Outcome

Convince readers to eat more organic product

Increase the people’s awareness about environment

People has the longer life expectancy

Improve the quality life by consuming better food

Convincing potential investors to invest in organic brown rice

Output

Consuming organic brown rice will reduce risks of health problem

Organic farming improves environment

* Improvement on fertility soil
* reduces pollution released during the farming process
* reduces chemical residual in the environment

People who consume organic brown regularly are healthier than those who consume white rice

The global consumption of brown rice is increasing resulting in a larger market size

Process

Comparing data relevant to health benefits of organic products and brown rice

Indicating benefit of organic farming to environment

Indicating benefit of organic products to health of the consumers

Analyzing the consumption and market of bot organic products and brown rice.

Input

Research paper (from online sources) about health benefits of organic products and brown rice Regulations about organic farming

Health facts about people who consume brown rice regularly

Journal, article and reports regarding the growth of organic products, rice, white rice and brown rice

Participants: Students, Professor as the sponsor, and advisor, TA as coordinator

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.