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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-Sowing Price Forecast for Bhendi (Okra)

India is the largest producer of bhendi, with cultivation primarily concentrated across key agricultural zones. According to Ministry of Agriculture and farmers Welfare final estimates of 2024-25, the crop covers an area of nearly 5.63 lakh hectares, yielding an annual production of approximately 76.99 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 and Tirupattur. The crop is grown predominantly during two primary seasons: Aadi Pattam (June to August) and Thai Pattam (February).

While domestic demand is robust throughout the year, Tamil Nadu also acts as a vital supply hub for neighbouring regions and global export lines. Trade sources indicate that consumer preferences deep green varieties with a glossy appearance. Currently, fresh harvests flowing from local production markets such as Ottanchathiram, Coimbatore, and Hosur are actively supplying the major wholesale and Uzhavar Shandies across the state.

In this context, Domestic and Export Market Intelligence Cell (DEMIC) of Centre for Agricultural and Rural Development Studies (CARDS), TNAU analyzed the past 15 years of bhendi prices that prevailed in the Oddanchathiram and Coimbatore markets, alongside conducting comprehensive trader 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.35-37 per Kg. Hence, farmers are advised to plan their sowing decisions, crop management, and marketing strategies accordingly.

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