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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:

### **Sell Coconut and Copra after Harvest**

In India, coconut accounts for 59 per cent of total plantation crops and Tamil Nadu accounts 73 per cent of area under coconut of total plantation crops. Tamil Nadu stands second in the country in terms of coconut production and first in productivity of 10.24 tonnes of nut per hectare compared to Karnataka (8.12 tonnes of nut per hectare) and Kerala (5 tonnes of nut per hectare) during 2012-13.

Currently the price of coconut is ruling around Rs. 27, 800 per tonnes in Pollachi market at farm level. After the onam festival in Kerala the consumption of coconut oil was reduced and shift to palm oil and sunflower oil due to lower price and the industries are also shifted to palm oil due to the comparative low price. Arrivals from Karnataka commences from October – January and from Kerala in January - April. As per trade sources, festival season in forthcoming months will enhance the demand for coconut in domestic market and the price would be stable. As per the Coconut Development Board, the projected coconut production will be reduced to 9 per cent in 2014-15. The expected monsoon will boost the coconut production in future.

Low coconut production during last two years and continuing demand for export has led to increase in copra prices from Rs 60-75 per kg in 2012 to Rs. 100-120 per kg upto August 2013-14. At present, Copra prices are ruling at Rs 100 -104 per kg in Avalpoondurai regulated market in Tamil Nadu. This is due to the decrease of coconut oil price in world market of 16 per cent from June to September, 2014.

Given this scenario, farmers are interested to know the prices that are likely to prevail during November and December 2014 for coconut and copra. To help farmers in order to take proper marketing decisions, an econometric analysis of coconut and copra prices that prevailed in Pollachi and Avalpoondurai markets were carried out by the Back office of Agro Marketing Intelligence and Business Promotion Centre (AMI &BPC), Centre

for Agricultural and Rural Development Studies (CARDS) in Tamil Nadu Agricultural University.

As per the results of the analysis, the price of coconut during November - December will rule around Rs. 15 - 17 per nut (550 – 600 gram/ nut) in Pollachi market at farm level. Prices of coconut will be lower by one to three rupees in other markets comparing Pollachi market due to better quality of nuts. Copra price will be around Rs. 101 – 103 per kg at Avalpoondurai regulated market. Hence farmers are recommended to sell coconut and copra in November and December.

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