



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

Date: 20-2-2015

Sir,

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

Carrot and Beet root sowing to get higher price at Harvest

To advise the farmers on Carrot and Beet Root price, the Back Office of Agro Marketing Intelligence and Business Promotion Centre (AMI &BPC) operating in the Centre for Agricultural and Rural Development Studies (CARDS), Tamil Nadu Agricultural University has analyzed the prices in Mettupalayam Wholesale commission market to give forecast.

I. CARROT

Carrot is mainly grown in Nilgiris, Dindigul districts in Tamil Nadu. Carrot grown in Nilgiris district is having more consumer preference than others cultivated areas. As per Horticulture department statistics, the carrot sown area in January 2015 in Nilgiris district is 201.20 ha and in Dindigul district, especially Kodaikanal block is 515 ha compared to previous year, the current year area is increased in both Nilgiris and Dindigul district. The Carrot net area sown in Nilgiris district also increased when comparing 2012-13 to 2013-14 by 1500 ha.

As per price analysis, carrot price is high in July to October months. Onset of South West Monsoon in major cultivation districts may lead to poor market arrivals and price may gone up to Rs.35-40 per kg during these months in wholesale markets.

II. BEET ROOT

In Tamil Nadu, Beet root is mainly grown in Nilgiris district and also in certain pockets of Tirupur and Theni districts as plain crop. But the hill grown beet root is having

prime consumer preference in all over markets of Tamil Nadu. As per the Horticultural department statistics, in Nilgiris the beet root is cultivated in 17.70 ha during January 2015.

As per price data analysis, the price of beet root was start declining during January to March. Subsequently the price is increasing and will reach its peak in June-July. Now a days market is experiencing more inflow from within the state and other state especially, Hasan district from Karnataka. Hence the price in Mettupalayam Wholesale commission market was declined to Rs 5-8 for plain cultivated crops and Rs 15-20 for Nilgiris beetroot.

To advise the farmers on Mettupalayam Wholesale vegetable commission market price for carrot and beet root for the past 9 years were taken for analysis and conducted the trader's survey. The result of the analysis and trader's survey indicated that Carrot and Beet root prices will be in increasing trend during May – June 2015 and the expected average farm gate price would be Rs 15-20 per kg for Carrot and Rs 12-15 per kg for Beetroot in Mettupalayam vegetable commission market. Hence, farmers are advised to take up sowing of Carrot and Beetroot in March-Apr 2015.

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