

SELL COCONUT AND COPRA IMMEDIATELY

India is the third largest coconut producer in the world with an area of 2.14 million hectares accounting for a production of 14.91 million tonnes. Tamil Nadu, Kerala and Karnataka are the major producers of coconut contributing for 83 percent both in total area and production of the country. Tamil Nadu stands first in the country in terms of coconut production in 2013-14.

In Tamil Nadu, coconut has occupied an area of 0.46 million hectares with a production of 4.76 million tonnes during 2013-14. Coconut is mainly produced in Coimbatore, Tiruppur, Thanjavur, Dindigul, Kanyakumari, Vellore and Theni districts of in Tamil Nadu.

Coconut and copra arrivals from these districts and Kerala have already started and arrivals from Karnataka will be commenced from July onwards. The market arrivals will be continued till November. At present, the price of coconut is ruling around Rs. 23,000 per tonne, i.e., approximately Rs.13 - 14 per nut for average size weighing 550 - 600 grams. Copra prices are ruling at Rs. 78 - 82 per kg in Avalpoondurai regulated market in Tamil Nadu. Sluggish demand for coconut oil and increased availability of copra are the reasons for the fall in copra price from Rs.100 to Rs. 80 per kg in the last three months.

To help farmers in taking proper marketing decisions, an econometric analysis is carried out for coconut and copra prices that prevailed in Avalpoondurai regulated market by the Back office of Agro Marketing Intelligence and Business Promotion Centre (AMI & BPC), Centre for Agricultural and Rural Development Studies (CARDS) of Tamil Nadu Agricultural University.

As per the results of the analysis, the farm level price of coconut during August - September is expected to rule around Rs. 21,000 - 22,000 per tonne i.e. Rs.12 - 13 per nut and copra price will be Rs. 78 - 80 per kg at Avalpoondurai regulated market in August and September, 2015. Hence, farmers are advised to take selling decision accordingly.

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