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To
The Editor,
Sir,

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

TNAU Pre-Harvest Price Forecast for Brinjal

Brinjal is an important vegetable crop cultivated widely across India and is a regular component of domestic vegetable consumption. West Bengal, Odisha and Gujarat are among the major brinjal producing states in the country. According to the Second Advance Estimates of the Ministry of Agriculture and Farmers Welfare, Government of India (2025-26), brinjal is cultivated over an area of 6.91 lakh hectares with a production of 132.46 lakh tonnes and an average productivity of 19.06 tonnes per hectare.

In Tamil Nadu, brinjal is cultivated across an area of 0.21 lakh hectares in Tamil Nadu, yielding a total production of 2.86 lakh tonnes. It is grown across several districts, with important production centres including Dharmapuri, Salem, Tiruvannamalai, and Krishnagiri. The brinjal is marketed through wholesale markets and Uzhavar Sandhais, with arrivals influenced by local production, harvesting patterns, and supplies from neighbouring states. Major markets handling brinjal in Tamil Nadu include Dindigul, Coimbatore, Salem, and Hosur. Supplies from neighbouring states, particularly Karnataka and Andhra Pradesh, may also influence the availability and prices of brinjal in Tamil Nadu.

Recent developments concerning brinjal cultivation and marketing highlight the importance of monitoring both supply conditions and production risks. Changes in weather, pest incidence and the volume of market arrivals can affect the quantity and quality of marketable produce, thereby influencing the prices received by farmers.

In this context, the Domestic and Export Market Intelligence Cell (DEMIC) of Department of Agricultural Economics, Centre for Agricultural and Rural Development Studies (CARDS), Tamil Nadu Agricultural University (TNAU), analysed historical price data from the Oddanchathiram market for the period of 15 years and conducted a market survey. Based on the time-series analysis and market survey, the expected farm-gate price of good-quality brinjal during the ensuing harvest period is estimated to be around Rs. 20 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 make selling decisions accordingly.

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