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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:

Store and Sell Sunflower Seed

In India, sunflower seed production in 2013-14 was 4.22 lakh hectares against 5.11 lakh hectares during 2012-13. The major producers of sunflower are Karnataka, Andhra Pradesh, Maharashtra and Tamil Nadu. Sunflower oil is mainly used in South and Western India. The major trading centers for sunflower oil are Mumbai, Chennai, and Hyderabad.

In Tamil Nadu, sunflower is cultivated in an area of 7900 ha in 2013-14 compared to 10,782 hectares in 2012-13. The cultivation area was decreased by 36 per cent compared to 2012-13. Karur, Thoothukudi, Trichy, Dindigul, Virudhunagar and Ariyalur districts accounted for 81 per cent of area and 79 per cent of production in Tamil Nadu. As on January, 2015 the sunflower cultivation area was 8400 ha.

To facilitate farmers in taking a better decision about the sale or stocking of Karthigai sown sunflower seeds, Back office of Agro Marketing Intelligence and Business Promotion Centre (AMI&BPC) in Centre for Agricultural Rural Development Studies (CARDS), of Tamil Nadu Agricultural University analyzed the past 14 years price data of sunflower seed prevailed in Vellakoil Regulated market.

The econometric analysis confirmed that the price of sunflower seed will hover around Rs.32 - 33 per kg from April to May, 2015. There will be a chance for price increase upto 3 - 4 rupees per kg during May, 2015 and the storage cost for sunflower

seed is 1 rupee per kg for two months. Hence farmers are recommended to store and sell sunflower seed in May, 2015 for better price.

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