



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:

Bhendi price to remain stable

Bhendi or Okra (*Abelmoschus esculentus*) or ladies finger is an important vegetable of the tropical countries and most popular in India. It is mainly grown in India, Nigeria, Sudan, Pakistan, Ghana, Egypt, Benin, Saudi Arabia, Mexico and Cameroon. In India, Andhra Pradesh is the leading state which has a production of around 11.84 lakh tons (20.5 percent) followed by West Bengal 8.62 lakh tons (14.9 percent) and Bihar 7.88 lakh tons (13.6 percent). Tamil Nadu's contribution is very low (1.35%) compared to other states in India.

In Tamil Nadu, bhendi is cultivated during June to August (Adi pattam) and in February (Thai pattam) mainly. It is largely grown in Thalaivasal and Magudanchavadi blocks of Salem, Karamadai, Periyarayakkanpalayam and Thondamuthur blocks of Coimbatore, Andipatti block of Theni and Vaiyampatti block of Trichy district.

In Coimbatore market, bhendi arrivals from major growing areas of Thondamuthur, Alandurai and Karamadai are low. The present market rate is Rs 27 per kg. In Oddanchatram market, bhendi arrival is low due to drought. The present market price in Ottanchatram market is Rs 15 per kg. In Thalaivasal market also, arrivals are low from major supply area of Attur, Cuddalore and Panrutti region. The present rate is Rs 15-18 per kg. Invariably, all the traders outsource bhendi from areas like Vaikundam and Thalaivasal are also experiencing very limited cultivation due to drought.

To make the farmers aware of the future trend in farm harvest prices, Back Office of Agro Marketing Intelligence and Business Promotion Centre (AMI & BPC) in the Centre for Agricultural and Rural Development Studies (CARDS), Tamil Nadu Agricultural University analyzed the trend pattern in prices of bhendi that prevailed in Ottanchatram, Coimbatore and Thalaivasal markets during the past 11 years.

Based on analysis of past prices, traders survey and the arrival prospects of the crop to the market it is forecasted that ruling price will continue for next two weeks. In Coimbatore market price will be high at Rs 25-27 per kg during May 2014, In Oddanchatram market the price will be around Rs 18-20 per kg during May 2014. There will be a marginal increase of price in Thalaivasal market during second fortnight of April 2014 to around Rs 20 per kg and then will come down to Rs 15 per kg in May 2014.

For further details contact:

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