

## **Price of Sunflower Seed will be Static**

India is one of the largest producers of oilseed crop in the world. Oilseed occupies an important position in the Indian agricultural economy. Sunflower oil is considered as premium when compared to other vegetable oils. Sunflower is the oil of preference among the consumers the world over due to its health appeal and in India too, sunflower is the largest selling oil in the branded oil segment.

According to Directorate of Economics and Statistics, in India sunflower was cultivated in an area of 0.55 million hectares with the production of 0.41 million tonnes in 2014-15. Major states growing sunflower are Karnataka, Andhra Pradesh, Odisha, West Bengal and Maharashtra contributing 82 per cent of total sunflower seed production in India. Sunflower oil is imported from Ukraine, Russia, Argentina, Brazil and China. The important trading ports are Chennai Sea, Nhava Sheva Sea and Mangalore Sea.

In Tamil Nadu, sunflower was grown in an area of 9,000 hectares with the production of 13,000 tonnes in 2014-15. The major districts growing sunflower are Erode, Karur, Ottanchathiram, Palani, Dindugal, Tirupur and Virudhunagar. Vellakovil is the important trading centre for sunflower seeds in Tamil Nadu. The sunflower hybrid commonly preferred is Sunbred and Kaveri due to its good oil content. Black and bold seeds without impurities gains good price.

To facilitate farmers in taking selling decision of sunflower seeds, Back office of Agro Marketing Intelligence and Business Promotion Centre (AMI & BPC) in the Centre for Agricultural and Rural Development Studies (CARDS), of Tamil Nadu Agricultural University analyzed the past 15 years price data of sunflower seed prevailed in Vellakovil regulated market. The econometric analysis and traders survey results revealed that the farm gate price of sunflower seed will

hover around Rs.3500 - 3600 per quintal during Apr-May 2016. Hence, farmers are recommended to take selling decision based on the above price.

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