

**Rosana Carvalho Esteves**

**Abstract**

Organic food production offers many more advantages and is more environmentally friendly than conventional food production. However, despite the certification guaranteeing organic management, soil and water preservation and social welfare where the production unit is located, it generally does not assess what type of packaging the food is sold. This is because, in the legislation of some countries, such as Brazil, there are no specific requirements regarding the use of biodegradable materials, eco-friendly packaging. In retail it is very common to find organic food sold in plastic packaging, PET bottles and even styrofoam. Which often ends up generating polluting household waste and environmental impacts of packaging waste. Thus, it is unacceptable that an organic product is not ecologically correct throughout its life cycle. The present study aimed to demonstrate the importance of consumer awareness and how it can act in a global paradigm shift demanding greater environmental responsibilities from those who produce the food. Although the eco-friendly packaging market is growing and innovating, it is still relatively more expensive than plastics and styrofoam. Thus, the role of the consumer in the face of purchase choices, fulfilling his role as a non-polluting agent, is essential for environmental well-being, being able to transform the packaging industry. As a result, the qualitative meta-analysis showed that although eco-friendly consumers are gradually increasing and becoming representative groups, they are still a minority. For now, they are still not enough to generate significant changes in the production chain. It is therefore necessary that public, technological and environmental institutions increasingly debate these issues and begin to demand specific legislation for the proper use of packaging, especially for certified organic foods.

**Keywords:** organic food, circular economy, packaging, sustainable packaging, waste; eco-friendly packaging, eco-friendly consumers; green polymers