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To
The Editor,

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Sir,

I request that the following matter may kindly be published in your esteemed daily:

Brinjal price will be stable during May-June 2014

Brinjal is high in water content and potassium. It possess many medicinal properties and is used as a remedy for cancer, hypertension and diabetes. In traditional Chinese Medicine, all parts of the plant are used to stop intestinal bleeding. The fruit of the plant is used as an antidote in cases of mushroom poisoning.

India exports both fresh and chilled brinjal to more than 30 countries around the world. The major overseas markets for Indian brinjal are Canada followed by Netherlands, Bahrain, the UK, USA, France, Germany, U.A.E and Saudi Arabia etc., Domestically it is grown throughout the year.

In Tamil Nadu, Salem, Dindigul, Vellore and Krishnagiri districts are the major producing areas. Among these districts Salem stands first with a contribution of 12 percent of production. Brinjal is largely cultivated during winter and summer months. Now it is the peak period of production and supply to the market. The market arrival of vari kathirikai in Coimbatore is medium from local area such as Thondamuthur, Alandurai, K.K. Chavady and Sulur belt. Also the moderate demand and supply make the prices stable. The present price of vari kathirikai in Coimbatore market is Rs.9-12/kg at farm level.

The Brinjal arrival to Thalaivasal market is limited from its supply area of Attur, Cuddalore and Panrutti regions. The present farm price of vari kathirikai in

this market is Rs 9-10/kg. Ottanchatram market is also getting limited arrivals during this month. The present market rate of vari kathirikai is Rs 10/kg.

To make the farmers aware of the future trend in farm harvest prices, Back Office of Agro Marketing Intelligence and Business Promotion Centre (AMI &BPC) in the Centre for Agricultural and Rural Development Studies (CARDS), Tamil Nadu Agricultural University analyzed the prices of brinjal that prevailed in Ottanchatram, Coimbatore and Thalaivasal markets in the past 11 years.

Analysis revealed that the price will be hovering around Rs 10-12/kg during April and May and Rs.1 or 2 will be more during June 2014 in Coimbatore wholesale market and Thalaivasal wholesale markets. But in Oddanchatram wholesale market the price is likely to be stable at Rs 10 per kg up to April end and may fetch Rs 1-2 per kg below the prevailing current month prices during the May-June 2014.

For further details contact:

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