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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:

Red Chilli prices to rule around Rs. 75-80 per kg during harvest

India is popularly known as “Spice bowl of the world” and is the largest producer, consumer and exporter of spices globally. Chilli “a wonder spice” ‘is cultivated in 7.93 lakh ha with an annual production of 13 lakh tonnes in India during 2012-13. India leads the global production with 36% share followed by China (11%), Bangladesh (8%), Peru (8%) and Pakistan (6%). In India, Andhra Pradesh tops the list in dry chilly production followed by Karnataka, Orissa, Maharashtra and Tamil Nadu. About 85-90% is consumed domestically and 10-15% is exported. India exports chilli in various processed forms like chilli powder, dried chillies, chilly pickles, chilli paste and flaked chilli. The traditional buyers of Indian chilly are Sri Lanka, USA, Nepal, Mexico, Malaysia, Bangladesh, UAE, Indonesia and China.

During 2011-12, Tamil Nadu produced 24,640 tonnes of chillies from 56,442 hectares. Ruling varieties of chillies in Tamil Nadu are Ramanathapuram (mundu), Virudhunagar (samba), Thoothukudi (mundu), Sivagangai (samba) and Tirunelveli (samba, mundu). In Tamil Nadu, after starting of North West monsoon (Mid of October to end of November) chilli sowing has been done. Generally, chilli arrivals from all over India hit the market from November to May. It begins with the first crop from Madhya Pradesh and Karnataka in the November followed by Maharastra and Andhra Pradesh in December. Chillies produced in Tamil Nadu will hit markets in Virudhunagar, Kovilpatti, Sathur, Sankarankoil, Rajapalayam, Kamuthi and Mudhukulathur markets from February - May.

Crop status in all the major producing States especially in Andhra Pradesh, amount of carry forward stock, domestic and export demand decides the price of chillies. Currently, samba chilli is trading around Rs.6500 - 8000 per quintal in Virudhunagar market. Farmers are eager to know the price of chilli that will prevail during the harvest period (February - May, 2015). To help the farmers, 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 analysed the red chilli prices that prevailed in Virudhunagar regulated market for past 18 years. The analysis and traders survey results showed that the price would be ruling between Rs.75-80 per kg in February - May, 2015. Based on the above price farmers are requested to take up their sowing decision.

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