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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:

Beet root Price to Remain Stable

Beet root is a purple root vegetable. It is also known as the table beet, garden beet, red beet or informally simply as beet. It is one of the many cultivated varieties of Beet root (*Beta vulgaris*) and arguably the most commonly encountered variety in North America, Central America and Britain. They are used in making salads and pickles etc. Beet root is a rich source of carbohydrates, a good source of protein and has high levels of important vitamins, minerals and micro nutrients.

In India, beet root is mainly cultivated in Haryana, Uttar Pradesh, Himachal Pradesh, West Bengal and Maharashtra. The total area under beet root in Tamil Nadu during 2011-12 was 1,116 hectares. Tiruppur (33.42 per cent), Theni (17.47 per cent), The Nilgiris (14.60 per cent), Dindigul (13.98 per cent), Coimbatore (11.56 per cent), Krishnagiri (6.45 per cent) and Erode (1.16 per cent) are the major beet root growing districts in the state. The major market center for beet root in Tamil Nadu is Mettupalyam. The major growing seasons of beet root in Tamil Nadu are July-August and Feb-March (Sowing). The months of peak arrivals are May-July and lean arrivals are November to December.

To facilitate the farmers in taking a better decision, Back Office of Agro Marketing Intelligence and Business Promotion Centre (AMI &BPC) in the Centre for Agriculture and Rural Development Studies (CARDS), Tamil Nadu Agricultural

University has analyzed the past 8 year prices prevailed at Nilgiris Co-operative Marketing Society (NCMS), Mettupalayam. Results of the analysis revealed that the farm price of beet root during May-June 2014 will be ruling in the range of Rs 11-13 per kg for hill grown beet root and will be less by Rs 1-2/kg for beet root grown in plains.

For further details contact:-

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