



Tamil Nadu Agricultural University  
O/o the Public Relations Officer  
Coimbatore – 641 003

Dr. Venkata Pirabu, Ph.D.,  
Public Relations Officer &  
Professor (Agrl. Extension)  
Mobile: 94890 56730

Phone: 0422 - 6611302  
Fax: 0422 – 2431821  
E-mail: [pro@tnau.ac.in](mailto:pro@tnau.ac.in)

To  
The Editor,

Date: 3-9-2014

Sir,

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

### **Potato, Beetroot and Carrot Fetches Better Price during Harvest**

India is the second largest producer of vegetables in the world. Root vegetables like Potato, Beetroot and Carrot (Hill and Plain) are sown in September to October in major growing district. Farmers have to take decisions on whether these crops can be sown or not. To help them in taking proper pre sowing decisions, 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 provides price forecast for root vegetable crops, viz., Potato, Beetroot and Carrot as follows.

#### **POTATO**

According to the statistics given by National Horticultural Research and Development Foundation (NHRDF), India produced 463.39 lakhs tonnes of potato from an area of 20.23 lakh hectares in 2013. Uttar Pradesh, West Bengal, Bihar, Assam, Madhya Pradesh, Punjab and Gujarat accounted for 85 per cent share in total area and 89 percent of the total production in 2013 in India. India has exported about 11.14 lakh tonnes of potato in 2012-2013, which is 13 per cent more than that of 2011-12. The area and production of potato were 5350 hectares and 1,15,630 tonnes respectively in Tamil Nadu during 2013. In Tamil Nadu, potato is grown in the hilly regions of Nilgiris, Dindigul, Krishnagiri and Erode districts. Nilgiris potato is sent to Chennai, Coimbatore, Madurai, Trichy, Salem and Vellore and also to other States.

The centre analysed the past 23 years prices of potato that prevailed during 1991-2014 in Nilgiris Co-operative Marketing Society in Mettupalayam and the analysis and trader survey results revealed that prices of good quality potato will be around Rs. 25 to Rs.27 per kg in November, December, 2014.

## **BEETROOT**

In India Beetroot is mainly cultivated in Haryana, Uttar Pradesh, Himachal Pradesh, West Bengal and Maharashtra. The total cultivable areas of Beet root in Tamil Nadu during 2011-12 was 1116 in hectares. Thiruppur (33.42 per cent), Theni (17.47 per cent), The Nilgiris (14.60 per cent), Dindigul (13.98 per cent), Coimbatore (11.56 per cent), Krishnagiri (6.45 per cent) and Erode (1.16 per cent) are the major beetroot growing districts in the state. The major market center for Beetroot in Tamil Nadu is Mettupalayam Vegetables commission mundy. Currently a bag of beetroot containing 75 kgs is auctioned in the price range of Rs.1800 – 2600. Farmers from Nilgiris, Thalavadi and Palladam are market their produce in this market. Traders from Kerala (Trichur & Ernakulam), Tiruppur, Madurai, Bangalore, Mysore and Chennai are procuring from this market. Traders prefer good quality (Color) with big size beet root. Prices are fixed based on arrivals and quality.

Prices that prevailed in Mettupalayam vegetable market for the past 10 years were analysed and traders survey were also conducted. Results of the econometric analysis revealed that the price of beetroot during harvest period, i.e., during November, December 2014 will be in the range Rs. 20 to Rs. 25 per kg.

## **CARROT**

In India carrot production was 1.15 million tonnes from 62,220 hectares during 2012-13. The major carrot growing states are Haryana, Andhra Pradesh, Uttar Pradesh, Assam, Karnataka, Punjab, and Tamil Nadu. The total area of carrot in Tamil Nadu during 2011-12 was 3252 hectares. The Nilgiris (74.82 per cent), Dindigul (19.25 per cent) and Krishnagiri (4.92 per cent) are the major carrot growing districts in the State. The major market centres in Tamil Nadu are Mettupalayam Vegetables commission mandies, Hosur and Farmers shandies in different regions. In Mettupalayam Vegetables commission mandy, currently a bag of carrot containing 75 kgs is auctioned in the price

range of Rs. 2250 (Yellow carrot) – Rs. 3000 (Red carrot). Farmers from Nilgiris (Red carrot) and Bangalore (Yellow carrot) are market their produce in this market. Traders from Kerala (Trichur & Ernakulam), Tiruppur, Madurai and Chennai are procuring from this market. Traders prefer good quality based on color, shining and size.

The centre analysed the past 9 year prices prevailed in Mettupalayam vegetable market and conducted traders survey. Results of the econometric analysis revealed that the price of carrot during harvest period, i.e., during November, December 2014 will be in the range Rs 25 to Rs 30 per kg.

Accordingly farmers are advised to take sowing decision of Potato, Beetroot and Carrot.

**For further details contact:**

Domestic and Export Market Intelligence Cell,  
Centre for Agricultural and Rural Development Studies,  
Tamil Nadu Agricultural University,  
Coimbatore-641 003.  
Phone: 0422-2431405

**For Technical Details please contact**

Professor and Head,  
Horticultural Research Station,  
Vijayanagaram,  
Udhagamandalam-643001.  
Phone: 0423-2442170

Public Relations Officer