



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

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

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

To
The Editor,

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Sir,

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

Sell Red Chillies Immediately after Harvest

India is the largest producer, consumer and exporter of chillies in the world. In 2013-14, chillies were cultivated in an area of 7.75 lakh hectares and production of 14.92 lakh tonnes. The cultivation area was decreased by 2.39 (7.94 lakhs hectares) per cent where as the production was increased by 14.42 (13.04 lakh tonnes) per cent compared to previous year of 2012-13. India exports to USA, UAE, Malaysia, Sri Lanka, Pakistan and Indonesia.

In India, chillies are mainly grown in Andhra Pradesh, Madhya Pradesh and Telungana and Karnataka states. Lengthy chillies are grown in these states. But in Tamil Nadu, the Samba type chilies (lengthy chillies) are confined to Tuticorin and part of Virudhunagar districts and Mundu type chillies are mostly grown in Ramanathapuram and Virudhunagar Districts. Among these chillies, Mundu type has moderate pungency and there is strong consumer preference for Mundu in Kancheepuram, Chennai, Coimbatore, Erode and Tirupur districts.

In Tamil Nadu, Mundu type chillies are cultivated as rainfed crop during August-September and harvest will commence towards end of January and end with last week of March. Only single crop in a year is practiced in Tamil Nadu. Hence, traders are intended to pile their stock during this harvest period according to their year round demands.

At present, the price for Mundu type red chillies are ruling around Rs 100-110 per kg in Ramanathapuram markets, Rs. 90 - 100 per kg in Paramakudi and Virudhunagar markets and Samba type red chillies rule around Rs. 70 - 75 per kg in *Vilathikulam* market.

In this situation to advise the farmers on stock or sell their produce upon harvest, 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 last five year prices in Ramanathapuram Market Committee for Mundu and *Vilathikulam* Regulated Market price for Samba to give forecast.

The result of the price data analysis and traders survey indicated that, the price of Mundu type red chillies will start decline after March 2015 and the price will rule around Rs. 95 - 100 per kg in wholesale commission markets in Ramanathapuram and Virudhunagar Districts and samba type red chillies will rule around Rs. 55 - 60 per kg in *Vilathikulam* market. From April, there is a chance for decline in price. Hence, farmers are advised to sell their produce immediately after harvest.

For further details contact

Domestic and Export Market Intelligence Cell (DEMIC)
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,
Department of Spices & Plantation Crops,
Tamil Nadu Agricultural University,
Coimbatore – 641 003.
Phone: 0422-6611284

Public Relations Officer