



Tamil Nadu Agricultural University
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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:

Price would be stable for Poovan, Karpooravalli and Nendran Banana

To advise the farmers on Banana price, the Back Office of Agro Marketing Intelligence and Business Promotion Centre (AMI &BPC) operating in the Centre for Agricultural and Rural Development Studies (CARDS), Tamil Nadu Agricultural University has analyzed the prices of cultivars of Poovan, Karpooravalli and Nendran to give forecast.

Poovan

Poovan is the promising cultivar among major cultivars in banana for both ripen fruits and leaf purpose in Tamil Nadu and Kerala. It is considered as auspicious to offer banana during pooja in Hindu temples. Tamil Nadu is the leading producer of Poovan cultivation.

In Coimbatore, Kumaran Banana Commission market in Gandhi Park experiencing the normal inflow as expected. Normally Poovan prices would be higher in festival seasons and the remaining months the price would be almost stable. At present the market rate is Rs 22 per kg in whole sale commission market.

Karpooravalli

In Kumaran wholesale banana commission mundy, Gandhi Park in Coimbatore is experiencing moderate arrivals during current season as expected. This cultivar has more sweetness than other cultivars and shows better consumer preference among Kerala buyers next to Nendran. It is suited well for preparation of panchamirtham in Hindu temples. Currently the prevailing market price in the Coimbatore wholesale commission market is Rs 25 per kg.

Nendran

It is most preferential cultivars in Kerala. It is well suited for both fruits as well as for making chips. In Tamil Nadu, nendran is cultivated mainly cater to the demand of

Kerala consumers. These cultivar fetches maximum price during the Onam and Magarajothi seasons. Apart from that there is a slack in consumption immediately after the Magarajothi due to lesser pilgrim activities in Kerala. Hence, the price will go down and firm upto another upcoming festival seasons such as Vishu (Chithirai first day).

To advise the banana farmers on Poovan, Karpooravalli and Nendran prices during March – April 2015, the Coimbatore Uzhavar Sandai prices of Poovan and Karpooravalli for the past 12 years and Nendran for the past Seven years were taken and conducted the traders survey in Coimbatore wholesale commission market in Gandhi Park.

During April 2015, Chithirai First day will be celebrated as Vishu in Kerala and as Tamil New Year in Tamil Nadu. That particular week, the price of Poovan and Nendran may trade in high prices and remaining period will witness stable price.

The result of the analysis and traders survey indicated that all the cultivars such as, Poovan, Karpooravalli and Nendran prices will be stable in March and April 2015 and the expected average farm gate price would be Rs 15-17 per kg for Poovan and Rs 18-20 for Karpooravalli and Nendran, respectively. Hence, farmers are advised to aware the prevailing market prices before harvesting their produce and get benefitted.

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