

Prices will be Stable for Temperate Vegetables

India is the second largest producer of vegetables in the world. To advise the farmers on Carrot and Beet root price, the Back Office of Agro Marketing Intelligence and Business Promotion Centre (AMI &BPC) operating in the Centre for Agricultural and Rural Development Studies (CARDS), Tamil Nadu Agricultural University has analyzed the past 10 year prices and conducted the trader survey in Mettupalayam vegetable commission wholesale market to give forecast.

I. Carrot

In Tamil Nadu Carrot is mainly grown in Nilgiris, Dindigul and Krishnagiri districts. Carrot grown in Nilgiris district is highly preferred by consumers because of freshness, colour, sweetness and flavor due to rich humus in hilly soil. As per the National Horticultural Board, carrot was cultivated in 3000 hectare with a production of 1,25,000 tonnes in 2014-15 in Tamil Nadu. Nilgiris contributes for major share of the state in area (78%) and production (41%) of carrot.

As per the econometric analysis, wholesale market price may go up to Rs. 28-30/kg for hill grown carrot and Rs. 24-26/ kg for carrot grown in plains during the harvest period of April to May 2016 and hence they can take up sowing of carrot according to this price.

II. Beet root

In Tamil Nadu, Beet root is mainly grown in Nilgiris and also in some parts of Tirupur and Theni districts as plain crop. But the hill grown beet root is having leading consumer preference in Tamil Nadu because of color, shape and soft skin. As per the Horticulture department statistics, in Nilgiris alone beet root is cultivated in 326 ha with the production of 6,846 tonnes.

Currently the beetroot arrivals have started flowing into Mettupalayam market from Thalavadi of Tamil Nadu and Gundlupet district of Karnataka.

Results of the analysis revealed that the Mettupalayam wholesale market price of beet root during April - May 2016 will be ruling in the range of Rs 13-15 per kg for hill grown beet root and will be Rs. 10-12/kg for beet root grown in plains. Hence, they can take up sowing decision according to this price.

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