



Tamil Nadu Agricultural University  
O/o the Public Relations Officer  
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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:

### **Nendran Banana Fetches Better Price**

Nendran bananas are a popular variety in Kerala where it is relished as a fruit, used as a staple food as well as used to make the famous Nendran Chips and processed into several other value added products. It is a nutritious diet for easy digestion, prevents diarrhea & worm trouble and is especially given to infants due to their high protein content.

In Tamil Nadu Nendran is grown in Coimbatore, Erode, Trichy and Kanyakumari districts. To forecast the expected price of Nendran banana during August – October, the Back Office of Agro Marketing Intelligence and Business Promotion Centre (AMI &BPC) operating in Centre for Agriculture and Rural Development Studies (CARDS), Tamil Nadu Agricultural University analyzed the past 6 years Nendran prices in Coimbatore Uzhavar sandai and conducted the Traders' survey in Coimbatore Kumaran markets.

Farmers from Tamil Nadu have taken up sowing last year to coincide harvest with Onam in Kerala to get reasonable profit for their produce. Now the ruling price for Nendran banana is Rs 48 per kg in Coimbatore Uzhavar sandai. The arrivals start declining from last month onwards due to severe damages by wind in growing areas of Karamadai and Annur region.

Both price analysis and traders' survey revealed that the price would be at increasing trend during August – October. Hence the expected price during harvest

period (Aug – Oct) would be around Rs 55-60per kg in Coimbatore Uzhavar sandai. Based on the above forecast farmers are advised to sell nendran banana upon harvest and get good remuneration over their produce.

**For further details contact:**

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