**Abstract**

The consumer of today places increased importance on food safety, environmental and health issues and quality, hence some are willing to purchase organic meat. Evaluation models used in previous organic food research have identified variables such as health consciousness, environmental concern, animal welfare and income as important determinants of organic food choice. The objective of this research was to examine the Preference of consumers towards Organic Poultry and to find the Purchase intention of consumers towards Organic Poultry examine consumer perceptions of organic meat. A questionnaire was completed by 150 respondents, which were representative of the Coimbatore city people, It has been clarified that most of the consumers’ purchase motives are only with taste and health dimensions. So the future purchase of Organic Poultry will aim to satisfy the consumers’ dimensions. The study has clearly depicted that Organic Poultry are tastier and healthier than any other poultry and it makes consumers to purchase accordingly.