



NEWS



As consciousness about nutrition, health rises in post-COVID world, demand for Organic Food is set to surge

If one positive could be drawn out of the devastating global COVID 19 crisis, it is the fact that this calamitous pandemic has made people more conscious about the need for healthier lifestyles, nutrition as well as their environmental footprint. The need to get rid of our unsustainable lifestyles has gained renewed currency in the post pandemic world. The natural corollary of this shifting consciousness has been a re-emerging interest in healthy eating as well as in naturopathic principles that focus on strengthening the human body from within.

Demand for nutraceuticals and immunity boosting foods has skyrocketed across the world as people seek to bolster themselves against the viral scare. Medicinal herbs, spices, seeds and healthy oils are replacing traditional practices in households as Google search indicated manifold jump in online searches for naturopathic remedies such as giloy and vitamin C. An emerging focus on preventive healthcare is gradually but systematically bringing about a shift in what we eat and the way we eat!

Reference:

<https://www.financialexpress.com/lifestyle/as-consciousness-about-nutrition-health-rises-in-post-covid-world-demand-for-organic-food-is-set-to-surge/2252395/>