



Tamil Nadu Agricultural University
Coimbatore – 641 003



Dr. M. Rajavel, Ph.D.,
Public Relations Officer
Mobile: 94890 56730

Phone: 0422 - 6611302
Fax: 0422 – 2431821
E-mail: pro@tnau.ac.in

To
The Editor,
Sir,

Date: 18.10.2023

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

TNAU Price Forecast for Banana

The TN-IAM Project funded Price Forecasting Scheme of the Centre for Agricultural and Rural Development Studies, Tamil Nadu Agricultural University, Coimbatore has developed market advisory for banana.

Banana is cultivated in 9.65 lakhs hectare with a production of 349.08 lakh tonnes in India during 2022-23 according to the First Advance Estimates of Ministry of Agriculture and Farmer Welfare. Karnataka, Andhra Pradesh, Tamil Nadu, Kerala, Maharashtra, Uttar Pradesh and Gujarat are the major banana growing states in the country.

In Tamil Nadu, the area under banana is 1.02 lakh hectare with a production of 42.37 lakh tones during 2022-23. Major banana growing districts are Erode, Thoothukudi, Coimbatore, Theni, Tirunelveli, Trichy, and Kanyakumari. Banana Market Centres in Tamil Nadu are Trichy, Tirunelveli, Cuddalore, Theni and Coimbatore. Among them, Trichy is one of the major centre for supplying banana to various parts of the State.

At present, banana arrivals are mainly from Lalkudi, Karur, Thanjavur, Pudukottai, Theni and local areas of Coimbatore to Coimbatore market. Traders reported that demand for banana may rise mainly due to festival season. Recent wind and rain have also damaged the crop significantly in banana growing areas.

Price Forecasting team has analysed the past 19 years prices of cultivars of Poovan, Karpooravalli and Nendhran banana of Coimbatore. The results of analysis and trader survey indicated that the expected average farm gate price will be around Rs. 26-28 per kg for Poovan, Rs.28-30 for Karpooravalli and Rs. 38-40 per kg for Nendhran respectively in Coimbatore market during December 2023 subjected to favourable weather conditions. Hence, farmers are advised to take appropriate selling decision accordingly.

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*

*The Director and TN-IAMP Nodal Officer
Centre for Water and Geospatial studies
Tamil Nadu Agricultural University
Coimbatore - 641 003
Phone: 0422-6611278*

For technical details please contact:

*Professor and Head
Department of Fruit Crops
Horticultural College & Research Institute
Tamil Nadu Agricultural University
Coimbatore -641003
Phone -0422 -6611269*

Public Relations Officer