



Tamil Nadu Agricultural University
O/o the Public Relations Officer
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To
The Editor,

Date: 5-6-2014

Sir,

I request that the following matter may kindly be published in your esteemed daily:

Poovan Banana Prices will Retain its Consistency

Globally 103.64 million tonnes of banana is produced from an area of 5.0 million ha during 2013. India, with its rich biodiversity of banana, stands first with a contribution of 265.09 lakh tonnes (25.5 % to world banana production) from an area of 7.76 lakh ha during 2013. In India, Tamil Nadu produces about 51.36 lakh tonnes from an area of 1.11 lakh ha, and has the highest production share with 19.37 per cent (2013). Gujarat ranks second with 17 per cent followed by Maharashtra 13.5 per cent with respect to banana production.

Poovan is a leading commercial cultivar grown throughout the country with location specific ecotypes like Palayamkodan in Kerala, Poovan in Tamil Nadu, Karpura Chakkarakeli in Andhra Pradesh and Alpan in North Eastern Region. In TamilNadu, it is a popular variety cultivated year round in Coimbatore, Trichy, Thoothukudi, Tirunelveli, Cuddalore, Viluppuram, Erode, Pudukottai, Theni, Dindugul, Virudunagar, Sivagangai and Kanyakumari districts. It is tall and vigorous, the bunch has 10 - 12 compact hands with 15 – 18 fingers/hand amounting to 180 - 200 fruits/bunch and weighs upto 20 - 25 kg/bunch. Fruit is medium sized, slightly acidic, firm and has typical sour-sweet aroma. Fruits turn to attractive golden yellow on ripening.

Poovan is planted during February – April and November – December. October - January are the months of peak arrivals and June – July face lean arrivals.

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) functioning in Tamil Nadu Agricultural University had analyzed the trend pattern in prices of poovan that prevailed in Coimbatore Farmers shandy for the past 6 years.

Present market price for Poovan in Coimbatore farmers shandy varies between Rs 18 - 20/kg. Analysis revealed that price of Poovan banana in Coimbatore farmers shandy during the months of June to July, 2014 will be revolving around Rs.19/kg. Hence farmers are advised to sell during June, July 2014.

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