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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 forecast for Karthigai pattam vegetables – Tomato, Brinjal and Bhendi**

To advise the farmers on karthigai pattam sowing, 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 taken major vegetables for their price forecast such as, Tomato, Brinjal and Bhendi as follows:

#### **Tomato**

In Tamil Nadu, Tomato is an important vegetable for almost every culinary purposes. It is being grown in all over Tamil Nadu in four major pattams viz., Thai, Chitirai, Adi and Karthigai. Among those pattams, Karthigai pattam has most conducive climatic parameters for tomato cultivation. Hence almost all the farmers are interested to cultivate in this pattam in Tamil Nadu. Apart from the local cultivation, nearby states such as Andhra Pradesh and Karnataka have significant contribution to meet our local demands. At present in Coimbatore wholesale market the tomato arrivals are very high from local farmers and other state, especially Karnataka. During the south west monsoon, Coimbatore and Karnataka has received enough rainfall for the tomato cultivation resulted in increased area in tomato belt of Coimbatore, Kinathukadavu, Thondamuthur, Nachipalayam, Alandurai. Regular and continuous arrivals from those areas to the wholesale market depressed market price to Rs 3-8 per kg.

In Ottanchatram wholesale market arrivals are high due to better crop performance in the local and Udumalpet area. Kerala traders mostly prefer to source the tomato from nearby Nachipalayam and Kinathukadavu markets. Hence the price has declined to Rs 40 per 15 kg crate. At present the market price is Rs 4-7 per kg

Thalaivasal wholesale market experiencing high inflow mainly from Karumandurai area. Normally from Adi (July- August) to Thai (Jan-Feb) all the vegetables are sufficiently grown and marketed here. Better crop in the Adipattam sown harvest flooded the market resulted in lesser price. At present the market price is Rs 6 -7 per kg. Markets in Hosur

region also experiencing high inflow and preparation are being made by the farmers for Karthigai pattam sowing. The current price here is Rs 4-8 per kg.

To advise the farmers on expected Tomato price during January – February 2015, the Uzhavar sandai prices of tomato during the past 11 years was taken for price analysis and conducted the traders survey in Coimbatore, Ottanchatram, Hosur and Thalaivasal markets.

The result of the analysis and traders survey indicated that the Tomato prices will be lowest in January and February 2015 and the expected average farm gate price would be Rs 2-5 per kg in Coimbatore, Hosur, Ottanchatram and Thalaivasal markets. However occurrence of rainfall in the coming months may affect the price. Hence farmers are advised to lower the tomato cultivation area and alternatively farmers are advised to go for cultivate bhendi crops for higher return.

### **Brinjal**

As per trade sources, currently Coimbatore, Ottanchatram and Thalaivasal markets are experiencing enough arrivals. Farmers of Karamadai, Annur and Thondamuthur blocks are the major suppliers to Coimbatore wholesale market. The price behavior indicated that the brinjal fetches higher price in November- December months than other periods due to exhaustion of harvest of Adipattam sowing.

The current Brinjal price in the above said markets hover around Rs 16-24 per kg. To forecast the price of brinjal during January- February, 2015, the Brinjal prices prevailed during the past 11 years in Coimbatore, Ottanchatram and Attur Uzhavar sandai were analyzed and conducted the traders survey.

The price analysis and traders survey result revealed that the brinjal price during November - December 2014 will be in peak followed by price reduction in January – February 2015. The forecasted average farm gate price of brinjal during January – February 2015 upon harvest of Karthigai pattam brinjal sowing would be around, Rs. 8-10 per kg in Coimbatore, Ottanchatram and Thalaivasal markets. Hence farmers are advised to take up planting decision based on the above forecast.

### **Bhendi**

As per the trade sources, the wholesale markets of Coimbatore and Thalaivasal are experiencing enough arrivals to meet market demand till November. Mostly in winter period the crop performance is poor due to powdery mildew occurrence. Hence most of the farmers of Tamil Nadu completed their bhendi cultivation before commencement of winter season which leads to higher supply. The current price in Thalaivasal and Coimbatore wholesale markets is Rs 4-6 per kg and Rs 10-15 per kg, respectively.

But in Ottanchatram market due to heavy rain in Dindigul district in October damaged the crop leads to poor arrivals of good quality produce. Hence the price is higher during October. The current bhendi price in Ottanchatram market is Rs 20-25 per kg.

Traders from Coimbatore and Ottanchatram wholesale markets are sourcing their supplies from major producing areas viz., Thalaivasal and Salem - Vaikundam region. Normally the price would be in increasing trend during November – January in Coimbatore and Ottanchatram whole sale markets.

To advise the farmers on expected price of bhendi during January-February 2015, the Uzhavar sandai prices of bhendi in Coimbatore, Ottanchatram and Thalaivasal markets during the past 11 years was analyzed and conducted the traders survey.

Traders survey and Price analysis result indicated that the forecasted average farm gate price of bhendi during January- February 2015, upon harvest of karthigai pattam sowing would be around, Rs 12-15 per kg in Coimbatore and Ottanchatram wholesale markets, and Rs. 10-12 per kg in Thalaivasal wholesale markets. Hence farmers are advised to take up bhendi cultivation.

**For further details contact:**

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