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To  
The Editor,

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Sir,

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

**Nendran will get Better Price; Prices of Poovan and Karpooravalli  
would be Stable**

Banana production in India was 29.72 million tonnes during 2013-14 of which Tamil Nadu was the major contributor with 19.01 percent of total production followed by Maharashtra (16.25 %) and Gujarat (14.22 %). Major export destinations for Indian banana are mostly the Gulf countries. Among those countries, United Arab Emirates is the major export destination followed by Saudi Arabia, Kuwait and Oman during 2014-15. Tuticorin is the major port for banana export by quantity, whereas, Nhava Sheva of Mumbai is the major port by value term. Tuticorin port is alone handling 44 percent of India's banana export. Apart from that, Cochin port and Trivandrum air cargo are the major logistics centres in South India for export of fresh bananas.

In Tamil Nadu, major banana growing districts are Erode, Coimbatore, Trichy, Tirunelveli, Tuticorin and Kanyakumari. At present, the banana cultivars viz., Poovan, Karpooravalli and Nendran price in Coimbatore wholesale commission mandy is Rs. 16, Rs. 16 and Rs. 25 per kg respectively. Among the banana cultivars, Karpooravalli is the sweetest cultivar and Poovan cultivar is best suitable for worship during festivals and rituals in Tamil Nadu. Majority of Nendran cultivars are grown in Coimbatore, Erode and Kanyakumari districts in order to cater the needs of Kerala markets. Traditionally, Nendran banana is very important among Kerala people's diet and chips making. Hence, the Nendran banana price is influenced by the demand from Kerala. Further, the fast approaching Onam celebrations in Kerala will also trigger the prices of Nendran banana.

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 years monthly prices of cultivars of Poovan, Karpooravalli and seven years monthly prices of Nendran to give price forecast. The result of the analysis and traders survey indicated that cultivars such as, Poovan and Karpooravalli prices would be stable during Aug - September, 2015 and the expected average farm gate price would be Rs 15-17 per kg for both Poovan and Karpooravalli, and Rs 28-30 per kg for Nendran respectively.

Among the banana cultivars, Nendran has better prospects for further price rise due to Onam celebrations whereas prices of other cultivars which escaped from “Chithirai Suzhi” – a whirlwind pattern normally occurring during April – May would be stable. Hence, farmers are advised to take note of the above market advisory before harvesting their produce.

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