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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 prices will be stable for next one month

Bhendi or Okra (*Abelmoschus esculentus*) or ladies finger is an important vegetable of the tropical countries and most popular in India. The world area and production under bhendi is reported to be 11.48 lakh ha. and 7.9 million tons in 2010-11.

It is mainly grown in India, Nigeria, Sudan, Pakistan, Ghana, Egypt, 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 (Thaipattam) mainly. It is largely grown in Thalaivasal and Magudanchavadi blocks of Salem, Karamadai, Periyayakkanpalayam and Thondamuthur blocks of Coimbatore, Andipatti block of Theni and Vaiyampatti block of Trichy district.

Powdery mildew occurrence in winter season is high especially for bhendi crop. Hence the final marketable produce is very low. In this situation, normally every year arrivals would be low during January- February. This situation will continue upto March first week.

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 Centre for Agriculture 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.

In Coimbatore market, bhendi arrivals from major growing areas of Thondamuthur, Alandurai and Karamadai are low. The present market rate is Rs 26/kg at farmers level. Hence, Traders are outsourcing from Salem (Vaikundam block) and Thalaivasal market. In Oddanchatram market, bhendi arrival is low due to heavy fog condition during this winter season and they are also outsourcing from Thalaivasal market. The present market price in Ottanchatram market is Rs 25/kg. In Thalaivasal market also, arrivals are low from major supply area of Attur, Cuddalore and Panrutti region. The present rate is Rs 24/kg.

Based on analysis of past prices, traders survey and the arrival of the crop to the market it is forecasted that ruling price will continue for next two weeks. There will be a marginal increase from end of February and a reversal will take place in the second fortnight of March 2014.

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