

Analytical data about technology involve in organic product.