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To

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The Editor,

Sir,

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

TNAU Pre-Harvest Price Forecast for Bhendi (Okra)

India is the largest producer of bhendi, with cultivation primarily concentrated across key agricultural zones. According to Second Advance Estimates (2025-26) of Ministry of Agriculture and Farmers Welfare, the crop covers an area of nearly 5.75 lakh hectares, yielding an annual production of approximately 79.34 lakh tonnes. While states like Gujarat, Madhya Pradesh, Andhra Pradesh, West Bengal, and Bihar dominate the national landscape, Tamil Nadu remains a critical producer and high-volume consumer. Within Tamil Nadu, major bhendi cultivating districts include, Dharmapuri, Salem, Tiruvannamalai, Tirupattur and Krishnagiri. The crop is grown predominantly during two primary seasons: Aadi Pattam (June to August) and Thai Pattam (February).

In Tamil Nadu, bhendi cultivation covers an area of 0.20 lakh hectares, yielding a total production of 2.29 lakh tonnes. Trade sources indicate that consumer preferences deep green varieties with a glossy appearance. Currently, fresh harvests flowing from local production markets such as Thippampatti, Athikombu, Parchalur, Ambilikkai, Manapparai, Oddanchathiram, Coimbatore and Dindigul are actively supplying the major wholesale and Uzhavar Shandais across the state.

In this context, Domestic and Export Market Intelligence Cell (DEMIC) of Department of Agricultural Economics, Centre for Agricultural and Rural Development Studies (CARDS), TNAU has analyzed the past 15 years of bhendi prices that prevailed in the Oddanchathiram market, alongside conducting comprehensive market surveys. Based on the econometric time series analysis and current market arrivals, the farm gate price of good quality bhendi during the harvest period is expected to rule around Rs. 25 per kg. According to the trade source, rain during harvest time and arrivals from the other states may affect the local market price. Hence, farmers are advised to plan their selling decisions accordingly.

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