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To  
The Editor,

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Sir,

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

### **Store and Sell Turmeric for Better Price**

India is the largest producer, consumer and exporter of turmeric in the world. UAE, Japan, Iran and U.K are the major importers from India. In 2013-14, export from India stood up at 27000 tonnes compared to 25,758 tonnes in 2012-13.

According to Spices Board, total production of turmeric is estimated at 35 - 40 lakh bags (one bag equals 75 kg) during 2014 compared with 52 lakh bags last year, of which 20 lakh bags are expected from Andhra Pradesh and Telangana, 10 lakh bags from Maharashtra and only seven lakh bags from Tamil Nadu.

Andhra Pradesh, Telangana and Tamil Nadu contribute 70 per cent of total turmeric production in India. Trade sources indicated that current year turmeric production will be reduced by 10 - 15 per cent in major turmeric growing states viz., Andhra Pradesh, Telangana and 30 - 40 per cent in Tamil Nadu compared to last year due to poor rainfall during the sowing period, previous year stocks and less price realized by farmer in last year.

The prevailing price of turmeric is Rs. 5800 - 6800 per quintal in Erode market. Now the medium quality turmeric has arrived at market. Turmeric traded at lower price due to lack of strong demand and shortage of good quality arrivals. New arrivals commence from February, 2015 onwards.

As per trade sources, the estimated annual demand for turmeric is around 75 lakh bags in India and the current stock accounts for 40 - 45 lakh bags of which Tamil Nadu

contributed 20 - 22 lakh bags. In Tamil nadu, the estimated demand is 3 lakh bags per month.

To help the farmers to take proper marketing decisions, the Back Office of Agro Marketing Intelligence and Business Promotion

Centre (AMI &BPC), Centre for Agricultural and Rural Development Studies (CARDS), Tamil Nadu Agricultural University analyzed the last 25 years of turmeric prices prevailed in Erode Regulated market. The econometric analysis and traders' survey revealed that the good quality turmeric price will hover around Rs. 6800 - 7200 per quintal in December, 2014 and January, 2015.

The expected export demand, demand from North India and the crop position may further increase the price in February, 2015. The quality turmeric will fetch better price in market. Hence farmers are recommended to store and sell turmeric in February, 2015.

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