



Tamil Nadu Agricultural University
Coimbatore – 641 003

Dr. M. Jegadeesan, Ph.D.,
Assistant Public Relations Officer
Mobile: 94890 56730

Phone: 0422 - 6611302
Fax: 0422 – 2431821
E-mail: pro@tnau.ac.in

To
The Editor,
Sir,

Date: 14-1-2016

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

Banana Prices won't Recover in the Short Run

In India, banana ranks first in production and third in area among fruit crops. Banana production in India was 28.13 million tonnes during 2014-15. Major banana growing states are Tamil Nadu, Gujarat, Maharashtra, Andhra Pradesh, Karnataka and Assam. In Tamil Nadu, major banana growing districts are Thoothukudi, Tiruchi, Coimbatore, Tirunelveli, Karur, Erode and Kanniyakumari. Tiruchi has been a major centre for the despatch of banana to various parts of the State such as Chennai, Chengalpattu, Kancheepuram, Villupuram, Perambalur and Ariyalur. There is very less demand for banana owing to flood and continuous rainfall in the major consumption markets of the state. Further, banana consumption is usually down in the winter months.

The Back Office of Agro Marketing Intelligence and Business Promotion Centre (AMI &BPC) operating in the Centre for Agricultural and Rural Development Studies (CARDS), Tamil Nadu Agricultural University has analyzed the twelve year's monthly prices of cultivars of Poovan, Karpooravalli and eight year's monthly prices of Nendran banana of Coimbatore market. The result of the analysis and traders survey indicated that during February – March 2016, the expected average farm gate price would be Rs.7-9 per kg for both Poovan and Karpooravalli, and Rs.21-24 per kg for Nendran respectively. Hence, farmers are advised to take note of the above market advisory before harvesting their produce.

For further details, contact:

Domestic and Export Market Intelligence Cell (DEMIC),
Centre for Agricultural and Rural Development studies,
Tamil Nadu Agricultural University,
Coimbatore – 641 003.
Phone: 0422-2431405

For technical information, contact:

Professor and Head,
Department of Fruit Crops,
Horticultural College & Research Institute,
Tamil Nadu Agricultural University,
Coimbatore – 641 003.
Phone: 0422-6611269

Asst. Public Relations Officer