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To  
The Editor,

Date: 15-7-2015

Sir,

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

### **Quality Turmeric will Fetch Good Price**

In India, turmeric is cultivated in an area of 2.37 million hectares with a production of 11.90 million tonnes in 2013-14, which was 18 per cent higher than the previous year. Telangana, Andhra Pradesh, Tamil Nadu, Odisha, Maharashtra, Karnataka and West Bengal are the major turmeric producing States contributing 80-85 per cent of total turmeric production of the country. India exports turmeric to U.S.A, Iran, UAE and U.K.

In Tamil Nadu, turmeric is cultivated in 0.76 million hectares with 4.62 million tonnes of production in 2013-14. Erode, Salem, Dharmapuri and Namakkal are the major turmeric growing districts in Tamil Nadu. The prevailing price of good quality turmeric is Rs. 6,800-7,500 per quintal in Erode market. At present, the market arrivals of turmeric is of poor quality as the harvested turmeric is damaged due to intermittent rains during this season and also it is traded at lower price due to shortage of quality arrivals coupled with the already adequate stocks.

To help the farmers to take proper marketing decisions, the Back Office of Agro Marketing Intelligence and Business Promotion Centre (AMI & BPC) of Centre for Agricultural and Rural Development Studies (CARDS), Tamil Nadu Agricultural University analyzed the last 19 years of turmeric prices prevailed in Erode Regulated market.

The econometric analysis revealed that the good quality turmeric price will hover around Rs.7,500-8,100 per quintal during September - October, 2015. Post-harvest losses and weevil infested rhizome are the prime reasons for price reduction. Proper storage of turmeric will avoid this quality deterioration and also stabilize the price with better export prospects. Hence, farmers are recommended to take selling decision according to this price forecast.

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