

Sunflower Price will be Stable during Harvest

Sunflower is the oil of preference among the consumers the world over due to its health appeal and in India too, sunflower oil is largest selling oil in the branded oil segment. It is also a crop of choice for farmers due to its wider adaptability, high yield potential, shorter duration and profitability.

Sunflower was cultivated in 3.24 lakh hectare with a production of 4.15 lakh tonnes in 2014-15, which was less than 53 per cent in area and 24 per cent in production respectively when compared to 2013-14. The major states growing sunflower in India are Karnataka, Andhra Pradesh, Maharashtra, Tamil Nadu and Haryana. The major trading centers for sunflower oil are Mumbai, Chennai, and Hyderabad.

In Tamil Nadu, major sunflower growing districts are Karur, Thoothukudi, Trichy, Dindigul, Virudhunagar and Ariyalur districts accounting for 81 per cent of area and 79 per cent of production of the state. Sunflower was cultivated in 70,000 hectare with a production of 50,000 tonnes in 2014-15. Major hybrid grown in Tamil Nadu is Sunbred variety which fetches high price due to high oil content. Currently the price of the sunflower seeds is around Rs.33 -36 per kg in Vellakoil market.

To facilitate farmers in taking a sowing decision of sunflower seeds, Back office of Agro Marketing Intelligence and Business Promotion Centre (AMI & BPC) in the Centre for Agricultural Rural Development Studies (CARDS), of Tamil Nadu Agricultural University analyzed the past 15 years price data of sunflower seed prevailed in Vellakoil regulated market. The econometric analysis and traders survey results revealed that the farm gate price of sunflower

seed will hover around Rs.3400 - 3600 per quintal during harvest. Hence farmers are recommended to take sowing decision based on the above price.

For details contact

Domestic and Export Market Intelligence Cell
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 Oil Seeds
Tamil Nadu Agricultural University
Coimbatore – 641 003
Phone No: 0422-2450812