

## **Sell Coriander immediately upon Harvest**

Coriander is one among the major spices grown in India. In India, coriander is mainly grown in Rajasthan, Andhra Pradesh, Gujarat, Madhya Pradesh and Karnataka. In Tamil Nadu, coriander is mainly grown in Ramanathapuram, Virudhunagar, Krishnagiri and Thoothukudi districts. In 2013-14, the above said four districts accounted for 85 per cent of total coriander area in the state. In these districts, coriander is mainly cultivated as an inter crop under rain fed situation during October–November months. As per Horticulture Department Statistics of Tamil Nadu, in Ramanathapuram district, coriander sowing as on January 2015 was 1,492 hectare which was less by 750 hectare and in Virudhunagar district area stood at 1,250 hectare which was less by 500 hectare when compared to previous year.

The deficit production of coriander in our state would be compensated by the arrivals from North Indian states. At present, Tamil Nadu is also experiencing the arrivals of fresh coriander seed from major producing districts which will end by last week of March 2015. The market price for the fresh harvested coriander seed is Rs 7,500-7,750 per quintal and the supply from other states are increasing. The price is expected to decline further in upcoming months.

In this situation, to know the price behavior of coriander seed during this harvest period viz., March – April 2015, the Back Office of Agro Marketing Intelligence and Business Promotion Centre (AMI &BPC) in Centre for Agricultural and Rural Development Studies (CARDS), Tamil Nadu Agricultural University analyzed the prices of coriander for the past 12 years that prevailed in Virudhunagar market and conducted the traders survey. The result of the analysis and traders survey indicated that the farm gate price may hover around Rs 7,500-8,100 per quintal. Since the chances for price increase is remote, the farmers are advised to sell coriander immediately after harvest.

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