



Tamil Nadu Agricultural University
Coimbatore – 641 003

Dr. E. Somasundaram, Ph.D.,
Public Relations Officer &
Professor (Agronomy)

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

To
The Editor,

Date: 18-2-2014

Sir,

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

Brinjal price will be stable till 2nd week of March

Brinjal is high in water content and potassium. It is supposed to possess many medicinal properties and is used as a remedy for cancer, hypertension and diabetes. In traditional Chinese Medicine, all parts of the plant are used to stop intestinal bleeding. The fruit of the plant is used as an antidote in cases of mushroom poisoning.

India exports both fresh and chilled brinjal to more than 30 countries around the world. The major overseas markets for Indian brinjal are Canada followed by Netherlands, Bahrain, the UK, US, France, Germany, U.A.E, Saudi Arabia etc., Domestically it is grown throughout the year.

In Tamil Nadu, Salem, Dindigul, Vellore and Krishnagiri districts are the major producers. Among these districts Salem stands with first with a contribution of 12 per cent of production. Brinjal is largely cultivated during winter and summer months. Now it is the peak period of production and supply to the market. The market arrival of “vari kathirikai” in Coimbatore is high from local area such as Thondamuthur, Alandurai, K.K. Chavady and Sultur belt. Also the medium demand and high supply had reduced the prices. The present price of vari kathirikai in Coimbatore market is Rs.8/kg at farm level.

Thalaivasal market now a days experiences more arrivals from nearby area namely, Attur, Cuddalore and Panrutti regions. Normally this market gets adequate

supply of almost all vegetables from August to March. Hence most of the vegetables are available in fresh with affordable prices. The present farm price of vari kathirikai in this market is Rs 6/kg. In Ottanchatram market also more arrivals are expected in this month. The present market rate of vari kathirikai is Rs 6/kg at farm level.

To make the farmers aware of the future trend in farm harvest prices, Back Office of Agro Marketing Intelligence and Business Promotion Centre (AMI &BPC) in Centre for Agriculture and Rural Development Studies (CARDS), Tamil Nadu Agricultural University analyzed the prices of brinjal that prevailed in Ottanchatram, Coimbatore and Thalaivasal markets in the past 11 years.

Analysis and traders survey revealed that the price for next one month will be hovering around Rs 6-10/kg in Coimbatore wholesale market, 5-8 Rs/Kg in Thalaivasal market and Ottanchatram wholesale markets. The prices are likely to increase only from mid March 2014.

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 farmers may contact:-

The Professor and Head,
Department of Vegetable crops,
Horticultural College & Research Institute,
Tamil Nadu Agricultural University,
Coimbatore – 641 003.
Phone – 0422-6611374 / 6611283

Public Relations Officer