

## **Carrot and Beetroot fetches higher price**

### **Carrot**

According to Ministry of Agriculture, carrot is cultivated in an area of 0.65 lakhs hectares with a production of 9.50 lakhs tonnes in India during 2015-2016. Major states growing carrot are Haryana, Uttar Pradesh, Bihar, Karnataka, Tamil Nadu and Assam. As per the Department of Horticulture in the year 2015- 2016, carrot was cultivated in an area of 3453 hectares at Tamil Nadu. In Tamil Nadu, carrot is mainly grown in Nilgiris, Dindigul and Krishnagiri districts. In Nilgiris, carrot was cultivated in 2854 hectares during 2015-2016.

Arrivals from Malur district of Karnataka to Mettupalayam market has ceased during the month of April itself. Hence, demand for carrot grown in Nilgiris is slightly higher than the last year. Currently area sown and production status of carrot is normal in the state.

Price Forecasting Scheme of Centre for Agricultural and Rural Development Studies (CARDS), Tamil Nadu Agricultural University has analyzed the wholesale prices of carrot that prevailed during the last 11 years in Mettupalayam wholesale market. Results from the above analysis revealed that the wholesale price for the good quality carrot will be around Rs. 35 per kg for hill grown and Rs. 30 per kg for carrot grown in plains during June-July, 2016. Hence, farmers are advised to take appropriate selling decision according to the market advisory.

## **Beetroot**

Beetroot is one of the most popular vegetables and native to Southern Europe. In India Beetroot is mainly cultivated in Haryana, Uttar Pradesh, Himachal Pradesh, West Bengal and Maharashtra. As per the Department of Horticulture in the year 2015- 2016, beetroot was cultivated in an area of 1421 hectares at Tamil Nadu. In Nilgiris, beetroot was cultivated in 431 hectares during 2015-2016.

From Tamil Nadu, beet root is exported to Maldives, United Arab Emirates and Singapore. Currently the beetroot arrivals have started flowing into Mettupalayam wholesale market from Thalavadi of Tamil Nadu and Gundlupet district of Karnataka. In Tamil Nadu, beet root is mainly grown in Nilgiris and also in some parts of Tirupur and Theni districts as plain crop. But the hill grown beet root is having better consumer preference in Tamil Nadu because of color, shape and soft skin.

Price Forecasting Scheme of Centre for Agricultural and Rural Development Studies (CARDS), Tamil Nadu Agricultural University has analyzed the wholesale prices of beet root that prevailed during the last 11 years in Mettupalayam wholesale market. The price of beet root during June-July 2016 will be ruling in the range of Rs. 30 per kg for hill grown and Rs. 26 per kg for beet root grown in plains. Hence, farmers are advised to take appropriate selling decision according to the market advisory.

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