

## **A STUDY ON PREFERENCE OF CONSUMERS TOWARDS ORGANIC FARM PRODUCTS IN LUDHIANA**

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### **ABSTRACT**

The study entitled “A **Study on preference of consumers toward organic farm products in Ludhiana**” is aimed to know the awareness level about organic farm products in Ludhiana and to find out the reasons why organic farm products are preferred over conventionally grown vegetables and also, the reasons behind the low acceptance of organic farming in the city.

**KEYWORDS:** organic, Ludhiana, agriculture.

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