

SELL SUNFLOWER SEED UPON HARVEST

Sunflower is the fourth largest edible oilseed produced in India. Sunflower was cultivated in 3.83 lakh ha with a production of 2.53 lakh tonnes in 2014-15, which was less than 24 per cent in area and 36 per cent in production respectively when compared to 2013-14. The major producers of sunflower are Karnataka, Andhra Pradesh, Maharashtra, Punjab and Tamil Nadu in the country. Sunflower oil is mainly used in South and Western India. Chennai sea port accounted 64.3 per cent of total sunflower oil imports in India.

In Tamil Nadu sunflower was cultivated in 0.07 lakh ha with production of 0.05 lakh tones in 2014-15. Sunflower oil recovery is around 35 per cent. Karur, Thoothukudi, Trichy, Dindigul, Virudhunagar and Ariyalur districts accounted for 81 per cent of area and 79 per cent of production in Tamil Nadu. At present, the farm gate price of good quality sunflower seed is ruling between Rs. 3400 - 3500 per quintal in Vellakoil regulated market.

To facilitate farmers in taking a better decision about the sunflower seeds, Back office of Agro Marketing Intelligence and Business Promotion Centre (AMI&BPC) in Centre for Agricultural Rural Development Studies (CARDS) of Tamil Nadu Agricultural University analyzed the past 14 years price data of sunflower seed prevailed in Vellakoil Regulated Market.

The econometric analysis confirmed that the farm gate price of good quality sunflower seed will hover around Rs.3500 - 3600 per quintal from September to October, 2015. Hence farmers are recommended to sell sunflower seed immediately after harvest.

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