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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:

Sell Harvested Cotton Immediately

In 2014-15, the world cotton production is 119.4 million bales (1 bale = 218 kg) of which India (26%), China (25%), USA (13%), Pakistan (9%) and Brazil (6%) accounts for about 80% of the world cotton production. According to International Cotton Advisory Committee (ICAC), the world cotton production is projected to down 6 per cent in 2015-16. World cotton consumption is forecasted to grow by 2 per cent in 2015 - 16 due to a moderate improvement in global economic growth of 3.5% as forecast by the International Monetary Fund. However, prices for polyester have also fallen much faster than cotton prices for much of the season, eroding the price attractiveness of cotton. Consumption in China is forecast to remain stable at around 8 million tons, accounting for around one third of world consumption.

In 2014-15, India's cotton area and production is 13 million hectare and 34.62 million bales (1 bale =170 kg) which is less than 11.5 per cent of area and 5 per cent of production when compared to 2013-14. Cotton Association of India (CAI) estimated that low prices and lower demand may discourage farmers leading to reduced cotton cultivation in 2015-16 by 15-20 per cent. India's biggest cotton producer is Gujarat (32%) state following Maharashtra (22%), Telangana (12.5%) and Karnataka (7%) are the major producing states contributing about 75 percent of the total cotton production of the country.

Global factors like decline in cotton yarn exports and overall global demand for cotton being low, cotton prices took a hit globally. Until last year China bought 60 per cent of India's cotton has now reduced imports to support its farmers resulted in decline of India's exports to 6-8 million bales this crop year from 11.8 million bales a year ago. Also,

demand from mills came down drastically due to reduced exports coupled with financial crunch. All these factors led to fall in cotton prices.

The major sowing season in Tamil Nadu is January-February and August – September. The projected area for cotton in 2013-14 is 1.17 lakh hectares which is 8.5 per cent lesser than the previous year and the production is five lakh bales which is six per cent lesser than the previous year. The current cotton price is ruling around Rs.4450-4700 per quintal for long staple cotton.

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 ten years cotton prices prevailed in Konganapuram Cooperative Marketing Society and conducted the trader's survey to facilitate farmers to take up selling and sowing decisions.

Selling Decision

The results of the econometric analysis revealed that the cotton price in the forthcoming months i.e., during March - April, 2015 would be around Rs.4100-4300 per quintal. Hence, farmers are recommended to sell during the above period.

Sowing Decision

Price of masi pattam sowing cotton crop would be Rs.4300-4500 per quintal during July-August, 2015. Hence farmers are recommended to take up sowing based on the above price.

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