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**AMIC KAU PRICE FORECASTS &
CROP UPDATES DURING 2011-2012**

Released on 1-02-11

Pepper season starts late with supply squeezes: Pepper farmers advised to take long positions

The area under pepper has been drastically shrinking in Kerala during the last few years due to instability in output price, high wage rates, shortage of labour, high incidence of diseases, declining crop productivity, increasing cost of production, coupled with less relative profitability vis-a vis competing crops. The area under cultivation reduced from 2.02 lakh hectare in 2000-01 to 1.54 lakh hectare in 2008-09. The productivity has also come down from 301 kg per hectare to mere 221 kg per hectare during the same period. Consequently, the production has declined from 60,000 tonnes to around 42,000 tonnes during the corresponding period, recording a decline by 44.21 per cent.

Table.1. Area, Production and Productivity of Pepper in Kerala

Year	Area (in lakh ha)	Production (in '000 tonnes)	Productivity (in Kg/ha)
2000-01	2.02	60.93	301
2001-02	2.04	58.24	286
2002-03	2.04	67.36	330
2003-04	2.16	69.90	323
2004-05	2.38	74.98	315
2005-06	2.38	87.61	368
2006-07	2.17	64.26	297
2007-08	1.76	41.95	239
2008-09	1.54	33.99	221

The untimely rains and shifts in climatic pattern have delayed the harvest from November end to February middle in Kerala. The erratic weather pattern has disturbed not only Kerala's crop prospects, but the crop prospects in major producing countries like Vietnam, Indonesia and Brazil also. A market survey conducted by the Agricultural Market Intelligence Centre of the Kerala Agricultural University attached to the Department of Agricultural Economics, College of Horticulture, Vellanikkara reveal the following market sentiments:

- There are strong indications of pepper prices going northward this crop season on account of supply crunch and robust demand. The total global production of pepper in 2011-12 for IPC countries is projected at 2,44,632 tonnes, as against 2,71,230 tonnes in 2010-11.
- On the other hand, the current level of global consumption is estimated to be around 2 Lakh tonnes. There is a steady rise in per capita consumption, which is expected to grow at 3.5 per cent annually.
- With limited physical inventory in the importing countries, and a precariously low carry over stock, the prices are expected to become volatile this crop season. There are reports of Vietnam importing 15,000 tonnes of crop in November 2010, indicating the global supply squeeze. Generally, Vietnam sets the tone for the first half of the season. If they recognize the prevailing market sentiments and resort to a staggered release of their stocks instead of flooding the market policy, pepper prices would move to record levels during the early half of the season itself.
- Most of the old stocks in Kerala were also sold out when the prices were ruling high this year.
- With crop harvest in progress, arrivals have started, but thin. With crop arrivals picking up, prices may soften initially, but would firm up in the long run.

Based on the market survey and the analysis of pepper prices at Kochi for a period of 16 years from January 1995 to January 2011, the Agricultural Market Intelligence Centre feels that the following prices may prevail during the next four months from February 2011 to May 2011 as shown below:

Months	Predicted Price (Rs / Kg)
Feb'11	185 - 200
Mar'11	180 - 195
Apr'11	200-215
May'11	215-230



It would be advantageous for the farmers to store the commodity for better prices in April- May 2011 as there is no selling pressure.

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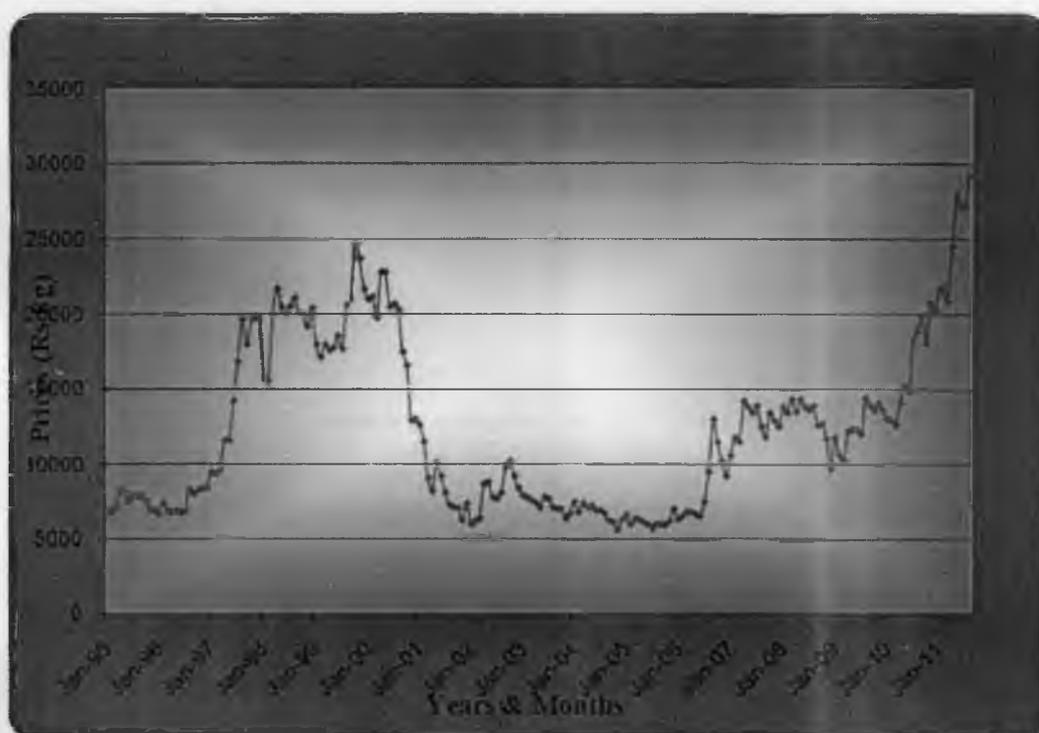
Released on 01-09-2011

Pepper prices to remain hot on low availability and robust demand

The first report of the Agricultural Market Intelligence Centre of the Kerala Agricultural University attached to the Department of Agricultural Economics, College of Horticulture, Vellanikkara had clearly indicated the possibility of black pepper prices firming up due to low production globally as well as domestically at the beginning of the current pepper season (released on 01-02-2011). With pepper prices moving to record levels, a reassessment of the situation is made by the Centre by analyzing price of ungarbled pepper prevailing at Kochi for a period of 17 years from January 1995 to August 2011, and based on a market survey. The following market sentiments are predominant:

- The pepper trade is influenced by the level of Vietnam pepper production during the first half of the season, while the level of Indonesian output influences the second half. There are reports of Vietnam having liquidated bulk of its current year production (more than 65,000 Tonnes out of an estimated one lakh Tonnes). Reports from Lampung indicate that pepper harvest is almost completed, with lower output. (Lampung is the main source of black pepper production in Indonesia, contributing to more than 60 per cent of black pepper produced by Indonesia.). According to trade sources, production in Brazil is also not encouraging, production being adversely affected by the vagaries of climate.
- The domestic and international demand are likely to be pepped up by the higher festive demand from September middle on account of Deewali, Dussera and Durgapuja; the onset of winter in Northern India and increased demand from Europe and America during Christmas.
- Most of the small and marginal farmers have already sold their stocks when the prices were ruling high. The current stocks are held by large farmers, traders, exporters and investors. The uncertainty in the share market is driving a large number of investors into investment in commodities. This type of intensive speculation is a major driving force behind pepper prices being edged up, and fundamental corrections are therefore possible.

Based on the above market sentiments and the econometric analysis of pepper prices at Kochi, the Agricultural Market Intelligence Centre feels that the price is expected to remain firm in the coming months as the demand outweighs supply. A price level of Rs. 305 – Rs. 325 is indicated during the next three months from September 2011 to November 2011.



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Supply uncertainties will perk up Pepper Prices

The new pepper season is expected to start in India soon. Intensive speculation is being circulated systematically at the beginning of the season aimed at bringing pressure in the market and to create panic. The untimely rains and erratic weather has delayed the harvest from November – December to January in the growing areas in Kerala, a major growing tract in India. The erratic weather, shrinking acreage and declining productivity is likely to result in a lower crop prospect in Kerala than the last year, the market survey conducted by the Agricultural Market Intelligence Centre of the Kerala Agricultural University, attached to the Department of Agricultural Economics, College of Horticulture, Vellanikkara reveals. The following factors also support the view that pepper prices may remain firm during the current season also:

- The International Pepper Community (IPC) estimates global pepper production during 2012 around 3,20,000 tones as against 2,98,400 tones during the year 2011. This represents a mere 7 per cent increase in production prospect which will be offset by the increased consumption and low carry over stock from the last year. In fact, no IPC member other than Vietnam is having an optimistic crop outlook for 2012. The production in major pepper producing countries like Vietnam and Indonesia are estimated to be around 1,10,000 tones and 41,000 tonnes respectively during the year 2012. However, Vietnam has exported 1,15,000 tonne during the calendar year of 2011, while importing nearly 20,000 tonne of pepper, indicating low carry over stock with them.
- According to the Directorate of Cocoa, Arecanut and Spices Development (DASD), Indian pepper output during the new crop season in 2012 is estimated to be around 43,000 tonnes, which is lower by around 5,000 tonnes than the previous crop of 48,000 tonnes (10.42 per cent decline). However, the trade sources are of the opinion that the new crop would be lower due to shrinking acreage, declining productivity in general, and particularly during this season due to changing rain

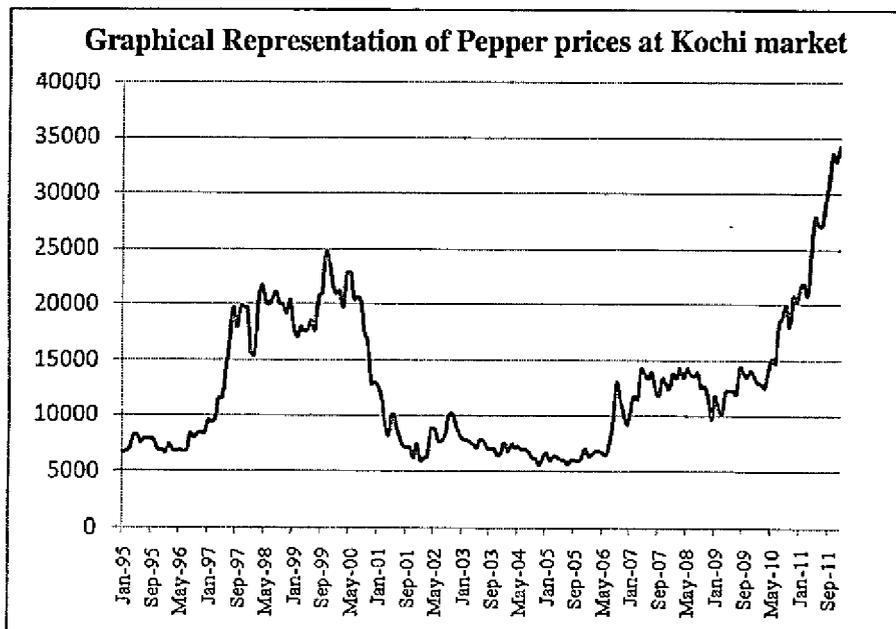
pattern during the spike setting stage. Labour shortage is also believed to delay the harvest operations, especially in the major pepper belts in Idukki district.

- According to the data released by the Spices Board, India exported 13,750 tonnes of pepper during the period from April 2011 to October 2011. The corresponding figure for the year 2010-11 was 10,350 tonnes (an increase by 32.85 per cent). In Kerala, most of the farmers had sold their stock when the prices ruled high, and hence the carry over stocks with them are likely to be low.
- The current volatility in the price is due to speculative investors liquidating their stocks, and even resorting to circular trade to bring pressure. The uncertainties in the share market had encouraged large scale investment in commodities having a bull run. Naturally, pepper was a safe investment option for them. There are also reports that the speculative elements are liquidating their pepper stocks and switching over to crops like cardamom.
- The weak rupee with respect to dollar will provide trade advantages to pepper of Indian origin in the international market. On the other hand, the import would be unattractive, which would deter large scale imports even for value addition.
- The uncertainties in production and availability would compel traders and exporters to change their strategy during this season, by stocking enough material in the main season itself.

Based on the prevailing market sentiments and the econometric analysis of pepper prices at Kochi for a period of 17 years from January 1995 to December 2011, the Agricultural Market Intelligence Centre considers that the following prices may prevail for ungarbled black pepper (new crop) during the next three months from January 2012 to March 2012 as shown below:

Months	Predicted Price (Rs / Kg)
Jan'12	310 – 330
Feb'12	325 – 345
Mar'12	340 - 360

As Vietnam would set the tone for the first half of the season, and if they continue to resort to a policy of staggered release of their stocks instead of flooding the market, and turning to value addition like white pepper conversion as they resorted in the last season, black prices is expected to move to higher levels during the first half of season, especially during April- May 2012.



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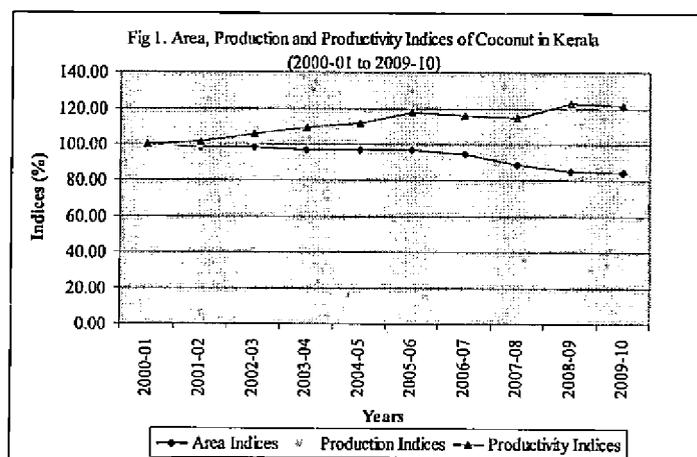
Supply Constraints to Keep Coconut Prices Firm

The price forecast on coconut released by the Agricultural Market Intelligence Centre of Kerala Agricultural University on 18-10-10 had identified a likely reduction in coconut production in the State by 15-20 per cent, and the prevalence of a price cycle on account of global shortfalls in coconut and lauric oil production. A reassessment of the coconut production scenario indicates that the shortfall in production would be more than the initial estimates because of area reduction and declining productivity (Table 1 and Fig 1.). The area under coconut has been drastically shrinking in Kerala continuously from 2000-01 onwards due to a host of factors like depressed price for nuts, high wage rates, shortage of labour especially for the timely harvest operations, high incidence of diseases and pests, declining crop productivity, coupled with less relative profitability vis-a vis competing crops like rubber and higher level of urbanization. The area under cultivation reduced from 9.26 lakh hectares in 2000-01 to 7.79 lakh hectares in 2009-10, a reduction by 1.47 lakh ha (ie. 15.87 per cent reduction). The production during the corresponding period has increased marginally from 5536 million nuts to 5667 million nuts (2.37 per cent increase), thanks to productivity enhancements recorded during the period.

Table.1. Area, Production and Productivity of Coconut in Kerala

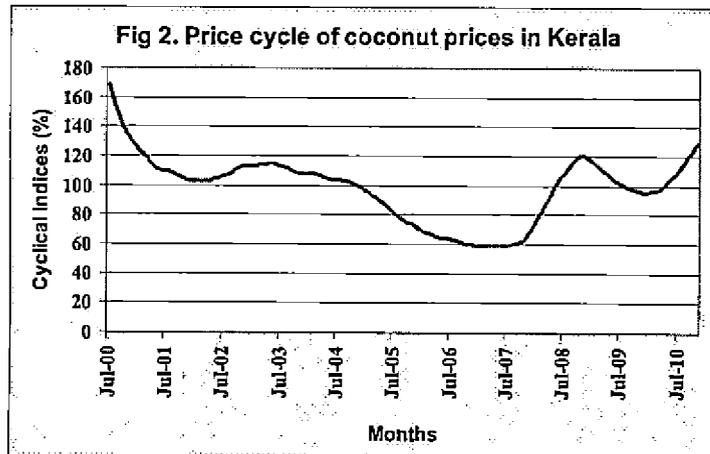
Year	Area (in lakh ha)	Production (in million nuts)	Productivity (nuts /ha)
2000-01	9.26	5536	5980
2001-02	9.06	5479	6049
2002-03	9.06	5709	6303
2003-04	8.98	5876	6540
2004-05	8.99	6001	6673
2005-06	8.98	6326	7046
2006-07	8.73	6054	6935
2007-08	8.19	5641	6889
2008-09	7.88	5802	7365
2009-10	7.79	5667	7278

The shifts in climatic pattern due to erratic rains and non availability of labour in time have affected the crop management in Kerala, with the result that the crop seasons are slowly disappearing.



A market analysis conducted by the Agricultural Market Intelligence Centre of the Kerala Agricultural University attached to the Department of Agricultural Economics, College of Horticulture, Vellanikkara reveal the following market sentiments prevailing:

- According to the Asian and Pacific Coconut Community, coconut production has been affected globally by climate changes during the last two years, of which the rise in temperature has hit the palms more hard. As a result, the production in all major coconut producing countries like Philippines, Indonesia and Sri Lanka has been reeling. Sri Lankan production has recorded a 15 year low of 2.533 Billion nuts in 2010 as against the annual average production of 2.7 Billion nuts. The rise in domestic price has compelled the Sri Lankan Government to ban export of coconut and felling of coconut palms, and even arranging imports of nuts.
- With the Sri Lankan sources drying up, importers in Bangladesh, Pakistan, Nepal and Middle East countries has started outsourcing fresh nuts increasingly from India. This has kept the price of coconut firm despite the onset of “peak season” in the major producing states of Tamil Nadu and Kerala.
- The corporate buyers who were keeping away from the market for the prices to cool will have to re-enter once the message sinks. With their entry into the market imminent in view of the increased industrial demand, the prices are likely to firm up. Usually, the production in Kerala is fully absorbed in the state itself to cater to the domestic demand, and hence the large industrial users were procuring their supply mainly from Tamil Nadu. Hence, arrivals from the neighboring states to Kerala are expected to be low during this year as compared to last year.
- With the price of crude petroleum surging ahead, the bio-diesel industry is growing fast world wide. The diversion of lauric oils into the bio-diesel industry are not properly tracked now. It is expected that any further increase in crude petroleum would place higher demand on bio-diesel because bio-diesel is a cleaner burning fuel.
- The price of substitute oils, especially palm oil is also remaining buoyant amidst conflicting reports about the extent of La Nina effect on Indonesian and Malaysian output. Reports of China, the biggest user of cooking oil, importing more than 7.85 lakh MT of lauric oils could upset all bearish sentiments in this direction.
- With Northern India bearing the brunt of peak summer, the demand for tender coconut is also expected to rise. At present, Karnataka, Andhra Pradesh, West Bengal and Orissa are meeting this demand. Hence possibility of surplus availability of nuts from these nuts is also bleak, at least in the short run.



Based on the market survey and the econometric analysis of monthly prices of partially dehusked coconut at Trichur market during the last 12 years from January 2000 to May 2011, the Centre is of view that the coconut prices are unlikely to come down in the ensuing months as widely believed due to the widening gap between demand and supply. On the other hand, coconut prices are likely to remain firm on account of supply constraints and the operation of the price cycle (Fig.2). A price range of Rs.21.00 – Rs.24.00 per kg is expected to prevail for partially dehusked during the next three months. As there is no selling pressure on farmers to liquidate their stocks, they are advised to take advantage of the emerging market opportunity.

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Coconut Prices to Remain Firm & Steady till January 2012: AMIC KAU

A recent market study conducted by the Agricultural Market Intelligence Centre of the Kerala Agricultural University attached to the Department of Agricultural Economics, College of Horticulture, Vellanikkara revealed that certain push and pull factors are operating in the edible oil sector currently. The following push factors are favorable to the firming up of coconut prices:

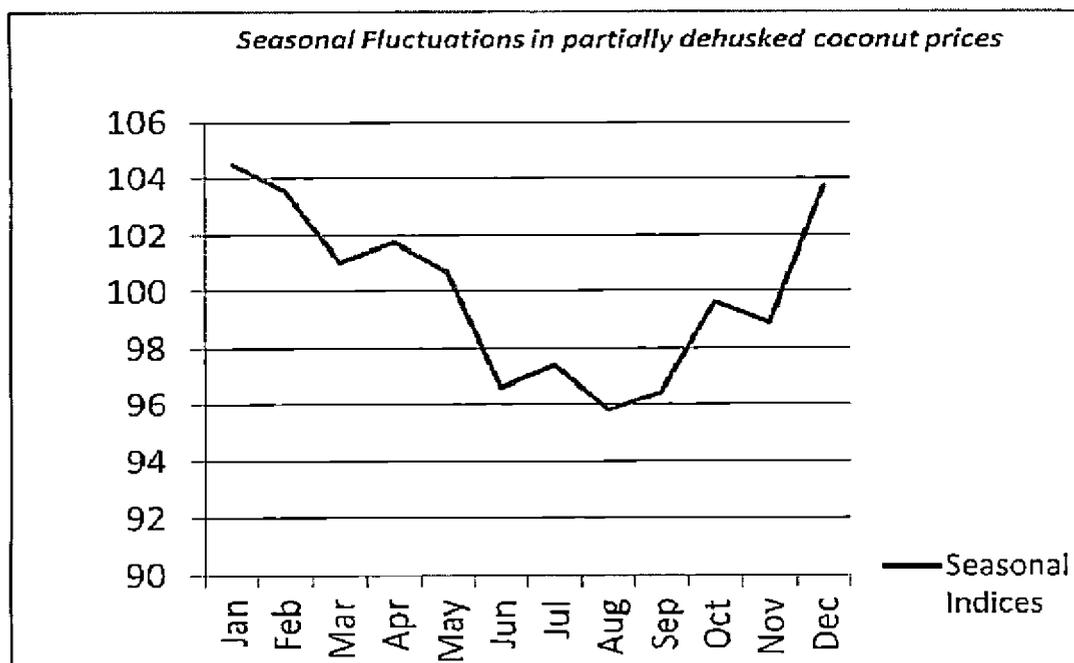
- According to the United Coconut Association of Philippines, coconut oil exports from Philippines from the period from January 2011 to September 2011 dropped by 42 to 49 per cent because of the tight supply of copra in the domestic market. UCAP attributes it to fatigue to the trees after three years of successive good production, which stressed the coconut trees. Reports emanating from Philippines indicate that delivery of copra to mills nationwide has been severely affected by two typhoons that affected Philippines in September 2011. Country wide shortage of coconut due to drought and widespread coconut hispine beetle infestation in the heart of Thailand's coconut belt has hit the coconut economy so hard that the price of coconuts has skyrocketed from seven baht in July 2010 to 20.5 baht now, compelling imports from Indonesia. Thus, barring Indonesia, coconut production in most coconut producing nations is reeling, resulting in global demand-supply mismatches, the full impact of which is to be felt soon.
- The area under coconut cultivation has been drastically declining in Kerala, the major coconut producing state in India, from 2000-01 onwards due to a host of factors like unsteady price for nuts, high wage rates coupled with shortage of labour especially for the timely harvest operations reducing the number of harvests, high incidence of diseases and pests, declining crop productivity, coupled with less relative profitability vis-a vis competing crops like rubber and higher extent of coconut land being utilized for urbanization needs.
- The increasing per capita demand for edible oils in face of higher purchasing power is another driving force. The demand supply gap has been widely met from heavy arrivals of nuts, copra and coconut oil from the neighboring Tamil Nadu. The advancing North East monsoon in the major coconut growing districts of Tamil Nadu and Karnataka will hamper the harvest operations there. The intermittent rains are likely to reduce the conversion process of nuts to copra. The labour availability is also likely to be affected by the commencement of the Sabarimala season. With the supply from Tamil Nadu coming under pressure, the prices are likely to firm up in Kerala till January end when the next season is expected to start.
- The corporate buyers have been keeping away from the market during the last three months on a calculated strategy. Increased demand for shampoo and cosmetics as advancing winter season would hike up its consumption is another push factor.

- A stronger dollar is a deterrent to large scale import of edible oils into India, especially in view of robust estimates for most Rabi edible oil crops in the country.
- However, there are a few pull factors also, the most important being the tight global macro economic situation signaled by a weakening Euro Zone. Recessionary trends are more visible in India also.
- The higher preference shown by the bio-diesel industry for soybean oil based diesel in preference to coco- diesel, especially in view of good soybean crop in the US and its weak export demand.
- A price differential with palm oil price encouraging low and middle income households to changing loyalties for their cooking oil. The higher price difference is encouraging wide spread adulteration of coconut oil with cheaper substitutes, which would result in a slow down of demand from the household sector.
- The demand for tender coconut completely waning on account of advanced winter season would reverse the availability of nuts in the short run.

The model price of partially dehusked coconut in Trichur market was ruling around Rs.17 per kg in October 2011, which is more or less same during the last year at this period of time. In view of the above prevailing market sentiments, the Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University under the ICAR assisted NAIP project conducted an econometric analysis of monthly prices of partially dehusked coconut at Trichur market during the last 12 years from January 2000 to October 2011, which indicated that the following price pattern is most likely to prevail in the next three months as indicated below:

Commodity Form	Month	Price Forecasts (Rs/Kg)
Coconut (Partially de-husked)	November 2011	19.00 - 21.00
	December 2011	20.00 - 23.00
	January 2012	19.00 - 22.00

The analysis indicates that the coconut prices are likely to firm up in the short run, and may remain steady in a capped range of Rs. 19 to Rs. 23 in the coming months due to supply demand mismatch and recessionary signs.



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നാളികേര വിലയിലെ ചാഞ്ചാട്ടം : കർഷകർ ആശങ്കാകുലരാകേണ്ട

ശ്രീലങ്കൻ ഗവർണ്മെന്റ് കയറുമതി നിരോധനത്തിൽ അയവു വരുത്തിയതിനാൽ തമിഴ്നാട്ടിലെ നാളികേരം കൊമ്പ വെളിച്ചപ്പുണ്ണി സ്റ്റോറുകൾ കേരളത്തിലേയ്ക്ക് തിരിച്ചു വിടുന്നതിനാലും, വില കുറയുവാനായി വൻകിട കമ്പനികൾ വിപണിയിൽ നിന്നു വിട്ടു നില്ക്കുന്നതിനാലുമാണ് നാളികേര വിലയിലെ സമ്മർദ്ദം എന്ന് കേരള കാർഷിക സർവ്വകലാശാലയുടെ അഗ്രിക്കൾച്ചറൽ മാർക്കറ്റ് ഇന്റലിജൻസ് സെന്റർ അറിയിക്കുന്നു. തമിഴ്നാട്ടിലെ നാളികേര സീസൺ ജൂലായ് മാസത്തോടെ കഴിയുന്നതിനാൽ പരിഭ്രാന്തിക്കു കാര്യമില്ലെന്നും, വിലയിലെ സമ്മർദ്ദം താത്കാലികം മാത്രമായതിനാൽ ആഗസ്റ്റ് പകുതി മുതൽ വിപണിയിൽ മാറ്റങ്ങൾ ഉണ്ടാകുമെന്നും സെന്റർ അറിയിക്കുന്നു.

Coconut Update

Agricultural Market Intelligence Centre of Kerala Agricultural University informs that the current pressure in coconut price is due to lifting the ban on exports by Sri Lankan Government and consequent large scale diversion of coconut from Tamil Nadu. As the corporate buyers kept away from the market to bring more pressure, the prices softened. The Market Intelligence Centre views this as a temporary phenomenon and expects the market to recover by July end when the major coconut production season in Tamil Nadu will be over. The Centre advises coconut farmers not to get panicky, and wait for better market opportunities by August middle.

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കുരുമുളകു കർഷകർ ആശങ്കാകുലരാകേണ്ടതില്ല

കേരള കാർഷിക സർവ്വകലാശാലയിലെ അഗ്രികൾച്ചറൽ മാർക്കറ്റ് ഇൻ്റെലിജൻസ് സെന്റർ, 2011 ഡിസംബർ 30 നു പുറത്തിറക്കിയ റിപ്പോർട്ടിൽ വിയറ്റ്നാമിലെ ഈ വർഷത്തെ കുരുമുളകുല്പാദനം ഇന്റർനാഷണൽ പെപ്പർ കമ്മ്യൂണിറ്റിയുടെ (IPC) കണക്കുകൾ പ്രകാരം 1,10,000 ടൺ ആയിരുന്നു. എന്നാൽ, 2012 സീസണിൽ കാലാവസ്ഥാ വ്യതിയാനം മൂലം വിയറ്റ്നാമിലെ കുരുമുളകുല്പാദനം പ്രതീക്ഷിച്ചതിലും കുറവാകുമെന്ന് പ്രസ്തുത കൃഷി, ഗ്രാമ വികസന മന്ത്രാലയത്തിൻ്റെ പുതിയ റിപ്പോർട്ട് സൂചിപ്പിക്കുന്നു. തന്മൂലം കുരുമുളകു വിപണി മാർച്ച്, ഏപ്രിൽ മാസത്തോടെ സമ്മർദ്ധത്തിൽ നിന്നും കരകയറുമെന്നും, കൂടുതൽ മെച്ചപ്പെട്ട വിലനിലവാരത്തിലെത്തുമെന്നും അഗ്രികൾച്ചറൽ മാർക്കറ്റ് ഇൻ്റെലിജൻസ് സെന്റർ കുരുമുളകു കർഷകരെ അറിയിക്കുന്നു.

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PEPPER UPDATE

As per the original report of Agricultural Market Intelligence Centre of Kerala Agricultural University released on 30 December 2011, the pepper production of Vietnam was reckoned at 1,10,000 tonnes. But the latest report released by the Ministry of Agriculture and Rural Development of Vietnam indicates lower pepper production than expected earlier. Hence the communiqué from AMIC informs that market corrections will take place and pepper prices are expected to move towards a higher side by March and April months.

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**VALIDATION OF AMIC KAU
PRICE FORECASTS DURING
2011-2012**

Summary of Forecast Accuracy During 2011-12			
Sl No.	Commodity	Month	Forecast Accuracy (%)
1	Pepper	April '11	73.25
		May '11	74.61
		Sept '11	96.51
		Oct '11	92.10
		Nov '11	95.87
		Jan '12	95.00
		Feb '12	88.36
	Overall Validity (%)		86.90
2	Coconut	June '11	88.89
		July '11	84.44
		Aug '11	88.89
		Nov '11	100.00
		Dec '11	100.00
		Jan '12	100.00
	Overall Validity (%)		93.25
	Total Validity during 2011-12		90.00

VALIDATION OF PEPPER PRICE FORECAST IN THE MONTH OF APRIL 2011

The price forecast made by the Agricultural Market Intelligence Centre of Kerala Agricultural University for the month of April 2011 was **Rs.185 – Rs.200/-** per kg. The validation of the prices using the actual market price that prevailed at the Kochi market during the month of April 2011 is reproduced below:

DATE	DAY	PRICE (RS/KG)
1-Apr-11	Friday	227
2-Apr-11	Saturday	230
3-Apr-11	Sunday	NT
4-Apr-11	Monday	231
5-Apr-11	Tuesday	232
6-Apr-11	Wednesday	234
7-Apr-11	Thursday	236
8-Apr-11	Friday	242
9-Apr-11	Saturday	242
10-Apr-11	Sunday	NT
11-Apr-11	Monday	244
12-Apr-11	Tuesday	245
13-Apr-11	Wednesday	245
14-Apr-11	Thursday	245
15-Apr-11	Friday	NT
16-Apr-11	Saturday	NT
17-Apr-11	Sunday	NT
18-Apr-11	Monday	243
19-Apr-11	Tuesday	244
20-Apr-11	Wednesday	244
21-Apr-11	Thursday	248
22-Apr-11	Friday	NT
23-Apr-11	Saturday	253
24-Apr-11	Sunday	NT
25-Apr-11	Monday	263
26-Apr-11	Tuesday	263
27-Apr-11	Wednesday	264
28-Apr-11	Thursday	264
29-Apr-11	Friday	267
30-Apr-11	Saturday	269
Model Price		244
Predicted Price		185-200
NT - No Transaction		
NR - Not Recorded		
% Forecast Accuracy = 73.25		

Thin arrivals and news reports that Vietnam farmers are holding their stock in anticipation of better prices kept the pepper prices soaring high.

VALIDATION OF PEPPER PRICE FORECAST IN THE MONTH OF MAY 2011

The price forecast made by the Agricultural Market Intelligence Centre of Kerala Agricultural University for the month of May 2011 was Rs.215 – Rs.230/- per kg. The validation of the prices using the actual market price that prevailed at the Kochi market during the month of May 2011 is reproduced below:

DATE	DAY	PRICE (RS/KG)
1-May-11	Sunday	NT
2-May-11	Monday	267
3-May-11	Tuesday	268
4-May-11	Wednesday	268
5-May-11	Thursday	264
6-May-11	Friday	265
7-May-11	Saturday	267
8-May-11	Sunday	NT
9-May-11	Monday	272
10-May-11	Tuesday	276
11-May-11	Wednesday	279
12-May-11	Thursday	274
13-May-11	Friday	274
14-May-11	Saturday	279
15-May-11	Sunday	NT
16-May-11	Monday	279
17-May-11	Tuesday	279
18-May-11	Wednesday	279
19-May-11	Thursday	279
20-May-11	Friday	281
21-May-11	Saturday	282
22-May-11	Sunday	NT
23-May-11	Monday	282
24-May-11	Tuesday	281
25-May-11	Wednesday	275
26-May-11	Thursday	272
27-May-11	Friday	270
28-May-11	Saturday	270
29-May-11	Sunday	NT
30-May-11	Monday	267
31-May-11	Tuesday	265
Model Price		279
Predicted Price		215-230
NT - No Transaction		
NR - Not Recorded		
% Forecast Accuracy = 74.61		

<p>Sentiments on global shortage and news about Vietnam resorting to holding stock created market pressure, which made the prices more volatile.</p>
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VALIDATION OF PEPPER PRICE FORECAST IN THE MONTH OF SEPT 2011

The price forecast made by the Agricultural Market Intelligence Centre of Kerala Agricultural University for the month of September 2011 was Rs.305 – Rs.325/- per kg. The validation of the prices using the actual market price that prevailed at the Kochi market during the month of September 2011 is reproduced below:

DATE	DAY	PRICE (RS/KG)
1-Sep-11	Thursday	305
2-Sep-11	Friday	305
3-Sep-11	Saturday	304
4-Sep-11	Sunday	NT
5-Sep-11	Monday	304
6-Sep-11	Tuesday	304
7-Sep-11	Wednesday	304
8-Sep-11	Thursday	304
9-Sep-11	Friday	NT
10-Sep-11	Saturday	302
11-Sep-11	Sunday	NT
12-Sep-11	Monday	307
13-Sep-11	Tuesday	307
14-Sep-11	Wednesday	311
15-Sep-11	Thursday	311
16-Sep-11	Friday	315
17-Sep-11	Saturday	320
18-Sep-11	Sunday	NT
19-Sep-11	Monday	325
20-Sep-11	Tuesday	333
21-Sep-11	Wednesday	333
22-Sep-11	Thursday	333
23-Sep-11	Friday	332
24-Sep-11	Saturday	333
25-Sep-11	Sunday	NT
26-Sep-11	Monday	323
27-Sep-11	Tuesday	323
28-Sep-11	Wednesday	330
29-Sep-11	Thursday	328
30-Sep-11	Friday	330
Model Price		304
Predicted Price		-305 - 325
NT - No Transaction		
NR - Not Recorded		
% Forecast Accuracy = 96.51		

The sentiments on global shortage have resulted in high price volatility in pepper. Consequently, pepper market is witnessing heavy speculative activities

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VALIDATION OF PEPPER PRICE FORECAST IN THE MONTH OF OCTOBER 2011

The price forecast made by the Agricultural Market Intelligence Centre of Kerala Agricultural University for the month of October 2011 was **Rs.305 – Rs.325/-** per kg. The validation of the prices using the actual market price that prevailed at the Kochi market during the month of October 2011 is reproduced below:

DATE	DAY	PRICE (RS/KG)
1-Oct-10	Saturday	328
2-Oct-10	Sunday	NT
3-Oct-10	Monday	330
4-Oct-10	Tuesday	330
5-Oct-10	Wednesday	NT
6-Oct-10	Thursday	NT
7-Oct-10	Friday	333
8-Oct-10	Saturday	334
9-Oct-10	Sunday	NT
10-Oct-10	Monday	338
11-Oct-10	Tuesday	340
12-Oct-10	Wednesday	340
13-Oct-10	Thursday	340
14-Oct-10	Friday	340
15-Oct-10	Saturday	340
16-Oct-10	Sunday	NT
17-Oct-10	Monday	342
18-Oct-10	Tuesday	338
19-Oct-10	Wednesday	336
20-Oct-10	Thursday	336
21-Oct-10	Friday	340
22-Oct-10	Saturday	338
23-Oct-10	Sunday	NT
24-Oct-10	Monday	333
25-Oct-10	Tuesday	333
26-Oct-10	Wednesday	NT
27-Oct-10	Thursday	333
28-Oct-10	Friday	331
29-Oct-10	Saturday	328
30-Oct-10	Sunday	NT
31-Oct-10	Monday	331
Model Price for the month		340
Predicted Price		305-325
NT - No Transaction		
% Forecast Accuracy = 92.10		

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VALIDATION OF PEPPER PRICE FORECAST IN THE MONTH OF NOVEMBER 2011

The price forecast made by the Agricultural Market Intelligence Centre of Kerala Agricultural University for the month of November 2011 was **Rs.305 – Rs.325/-** per kg. The validation of the prices using the actual market price that prevailed at the Kochi market during the month of November 2011 is reproduced below:

DATE	DAY	PRICE (RS/KG)
1-Nov-11	Tuesday	331
2-Nov-11	Wednesday	330
3-Nov-11	Thursday	327
4-Nov-11	Friday	325
5-Nov-11	Saturday	322
6-Nov-11	Sunday	NT
7-Nov-11	Monday	NT
8-Nov-11	Tuesday	320
9-Nov-11	Wednesday	322
10-Nov-11	Thursday	322
11-Nov-11	Friday	322
12-Nov-11	Saturday	327
13-Nov-11	Sunday	NT
14-Nov-11	Monday	328
15-Nov-11	Tuesday	328
16-Nov-11	Wednesday	329
17-Nov-11	Thursday	328
18-Nov-11	Friday	328
19-Nov-11	Saturday	328
20-Nov-11	Sunday	NT
21-Nov-11	Monday	328
22-Nov-11	Tuesday	327
23-Nov-11	Wednesday	326
24-Nov-11	Thursday	328
25-Nov-11	Friday	331
26-Nov-11	Saturday	330
27-Nov-11	Sunday	NT
28-Nov-11	Monday	331
29-Nov-11	Tuesday	NT
30-Nov-11	Wednesday	331
Model Price for the month		328
Predicted Price		305-325
NT - No Transaction		
% Forecast Accuracy = 95.87		

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VALIDATION OF PEPPER PRICE FORECAST IN THE MONTH OF JANUARY 2012

The price forecast made by the Agricultural Market Intelligence Centre of Kerala Agricultural University for the month of January 2012 was Rs.310 – Rs.330/- per kg. The validation of the prices using the actual market price that prevailed at the Kochi market during the month of January 2012 is reproduced below:

DATE	DAY	PRICE (RS/KG)
1-Jan-12	Sunday	NT
2-Jan-12	Monday	322
3-Jan-12	Tuesday	320
4-Jan-12	Wednesday	319
5-Jan-12	Thursday	314
6-Jan-12	Friday	314
7-Jan-12	Saturday	312
8-Jan-12	Sunday	NT
9-Jan-12	Monday	307
10-Jan-12	Tuesday	298
11-Jan-12	Wednesday	298
12-Jan-12	Thursday	303
13-Jan-12	Friday	310
14-Jan-12	Saturday	301
15-Jan-12	Sunday	NT
16-Jan-12	Monday	301
17-Jan-12	Tuesday	303
18-Jan-12	Wednesday	303
19-Jan-12	Thursday	303
20-Jan-12	Friday	304
21-Jan-12	Saturday	305
22-Jan-12	Sunday	NT
23-Jan-12	Monday	306
24-Jan-12	Tuesday	306
25-Jan-12	Wednesday	306
26-Jan-12	Thursday	NT
27-Jan-12	Friday	311
28-Jan-12	Saturday	306
29-Jan-12	Sunday	NT
30-Jan-12	Monday	300
31-Jan-12	Tuesday	299
Model Price for the month		304
Predicted Price		310-330
NT - No Transaction		
% Forecast Accuracy = 95.00		

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VALIDATION OF PEPPER PRICE FORECAST IN THE MONTH OF FEBRUARY 2012

The price forecast made by the Agricultural Market Intelligence Centre of Kerala Agricultural University for the month of February 2012 was **Rs.325 – Rs.345/-** per kg. The validation of the prices using the actual market price that prevailed at the Kochi market during the month of February 2012 is reproduced below:

DATE	DAY	PRICE (RS/Kg)
1-Feb-12	Wednesday	297
2-Feb-12	Thursday	297
3-Feb-12	Friday	300
4-Feb-12	Saturday	300
5-Feb-12	Sunday	NT
6-Feb-12	Monday	299
7-Feb-12	Tuesday	296
8-Feb-12	Wednesday	296
9-Feb-12	Thursday	298
10-Feb-12	Friday	296
11-Feb-12	Saturday	296
12-Feb-12	Sunday	NT
13-Feb-12	Monday	296
14-Feb-12	Tuesday	299
15-Feb-12	Wednesday	302
16-Feb-12	Thursday	308
17-Feb-12	Friday	308
18-Feb-12	Saturday	308
19-Feb-12	Sunday	NT
20-Feb-12	Monday	NT
21-Feb-12	Tuesday	316
22-Feb-12	Wednesday	324
23-Feb-12	Thursday	326
24-Feb-12	Friday	334
25-Feb-12	Saturday	344
26-Feb-12	Sunday	NT
27-Feb-12	Monday	345
28-Feb-12	Tuesday	362
29-Feb-12	Wednesday	372
Model Price for the month		296
Predicted Price		325-345
NT - No Transaction		
% Forecast Accuracy = 88.36		

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VALIDATION OF COCONUT PRICE FORECAST IN THE MONTH OF JUNE 2011

The price forecast made by the Agricultural Market Intelligence Centre of Kerala Agricultural University for the month of June 2011 was Rs.21-24 per kg. The validation of the prices using the actual market price that prevailed at the Thrissur market during the month of June 2011 is reproduced below:

DATE	DAY	PRICE (Rs/Kg)
1-Jun-2011	Wednesday	21
2-Jun-2011	Thursday	20
3-Jun-2011	Friday	21
4-Jun-2011	Saturday	20
5-Jun-2011	Sunday	NT
6-Jun-2011	Monday	20
7-Jun-2011	Tuesday	20
8-Jun-2011	Wednesday	20
9-Jun-2011	Thursday	20
10-Jun-2011	Friday	20
11-Jun-2011	Saturday	20
12-Jun-2011	Sunday	NT
13-Jun-2011	Monday	20
14-Jun-2011	Tuesday	20
15-Jun-2011	Wednesday	20
16-Jun-2011	Thursday	20
17-Jun-2011	Friday	20
18-Jun-2011	Saturday	20
19-Jun-2011	Sunday	NT
20-Jun-2011	Monday	20
21-Jun-2011	Tuesday	21.5
22-Jun-2011	Wednesday	20
23-Jun-2011	Thursday	20
24-Jun-2011	Friday	22
25-Jun-2011	Saturday	20
26-Jun-2011	Sunday	NT
27-Jun-2011	Monday	20
28-Jun-2011	Tuesday	20
29-Jun-2011	Wednesday	21
30-Jun-2011	Thursday	20
	Modal Price	20
	Predicted Price	21.00-24.00
	NT- No Transaction	
	% Forecast Accuracy = 88.89	

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VALIDATION OF COCONUT PRICE FORECAST IN THE MONTH OF AUG 2011

The price forecast made by the Agricultural Market Intelligence Centre of Kerala Agricultural University for the month of August 2011 was in the range of Rs.21-24 per kg. The validation of the prices using the actual market price that prevailed at the Thrissur market during the month of August 2011 is reproduced below:

DATE	DAY	PRICE (Rs/Kg)
1-Aug-2011	Monday	20
2-Aug-2011	Tuesday	20
3-Aug-2011	Wednesday	20
4-Aug-2011	Thursday	20
5-Aug-2011	Friday	21
6-Aug-2011	Saturday	21
7-Aug-2011	Sunday	NT
8-Aug-2011	Monday	21
9-Aug-2011	Tuesday	21
10-Aug-2011	Wednesday	21
11-Aug-2011	Thursday	21
12-Aug-2011	Friday	21
13-Aug-2011	Saturday	21
14-Aug-2011	Sunday	NT
15-Aug-2011	Monday	21
16-Aug-2011	Tuesday	21
17-Aug-2011	Wednesday	20
18-Aug-2011	Thursday	20
19-Aug-2011	Friday	20
20-Aug-2011	Saturday	20
21-Aug-2011	Sunday	NT
22-Aug-2011	Monday	21
23-Aug-2011	Tuesday	21
24-Aug-2011	Wednesday	20
25-Aug-2011	Thursday	20
26-Aug-2011	Friday	20
27-Aug-2011	Saturday	20
28-Aug-2011	Sunday	NT
29-Aug-2011	Monday	20
30-Aug-2011	Tuesday	20
31-Aug-2011	Wednesday	20
	Predicted Price	21.00-24.00
	Modal Price	20.00
	NT- No Transaction	
	% Forecast Accuracy	88.89

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VALIDATION OF COCONUT PRICE FORECAST IN THE MONTH OF JUNE 2011

The price forecast made by the Agricultural Market Intelligence Centre of Kerala Agricultural University for the month of June 2011 was Rs.21-24 per kg. The validation of the prices using the actual market price that prevailed at the Thrissur market during the month of June 2011 is reproduced below:

DATE	DAY	PRICE (Rs/Kg)
1-Jun-2011	Wednesday	21
2-Jun-2011	Thursday	20
3-Jun-2011	Friday	21
4-Jun-2011	Saturday	20
5-Jun-2011	Sunday	NT
6-Jun-2011	Monday	20
7-Jun-2011	Tuesday	20
8-Jun-2011	Wednesday	20
9-Jun-2011	Thursday	20
10-Jun-2011	Friday	20
11-Jun-2011	Saturday	20
12-Jun-2011	Sunday	NT
13-Jun-2011	Monday	20
14-Jun-2011	Tuesday	20
15-Jun-2011	Wednesday	20
16-Jun-2011	Thursday	20
17-Jun-2011	Friday	20
18-Jun-2011	Saturday	20
19-Jun-2011	Sunday	NT
20-Jun-2011	Monday	20
21-Jun-2011	Tuesday	21.5
22-Jun-2011	Wednesday	20
23-Jun-2011	Thursday	20
24-Jun-2011	Friday	22
25-Jun-2011	Saturday	20
26-Jun-2011	Sunday	NT
27-Jun-2011	Monday	20
28-Jun-2011	Tuesday	20
29-Jun-2011	Wednesday	21
30-Jun-2011	Thursday	20
	Modal Price	20
	Predicted Price	21.00-24.00
	NT- No Transaction	
	% Forecast Accuracy = 88.89	

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VALIDATION OF COCONUT PRICE FORECAST IN THE MONTH OF JULY 2011

The price forecast made by the Agricultural Market Intelligence Centre of Kerala Agricultural University for the month of July 2011 was in the range of Rs.21-24 per kg. The validation of the prices using the actual market price that prevailed at the Thrissur market during the month of July 2011 is reproduced below:

DATE	DAY	PRICE (Rs/Kg)
1-Jul-2011	Friday	20
2-Jul-2011	Saturday	19
3-Jul-2011	Sunday	NT
4-Jul-2011	Monday	19
5-Jul-2011	Tuesday	19
6-Jul-2011	Wednesday	21
7-Jul-2011	Thursday	19
8-Jul-2011	Friday	18
9-Jul-2011	Saturday	19
10-Jul-2011	Sunday	NT
11-Jul-2011	Monday	19
12-Jul-2011	Tuesday	20
13-Jul-2011	Wednesday	19
14-Jul-2011	Thursday	19
15-Jul-2011	Friday	19
16-Jul-2011	Saturday	19
17-Jul-2011	Sunday	NT
18-Jul-2011	Monday	19
19-Jul-2011	Tuesday	19
20-Jul-2011	Wednesday	19
21-Jul-2011	Thursday	19
22-Jul-2011	Friday	19
23-Jul-2011	Saturday	19
24-Jul-2011	Sunday	NT
25-Jul-2011	Monday	19
26-Jul-2011	Tuesday	20
27-Jul-2011	Wednesday	20
28-Jul-2011	Thursday	20
29-Jul-2011	Friday	20
30-Jul-2011	Saturday	20
31-Jul-2011	Sunday	NT
	Predicted Price	21.00 - 24.00
	Modal Price	19.00
	NT- No Transaction	
	% Forecast Accuracy	84.44

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VALIDATION OF COCONUT PRICE FORECAST IN THE MONTH OF AUG 2011

The price forecast made by the Agricultural Market Intelligence Centre of Kerala Agricultural University for the month of August 2011 was in the range of Rs.21-24 per kg. The validation of the prices using the actual market price that prevailed at the Thrissur market during the month of August 2011 is reproduced below:

DATE	DAY	PRICE (Rs/Kg)
1-Aug-2011	Monday	20
2-Aug-2011	Tuesday	20
3-Aug-2011	Wednesday	20
4-Aug-2011	Thursday	20
5-Aug-2011	Friday	21
6-Aug-2011	Saturday	21
7-Aug-2011	Sunday	NT
8-Aug-2011	Monday	21
9-Aug-2011	Tuesday	21
10-Aug-2011	Wednesday	21
11-Aug-2011	Thursday	21
12-Aug-2011	Friday	21
13-Aug-2011	Saturday	21
14-Aug-2011	Sunday	NT
15-Aug-2011	Monday	21
16-Aug-2011	Tuesday	21
17-Aug-2011	Wednesday	20
18-Aug-2011	Thursday	20
19-Aug-2011	Friday	20
20-Aug-2011	Saturday	20
21-Aug-2011	Sunday	NT
22-Aug-2011	Monday	21
23-Aug-2011	Tuesday	21
24-Aug-2011	Wednesday	20
25-Aug-2011	Thursday	20
26-Aug-2011	Friday	20
27-Aug-2011	Saturday	20
28-Aug-2011	Sunday	NT
29-Aug-2011	Monday	20
30-Aug-2011	Tuesday	20
31-Aug-2011	Wednesday	20
	Predicted Price	21.00-24.00
	Modal Price	20.00
	NT- No Transaction	
	% Forecast Accuracy	88.89

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VALIDATION OF COCONUT PRICE FORECAST IN THE MONTH OF NOVEMBER 2011

The price forecast made by the Agricultural Market Intelligence Centre of Kerala Agricultural University for the month of November 2011 was in the range of Rs.19-21 per kg. The validation of the prices using the actual market price that prevailed at the Thrissur market during the month of November 2011 is reproduced below:

DATE	DAY	PRICE (Rs/Kg)
1-Nov-2011	Tuesday	19.00
2-Nov-2011	Wednesday	19.00
3-Nov-2011	Thursday	19.00
4-Nov-2011	Friday	19.00
5-Nov-2011	Saturday	19.00
6-Nov-2011	Sunday	NT
7-Nov-2011	Monday	19.00
8-Nov-2011	Tuesday	20.00
9-Nov-2011	Wednesday	19.00
10-Nov-2011	Thursday	19.00
11-Nov-2011	Friday	19.00
12-Nov-2011	Saturday	19.00
13-Nov-2011	Sunday	NT
14-Nov-2011	Monday	19.00
15-Nov-2011	Tuesday	20.00
16-Nov-2011	Wednesday	20.00
17-Nov-2011	Thursday	20.00
18-Nov-2011	Friday	20.00
19-Nov-2011	Saturday	19.00
20-Nov-2011	Sunday	NT
21-Nov-2011	Monday	19.00
22-Nov-2011	Tuesday	20.00
23-Nov-2011	Wednesday	20.00
24-Nov-2011	Thursday	21.00
25-Nov-2011	Friday	21.00
26-Nov-2011	Saturday	20.00
27-Nov-2011	Sunday	NT
28-Nov-2011	Monday	19.00
29-Nov-2011	Tuesday	NT
30-Nov-2011	Wednesday	19.00
	Predicted Price	19.00-22.00
	Model Price	19.00
	NT- No Transaction	
	% Forecast Accuracy	100.00

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VALIDATION OF COCONUT PRICE FORECAST IN THE MONTH OF DECEMBER 2011

The price forecast made by the Agricultural Market Intelligence Centre of Kerala Agricultural University for the month of December 2011 was in the range of Rs.20-23 per kg for partially dehusked coconut. The validation of the prices using the actual market price that prevailed at the Thrissur market during the month of December 2011 is reproduced below:

DATE	DAY	PRICE (Rs/Kg)
1-Dec-2011	Thursday	19.00
2-Dec-2011	Friday	19.00
3-Dec-2011	Saturday	19.00
4-Dec-2011	Sunday	NT
5-Dec-2011	Monday	NT
6-Dec-2011	Tuesday	20.00
7-Dec-2011	Wednesday	22.00
8-Dec-2011	Thursday	22.00
9-Dec-2011	Friday	22.00
10-Dec-2011	Saturday	22.00
11-Dec-2011	Sunday	NT
12-Dec-2011	Monday	19.00
13-Dec-2011	Tuesday	19.00
14-Dec-2011	Wednesday	22.00
15-Dec-2011	Thursday	22.00
16-Dec-2011	Friday	22.00
17-Dec-2011	Saturday	22.00
18-Dec-2011	Sunday	NT
19-Dec-2011	Monday	22.00
20-Dec-2011	Tuesday	23.00
21-Dec-2011	Wednesday	23.00
22-Dec-2011	Thursday	23.00
23-Dec-2011	Friday	22.00
24-Dec-2011	Saturday	22.00
25-Dec-2011	Sunday	NT
26-Dec-2011	Monday	22.00
27-Dec-2011	Tuesday	20.00
28-Dec-2011	Wednesday	20.00
29-Dec-2011	Friday	19.00
30-Dec-2011	Saturday	19.00
31-Dec-2011	Sunday	NT
	Predicted Price	20.00-23.00
	Model Price	22.00
	NT- No Transaction	
	% Forecast Accuracy	100.00

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VALIDATION OF COCONUT PRICE FORECAST IN THE MONTH OF JANUARY 2012

The price forecast made by the Agricultural Market Intelligence Centre of Kerala Agricultural University for partially deshusked coconut the month of January 2012, based on the price prevailing at Thrissur market was Rs.19 – Rs.22/- per kg. The validation of the prices using the actual market price that prevailed at the Thrissur market during the month of January 2012 is reproduced below:

DATE	DAY	PRICE (RS/KG)
1-Jan-12	Sunday	NT
2-Jan-12	Monday	18.00
3-Jan-12	Tuesday	19.00
4-Jan-12	Wednesday	19.00
5-Jan-12	Thursday	21.00
6-Jan-12	Friday	21.00
7-Jan-12	Saturday	21.00
8-Jan-12	Sunday	NT
9-Jan-12	Monday	22.00
10-Jan-12	Tuesday	22.50
11-Jan-12	Wednesday	22.00
12-Jan-12	Thursday	21.00
13-Jan-12	Friday	21.00
14-Jan-12	Saturday	21.00
15-Jan-12	Sunday	NT
16-Jan-12	Monday	19.00
17-Jan-12	Tuesday	19.00
18-Jan-12	Wednesday	21.00
19-Jan-12	Thursday	21.00
20-Jan-12	Friday	21.00
21-Jan-12	Saturday	21.00
22-Jan-12	Sunday	NT
23-Jan-12	Monday	19.00
24-Jan-12	Tuesday	19.00
25-Jan-12	Wednesday	19.00
26-Jan-12	Thursday	NT
27-Jan-12	Friday	19.00
28-Jan-12	Saturday	18.00
29-Jan-12	Sunday	NT
30-Jan-12	Monday	18.00
31-Jan-12	Tuesday	18.00
Model Price		21
Predicted Price		19-22
NT - No Transaction		
% Forecast Accuracy		100.00

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Monday, April 4, 2011, Chennai/Kochi

BY INVITATION: K SATHEESH BABU

Pepper acreage in Kerala drastically shrinking

THOUGH India is the second largest producer of pepper, after Vietnam, the country itself is one of the major consumer of the commodity so the quantity available for export is limited as compared to its immediate competitors.

The major pepper producing states in India are Kerala, Karnataka and Tamil Nadu. Kerala records the highest position in area and production of pepper followed by Karnataka and Tamil Nadu. Kerala enjoyed a prominent position in pepper production in India, accounting for nearly 96% of the total production during 2000-01. It declined to 82% by 2008-09. Karnataka currently contributes to nearly 13% of the total production in the country.

The area under pepper has been drastically shrinking in Kerala during the last few years due to instability in output price, high wage rates, shortage of labour, high incidence of diseases, declining crop productivity, increasing cost of production, coupled with less relative profitability vis-a-vis competing crops.

The area under cultivation reduced from 2.02 lakh hectare in 2000-01 to 1.54 lakh hectare in 2008-09. The productivity has also come down from 301 kg per hectare to mere 221 kg per hectare during the same period. Consequently, the production has declined from 60,000 tonne to around 42,000 tonne during the corresponding period, recording a decline by 44.21%. The year 2009-10 shows some improvement in area and production under pepper though the productivity remains stagnant.

India's main export is of Malabar grade black pepper, which commanded a premium in international market due to its superior quality attributes such as colour, taste, and flavour. US, Italy, Germany, and Canada are the major importers of Indian pepper. India's pepper production increased from 62,440 tonne in 2001 to 92,935 tonne in 2005. It is showing a declining trend there-



after. Pepper production in India was 41,255 tonne in 2008.

As per the nominal protection coefficient (NPC) Indian pepper does not enjoy export advantages with respect to its main competing country, viz., Vietnam. Incidentally, India exported 25,250 tonne of pepper in 2008. According to the data released by the Spices Board of India, during the year 2009-10, India has exported a total quantity of 19,750 tonne of pepper valued at ₹313.93 crore as against 25,250 tonne valued at ₹413.74 crore during the previous year. It represents a decline by 22% in volume and 24% in value. Export of Indian pepper to major destinations like US, EU etc. has declined during 2009-10.

The trade competitiveness of any commodity over its immediate competitor can be measured in terms of. It is nothing but the relative price ratio in the two countries of origins at their port

of export destinations. A value higher than one indicates that black pepper of Indian origin is not enjoying a trade advantage at the global market from 2005 onwards under the exportable hypothesis. A major reason for the set back to Indian pepper has been the emergence of low cost competitors like Vietnam, Indonesia and Brazil.

It is a well known fact that newly cultivated areas get over the problems faced by traditional areas such as inferior genetic stock in cultivation, old and senile plants needing immediate replacement, soil degradation due to continuous cultivation of longer duration, consequent low yield equilibrium and resultant low profitability. On the other hand, newly cultivating countries enjoy gains from yield as well as price advantages. It calls for long term measures such as cost effective production through productivity improvement measures, phasing out of old and senile vines with improved genotypes, modernisation of post harvest handling and strengthening of R&D efforts, including introducing reliable, regionally specific and producer centric market intelligence facilities.

The author is professor, Agricultural Market Intelligence Centre, Kerala Agricultural University

COMMODITIES

Cardamom loses flavour on poor offtake

G.K. Nair

Kochi, April 4

Cardamom prices witnessed a declining trend last week due to lack of buying support from both domestic dealers and exporters at the auctions held in Kerala and Tamil Nadu.

"The market has been in the grip of sluggishness because of the ensuing Assembly elections in Kerala and Tamil Nadu, on the one hand, and rains in the growing regions, on the other, in recent days, which have created a bearish sentiment in the market," trade sources said.

According to them, buyers are of the opinion that there will be crop available throughout the year without any break between the current and next season because of the summer showers. Consequently, they would not have to buy and stock, the sources said.

Upcountry buyers were not actively covering while export buying was negligible at around three tonnes last week, they said.

The average price declined further today at the CPA auction in Bodi to Rs 925.37 a kg



from Sunday's 938.46, they said.

The individual auction average dropped to below Rs 900 from Rs 1,000 few weeks ago.

"We have been watching a very interesting phenomenon in the cardamom futures price for the last four months," Dr K. Satheesh Babu, Professor & CCPI, Agricultural Market Intelligence Centre, Kerala Agricultural University told *Business Line*.

Generally, the spot price plus cost of carryover determines the futures price for any agricultural commodity. But to my surprise, I am watching that the futures price of cardamom during the last 4 months is "determining" the spot price at Puttady (Vandanmettu) and Bodi e-

uctions, leading to a suspicion that the speculators have taken over the entire cardamom market.

"My personal view is that the bringing down of default penalty from 12 per cent to 3 per cent has provided a convenient fodder for the speculators," he said.

At the Sunday auction, conducted by the KCPMC arrivals were at 28.7 tonnes and the entire quantity was sold, Mr P.C. Punnoose, General Manager, CPMC, told *Business Line*. The maximum price was at Rs 1,300 a kg while the minimum was at Rs 741 a kg. Auction average was at Rs 938.46 a kg, he said.

Total arrivals during the current season from August 1 to April 3, 2011 stood at 8,414 tonnes. Of this, 8,202 tonnes

were sold. Arrivals and sales in the same period of the previous season were 8,420 tonnes and 8,237 tonnes respectively.

Weighted average price as on April 3, 2011 was Rs 1,097.91/kg, up from Rs 806.30 same day last year.

Prices for graded varieties according to official sources in Kumily on Monday were (Rs/kg): AGEB 1,235 - 1,245; AGB 1,125 - 1,135; AGS -1,110 - 1,120 and AGS1 -1,080 - 1,090. Prices as per trade sources in the open market in Bodinayakanur were (Rs/kg): AGEB (7mm - 8 mm) 1,050 - 1,100; AGB (6mm - 7 mm) 1,000-1,010; AGS (5mm - 6mm) 1,960 -970 and AGS 1 - 940 - 950.

Good bulk was being sold at Rs 1,010 - Rs 1,020 while medium was fetching Rs 950 - Rs 960 a kg, trade sources in Bodi said.

The weather conditions in the growing areas in Kerala's Idukki district were favourable for the crop as the estates received rains during the past few days. It is going to be good for the plants which may continue yielding through to the next season, growers said.

28 April 2011

Farm Produce Prices Soar on High Demand

Most commodities in south turn costlier over the year as weather vagaries hit supplies

**S SANANDAKUMAR &
P KRISHNAKUMAR**
KOCHI

There has been an across-the-board increase in the prices of farm commodities from south India. This includes items of daily consumption such as coffee, poultry, eggs and coconut oil, industrial raw materials like rubber, spices such as pepper, cardamom and chillies, snack food like cashew nuts and premium food items like shrimp.

Apart from upsetting the family budget, the soaring prices have led to a change in buying pattern. Coffee prices have jumped from Rs 65 per kg in April 2010 to Rs 100 per kg in April 2011. Coconut oil price went up from Rs 49 per litre to Rs 95 per litre during the period. Poultry prices have increased from Rs 75 per kg to Rs 100 per kg. The average price of an egg rose from Rs 2.17 to Rs 2.23.

Supply constraints pushed the price of rubber up from Rs 168.50 per kg in April 2010 to Rs 239.50 in April 2011. Pepper prices rose from Rs 159 per kg to Rs 276 per kg on similar concerns. Cashew nut saw a sharp increase from Rs 265 per kg to Rs 450 per kg. Chilli prices rose from Rs 55 per kg to Rs 90 while shrimp price shot up from Rs 350 per kg to Rs 380 per kg.

Speaking to ET, Dr KK George, chairman of the Centre for Socio-Economic & Environmental Studies (CES), said domestic prices depend on international market dynamics in commodities such as rubber and pepper. "This is especially true when the domestic production is only a small percentage of the international production," he said.

Low Supply But High Demand

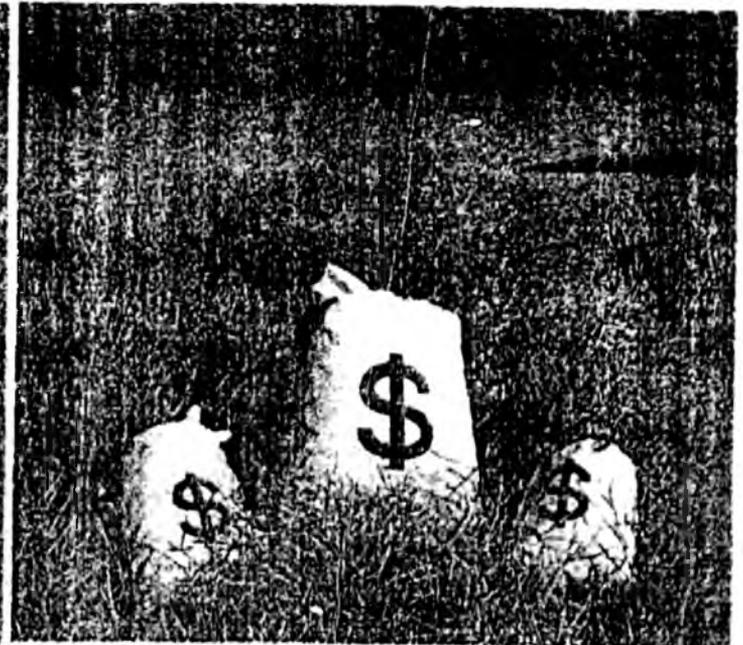
SUPPLY CONSTRAINTS HAVE pushed the price of rubber up from Rs 168.50 per kg in April 2010 to Rs 239.50 in April 2011

CASHEW NUT SAW A SHARP increase from Rs 265 per kg to Rs 450 per kg while Chilli rose from Rs 55 per kg to Rs 90 per kg in the period

DEMAND HAS BEEN consistently increasing due to the burgeoning population and higher per capita income

Dr Sathesh Babu, professor, Agriculture Market Intelligence Centre, Kerala Agriculture University (KAU), explained that the price rise was also the result of a widening demand-supply gap. Demand has been consistently increasing due to the burgeoning population and higher per capita income. "On the other hand, supply has been severely affected by climatic variations during the last two years," he said.

Although price spurt in commodities such as spices and coconut oil was expected, the rise quite sharp, said experts. "Such an increase was not predicted. The industry was not prepared to handle it. Given the current situation of demand and supply mismatch, prices are not likely to come down in the immediate



future," said Geemon Korah, chairman of All India Spices Exporters Forum.

According to him, spice production has not kept pace with demand for the last several decades. He said there needed to be a concerted effort from all the producing countries to raise productivity, quantity and quality of spices. But the price rise seems to have benefitted farmers. Sathesh Babu said, "Farmers have benefited from the higher prices of agricultural commodities."

He pointed out that the profit share varies from one commodity to another depending on the nature of the marketing intermediary network. A steep climb in prices could ultimately lead to consumer resistance. He said this has happened in the case of

cardamom in overseas markets. Consumer resistance could also lead to a change in buying pattern as consumer opt for lower grade products, said George.

For example, coconut oil prices zoomed to a new peak last year and retail prices went past Rs 100 per kg for the first time. This led to a preference for cheaper cooking oils in Kerala where coconut oil is the principal cooking oil. The prices of coconuts used for oil extraction have also shot up.

Prakash Rao, managing partner, Kalbavi Cashews, a leading cashew exporter said it was the huge increase in raw cashew prices that led to a higher cashew nut prices. "But the higher price of raw cashew can be used as an incentive to promote cashew cultivation in the country," he said.

Pepper prices hit new high of ₹278

Rajesh Ravi

SUPPLY DRIES UP AS VIETNAM HOLDS ON TO ITS STOCKS AND WEATHER WOES IN INDONESIA AND BRAZIL THREATEN CROPS

Kochi, Apr 27: The pepper market looks bullish, with prices surging ahead on tight supply. Traders and analysts are now expecting prices to cross ₹300 per kg with global supply straitened as Vietnam holds on to its stocks. Speculative elements in the Indian exchanges are also spicing up the rally.

On Wednesday, the spot price at the physical market stood at ₹278 per kg against ₹267 per kg on Monday. The earlier highest price recorded in the country was ₹265 per kg, in 1999. According to the database of the Kerala Agricul-

tural University, farm level prices were at its highest level during October 1999, having touched ₹247 per kg.

Faiyaz Hudani at Kotak Commodity Services feels that the market would remain firm on lower supply. "Lower inventory with all producers and traders is a major reason for the firm market. Crop is also on the lower side," he said.

"Vietnamese are holding back

black pepper and quoting aggressively for the white pepper. Prices are very high at the moment," said P Nandakumar, a trade consultant from Kochi. He feels that the prices would take a cue from the Indonesian crop, due to come in July.

Hudani feels that the crop arrivals in Indonesia and Brazil would not make much difference as reports suggest lower crop in both countries. "Weather condi-

tions in Indonesia are not conducive for pepper and we expect lower crop. Similarly, in Brazil the pepper crop would be less on less acreage," he said.

K Satheesh Babu of the Agricultural Market Intelligence Centre of the Kerala Agricultural University estimates prices to remain firm and move to new records. "We had forecast some months back that the market would surge ahead in the second part of the year. Prices are likely to cross ₹300 per kg due to lower availability," he said. He does not believe that the market would ease on new crop arrivals in Indonesia and Brazil.

Coconut oil on boil as exports hit supply

Rajesh Ravi

Kochi, Apr 28: Coconut oil prices are surging due to rising demand for fresh coconuts and higher prices for competing edible oils, traders said.

With the coconut oil market remaining firm in the peak production season, traders see the market moving up further as the season ends in major producing states of Tamil Nadu and Kerala. Production season in Kerala starts from February while production in Tamil Nadu and Karnataka starts a bit later, in March and

April. The price of coconut oil usually declines with the start of production season in Kerala and reaches the end of the trough during June as production peaks in Tamil Nadu and Karnataka.

The coconut oil price in the physical market of Kochi stood at ₹98 per kg as on Thursday evening, while oil from Kangayam delivered at Kochi stood at ₹98.50 per kg. "There is no selling pressure in the market as supply from Tamil Nadu is lower than the normal level. The market is likely to remain firm due to lower supply of copra," said Talat

TRADERS SEE THE MARKET MOVING UP FURTHER AS THE SEASON ENDS IN TAMIL NADU AND KERALA

Mehamod, a member of the Coconut Oil Merchants Association and trader at the terminal market of Kochi.

"Export of fresh coconuts to Pakistan and Bangladesh are on the higher side. This is affecting the domestic availability of coconuts," he added.

Production of nuts in

Kerala was lower during 2009-10 at 566.7 crore against 580.2 crore during 2008-09. A market study by the Agricultural Market Intelligence Centre of the Kerala Agricultural University had reported earlier that there would be a 10-15% reduction in the domestic production during 2010-11, which is expected to trigger an upward price cycle in the coconut sector. Traders said that production is down by 50% in Kerala while in other southern states like Tamil Nadu, output of both coconut and copra are also down.

"Demand for coconuts is

increasing due to value addition and increasing consumption of tender coconuts. Exports of coconuts are also higher," Thomas Mathew of the Coconut Development Board told *FE*. But he believes that the higher prices for coconut oil has to do more with the global trend where edible oils prices are increasing.

Prices of substitute oils like palm oil and palm kernel oil are also on the higher side. The difference between coconut oil and its competing oils must be higher than 20% for substitution, he said.

Saturday, May 28, 2011. Chennai/Kochi

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Commodities 17

Coconut oil price to remain firm

fe Bureau

Kochi, May 27: Coconut oil prices are likely to remain firm due to supply constraints, says a report by the Agricultural Market Intelligence Centre of Kerala Agricultural University. The latest report says that the production of coconut has been lower than estimated earlier because of area reduction and declining productivity. Global production of nuts is also on the lower side leading to lower crushing of coconut oil.

According to the Asian and Pacific Coconut Community, coconut production has been affected globally by climate changes during the last two years, of which the rise in temperature has hit the palms more hard. "Production in all major coconut producing countries like Philippines, Indonesia and Sri Lanka has been reeling

Sri Lankan production has recorded a 15-year low of 2.533 billion nuts in 2010 as against the annual average production of 2.7 bil-

COCONUT OIL PRICE AT KOCHI STOOD AT ₹99 PER KG. EXPORT OF FRESH COCONUTS IS HIGHER BY 15.6% VALUED AT ₹22.67 CRORE AND EXPORT OF COCONUT OIL IS HIGHER BY 15%

lion nuts. The rise in domestic price has compelled the Sri Lankan Government to ban export of coconut and felling of coconut palms, and even arranging imports of nuts." K Satheesh Babu of AMIC said.

With the Sri Lankan sources drying up, importers in Bangladesh, Pakistan, Nepal and Middle East countries has started outsourcing fresh nuts increasingly from India. This has kept the price of coconut firm despite the onset of "peak season" in the major producing states of Tamil Nadu and Kerala, he added.

മഴക്കാലത്ത് നാളികേരത്തിന് വില കുടും

തൃശൂർ: മഴക്കാലത്ത് നാളികേരത്തിന് വില കുടുംമെന്ന് കേരള കർഷിക സർവകലാശാലയിലെ മാർക്കറ്റ് ഇന്റലിജൻസ് സെന്റർ, മഴക്കാലത്ത് സാധാരണ നാളികേരത്തിന് വില കുറയുകയാണ് പതിവ്. ജൂൺ, ജൂലൈ, ആഗസ്ത് മാസത്തിൽ നാളികേരം കിലോയ്ക്ക് 21 മുതൽ 24 രൂപ വരെ ലഭിക്കുമെന്നാണ് സെന്റർ വിലയിരുത്തുന്നത്. നിലവിൽ 20-21 രൂപയാണ് വില. കഴിഞ്ഞവർഷം ഇതേ കാലത്ത് 9-11 രൂപയായിരുന്നു വില. തെങ്ങുകൃഷിയിടം കുറഞ്ഞതും കാലാവസ്ഥ വ്യതിയാനംമൂലം ഉണ്ടായ ഉൽപ്പാദനക്കുറവുമാണ് തേങ്ങയ്ക്ക് ഉയർന്ന വില കിട്ടാൻ ഇടയാക്കുന്നതെന്ന് ഇന്റലിജൻസ് സെന്റർ മേധാവി ഡോ. സതീഷ്ബാബു പറഞ്ഞു.

2009-10ൽ സംസ്ഥാനത്ത് 56.67 കോടിയായിരുന്നു ഉൽപ്പാദനം. 2010-11ൽ 15-20 ശതമാനം കുറവാണ് പ്രതീക്ഷിക്കുന്നത്.

COCONUT PRICES MAY REACH

Rs. 24/Kg: AMIC KAU

MATHRUBHUMI DAILY 28 MAY 2011

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നാളികേര വില 24 രൂപ വരെയൊകാൻ

സാധ്യത

തൃശ്ശൂർ: നാളികേര വില കിലോയ്ക്ക് 21 മുതൽ 24 രൂപ വരെയൊകാൻ സാധ്യതയുണ്ടെന്ന് കാർഷിക സർവ്വകലാശാലയുടെ അഗ്രികൾച്ചറൽ മാർക്കറ്റ് ഇൻഫർമേഷൻ സെന്റർ അറിയിച്ചു. കഴിഞ്ഞവർഷം ഇരട്ടനൂറ്റാണ്ടായി കിലോയ്ക്ക് 9 മുതൽ 11 രൂപ വരെയായിരുന്നു വില.

ശ്രീലങ്കയിൽനിന്ന് നാളികേരം ഇറക്കുമതി ചെയ്തിരുന്ന ബംഗ്ലാദേശ്, പാകിസ്താൻ, മധ്യ പൂർവ്വേഷ്യൻ രാജ്യങ്ങൾ ഇന്ത്യയിലേക്ക് ശ്രദ്ധ തിരിച്ചതിന്റെ ഫലമാണ് വില വർദ്ധന. വെളിച്ചെണ്ണയ്ക്ക് തിങ്ങിപ്പോയിരുന്ന പാകായ്യിലിന്റെ വില വർദ്ധനയും നാളികേര സമ്പദ്ഘടനയ്ക്ക് അനുകൂല ഘടകമാണ്.

Climate change takes toll on global coconut production

C. J. Punnathara
Kochi, May 29

Declining production in Kerala along with global shortfalls in coconut and lauric oil production is expected to keep coconut prices firm this year.

A study conducted by the Agricultural Market Intelligence Centre of the Kerala Agricultural University had earlier predicted that Kerala's coconut production would fall by 15-20 per cent this year.

However, a reassessment of the coconut production scenario indicates that the shortfall will be more than the initial estimates because of area reduction and declining productivity.

In Kerala, the area under coconut has been shrinking continuously from 2001 due to a host of factors such as depressed price for nuts, high wage rates, shortage of labour,



Falling output: Coconut and Coconut oil on sale on a street in Kochi in Kerala. — K.K. Mustafah

high incidence of diseases and pests, land diversion for urbanisation, as well as decline in productivity and profitability.

Quoting from the Asian and Pacific Coconut Community, the study, by Dr Satheesh Babu and Ms Swapna Surendran, points out that global climate change has hit coconut production hard in all the major

producing countries, including the Philippines, Indonesia and Sri Lanka.

Drawing a parallel with local production cycles, the study states: "The shifts in climatic patterns due to erratic rains and non-availability of labour in time have affected the crop management in Kerala, with the result that crop sea-

sons are slowly disappearing."

LANKAN OUTPUT

Sri Lankan production has recorded a 15-year low of 2.533 billion nuts in 2010 against an annual average production of 2.7 billion nuts. The consequent rise in domestic price has compelled the Sri Lankan Government to ban export of coconuts and felling of coconut trees. It had to resort to imports to stem the price spurt.

With the Sri Lankan source drying up, countries such as Bangladesh, Pakistan, Nepal and the Gulf had to source fresh nuts from India. Consequently, the price of coconuts has ruled firm in Indian markets despite the onset of the peak production season in Kerala and Tamil Nadu.

The price of substitute oils such as palm oil have also re-

mained buoyant amidst conflicting reports about the extent of La Nina effect on Indonesian and Malaysian output, the study said.

However, China, the biggest user of cooking oil, is importing more than 7.85 lakh tonnes of lauric oils which could counter possible bearish trend in the coconut oil market.

To add to the woes of the Indian consumers, the area under coconut palms in Kerala, the biggest coconut producing region in the country, has been declining. The area under coconut fell from 9.26 lakh hectares in 2000-01 to 7.79 lakh hectares in 2009-10, a fall of close to 16 per cent.

However, due to certain productivity enhancement measures, the total production grew by around three per cent to 5,667 million nuts, up from 5,536 million nuts in 2000-01.

Cardamom exports may rise as local prices fall

fe Bureau

Kochi, Jun 3: Cardamom exports are looking up as the domestic market declines on higher arrivals. Exporters are procuring cardamom from the auction centers for the Ramadan demand from West Asia. Indian exports during the last financial year had declined by 50% due to the high domestic prices.

"Cardamom prices are weak due to higher arrivals at the end of the season. We are getting 40-50 tonne as against the usual 10-15 tonne during this time of year," P C Punnoose of Cardamom Processing Marketing Company, Kumily, told *FE*.

Farmers were holding stocks expecting prices to move up. Now they realize that the prices may come down as demand wanes from North India. They are selling more cardamom, he added.

"The new crop is likely to arrive in the market by June-end due to the extremely good summer showers," Punnoose said.

Cardamom plants start flowering early with early rains resulting in harvest of fruits in June and July. Good supporting rains in May-June would help in a huge crop. Auctions for the new crop usually starts in August after the Monsoon break taken by the auction centers.



Average price during the month of January stood at ₹1341.95 per kg, which declined to ₹989.87 by March

On Thursday, the average auction price stood at ₹605.44 per kg and on Wednesday the auction average was ₹609.97 per kg as 44 tonne were auctioned. Average price during the month of January stood at ₹1341.95 per kg, which declined to ₹989.87 by March.

K Satheesh Babu of Agricultural Market Intelligence Centre of Kerala Agricultural University feels that the market will bounce back due to the good export demand.

The Spices board feels that the prevalent market conditions do not warrant any such decline. For the last two years import of Cardamom from Guatemala is not very significant. The production of cardamom in Guatemala is also reported to be around 20,000 tonne against their

normal production figure of 27,000 tonne to 30,000 tonne.

Exports from India had declined due to the premium on Indian cardamom compared to the Guatemala crop. India lost its traditional markets like Kuwait, Japan and Oman to Guatemala, while retaining Saudi Arabia. Indian exports during 2009-10 were significantly higher due to the fact that Guatemala had a smaller crop due to natural calamities. However, exports declined in the last FY as Indian prices increased considerably. "Exports are back due to the lowering of the market. The domestic market is getting support from the export demand. Otherwise it would have declined further," Punnoose said.

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നാളികേരവിലയിലെ ഉയർച്ച തുടരും

നാളികേരവിലയിൽ ഇപ്പോഴുണ്ടായ ഉയർച്ച തുടർന്ന് നിലനിൽക്കുമെന്ന് കേരള കാർഷിക സർവകലാശാലയിലെ മാർക്കറ്റിങ് ഇൻറലിജൻസ് വിഭാഗം കണ്ടെത്തി. തേങ്ങയുടെ ഉല്പാദനത്തിലുണ്ടായ കുറവാണ് ഇതിന് പ്രധാന കാരണമായി ചൂണ്ടിക്കാണിക്കപ്പെടുന്നത്.

അടുത്ത മൂന്നു മാസം, ഭാഗികമായി പൊതിച്ച നാളികേരത്തിന്റെ വില കിലോയ്ക്ക് 21 മുതൽ 24 രൂപവരെയായി നിലനിൽക്കുമെന്നാണ് സെൻററിന്റെ നിഗമനം.

ഉല്പാദനക്കുറവ്, തേങ്ങയിടാനുൾപ്പെടെ തൊഴിലാളികളുടെ ദൗർലഭ്യം, കൂടിയ കൂലി



ജി.എസ്. ഉണ്ണികൃഷ്ണൻനായർ

നിരക്ക്, രോഗബാധ എന്നിവ മൂലം കേരളത്തിലെ നാളികേര ഉല്പാദനത്തിൽ 20 ശതമാനത്തിലേറെ കുറവുണ്ടായിട്ടുണ്ട്. ഏഷ്യാ പെസഫിക് കോക്കനേട്ട് കമ്മ്യൂണിറ്റിയുടെ നിഗമനമനുസരിച്ച് കഴിഞ്ഞ രണ്ടു വർഷങ്ങളായി കാലാവസ്ഥ മാറ്റമൂലപ്പെടെയുള്ള പ്രശ്നങ്ങൾ, ഫിലിപ്പീൻസ്, ഇൻഡോനീഷ്യ, ശ്രീലങ്ക തുടങ്ങി പ്രധാന നാളികേര ഉല്പാദനരാജ്യങ്ങളിലെ കേരോല്പാദനത്തിൽ കുറവുണ്ടാക്കി. പ്രാദേശിക വിലയിലെ ഏറ്റം കണക്കിലെടുത്ത് ശ്രീലങ്ക നാളികേര കയറ്റുമതി നിരോധിക്കുകയും ചെയ്തു. ഇത് ബംഗ്ലാദേശ്, പാകിസ്താൻ, നേപ്പാൾ തുടങ്ങിയ നാളികേര കയറ്റുമതി രാജ്യങ്ങളെ ഇന്ത്യയിലേക്ക് ആകർഷിച്ചിട്ടുണ്ട്. ബയോസിസലിനായുള്ള വെളിച്ചെണ്ണയുടെ ഉപയോഗമൂലപ്പെടെ മറ്റു പല കാര്യങ്ങളും നാളികേര വിപണിയെ സ്വാധീനിക്കുന്നു. ഇതൊക്കെയാണ് നാളികേരത്തിന്റെ വിലക്കയറ്റം തുടരുന്നതിന് കാരണമായി സെൻറർ ചൂണ്ടിക്കാട്ടുന്നത്.

എന്നാൽ തേങ്ങയ്ക്ക് മോഹവില ലഭിക്കുമ്പോൾ തേങ്ങയിടാൻ ആളെ കിട്ടാത്ത ദുര്യോഗത്തിലാണ് കേരകർഷകരിൽ നല്ലൊരു പങ്കും. കൂടുതൽ വിവരങ്ങൾക്ക്: 8129628797.

Erratic Rains May Stoke Cultivation Cost, Inflation

A poor or delayed monsoon is likely to impact farm production in parts of south India

OUR BUREAU
AHMEDABAD JAIPUR UTTARAKH
PUNE KOCHI

Delayed and erratic monsoon this season could increase the cost of cultivation and thus add to the price of crops and food inflation. However, this will not substantially reduce production, say agronomists and government officials. The Met department on Tuesday forecasted a 5% below normal monsoon this season, with most of India that produces rice, oilseeds, cotton, coarse grains and pulses expected to be impacted in some parts where there are poor irrigation facilities.

However, if rains occur at regular intervals, there will not be a major impact on rainfed crops. The IMD has predicted good temporal distribution of rainfall, which is important for crop growth and yields.

Maharashtra has only about 18% farm land under irrigation. According to the IMD data, there is a 32% rainfall deficit in Telangana and 10% deficit in Madhya Pradesh till now. The crucial sowing season for short duration pulses like mung, urad, red gram along with sorghum lasts till July 1. Farmers are hoping for good rains in the coming week as the yield of pulses drops if they are sown after July 1. Maharashtra government agencies say they will have to be ready with the seeds of alternative crops if farmers do not plant pulses following a weak monsoon.

NO PROBLEM FOR COTTON

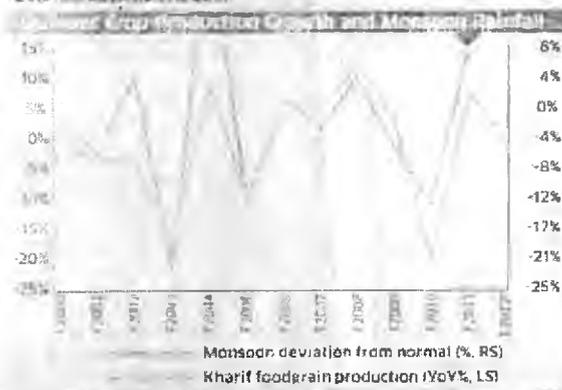
About 60% of India's cotton is produced in rain-fed areas. Maharashtra, which has a cotton acreage, has 97% of cultivation in rain-fed areas. Sowing has begun in Vidarbha and Marathwada, the main cotton producing areas. Dr KK Krishna Rao, director, Central Institute for Cotton Research said, "The way the monsoon is progressing currently, there is not much problem for cotton sowing anywhere in the country. Even though the monsoon is below normal at 95%, it should not be a problem. It will also depend upon how the rainfall is interspersed. If there is not a severe stretch in rainfall activity during the flowering and fruiting stages, there will not be much adverse impact on the cotton crop."

About 75% of cotton sowing has been completed in the well-irrigated belt of Vadodra, Bhavnagar, Himmatnagar, Morvi, Patan and Surendranagar districts of Gujarat. Though there is about a 10-day delay in the arrival of monsoon, Gujarat's principal secretary agriculture, RK Tripathi said it is too early to draw up a conclusion on a crop and crop loss. Cotton will be sown on 26 lakh hectares.

In Rajasthan where cotton acreage has risen from 1.5 lakh hectares to 3.80 lakh hectares,

The Gambling Season is Here

A weak monsoon may hit farm output but it's too early to gauge the impact



NOTE: The IMD monsoon deviation is a 10% deficit based on IMD second stage forecasts. Source: BSES has used the Inter-Advance estimate of Kharif production from the Ministry of Agriculture. Source: IIT, CMC, Morgan Stanley Research

are not dependent on the monsoon. Cotton is sown in the well-irrigated area. On the back of a good monsoon last year and crop fetching good prices, farmers have shown inclination to wait this cash crop. Around 50% sowing has been completed, though official figures are yet to be released," said an agronomist. He also added that production was estimated to increase from 0.4 lakh tonne in 2010-11 to 0.8 lakh tonne this year.

The way the monsoon is progressing currently, there is not much problem for cotton sowing anywhere in the country. Even though the monsoon is below normal at 95%, it should not be a problem.

A deficient monsoon will not affect the paddy crop in Andhra Pradesh, the largest producer in the country, as 80% of the crop is irrigated. "There is sufficient water supply for kharif paddy sowing with water being released to Srisailem and Godavari delta," said P Cherigal Reddy, secretary general of Consortium of Indian Farmers Association. The kharif acreage under paddy is around 28 lakh hectares in Andhra Pradesh.

In case of poor rains till the third week of June, the groundnut crop could be hit, he said. "The sowing has begun and there is no need for panic at present. Let us see the rainfall pattern in June and July. Groundnut is sown on around 15 lakh hectares in the state," he said.

The impact of monsoon rains is not yet known in Tamil Nadu. "We have to wait till the second week of July when the sowing of groundnut and pulses like red gram and green gram begins," said Dr N Ravinathan, national

consultant, Tamil Nadu Agricultural University. The acreage for groundnut is over 6 lakh hectares in Tamil Nadu. Despite the sub-normal monsoons, experts say the south Indian crop economy will not be severely affected. According to Dr Balachandra K Naik, professor, University of Agricultural Sciences, Dharwad, the monsoon has been normal in Karnataka except for some pockets in the north.

The state produces crops like cotton, sunflower, tur gram, jawar, maize, groundnut and chillies. Many of these crops are cultivated in north Karnataka. Sowing has begun for most of these crops except for cotton and tur gram. Cotton is being cultivated on nearly 1 lakh hectares in north Karnataka while sunflower, groundnut and chillies are grown in close to 75,000 hectares each. "The monsoon is yet to reach the northern part of Karnataka where tur gram is cultivated," Naik said. "The land has not been prepared for cultivation," he said. Sowing usually takes place in the second week of July. As farmers are likely to switch crops depending on the rainfall, it is difficult to estimate the acreage, he pointed out.

RAINFALL WOULD BE PROBLEM

The early arrival of monsoon this year has benefited Kerala where the rainfall has been normal this season. Even if the rainfall falls below normal till the coming days, the rice economy of the state will not be affected, said Dr Satish Baba, professor, Agriculture Market Intelligence Centre, Kerala Agriculture University. In the wetlands of Kerala whereas in other states it is an irrigated crop, he said. Rice is grown on 2.34 lakh hectares in the state.

If there is an erratic distribution of rainfall, the production of black pepper will be affected, according to Dr Prasada Rao, head of the department of agricultural meteorology, Kerala Agriculture University. An erratic monsoon will also affect the quality of coffee produced in the state. Pepper is being cultivated on 1.75 lakh hectares while coffee is grown on 84,000 hectares.

The soyabean industry too has not panicked by the prediction of a below-normal monsoon. "A few rounds of three to four inches of rainfall are sufficient for the soyabean crop. Unless there is no rainfall at all in July, there should be no problem for the crop," said Rajiv Aggarwal, spokesperson, Soyabean Processors Association of India.

Madhya Pradesh agriculture department principal secretary MM Upadhyaya said the state was expecting a normal rainfall.

Soyabean will be sown on over 60 lakh hectares, followed by paddy on 1.5 lakh hectares, he said. In the rice belt of Punjab and Haryana, over 40% of the sowing

has been done with the monsoon expected to set in by June 29. Sowing of cotton on over 12 lakh hectares has been completed in the two states. "A 5% below normal monsoon will not make a major impact on production though the cost of cultivation will increase," said Punjab agriculture director BS Sahu. He added that the state had had a bumper crop in 2009 when rainfall had dropped by 30%.

IMPACT OF RAIN IS UP

Agriculture experts in Uttar Pradesh say the poor rain forecast is not a matter of concern with the monsoon progressing well in the state. Uttar Pradesh agriculture director Mukesh Gautam said farmers were sowing at a high kharif production of 174 lakh tonne which is 14% more than the 2010 output of 152.86 lakh tonne. "There is no reason to revise the target for the current kharif season as we have received a good amount of rain till now in all 72 districts," he said. He added that if the rains were received on time and there was no gap in July, there will be no major impact.

Good rains in July are essential for paddy harvest and if the monsoon favours farmers it would be easy to achieve the target of 185 lakh tonne as compared to 174 lakh tonne last year. If there is less than required rain towards the middle of July, we will have to focus on pulses and other crops," he added. "Early monsoon is not beneficial for cane crop especially in western Uttar Pradesh where the cane is affected if heavy rains arrive early," said a cane department official who said rains from July 15 would be best suited for cane.

RAJASTHAN MAY BE HIT

In Rajasthan, even as the main kharif and drought-resistant crop of sorghum might not be hit due to below-normal monsoon, it would certainly impact gear which needs assured irrigation. Initially, said Dr Anishanku Mishra, research head at Durgapura Agriculture University. In 2011-12, Rajasthan has set a kharif target of 149.25 lakh hectares as against 158.88 lakh hectares in 2010-11. The major kharif crops in the state are hays, guar and oilseeds. The targeted acreage for hays is 60 lakh hectares as against 54.88 lakh hectares last year. In 2010-11, hays production was at around 60 lakh tonne as against the average production of 54.88 lakh tonne. This year the targeted production is kept at 45 lakh tonne. Guar gum July contract rose by 2.41% to touch Rs 7,547 a quintal on NCDEX on Wednesday on strong buying by traders. In Rajasthan, the targeted acreage of guar has shrunk from 33.01 lakh hectares last year to 27 lakh hectares this year. Production is estimated at 10.8 lakh tonne, down by around 5 lakh tonne from 2010 production.



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NO NEED FOR PANIC

UPON FLUCTUATING COCONUT PRICE: AMIC KAU

DEEPIKA DAILY

9 JULY 2011

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2011-July 9 Saturday

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നാളികേര വിലയിലെ ചാഞ്ചാട്ടം: ആശങ്ക വേണ്ടെന്നു കാർഷിക സർവകലാശാല

തൃശൂർ: നാളികേരവില കുറയ്ക്കാൻ വൻകിട കമ്പനികൾ വിപണിയിൽനിന്ന് വിട്ടുനിൽക്കുന്നതിനാലും ശ്രീലങ്കൻ സർക്കാർ കയറ്റുമതിനിരോധനത്തിൽ അയവുവരുത്തിയതിനാലുമാണ് കേരളത്തിൽ നാളികേരവിലയിൽ സമ്മർദ്ദം നേരിടുന്നതെന്ന് കേരള കാർഷിക സർവകലാശാലയുടെ അഗ്രികൾച്ചറൽ മാർക്കറ്റ് ഇൻ്റലിജൻ്സ് സെന്റർ അറിയിച്ചു.

തമിഴ്നാട്ടിലെ നാളികേരം, കൊപ്ര, വെളിച്ചെണ്ണ സ്റ്റോക്കുകൾ കേരളത്തിലേക്കു തിരിച്ചുവിടുന്നതും നാളികേരവില കുറയാനിടയാക്കും. എന്നാൽ, തമിഴ്നാട്ടിലെ സീസൺ ഈ മാസത്തോടെ കഴിയുന്നതിനാൽ പരിഭ്രാന്തിക്കു കാര്യമില്ല. വിലയിലെ സമ്മർദ്ദം താത്കാലികം മാത്രമാണെന്നും ഓഗസ്റ്റ് പകുതിമുതൽ വിപണിയിൽ മാറ്റങ്ങൾ ഉണ്ടാകുമെന്നും സെന്റർ അറിയിച്ചു.

2011 ജൂലൈ 10 ഞായർ

മലയാള മനോരമ TCR 3

നാളികേരവിലയിലെ ചാഞ്ചാട്ടത്തിൽ ആശങ്ക
വേണ്ട: കാർഷിക സർവകലാശാല

തൃശൂർ: നാളികേര വിലയിലെ ചാഞ്ചാട്ടത്തിൽ ആശങ്ക വേണ്ടെന്നു കാർഷിക സർവകലാശാല അധ്യക്ഷൻ ചാർക്കറ്റ് ഇൻ്റലിജൻ്റ് സെന്റർ അറിയിച്ചു.

ശ്രീലങ്കൻ സർക്കാർ കയറ്റുമതി നിരോധനത്തിൽ അമ്പതു വർഷത്തിയതും തമിഴ്നാട്ടിലെ നാളികേരം, കൊപ്ര, വെളിച്ചെണ്ണ സ്റ്റോക്കുകൾ കേരളത്തിലേക്കു

കൊണ്ടുവരുന്നതും വിലയിലെ ചാഞ്ചാട്ടത്തിനു കാരണമാണ്.

തമിഴ്നാട്ടിലെ നാളികേര സീസൺ ജൂലൈയിൽ അവസാനിക്കുന്നതിനാൽ കർഷകർ പരിഭ്രാന്തരാകേണ്ട കാര്യമില്ല.

ഓഗസ്റ്റ് പകുതി മുതൽ വിപണിയിൽ മാറ്റങ്ങൾ കണ്ടുതുടങ്ങുമെന്നു ഡോ. കെ. സതീഷ് ബാബു പറഞ്ഞു.

Coconut oil recovers as sellers shift to futures

C.J. Punnathara
Kochi, July 12

There has been a steady upward bias in coconut oil prices over last week as several sellers have shifted from the spot to futures markets and availability has declined, Mr Talat Mahmood, President of the Cochin Oil Merchants Association (COMA), said.

The wide disparity between Tamil Nadu and Kerala prices have also been bridged with increased demand and large inflows into Kerala. Going by the current trend, the prices are expected to remain stable for the moment and potential direction would be evident maybe a week later, trade sources said.

After the sharp fall of last week, coconut oil prices recovered to Rs 80 a kg in Tamil Nadu and Rs 84 in Kerala markets. Mr Prakash B. Rao, Member of COMA, said. However, buying continues to be mainly from Kerala and the large industrial buyers were not very active. In fact, corporate buying price



for copra was still at Rs 50 a kg as big players bid their time, assessing which way the market was turning.

The downward pressure on coconut oil was created as huge stocks built up in Tamil Nadu were being released into Kerala before the onset of the Aadi month. Dr K Satheesh Babu, Professor of Kerala Agricultural University, said. The huge influx of coconut oil, copra and coconut into Kerala has also helped to bridge the price differentials existing between the two States.

Dr Babu expects the falling trend to be temporary as the peak coconut pro-

duction season in Tamil Nadu will end by July and prices are expected to recover from August.

ADULTERATION

Marked price differentials between coconut oil and palm oil have always increased the tendency for adulteration. However, with palm oil prices ranging around Rs 59 a kg and palm kernel oil at Rs 74, the adulteration tendency is still being kept at bay. The increased availability of coconut oil would also dissuade adulteration. Mr Talat Mahmood pointed out.

Prices are expected to remain stable as big corporate buyers have built sizeable inventory of competing edible oils during the peak coconut oil prices of the last few months and are not expected to rush into the market. On the flip side, the huge stocks, which had been built up in Tamil Nadu, are being slowly being unwound and released into the market.

2011 ജൂലൈ 10 ഞായർ

മലയാള മനോരമ TCR 3

നാളികേരവിലയിലെ ചാഞ്ചാട്ടത്തിൽ ആശങ്ക വേണ്ട: കാർഷിക സർവകലാശാല

തൃശൂർ: നാളികേരവിലയിലെ ചാഞ്ചാട്ടത്തിൽ ആശങ്ക വേണ്ടെന്നു കാർഷികസർവകലാശാല അഗ്രികൾച്ചർ മാർക്കറ്റ് ഇൻ്റലിജൻ്സ് സെന്റർ അറിയിച്ചു.

ശ്രീലങ്കൻ സർക്കാർ കയറ്റുമതി നിരോധനത്തിൽ അയവു വരുത്തിയതും തമിഴ്നാട്ടിലെ നാളികേരം, കൊപ്ര, വെളിച്ചെണ്ണ സ്റ്റോക്കുകൾ കേരളത്തിലേക്കു

കൊണ്ടുവരുന്നതും വിലയിലെ ചാഞ്ചാട്ടത്തിനു കാരണമാണ്.

തമിഴ്നാട്ടിലെ നാളികേര സീസൺ ജൂലൈയിൽ അവസാനിക്കുന്നതിനാൽ കർഷകർ പരിഭ്രാന്തരാകേണ്ട കാര്യമില്ല.

ഓഗസ്റ്റ് പകുതി മുതൽ വിപണിയിൽ മാറ്റങ്ങൾ കണ്ടുതുടങ്ങുമെന്നു ഡോ. കെ. സതീഷ് ബാബു പറഞ്ഞു.

നാളികേരത്തിന്റെ വില അടുത്ത മാസത്തോടെ മെച്ചപ്പെടും

തൃശൂർ: നാളികേരത്തിന്റെ വിലയിടിവ് അധികം വൈകാരിക മെച്ചപ്പെടുമെന്ന് കേരള കാർഷിക സർവകലാശാല മാർക്കറ്റ് ഇൻ്റലിജൻസ് വിഭാഗം അറിയിച്ചു. ആഗസ്ത് മാസത്തോടെ ഒന്നിന് ഒരു രൂപമുതൽ രണ്ടുരൂപവരെ ഉയരാനാണ് സാധ്യതയെന്ന് ഇൻ്റലിജൻസ് സെന്റർ മേധാവി ഡോ. കെ സതീഷ്ബാബു പറഞ്ഞു. നാളികേരം കയറ്റുമതിനിരോധനത്തിൽ ശ്രീലങ്ക അയവുവരുത്തിയതാണ് ഇപ്പോഴത്തെ വിലയിടിവിനു പ്രധാന കാരണം. അതോടൊപ്പം തമിഴ്നാട്ടിലെ നാളികേരം, കൊപ്ര സ്റ്റോക്കുകൾ കേരളത്തിലേക്ക് എത്തുകയും ചെയ്തു. വൻകിട കുത്തകകളായ വെളിച്ചെണ്ണക്കമ്പനികൾ കൂടുതൽ വിലയിടിവ് പ്രതീക്ഷിച്ച് കാർഷിക വിപണിയിൽനിന്ന് വിട്ടുനിന്നതും വിപണിയിലെ സമ്മർദ്ദത്തിനു കാരണമായി.

കഴിഞ്ഞ 15 വർഷത്തിനുള്ളിൽ ഉൽപ്പാദനത്തിൽ ഏറ്റവും വലിയ കുറവുണ്ടായതുമൂലമാണ് ശ്രീലങ്ക കയറ്റുമതിയിൽ നിരോധനം ഏർപ്പെടുത്തിയത്. അവർ കയറ്റുമതി തുടങ്ങിയതോടെ ഇന്ത്യയിൽനിന്നുള്ള കയറ്റുമതിയിൽ ഇടിവുണ്ടായി. ഇതോടെ നാളികേരത്തിന്റെ വിലയിടിഞ്ഞു. തമിഴ്നാട്ടിലെ നാളികേര സീസൺ ജൂലൈയിൽ അവസാനിക്കുമ്പോൾ ആഗസ്ത് മാസത്തോടെ കേരളത്തിൽ നാളികേരത്തിന്റെ വില മെച്ചപ്പെടും. ഇപ്പോൾ കിലോയ്ക്ക് 19-20 രൂപയാണ് വില. അടുത്തമാസത്തോടെ അത് 22 രൂപവരയാകുമെന്നാണ് പ്രതീക്ഷിക്കുന്നതെന്നും കാർഷിക സർവകലാശാല സെന്റർ അറിയിപ്പിൽ പറഞ്ഞു.

Coconut oil recovers as sellers shift to futures

C.J. Punnathara
Kochi, July 12

There has been a steady upward bias in coconut oil prices over last week as several sellers have shifted from the spot to futures markets and availability has declined, Mr Talat Mahmood, President of the Cochin Oil Merchants Association (COMA), said.

The wide disparity between Tamil Nadu and Kerala prices have also been bridged with increased demand and large inflows into Kerala. Going by the current trend, the prices are expected to remain stable for the moment and potential direction would be evident maybe a week later, trade sources said.

After the sharp fall of last week, coconut oil prices recovered to Rs 80 a kg in Tamil Nadu and Rs 84 in Kerala markets, Mr Prakash B Rao, Member of COMA, said. However, buying continues to be mainly from Kerala and the large industrial buyers were not very active. In fact, corporate buying price



for copra was still at Rs 50 a kg as big players bid their time, assessing which way the market was turning.

The downward pressure on coconut oil was created as huge stocks built up in Tamil Nadu were being released into Kerala before the onset of the Aadi month, Dr K Satheesh Babu, Professor of Kerala Agricultural University, said. The huge influx of coconut oil, copra and coconut into Kerala has also helped to bridge the price differentials existing between the two States.

Dr Babu expects the falling trend to be temporary as the peak coconut pro-

duction season in Tamil Nadu will end by July and prices are expected to recover from August.

ADULTERATION

Marked price differentials between coconut oil and palm oil have always increased the tendency for adulteration. However, with palm oil prices ranging around Rs 59 a kg and palm kernel oil at Rs 74, the adulteration tendency is still being kept at bay. The increased availability of coconut oil would also dissuade adulteration, Mr Talat Mahmood pointed out.

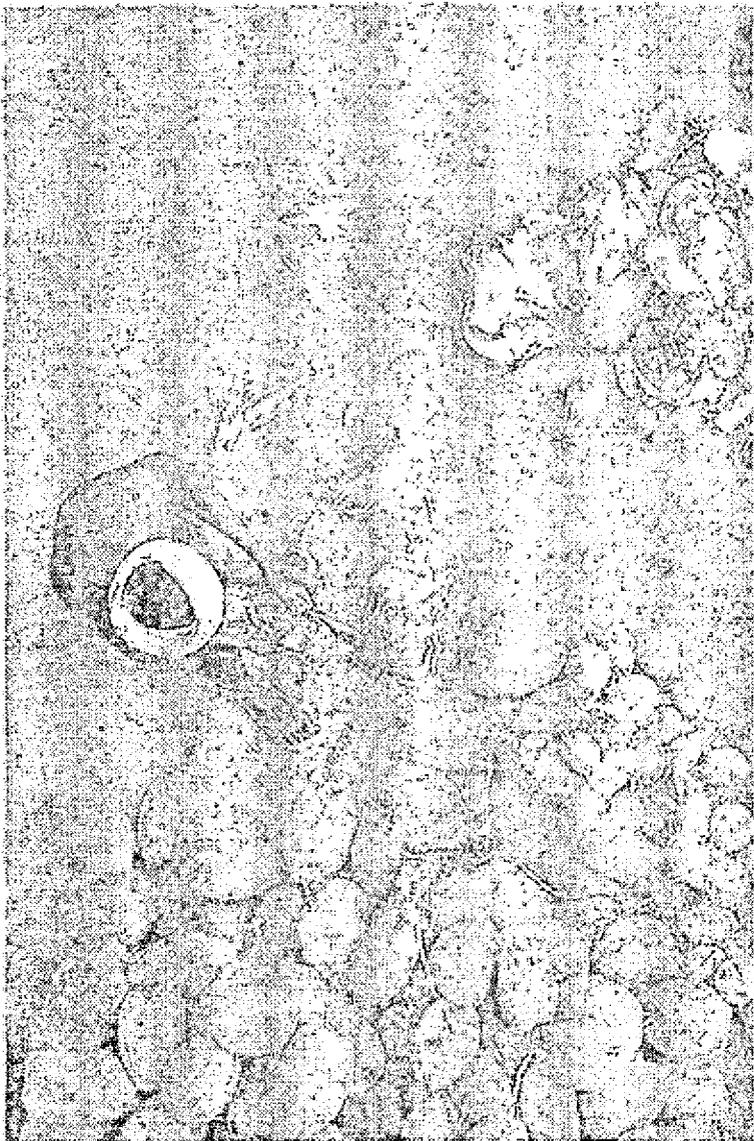
Prices are expected to remain stable as big corporate buyers have built sizeable inventory of competing edible oils during the peak coconut oil prices of the last few months and are not expected to rush into the market. On the flip side, the huge stocks, which had been built up in Tamil Nadu, are being slowly being unwound and released into the market.

അടുത്ത മാസത്തോടെ നാളികേരത്തിന് വില കുടും

ഒഗുണമേന്മയുള്ളതും ആരോഗ്യകരമായതുമായ നാളികേരത്തിന്റെ വികാസം കരുത്തുപ്രാപിക്കുമെന്നും കാർഷിക സർവകലാശാലയുടെ ഡോക്ടർ ഇന്ദ്രലീലാദേവൻ കമ്പോളത്തിൽ ഇപ്പോൾ അനുഭവപ്പെടുന്ന വിലത്തകർച്ച താൽക്കാലികമാണെന്നും വിദഗ്ധർ പറയുന്നു. നാളികേര കയറ്റുമതിരംഗത്ത് ശിലങ്ക പ്രഖ്യാപിച്ചിരുന്ന നിരോധനത്തിൽ ചില ഇളവുകൾ അനുവദിച്ചതാണ് ഇതിനുകാരണം. ഇതേത്തുടർന്ന് ശിലങ്കൻ നാളികേര വൻതോതിൽ കയറ്റുമതി ചെയ്യപ്പെടുന്നു. എന്നാൽ ഇതിൽ കർഷകർ പരിഭ്രാന്തരാകേണ്ടതില്ലെന്നാണ് ഡോക്ടർ ഇന്ദ്രലീലാദേവൻ അറിയിക്കുന്നത്.

കഴിഞ്ഞ രണ്ടാഴ്ചയായാണ് സംസ്ഥാനത്ത് പൊതിച്ച തേങ്ങയുടെ വില കുത്തനെ ഇടിഞ്ഞത്. അടുത്തയിടെ വരെ കിലോയ്ക്ക് ഇരുപത്തിരണ്ട് രൂപയായിരുന്ന തേങ്ങയുടെ വില ഇപ്പോൾ പന്ത്രണ്ട് രൂപയിലേക്ക് എത്തിയിരിക്കുന്നു. വൻ വിലത്തകർച്ചയ്ക്കു ശേഷം ഒരുപാടുകാലം കഴിഞ്ഞ് കേരകർഷകർക്ക് ആശ്വാസത്തിന്റെ നാളികൾ നൽകിയ സിസൺ അവസാനിക്കാനും വോഴാണ് തേങ്ങവില വീണ്ടും പഴയ അവസ്ഥയിലേക്ക് കുപ്പുകുത്തിയിരിക്കുന്നത്.

ഇപ്പോൾ കേരളത്തിൽ ഉത്പാദിപ്പിക്കപ്പെടുന്ന നാളികേരം ഇവിടുത്തെ ആവശ്യത്തിനുപോലും തികയുന്നില്ല. ഇതോടൊപ്പം കർണാടക, തമിഴ്നാട്, മഹാരാഷ്ട്ര എന്നിവിടങ്ങളിൽനിന്നുള്ള വ്യാപാരികൾ ഇവിടെ നിന്നും തേങ്ങ സംഭരിക്കുകയും ചെയ്യുന്നു. തേങ്ങാപാവർ നിർമ്മിക്കുന്നതിനുവേണ്ടിയാണ്



ഇവർ കേരളത്തിലെ തേങ്ങ പരമാവധി വാങ്ങുന്നത്. എന്നാലിപ്പോൾ പാവറിന് ഡിമാൻഡില്ലെന്ന കാരണത്താൽ കച്ചവടക്കാരിലേറെയും വിപണിയിൽനിന്നും വിട്ടുനിൽക്കുകയാണ്. ഇതും വിലത്തകർച്ചയ്ക്ക് കാരണമായിട്ടുണ്ട്. സർക്കാർതലത്തിൽ പച്ചത്തേ

ങ്ങയും കൊമ്പയും ന്യായവില നൽകി സംഭരിക്കാൻ സംവിധാനമില്ലാത്തതും വിലത്തകർച്ചയ്ക്ക് കാരണമായി ചൂണ്ടിക്കാണിക്കപ്പെടുന്നു. രോഗവും വിലയിടിവും താങ്ങാനാവാതെ മലയോരകർഷകർ തേങ്ങകൃഷി പാടേ കയ്യാഴിയേണ്ട അവസ്ഥയിലെത്തിയ

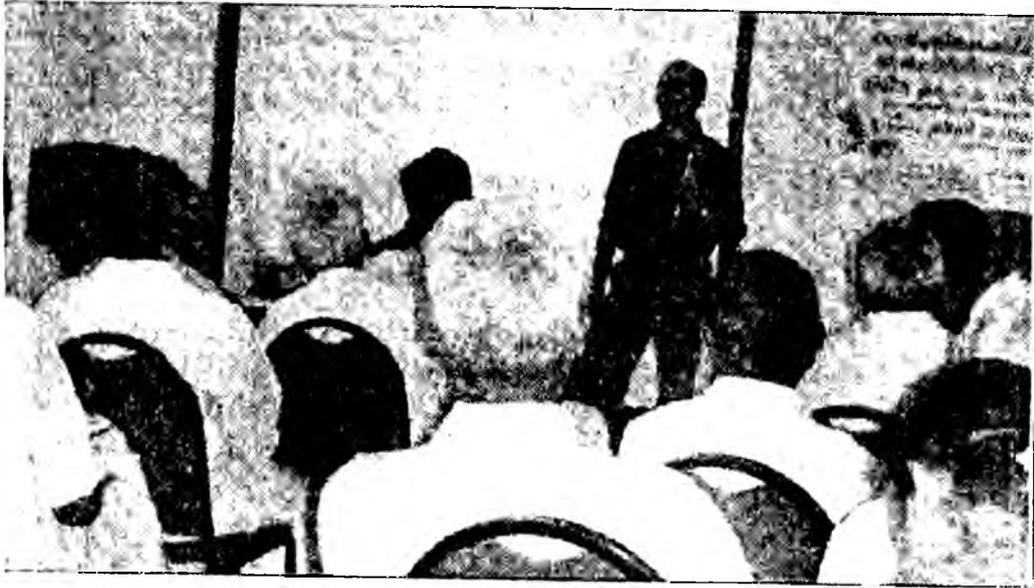
പ്പോൾ പച്ചത്തേങ്ങയ്ക്ക് ഉണ്ടായ വിലക്കയറ്റം കർഷകർക്ക് പ്രതീക്ഷയാണ് നൽകിയത്. ഇതേത്തുടർന്ന് കേരകൃഷി കൂടുതൽ കരുത്തുപ്രാപിക്കുകയും ചെയ്തു. എന്നാൽ വർദ്ധിച്ച തൊഴിൽക്കൂലി വളത്തിന്റെ വില, കുമ്പുചിയൽ, മഞ്ഞളിപ്പ്, മണ്സരി എന്നിവയെല്ലാം കൃഷിയെ സാഹചര്യമായി ബാധിച്ചിട്ടുണ്ട്.

ഇത്തരം പ്രശ്നങ്ങൾ മൂലം ഇവിടുത്തെ തേങ്ങകൃഷിയുടെ വിസ്തൃതിയിലും കുറവുണ്ടാവുകയാണ്. നാളികേര വികസന ബോർഡിന്റെ കണക്കുകൾപ്രകാരം 2007-2008ൽ സംസ്ഥാനത്ത് 8,78,000 ഹെക്ടർ സ്ഥലത്ത് തേങ്ങകൃഷിയുണ്ടായിരുന്നു. എന്നാൽ 2008-2009 വർഷമായപ്പോഴേയ്ക്കും ഇത് 7,87,000 ഹെക്ടറായി കുറഞ്ഞു. ഇക്കാലത്ത് ഇവിടുത്തെ തേങ്ങിൻതോപ്പുകളുടെ വിസ്തൃതിയിൽ മൂപ്പുത്തൊന്നായിരം ഹെക്ടറിന്റെ കൂവുണ്ടായപ്പോൾ റബർ കൃഷി ചെയ്യുന്ന സ്ഥലത്തിന്റെ വിസ്തൃതിയിൽ പന്ത്രണ്ടായിരം ഹെക്ടറിന്റെ വർദ്ധനയുണ്ടായി. 2014-2015 ആകുമ്പോഴേയ്ക്കും ഇരുപത്തിരണ്ടായിരം ഹെക്ടർ സ്ഥലത്തെ റബർതോട്ടങ്ങളിൽ പുതുതായി ടാപ്പിങ് ആരംഭിക്കാനാവുമെന്നാണ് കരുതപ്പെടുന്നത്.

ഇത്തരത്തിൽ റബർകൃഷി കായികങ്ങളെത്തുന്ന സ്ഥലത്തിന്റെ നല്ലൊരുപങ്കും ഇപ്പോൾ തേങ്ങ കൃഷി ചെയ്യുന്ന പ്രദേശമാണ്. ഈ നില തുടർന്നാൽ രാജ്യത്ത് ഏറ്റവുമധികം തേങ്ങ കൃഷി ചെയ്യുകയും നാളികേരം ഉത്പാദിപ്പിക്കുകയും ചെയ്യുന്ന സംസ്ഥാനമെന്ന സ്ഥാനം കേരളത്തിന് സമീപദാവിയിൽ തന്നെ നഷ്ടമാകുമെന്ന് കണക്കാക്കപ്പെടുന്നു.

FARMERS' TRAINING PROGRAMME

MATHRUBHUMI DAILY 27 JULY 2011



കർഷകശില്പശാലയിൽ കാർഷികസർവകലാശാലയിലെ ശാസ്ത്രജ്ഞൻ സുരേഷ്ബാബു ക്ലാസെടുക്കുന്നു

കർഷകപരിശീലന ശില്പശാല

ചിറ്റൂർ: കാർഷികസർവകലാശാല അഗ്രിക്കൾച്ചറൽ മാർക്കറ്റ് ഇൻറലിജൻസ് സെന്റർ, കാർഷികപരിശീലന കേന്ദ്രം, മലബാഴ്-ചിറ്റൂർ കൃഷി അസി. ഡയറക്ടർ ഓഫീസ് എന്നിവയുടെ ആഭിമുഖ്യത്തിൽ ഏകദിന കർഷകശില്പശാലയും ചർച്ചാക്ലാസും നടന്നു.

പ്രിൻസിപ്പൽ കൃഷി ഓഫീസർ സാറാ പി.തോമസ് ഉദ്ഘാടനം ചെയ്തു. കൃഷി ഡെപ്യൂട്ടി ഡയറക്ടർ എം.ഷീല അധ്യക്ഷയായി. കാർഷിക സർവകലാശാലയിലെ ശാസ്ത്രജ്ഞൻ സുരേഷ്ബാബു പ്രസംഗിച്ചു. തമിഴ്നാട്ടിലെ ഉഴവർചന്തയുടെ പ്രവർത്തനരീതികളെക്കുറിച്ച് അസി. കൃഷി ഡയറക്ടർ ആശ വിശദീകരിച്ചു. അഞ്ച് പഞ്ചായത്തിൽനിന്നും നഗരസഭയിൽ നിന്നുമായി 150ഓളം കർഷകർ ശില്പശാലയിൽ പങ്കെടുത്തു.

Pepper prices likely to rise by 10-15% on less supply

Rajesh Ravi

Kochi, Aug 17: Pepper prices are likely to move up by 10-15% in the near-term due to supply tightness, traders said. With Indonesia and Brazil holding on to stocks and even hiking their rates, the domestic market will be firm.

Jojan Malayil of Kochi based Bafna Enterprises is bullish on pepper, but says that demand is sluggish at the current level. "Indonesia is not offering any pepper at the moment, while Brazil has hiked the price. We are not certain about the volumes available with them, but reports suggest that they are short when compared to last year. Brazil alone cannot support the global demand. Vietnam has sold most of its stocks and can now wait for the market to appreciate as there is no pressure to sell," he said.

"The buyers will have to come to the market by September as they are holding minimal stocks. Prices at the physical market could



touch ₹325 per kg by September end," he added.

Indonesian crop comes to the market by July and Brazilian crop comes to the market by September.

Faiyaz Hudani Kotak Commodity Services is more bullish on the market and expects it to touch ₹340 per kg by mid September. "The global supply is low and the pepper stocks are in strong hands. They will not sell at lower levels," he added. Kotak Commodity Service reports that demand is expected to emerge after Rakhsha bandhan. "On the other hand, deficit rainfall in Kerala has raised fears of lower production and looking at the situation farmers and traders are not

in a hurry to sell their produce," he said.

Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University has forecasted in April that the prices would move to new records in the second half of the year due to lower availability. According to Jakarta-based International Pepper Community (IPC), India is estimated to import 13,250 tonne of the commodity and export nearly 19,000 tonne during 2011. It still remains the largest consumer of pepper from the producing countries with domestic consumption estimated at 45,000 tonne, which is marginally higher by 1,000 tonne from 2010.

2011 August 18 Thursday

കാർഷികമേഖലയിൽ വിജ്ഞാനവ്യാപനത്തിന് പുതിയ സംവിധാനം

കാർഷികമേഖലയിലെ നേട്ടം ലക്ഷ്യമിട്ട് സുസ്ഥാനത്ത് പുതിയ സംവിധാനം **ആരംഭിച്ചു**. ഇപ്പോൾ മാർക്കറ്റ് ഇൻ്റലിജൻസ് സെന്റർ നടപ്പാക്കി വരുന്ന പദ്ധതിയുടെ **കൂടുതൽ** വിപുലമായ മാതൃകയിലായിരിക്കും ഇത് നടപ്പാക്കുക. ഫാറം മെസേജിങ്ങ് സംവിധാനം എന്നാണിതിന്റെ പേര്. ഇന്ന് കാർഷികമേഖല നേരിടുന്ന പ്രതിസന്ധിയുടെ മുഖ്യകാരണം ഉത്പാദനത്തകർച്ചയും വിളവെടുത്ത ഉത്പന്നങ്ങൾക്ക് ലഭകരമായ വില ലഭിക്കാത്തതുമാണ്. ഇതിന് ഒരു പരിധിവരെയെങ്കിലും പരിഹാരം കാണുകയെന്ന ലക്ഷ്യത്തോടെയാണ് ഫാറം മെസേജിങ്ങ് സംവിധാനം നടപ്പാക്കുന്നത്.

വിവിധയിനം കാർഷികവിളകൾ നട്ടുപിടിപ്പിക്കാനുള്ള സമയം, അവയുടെ പരിചരണം, വളപ്രയോഗം, വിത്തുകളുടെയും മറ്റു കാർഷികസാമഗ്രികളുടെയും ലഭ്യത, വിളവെടുത്ത ഉത്പന്നങ്ങൾക്ക് കിട്ടാനിടയുള്ള വില, വിൽക്കാനുള്ള അനുയോജ്യമായ സമയം തുടങ്ങിയവ കർഷകർക്ക് കൃത്യമായി കിട്ടിയാൽ ലഭകരമായ കൃഷി നടത്താനാവും. ഇത്തരത്തിൽ ഉത്പാദനം മുതൽ ഉത്പന്നത്തിന്റെ വിപണനം വരെയുള്ള എല്ലാ ഘട്ടങ്ങളിലും കർഷകർക്ക് ആവശ്യമായ മാർഗ്ഗനിർദ്ദേശം ലഭ്യമാക്കുന്നതാണ് ഫാറം അഡ്വൈസറി മെസേജിങ്ങ് സംവിധാനം.

ശബ്ദസന്ദേശങ്ങളിലൂടെയും വിഡിയോ ക്ലിപ്പിങ്ങിലൂടെയും ഇത് കർഷകരിലേക്ക് എത്തിക്കാനാണ് പദ്ധതി. കേരള കാർഷിക സർവകലാശാലയിലെ മാർക്കറ്റ് ഇൻ്റലിജൻസ് സെന്റർ നൽകുന്നതുപോലെ മൊബൈൽ ഫോണുകളിലൂടെ സൗജന്യമെസേജായി ഇത് നൽകാനും നടപടി സ്വീകരിക്കും. ഇത് പ്രായോഗികമാക്കിയാൽ സംസ്ഥാനത്തിന്റെ കാർഷികമേഖലയിൽ പുതിയൊരു കുതിപ്പിന് സാധ്യതയുണ്ടെന്നാണ് വിലയിരുത്തൽ. ഇതോടൊപ്പം കർഷകർക്ക് കൃഷിക്കാവശ്യമായ ധനസഹായം ലഭ്യമാക്കുന്നതിനും പദ്ധതി തയ്യാറാക്കും.

ഇപ്പോൾ കേരളത്തിലെ തൊണ്ണൂറുശതമാനം കർഷകരും ബാങ്കുകളിൽനിന്നും സഹകരണ സംഘങ്ങളിൽനിന്നുമെല്ലാം പണം വായ്പയെടുത്താണ് ഓരോ സീസണിലും കൃഷിയിറക്കുന്നത്. ഇതിനായി തന്റെ സ്വത്തായ പട്ടയം തന്നെ കർഷകൻ ഈടുവയ്ക്കുന്നു. എന്നാൽ ഇങ്ങനെ അസുരപ്രമാണം ഈട് നൽകുമ്പോൾ നൽകേണ്ടിവരുന്ന അധികച്ചെലവ് കുറയ്ക്കാൻ കിസാൻ പാസ് ബുക്ക് സംവിധാനം നടപ്പാക്കുമെന്ന് അധികൃതർ അറിയിച്ചു. ഇത് കൂടുതൽ കർഷകർക്ക് വായ്പയെടുക്കുന്നതിനും അധികതുക കാർഷികമേഖലയിൽ വിനിയോഗിക്കുന്നതിനും സഹായകമാകും.

കാർഷികകോൽപാദനമേഖലയിലെ വളർച്ചയ്ക്ക് ഇതും പ്രയോജനപ്പെടും. ഇതോടൊപ്പം നിലവിലുള്ള മാർക്കറ്റ് ഇൻ്റലിജൻസ് സെന്ററിന്റെ സേവനം വിപുലമാക്കുന്നതിനും പദ്ധതിയുണ്ട്. ആഭ്യന്തരതലത്തിലും ആഗോളതലത്തിലും ഓരോ കാർഷികകോൽപന്നത്തിന്റെയും ഉത്പാദനത്തിലും ഉപഭോഗത്തിലുമുണ്ടാകുന്ന ഏറ്റക്കുറച്ചിലുകൾ വിലയിരുത്തിക്കൊണ്ടാണ് എല്ലാ കാർഷിക സർവകലാശാലകളും ഇത്തരത്തിൽ ഉത്പന്നത്തിന്റെ വിലപ്രവചനം നടത്തുന്നു.

പലപ്പോഴും ഉത്പാദനരംഗത്തുണ്ടാകുന്ന നേട്ടം വിപണിയിലെ തിരിച്ചടിമൂലം കർഷകർക്ക് നഷ്ടമാകുന്ന പശ്ചാത്തലത്തിലായിരുന്നു മാർക്കറ്റ് ഇൻ്റലിജൻസ് സെന്ററുകൾ തുടങ്ങാനുള്ള തീരുമാനം. അടുത്ത ഒന്നോ രണ്ടോ മാസങ്ങൾക്കുള്ളിൽ ഓരോ ഉത്പന്നത്തിനും കിട്ടിയേക്കാവുന്ന വില എത്രയായിരിക്കുമെന്ന് അറിയാൻ കഴിഞ്ഞാൽ അത് കർഷകർക്ക് കൂടുതൽ

കറുത്ത പൊന്നിനു വിലയേറുമെന്ന് കാർഷിക വാഴ്സിറ്റി മാർക്കറ്റ് ഇൻ്റലിജൻസ് സെന്റർ

സ്വന്തം ലേഖകൻ

ത്യശൂർ: വരുന്ന മൂന്നുമാസങ്ങളിൽ കുരുമുളകിൻ്റെ വില കിലോഗ്രാമിനു 300 മുതൽ 325 വരെയെത്തിയേക്കുമെന്നു കാർഷിക വാഴ്സിറ്റി അഗ്രികൾച്ചറൽ മാർക്കറ്റ് ഇൻ്റലിജൻസ് സെന്റർ. കുരുമുളക് ഉത്പാദനത്തിൽ ഒന്നാംസ്ഥാനത്തു നിൽക്കുന്ന വിയറ്റ്നാം വൻതോതിൽ സ്റ്റോക്ക് വിറ്റഴിച്ചതും ഇന്തോനേഷ്യയിലെ വിളവെടുപ്പിൽ ഉത്പാദനം പരിമിതമാണെന്നതും ഇന്ത്യൻ കുരുമുളകിനു ഡിമാൻഡ് വർദ്ധിപ്പിക്കുമെന്നാണ് സെന്ററിൻ്റെ വിലയിരുത്തൽ.



ൻ്റെ ഉത്പാദനത്തിലും കുറവുണ്ടാക്കുമെന്നാണ് സൂചന. ഉത്തരേന്ത്യയിൽ ശീതകാലം ശക്തിപ്രാപിക്കുന്നതിനൊപ്പം ദസറ, ദുർഗാപുജ, ദീപാവലി മുതലായ ഉത്സവസീസണിൽ വർദ്ധിച്ച ഡിമാൻഡുണ്ടാകും. ഇത് ആഭ്യന്തര വിപണിയിലും കുരുമുളകിൻ്റെ ഡിമാൻഡ് വർദ്ധിപ്പിക്കും. യൂറോപ്യൻ-അമേരിക്കൻ രാജ്യങ്ങളിൽ ക്രിസ്മസിനു മുമ്പുള്ള വിപണിയിലെ ഉണർവും ഈ മേഖലയ്ക്കു ശക്തിപകരും.

ഷെന്യർ മാർക്കറ്റിൽ നിലനിൽക്കുന്ന അനിശ്ചിതത്വം മൂലം നിക്ഷേപകർ കുരുമുളകു പോലുള്ള കമ്മോഡിറ്റികളിലേക്കു നിക്ഷേപം തിരിച്ചുവിടുന്നുണ്ട്. വൻകിട കർഷകരും ഇടത്തരം കച്ചവടക്കാരും കയറ്റുമതിരംഗത്തെ പ്രമുഖരും ഇപ്പോഴും ചരക്ക് പിടിച്ചുവെച്ചിരിക്കുകയാണ്. ഇത്തരം സാഹചര്യത്തിലാണ് വില ഉയരുന്നെന്നു കാർഷിക വാഴ്സിറ്റി വിലയിരുത്തുന്നത്.

60 ശതമാനത്തിലേറെ ഉത്പാദനമുള്ള ലംപുഗിൽ ഉത്പാദനം നന്നേ കുറഞ്ഞത് ഇന്തോനേഷ്യക്കു തിരിച്ചടിയായി. ഇതുമൂലം സീസണിൻ്റെ രണ്ടാംപകുതിയിൽ കാര്യമായ സ്വാധീനം ചെലുത്താൻ ഇവർക്കൊകില്ല. കാലാവസ്ഥാവ്യതിയാനം ബ്രസീലി

COCONUT PRICES TO RULE HIGH

MATHRUBHUMI DAILY

4 SEPTEMBER 2011

മാതൃഭൂമി • 2011 സപ്തംബർ 4 • ഞായറാഴ്ച

നാളികേരവിലയിലെ ഉയർച്ച തുടരും

നാളികേര വിലയിൽ ഇപ്പോഴുണ്ടായിട്ടുള്ള ഉയർച്ച തുടരുന്നും നിലനിൽക്കുമെന്ന് കേരള കാർഷിക സർവകലാശാലയിലെ മാർക്കറ്റിങ് ഇൻറലിജൻസ് വിഭാഗം അഭിപ്രായപ്പെടുന്നു. തേങ്ങയുടെ ഉത്പാദനത്തിലുണ്ടായ കുറവാണ് ഇതിനു പ്രധാന കാരണമായി ചൂണ്ടിക്കാണിക്കപ്പെടുന്നത്.

അടുത്ത മൂന്നുമാസം, ഭാഗികമായി പൊതിച്ച നാളികേരത്തിന്റെ വില കിലോയ്ക്ക് 21 മുതൽ 24 രൂപവരെയായി നിലനിൽക്കുമെന്നാണ് സെൻററിന്റെ നിഗമനം. ഉത്പാദനക്കുറവ്, തേങ്ങയിടാനുൾപ്പെടെ തൊഴിലാളികളുടെ ദുർലഭ്യം, കൂടിയ കൂലിനിരക്ക്, രോഗബാധ എന്നിവമൂലം കേരളത്തിലെ നാളികേര ഉത്പാദനത്തിൽ 20 ശതമാനത്തിലേറെ കുറവുണ്ടായിട്ടുണ്ട്. ഏഷ്യാപസഫിക് കോക്കനട്ട് കമ്മ്യൂണിറ്റിയുടെ നിഗമനമനുസരിച്ച് കഴിഞ്ഞ രണ്ടു വർഷങ്ങളായി കാലാവസ്ഥാ മാറ്റമൂലം

പ്പെടെയുള്ള പ്രശ്നങ്ങൾ ഫിലിപ്പൈൻസ്, ഇൻഡോനീഷ്യ, ശ്രീലങ്ക തുടങ്ങി പ്രധാന നാളികേര ഉത്പാദക രാജ്യങ്ങളിലെ കേരോത്പാദനത്തിൽ കുറവുണ്ടാക്കി. പ്രാദേശിക വിലയിലെ ഉയർച്ച കണക്കിലെടുത്ത് ശ്രീലങ്ക നാളികേര കയറ്റുമതി നിരോധിക്കുകയും ചെയ്തു. ഇത് ബംഗ്ലാദേശ്, പാകിസ്താൻ, നേപ്പാൾ തുടങ്ങിയ നാളികേര കയറ്റുമതി രാജ്യങ്ങളെ ഇന്ത്യയിലേക്ക് ആകർഷിച്ചിട്ടുണ്ട്. ബയോഡിസലിനായുള്ള വെളിച്ചെണ്ണയുടെ ഉപയോഗമൂലപ്പെടെ മറ്റു പല കാര്യങ്ങളും നാളികേര വിപണിയെ സ്വാധീനിക്കുന്നു. ഇതൊക്കെയാണ് നാളികേരത്തിന്റെ വിലക്കയറ്റം തുടരുന്നതിനു കാരണമായി സെൻറർ ചൂണ്ടിക്കാട്ടുന്നത്. എന്നാൽ, തേങ്ങയ്ക്ക് മോഹവില ലഭിക്കുമ്പോൾ തേങ്ങയിടാൻ ആളെക്കിട്ടാത്ത ദുരോഗ്യത്തിലാണ് കേരകർഷകരിൽ നല്ലൊരുപങ്കും. ഫോൺ: 8129628797.

ജി.എസ്. ഉണ്ണികൃഷ്ണൻനായർ

BLACK GOLD TO GLITTER MORE: AMIC KAU
MATHRUBHUMI 4 SEPTEMBER 2011

കറുത്ത പൊന്ന് തിളങ്ങും: വിപണി ഇൻറലിജൻസ് കേന്ദ്രം

ഗൾഗൾ: അടുത്ത മൂന്നു മാസങ്ങളിൽ (സെപ്റ്റംബർ - നവംബർ 2011) കുരുമുളകു വില കിലോക്ക് 305-325 നിലാവാനായിരിക്കുമെന്ന് ഉയരാൻ സാധ്യത കാർഷിക വിപണി ഇൻറലിജൻസ് കേന്ദ്രം അറിയിച്ചുവെന്നാണ്.

ഉല്പാദക രാജ്യങ്ങളിലെ ആഭ്യന്തര, ആഗോള തല ഉല്പാദനത്തിന്റെ കുറവുകണക്കിലെടുത്ത് കുരുമുളകുവില ഉയരുവാനുള്ള സാധ്യത കാർഷിക സർവകലാശാലയിലെ ഇൻറലിജൻസ് സെന്റർ പൂർണ്ണമായി വിശദീകരിച്ചു. അഗ്രികൾച്ചറൽ മാർക്കറ്റ് ഇൻറലിജൻസ് സെന്റർ കൊച്ചി വിപണിയിലെ കഴിഞ്ഞ 17 വർഷത്തെ പ്രതിമാസ കുരുമുളകുവിലയെ അടിസ്ഥാനമാക്കി പഠനം നടത്തി.

കുരുമുളകു സീസണിന്റെ ആദ്യപകുതിയിൽ വിയറ്റ്നാമിലെ ഉല്പാദനവും രണ്ടാം പകുതിയിൽ ഇന്തോനേഷ്യയിലെ ഉല്പാദനവുമാണ് ആഗോള വിപണിയെ സ്വാധീനിക്കുന്നത്.

കുരുമുളക് ഉല്പാദനത്തിൽ ഒന്നാമത് നില്ക്കുന്ന വിയറ്റ്നാം വൻ തോതിൽ ചരക്ക് വിറ്റഴിച്ചു.

അവർ 65,000 ടണ്ണിലേറെ കുരുമുളകു വിറ്റഴിച്ചിട്ടുണ്ട്. ഇന്തോനേഷ്യയിൽ വിളവെടുപ്പ് പൂർത്തിയായി. ഉല്പാദനം പരിമിതമാണെന്നും റിപ്പോർട്ടുകൾ സൂചിപ്പിക്കുന്നു. 60 ശതമാനത്തിലേറെ ഉല്പാദിപ്പിക്കുന്ന ലംപൂരിൽ ഉല്പാദനം കുറവാ

ണെന്ന റിപ്പോർട്ടുകൾ ഇന്ത്യൻ വിപണിക്ക് പ്രതീക്ഷ നൽകുന്നു. സീസണിന്റെ രണ്ടാം പകുതിയിൽ കാര്യമായ സ്വാധീനം ചെലുത്താൻ ഇന്തോനേഷ്യക്കാവില്ല. കാലാവസ്ഥാവ്യതിയാനം മൂലമുണ്ടായ പരിമിതമായ ഉല്പാദനം ബ്രസീലിൽനിന്നുള്ള കുരുമുളകിന്റെ ഉല്പാദനത്തിൽ കുറവുണ്ടാകും.

ഉത്തരേന്ത്യയിൽ ശീതകാലം ശക്തിപ്രാപിക്കുന്നത് കുരുമുളക് വിപണിക്ക് ശക്തിപകരും.

ദസ്തറ, മുർഗ്ഗാപുജ, ദീപാവലി ഉത്സവ സീസണിലെ വർദ്ധിച്ച ഡിമാൻഡ്, യൂറോപ്യൻ- അമേരിക്കൻ രാജ്യങ്ങളിൽ ക്രിസ്തുമസ് മുന്നുള്ള വിപണിയിലെ

ഉണർവ് എന്നിവയും കുരുമുളക് വിപണിക്ക് കരുത്താകും.

കുരുമുളകിന് വില കൂടിത്തുടങ്ങിയപ്പോൾ തന്നെ ഭൂരിഭാഗം ചെറുകിട കർഷകരും അവരുടെ സ്റ്റോക്ക് വിറ്റഴിച്ചു. എന്നാൽ വൻകിട കർഷകരും ഇടത്തരം കച്ചവടക്കാരും കയറ്റുമതി രംഗത്തെ പ്രമുഖരുമാണ് ഇപ്പോഴും ചരക്ക് പിടിച്ചുവെച്ചിരിക്കുന്നത്.

ഷെയർ മാർക്കറ്റിൽ നില നിൽക്കുന്ന അനിശ്ചിതത്വം മൂലം നിക്ഷേപകർത്തങ്ങളുടെ നിക്ഷേപം കുരുമുളകുപോലുള്ള സാധനങ്ങളിലേക്ക് തിരിച്ചുവിടുന്നുണ്ട് എന്നും കാർഷികവിപണി ഇൻറലിജൻസ് കേന്ദ്രം അറിയിച്ചു.

Tuesday, September 6, 2011, Chennai / Kochi

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Commodities 17

Pepper prices may remain firm due to supply crunch

fe Bureau

Kochi, Sept 5: Pepper prices are likely to remain firm due to supply concerns across the globe, says a new study by the Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University. Based on market sentiments and the econometric analysis of pepper prices at Kochi, AMIC feels that a price level of ₹305 - ₹325 per kg is likely to prevail during the next three months from September. On Monday evening spot price at the NCDEX counter stood at ₹322 per kg.

“Pepper trade is influenced by the level of Vietnam pepper production during the first half of the season, while the level of Indonesian output influences the second half,” K Sathesh Babu of AMIC said. Indian pepper comes to the market by November-December and is followed by the largest producer Vietnam.

Indonesian crop arrives normally in July while Brazil will be in the market by September. “There are reports of Vietnam having liquidated bulk of its current year production. Reports from Lampung indicate that pepper harvest is almost complete and the production is lower



AMIC FEELS THATS THAT A PRICE LEVEL OF ₹305 - ₹325 PER KG IS LIKELY TO PREVAIL DURING THE NEXT THREE MONTHS FROM SEPTEMBER

than normal,” he added. Lampung is the main source of black pepper production in Indonesia, contributing to more than 60% of black pepper produced by Indonesia.

According to trade sources, production in Brazil is also not encouraging, production being adversely affected by the vagaries of cli-

mate.

On the demand side, AMIC estimates robust consumption. “The domestic and international demand is likely to be on the higher side due to the festive demand from September on account of Diwali, Dussera and Durgapuja.

The onset of winter in Northern India and increased demand from Europe and America during Christmas will add to the pressure,” Sateesh said. According to industry experts, buyers in Europe, Japan and Australia do major portion of their buying for the next season during September-October. US buyers also stock in advance for the coming Christmas and other festivals. AMIC reports that most of the small and marginal farmers have already sold their stocks when the prices were ruling high.

“Currently stocks are held by large farmers, traders, exporters and investors. The uncertainty in the share market is driving a large number of investors into investment in commodities,” he said. “Intensive speculation is also a major driving force behind pepper prices moving higher, he added.

Friday, September 9, 2011, Chennai/Kochi

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Commodities ↑ 17

High output, low local price drive cardamom exports

By fe Bureau

Kochi, Sept 8: Higher production and lower domestic prices have helped India to export more cardamom in the current fiscal. Indian production in the current crop season is also estimated to be higher. Good summer rains and conducive environment in the cardamom growing Idukki district of Kerala has seen continuous arrival of cardamom into the market.

According to the estimates of the state-run Spices Board, during April-July 2011, a total quantity of 975 tonne of cardamom valued at ₹91.47 crore was exported from India as against 205 tonne valued ₹23.59 crore of last year. Exports have registered an increase of 376 % in volume and 288 % in value. Unit value of exported cardamom (small) has declined to due to supply pressure.

During the same period a total quantity of 190 tonne of cardamom (large) valued ₹14.98 crore have been ex-



ported as against 65 tonne valued ₹3.69 crore of last year, registering an increase of 192 % in volume and 306 % in value. The unit value of cardamom (large) has increased from ₹567.43 per kg in April-July 2010 to ₹788.16 per kg during April-July 2011. During last year, India exported 1175 tonne of cardamom valued at ₹132.16 crore.

Exports were helped by Ramadan demand from Saudi

Arabia and other West Asian countries. Interestingly, the global shortages also lead to India capturing some lost exports markets. Exports from India has declined due to the premium on Indian cardamom compared to the Guatemala commodity. Indian lost traditional markets like Kuwait, Japan and Oman to Guatemala while retaining Saudi Arabia. India is the second largest producer of cardamom in the world after Guatemala, which leads with 60-66% of the world production.

Cardamom farmers and traders have a feeling that the market may dip with increased arrivals at the auctions and reports of the new crop being good is adding to the sentiments. Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University feels that the new crop would be around 13,000-14,000 tonne given the fact that some new area has come under cardamom in the last few years.

Pepper prices likely to rule high for three months

Staff Reporter

KOCHI: Short supply and rising demand combined with possible speculation are likely to keep pepper prices high over the next three months, beginning September through November, says a market analysis by the Agricultural Market Intelligence Centre (AMIC) of the Kerala Agricultural University, Department of Agricultural Economics. Low pepper production within India and abroad during the beginning of the current season was indicated by the Market Intelligence Centre early this year. A reassessment of the price situation has been made in view of the record price fetched by pepper early this year.

The price of ungarbled

- **Market analysis conducted by KAU department**
- **Price projected is between Rs.305 and Rs.325 a kg**

pepper over the last 17 years has been taken into consideration in projecting the price over the next three months, the report said. The price level indicated by the study is between Rs.305 and Rs.325 a kg. Price of pepper is affected by production in Vietnam during the first half of the season and the production in Indonesia affects prices in the second half of the season.

There are reports that Vietnam has liquidated the bulk —

around 65,000 tonnes, of its current year's production, estimated to be 1 lakh tonnes. Indonesian production has been lower and production in Brazil too has not been encouraging owing to climatic conditions, the report said.

On the other hand, demand for pepper will be buoyed by the impending festival season that includes Deepavali, Dussera and Durga Puja. The onset of winter will also see rising demand in the North Indian market.

The report also pointed to small farmers having already liquidated their stocks when the price ruled high. The current stocks are being held by big farmers, traders and exporters. Uncertainty in the financial and stock market is driving investors into commodities.

Coconut oil may rule steady till January

C. J. Punnathara

Kochi, Nov. 7

With global coconut oil availability remaining depressed as couple of recurrent typhoons lashed the coast of Philippines and beetle infestation and drought in the coconut plantations of Thailand has reduced coconut production from couple of the biggest producers in the world, prices are likely to remain firm globally.

Barring Indonesia, coconut production has been reeling among the big coconut producers this year.

In the Indian subconti-

ment, the area under coconut cultivation has been drastically declining in the biggest producing State of Kerala due to a host of factors like unsteady prices, high wages, shortage of labour, high incidence of pests and diseases, declining crop productivity and low profitability compared to other commercial crops like rubber.

GLOBAL SHORTAGE

It is in this backdrop of global shortage of coconut oil along with a host of other pull and push factors that the

Market Intelligence Centre of the Kerala Agricultural University has concluded that coconut oil prices in the country are likely to remain firm till January 2012.

A recent study conducted by Dr K Satheesh Babu, Ms K Jayasree and Ms P Resmi has pointed out that the supply shortfall from the State has been widely met with heavy arrivals from Tamil Nadu. However the advancing north-east monsoon along the coconut growing regions of Tamil Nadu and Karnataka is likely to hamper the harvest operations.

COCONUT MARKET ON THE TRACK OF RECOVERY : AMIC KAU

DEEPIKA DAILY

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നാളികേര വിപണി തിരിച്ചു വരവിന്റെ പാതയിൽ: മാർക്കറ്റ് ഇൻലിജൻസ് സെന്റർ

സ്വന്തം ലേഖകൻ

തുശൂർ: നാളികേര വിപണി തിരിച്ചുവരവിന്റെ പാതയിലെന്നു കാർഷിക സർവകലാശാലയുടെ മാർക്കറ്റ് ഇൻലിജൻസ് സെന്ററിന്റെ പുതിയ പഠന റിപ്പോർട്ട് ഫിലിപ്പീൻസിലെ ഐക്യ നാളികേരസംഘടനാ റിപ്പോർട്ടുപ്രകാരം 2011 ജനുവരി മുതൽ സെപ്റ്റംബർ വരെയുള്ള കാലയളവിൽ ഫിലിപ്പീൻസിൽനിന്നുള്ള വെളിച്ചെണ്ണയുടെ കയറ്റുമതിയിൽ 42-49 ശതമാനം വരെ കുറവുവന്നിട്ടുണ്ട്. കഴിഞ്ഞ മൂന്നുവർഷത്തെ ബംബർ വിളവെടുപ്പിനുശേഷം നാളികേര ഉത്പാദനത്തിൽ വന്ന കുറവുമൂലം കൊപ്രയുടെ ലഭ്യതയിൽ വന്ന വൻകുറവാണ് ഇതിനു കാരണം. ക്രയവിക്രയശേഷിയിലുണ്ടായ വർധന മൂലം ഭക്ഷ്യ എണ്ണയുടെ പ്രതിശീർഷ ഉപഭോഗത്തിൽ വൻവർധനവാണ് കഴിഞ്ഞ കാലയളവിലുണ്ടായത്. തുലാവർഷം ശക്തിപ്രാപിക്കുന്നതോടെ രമിഴ്നാട്ടിൽനിന്നുള്ള ഇറക്കുമതിയിൽ കുറവു സംഭവിക്കാനുള്ള സാധ്യത ഏറെയാണ്. മഴമൂലം നാളികേരത്തിന്റെ വിളവെടുപ്പും നാളികേരം കൊപ്രയാക്കുവാനുള്ള കാലതാമസവും ശബരിമലസിസണിൽ നാളികേരത്തിന്റെ വർധിച്ച ഡിമാൻഡും തൊഴിലാളികൾക്കുമവരും അനുകൂല സാഹചര്യങ്ങളാണ്.

വടക്കേ ഇന്ത്യയിൽ ശൈത്യകാലം ശക്തിപ്രാപിക്കുന്നതോടെ ഷാംപൂ, കണ്ടീഷണറുകൾ എന്നീ സൗന്ദര്യവർധക വസ്തുക്കളുടെ വർധിച്ച ഡിമാൻഡ് ഉണ്ടാവും. കഴിഞ്ഞ രണ്ടു മൂന്നു മാസമായി വില്പനസമ്മർദ്ദത്തിന്റെ ഭാഗമായി വിപണിയിൽനിന്നും വിട്ടുനിന്നിരുന്ന വ്യവസായികാടിസ്ഥാനത്തിലുള്ള ഉപഭോക്താക്കളെ വിപണിയിൽ തിരിച്ചുവരാൻ പ്രേരിപ്പിക്കുന്ന ഘടകമാണിത്.

നിലക്കടല ഒഴികെയുള്ള എല്ലാ എണ്ണവിളകളുടെയും ഉത്പാദനത്തിൽ ഉണ്ടാകാവുന്ന ഉത്പാദനവർധന കണക്കിലെടുത്തും, ഡോളറുമായുള്ള വിനിമയനിരക്കിൽ ദുർബ്ബ

ലമാകുന്ന രൂപയും വൻതോതിലുള്ള ഭക്ഷ്യ എണ്ണകളുടെ ഇറക്കുമതിയെ നിരുത്സാഹപ്പെടുത്തും.

നാളികേര വിപണിയുടെ കരുത്ത ചോർത്തിക്കളയാൻ പര്യാപ്തമായ സവിതീവിശേഷങ്ങളെക്കുറിച്ചും റിപ്പോർട്ട് പ്രതിപാദിക്കുന്നുണ്ട്. യൂറോപ്പിന്റെയും അമേരിക്കൻ ഐക്യനാടുകളുടെയും സമ്പദ്ഘടനയെ പിടിച്ചുലയ്ക്കുന്ന സാമ്പത്തിക മാനുഷത്തിന്റെ ലാഭനഷ്ടവും വിപണിയിൽ പ്രതിഫലിക്കുന്നുണ്ട്. അമേരിക്കയിലെ റിക്കാർഡ് സോയാബീൻ വിളവെടുപ്പും കുറഞ്ഞ കയറ്റുമതിസാധ്യതയും വെളിച്ചെണ്ണയിൽനിന്നു ബയോഡീസൽ ഉണ്ടാക്കുന്നതിൽനിന്നും വ്യവസായികളെ പിന്തിരിപ്പിക്കും. സോയാബീൻ എണ്ണയിൽനിന്നുള്ള കുറഞ്ഞവിലയ്ക്കുള്ള ബയോഡീസലിനു കൂടുതൽ സ്വീകാര്യത ലഭിക്കുകയും ചെയ്യുന്നുണ്ട്. വെളിച്ചെണ്ണയും പാമോയിലും തമ്മിലുള്ള വിലയിലെ അന്തരം ആളുകളെ പാമോയിലിലേക്കു തിരിയാൻ പ്രേരിപ്പിക്കും. വെളിച്ചെണ്ണയിൽ വൻതോതിൽ മാ യം ചേർക്കാനും സാധ്യതയുണ്ട്. ഇപ്രകാരം കൂടിയ വിലയ്ക്കു ഗുണനിലവാരം കുറഞ്ഞ വെളിച്ചെണ്ണ ഉപയോഗിക്കുവാൻ നിർബന്ധിതരാകുന്ന ഉപഭോക്താക്കളും വെളിച്ചെണ്ണയിൽനിന്നും അകന്നുപോകാനുള്ള സാധ്യതയും ഏറെയാണ്.

നാളികേര ഡിമാൻഡും ലഭ്യതയും തമ്മിലുള്ള അന്തരം നിമിത്തം വെളിച്ചെണ്ണവിലയിൽ ചാഞ്ചാട്ടം ഉണ്ടായപ്പോഴും നാളികേരത്തിന്റേയോ കൊപ്രയുടേയോ വിലയിൽ വൻമാറ്റം സംഭവിക്കാത്തതു ശ്രദ്ധേയമാണെന്നു റിപ്പോർട്ട് വിലയിരുത്തുന്നു.

ഇതിനാൽ ജനുവരി വരെ നാളികേരവില ഉയർന്നുതന്നെ നിലക്കുമെന്നു പഠനം ചൂണ്ടിക്കാട്ടുന്നു. എന്നാൽ, സാമ്പത്തിക മാനുഷ കണക്കിലെടുത്തു വില കിലോഗ്രാമിനു 19 മുതൽ 23 രൂപ വരെയുള്ള പരിധിയിൽ സ്റ്റേഡിയായി നിലക്കുമെന്നാണ് സെന്റർ നൽകുന്ന സൂചന.

Coconut oil prices to firm up: Study

■ May remain steady in medium term

fe Bureau

Kochi, Nov 8: Coconut oil prices are likely to firm up in the short run and may remain steady in the medium term due to supply-demand mismatch of coconuts, says a study by the Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University (KAU).

The study reports that the growing demand for edible oil, lower production of nuts and a weaker rupee would act as a push factor for the prices to firm up, while a good crop of oil seeds in India and economic recession in some parts of the world would act as a pull factor.

"Coconut oil exports from Philippines is lower in 2011 due to short supply. It is attributed to fatigue after three years of successive good production, which stressed the coconut trees," K Satheesh Babu of AMIC said. Barring Indonesia, coconut produc-

tion in most nations is lower, resulting in global demand-supply mismatches, he said.

In India, the area under coconut cultivation has been drastically declining in Kerala, the major coconut producing state, he added. "A host of factors like unsteady price for nuts, high wage rates coupled with shortage of labour, high incidence of diseases and pests, declining crop productivity, and relatively lower price when compared to other crops has led to decline in coconut production," K Satheesh Babu said.

AMIC reports that the increasing per capita demand for edible oils in face of higher purchasing power is a major push factor. Tamil Nadu is major supplier of nuts and coconut oil to the Indian market. "The corporate buyers have been keeping away from the market. Increased demand for cosmetics would force them to buy more," Babu said.

നാളികേര വിപണി തിരിച്ചുവരവിന്റെ പാതയിലേന്ന് കാർഷിക സർവകലാശാല

തൃശ്ശൂർ: സംസ്ഥാനത്തെ നാളികേര വിപണി തിരിച്ചു വരവിന്റെ പാതയിലേന്നും വില ജനുവരി വരെ ഉറച്ചു നിൽക്കുമെന്നും കാർഷിക സർവകലാശാല മാർക്കറ്റ് ഇൻ്റലിജൻസ് സെന്റർ. രണ്ടു മാസമായി വ്യവസായ ഉപഭോക്താക്കൾ വിപണിയിൽനിന്നു വിട്ടു നിന്നതിനെത്തുടർന്നു വന്ന ഇടിവ് നികത്തി വിപണി തിരിച്ചു വരവിന്റെ പാതയിലേന്നു സെന്റർ പറയുന്നു.

ആവശ്യവും ലഭ്യതയും തമ്മിലുള്ള വർദ്ധിച്ച വരുന്ന അന്തരം നിമിത്തം ജനുവരി വരെ നാളികേര വിപ കൂടിത്തന്നെ നിൽക്കുമെ

ന്നാണു പ്രവചനം. നാളികേര വില കിലോഗ്രാമിനു 19 മുതൽ 23 രൂപ വരെയുള്ള പരിധിയിൽ ഉറച്ചു നിൽക്കുമെന്നാണു സെന്റർ നൽകുന്ന സൂചന.

പല കാരണങ്ങളാൽ ലോകത്തെ വൻകിട നാളികേര ഉൽപ്പാദക രാജ്യങ്ങൾ പ്രതിസന്ധിയിലാണ്. ഇത് ഇന്ത്യയിലേക്കുള്ള ഇറക്കുമതിയെ ബാധിക്കും. ഫിലിപ്പീൻസിൽ നിന്നുള്ള വെളിച്ചെണ്ണ കയറ്റുമതിയിൽ 42 മുതൽ 49% വരെ കുറവു വന്നു. കൊപ്രയുടെ ലഭ്യതയിൽ വന്ന വൻ കുറവാണു കാരണം. സെപ്റ്റംബറിൽ ഉണ്ടായ കൊടുങ്കാറ്റും ഫിലിപ്പീൻസി

നെ കാര്യമായി ബാധിച്ചു.

വരൾച്ചയും വണ്ടുകളുടെ വ്യാപകമായ ആക്രമണവും മൂലം തായ്ലാൻഡിലെ നാളികേര ഉൽപാദനത്തിൽ വൻ കുറവുണ്ടായി. ഇന്തോനീഷ്യ ഒഴികെയുള്ള ഉൽപാദന രാജ്യങ്ങളിലെല്ലാം നാളികേര ഉൽപാദനത്തിൽ വന്ന വൻ കുറവു വരുന്ന ദിവസങ്ങളിൽ സംസ്ഥാനത്തെ നാളികേര വിപണിക്കു ശക്തി പകരും.

കേന്ദ്ര എണ്ണയുടെ പ്രതിശീർഷ ഉപഭോഗത്തിൽ വൻ വർദ്ധനവാണു കേരളത്തിൽ കഴിഞ്ഞ കാലയളവിൽ ഉണ്ടായിരിക്കുന്നത്. ജനങ്ങളുടെ ചെലവഴിക്കൽ ശേഷി

യിലുണ്ടായ വർദ്ധനയാണ് ഇതിനു കാരണമായി പറയുന്നത്. തമിഴ്നാട്ടിൽ നിന്ന് എണ്ണയെത്തിച്ചാണു നമ്മൾ പിടിച്ചു നിൽക്കുന്നത്. തുലാവർഷം ശക്തി പ്രാപിക്കുന്നതോടെ തമിഴ്നാട്ടിൽ നിന്നുള്ള ഇറക്കുമതി കുറയും. വടക്കേ ഇന്ത്യയിൽ സൗന്ദര്യവർധക വസ്തുക്കളുടെ വർദ്ധിച്ച ആവശ്യം വ്യാവസായിക ഉപഭോക്താക്കളെ തിരിച്ചു കൊണ്ടുവരികയും ചെയ്യും. ഈ കാരണങ്ങളെല്ലാം നമ്മുടെ നാളികേര വിപണിയെ വരും നാളുകളിൽ ശക്തിപ്പെടുത്തുമെന്നാണു സെന്ററിന്റെ നിഗമനം.

COCONUT MARKET ON A REVIVAL PATH : AMIC KAU

MATHRUBHUMI DAILY

10 NOVEMBER 2011

മാതൃഭൂമി • 2011 നവംബർ 10 • വ്യാഴം

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നാളികേരവിപണി തിരിച്ചുവരവിന്റെ പാതയിലേക്ക്

തൃശ്ശൂർ: നാളികേരവിപണി സാങ്കേതിക തിരുത്തലുകളിലൂടെ തിരിച്ചുവരവിന്റെ പാതയിലാണെന്ന് കാർഷിക സർവകലാശാലയുടെ മാർക്കറ്റ് ഇൻറലിജൻസ് സെൻററിന്റെ പഠനറിപ്പോർട്ട് വ്യക്തമാക്കി. ക്രയവിക്രയശേഷിയിലുണ്ടായ വർധനമൂലം ഭക്ഷ്യയെണ്ണയുടെ പ്രതിശീർഷ ഉപഭോഗത്തിൽ വൻ വർധനയാണ് ഉണ്ടായിരിക്കുന്നത്. തമിഴ്നാട്ടിൽനിന്നുള്ള ഇറക്കുമതി കുറയാനും സാധ്യതയുണ്ട്. തൃശ്ശൂർ വിപണിയിലെ 2000 ജനവരി മുതൽ 2011 ഒക്ടോബർ വരെയുള്ള 12 വർഷത്തെ പ്രതിമാസവിലയെ അടിസ്ഥാനമാക്കി നടത്തിയ അപഗ്രഥനത്തിൽ അടുത്ത മൂന്നുമാസത്തേക്ക് 19 മുതൽ 23 രൂപ വരെ വിലനിലവാരം പ്രതീക്ഷിക്കുന്നതായി മാർക്കറ്റ് ഇൻറലിജൻസ് സെൻറർ അറിയിച്ചു. നാളികേരത്തിന്റെ ആവശ്യകതയും ലഭ്യതയും തമ്മിലുള്ള അന്തരം നിമിത്തം വെളിച്ചെണ്ണവിലയിൽ ചാഞ്ചാട്ടം ഉണ്ടായപ്പോഴും നാളികേരത്തിന്റെയോ കൊപ്രയുടെയോ വിലയിൽ മാറ്റമുണ്ടായിട്ടില്ല. അടുത്ത ജനവരി വരെ നാളികേരവില ഏറിത്തന്നെ നിൽക്കുമെന്നും പഠനം ചൂണ്ടിക്കാട്ടുന്നു.

Coconut price to firm up

K.A. Martin

KOCHI: The price of coconut is likely to firm up in the near future and remain steady between November and January, says a study conducted by the Agricultural market Intelligence Centre of Kerala Agricultural University.

The price is likely to move up from the November level of Rs.19-21 a kg to Rs.20-23 in December and shift to Rs.19-22 in January, said the study results released last week.

The conclusions were arrived at by studying the price variations of partially de-husked coconut in the Thrisur market from January 2000.

The study pointed out that coconut supplies were poor

across the producing countries. In the Philippines, coconut production was adversely affected by two typhoons and fatigue of the trees after two seasons of extremely good productivity.

A spell of drought had hit production in Thailand and a rampant beetle attack had sent the price of coconut up from seven baht in July 2010 to 20.5 baht now. This resulted in imports into Thailand from Indonesia. This implied a demand-supply mismatch, the full impact of which was to be seen yet.

The study said that in Kerala, the heart of coconut production in India, coconut cultivation had shrunk substantially. Increasing demand for cooking oil in the face of

rising purchasing power would create a demand-supply gap. Imports from Tamil Nadu now bridged the gap in Kerala. Harvest in some parts of Karnataka and Tamil Nadu would be delayed by rain.

This was coupled with an expected rise in demand from industries because of winter when coconut-oil-based beauty products would see better demand. Another factor in favour of coconut prices going up was the stronger dollar resulting in less import of edible oil.

However, coconut supply might improve slightly over the short term because tender coconut demand was likely to move down with the onset of winter, the study pointed out.

Pepper output likely to touch 43,000 tonne

Rajesh Ravi

Kochi, Nov 11: Indian pepper output during the new crop season (2011-12) is estimated to be around 43,000 tonne, which is lower by around 5,000 tonne than the previous crop. Both trade and government sources are of the opinion that the new crop would be lower due to disease and neglect. Of the total, 1,000 tonne would be white pepper. The crop survey conducted by the Directorate of Cocoa, Arecanut and Spices Development (DASD) is likely to be released only at the next International Pepper Community (IPC) meet.

The Kozhikode based agency conducts annual pepper survey in Kerala, Karnataka and Tamil Nadu through the sampling method and direct interview of farmers and traders. Carry-over stock at the end of 2011 is projected around 15,000 tonne, sources said. Karnataka crop is pegged around 25,000 tonne, and followed by Kerala with 13,000 tonne. Tamil Nadu chips in with 5,000 tonne.

Indian pepper production has been declining rapidly in the past ten years. From nearly one lakh tonne of annual production it has come down by more than 50%.

Area under pepper farming in Kerala has declined drastically during the last few years due to lesser viability relative to other cash

RECENT STUDY BY AMIC REPORTS THAT AREA UNDER PEPPER FARMING HAS COME DOWN BY 24% IN 9 YEARS WHILE PRODUCTION HAS DECLINED BY ALMOST HALF DURING THE SAME PERIOD

crops like rubber. A recent study by the Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University reports that area under pepper farming has come down by 24% in nine years while production has declined by almost half during the same

period due to declining productivity and increasing cost of production. Pepper in Karnataka is grown mainly in the irrigated coffee plantations and is seen to be less monsoon sensitive.

IPC collects figures provided by the respective governments of the producing countries and trade sources to arrive at an estimate of pepper production and exports. Most of the traders take the projections as unrealistic and not factual as they feel that leading producers like Vietnam, Indonesia and India underreport production and carry-forward stocks. Some traders also attribute much of the volatility in the trade to the discrepancies in production figures.

According to IPC figures, Indian production during 2010-11 is pegged around 48,000 tonne as against 50,000 tonne during 2009-10. Indian consumption during 2011 is estimated around 40,000 tonne and carry-over stock at the beginning of year at 14,500. Consumption is seen lower by 10% probably due to higher prices of pepper.

16 **Commodity Watch****Spice Route**

MASALA MARKET

Climate change ups the heat on crops

FORTY-ONE-YEAR-OLD Anand MV remembers his father telling him that pepper would eventually disappear from Wayanad due to changing climatic conditions. One of the finest spices that had explorers scrambling across continents in search of it, pepper is a fast-declining commodity at its place of origin. The Indian spice story is facing a major challenge with short- and long-term climatic changes wrecking havoc and creating an environment of uncertainty that any farmer would dread.

India commands a formidable position in the world spice trade with 48% share in volume and 44% in value. While export of spices and its products are increasing every year robustly, most of the spices are coming under intense pressure from erratic changes in the climatic conditions. According to data from Spices Board, India exported 525,750 tonne of spices worth ₹6,684.71 crore (\$1,502.85 million) during 2010-11, against 5,02,750 tonne valued at ₹5,560.50 crore (\$1,173.75 billion) during 2009-10.

"My father used to educate me on the needs to conserve water and preserve moisture of the soil. We have dug wells and made efforts to conserve all natural water bodies in our land. But the moisture content of the soil in Wayanad is declining rapidly. In some years, this land will not be hospitable for pepper, coffee or ginger," Anand said. He is also planning to experiment with rubber like his fellow farmers, who are switching over from spices and coffee.

Indian pepper production has been declining rapidly in the past 10 years. From nearly one lakh tonne of annual production, it has come down by more than 50%. But for the increase in Karnataka compensating, the total production would have been at a pathetic low. A recent study by the Agricultural Market Intelligence Centre of Kerala Agricultural University reports that area under pepper farming has come down by 24% in nine years while production has declined almost half during the period due to declining productivity and increasing production costs. Pepper in Karnataka is grown mainly in the irrigated coffee plantations and is seen to be less monsoon sensitive.

"Climate change has a profound influence on the production of all crops because it is basically a biological process. This is truer in the case of spices because they are more sensitive to both moisture stress and water stagnation." K

Satheesh Babu of Kerala Agricultural University said. "It is widely known that relatively more dry



The Indian spice story is facing a major challenge with short- and long-term climatic changes wrecking havoc and creating an environment of uncertainty that any farmer would dread

spells during the spike-setting period may result in reduced yield in pepper, he added. Any deviation in the normal onset and completion of the Northeast monsoon may prolong the harvest operations of pepper," said Babu.

"Similarly, cardamom requires incessant rains for a good harvest. Dry spells in January, February and March are known to result in lower yields in the subsequent season. The availability of intermittent summer rains can result in extended harvest and higher yield as it happened during the summer of 2011. This was followed by a normal Southwest monsoon in 2011 so that the gap between two harvest seasons almost disappeared," Babu said. According to MS Swaminathan Commission, which studied the farm crisis in Idukki district, environmental factors have changed dramatically and could threaten the livelihood of millions of farmers. The commission studied rain and temperature data for the past few decades and found that number of rainy days has been coming down. The report states that the number of rainy days have been decreasing for both the Southwest monsoon and the Northeast monsoon. The temperature data for

the region reveals that maximum temperature is seen rising over the years, while minimum temperature is seen falling. The rate of decrease in minimum temperature is slightly lower, but very significant.

"Rainfall in the key production state of Andhra Pradesh during the last quarter of the year is a critical factor in the pricing of chilli," P Raghu Ram, of Agricultural market intelligence centre (AMIC) of Acharya N G Ranga Agricultural University (ANGRAU) said. "Too much cyclonic rains damage the crop and too little precipitation leads to lower yield. Cyclonic rains in 2010 December had inundated the chilli production area in the coastal Andhra Pradesh and destroyed the crop," he said, adding, the timing and intensity of the rains is very critical.

Similarly, the timing and intensity of the rains is very critical for turmeric. "Last time heavy rains and cyclone during November disrupted the crop and damaged production. If the rains are normal the production would be good. Volatile production and uncertainty lead farmers to switch over to crops, which are less sensitive to climate," Raghu Ram added.

— Rajesh Ravi

EXPERTSPEAK

ANAND MV,
farmer, Kalpetta, Wayanad



My father used to educate me on the needs to conserve water and preserve moisture of the soil. We have dug wells and taken efforts to conserve all natural water bodies in our land. But the moisture content of the soil in Wayanad is declining rapidly. In some years, this land will not be hospitable to pepper, coffee or ginger

K SATHEESH BABU,
Kerala Agricultural University



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STATFACTS**CRISIS CYCLE**

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കുരുമുളകിന്റെ വില ഇടിയില്ലെന്ന് മാർക്കറ്റ് ഇൻലിജൻസ് സെന്റർ

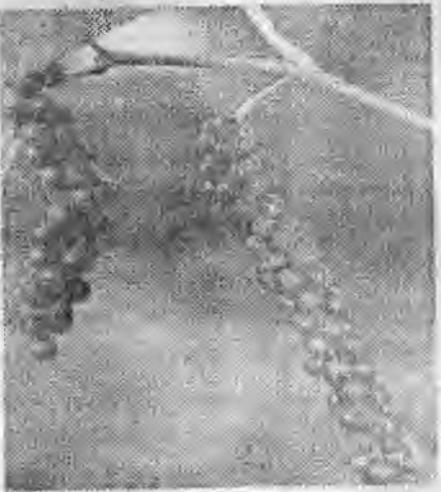
സ്വന്തം ലേഖകൻ

തൃശൂർ: കാലാവസ്ഥാവ്യതിയാനവും കൃഷിസ്ഥലത്തിന്റെ വിസ്തൃതിയിൽ വരുന്ന കുറവും ഉത്പാദനക്ഷമതയിലെ ഇടിവും കണക്കിലെടുക്കുമ്പോൾ കുരുമുളകിന്റെ നല്ല കാലം അടുത്തവർഷത്തെ ആദ്യ മാസങ്ങളിലും തുടരുന്നെന്ന് കാർഷിക സർവകലാശാല മാർക്കറ്റ് ഇൻലിജൻസ് സെന്ററിന്റെ പഠനറിപ്പോർട്ട്. കുരുമുളകിന്റെ ഉത്പാദനത്തിൽ കുറവുണ്ടാകുമെന്നും റിപ്പോർട്ടിൽ പറയുന്നു.

കൊച്ചിയിലെ 17 വർഷത്തെ അൺ ഗാർബിൾഡ് കുരുമുളകുവിലയെ അടിസ്ഥാനമാക്കി സെന്റർ നടത്തിയ അപഗ്രഥനത്തിൽ 2012 ജനുവരിയിൽ കിലോഗ്രാമിനു 310-330 നിലവാരത്തിലും ഫെബ്രുവരിയിൽ 325-345 നിലവാരത്തിലും മാർച്ചിൽ 340-360 രൂപ നിലവാരത്തിലുമാകും വിലയെന്നാണ് വിലയിരുത്തൽ. കുരുമുളകുവിപണിയിലെ പ്രമുഖരായ വിയറ്റ്നാം ഒറ്റയടിക്കു ചരക്കു വിറ്റഴിക്കാൻ ഉദ്ദേശിക്കുന്നതി വിപണനം നടത്തുകയും

നം നടത്തുകയും വെള്ളക്കുരുമുളകായി മാറ്റുകയും ചെയ്താൽ ഏപ്രിൽ-മേയ് മാസത്തോടെ കുരുമുളകുവിപണി കൂടുതൽ കരുത്താർജ്ജിക്കുമെന്നും സെന്റർ പറയുന്നു. ഡോളറുമായുള്ള വിനിമയ നിരക്കിൽ രൂപയുടെ മൂല്യം കുറഞ്ഞതിനാൽ ആഗോളതലത്തിൽ ഇന്ത്യയിൽനിന്നുള്ള കുരുമുളകിനു മത്സരക്ഷമതയേറും. ഇതു കയറ്റുമതിയെ പ്രോത്സാഹിപ്പിക്കുകയും ഇറക്കുമതിയെ നിരുത്സാഹപ്പെടുത്തുകയും ചെയ്യും.

ഇൻ്റർനാഷണൽ പെപ്പർ കമ്മ്യൂണിറ്റിയുടെ കണക്കുകൾപ്രകാരം 2011 സീസണിൽ ആഗോളതലത്തിൽ 2,98,400 ടൺ കുരുമുളക് ഉത്പാദിപ്പിച്ചപ്പോൾ 2012-ലെ സീസണിൽ അത് 3,20,00 ടൺ വർദ്ധിക്കാനാ



ണ് സാധ്യത. ഇതു ശരിയായാൽ ആഗോളതലത്തിലുള്ള കുരുമുളകിന്റെ ഉത്പാദനവർധന വെറും ഏഴുശതമാനമാണ്.

ആഗോളതലത്തിലുള്ള കുരുമുളകിന്റെ ഉപഭോഗത്തിൽ വരാവുന്ന വർധന കണക്കിലെടുത്താൽ ഇത് അപ

ര്യാപ്തമാണെന്നാണ് ഇൻലിജൻസ് സെന്ററിന്റെ നിഗമനം. കൊക്കോ അരക്കെട്ട് സപ്ലൈസ് ഡവലപ്മെന്റ് ഡയറക്ടറേറ്റ് തയ്യാറാക്കിയ കണക്കനുസരിച്ച് 2011 സീസണിൽ 48,000 ടൺ കുരുമുളക് ഉത്പാദിപ്പിച്ചിരുന്ന ഇന്ത്യയിലെ 2012 സീസണിൽ ഉത്പാദനം 43,000 ടൺ മാത്രമായിരിക്കും. എന്നാൽ വിപണിവൃത്തങ്ങൾ നൽകുന്ന സൂചനയനുസരിച്ച് ഇന്ത്യയിലെ 15 മുതൽ 25 ശതമാനം വരെയെങ്കിലും കുറവുണ്ടാകാ

നാണ് സാധ്യത. ഉത്പാദനക്ഷമതയിലെ കുറവും സ്ഥലപരിമിതിയും കാലാവസ്ഥയും തൊഴിലാളികളാലുമുണ്ടായ ഇടിവു കാരണമാകും.

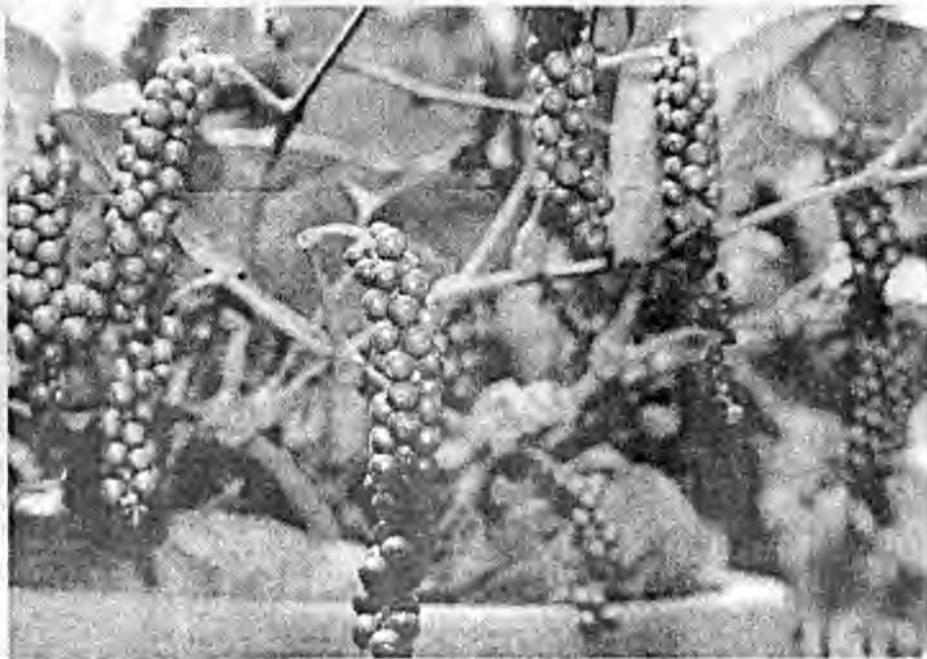
സപ്ലൈസ് ബോർഡിന്റെ കണക്കനുസരിച്ച് 2011 ഏപ്രിൽ മുതൽ ഒക്ടോബർ വരെ 13,750 ടൺ കുരുമുളക് കയറ്റുമതി ചെയ്തു. വിപണിയിൽ വില ഉയർന്നുനിന്ന സമയത്ത് കേരളത്തിലെ മിക്ക കർഷകരും ചരക്ക് വിറ്റഴിച്ചതിനാൽ സ്റ്റോക്ക് പരിമിതവുമാണ്. ഷെയർമാർക്കറ്റിലെ അനിശ്ചിതത്വം മൂലം നിക്ഷേപകരിൽ ഒരു വിഭാഗം കമ്മോഡിറ്റി വിപണിയിലേക്കു തിരിയുകയും കുരുമുളകു പോലുള്ളവ വാങ്ങിക്കൂട്ടുകയും ചെയ്തിരുന്നു. ഈ വിഭാഗം നടത്തുന്ന ക്രമരഹിതമായ വാങ്ങൽ-വിറ്റഴിക്കൽ പ്രക്രിയയാണ് വിപണിയിൽ ചാഞ്ചാട്ടമുണ്ടാക്കുന്നത്. ഇതലൊരു വിഭാഗം കുരുമുളകു വിറ്റഴിച്ച് ഏലത്തിൽ നിക്ഷേപിക്കുന്നതായും റിപ്പോർട്ടുകളുണ്ടെന്നു സെന്ററിന്റെ പഠനറിപ്പോർട്ടിൽ പറയുന്നു.

Pepper prices likely to hot up

Staff Reporter

KOCHI: As the new pepper season gets off to a start, a survey conducted by the Agricultural Market Intelligence Centre of Kerala Agricultural University (KAU) predicts that prices are likely to perk up in the new season. The survey said that the present volatility in the market was due to speculators offloading their stocks and resorting to circular trade to create pressure. At one point of time, uncertainties in the stock markets might have driven speculators to look at pepper as a safe haven. The survey foresees a supply squeeze triggered by erratic weather conditions, shrinking acreage under pepper and declining productivity in the major growing tracts of Kerala. Crop prospects in Kerala are lower than normal, said the survey, which quoted the International Pepper Community (IPC) estimates for global pepper production during 2012 as being around 3.20 lakh tonnes against 2.98 lakh tonnes during 2011.

"This represents a mere 7 per cent increase in production prospect which will be offset by the increased con-



sumption and low carryover stock from last year," the KAU survey said. Only Vietnam, among the IPC members, did have an optimistic outlook on production in 2012. Vietnam and Indonesia are expected to produce an estimated 1.10 lakh tonnes and 41,000 tonnes, respectively during 2012. Vietnam has exported 1.15 lakh tonnes and imported only 20,000 tonnes in 2011, indicating a low carryover stock, the survey said.

The survey cited the Directorate of Cocoa, Arecanut and Spices Development in Kozhikode as estimating pepper production in India during

2012 at 43,000 tonnes, lower by about 5,000 tonnes compared to the previous year, a drop of more than 10 per cent.

Spices Board figures reveal that pepper exports were 13,750 tonnes in April-October this year, an increase of 33 per cent. Most farmers in Kerala are believed to have liquidated their stocks when prices ruled high. There is little possibility of carryover stocks coming into the market in the new season.

On the other hand, import of pepper will not be attractive because of a weakened rupee while exports will be of advantage to the trade, the survey said.

BLACK PEPPER

KAU Study Predicts Low Production and Higher Prices

Express News Service

Thrissur: The Agricultural Market Intelligence Centre (AMIC) under the Kerala Agricultural University (KAU) sees a steady rise in the price of ungarbled black pepper (new crop) during the next three months, from January to March, 2012, according to Dr K Sathiesh Babu, Professor and CCPI, AMIC.

A study done, by AMIC predicts the price of pepper to improve from the prevailing ₹310-330 per kg in January to attain a level of ₹330-360 per kg by March 2012. The finding was arrived after assessing the current market trends and behaviour, an econometric analysis of pepper prices in Kochi, for a period of 17 years from January 1995 to December 2011, and factors linked with the production and supply of pepper.

Dr Babu said the study reveals an intensive speculation campaign being carried out systematically at the onset of the season, aimed at bringing pressure on the market, in order to create concern and turn it into a buyer's market. The untimely rains and erratic weather has delayed the harvest from November-December to January in Kerala, a major producer in India.



THE ERRATIC WEATHER, SHRINKING ACREAGE AND DECLINING PRODUCTIVITY ARE LIKELY TO RESULT IN A LOWER CROP PROSPECT IN KERALA THAN THE LAST YEAR.

"Nevertheless, the erratic weather, shrinking acreage and declining productivity are likely to result in a lower crop prospect in Kerala than the last year," observed the survey.

It also pointed out that the current volatility in the market is due to speculative investors liquidating their stocks and resorting to circular trade to bring in pressure.

The uncertainties in the share market had encouraged large scale investment in commodities having a bull run. Naturally, pepper was a safe investment option for them. There are also reports of speculative elements liquidating their pepper stocks and switching over to crops like cardamom.

Vietnam would set the tone for the price of black pepper during the first half of the season. If they continue their policy of staggered release, instead of flooding the market, and turning to value addition like white pepper conversion as in the last season, black pepper prices is expected gain

exported 1,15,000 tonnes during 2011, while importing nearly 20,000 tonnes, indicating a low carry over stock.

According to the Directorate of Cocoa, Arecanut and Spices Development (DASD), Indian pepper output during the new crop season in 2012 is estimated to be at around 43,000 tonnes, as against 48,000 tonnes during 2011 (a 10.42 percent decline).

However, traders are of the opinion that production levels of the new crop would be lower due to shrinking acreage, declining productivity in general, particularly during the current season, due to changing rain patterns during the spike setting stage. Labour shortage might also delay the harvesting, especially along major pepper belts in Idukki district.

The report also pointed out that a weak rupee will provide trade advantages for pepper of Indian origin in the international market. At the same time, import would be discouraged, deterring large scale imports even for value addition.

The uncertainties in production and availability would compel traders and exporters to change their strategy during this season, by stocking enough material during the main season itself.

higher levels during the first half, especially during April-May 2012.

The International Pepper Community (IPC) estimates global pepper production during 2012 at around 3,20,000 tonnes as against 2,98,400 tonnes during 2011. This represents a prospective 7 percent increase in production which will be offset by an increased consumption and low carry over stock from the previous year. Vietnam is the only IPC member having an optimistic crop outlook for 2012.

The production in major pepper producing countries like Vietnam and Indonesia is estimated to be at around 1,10,000 tones and 41,000 tonnes respectively during 2012. However, Vietnam has

കുരുമുളക് വില തകരിച്ചെന്ന് മാർക്കറ്റ് ഇൻറലിജൻസ് സെൻറർ

തൃശ്ശൂർ: കുരുമുളകിന്റെ മികച്ച വില 2012ലും തുടരുന്നതെന്ന് കേരള കാർഷിക സർവകലാശാല മാർക്കറ്റ് ഇൻറലിജൻസ് സെൻററിന്റെ റിപ്പോർട്ട്. വില തകർച്ചയുണ്ടാകുമെന്ന പ്രചാരണം ശരിയല്ല. അൺഗാർബിംഗ് ക്യാമ്പയിന് അടുത്തമാർച്ചിൽ കിലോയ്ക്ക് 340-360 രൂപ വില നിലവാരമുണ്ടാകുമെന്നും പറഞ്ഞിപ്പോർട്ട് പറയുന്നു. ഉല്പാദനത്തിലെ കുറവും വർദ്ധിച്ച ഉപഭോഗവും കുരുമുളക് വിപണിക്ക് കരുത്താകും. രൂപയുടെ മൂല്യം കുറഞ്ഞാൽ ആഗോളതലത്തിൽ കയറ്റുമതി വർദ്ധിക്കുമെന്നും റിപ്പോർട്ടിലുണ്ട്. ഇൻറർ നാഷണൽ പെപ്പർ കമ്മ്യൂണിറ്റി ക

ണക് പ്രകാരം 2012ൽ ആഗോളതലത്തിൽ കുരുമുളകിന് ഏഴുശതമാനം ഉല്പാദന വർധനവാണ് പ്രതീക്ഷിക്കുന്നത്. 2011 സീസണിൽ 2,98,400 ടൺ ആയിരുന്ന ഉല്പാദനം 2012ൽ 3,20,000 ടൺ ആകുമെന്നാണ് കണക്ക്. കണക്കുകൾ പ്രകാരം ഇന്ത്യയിൽ 2012ൽ 10.42 ശതമാനം ഉല്പാദനം കുറയും. 2011ൽ 48,000 ടൺ അടുത്ത വർഷം 43,000 ടൺ ആയി കുറയും. സ്പെസൽ ബോർഡ് കണക് പ്രകാരം ഇന്ത്യയിൽ നിന്നുള്ള കുരുമുളക് കയറ്റുമതി ഗണ്യമായി വർദ്ധിച്ചുവരികയാണ്. ഇതെല്ലാം സൂചിപ്പിക്കുന്നത് കുരുമുളകിന് ഡിമാൻഡ് വർദ്ധിക്കുമെന്നാണ്.

Pepper prices likely to stay steady, production may decline in 2012

fe Bureau

Kochi, Jan 3: Pepper prices are likely to remain steady and firm up towards March due to supply constraints, says a study by the Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University.

"The untimely rains and erratic weather have delayed the harvest from November to January in the growing areas of Kerala, a major growing tract in India. The weather, shrinking acreage and declining productivity are likely to result in a lower crop prospect in Kerala compared with last year," K Satheesh Babu of AMIC said.

AMIC estimates the price of pepper to be in the range of ₹340-360 per kg by March.

According to reports of the International Pepper Community (IPC), pepper production is seen higher in 2012 by 7.2%, largely due to higher production reported by Vietnam and Indonesia.

Indian production is projected to decline by 5,000 tonnes to touch 43,000 tonnes during 2012. The



UNTIMELY RAINS AND ERRATIC WEATHER HAVE DELAYED THE HARVEST IN THE GROWING AREAS IN KERALA. ALSO, SHRINKING ACREAGE AND DECLINING PRODUCTIVITY ARE LIKELY TO RESULT IN A LOWER CROP PROSPECT COMPARED TO LAST YEAR

country is estimated to import 14,000 tonnes of the commodity and export nearly 21,000 tonnes. It still remains the largest consumer of pepper from the producing countries with domestic

consumption estimated at 40,000 tonnes.

"The 7% increase in production will be offset by the increased consumption and low carry-over stock from the last year. In fact, no IPC

member other than Vietnam has an optimistic crop outlook for 2012," Babu said.

The uncertainties in production and availability would compel traders and exporters to change their strategy during this season, by stocking enough material in the main season itself, he added.

"The weak rupee with respect to dollar will provide trade advantages to pepper of Indian origin in the international market. On the other hand, the import would be unattractive, which would deter large-scale imports, even for value addition," he said.

According to data released by the Spices Board, India exported 13,750 tonnes of pepper during the period from April 2011 to October 2011. The corresponding figure for the year 2010-11 was 10,350 tonnes, which shows an increase of 32.85%.

AMIC reports that in Kerala, most of the farmers had sold their stock when the prices ruled high, and hence the carry-over stocks with them are likely to be low.

Pepper prices set to fall on sluggish demand

Rajesh Ravi

Kochi, Jan 18: Pepper prices are likely to come under pressure due to sluggish demand from the domestic and global markets, traders said.

With buyers waiting for the new crop from Vietnam and India, the market is estimated to ease. Reports of a higher crop in 2012 by the International Pepper Community's (IPC) are adding to the sentiments.

"The market is likely to ease. Meanwhile, speculators and traders have cornered some pepper and they are playing in the futures exchange. Old stocks in Kerala and with traders in places like Gwalior, Jaipur and Indore have surfaced to the market. Validity-expired stocks are also floating in the market," Kishore Shamji, spices exporter told *FE*.

Buyers are not confident due to the volatile situation and the Vietnam pepper is expected to come by mid-Febru-

ary, he added. Faiyaz Hudani of Kotak Commodity Services also concurs with the view. "The market is likely to ease in anticipation of the new crop from India and Vietnam. Demand is also weak," he said.

Currently, Indian pepper is the cheapest in the global market, but exports are low, given that the big importers are waiting for the prices to decline on higher production. According to the reports of International Pepper Community's (IPC), pepper production is seen higher in 2012 by 7.2%, largely due to higher production reported by Vietnam and Indonesia.

Indian production is projected to decline by 5,000 tonne to touch 43,000 tonne during 2012. The country is estimated to import 14,000 tonne of the commodity and export nearly 21,000 tonne.

Jojan Malayil of Kochi-based Bafna Enterprises is little skeptical about a de-

cline in the near-term. "The market will decline only when the crop comes in large volumes from March. Currently, the domestic availability is very low. The processing industry, which normally imports from Sri Lanka must have consumed the initial Indian crop arrivals," he said.

A recent study by the Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University says that pepper prices are likely to remain steady and firm up towards March due to supply constraints.

"The untimely rains and erratic weather has delayed the harvest from November-December to January in the growing areas in Kerala. The erratic weather, shrinking acreage and declining productivity are likely to result in a lower crop prospect in Kerala than the last year," K Satheesh Babu of AMIC said.

AMIC estimates the pepper price to be in the range of ₹340-360 per kg by March.

Cardamom prices to increase on demand & unfavourable climate

■ Next crop to be lower if rains are delayed

Rajesh Ravi

Kochi, Feb 23: Cardamom prices are seen firming up due to robust demand and reports of unfavorable climate in the producing regions. Prices have pulled back from the lows aided by declining arrivals. Exports are also on the higher side as compared to the past.

Cardamom producing areas in Kerala have not received any summer showers during the current season. Cardamom needs low temperature, high humidity and incessant drizzles. Heavy rains could damage the crop, while intermittent rains that keep the atmosphere humid augur well. KK Devassia of Cardamom Growers Association feels that further delay in rains could lead to an abrupt ending of the current season and delayed beginning of the next season.

"The rains would be a critical factor in the cardamom market. Delayed rains or lower rains tend to damage cardamom plants leading to less-



er yield. The next crop would be lower if rains are delayed," K Satheesh Babu of Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University said. The current production (2011-12) could be as high as 15,000-16,000 tonne trade sources said. Spices Board estimates India's production in 2010-11 to be 10,350 tonne, which is almost the same as 2009-10's figures. Good summer rains and conducive environment in the cardamom growing Idukki district during 2011 helped in continuous and higher arrival of cardamom in the market.

"Arrivals are declining and are now almost 50% low-

er when compared to the peak of 90-100 tonne. The fundamentals support the market and we may see it firming up," Satheesh Babu said.

As on Thursday evening the average for the auction conducted by Header Systems, Nedumkandam stood at ₹671.79 per kg. During January, the average price for one kg of cardamom had dipped to ₹450. Cardamom prices reached a record high of ₹1950-2000 per kg during June 2010 due to shortage of the commodity. A major reason for the record price during 2009-10 was lower production in competing Guatemala.

"Demand for the commodity has been extremely good in the current season. North Indian buyers have been very active and exports are also on the higher side. Pakistan has also imported cardamom from India. Normally it is smuggled through the land route," Devassia said.

Exports from India had declined due to the premium on Indian cardamom compared to the Guatemala commodity.

Coconut oil market relishes govt's copra procurement

■ Prices of palm oil & palm kernel oil have also increased

Rajesh Ravi

Kochi, Feb 29: Reports of government procurement of copra have helped the coconut oil market in finding support. Market prices have firmed a bit and demand has also picked up in anticipation of lower availability and a short rally in prices. Prices of palm oil and palm kernel oil have also increased in the past few days giving support to the coconut oil market.

Coconut Development Board (CDB) has decided to procure copra from Kerala and Tamil Nadu simultaneously and has assigned TANFED as the state-level marketing agency in Tamil Nadu to undertake copra procurement.

"The selling pressure in the market has declined. Prices have firmed a bit and may increase to the level of ₹75 per kg if procurement starts soon. Demand from corporates are also on the higher side in anticipation of procurement," Coconut

Oil Merchants Association (COMA) president Talat Mehamod said.

Currently, the market price for coconut oil is ruling well below the equivalent minimum support price for copra, which is ₹5,100 per quintal. As on Wednesday

COCONUT DEVELOPMENT BOARD HAS DECIDED TO PROCURE COPRA FROM KERALA AND TAMIL NADU AND HAS ASSIGNED TANFED AS THE STATE-LEVEL MARKETING AGENCY IN TAMIL NADU TO UNDERTAKE COPRA PROCUREMENT

evening, coconut oil prices at the Kochi market stood at ₹66 per kg. Palm oil was selling at ₹69.50 per kg and palm kernel oil at ₹78 per kg.

K Satheesh Babu of Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University

(KAU) feels that any delay in procurement would be bad for the farmers. "The procurement is now stalled due to some confusion in handling charges. It has to be solved quickly and procurement has to commence before the market declines. The intervention has to be pro-active and not crisis based," he said. Supply of coconut will increase in the coming days from all the southern states, he added.

Production season in Kerala starts from February while production in Tamil Nadu and Karnataka starts a bit later in March and April.

Usually, price of coconut oil declines with start of production season in Kerala (February) and reaches the end of the trough during June as production peaks in Tamil Nadu and Karnataka.

"Production in both Kerala and Tamil Nadu would be higher this season by 15-20%. Last year nut production was lower due to climatic problems," Sateesh said.



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Cardamom loses flavour as offtake weakens

G. K. Nair



KOCHI, APRIL 4:

Cardamom prices witnessed a declining trend last week due to lack of buying support from both domestic dealers and exporters at the auctions held in Kerala and Tamil Nadu.

- ▶ “The market has been in the grip of sluggishness because of the ensuing Assembly elections in Kerala and Tamil Nadu, on the one hand, and rains in the growing regions, on the other, in recent days, which have created a bearish sentiment in the market,” trade sources said.

According to them, buyers are of the opinion that there will be crop available throughout the year without any break between the current and next season because of the summer showers. Consequently, they would not have to buy and stock, the sources said.

Upcountry buyers were not actively covering while export buying was negligible at around three tonnes last week, they said.

The average price declined further today at the CPA auction in Bodi to Rs 925.37 a kg from Sunday's 938.46, they said.

- ▶ The individual auction average dropped to below Rs 900 from Rs 1,000 few weeks ago.

“We have been watching a very interesting phenomenon in the cardamom futures price for the last four months,” Dr K. Satheesh Babu, Professor & CCPI, Agricultural Market Intelligence Centre, Kerala Agricultural University told *Business Line*.

Generally, the spot price plus cost of carryover determines the futures price for any agricultural commodity. But to my surprise, I am watching that the

futures price of cardamom during the last 4 months is “determining” the spot price at Puttady (Vandanmettu) and Bodi e-auctions, leading to a suspicion that the speculators have taken over the entire cardamom market.

“My personal view is that the bringing down of default penalty from 12 per cent to 3 per cent has provided a convenient fodder for the speculators,” he said.

- ▲ At the Sunday auction, conducted by the KCPMC arrivals were at 28.7 tonnes and the entire quantity was sold, Mr P.C. Punnoose, General Manager, CPMC, told *Business Line*. The maximum price was at Rs 1,300 a kg while the minimum was at Rs 741 a kg. Auction average was at Rs 938.46 a kg, he said.

Total arrivals during the current season from August 1 to April 3, 2011 stood at 8,414 tonnes. Of this, 8,202 tonnes were sold.

Arrivals and sales in the same period of the previous season were 8,420 tonnes and 8,237 tonnes respectively.

Weighted average price as on April 3, 2011 was Rs 1,097.91/kg, up from Rs 806.30 same day last year.

- ▶ Prices for graded varieties according to official sources in Kumily on Monday were (Rs/kg): AGEB 1,235 – 1,245; AGB 1,125 – 1,135; AGS -1,110 – 1,120 and AGS1 -1,080 – 1,090. Prices as per trade sources in the open market in Bodinayakannur were (Rs/kg): AGEB (7mm – 8 mm) 1,050 – 1,100; AGB (6mm – 7 mm) 1,000- 1,010; AGS (5mm – 6mm) 960 -970 and AGS 1 – 940 – 950.

Good bulk was being sold at Rs 1,010 – Rs 1,020 while medium was fetching Rs 950 – Rs 960 a kg, trade sources in Bodi said.

The weather conditions in the growing areas in Kerala's Idukki district were favourable for the crop as the estates received rains during the past few days. It is going to be good for the plants which may continue yielding through to the next season, growers said.

Keywords: Cardamom, Dr K. Satheesh Babu

Pepper acreage in Kerala drastically shrinking

BY INVITATION: K SATHEESH BABU

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THOUGH India is the second largest producer of pepper, after Vietnam, the country itself is one of the major consumer of the commodity so the quantity available for export is limited as compared to its immediate competitors.

The major pepper producing states in India are Kerala, Karnataka and Tamil Nadu. Kerala records the highest position in area and production of pepper followed by Karnataka and Tamil Nadu. Kerala enjoyed a prominent position in pepper production in India, accounting for nearly 96% of the total production during 2000-01. It declined to 82% by 2008-09. Karnataka currently contributes to nearly 13% of the total production in the country. The area under pepper has been drastically shrinking in Kerala during the last few years due to instability in output price, high wage rates, shortage of labour, high incidence of diseases, declining crop productivity, increasing cost of production, coupled with less relative profitability vis-a-vis competing crops.

The area under cultivation reduced from 2.02 lakh hectare in 2000-01 to 1.54 lakh hectare in 2008-09. The productivity has also come down from 301 kg per hectare to mere 221 kg per hectare during the same period. Consequently, the production has declined from 60,000 tonne to around 42,000 tonne during the corresponding period, recording a decline by 44.21%. The year 2009-10 shows some improvement in area and production under pepper though the productivity remains stagnant.

India's main export is of Malabar grade black pepper, which commanded a premium in international market due to its superior quality attributes such as

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India's main export is of Malabar grade black pepper, which commanded a premium in international market due to its superior quality attributes such as colour, taste, and flavour. US, Italy, Germany, and Canada are the major importers of Indian pepper. India's pepper production increased from 62,440 tonne in 2001 to 92,935 tonne in 2005. It is showing a declining trend there after. Pepper production in India was 41,255 tonne in 2008.

As per the nominal protection coefficient (NPC) Indian pepper does not enjoy export advantages with respect to its main competing country, viz., Vietnam. Incidentally, India exported 25,250 tonne of pepper in 2008. According to the data released by the Spices Board of India, during the year 2009-10, India has exported a total quantity of 19,750 tonne of pepper valued at R313.93 crore as against 25,250 tonne valued at R413.74 crore during the previous year. It represents a decline by 22% in volume and 24% in value. Export of Indian pepper to major destinations like US, EU etc. has declined during 2009-10.

The trade competitiveness of any commodity over its immediate competitor can be measured in terms of. It is nothing but the relative price ratio in the two countries of origins at their port of export destinations. A value higher than one indicates that black pepper of Indian origin is not enjoying a trade advantage at the global market from 2005 onwards under the exportable hypothesis. A major reason for the set back to Indian pepper has been the emergence of low cost competitors like Vietnam, Indonesia and Brazil.

It is a well known fact that newly cultivated areas get over the problems faced by traditional areas such as inferior genetic stock in cultivation, old and senile plants needing immediate replacement, soil degradation due to continuous cultivation of longer duration, consequent low yield equilibrium and resultant low profitability. On the other hand, newly cultivating countries enjoy gains from yield as well as price advantages. It calls for long term measures such as cost effective production through productivity improvement measures, phasing out of old and senile vines with improved genotypes, modernisation of post harvest handling and strengthening of R&D efforts, including introducing reliable, regionally specific and producer centric market intelligence facilities.

The author is professor, Agricultural Market Intelligence Centre, Kerala Agricultural University

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Farm produce prices soar on high demand

S Sanandakumar. Apr 28, 2011, 06:37am IST

Tags: Spices | rubber

KOCHI: There has been an across-the-board increase in the prices of farm commodities from south India. This includes items of daily consumption such as coffee, poultry, eggs and coconut oil, industrial raw materials like rubber, spices such as pepper, cardamom and chillies, snack food like cashew nuts and premium food items like shrimp. Apart from upsetting the family budget, the soaring prices have led to a change in buying pattern .

Coffee prices have jumped from Rs 65 per kg in April 2010 to Rs 100 per kg in April 2011. Coconut oil price went up from Rs 49 per litre to Rs 95 per litre during the period. Poultry prices have increased from Rs 75 per kg to Rs 100 per kg. The average price of an egg rose from Rs 2.17 to Rs 2.23. Supply constraints pushed the price of rubber up from Rs 168.50 per kg in April 2010 to Rs 239.50 in April 2011. Pepper prices rose from Rs 159 per kg to Rs 276 per kg on similar concerns.

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Cashew nut saw a sharp increase from Rs 265 per kg to Rs 450 per kg. Chilli prices rose from Rs 55 per kg to Rs 90 while shrimp price shot up from Rs 350 per kg to Rs 380 per kg. Speaking to ET, Dr KK George, chairman of the Centre for Socio-Economic & Environmental Studies (CSES), said domestic prices depend on international market dynamics in commodities such as rubber and pepper. "This is especially true when the domestic production is only a small percentage of the international production," he said. Dr Satheesh Babu, professor, Agriculture Market Intelligence Centre, Kerala Agriculture University (KAU), explained that the price rise was also the result of a widening demand-supply gap. Demand has been consistently increasing due to the burgeoning population and higher per capita income. "On the other hand, supply has been severely affected by climatic variations during the last two years," he said.

Although price spurt in commodities such as spices and coconut oil was expected, the rise quite sharp, said experts. "Such an increase was not predicted. The industry was not prepared to handle it. Given the current situation of demand and supply mismatch, prices are not likely to come down in the immediate future," said Geemon Korah, chairman of All India Spices Exporters Forum.

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Pepper prices hit new high of R278

RAJESH RAVI

Posted Thursday, Apr 28, 2011 at 0033 hrs IST

Tags: Pepper Prices | Kerala Agricultural University | Kotak Commodity Services | Indonesian Crop



Kochi: The pepper market looks bullish, with prices surging ahead on tight supply. Traders and analysts are now expecting prices to cross R300 per kg with global supply straitened as Vietnam holds on to its stocks. Speculative elements in the Indian exchanges are also spicing up the rally.

On Wednesday, the spot price at the physical market stood at R278 per kg against R267 per kg on Monday. The earlier highest price recorded in the country was R265 per kg, in 1999. According to the database of the Kerala Agricultural University, farm level prices were at its highest

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remain firm on lower supply. Lower inventory with all producers and traders is a major reason for the firm market. Crop is also on the lower side," he said.

"Vietnamese are holding back black pepper and quoting aggressively for the white pepper. Prices are very high at the moment," said P Nandakumar, a trade consultant from Kochi. He feels that the prices would take a cue from the Indonesian crop, due to come in July.

Hudani feels that the crop arrivals in Indonesia and Brazil would not make much difference as reports suggest lower crop in both countries. "Weather conditions in Indonesia are not conducive for pepper and we expect lower crop. Similarly, in Brazil the pepper crop would be less on less acreage," he said.

K Satheesh Babu of the Agricultural Market Intelligence Centre of the Kerala Agricultural University estimates prices to remain firm and move to new records. "We had forecast some months back that the market would surge ahead in the second part of the year. Prices are likely to cross R300 per kg due to lower availability," he said. He does not believe that the market would ease on new crop arrivals in Indonesia and Brazil.

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Coconut oil price to remain firm

FE BUREAU

Posted Saturday, May 28, 2011 at 04:13 hrs IST

Tags: Coconut Oil Prices | Global Production | Asian And Pacific Coconut Community | Rise In Domestic Price



Kochi: Coconut oil prices are likely to remain firm due to supply constraints, says a report by the Agricultural Market Intelligence Centre of Kerala Agricultural University. The latest report says that the production of coconut has been lower than estimated earlier because of area reduction and declining productivity. Global production of nuts is also on the lower side leading to lower crushing of coconut oil.

According to the Asian and Pacific Coconut Community, coconut production has been affected globally by climate changes during the last two years, of which the rise in temperature has hit the palms more hard. "Production in all major coconut producing countries like Philippines, Indonesia and Sri Lanka has been reeling.

Sri Lankan production has recorded a 15-year low of 2.533 billion

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Sri Lankan production has recorded a 15-year low of 2.533 billion nuts in 2010 as against the annual average production of 2.7 billion nuts. The rise in domestic price has compelled the Sri Lankan Government to ban export of coconut and felling of coconut palms, and even arranging imports of nuts," K Satheesh Babu of AMIC said.

With the Sri Lankan sources drying up, importers in Bangladesh, Pakistan, Nepal and Middle East countries has started outsourcing fresh nuts increasingly from India. This has kept the price of coconut firm despite the onset of "peak season" in the major producing states of Tamil Nadu and Kerala, he added.

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Kerala - Thrissur



Coconut price to remain firm

Staff Reporter

Reduction in production likely in State

Thrissur: The coconut price will remain firm in the next quarter, according to the Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University (KAU).

The price forecast on coconut by the AMIC in October 2010 had identified a likely reduction in production in the State by 15-20 per cent.

A reassessment indicates that the shortfall in production will be more than the earlier estimates because of reduction in area of production and declining productivity.

According to the AMIC, The area under coconut has been shrinking continuously since 2000 due to a host of factors. Declining productivity, depressed price, shortage of labour, high wages, and incidence of diseases are the major reasons.

The change in climate pattern and shortage of labour had affected the crop management in the State.

According to the Asian and Pacific Coconut Community, coconut production

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Coconut price to remain firm

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The change in climate pattern and shortage of labour had affected the crop management in the State.

According to the Asian and Pacific Coconut Community, coconut production has been affected globally by climate changes during the last two years, of which the rise in temperature has hit the palms more hard.

As a result, the production in all major coconut producing countries such as the Philippines, Indonesia, and Sri Lanka have been declining. The Sri Lankan government has banned export of coconut owing to rise in domestic price.

With Sri Lankan sources drying up, importers in Bangladesh, Pakistan, Nepal, and West Asian countries have started outsourcing fresh nuts increasingly from India. This has kept the price of coconut firm despite the onset of 'peak season' in the major producing States of Tamil Nadu and Kerala. The summer heat has increased the demand for tender coconut.

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Climate change takes toll on global coconut production

C. J. PUNNATHARA

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Shortfall likely to be higher than initial estimates

KOCHI, MAY 29: Declining production in Kerala along with global shortfalls in coconut and lauric oil production is expected to keep coconut prices firm this year.

A study conducted by the Agricultural Market Intelligence Centre of the Kerala Agricultural University had earlier predicted that Kerala's coconut production would fall by 15-20 per cent this year.

However, a reassessment of the coconut production scenario indicates that the shortfall will be more than the initial estimates because of area reduction and declining productivity.

In Kerala, the area under coconut has been shrinking continuously from 2001 due to a host of factors such as depressed price for nuts, high wage rates, shortage of labour, high incidence of diseases and pests, land diversion for urbanisation, as well as decline in productivity and profitability.

Quoting from the Asian and Pacific Coconut Community, the study, by Dr Satheesh Babu and Ms Swapna Surendran, points out that global climate change has hit coconut production hard in all the major producing countries, including the Philippines, Indonesia and Sri Lanka.

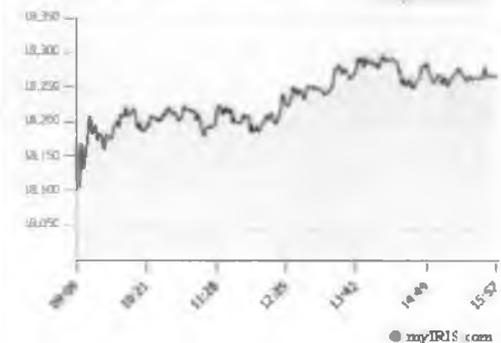
Drawing a parallel with local production cycles, the study states: "The shifts in climatic patterns due to erratic rains and non-availability of labour in time have affected the crop management in Kerala, with the result that crop seasons are slowly disappearing."

LANKAN OUTPUT

Sri Lankan production has recorded a 15-year low of 2.533 billion nuts in 2010 against an annual average production of 2.7 billion nuts. The consequent rise in domestic price has compelled the Sri Lankan Government to ban export of coconuts and felling of coconut trees. It had to resort to imports to stem the price spurt.

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With the Sri Lankan source drying up, countries such as Bangladesh, Pakistan, Nepal and the Gulf had to source fresh nuts from India. Consequently, the price of coconuts has ruled firm in Indian markets despite the onset of the peak production season in Kerala and Tamil Nadu.

The price of substitute oils such as palm oil have also remained buoyant amidst conflicting reports about the extent of La Nina effect on Indonesian and Malaysian output, the study said.

However, China, the biggest user of cooking oil, is importing more than 7.85 lakh tonnes of lauric oils which could counter possible bearish trend in the coconut oil market.

To add to the woes of the Indian consumers, the area under coconut palms in Kerala, the biggest coconut producing region in the country, has been declining. The area under coconut fell from 9.26 lakh hectares in 2000-01 to 7.79 lakh hectares in 2009-10, a fall of close to 16 per cent.

However, due to certain productivity enhancement measures, the total production grew by around three per cent to 5,667 million nuts, up from 5,536 million nuts in 2000-01.

Keywords: coconut production, climate change

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കാർഷികോൽപ്പന്ന വിപണിയിൽ അൽപ്പം കിടപ്പ്

എ. ഡി. വർഗ്ഗീസ്

Story Dated: Monday, May 30, 2011 2:30 hrs IST

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കൊച്ചി: കാർഷികോൽപ്പന്ന വിപണി വൻ കുതിച്ചിറു ശേഷം കിതയ്ക്കുന്നു. കൂരുമുളക്, വെളിച്ചെണ്ണ, മഞ്ഞൾ, തേയില, റബർ തുടങ്ങിയവയുടെയെല്ലാം വിലകളിൽ തിരുത്തൽ പ്രകടം. വർദ്ധിച്ച ആവശ്യവും ലഭ്യതക്കുറവും നിലവൻ്റെക്കുന്നതിനാൽ വിലത്തകർച്ചയ്ക്ക് സാധ്യതയില്ലെന്ന് വിപണി വൃത്തങ്ങൾ ചൂണ്ടിക്കാട്ടുന്നു.

എക്കാലത്തെയും ഉയർന്ന വിലകളിൽ നിന്നാണ് മിക്ക ഉൽപ്പന്നങ്ങളുടെയും തിരിച്ചുവരവ് എന്നത് ശ്രദ്ധേയം. കീറ്റ്ലിൻ 30000 രൂപയ്ക്കടുത്തെത്തിയ കൂരുമുളക്, ഒരൊറ്റ ദിവസം മാത്രം 500 രൂപ കുറഞ്ഞ് 28500 രൂപ രേഖപ്പെടുത്തി. അവധി വിലകളിലെ ചാലോട്ടവും വിയറ്നാം കൂരുമുളകിന്റെ ലഭ്യതയുമാണ് ഇതിനു കാരണം. കർണാടകം, 28500 രൂപയ്ക്ക്, രാജ്യത്തെവിടെയും കൂരുമുളക് നൽകാൻ തയ്യാറാണ് രാജ്യാന്തര വിപണിയിൽ, ടണ്ണിന് 6000 ഡോളറിനു മുകളിൽ വിയറ്നാം, ഇന്തോനേഷ്യ, ബ്രസീൽ എന്നീ രാജ്യങ്ങൾ വീൽക്കുന്നു. ഇന്ത്യൻ വില ഇതിലും മുകളിലാണ്. രൂപയ്ക്കെതിരെ ഡോളർ ശക്തി നേടിയത്, ഇന്ത്യക്ക് മൽസരക്ഷമത നൽകുന്നുവെന്നത് ആശ്വാസകരം.

ഈറോഡ്, സേലം വിപണികളിൽ ലഭ്യത കുടിയത് മഞ്ഞളിന്റെ നിറം കുറച്ചു സാധാരണ നിലയിൽ സീസൺ കഴിഞ്ഞ സാഹചര്യത്തിൽ വരവ് കുറയേണ്ടതാണ്. മേയിൽ മുൻ വർഷങ്ങളിൽ സേലം വിപണിയിൽ പ്രതിദിനം 7000 ചാക്ക് വന്നിരുന്നിടത്ത്, ഇപ്പോൾ അതിന്റെ ഇരട്ടിയോളമെത്തുന്നുവത്രെ ഉത്തരേന്ത്യയിൽ നിന്ന് ആവശ്യം കുറവാണ്. ഈറോഡ്, ഗോപിചെട്ടിപ്പാലയം വിപണികളിലും വരവ്. കുടിയതിനെ തുടർന്ന് വില കുറഞ്ഞു. വർഷാഭ്യത്തിൽ കീറ്റ്ലിൻ 20,000 രൂപയ്ക്കടുത്തേക്കു കുതിച്ച മഞ്ഞൾ 10,000 രൂപയ്ക്കു താഴെയെത്തി. 6000 രൂപയെങ്കിലും കിട്ടിയില്ലെങ്കിൽ കൃഷി ലാഭകരമാകില്ലെന്നു കർഷകർ ചൂണ്ടിക്കാട്ടി.

വെളിച്ചെണ്ണ വില സർവകാല റെക്കോർഡിൽ നിന്നു താണ്, 10,000 രൂപയുടെ പടിയിറങ്ങി കൊച്ചിയിൽ കീറ്റ്ലിൻ 9000 രൂപയും തമിഴ്നാട്ടിലെ കായത്തത് 9450 രൂപയും. വർദ്ധിച്ച ആവശ്യവും ലഭ്യതക്കുറവുമുള്ളതിനാൽ വിലത്തകർച്ചയ്ക്ക്

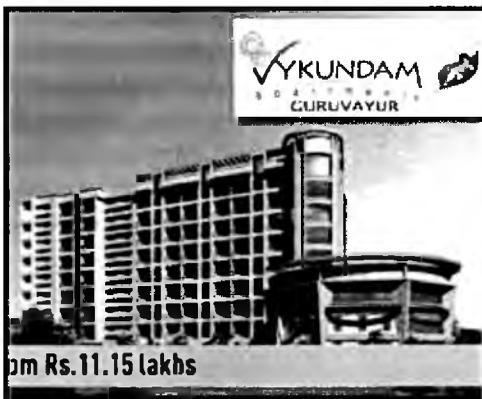
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വെളിച്ചെണ്ണ വില സർവകാല റെക്കോർഡിൽ നിന്നു താണു. 10,000 രൂപയുടെ പടിയിറങ്ങി. കൊച്ചിയിൽ കിന്റേമിന് 9900 രൂപയും തമിഴ്നാട്ടിലെ കായത്തൽ 9450 രൂപയും. വർധിച്ച ആവശ്യവും ലഭ്യതക്കുറവുമുള്ളതിനാൽ വിലതകർച്ചയ്ക്ക് സാധ്യതയില്ല. ബംഗ്ലാദേശ്, പാക്കിസ്ഥാൻ, ഗൾഫ് രാജ്യങ്ങളിലേക്ക് തേങ്ങയുടെ കയറ്റുമതി കൂടിയതും കരിക്ക്ന്റെ ഉപയോഗം വർധിച്ചതും കൊപ്രയുടെ ലഭ്യത കുറച്ചു. സോയാബീൻ, പാശ്ചാത്യീൽ തുടങ്ങിയ ഭക്ഷ്യ ഏണ്ണകളുടെ വില കൂടി നിൽക്കുന്നുണ്ട്. ഈ സാഹചര്യത്തിൽ നാളികേര വില കിലോഗ്രാമിന് 21-24 രൂപ നിരക്കിൽ തുടരുന്നതാണ് കഴിഞ്ഞ 12 വർഷത്തെ വില അവലോകനം. വ്യക്തമാക്കുന്നതെന്നു കേരള കാർഷിക സർവകലാശാലയുടെ കീഴിലുള്ള അഗ്രിക്കൾച്ചറൽ മാർക്കറ്റ് ഇന്റലിജൻസ് സെന്റർ വിലയിരുത്തുന്നു. കഴിഞ്ഞ വർഷം ഇതേ കാലയളവിൽ വില കിലോഗ്രാമിന് 9 മുതൽ 11 രൂപ വരെയായിരുന്നുവെന്നും പ്രഫം ഡോ. കെ. സാതീശ് ബാബു ചൂണ്ടിക്കാട്ടി.

മഴ കിട്ടിയതിനെ തുടർന്ന് വരകവ് മെച്ചപ്പെട്ടതാണ് റബ്ബറിന്റെയും തേയിലയുടെയും വിപണിയെ സാധ്യമാക്കുന്നത്. ഈജിപ്ത്, സിറിയ തുടങ്ങിയ രാജ്യങ്ങളിലെ രാഷ്ട്രീയാനിശ്ചിതതും തേയിലയുടെ കയറ്റുമതിയെ പ്രതികൂലമായി ബാധിക്കുന്നു. കരുതലോടെയാണ്, ഈ രാജ്യങ്ങളിലേക്ക് കയറ്റുമതി നടത്തുന്നത്. പാക്കിസ്ഥാൻ പോലുള്ള രാജ്യങ്ങൾക്ക് താൽപര്യം കിലോഗ്രാമിന് 60 രൂപയിൽ താഴെയുള്ള സിടിസി പൊടിയനും തേയിലയിലാണ്. ആഭ്യന്തരവശ്യം വിപണിക്ക് താങ്ങായി നിൽക്കുന്നു.

റബർ വില കിലോഗ്രാമിന് 250 രൂപയ്ക്കു തൊട്ടടുത്തെത്തിയതിനു ശേഷം പുറംകാട്ടു നീങ്ങി. ആർഎസ്എസ് നാലാം ഗ്രേഡിന് വാരാന്ത്യത്തിൽ 215 രൂപയായി. ടാപ്പിന്റെ പുനരാരംഭിച്ചതോടെ വരവ് ഇനിയും കൂടുമെന്നാണ് കണക്കുകൂട്ടൽ. സാമാവിക റബ്ബറിന്റെ ആവശ്യവും ലഭ്യതയും തമ്മിലുള്ള വൻ അന്തരം നിലനിൽക്കുന്നിടത്തോളം കാലം വിലതകർച്ചയ്ക്കു സാധ്യതയില്ല. വാഹന നിർമ്മാണ മേഖല കുതിക്കുന്നതും വിപണിക്ക് അനുകൂലം. രാജ്യാന്തര വിപണിയിൽ വില 230 രൂപയ്ക്കു മുകളിൽ തുടരുന്നുണ്ട്. ക്രൂഡോയിലിന്റെ വില വർധന കൃത്രിമ റബ്ബറിന്റെ ഉൽപാദന ചെലവ് കൂട്ടുകയും ചെയ്യുന്നു.

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Cardamom exports may rise as local prices fall

FE BUREAU

Posted: Saturday, Jun 04, 2011 at 01:12 hrs IST

Tags: Cardamom Exports | Exporters Are Procuring Cardamom | Cardamom Prices Are Weak | Cardamom Processing Marketing Company

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Kochi: Cardamom exports are looking up as the domestic market declines on higher arrivals. Exporters are procuring cardamom from the auction centers for the Ramadan demand from West Asia. Indian exports during the last financial year had declined by 50% due to the high domestic prices.

"Cardamom prices are weak due to higher arrivals at the end off the season. We are getting 40-50 tonne as against the usual 10-15 tonne during this time of year," P C Punnoose of Cardamom Processing Marketing Company, Kumily, told FE.

Farmers were holding stocks expecting prices to move up. Now

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Farmers were holding stocks expecting prices to move up. Now they realize that the prices may come down as demand wanes from North India. They are selling more cardamom, he added.

"The new crop is likely to arrive in the market by June-end due to the extremely good summer showers," Punnoose said.

Cardamom plants start flowering early with early rains resulting in harvest of fruits in June and July. Good supporting rains in May-June would help in a huge crop. Auctions for the new crop usually starts in August after the Monsoon break taken by the auction centers.

On Thursday, the average auction price stood at R605.44 per kg and on Wednesday the auction average was R609.97 per kg as 44 tonne were auctioned. Average price during the month of January stood at R1341.95 per kg, which declined to R989.87 by March.

K Satheesh Babu of Agricultural Market intelligence Centre of Kerala Agricultural University feels that the market will bounce back due to the good export demand

The Spices board feels that the prevalent market conditions do not warrant any such decline. For the last two years import of Cardamom from Guatemala is not very significant. The production of cardamom in Guatemala is also reported to be around 20,000 tonne against their normal production figure of 27,000 tonne to 30,000 tonne.

Exports from India had declined due to the premium on Indian cardamom compared to the Guatemala crop. India lost its

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K Satheesh Babu of Agricultural Market Intelligence Centre of Kerala Agricultural University feels that the market will bounce back due to the good export demand.

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Exports from India had declined due to the premium on Indian cardamom compared to the Guatemala crop. India lost its traditional markets like Kuwait, Japan and Oman to Guatemala, while retaining Saudi Arabia. Indian exports during 2009-10 were significantly higher due to the fact that Guatemala had a smaller crop due to natural calamities. However, exports declined in the last FY as Indian prices increased considerably. "Exports are back due to the lowering of the market. The domestic market is getting support from the export demand. Otherwise it would have declined further," Punnoose said.

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fe Bureau

Posted: Tuesday, Sep 06, 2011 at 0328 hrs IST

Tags: [AMIC](#) | [Kerala Agricultural University](#) | [K Satheesh Babu](#)

Kochi: Pepper prices are likely to remain firm due to supply concerns across the globe, says a new study by the Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University. Based on market sentiments and the econometric analysis of pepper prices at Kochi, AMIC feels that a price level of R305 – R325 per kg is likely to prevail during the next three months from September. On Monday evening spot price at the NCDEX counter stood at R322 per kg.

“Pepper trade is influenced by the level of Vietnam pepper production during the first half of the season, while the level of Indonesian output influences the second half,” K Satheesh Babu of AMIC said. Indian pepper comes to the market by November-December and is followed by the largest producer Vietnam.

Indonesian crop arrives normally in July while Brazil will be in the market by September. “There are reports of Vietnam having liquidated bulk of its current year production. Reports from Lampung indicate that pepper harvest is almost complete and the production is lower than normal,” he added. Lampung is the main source of black pepper production in Indonesia, contributing to more than 60% of black pepper produced by Indonesia.

According to trade sources, production in Brazil is also not encouraging, production being adversely affected by the vagaries of climate.

On the demand side, AMIC estimates robust consumption. “The domestic and international demand is likely to be on the higher side due to the festive demand from September on account of Diwali, Dussera and Durgapuja.

The onset of winter in Northern India and increased demand from Europe and America during Christmas will add to the pressure,” Sateesh said. According to industry experts, buyers in Europe, Japan and Australia do major portion of their buying for the next season during September –October. US buyers also stock in advance for the coming Christmas and other festivals. AMIC reports that most of the small and marginal farmers have already sold their stocks when the prices were ruling high.

“Currently stocks are held by large farmers, traders, exporters and investors. The uncertainty in the share market is driving a large number of investors into investment in commodities,” he said. “Intensive speculation is also a major driving force behind pepper prices moving higher, he added.

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FE SPICE ROUTE

Market

Once a pepper trading centre, Kochi now finds itself in oblivion

RAJESH RAY

Recent Modified: 2011-09-26 09:14:00 AM

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The old Jewish settlement of Mattancherry is slowly adjusting to the fact that it is no longer a pepper trading centre. Abandoned warehouses in Mattancherry are now being converted to boutique resorts. Foreigners still come in large numbers, but they don't come any more for pepper. With production on the decline and a bulk of the pepper being sold at the primary point itself, Kochi is likely to lose its sobriquet of being the 'terminal market for pepper'.

Trade has shifted to the primary markets of Manathavady, Suthan Bathery, Kumbily and Kannur, with only very small volumes being transported to the terminal market of Kochi. "The once busy trading floors of Indian Pepper and Spices Trading Association (IPSTA) have given way to antique shops. Nearly 300-400 tonne of pepper used to change hands daily at the IPSTA floors," said Joyan Mathai of Kochi-based Sama Enterprises. He feels that the

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(IPSTA) have given way to antique shops. Nearly 300-400 tonne of pepper used to change hands daily at the IPSTA floors," said Jagan Malayil of Kochi-based Batna Enterprises. He feels that the pepper market has undergone an irreversible change. "India is already becoming a marginal player in pepper. From 65-70 pepper exporters, the number of exporters who do business on a consistent basis had dropped down to four," he added. Traders estimate that depending on the yearly production, Kochi used to receive 70,000-90,000 tonne of pepper every year. Currently, spot market availability of pepper is minimal and trading volumes at the 50-year old, commodity exchange of IPSTA has dwindled. Members have stayed away from trading in the past few years or have shifted to the new commodity exchanges. The regional exchange, formed in 1957, was once the only exchange in the world to trade in pepper futures.

Traders are holding stocks at accredited warehouses of the commodity exchanges, which is cheaper and convenient. Upcountry traders are buying from the farms directly with improved access and communication. They are willing to pay more to the farmers by eliminating the intermediaries and it is convenient to take the commodity out through Tamil Nadu and Karnataka. According to old traders, with supply shortage, exporters are finding it difficult to procure the commodity from the Kochi market in bulk and trade is suffering. The reduction in exports due to the emergence of Vietnam and the increasing domestic consumption has also contributed to the new shift, traders said.

India used to export 40,000-50,000 tonne of pepper annually from its yearly production of 60,000-100,000 tonne. However, production in India has dropped to 50,000 tonne, while it remains

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its yearly production of 60,000-100,000 tonne. However, production in India has dropped to 50,000 tonne, while it remains the largest consumer of pepper in the world, with its annual domestic consumption estimated at 40,000-45,000 tonne. Meanwhile, Vietnam leads the global pepper trade, growing between 1,10,000-1,25,000 tonne annually. It also leads in productivity, producing 1,200 kg to 1,300 kg per hectare.

Nandakumar P, a trade consultant and commodity broker, feels that Vietnam will control the market and Indian trading will be restricted to the screens of the futures exchange. "The futures trade has brought new players into the market who are there only for speculative gains. They are not farmers or traders who handle the real commodity. It has distorted the market," he said. He feels that the demand for pepper will increase dramatically as new markets in Africa and South Asia gets a feel of pepper. "India will be a net importer and, maybe, the largest importer of pepper in the coming years. A rough estimate shows that Indians consume 36,000 tonne of pepper per annum. It is likely to increase," said Joyin. According to the estimates of the Jakarta-based International Pepper Community (IPC), the global production is estimated to be down by 2% in 2011 at 3, 09,952 tonne against 3, 16,300 tonne in 2010 and 3, 15,662 tonne in 2009. Consumption of the commodity has been increasing at CAGR of 5 % despite recession as more and more people in the developing nations take to new lifestyles.

The long-term outlook for pepper production looks bleak as figures reveal that farming area and productivity is on a decline in Kerala. The return on investment on pepper has been declining rapidly with farmers losing heavily in the process. Erratic climate and the volatile fluctuation in prices have led to a decline in crop

its yearly production of 80,000-100,000 tonne. However, production in India has dropped to 50,000 tonne, while it remains the largest consumer of pepper in the world, with its annual domestic consumption estimated at 40,000-45,000 tonne. Meanwhile, Vietnam leads the global pepper trade, growing between 1,10,000-1,20,000 tonne annually. It also leads in productivity, producing 1,200 kg to 1,300 kg per hectare.

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The long-term outlook for pepper production looks bleak as figures reveal that farming area and productivity is on a decline in Kerala. The return on investments on pepper has been declining rapidly with farmers losing heavily in the process. Erratic climate and the volatile fluctuation in prices have led to a decline in crop

Kerala: The return on investment on pepper has been declining rapidly with farmers losing heavily in the process. Erratic climate and the volatile fluctuation in prices have led to a decline in crop management leading to a drop in production. The area under pepper farming in Kerala has declined drastically during the last few years due to less viability relative to other cash crops like rubber. A recent study by the Agricultural Market Inquiry Centre (AMIC) of Kerala Agricultural University reports that the area under pepper farming has come down by 24% in recent years, while production has declined by almost half during the same period.

"Pepper farming is under pressure: instability in output price, high wage rates, shortage of labour, high incidence of diseases, declining crop productivity, increasing cost of production and relatively lesser profitability when compared to competing crops is affecting the production," K Suresh Babu of AMIC told PE. The area under cultivation has declined from 2.02 lakh hectares in 2000-01 to 1.54 lakh hectares in 2008-09. The productivity has also come down from 301 kg per hectare to a mere 221 kg per hectare during the same period, he said. "Consequently the production has declined from 60,000 tonnes to around 42,000 tonnes during the corresponding period, recording a decline by 30%," he added.

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Global economic woes may blunt impact

Coconut oil prices likely to remain steady till January 2012

C. J. PUNNATHARA



KOCHI, NOV. 7: With global coconut oil availability remaining depressed as couple of recurrent typhoons lashed the coast of Philippines and beetle infestation and drought in the coconut plantations of Thailand has reduced coconut production from couple of the biggest producers in the world, prices are likely to remain firm globally. Barring Indonesia, coconut production has been reeling among the big coconut producers this year.

In the Indian subcontinent, the area under coconut cultivation has been drastically declining in the biggest producing State of Kerala due to a host of factors like unsteady prices, high wages, shortage of labour, high incidence of pests and diseases, declining crop productivity and low profitability compared to other commercial crops like rubber.

Global shortage

It is in this backdrop of global shortage of coconut oil along with a host of other pull and push factors that the Market Intelligence Centre of the Kerala Agricultural Centre of the Kerala Agricultural University has concluded that coconut oil prices in the country are likely to remain firm till January 2012.

A recent study conducted by Dr K Satheesh Babu, Ms K Jayasree and Ms P Resmi has pointed out that the supply shortfall from the State has been widely met with heavy arrivals from Tamil Nadu. However the advancing north-east monsoon along the coconut growing regions of Tamil Nadu and Karnataka is likely to hamper the harvest operations.

The intermittent rains are also likely to reduce the conversion process to copra and suppress coconut oil production. With supply from Tamil Nadu coming under pressure the prices are likely to firm up in Kerala till January-end next year when the major production season in the State is expected to start.

The corporate buyers who have been keeping away from the market are likely to come back as the winter season advances and the demand for coconut oil based soaps and shampoos re-surfaces. The strong dollar was also viewed as a big deterrent to increased imports of edible oils, the prices of most of which are expected to remain stable.

The high price differentials between coconut oil and palm oil has also forced changing loyalties among traditional coconut oil users, a significant number of them now shifting to cheaper palm oil. This has resulted in large scale constriction in demand by the household sector which constitutes the biggest consumer segment in Kerala.

The demand for tender coconut among the people of southern States has also begun to wane as winter advances, enabling greater conversion to copra and coconut oil. However, the demand especially from Kerala is expected to keep the prices firm, the study pointed out.

Keywords: Coconut oil, typhoons, beetle infestation, plantations, Thailand

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Coconut oil prices to firm up: Study

fe Bureau

Posted: Wednesday, Nov 09, 2011 at 0240 hrs IST

Tags: Coconut Oil Prices | AMIC Reports | KAU

Kochi: Coconut oil prices are likely to firm up in the short run and may remain steady in the medium term due to supply-demand mismatch of coconuts, says a study by the Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University (KAU). The study reports that the growing demand for edible oil, lower production of nuts and a weaker rupee would act as push factor for the prices to firm up, while a good crop of oil seeds in India and economic recession in some parts of the world would act as a pull factor.

"Coconut oil exports from Philippines is lower in 2011 due to short supply. It is attributed to fatigue after three years of successive good production, which stressed the coconut trees," K Satheesh Babu of AMIC said. Barring Indonesia, coconut production in most nations is lower, resulting in global demand-supply mismatches, he said. coconut cultivation has been drastically declining in Kerala, the major coconut producing state, he added. "A host of factors like unsteady price for nuts, high wage rates coupled with shortage of labour, high incidence of diseases and pests, declining crop productivity, and relatively lower price when compared to other crops has led to decline in coconut production," K Satheesh Babu said.

AMIC reports that the increasing per capita demand for edible oils in face of higher purchasing power is a major push factor. Tamil Nadu is major supplier of nuts and coconut oil to the Indian market. "The corporate buyers have been keeping away from the market. Increased demand for cosmetics would force them to buy more," Babu said...

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Pepper output likely to touch 43,000 tonne

Raiesh Ravi

Posted: [Saturday, Nov 12, 2011 at 0234 hrs IST](#)

[Tags: Pepper Output | New Crop Season](#)

Kochi: Indian pepper output during the new crop season (2011-12) is estimated to be around 43,000 tonne, which is lower by around 5,000 tonne than the previous crop. Both trade and government sources are of the opinion that the new crop would be lower due to disease and neglect. Of the total, 1,000 tonne would be white pepper. The crop survey conducted by the Directorate of Cocoa, Arecanut and Spices Development (DASD) is likely to be released only at the next International Pepper Community (IPC) meet.

The Kozhikode based agency conducts annual pepper survey in Kerala, Karnataka and Tamil Nadu through the sampling method and direct interview of farmers and traders. Carry-over stock at the end of 2011 is projected around 15,000 tonne, sources said. Karnataka crop is pegged around 25,000 tonne, and followed by Kerala with 13,000 tonne. Tamil Nadu chips in with 5,000 tonne.

Indian pepper production has been declining rapidly in the past ten years. From nearly one lakh tonne of annual production it has come down by more than 50%. Area under pepper farming in Kerala has declined drastically during the last few years due to lesser viability relative to other cash crops like rubber. A recent study by the Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University reports that area under pepper farming has come down by 24% in nine years while production has declined by almost half during the same period due to declining productivity and increasing cost of production. Pepper in Karnataka is grown mainly in the irrigated coffee plantations and is seen to be less monsoon sensitive.

IPC collects figures provided by the respective governments of the producing countries and trade sources to arrive at an estimate of pepper production and exports. Most of the traders take the projections as unrealistic and not factual as they feel that leading producers like Vietnam, Indonesia and India underreport production and carry-forward stocks. Some traders also attribute much of the volatility in the trade to the discrepancies in production figures. According to IPC figures, Indian production during 2010-11 is pegged around 48,000 tonne as against 50,000 tonne during 2009-10. Indian consumption during 2011 is estimated around 40,000 tonne and carry-over stock at the beginning of year at 14,500. Consumption is seen lower by 10% probably due to higher prices of pepper.

Climate change ups the heat on crops

Rajesh Ravi

Posted: Monday, Nov 28, 2011 at 0202 hrs IST

Tags: [Anand MV](#) | [Masala Market](#) | [Agricultural Market Intelligence](#)

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India commands a formidable position in the world spice trade with 48% share in volume and 44% in value. While export of spices and its products are increasing every year robustly, most of the spices are coming under intense pressure from erratic changes in the climatic conditions. According to data from Spices Board, India exported 525,750 tonne of spices worth R6840.71 crore (\$1502.85 million) during 2010-11, against 5,02,750 tonne valued at R5,560.50 crore (\$1173.75 billion) during 2009-10.

Forty-one-year-old Anand MV remembers his father telling him that pepper would eventually disappear from Wayanad due to changing climatic conditions. One of the finest spices that had explorers scrambling across continents in search of it, pepper is a fast-declining commodity at its place of origin. The Indian spice story is facing a major challenge with short- and long-term climatic changes wrecking havoc and creating an environment of uncertainty that any farmer would dread.

"My father used to educate me on the needs to conserve water and preserve moisture of the soil. We have dug wells and made efforts to conserve all natural water bodies in our land. But the moisture content of the soil in Wayanad is declining rapidly. In some years, this land will not be hospitable for pepper, coffee or ginger," Anand said. He is also planning to experiment with rubber like his fellow farmers, who are switching over from spices and coffee.

Indian pepper production has been declining rapidly in the past 10 years. From nearly one lakh tonne of annual production, it has come down by more than 50%. But for the increase in Karnataka compensating, the total production would have been at a pathetic low. A recent study by the Agricultural Market Intelligence Centre of Kerala Agricultural University reports that area under pepper farming has come down by 24% in nine years while production has declined almost half during the period due to declining productivity and increasing production costs. Pepper in Karnataka is grown mainly in the irrigated coffee plantations and is seen to be less monsoon sensitive.

"Climate change has a profound influence on the production of all crops because it is basically a biological process. This is truer in the case of spices because they are more sensitive to both moisture stress and water stagnation," K Sathesh Babu of Kerala Agricultural University said. "It is widely known that relatively more dry spells during the spike-setting period may result in reduced yield in pepper, he added. Any deviation in the normal onset and completion of the Northeast monsoon may prolong the harvest operations of pepper," said Babu.

"Similarly, cardamom requires incessant rains for a good harvest. Dry spells in January, February and March are known to result in lower yields in the subsequent season. The availability of intermittent summer rains can result in extended harvest and higher yield as it happened during the summer of 2011. This was followed by a normal Southwest monsoon in 2011 so that the gap between two harvest seasons almost disappeared," Babu said. According to MS Swaminathan Commission, which studied the farm crisis in Idukki district, environmental factors have changed dramatically and could threaten the livelihood of millions of farmers. The commission studied rain and temperature data for the past few decades and found that number of rainy days has been coming down. The report states that the number of rainy days have been decreasing for both the Southwest monsoon and the Northeast monsoon. The temperature data for the region reveals that maximum temperature is seen rising over the years, while minimum temperature is seen falling. The rate of decrease in minimum temperature is slightly lower, but very significant.

"Rainfall in the key production state of Andhra Pradesh during the last quarter of the year is a critical factor in the pricing of chilli," P Raghu Ram, of Agricultural market intelligence centre (AMIC) of Acharya N G Ranga Agricultural University (ANGRAU) said. "Too much cyclonic rains damage the crop and too little precipitation leads to lower yield. Cyclonic rains in 2010 December had inundated the chilli production area in the coastal Andhra Pradesh and destroyed the crop," he said, adding, the timing and intensity of the rains is very critical.

Similarly, the timing and intensity of the rains is very critical for turmeric. "Last time heavy rains and cyclone during November disrupted the crop and damaged production. If the rains are normal the production would be good. Volatile production and uncertainty lead farmers to switch over to crops, which are less sensitive to climate," Raghu Ram added.

Multi Page Format

Pepper prices likely to hot up

Staff Reporter



As the new pepper season gets off to a start, a survey conducted by the Agricultural Market Intelligence Centre of Kerala Agricultural University (KAU) predicts that prices are likely to perk up in the new season. The survey said that the present volatility in the market was due to speculators offloading their stocks and resorting to circular trade to create pressure. At one point of time, uncertainties in the stock markets might have driven speculators to look at pepper as a safe haven. The survey foresees a supply squeeze triggered by erratic weather conditions, shrinking acreage under pepper and declining productivity in the major growing tracts of Kerala.

Crop prospects in Kerala are lower than normal, said the survey, which quoted the International Pepper Community (IPC) estimates for global pepper production during 2012 as being around 3.20 lakh tonnes against 2.98 lakh tonnes during 2011.

“This represents a mere 7 per cent increase in production prospect which will be offset by the increased consumption and low carryover stock from last year,” the KAU survey said. Only Vietnam, among the IPC members, did have an optimistic outlook on production in 2012. Vietnam and Indonesia are expected to produce an estimated 1.10 lakh tonnes and 41,000 tonnes, respectively during 2012. Vietnam has exported 1.15 lakh tonnes and imported only 20,000 tonnes in 2011, indicating a low carryover stock, the survey said.

The survey cited the Directorate of Cocoa, Arecanut and Spices Development in Kozhikode as estimating pepper production in India during 2012 at 43,000 tonnes, lower by about 5,000 tonnes compared to the previous year, a drop of more than 10 per cent.

Spices Board figures reveal that pepper exports were 13,750 tonnes in April-October this year, an increase of 33 per cent. Most farmers in Kerala are believed to have liquidated their stocks when prices ruled high. There is little possibility of carryover stocks coming into the market in the new season.

On the other hand, import of pepper will not be attractive because of a weakened rupee while exports will be of advantage to the trade, the survey said.

Keywords: pepper price

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Pepper prices to perk up

THE PRICE of pepper is likely to look up during the first three months of the New Year, according to the Agricultural Market Intelligence Centre (AMIC), under the Kerala Agricultural University (KAU).

The price of ungarbled black pepper (new crop) is to improve from Rs 310-330 to Rs 330-360 a kg during January to March 2012, said the AMIC, after assessing the prevailing market sentiments and the econometric analysis of pepper prices at Kochi for 17 years - from January 1995 to December 2011. It also factored in production and supply of pepper in the ensuing season.

The studies have found that intensive speculation is circulated systematically at the beginning of a season in order to bring pressure on the market and to create panic.

Untimely rains and erratic weather have delayed the harvest from November to January in the growing areas in Kerala, a major growing tract in India.

The erratic weather, shrinking acreage and declining productivity are likely to result in lower crops in the state compared to last year, the market survey reveals.

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Kerala

DMRC withdraws from Kochi

Pepper prices likely to stay steady, production may decline in 2012

fe Bureau

Posted: Wednesday, Jan 04, 2012 at 0010 hrs IST

Tags: [Pepper Prices](#) | [Agricultural Market Intelligence Centre](#) | [K Satheesh Babu](#)



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Kochi: Pepper prices are likely to remain steady and firm up towards March due to supply constraints, says a study by the Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University.

"The untimely rains and erratic weather have delayed the harvest from November to January in the growing areas of Kerala, a major growing tract in India. The weather, shrinking acreage and declining productivity are likely to result in a lower crop prospect in Kerala compared with last year," K Satheesh Babu of AMIC said. AMIC estimates the price of pepper to be in the range of R340-360 per kg by March. According to reports of the International Pepper Community (IPC), pepper production is seen higher in 2012 by 7.2%, largely due to higher production reported by Vietnam and Indonesia.

Indian production is projected to decline by 5,000 tonnes to touch 43,000 tonnes during 2012. The country is estimated to import 14,000 tonnes of the commodity and export nearly 21,000 tonnes. It still remains the largest consumer of pepper from the producing countries with domestic consumption estimated at 40,000 tonnes. "The 7% increase in production will be offset by the increased consumption and low carry-over stock from the last year. In fact, no IPC member other than Vietnam has an optimistic crop outlook for 2012," Babu said.

The uncertainties in production and availability would compel traders and exporters to change their strategy during this season, by stocking enough material in the main season itself, he added. "The weak rupee with respect to dollar will provide trade advantages to pepper of Indian origin in the international market. On the other hand, the import would be unattractive, which would deter large-scale imports, even for value addition," he said. According to data released by the Spices Board, India exported 13,750 tonnes of pepper during the period from April 2011 to October 2011. The corresponding figure for the year 2010-11 was 10,350 tonnes, which shows an increase of 32.85%. AMIC reports that in Kerala, most of the farmers had sold their stock when the prices ruled high, and hence the carry-over stocks with them are likely to be low.

THE FINANCIAL EXPRESS

Sat, 21 Jan 2012

Pepper prices set to fall on sluggish demand

Rajesh Ravi

Posted: Thursday, Jan 19, 2012 at 0114 hrs IST

Kochi: Pepper prices are likely to come under pressure due to sluggish demand from the domestic and global markets, traders said. With buyers waiting for the new crop from Vietnam and India, the market is estimated to ease. Reports of a higher crop in 2012 by the International Pepper Community's (IPC) are adding to the sentiments. "The market is likely to ease. Meanwhile, speculators and traders have cornered some pepper and they are playing in the futures exchange. Old stocks in Kerala and with traders in places like Gwalior, Jaipur and Indore have surfaced to the market. Validity-expired stocks are also floating in the market," Kishore Shamji, spices exporter told FE.

Buyers are not confident due to the volatile situation and the Vietnam pepper is expected to come by mid-February, he added. Faiyaz Hudani of Kotak Commodity Services also concurs with the view. "The market is likely to ease in anticipation of the new crop from India and Vietnam. Demand is also weak," he said.

Currently, Indian pepper is the cheapest in the global market, but exports are low, given that the big importers are waiting for the prices to decline on higher production. According to the reports of International Pepper Community's (IPC), pepper production is seen higher in 2012 by 7.2%, largely due to higher production reported by Vietnam and Indonesia.

Indian production is projected to decline by 5,000 tonne to touch 43,000 tonne during 2012. The country is estimated to import 14,000 tonne of the commodity and export nearly 21,000 tonne.

Jojan Malayil of Kochi-based Bafna Enterprises is little skeptical about a decline in the near-term. "The market will decline only when the crop comes in large volumes from March. Currently, the domestic availability is very low. The processing industry, which normally imports from Sri Lanka must have consumed the initial Indian crop arrivals," he said.

A recent study by the Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University says that pepper prices are likely to remain steady and firm up towards March due to supply constraints.

"The untimely rains and erratic weather has delayed the harvest from November-December to January in the growing areas in Kerala. The erratic weather, shrinking acreage and declining productivity are likely to result in a lower crop prospect in Kerala than the last year," K Satheesh Babu of AMIC said.

AMIC estimates the pepper price to be in the range of R340-360 per kg by March.

Cardamom prices to increase on demand & unfavourable climate

RAJESH RAVI

Posted: Friday, Feb 24, 2012 at 0053 hrs IST

Tags: Cardamom Prices | Unfavourable Climate | Commodities News



Kochi: Cardamom prices are seen firming up due to robust demand and reports of unfavorable climate in the producing regions. Prices have pulled back from the lows aided by declining arrivals. Exports are also on the higher side as compared to the past.

Cardamom producing areas in Kerala have not received any summer showers during the current season. Cardamom needs low temperature, high humidity and incessant drizzles. Heavy rains could damage the crop, while intermittent rains that keep the atmosphere humid augur well. KK Devassia of Cardamom Growers Association feels that further delay in rains could lead to an abrupt ending of the current season and delayed beginning of the next season.

The rains would be a critical factor in the cardamom market. Delayed rains or lower rains tend to damage cardamom plants leading to lesser yield. The next crop would be lower if rains are delayed. Satheesh Babu of Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University said. The current production (2011-12) could be as high as 15,000-16,000 tonne trade sources said. Spices Board estimates India's production in 2010-11 to be 10,350 tonne, which is almost the same as 2009-10's figures. Good summer rains and conducive environment in the cardamom growing Idukki district during 2011 helped in continuous and higher arrival of cardamom in the market.

"Arrivals are declining and are now almost 50% lower when compared to the peak of 90-100 tonne. The fundamentals support the market and we may see it firming up," Satheesh Babu said.

As on Thursday evening the average for the auction conducted by Header Systems, Nedumkandam stood at R671.79 per kg. During January, the average price for one kg of cardamom had dipped to R450. Cardamom prices reached a record high of R1950-2000 per kg during June 2010 due to shortage of the commodity. A major reason for the record price during 2009-10 was lower production in competing Guatemala.

"Demand for the commodity has been extremely good in the current season. North Indian buyers have been very active and exports are also on the higher side. Pakistan has also imported cardamom from India. Normally it is smuggled through the land route," Devassia said.

Exports from India had declined due to the premium on Indian cardamom compared to the Guatemala commodity.

THE FINANCIAL EXPRESS

Fri, 2 Mar 2012

FE Home- Commodities - Story

Coconut oil market relishes govt's copra procurement

RAJESH RAVI

Posted: Thursday, Mar 01, 2012 at 0016 hrs IST

Tags: Coconut Oil Market | Copra Procurement | Commodities News

Kochi: Reports of government procurement of copra have helped the coconut oil market in finding support. Market prices have firmed a bit and demand has also picked up in anticipation of lower availability and a short rally in prices. Prices of palm oil and palm kernel oil have also increased in the past few days giving support to the coconut oil market.

Coconut Development Board (CDB) has decided to procure copra from Kerala and Tamil Nadu simultaneously and has assigned TANFED as the state-level marketing agency in Tamil Nadu to undertake copra procurement.

"The selling pressure in the market has declined. Prices have firmed a bit and may increase to the level of R75 per kg if procurement starts soon. Demand from corporates are also on the higher side in anticipation of procurement," Coconut Oil Merchants Association (COMA) president Talat Mehamod said.

Currently, the market price for coconut oil is ruling well below the equivalent minimum support price for copra, which is R5,100 per quintal. As on Wednesday evening, coconut oil prices at the Kochi market stood at R66 per kg. Palm oil was selling at R69.50 per kg and palm kernel oil at R78 per kg.

K/Satheesh Babu of Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University (KAU) feels that any delay in procurement would be bad for the farmers. The procurement is now stalled due to some confusion in handling charges. It has to be solved quickly and procurement has to commence before the market declines. The intervention has to be pro-active and not crisis-based," he said. Supply of coconut will increase in the coming days from all the southern states, he added.

Production season in Kerala starts from February while production in Tamil Nadu and Karnataka starts a bit later in March and April.

Usually, price of coconut oil declines with start of production season in Kerala (February) and reaches the end of the trough during June as production peaks in Tamil Nadu and Karnataka.

"Production in both Kerala and Tamil Nadu would be higher this season by 15-20%. Last year nut production was lower due to climatic problems," Sateesh said.

Pepper prices expected to surge in H2 on low supplies

RAJESH RAVI

Posted: Saturday, Mar 03, 2012 at 05:25 hrs IST

Kochi: Pepper prices are expected to remain firm and surge towards the later half of the year with buyers holding on their stocks. Prices in India declined on Friday due to profit-booking after surging continuously for the last ten days. Supply remains a major concern with very little of the new crop being offered in the market.

Pepper prices fell further by R510 to R37,520 per quintal in futures trading on Friday on continued profit-bookings by speculators, driven by sluggish demand at prevailing higher levels in the spot market. At the National Commodity and Derivatives Exchange, pepper for delivery in March dropped by R510, or 1.34%, to R37,520 per quintal. Similarly, the spice for delivery for April declined by R365, or 0.96%, to R37,850 per quintal in 4,388 lots.

Nalini Rao, research analyst, Angel Broking feels that the market has taken a correction but would move up due to lower supply. "Average monthly arrivals in the domestic market have declined to around 6.95 tonne as compared to 12.39 tonne in the last month. On the other hand average consumption has improved to 36.97 tonne in February as compared to 6.95 tonne in January 2012," she said. Demand from the local stockists amidst lower arrivals is expected to keep pepper prices firm in the week, she added.

"Fundamentals support a bullish market. Prices will surge ahead due to lower production and farmers holding on to the stock. It may even touch R480 per kg by December 2012," Faiyaz Hudani of Kotak Commodity Service said.

"Vietnamese are holding on to their crop and not selling. They are looking at the Indian futures market and feel that the market will remain firm due to lower Indian production," P Nandakumar, a trade consultant from Kochi said. "There are conflicting reports on the Vietnamese crop, with one report suggesting that it is as high as 1,70,000 tonne and another at 1,20,000 tonne. The market will move on the strategy of Vietnam. If they decide to hold, the market would remain firm. They have benefited a lot from the cyclical pattern of demand and they are willing to wait," he added.

K. Sathesh Babu of Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University feels that the Vietnamese pepper production has been overstated. "Vietnam has the same tropical climate as India and other countries. Climatic changes affect these nations similarly and they are also bound to have the ill effects of erratic climate," he said.



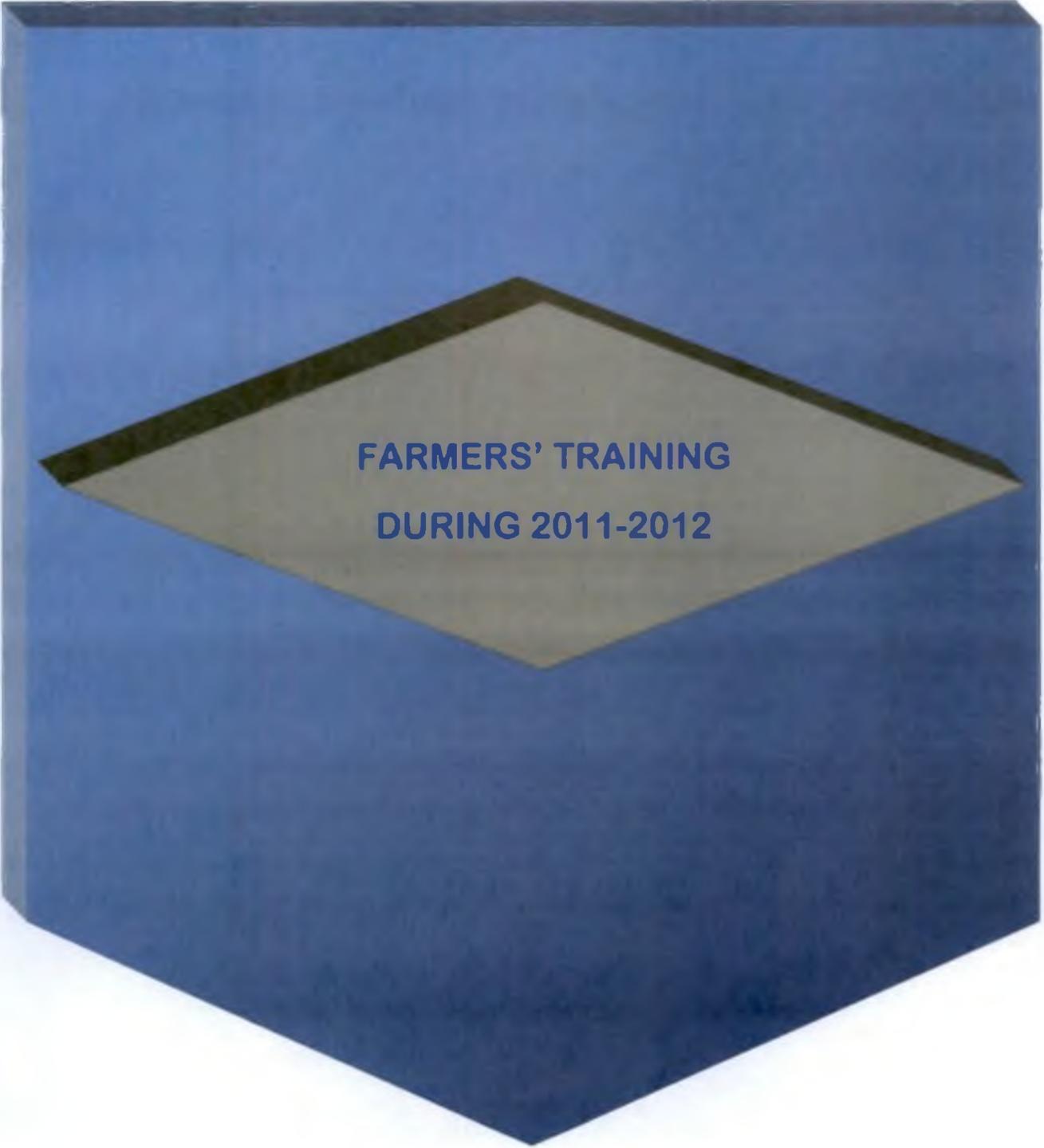
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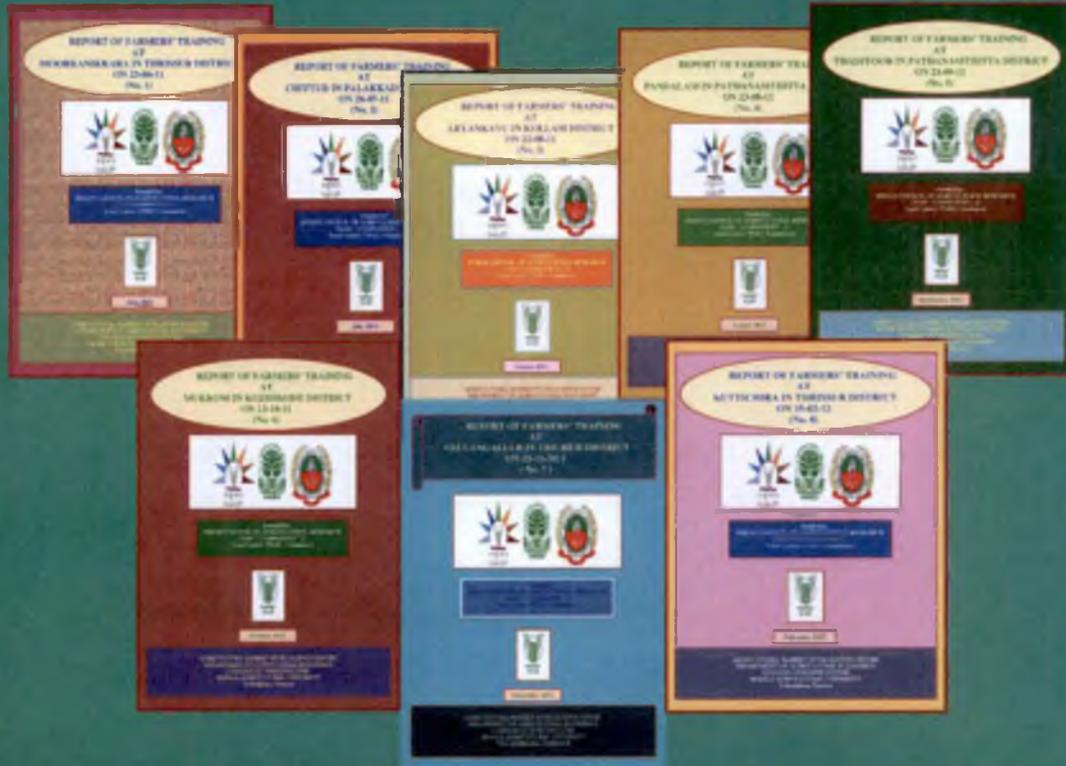
OFFICERS' TRAINING DURING 2011-12

SLNo	Date	Place	No. of Participants
1	11 Oct'11	Pathanamthitta Distt.	67
2	17 Nov'11	Managers and Assistant Managers of Vegetable and Fruit Promotion Council of Kerala (VFPCK)	51
3	25 Nov'11	SAMETI, Trivandrum Distt.	50
4	29 Nov'11	Trichur Distt.	51
5	6 Feb'12	Malappuram Distt.	56
		TOTAL	275



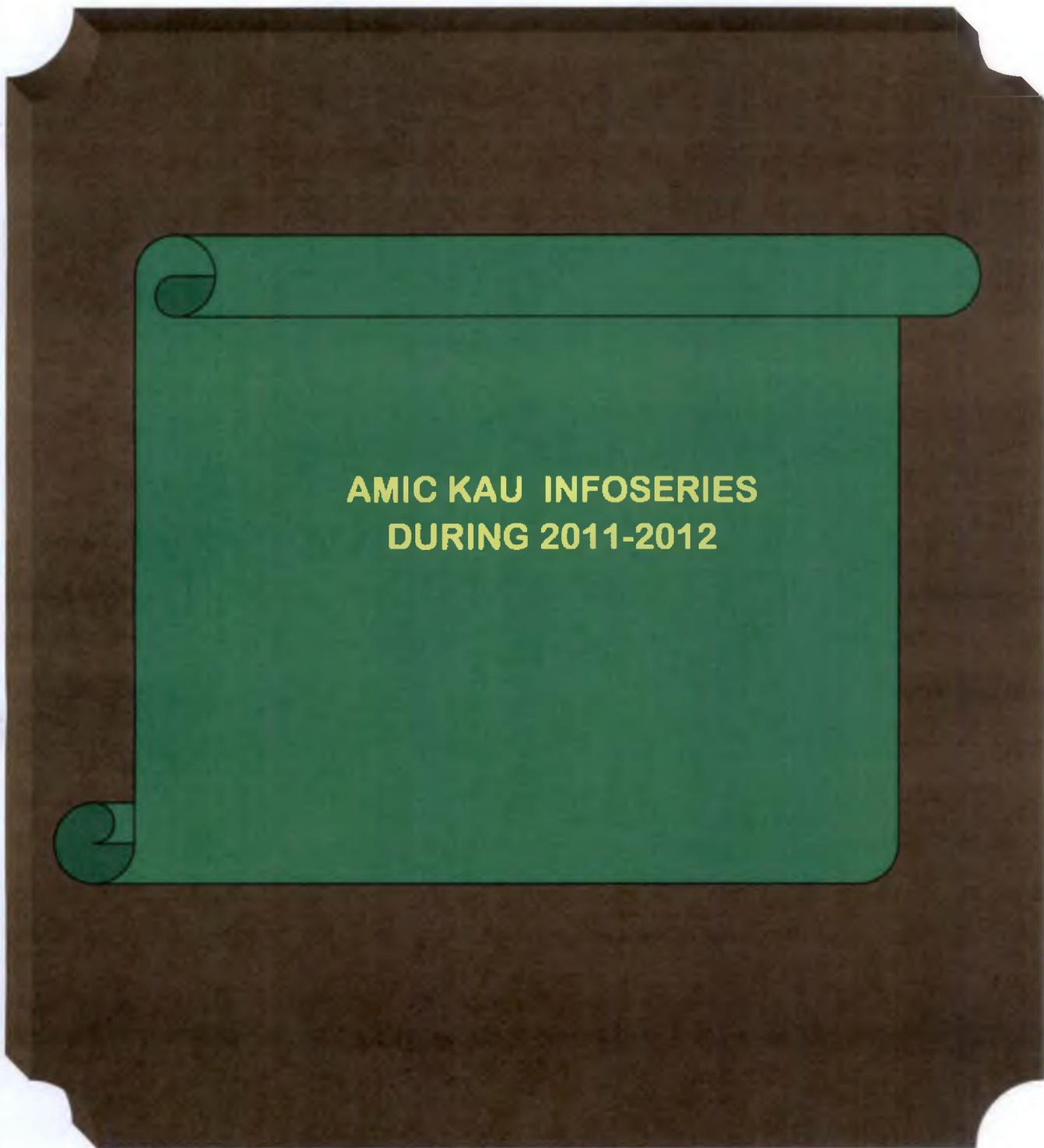
**FARMERS' TRAINING
DURING 2011-2012**

FARMERS' TRAINING 2011-2012



FARMERS' TRAINING DURING 2011-12

Sl.No	Date	Place	No. of Participants
1	23 June'11	Moorkanikkara (Thrissur Distt.)	101
2	26 July'11	Chittur (Palakkad Distt.)	52
3	22 Aug'11	Aryankavu (Kollam Distt.)	63
4	23 Aug'11	Pandalam (Pathanamthitta Distt.)	50
5	23 Sept'11	Thadiyoor (Pathanamthitta Distt.)	50
6	13 Oct'11	Mukkom (Kozhikkode Distt.)	50
7	15 Dec'11	Vellangallur (Thrissur Distt.)	51
8	15 Feb'12	Kodasserry (Thrissur Distt.)	58
		TOTAL	475

The image shows a dark brown, textured cover with decorative, rounded corners. In the center, there is a green graphic of a scroll. The scroll is partially unrolled, with the top and bottom edges curling inward. The text is printed in a bold, yellow, sans-serif font on the unrolled portion of the scroll.

**AMIC KAU INFOSERIES
DURING 2011-2012**



AMIC – INFOSERIES – 7
Agricultural Market Intelligence Centre
Department of Agricultural Economics
Kerala Agricultural University
Thrissur



DATE: 10/11/11

AMIC INFOSERIES - 7

Commodity Futures Marketing: A Primer

INTRODUCTION

The public policy with respect to commodity futures trading has undergone a sea change in India from the restricted trading to the government sponsored multi commodity exchanges in view of the new regulatory environment ushered in by the new economic policy of globalization and liberalization. As a result, futures trading have now been accepted as a way of strengthening the agricultural sector through price discovery and hedging mechanisms. The price uncertainty and the resultant financial insecurity to the farming community in the conventional spot markets made a rethinking imminent on alternate system of risk management.

MEANING

Unlike in a spot transaction, where the payment and delivery are done on the spot, forward markets do not indulge in instantaneous payment and delivery. According to the Forward Contracts (Regulation) Act, 1952, any delivery beyond 11 days is a forward transaction in India. The Forward Contract (Regulation) Amendment Bill 2010 proposes to extend this period of the ready delivery to 30 days. The Government of India approved the proposed amendment on 16 September 2010, and the Forward Contract (Regulation) Amendment Act may come in vogue soon. Futures trading is a variant of forward trade, where the delivery is not mandatory -but optional, within the contract period.

LEGAL FRAMEWORK

Conventionally, commodity futures contract are settled by physical delivery. A Seller with an open position at contract expiry must make deliveries to liquidate the position. Similarly, a buyer must take deliveries to liquidate on open position when the

contract matures. If the buyer or seller defaults, a delivery risk may arise. Therefore, the performance of a buyer and the seller will be guaranteed by commodity exchanges

The commodity exchanges in the country are established under the Forward Contracts (Regulation) Act, 1952 (FCRA,1952). Forward Market Commission (FMC) is the nodal agency overseeing the activities related to forward and futures trade in India. The performance of the buyer and seller are guaranteed by commodity exchanges duly constituted under the FRCA, 1952. At present, there are 23 single commodity exchanges in the country. They are regional commodity exchanges operating on single commodity on a small scale. Examples are the Cotton Commodity Exchange (Mumbai) for cotton, Hesine Exchange Ltd. (Calcutta) for jute, Indian Pepper and Spices Trade Association (IPSTA) Cochin for spices like pepper. There are three national multi commodity exchanges now. They are:

- National Commodity and Derivatives Exchange of India [NCDEX], Mumbai
- Multi Commodity Exchange of India [MCX], Mumbai
- The National Multi Commodity Exchange of India [NMCE], Ahemedabad

These exchanges are manned by the Board of Directors, which is composed primarily of the members of the association. There are also representatives of Government and public nominated by the Forward Markets Commission. The Board is headed by a Chief Executive Officer (CEO) for the day to day administration. The CEO will be assisted by a team of employees.

ECONOMIC FUNCTIONS OF FUTURES MARKET

Three salient functions of commodity futures market are:

1. The primary objective for any futures exchange is effective **price discovery**. Prices are determined by successful matching of bid and interactive moves by the trading members.
2. The futures market help in **risk management** by permitting the participants to **hedge their risk** against adverse price movements. Hedging refers to taking a position in a futures market opposite to a position held in the spot market to minimize the risk of financial loss from an adverse price movement.
3. Once the seller gets the price of commodity fixed through contract, they can keep the produce in warehouses and get ware house receipts, which in turn can be submitted as

collateral to avail short term loans to be used as working capital. So, futures trading provides a platform for **collateral financing**.

COMMODITY DERIVATIVES IN INDIA AND TRADE TURN OVER

At present, Government of India permits futures trading in the following commodities only:

SL.No	Commodity	SL.No	Commodity
1	Cotton – ginned and unginned	14	Groundnut oil
2	Jute and jute products	15	Groundnut cake
3	Pepper	16	Coconut
4	Cardamom	17	Coconut oil
5	Soybean	18	Caster seed
6	Soy oil	19	Castor oil
7	Soy meal	20	Potato
8	Rape/mustard seed	21	Coffee
9	Rape/mustard seed oil	22	Gur (Jaggery)
10	Sunflower seed	23	Rubber (RSS-4 grade sheet)
11	Sunflower oil	24	Precious metals (gold/silver)
12	Sunflower cake	25	Steel
13	Groundnut	26	Non ferrous metals

Turnover on commodity futures markets (Rs. crore)			
Name of the exchange	Calendar Year		
	2008	2009	2010 (Up to Nov)
Multi Commodity Exchange, Mumbai	42,84,653	59,56,656	78,95,404
National Commodity and Derivatives Exchange, Mumbai	6,28,074	8,05,720	9,73,217
National Multi Commodity Exchange, Ahmedabad	37,272	1,95,907	1,80,738
Others	83,885	1,32,173	4,45,366
Total	50,33,884	70,90,456	94,94,725

During the last five years, the Indian commodity market has shown tremendous growth in terms of both number of commodities traded and value of trade. However, while agricultural commodities accounted for 31.67 per cent of the quantity traded, its trade value is

limited to just 11.53 per cent of total traded value among the commodity groups. Even though 23 regional commodity markets are operating in India, MCX, NCDEX, MNCE and NBOT together account for more than 98 per cent of the market share.

COMMODITY MARKETS IN EVOLUTION

Among the 23 single commodity exchanges in India, most of them are highly localized except a few. Therefore, these markets lack depth. Commodity futures are still in its infancy in India. There is a feeling that the commodity futures market will overtake the capital market in the near future. Considering the mammoth size of the agricultural sector, they are yet to play a very significant role.

All futures markets centre around two critical functions of price discovery and hedging. But, countering the scathing criticism that futures markets are “dens of speculation” needs more transparency in the critical areas of functioning. For instance, the trade volume of guar seed in the first 5 months in 2005 was 118 times the total physical quantity produced. Evidences of excessive speculation led to the suspension of futures trading off and on by the Government of India. The switch over from “out cry” systems to “on line” systems alone can not ensure transparency in futures trading. Similarly, the ratio of trade volume to production was high in soy oil in many years, in cardamom during 2010-11, and in pepper during 2011-12. FMC should keep track of futures price, as regards to monitor whether it is reflecting market fundamentals, domestic as well as international demand and supply.

Similarly, small and medium farmers are unable to participate in futures market due to large contract size and small trade surplus, rigorous trading procedures, and inability to meet quality standards. Small and medium farmers with small trade surplus may need aggregators as facilitators, who can trade on the exchange and pass the price benefits to the farmers.

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NB: For more details, please visit: www.kau.edu and www.kauhort.in



AMIC – INFOSERIES – 8
Agricultural Market Intelligence Centre
Department of Agricultural Economics
Kerala Agricultural University
Thrissur



DATE: 09/01/12

AMIC INFOSERIES - 8

FDI in Multi-Brand Retailing: Economic Compulsions or Political Gains?

Introduction

India is second largest populated country in the world and is acknowledged as the biggest market in the world next to China. Any customer would develop brand loyalty based on the personal experience and satisfaction. Brands help the customers to identify specific products from among identical commodities. Brands have significant impact on developing customer perception and expectations.

Multibrand Retailing: Meaning

Single brand retail involves selling products under one brand, which are also sold internationally. Examples are Nike, Gucci, Lotto, Levis etc. Multibranding is basically the process of marketing of two or more widely similar and competing products by the same firm under different brands. Multi-brand retail comes in different formats like supermarket, hypermarket, and the shopping malls.

FDI in Multibrand Retailing

As part of integrating Indian economy to world market due to WTO obligation and also for encouraging foreign direct investment (FDI) in the country, Government of India proposed a policy of 100 per cent FDI in single brand retail, and 51 per cent FDI in multi-brand retail. According to the proposed provisions, the minimum foreign investment shall be \$ 100 million, of which at least half shall be for back end infrastructure creation. It is argued that with this single stroke, multi-billion dollar enterprises may set up their stores in India, which may 'revolutionize' the retail sector.

Perceived Advantages

- It would provide an additional marketing channel for the farmer. When the corporates start outsourcing their requirements directly from the farmers, the latter would be weaned away

from the clutches of the exploiting middlemen. Removal of superfluous middleman would ensure higher net price realization for the farmers.

SWOC Analysis of Multi Brand Retailing			
Strength	Weakness	Opportunities	Challenges
<ul style="list-style-type: none"> ▪ More consumers choices, better inventory management, better packaging of goods, electronic weighing, billing, customer discount, credit cards etc. ▪ Global standards in terms of pricing and product quality through global competition and global outsourcing ▪ Potential generation of thousands plus jobs in the sector ▪ Farmers would be benefitted from the government's move to allow 51% foreign direct investment in the multi-brand retail sector as the policy removes middleman and brings better prices for the farmer's produce 	<ul style="list-style-type: none"> ▪ Small orders and customers may be ignored. ▪ Global sourcing of products and long transports are hugely energy intensive and customers are likely to get refrigerated or frozen produce instead of farm fresh produce. ▪ Retail being a State subject, problems like multiple state entry taxes, octroi may crop up ▪ APMC Acts with differences in notified commodities in different States may provide road blocks 	<ul style="list-style-type: none"> □ May help in organizing the unorganized retailers. □ Heavy capital inflow and art of technology to the sector. □ Strengthening of back-end infrastructure □ Reduction in wastage of fresh produce through investments in cold storage facilities □ International retailers, struggling with saturated markets may find new market opportunities 	<ul style="list-style-type: none"> ▪ Big retail shops are meant for high class customers and products at premium price. Attracting and retaining middle and low income customers would be tough. ▪ Political opposition to foreign retail network for fear of gradually wiping out unorganized small and medium traders ▪ Thousands of employees working in the unorganized retail sector may consequently lose jobs ▪ Retail trade is a state subject and all regulatory frameworks have to be provided by respective state governments. Lack of uniformity may lead to chaos and court cases

- Higher investments may result in the creation of infrastructure, warehousing, cold storage and new supply chains.
- Direct selling of the produce by producers to the retailers will reduce wastage, especially in perishables.
- Infrastructural and technical requirements in the new multi brand stores may stimulate intensive consumer research and result in product innovations and better customer services.
- The arrival of multi brand retail giants to retail would compel traditional *kirana shops* to take strategic decisions like modernizing their store and being smarter.

Perceived Apprehensions

- Multibrand retailing is not a pill for all our agricultural marketing problems. It is not logical to believe that what democratic governments could not solve in 65 years, multibrand retailing could do.
- There is apprehension that foreign retail majors will make huge investments and withstand losses for the initial years. Ultimately, they may wipe out small/medium traders to take over the market by resorting to 'predatory pricing'.
- According to NSSO 66th round data, 7.9 per cent of the work force in India are engaged in the unorganized retail sector. India's retail sector is predominantly unorganized and almost 95 per cent of the shops have less than 500 square feet area. In a country where consumer expenditure is not constrained by supply chain bottlenecks, but by low income and resultant low purchasing power, large scale displacement of unorganized retailers and their employees will be disastrous.

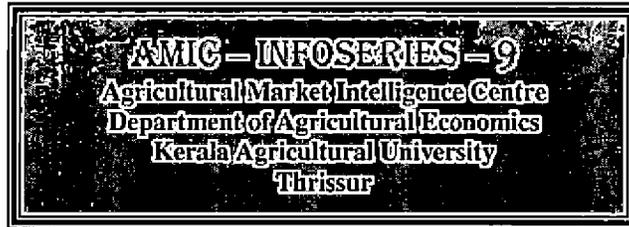
Government Makes a Strategic Retreat

Amidst growing political opposition to allow FDI in multibrand retailing, the Central Government made a hasty retreat by putting the ball at the State Government's court in November 2011. It is inferred that the Government has not dropped FDI in multibrand retail from its policy agenda, but may be bidding time for better political environment. The move assumes significance in the event of Assembly Elections scheduled in Uttar Pradesh, Punjab, Uttarkhand, Goa and Manipur.

Concluding Remarks

The fear that the emergence of multibrand retailing will eliminate small scale *kirana* shops is not fully founded. It is like arguing that opening of more five star hotels would replace *dhabas* in India on a one to one basis. India is a large country, and there is enough space for every player without cannibalizing on each other. Each institution will have to learn from the other's experience. The same argument was raised when policy decisions were taken for allowing organized single retails like Spencer, Reliance Fresh, Pantaloon (Big Bazar) etc. some time back. But, no *kiranas* were replaced on a one to one basis. On the other hand, the organized retail chains were initially imitating western supermarkets, to realize soon enough that an Indian blending would be better. The *kirana* shops, on the other hand also picked up one or two lessons from the corporate retailers. They became more professional and customer friendly, with better packaging and display systems. Similarly, the global retail chains do not have sufficient consumer knowledge in India. So, the initial conflicting position may turn into strategic alliances with regional players for long term mutual benefits. That is why marketers believe that every market has a self corrective mechanism in the long run.

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AMIC INFO SERIES – 9

Underexploited Trade Potential of White Pepper

Introduction

Black pepper, known as the King of Spices is one of the oldest agricultural commodities of commerce. It is valued for its characteristic pungency and flavour, as an ingredient in food preparations and also as a spice. India is the second largest producer of pepper in the world after Vietnam. The major pepper producing States in India are Kerala, Karnataka and Tamil Nadu.

Commercial Products

Currently, pepper is mostly traded as black pepper, either in the ungarbled or in the garbled form. Green pepper, white pepper and pepper oil and oleoresin are also traded. Black pepper is the whole dried fruit of the plant, while white pepper is the dried seed after removing the pericarp of the berries. White pepper is the most remunerative value-added form of pepper, which is an elegant culinary agent.

Commercial Potential of White Pepper

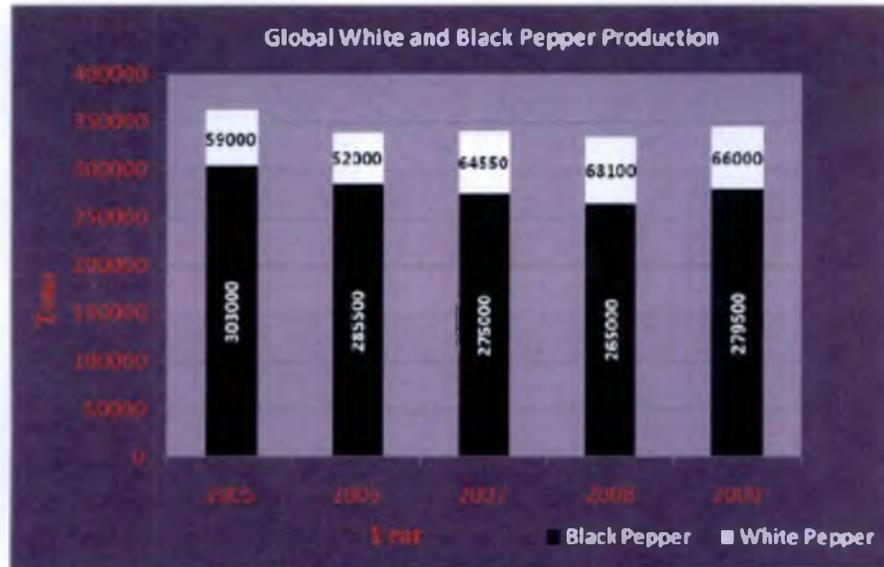
White pepper is obtained by removing the outer skin, viz., pericarp and outer portion of the mesocarp of the ripe or matured green berries or dried black pepper. There are chemical, biological and physical methods for the conversion of pepper into white pepper. Traditional retting is the main method followed for making white pepper from black pepper where the berries are kept under running water for 7 to 9 days to soften their pericarp. After removing the pericarp by scrubbing, the white peppercorns are washed and dried. Major limitations of this retting process include quality deterioration of the product.

White pepper is also produced by decortication of the outer skin of black pepper. A limited quantity of white pepper is also being produced through selective decortication of ripened fresh pepper berries. But all these traditional methods compromise on the quality of white pepper and are therefore less hygienic.

National Institute for Interdisciplinary Science and Technology (under CSIR), Thiruvananthapuram has patented an environmental friendly biological process which is cost-

effective and yields superior quality white pepper within a short span of time as compared to the conventional methods. The microbial process uses enzymes to degrade pectins, the cementing tissues present in between the skin and oil glands on the pepper kernel. The process also generates methane gas as a by-product.

Fig 1: Global White and Black Pepper Production



The International Pepper Community estimates global pepper production for 2012 crop season is 3.20 lakh tons, out of which 2.48 lakh tons is estimated to be black pepper. Total white pepper production is estimated around 0.719 lakh tons, which is 22.47 per cent of the total global production. According to the World Spices Congress (2010), the annual world production of white pepper is around 66000 metric tons, which works out to 19.27 per cent of the total pepper production (Fig1).

Table 1: Global white pepper production in metric tons

	INDONESIA	MALAYSIA	VIETNAM	CHINA	OTHERS	TOTAL
2005	13000	3000	10000	30000	3000	59000
2006	9000	3000	12000	25000	3000	52000
2007	12000	4000	11000	35000	2550	64550
2008	10000	4000	12000	40000	2100	68100
2009	9400	3500	23000	28000	2100	66000

Asian destinations like China and Japan, West Europe and North America constitute the major markets for white pepper. China and Vietnam are the leading producers of white pepper (Table 1). Indonesia converts about 50 per cent of its pepper to white, while Malaysia and Brazil convert about 10 per cent and 5 per cent respectively of their total pepper

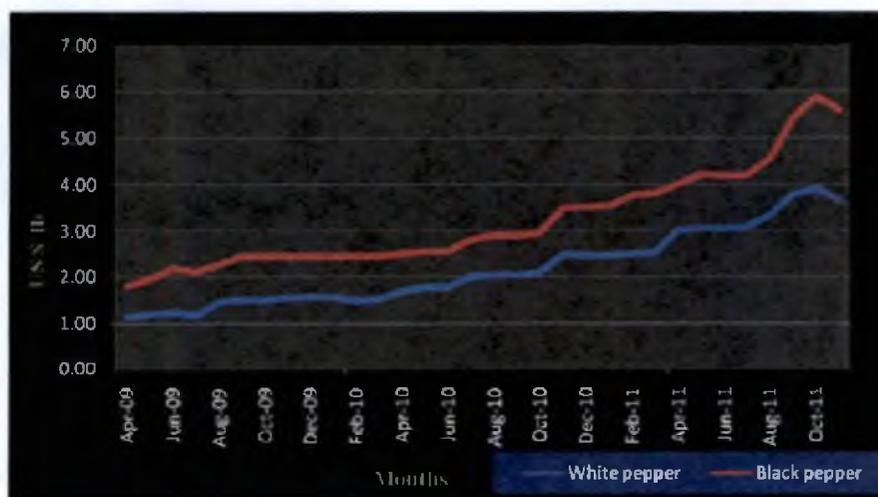
production to white pepper. Although India is a major producer of pepper and Indian pepper fetches top price in the world markets, we are out of frame in the global production of white pepper. Out of the estimated total production of 43,000 tons of Indian pepper for the crop season 2012, white pepper production is estimated to be 1000 tons only. It works out to a mere 2.33 per cent of total pepper production of Indian origin.

Table 2: Yearly average spot prices of black and white pepper in international markets

Year	Black Pepper (US \$/lb)	White Pepper (US \$/lb)	Price Difference (US \$/lb)
2005-06	0.77	1.16	0.39
2006-07	1.19	1.73	0.54
2007-08	1.84	2.47	0.63
2008-09	1.58	2.42	0.84
2009-10	1.42	2.29	0.87
2010-11	2.16	3.10	0.94
2011-12	3.36	4.76	1.40
Mean	1.76	2.56	0.80

White pepper fetches a premium price in international markets when compared to black pepper. It may be noted that white pepper is fetching on an average three times higher price than black pepper in the international market (Table 2). This is a big opportunity missed by India. A comparison of monthly average spot prices of black and white pepper in international markets for the period from April'09 to Oct'11 indicates that white pepper is not only fetching consistently higher price than black pepper, but also the price difference between the two is widening over time (Fig. 2).

Fig 2: Monthly average spot prices of black and white pepper in international markets

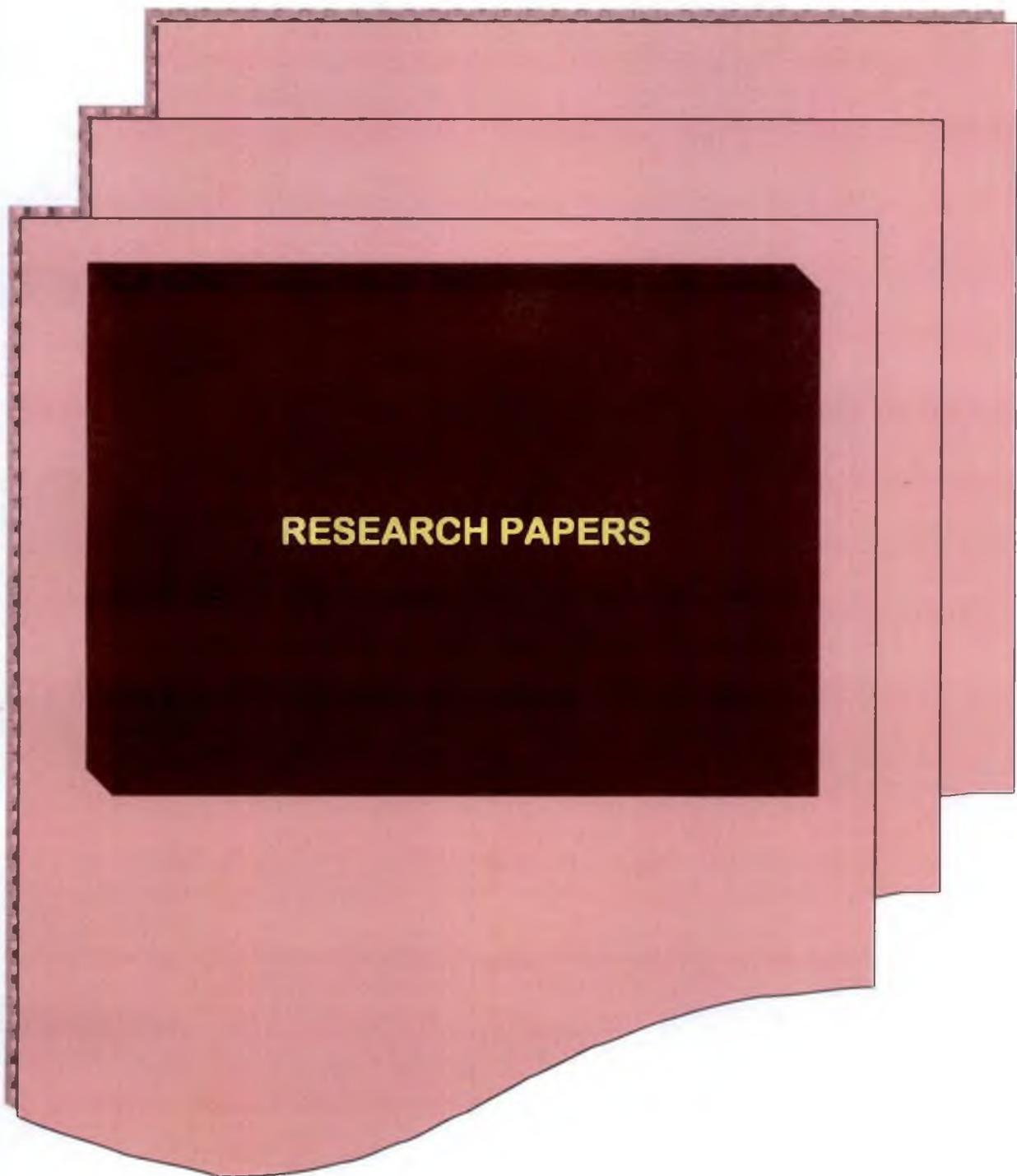




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Conclusion

The rising global demand for white pepper and a marked price difference between white over black pepper in the international market offer tremendous trade potential for the product. As Indian pepper is recognised as globally best in terms of quality parameters, there is ample scope for white pepper marketing and export in the future. A shift in production to white pepper will signal not only a shift in value addition, but is expected to support the price of black pepper tremendously in the domestic as well as international market. It calls for concerted efforts to step up the hygienic production of white pepper through advanced technologies and establishing entrepreneur clusters near production centres.



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PRICE BEHAVIOUR IN PEPPER: A TIME SERIES APPROACH

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Introduction

Remunerative and steady price for any agricultural produce plays a crucial role in increasing its production. Volatility in prices brings volatility in earnings that are counterproductive to farm level investments and productivity improvements. The study of price behaviour will therefore provide valuable information about the different components of the price and their interplay that will be of interest to millions of growers, traders and the processing industry, which is heavily dependent on this export oriented commodity. It is against this background that the paper attempts to conduct a classical decomposition of pepper prices to study the secular trend, seasonal, cyclical and irregular movements in the domestic price to gain more insights in to the price behavior.

Materials and Methods

Domestic price at Kochi market for Malabar Ungarbled Pepper (MUG) was considered for the analysis because it constitutes the reference market for black pepper in Kerala. Month-wise model price were collected from the Spices Board pertaining to the domestic price at Kochi market for Malabar Ungarbled Pepper (MUG) from January 1995 to July 2010, covering a time span of 15 years.

The technique of classical time series analysis (Enders, 1995) was employed to decompose the respective price series into the four essential components such as trend, seasonal, cyclical and irregular components. A multiplicative model of the following form was used to study the components of the time series:

$$Y(P) = T * C * S * I$$

where, Y (P) is the monthly average price of Pepper, T is secular trend, C is cyclical movement, S is seasonal index, and I is irregular movement.

Trend analysis was carried out using the method of least squares and functional forms were chosen based on Adjusted R² values, standard errors and MAPE (Mean Absolute Percentage Error) values. All the estimations were carried out using E Views 7.0 version. The ratio to moving average method was employed to work out the seasonal index (Croxtan et al., 1979). The residue method as suggested by Croxtan et al., 1979 was employed for the estimation of cyclical components. The index is expressed in percentage to facilitate easy comparison and interpretations.

Results and Discussion

The trend analysis carried out with different

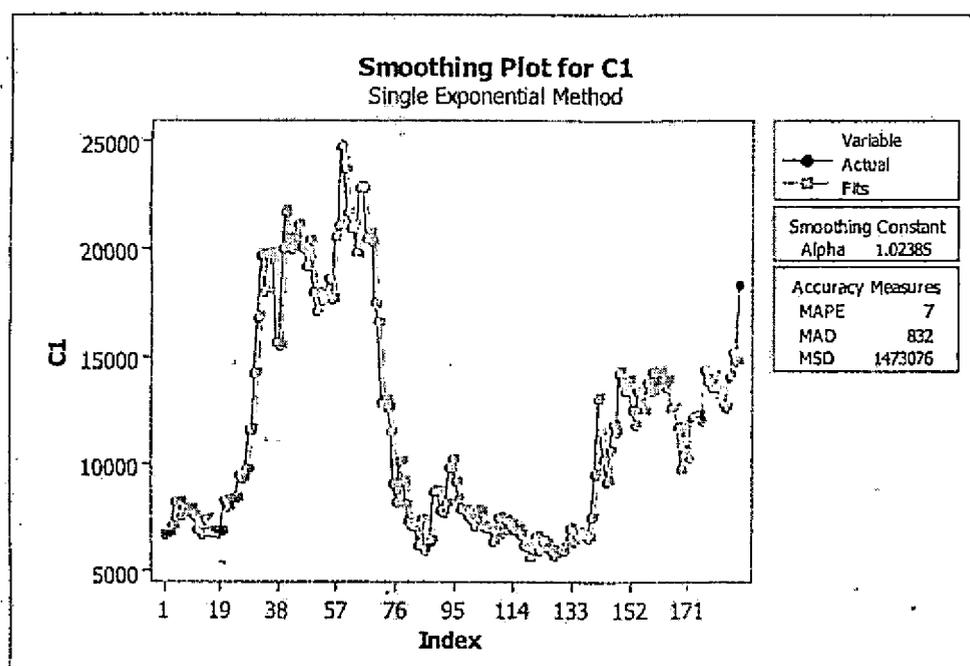
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functional forms revealed that single exponential smoothing as plotted in the Fig. 1 was the most suitable one. This fit had a mean absolute percentage error (MAPE) value of 7 per cent. As is evident, the price of ungarbled pepper in Kochi market exhibited no specific trend. Past studies indicate that domestic price of pepper was highly influenced by other external factors such as lagged area, lagged export quantity, lagged domestic price and lagged export price (Hema et al., 2007), high domestic consumption (Divya, 2003), and instability in area and productivity

harvest season, and higher market arrival period in Kerala. (Fig.2). It indicated that the market structure was distorted, whereby the peak production period synchronized with low output prices while the off season corresponded to higher price levels.

Price cycles represent deviations in price levels from the average trend due to business sequences of boom and recession appear in the economy. The prices of pepper showed pronounced cyclical variations in the domestic

Fig.1. Single Exponential Smoothing for price of ungarbled pepper



(Jeromi, 1994). In fact, the volatility of pepper prices is high, one of the highest among those exhibited by agricultural commodities (UNCTAD, 1995).

The domestic price of pepper under study exhibited considerable seasonality. The buoyant phase for ungarbled pepper in Kochi market was observed during July to October, with the peak price in October, while the trough price was during February, which coincided with the peak

market (Fig.3). It was observed that the length of the cycle lasted for about six years.

The indices of irregular variations are depicted in Fig 4. It reveals that pepper prices are subjected to high random variations. The random variations are minor fluctuations not attributable to specific events and are too small to merit individual consideration. These are due to random effects such as supply shocks on account of climatic deviations, or market shocks

Fig.2. Seasonality in Domestic prices of pepper

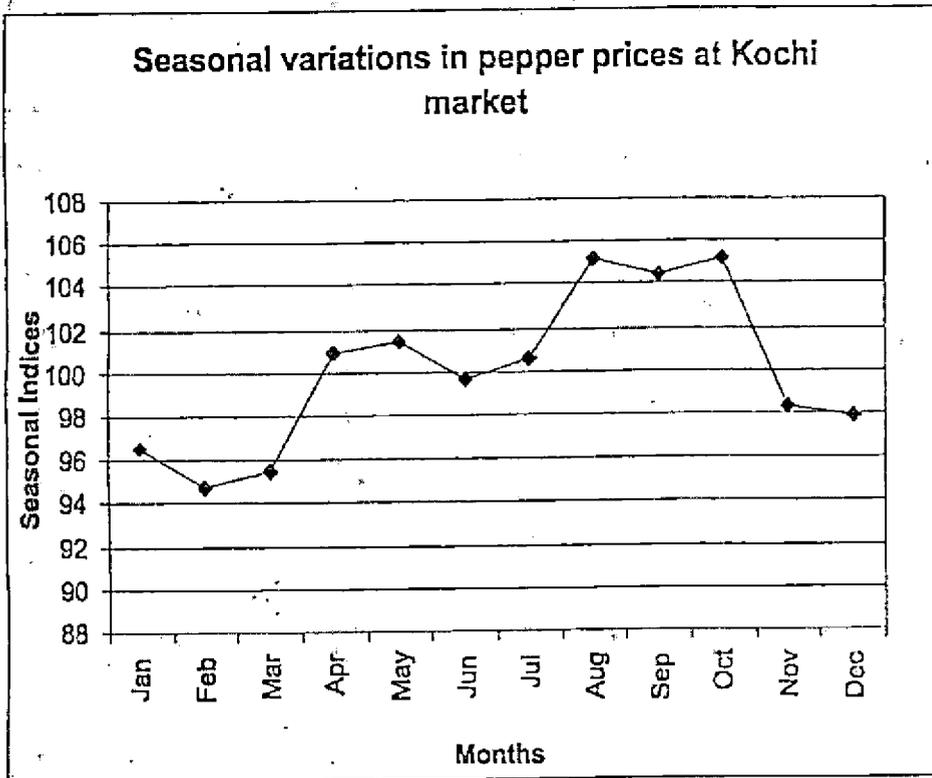


Fig.3. Cyclical fluctuations in Domestic prices of pepperr

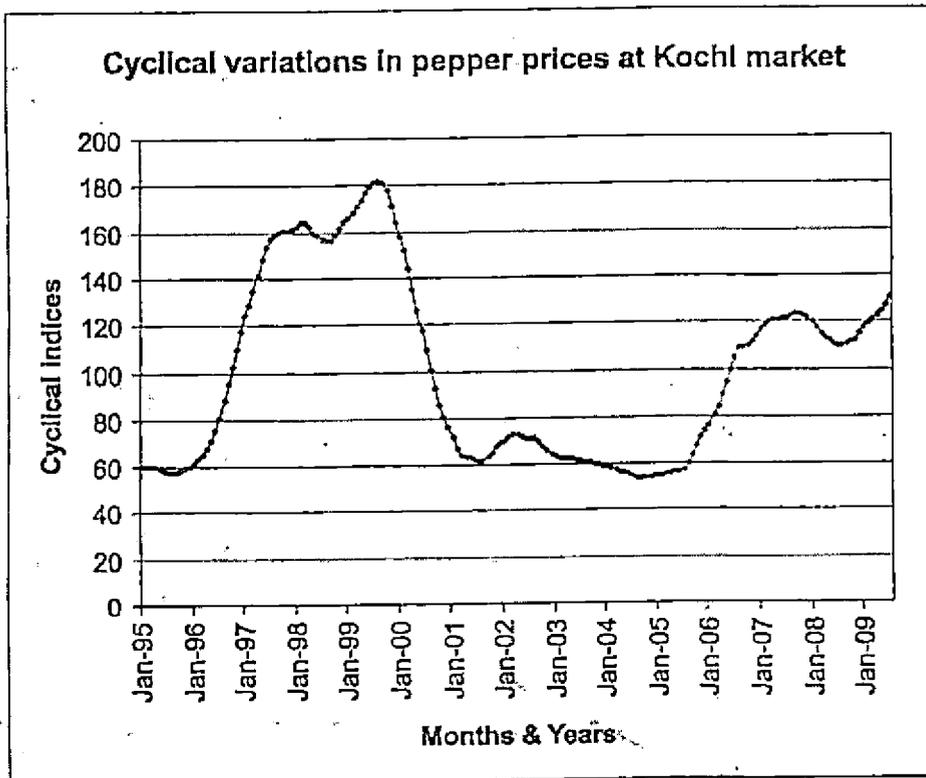
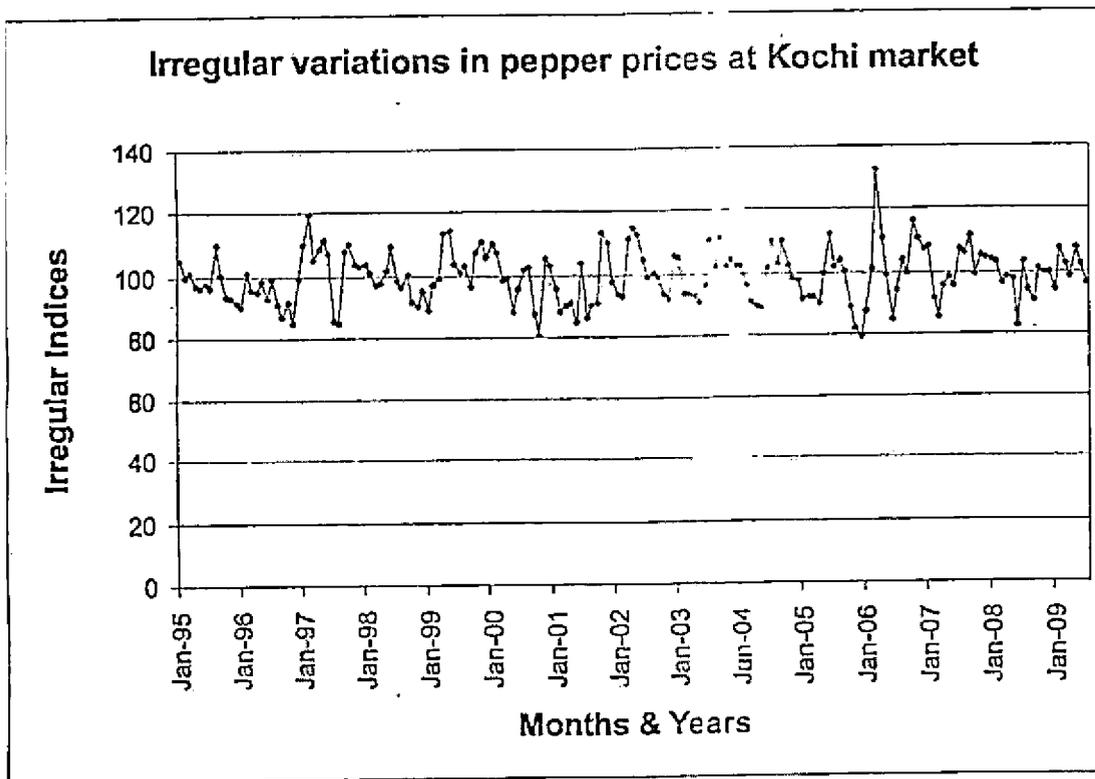


Fig. 4. Irregular variations in pepper prices at Domestic markets



on account of demand aberrations or high speculative factors. In internationally traded commodities, where diverse production, consumption and trade interests come into play, such push and pulls are common and expected.

The foregoing analyses revealed that all the four classical components of time series, viz., the secular trend, seasonal variation, cyclical variation and irregular variations were present in the price of ungarbled pepper in the domestic market. This information is of immense value to exporters in planning and executing their contract phasing as well as outsourcing operations.

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Global Coconut Scenario & WTO



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Coconut economy in India: status, options and the roadmap ahead

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The coconut palm is considered a multi purpose species across the world as every part of the tree is useful to human life for some purpose or the other.

Global Coconut Scenario

Presently, the palm is cultivated

seventies and eighties. Philippines and Indonesia made remarkable strides in area and production of coconut where as area and production in India is almost stagnating.

Indonesia and Philippines are

Table 1. CGR (%) of Area, Production and Productivity of coconut in India

YEARS	AREA	PRODUCTION	PRODUCTIVITY
1950 to '59	1.29	4.02	2.69
1960 to '69	4.10	2.59	-1.44
1970 to '79	-0.17	-1.02	-0.85
1980 to '89	3.47	4.69	1.18
1991 to '99	2.34	2.70	0.35
2000 to '08	0.21	3.24	3.02

in more than 93 coconut producing countries in the world, in an area of 12.16 million hectares with an annual production of 61.08 billion nuts. Over the years, global acreage under coconut cultivation has been gradually increasing. The global area has been continuously increasing from 1961 to 1999, reaching a maximum of 11.66 million hectares in 1999. It declined to 10.75 million hectares in 2000, but subsequently regained its position to 11.86 million hectares in 2009.

Major expansion in global coconut area took place in the

the two major competitors in coconut production. It was in the year 1997 that Philippines had a superior position to Indonesia with a production of 13707800 nuts while Indonesia was just behind Philippines with a production of 13463000 nuts after which Indonesia is continuously occupying the first position in global coconut production. It is interesting to note that Philippines, Indonesia, India and Sri Lanka were occupying the first four positions in 1980. Philippines, which occupied first position with 28.35 per cent contribution to the world coconut production in the eighties

slipped to the second position with a relative share of 25.39 per cent. On the other hand, Indonesia, which was second major producer of coconut in the eighties, emerged as the leading producer of coconut now. The percentage contribution of India remained in the third position, but the country's relative contribution has increased from 13.96 per cent to 16.45 per cent during the corresponding period.

Indian Coconut Scenario

Coconut is a palm traditionally cultivated in India for more than 3000 years. Systematic efforts to grow coconut as a commercial crop begun in the 1940s (Directorate of Marketing and Inspection, 2008). The coconut pockets in India is concentrated on the West Coast region of Kerala, Karnataka, Goa, Maharashtra, Gujarat; and the East Coast regions of Tamil Nadu, Andhra Pradesh, Pondicherry, Orissa, West Bengal, Assam; and the Islands of Andaman & Nicobar and Lakshadweep. The main producers are the States of Kerala, Tamil Nadu, Karnataka and Andhra Pradesh. Three States viz., Kerala, Tamil Nadu and Karnataka together account for almost 84 per cent of area and production of coconut in the country.

Table 2. Export of coconut and coconut products from India (Quantity in MT)

Year	Coconut	Copra	Coconut Oil	Desiccated Coconut	Coconut Oil Cake	Coir	Total
1961	295 (2.77)	0 (0)	1 (0.009)	0 (0)	10357 (97.22)	0 (0)	10653 (100)
1971	232 (5.72)	0 (0)	9 (0.22)	0 (0)	3813 (94.06)	0 (0)	4054 (100)
1981	118 (4.31)	485 (17.71)	1 (0.037)	0 (0)	1975 (72.11)	160 (5.84)	2739 (100)
1991	4 (2.89)	0 (0)	70 (50.72)	0 (0)	0 (0)	64 (46.38)	138 (100)
2001	439 (2.87)	12 (0.08)	3134 (20.51)	144 (0.94)	12 (0.08)	11538 (75.52)	15279 (100)
2002	1188 (3.33)	31 (0.09)	5676 (15.93)	197 (0.55)	6435 (18.06)	22114 (62.05)	35641 (100)
2003	1402 (3.93)	95 (0.27)	6014 (16.86)	482 (1.35)	482 (1.35)	27191 (76.24)	35666 (100)
2004	2316 (4.68)	761 (1.54)	5954 (12.03)	432 (0.87)	4279 (8.64)	35764 (72.24)	49506 (100)
2005	2690 (3.68)	1283 (1.76)	5378 (7.36)	652 (0.89)	272 (0.37)	62816 (85.94)	73091 (100)
2006	2424 (2.33)	1357 (1.31)	3677 (3.54)	312 (0.30)	65 (0.63)	96051 (92.46)	103886 (100)
2007	6932 (5.54)	1671 (1.34)	6817 (5.45)	1455 (1.16)	218 (0.17)	107996 (86.34)	125089 (100)
2008	16609 (29.15)	13578 (23.83)	9855 (17.30)	2173 (3.81)	200 (0.35)	14558 (25.55)	56973 (100)

(Source: FAO, 2011) * Figures in parentheses indicate percentage to the total

The total production of coconuts in India is 15,730 million nuts from a total coconut cultivated area of 1.89 Million hectares (Coconut Development Board, 2011). Among the various states, Kerala contributed 42 per cent of area under coconut cultivation in the country followed by Karnataka (22 per cent), Tamil Nadu (21 per cent) and Andhra Pradesh (5 per cent) in that order. Production wise statistics also shows that Kerala occupied the first position with a share of 36.89 per cent followed by Tamil Nadu (34.11 per cent) and Karnataka (13.83 per cent).

The overall productivity of

coconut in the country is 8303 nuts/ha. Available statistics indicate that Lakshadweep has the highest productivity of 19,630 nuts/ha. The second and third positions in productivity are enjoyed by Pondicherry (14,619 nuts/ha) and Tamil Nadu (13,771 nuts/ha). Andhra Pradesh is ranked sixth (9327 nuts/ha). Kerala is ranked ninth (7365 nuts/ha) in terms of productivity. Karnataka occupies the tenth rank (5193 nuts/ha). Tamil Nadu and Andhra Pradesh are having productivity above the national average, while Kerala and Karnataka are having productivity below the national average.

$$NPC = P_d / P_b$$

where,

NPC = Nominal Protection Coefficient of the commodity under consideration

P_d = fob price of Indian Pepper in US \$/MT

P_b = fob price of Vietnam Pepper in US \$/MT

The export competitiveness of Indian coconut is worked out and presented in Table.5. It showed that the NPC was greater than one, indicating lack of global competitiveness in the commodity form. In other words, the domestic prices of coconut in Trichur and Pollachi markets have been consistently higher than that of the

Table 3. Import of coconut and coconut products into India (Quantity in MT)

Year	Coconut	Copra	Coconut Oil	Desiccated Coconut	Coconut Oil Cake	Coir	Total
1961	9 (0.01)	89716 (99.98)	0 (0)	5 (0.01)	0 (0)	0 (0)	89730
1971	0 (0)	8134 (100)	0 (0)	0 (0)	0 (0)	0 (0)	8134
1981	0 (0)	6063 (12.16)	43718 (87.69)	0 (0)	0 (0)	73 (0.15)	49854
1991	0 (0)	83 (5.89)	1325 (94.11)	0 (0)	0 (0)	0 (0)	1408
2001	0 (0)	371 (1.10)	23609 (70.30)	3 (0.01)	9501 (28.29)	99 (0.29)	33583
2002	15 (0.03)	227 (0.40)	30416 (53.12)	24 (0.04)	26181 (45.73)	392 (0.68)	57255
2003	19 (0.02)	1144 (1.29)	13760 (15.51)	3049 (3.44)	70588 (79.57)	148 (0.17)	88708
2004	1085 (1.41)	1136 (1.48)	12712 (16.56)	8208 (10.69)	53184 (69.28)	438 (0.57)	76763
2005	58 (0.06)	1790 (1.76)	4069 (4)	716 (0.70)	94350 (92.69)	803 (0.79)	101786
2006	0 (0)	0 (0)	14096 (24.85)	0 (0)	42432 (74.81)	192 (0.34)	56720
2007	2 (0.01)	0 (0)	8119 (20.62)	2 (0.01)	30849 (78.36)	394 (1)	39366
2008	4 (0.01)	0 (0)	15229 (40.65)	0 (0)	22231 (59.34)	0 (0)	37464

(Source: FAO, 2011)* Figures in parentheses indicate percentage to the total

international prices. It could be no different for copra and coconut oil also as empirical studies reveal (Babu et al., 2009).

The Roadmap Ahead

The production of coconut in India has been steadily increasing, thanks to expansion into non traditional areas coupled with robust productivity gains. However, the coconut sector in India has been afflicted by many problems, especially during the last decade or so. Problems of instability in output price, high wage rates, shortage of labour, high incidence of diseases, increasing cost of production coupled with

less relative profitability vis-a vis competing crops like rubber are to be viewed in a holistic perspective. Farmers were subjected to tremendous inter year and intra year price variations. As expected, coconut prices are subjected to a pronounced seasonality where by the harvest period coupled with a subdued price period, while the off season synchronized with a buoyant phase.

A number of factors are likely to shape the prospects of coconut industry in the coming years. The first and foremost among them is competitive production – domestically as well as globally. The coconut productivity in the

major producing States of India like Kerala and Tamil Nadu are afflicted by old and senile palms. Phased systematic replanting is presently the need of the hour for enhancing the coconut productivity. This only will instil export competitiveness of the Indian coconut industry in the long run.

A number of marketing inefficiencies have contributed to the farmers' woes. Heavy farm level disposal of unhusked commodity, different strata of middlemen, enhanced transport and handling charges and the existence of considerable seasonality in prices acted against producer interests. As farmers are

Table 4. Minimum Support Price of Milling copra: A Comparison

Year	Milling Copra (Rs/Ql)	Ball Copra (Rs/Ql)
1990-91	1600	N.D.
1991-92	1700	N.D.
1992-93	N.D.	N.D.
1993-94	2150	2350
1994-95	2360	2575
1995-96	2500	2725
1996-97	2500	2725
1997-98	2700	2925
1998-99	2900	3125
1999-00	3100	3325
2000-01	3250	3500
2001-02	3300	3550
2002-03	3300	3550
2003-04	3320	3570
2004-05	3500	3750
2005-06	3570	3820
2006-07	3590	3840
2007-08	3620	3870
2008-09	3660	3910
2009-10	4450	4700

(Source Economic Survey, various issues)

more tuned to handling coconut in the commodity form, strengthening of reliable, region specific, and producer centric market intelligence facilities are the need of the hour in the short run to reduce the price risk of the farmers. In the long run, well chalked out R & D efforts, especially in post harvest handling are to be seriously thought out because the low level of product development and diversification offers excellent opportunities to go up the value chain and turn into a high value-added industry. Sizeable markets exist in domestic as well as export market for value-added products from coconut. It shall be

Table 5. International prices and Nominal Protection Coefficients for Coconut

Year	Domestic price of Trichur market (Rs/Ql)	Domestic price of Pollachi market (Rs/Ql)	International price of Philippines (Rs/Ql)	NPC with respect to Trichur market	NPC with respect to Pollachi market
2003-04	645.83	511.67	352.45	1.83	1.45
2004-05	704.17	470.83	433.17	1.63	1.09
2005-06	589.58	453.33	376.15	1.57	1.21
2006-07	537.50	590.61	465.27	1.16	1.27
2007-08	600.00	578.98	580.80	1.03	1.00
2008-09	1275.00	641.70	684.82	1.86	0.94
2009-10	1145.83	649.50	431.96	2.65	1.50
Mean	785.42	556.66	474.95	1.68	1.21

Fig 1. Percentage composition of exports of coconut and coconut products from India

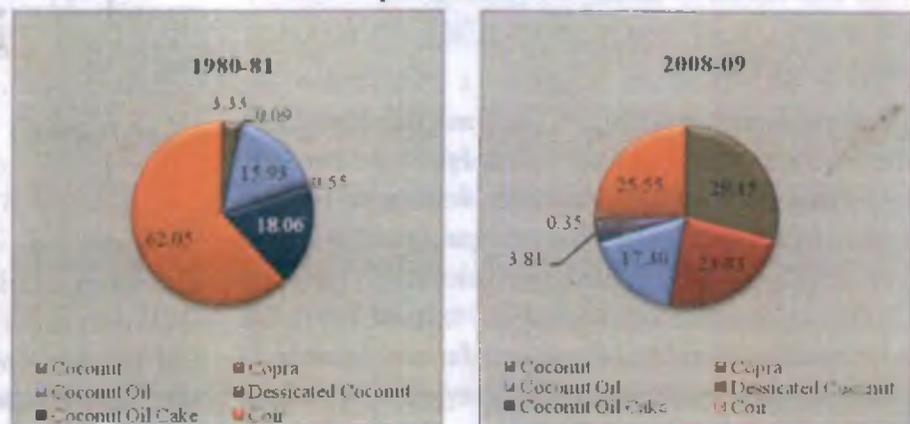


Fig 2. Percentage composition of imports of coconut and coconut products into India



a sure route to harness higher income per unit area cultivated and a path breaking strategy for the selling producers to turn marketing entrepreneurs.

**Professor, Agricultural Market Intelligence Centre, Department of Agricultural Economics Kerala Agricultural University, Vellanikkara, Trichur*



**PARTICIPATION
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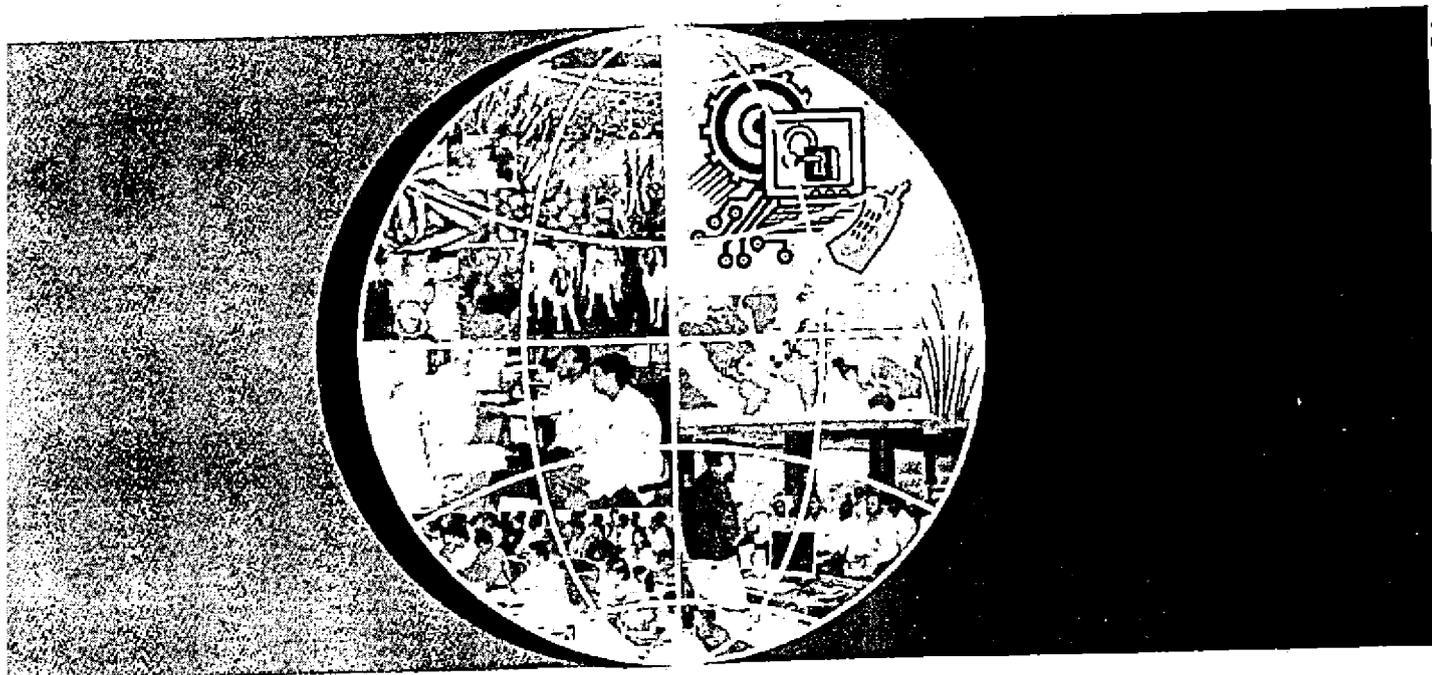
- ★ *Satheesh Babu, K.*, 2011. Role of Agricultural Market Intelligence in Info Rich Agriculture. (*in*) KVK- Stakeholder Interface for the Kerala & Lakshadweep region, jointly organized by the the Indian Council of Agricultural Research and Kerala Agricultural University at the Central Auditorium, KAU, Vellanikkara on 12-7-11.
- ★ *Satheesh Babu, K.*, 2011. Agricultural Market Intelligence: Issues and Dimensions. (*in*) The Brainstorming session for the 12 FYP for Kerala, organized by the State Planning Board, Trivandrum at the Mariya Rani Convention Centre, Sreekaryam, Trivandrum on 16-9-11.
- ★ *Satheesh Babu, K.*, 2011. Role of Agricultural Market Information & Intelligence in Agricultural Development. (*in*) The 25th Annual Conference of the Indian Society of Agricultural Marketing, at NAARM, Hyderabad on 23-11-2011
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Indian Society of Agricultural Marketing

25th Annual Conference

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PROGRAMME



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Revisit subsidy regime: RBI Governor

'Subsidy on inputs to production and on output for PDS entail large fiscal burden'

Special Correspondent

HYDERABAD: RBI Governor D. Subba Rao has called for revisiting the subsidy regime for a number of reasons, including the pressure it exerts on food inflation.

He said that persistent and elevated food inflation over the last few years has emerged as a major policy concern, especially as it could potentially threaten our collective aspiration for a 'higher, inclusive and sustainable growth.'

He was delivering the presidential address on 'The Challenge of Food Inflation' at the 25th annual conference of the Indian Society of Agricultural Marketing (ISAM) at National Academy of Agricultural Research Management (NAARM) here on Tuesday.

Food inflation

Citing five factors for driving food inflation -- the shift in dietary habits towards protein foods; pressure on food inflation stemming from inclusive growth, large increases in MSPs of food grains, shocks from global food inflation and financialisation of commodities, Dr. Rao has said the direct role of monetary policy in combating food inflation was limited. But in the face of sustained high food inflation, monetary ac-



POINT TAKEN?: Planning Commission member Abhijit Sen with RBI Governor D. Subba Rao in Hyderabad on Tuesday. - PHOTO: P.V. SIVAKUMAR

tion might still be warranted to anchor inflation expectations.

While stressing on the need for inclusive growth, he said but it was important to recognise that policies aimed at inclusion could stoke inflationary pressures, at any rate in the short-term. In this regard, he cited the examples of significant increase in rural wages triggered by MGNREGS and the inflationary implications of the proposed Food Security Bill.

Dr. Rao said that a lasting solution to food price pressures lay in a supply response that raises agricultural pro-

ductivity, improves supply chain management and sets the right incentive framework for both producers and consumers.

To address the challenge of food inflation, among others, he suggested raising agricultural productivity and a rethink on price policy interventions.

Stating that there was a case for revisiting subsidy regime, he said subsidy on inputs to incentivise production and on output for PDS system entail a large fiscal burden. Abhijit Sen, Member, Planning Commission, who was the chief guest, said

the Commission has decided that ICAR and National Agricultural Research System must deliver viable technological solutions by the end of the 12th plan and clear-cut goals and deliverables for the 13th plan. He said that although agriculture was likely to achieve 3.2 per cent to 3.5 per cent growth rate during the 11th plan, it would be below the target of target of four per cent.

Former Planning Commission member, Prof. Ch. Hanumantha Rao, Prof. R. Radhakrishna, President ISAM and Dr. N.H. Rao, Director, NAARM spoke.

THEME - I

SIGNIFICANCE OF MARKET INFORMATION IN AGRICULTURAL DEVELOPMENT

MARKET INFORMATION AND INTELLIGENCE AS AGRICULTURAL DEVELOPMENT OPTIONS*

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Historically, Indian agriculture has been more supply driven than demand driven, and the Government of India provided much of the infrastructure required for efficient agricultural production in view of the food grain deficits. In the changing scenario, where the entire gamut of agricultural marketing is being redefined, establishing and networking of market information and intelligence systems are to be viewed not only as means to reduce the price risk in the conventional sense, but also to improve the agricultural marketing strategies by the farmer clientele. In an era, where knowledge has been recognised as the key driving force in development process, India's ability to emerge as a globally competitive player in agricultural production will substantially depend on her capability to empower the rural masses in the knowledge domain. The agricultural market intelligence and the price forecasting network under the National Agricultural Innovative Project (NAIP) of the Indian Council of Agricultural Research could help farmers harness better farm harvest prices by strategically altering their marketing behaviour, which in turn could result in more incremental income, thereby accelerating the development path.

INTRODUCTION

Indian agriculture has been more supply driven during the last 50 years in her preoccupation to steer the country to a self-sufficiency plank. The entire policies and programmes were focused at increasing the supply of food production in order to match the rising demand on account of the burgeoning population. Although food grain production quadrupled during the last 50 years, it failed to bring about a corresponding

improvement in the standard of living of the vast majority of farm households, who depended on the agricultural sector for their livelihood security. This was mainly due to the failure of the agricultural marketing system, which provided no support to free the farmers from the clutches of the long middlemen chain in marketing his output to derive the full benefit production advantages. The outlay of funds earmarked for marketing research in most agricultural universities in India is less than one

per cent of their total R&D outlay. In many of the States, there is no separate Department of Agricultural Marketing to streamline the agricultural marketing activities. In States where APMC Act is in vogue, the functioning of Regulated Markets/ Agricultural Produce Market Committees is neither satisfactory nor farmer friendly. It is mainly the village traders who transact in the name of farmers in the APMC yards than the farmers selling the agricultural produce. APMCs are not formulated in certain States like Kerala. In other words, agricultural marketing research and marketing extension are only in the infancy stages in India. The research managers continue to allot more funds for production enhancing research at the cost of marketing research. It is in this context that the National Knowledge Commission aimed to foster generational change in the entire knowledge spectrum, including the agricultural research, education and extension systems. Knowledge has been recognised as the key driving force in the 21st century and, according to the Report of the National Knowledge Commission, 2009, India's ability to emerge as a globally competitive player will substantially depend on its knowledge resources (National Knowledge Commission, 2009). Lack of accurate and relevant market information and asymmetry of access to market information has been identified as a major obstacle in efforts to improve the agricultural systems in many states.

At a time when the agricultural market environment is changing with unprecedented

speed and in very diverse ways - locally and globally, these dynamics affect farm prices and thereby farm income. The majority of the rural producers are unable to understand and interpret the market and price behaviour into their advantages (Ajjan *et al*, 2009). With the transformation of agriculture from subsistence to commercial production systems, farmers need more market orientation to succeed in business because commercial production shall be basically market responsive and market driven. Thus, it is not enough to produce a commodity; it must also be marketed well.

Market Information: A Vital Missing Link

Marketing information is vital for taking correct production and marketing decisions. Unequal accesses to market related information and intelligence inputs lead to unequal playing grounds for farmers and traders. The farmers' ignorance was the trader's gain till now (Anjaly *et al*, 2010). Though farm related information has been provided by the radio, TV and newspapers, there was no mechanism to analyse, interpret and convert this vast volume of information into simple, comprehensible trade intelligence. This calls for a farmer friendly, easily accessible and regionally relevant market intelligence system.

Market Information vs Intelligence

Though market information and intelligence are crucial to enable farmers and traders to make informed decisions about what

to grow, when to harvest, to which markets produce should be sent, and whether to store their commodity or sell immediately, they are used interchangeably by many. As the name indicates, market information just informs the past or current market sentiments like demand, supply and arrival patterns. It does not put any emphasis on the possible market sentiments that may prevail in the future. Market intelligence on the other hand, is a process of giving insights into what market sentiments may prevail in the future. It is not merely a process of gathering of data, but also analysing it appropriately into information, and transforming it into easily comprehensible intelligence trade inputs decipherable even by a common man, devoid of sound technical background or sophistication. Intelligence differs from data and information since it requires some form of analysis and a component of decision element that market information is devoid of. This way pile of data and information are filtered and refined so that an end user is provided an opportunity to make forward-looking decisions.

Market Intelligence should not simply present the facts, declaring what we found; but instead make a statement, saying this is what we believe is about to happen. In this manner, market intelligence allows a user to remain competitive by improving strategic options. Many equate market intelligence with other disciplines, such as information management. Although market intelligence

draws heavily from other disciplines like economic theory, econometrics, statistics, computer applications, market information systems, and management, smart intelligence tends to be very analytical, very intense, and very savvy in its content and approach by integrating all useful aspects of these disciplines for the sake of its potential users:

Undoubtedly, the most important marketing intelligence need of the farmer is price intelligence. Agricultural price data are based on thousands or millions of transactions, many of them on a small scale, that are taking place every day all over the country. Collecting an adequate sample and making sure that these are representative enough to be useful is not an easy task. As farmers become more market oriented, extension workers need to be in a position to advise them not only on how to grow crops but also on how and when to market them. In other words, the switch over from supply driven production systems to demand driven production systems may also require the transformation from production led extension to market led extension. Market information and market intelligence are two inevitable components of market led extension.

Market Information and Intelligence: A Development Bridge

It is said that wherever there is a market, an information network also co-exists. New market trends, consumer preferences, new suppliers or new markets

can alter the nature and pattern of transaction. A single farmer while giving his entire time of planning production related activities single handed cannot keep track of the changing market or price signals. Market intelligence is thus a critical component towards the efficient functioning of agricultural markets by providing timely information about the market conditions and helping to realise remunerative prices, and thereby higher income realisations.

Pioneering works in agricultural market intelligence were done in Tamil Nadu Agricultural University, Coimbatore. The Domestic and Export Market Intelligence Cell (DEMIC) is credited with forecasting of prices of major agricultural commodities like Rice, Maize, Bengal Gram, Black Gram, Red Gram, Cotton, Red Chillies, Turmeric, Groundnut, Sesame, Sunflower, Onion, Potato, Tomato, Cardamom, Pepper, Coconut, Brinjal, and Coriander throughout the year on a continued basis, with a forecasting accuracy at 90 to 98 per cent probability levels. The success of DEMIC in providing timely and reliable agricultural market intelligence to the farmers in Tamil Nadu with impeccable forecast accuracy led to the national launching of the National Agricultural Innovation Project (NAIP) on "Establishing and Networking of Agricultural Market Intelligence Centres in India" by the Indian Council of Agricultural Research (ICAR) under component I. The project was officially inaugurated by Dr.

Mruthyunjaya, then National Director of NAIP on 27 June 2009 at TNAU, Coimbatore at a colourful function.

The project operates on a consortium mode, with Tamil Nadu Agricultural University, Coimbatore as the Consortium Leader. It includes Kerala Agricultural University, Vellanikkara, UAS, Banagalore, UAS, Dharward, Acharya N.G.Ranga Agricultural University, Hyderabad, Dr.Punjab Rao Deshmukh Krishi Vidyapeeth, Akola, Gujarat Agricultural University, Junagadh, GB. Pant University of Agriculture & Technology, Pant Nagar, Maharana Pratap University of Agriculture and Technology, Udaipur, CCS Haryana Agricultural University, Hissar, and Punjab Agricultural University, Ludhiana as the Cooperating Consortium Partners (Fig.1). The consortium is formed with a twin strategy of covering crops of national prominence and thereby helping the farmers in the major growing states in ensuring higher net price realisations on the one hand, and providing improved regional linkages in the generation, dissemination, and sharing of market information for better reliability of the forecasts. There is a well defined price forecasting calendar, and the prices of different commodities are forecasted on a regular basis well in advance at the planting and harvest period. As on 30 June 2011, the network could release 267 market intelligence reports with a forecast accuracy of more than 90 per cent. The forecasts were given wide publicity

through prominent regional and national news papers, All India Radio and visual media like TV channels. Apart from these conventional dissemination strategy, the network relies upon ICT enabled dissemination tools like web sites and e-mail communication to various officials of the Department of Agriculture, respective State Planning Boards, Farm Information Bureau, Krishi Vigyan Kendras (KVKs); and Collaborating Agencies like Spices Board, Coconut Development Board, National Informatics Centre, and major NGOs in the States. Voice messages were also sent to farmers through mobile phones by a tie-up

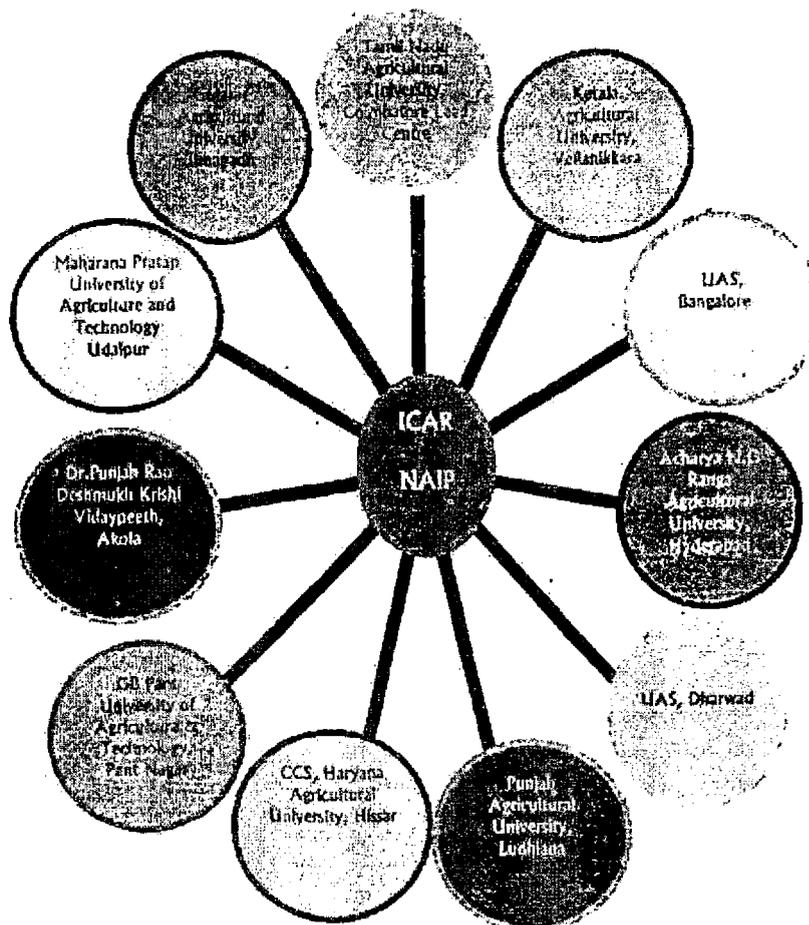
through the IFFCO Kisan Sanchar Limited and Bharati - Airtel. Text messages are also sent through Agricultural Technology Information Centre (ATIC) of the respective Universities. It is estimated that more than 18 lakh farm families as of now are receiving market intelligence through Voice Message in their regional languages on toll free basis.

Impact Assessment and Developmental Spill Over

Case 1 : Cardamom Price Forecasting in Kerala

Among the Indian states, Kerala has

Fig. 1. Consortium partners in the NAIP Agricultural Market Intelligence Network

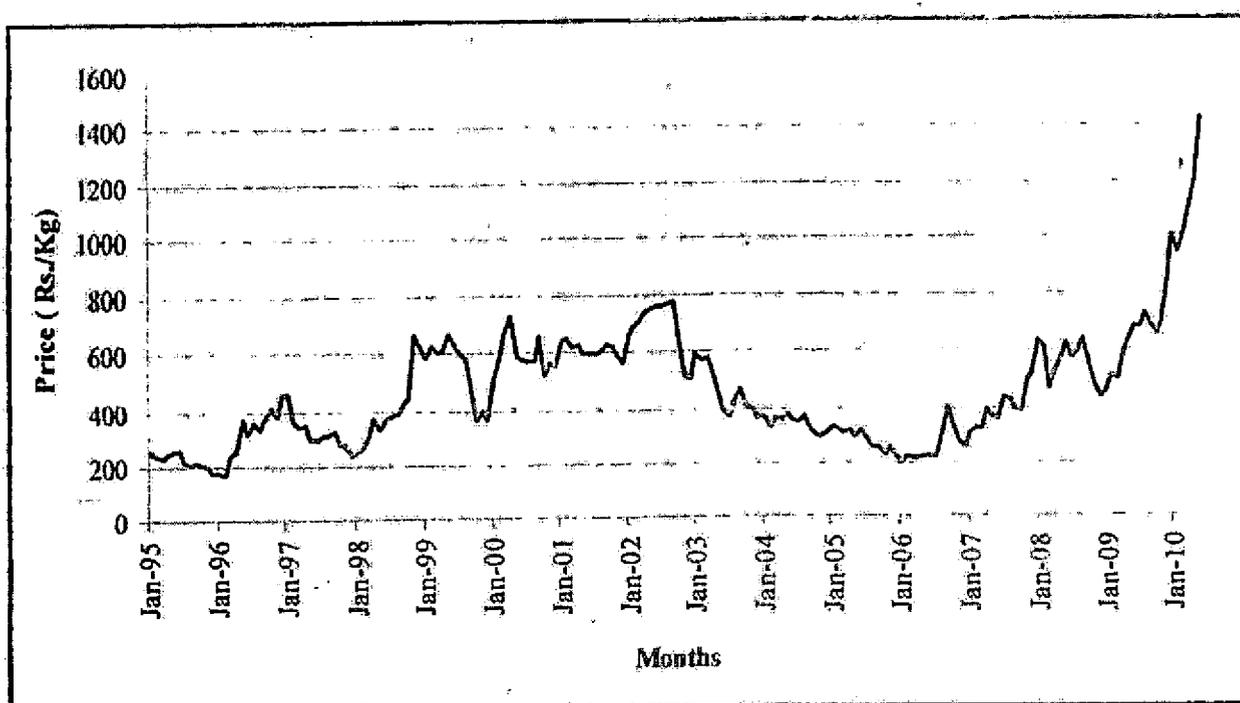


a dominant role as a cardamom producing area. It accounts for 59 per cent cultivated area and 78 per cent of total production in cardamom. Cardamom prices are subjected to considerable inter year and intra year fluctuations (Fig.2). For instance, the coefficient of variation of prices from January 1995 to July 2010 showed that the price of cardamom was subjected to instability of more than 46 per cent. It was against this background that the NAIP on "Establishing and Networking of Agricultural Market Intelligence Centres in India" under Component I attached to the Department of Agricultural Economics, Kerala Agricultural University, Trichur made two price forecasts for cardamom during the production year 2009-10 (both the forecasts are reproduced as Appendix I and II). The first

price forecast released on 17-12-2009 highlighted the possibility of cardamom price crossing Rs.1000/ Kg range after Christmas 2009, at a time when the prices were ruling at Rs.650/ Kg. The forecast urged cardamom farmers to retain the crop beyond December for better price realisations. The price of AGEB grade of cardamom was Rs, 999/kg on 24-12-2009. There was no market transaction on 25-12-2009, being the Christmas day. The price of AGEB grade was Rs. 1000/ Kg on 26-12-2009. The price of non graded (bulk) cardamom also crossed Rs.1000 on 03-01-2010.

The cardamom markets in Kerala and the neighboring Tamil Nadu witnessed unprecedented price volatility thereafter. The

Fig. 2. Trends in Cardamom Price at E Auction Centre at Vandanmedu (Idukki)



speculators and the traders started spreading the news that such record breaking prices would not last, and urged producers not to retain their stock. The second forecast released by the Centre on 12-04-2010 clearly indicated that the firming up price is not a temporary phenomenon as apprehended, but cardamom prices would continue to remain firm till the fag end of the 2009-10 season due to limited supply of cardamom and robust demand. An impact assessment was carried out by the Agricultural Market Intelligence Centre, Kerala Agricultural University in Idukki district, the major cardamom growing tract in Kerala

by surveying 30 cardamom growers selected at random. The sample consisted of 8 marginal farmers (<1ha), 11 small farmers (1-2ha) and 11 large farmers (>2ha). The farmers were asked to specify the actual quantity of dried cardamom that was retained and carried over from December to January or subsequent months in anticipation of better prices on the basis of the market intelligence report. Only this retained quantity is taken into consideration to quantify the impact of the price forecast.

The incremental value of this quantity was worked out from the pre December and post December price realisations. The average

TABLE - 1
Production and Details of Retention of the Sample Farmers

Sl.No	Particulars	Value
1	Average Land Holding Size	3.61 ha
2	Average operated holding under Cardamom	3.18 ha
3	Total Production during 2008-09	85450 Kg
4	Average Price received during 2008-09	
4a.	Prior to December 2008-09	Rs. 443.33
4b.	After December 2008-09	Rs. 473.33
5	Total Production during 2009-10	81065 Kg
6	Average Price received during 2009-10	
6a.	Prior to December 2009-10	Rs. 671
6b.	After December 2009-10	1093.53
7	Quantity retained beyond December'09	2543 Kg
8	Income realisable at the pre December'09 prices	Rs. 1774350
9	Income realised at the post December'09 prices	Rs. 3092920
10	Total Incremental income realised (9-8)	Rs. 13.19 Lakhs
11	Incremental income realised on per ha basis	Rs. 13814.25

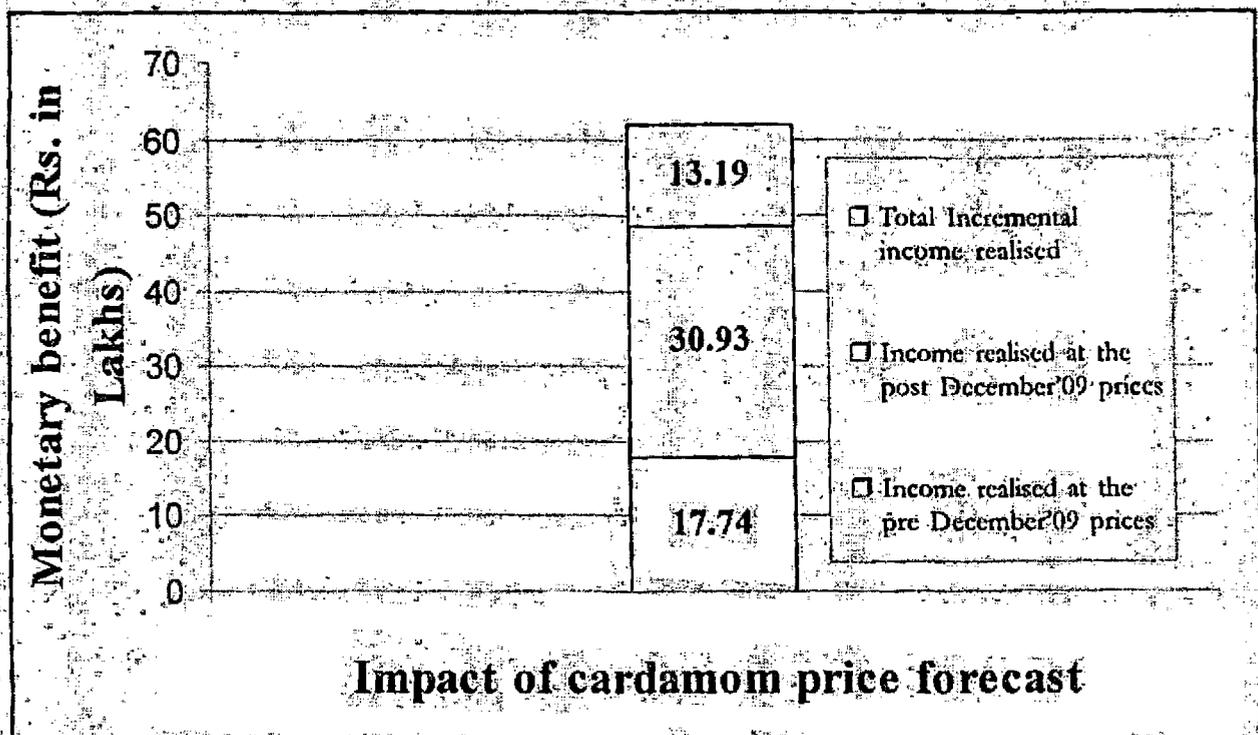
price realised during the harvest season 2009-10 in the period prior to December was Rs.671 per kg. The average price realised increased to Rs.1093.53 per kg in the post December period, registering an increase by 62.97 per cent. The incremental income realised by the sample farmers amounted to Rs.13.19 Lakhs, which on per ha basis worked out to Rs.13,814 (Anjaly *et al*, 2010). In this case also, the incremental income generated was found to be utilised in real estate purchases, installation of irrigation infrastructure and other permanent improvements on land.

Case 2: Turmeric Price Forecasting in Tamil Nadu

The price of turmeric was Rs.2870/ql in Erode regulated market, one of the biggest markets for turmeric in India during January

2008. It touched the historic high of Rs. 4300/ql during July 2008. Turmeric farmers were in confusion whether to dispose the produce immediately or to hold the stock to get a better price. The price forecast made by the Domestic and Export market Intelligence Centre (DEMIC) of Tamil Nadu Agricultural University indicated that turmeric prices would rule around Rs.4300 -4700 /ql during March - April 2009, and it would peak in July 2009. Therefore, turmeric farmers were advised to store turmeric for a few months to reap better prices. Lower production prospects, low carry over stocks and good domestic and export demand were the basis for such optimism. An impact assessment study conducted by Tamil Nadu Agricultural University in 2010 by interviewing 50 turmeric farmers in Dharmapuri district revealed that each farmer

Fig. 3. Impact of Cardamom Price Forecast



on an average, was benefited by Rs.7000 - Rs.9000/ql additionally by the decision to store their produce based on the market intelligence report. The incremental income thus generated was channeled into farm investments like the construction of storage structures (Tamil Nadu Agricultural University, 2010).

Concluding Remarks

The fast changing market environment in agriculture on account of globalisation, liberalisation and New Economic Policies makes it necessary that the farming community shall be provided with latest market inputs so as to enable them to reduce the price risk and

to handle the new challenges posed by a fast changing market dynamics. Developing commodity specific, regionally linked market intelligence networks assume importance in this context. In India, the agricultural market information were criticised for many shortcomings, the most important being the message not relevant to the needs of the farming community. The NAIP project on "Establishing and Networking of Agricultural Market Intelligence Centres in India" could not only help the farmers in reducing their price risk, but provided many developmental options. As the expectations are great, so are the challenges.

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APPENDIX I

First Cardamom Forecast Released on 17.12.2009

CARDAMOM MARKET TO REMAIN BULLISH ON PRODUCTION SHORTFALLS

Small Cardamom (*Elettaria cardamomum*), described as the "Green Gold" is undoubtedly the "Queen of Spices". It is the world's third-most-expensive spice after saffron and vanilla. Cardamom is used as flavourings in both food and drink, as cooking spices and as confectioneries. It is also used as a masticatory, and finds quite a number of uses in medicinal formulations. The oil contained in the seeds and pods are used in perfumes and as a stimulant. It enjoys an enviable position in the international trade of spices.

Guatemala, India, Sri Lanka, Tanzania, El Salvador, Vietnam, Laos, Cambodia and Papua New Guinea are the major cardamom growing countries in the world. The world production of cardamom is around 36,000 tonnes per annum. Guatemala leads the global

production, with an annual production of around 23,000 tonnes (approximately 64 per cent of the total world production), followed by India and Tanzania. The West Asian countries like UAE and Saudi Arabia, Denmark, Finland, Norway, Japan and USA are the major consuming countries.

Kerala is the major cardamom producing state in the country, having a share of around 56 per cent area, 76 per cent of the total production, and a productivity level of 207 Kg/ha. Idukki district accounts for the lion's share of cardamom produced in Kerala. Cardamom is extremely rain and temperature sensitive. It needs low temperature, high humidity and incessant drizzles.

- The Cardamom harvest season in India spreads from August to March, and the peak harvest season synchronising with the bulk market arrivals are expected from October to December.

TABLE - 1

Area, Production and Productivity of Cardamom in India (2006-07)

State	Area (in Hectares)	Production (in Tonnes)	Productivity (Kg/ha)
Kerala	41362	8545	207
Karnataka	26611	1725	65
Tamil Nadu	5255	965	184
Total	73228	11235	153

Source: Spices Board, Kochi

Traders' survey at Vandamedu and discussion with knowledgeable sources in the Spices Board indicated that there is a reduction in crop output amounting to 15-20 per cent as compared to the last year owing to the pre-dominant dry spell in the summer months of 2009.

Trade reports also indicate a substantial reduction in cardamom production in Guatemala due to adverse weather conditions and subsequent poor crop stand. Thus, the competition from Guatemala appears very weak during this year.

The heat is turned on the global market due to the deficit production in two major producing and exporting countries, resulting in a bullish phase for the Cardamom prices. The average price which was hovering around Rs.500 per Kg during October, November, December last year has crossed Rs.800 per Kg during December 2009. The auction average price on 16/12/2009 at Vandamedu was Rs.957/Kg. There is every possibility that the export grade viz., AGEB may cross Rs. 1000/Kg during this harvest season itself.

This is reflected in the futures market also where the price is floating around Rs. 1050 per kg for the months of January, February and March.

It is against this background that the NAIP- Agricultural Market Intelligence Centre

(AMIC) functioning in the Department of Agricultural Economics, College of Horticulture, Kerala Agricultural University analysed the past 13 years' average weighted price that prevailed in Vandamedu market and also conducted a traders survey in this market in order to assist the farmers in better decision making. The average weighted price forecasted for the months of January, February and March 2009 based on Vandamedu prices will be as follows:

Month	Rs/Kg
January'10	860-950
February'10	870-975
March'10	850-900

Trade sources informed that arrivals may pick up if good monsoon showers are received during January or else the production deficit may go up to 30 per cent than the previous year. However, sources in the Spices Board admitted that they anticipate a production fall within 20 per cent than the previous year. Viewing all these estimates and speculative activities indicated by the futures price coupled with our own price analysis, farmers are advised against immediate disposal. Farmers enjoying good storage facilities can expect a better price beyond December end through storage.

APPENDIX II

Second Cardamom Price Forecast Released on 12.04.2010

CARDAMOM PRICES TO REMAIN VOLATILE

The Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University under the ICAR assisted NAIP project had released its first price forecast for cardamom (bulk) for the months of January, February, March 10, based on their analysis of cardamom prices at Vandanmedu market for a period of 15 years from August 1996 to December 2009. The study had clearly indicated that the cardamom prices in the State may firm up in January, February and March 2010 due to global and domestic supply constraints. A summary of the price range predicted and its validation based on actual prices that prevailed at Vandanmedu market during the reference period is given below:

The Centre is now releasing its prediction for cardamom for the month of April-June 2010, based on new trade inputs and new market sentiments:

- The small growers have by and large released their cardamom output in the face

of the attractive price and the lack of scientific storage facilities. Only the big farmers and estates who possess their own curing and scientific storage facilities are releasing their stock slowly, but cautiously.

- Due to the long dry summer spells from January onwards, additional outputs realised are low.
- 39,047 kg and 865 kg of cardamom was brought to Vandanmedu Auction Centre on 11/04/2010 and 12/04/2010, and the average prices realised were Rs.1128 and Rs.1006 per kg respectively.
- Even though prices are ruling high, trade circles indicate good demand for cardamom from North India and Export Houses.

As limited supply of cardamom and robust demand could further push up prices, the analysis by Agricultural Market Intelligence Centre (AMIC) shows that the cardamom prices may go up by another 10-15% in the next few months as shown below:

Commodity Form	Month	Forecasted price (Rs/Kg)	Actual Price (Rs/Kg)
Cardamom (Bulk)	January 2010	850-950	1015
	February 2010	870-975	960
	March 2010	850-900	1003
Commodity Form	Month	Forecasted price (Rs/Kg)	
Cardamom (Bulk)	April 2010	1020-1075	
	May 2010	1050-1100	
	June 2010	1075-1125	

NATIONAL CONFERENCE ON “INNOVATIONS IN AGRICULTURAL MARKETING”

Agricultural marketing is a State subject in India and accordingly different agricultural marketing institutions, rules and regulations and purchase practices in the country. Even in States where an Agricultural Produce Market Committee (APMC) Act prevails for the regulation of markets, the list of notified commodities and the area covered varies widely. In order to resolve the problem, The Government of India drafted a Model APMC Act in the year 2003 and the Model Act Rules in 2007, and persuaded States to make amendments as per the provisions of the Model Act, and Rules to bring more uniformity in the administration of the Act throughout the country. State Agricultural Marketing Boards (SAMBs) were constituted in States where APMC Act has been enacted to supervise the implementation of the Act, and to coordinate the various agricultural marketing activities. The **National Council of State Agricultural Marketing Boards (COSAMB)** is an apex body of the State Agricultural Marketing Boards with its head quarters at New Delhi. Unfortunately, States like Kerala do not have either an APMC Act on the one hand or a State Agricultural Marketing Board on the other. In the meanwhile, the Government of India has been suggesting more market reforms to improve the efficiency of agricultural marketing in view of the more liberalized trade regime. It was against this background that the National Council of State Agricultural Marketing Boards (COSAMB) organized a National Conference on **Innovations in Agricultural Marketing**, at Tea County, Munnar from 15 – 17 February 2012 to discuss various marketing innovations taking place in the country.

Experts in the conference

1. Dr. M.S. Jairath, Director, National Institute of Agricultural Marketing (NIAM), Jaipur
2. Dr. Hari Prakash, Quality Council of India, New Delhi
3. Dr. Satheesh Babu, Professor of Agricultural Economics, Kerala Agricultural University, Trichur
4. Dr. J.S. Yadav, Consultant, Premium Farm Fresh Ltd., New Delhi
5. Mr. M.N. Babu, Secretary, State Agricultural Prices Board, Trivandrum
6. Mrs. Bindhu Chandran, Vegetable and Fruits Promotion Council, Kerala
7. Mr. Premnath, M.D., HortiCorp, Trivandrum

The panel of experts presented innovative marketing initiatives and processes from their respective areas. Dr. Sathesh Babu presented the agricultural market intelligence initiatives undertaken by Kerala Agricultural University in selected commodities. Debates and discussions were held to make each session lively and participatory. There was a consensus that the era of production led agriculture is over, and time is ripe for a market led agricultural strategy to fine tune our agriculture more market responsive.

Senior Officials and Experts in the field of Agricultural Marketing from throughout the country attended the meeting and took part in the deliberations. Mr. Trivendra Singh Rawat, Hon'ble Minister of Agriculture represented the Government of Uttarkhand. The Secretaries of State Agricultural Marketing Boards of various State Governments also attended the Conference. The Director, Agriculture, Government of Kerala represented the Government of Kerala.

Concluding Remarks

During the forenoon session on 17 February 2012, the concluding remarks were given by Dr. Sathesh Babu, Professor of Agricultural Economics, Kerala Agricultural University, Trichur. By inviting the attention of the gathering towards the need for transforming our supply driven agriculture into a demand driven one, Dr. Babu emphasized that the second green revolution in India will be taking place by taking agriculture up in the value chain. He pointed out that the 12th Five Year Plan needs a new strategy and approach in this regard, especially with regards to agricultural marketing. Instead of repeating the often quoted problems that could not be solved during the last 50 years like inefficient marketing channel, superfluous middlemen etc, we have to develop supply chains and value chains in agricultural marketing. According to him, this was the main reason why the farmers in Kerala could not be exploited like her counterparts elsewhere in India in spite of the State not having an APMC Act. The major organizations like the Vegetable and Fruits promotion Council of Kerala (VFPCCK), and the HORTCORP have been providing alternate marketing options to the farmers than the conventional channels. However, the need for a State Agricultural Marketing Board in Kerala to coordinate the agricultural marketing activities being carried out by different government agencies and to provide an overall direction was highlighted by Dr. Babu. He called for a policy of delinking the prevalence of APMC Act to set up State Agricultural Marketing Board in a State.

Capacity Building Programme on International Trade Towards Enhancement of Competitiveness of Indian Agriculture

Ministry of Agriculture-Government of India, Indian Institute of Foreign Trade and Kerala Agricultural University jointly organized a three day National Seminar on capacity building programme on International Trade towards Enhancement of Competitiveness of Indian Agriculture at the College of Horticulture, Vellanikkara, Thrissur from 23-25 February 2012.



Plate. 1. Dr. Jayasree Krishnankutty welcoming the gathering



Plate. 2. Sri. K. Unnikrishnan delivering the key note address

The inaugural session commenced with Dr. Jayasree Krishnankutty, Co Programme Coordinator welcoming the gathering. The session was presided over by Dr. C. T Abraham, Associate Dean, College of Horticulture. The Workshop was inaugurated by Dr. T. R. Gopalakrishnan, Director of Research, and Kerala Agricultural University. Sri. K. Unnikrishnan, Director, Federation of Indian Export Organizations, (FIEO), Chennai delivered the key note address. The vote of thanks was proposed by Dr. A. Prema, Programme Coordinator.



Plate.3. Dr. T. R. Gopalakrishnan, the Director of Research, KAU inaugurating the workshop by lightening the traditional lamp.

The inaugural session was followed by Technical sessions on various presentations as detailed below:

Technical Sessions

- ✚ Opportunities and challenges for agro-exports with special reference to Kerala: Dr. P. Indira Devi, Professor, Department of Agricultural Economics, College of Horticulture, Kerala Agricultural University, Thrissur.
- ✚ Role of FIEO in Agricultural Trade Development; Marketing Development Assistance: Mr. K. Unnikrishnan, Director, Federation of Indian Export Organizations, Southern Region, Chennai
- ✚ Policy measures and schemes for promotion of agro exports: Mr. Radhakrishnan Nair, Agricultural and Processed Food Export Development Authority (APEDA), Cochin Zone.
- ✚ Logistics management in agricultural exports: Mr. George Koshy, Head, Cargo Division, Cochin International Airport Limited (CIAL), Kochi.

- ✚ Enhancing Marketing Efficiency: The Role of Agricultural Market Intelligence: Dr. K. Satheesh Babu, Professor, Department of Agricultural Economics, College of Horticulture, Kerala Agricultural University, Thrissur.

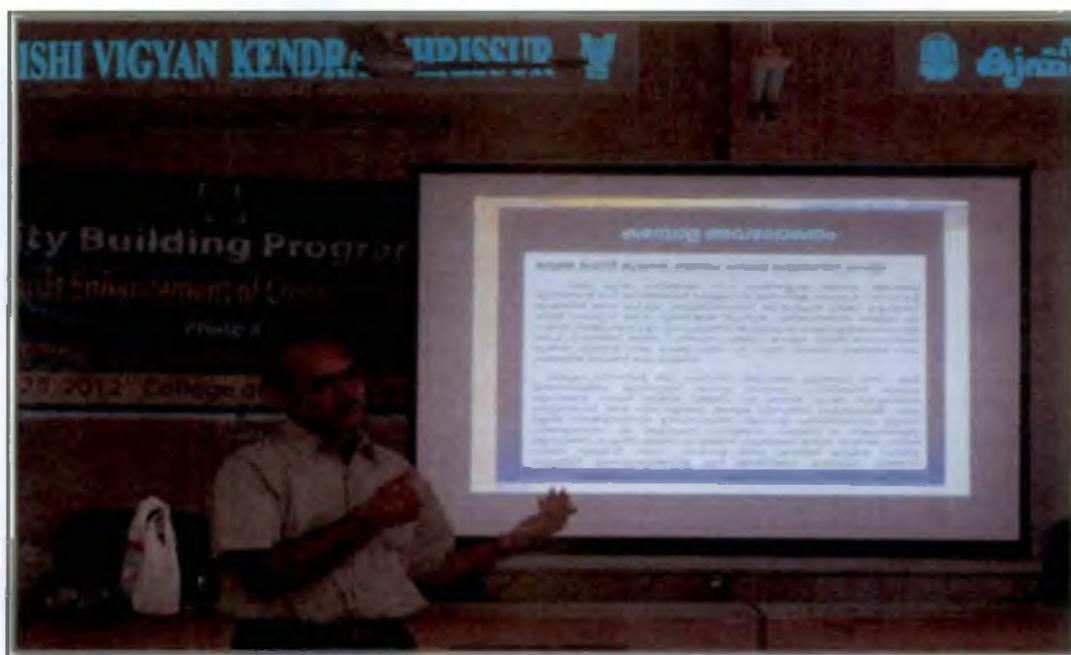
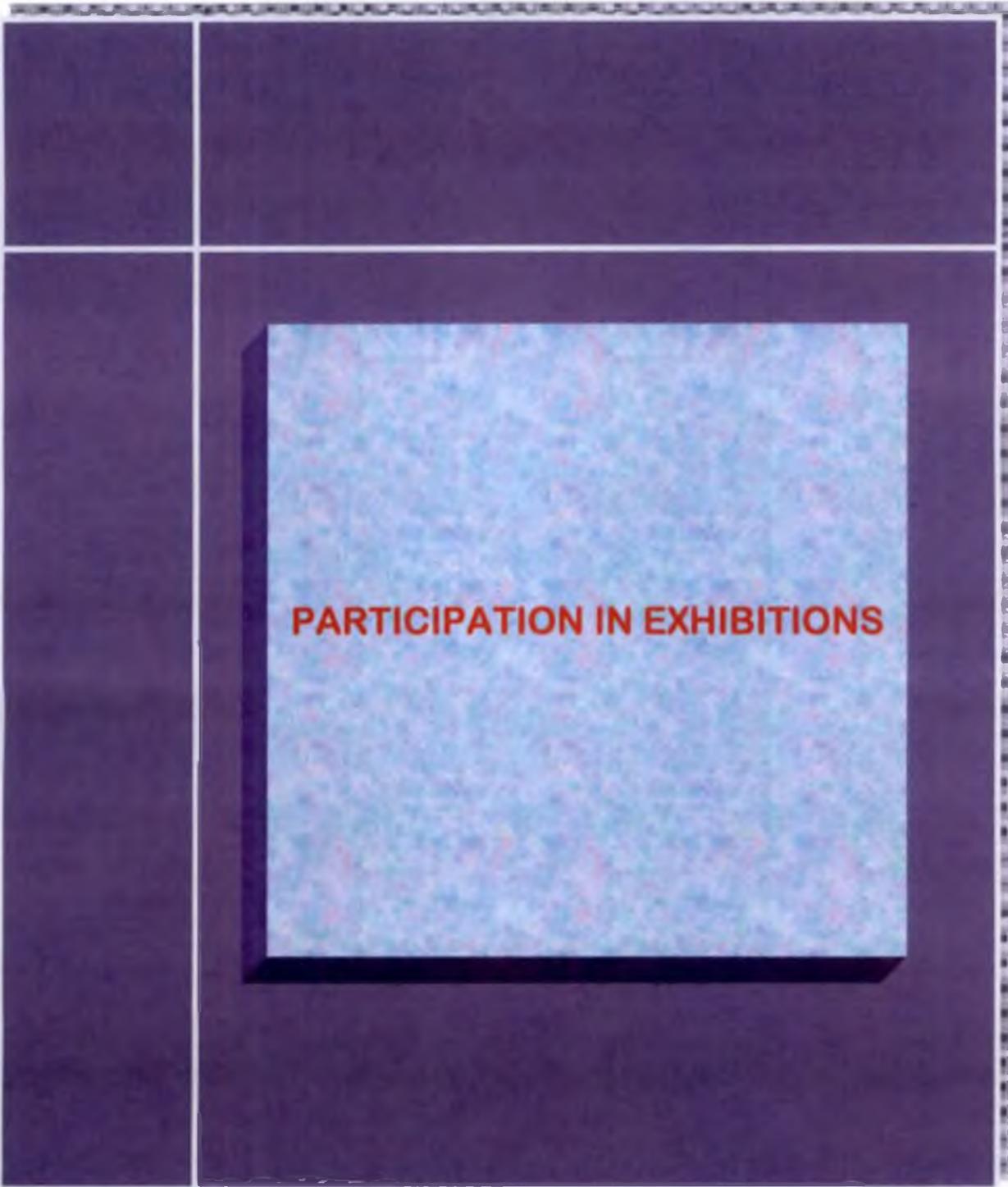


Plate.4. Dr.K.Satheesh Babu, Professor & CCPI, Agricultural Market Intelligence Centre, KAU making the presentation

- ✚ Export-import regulations and documentation for agricultural exports: Mr. R. Rahul IRS, Assistant Director, Directorate of Revenue Intelligence, Kochi.
- ✚ Supply chain management in agriculture with special reference to horticultural crops: Mr. Abhay Gaikwad, Coordinator, World Bank Project. MACP, Mumbai.
- ✚ Certification and quality assurance programs in agricultural trade: Mr. Ajithkumar. G.S, IMO Control Pvt. Ltd, Bangalore.
- ✚ Export promotion through small holders' consortium- A Wayanad experience: Mr. E. Jos, Programme Manager, Kerala Social Service Forum, Regional Office, Wayanad.
- ✚ Financing for agricultural exports: Mr. A. Madhavan, Assistant General Manager (FOREX Department), Federal Bank, Ernakulam.
- ✚ Market identification process in international business of agricultural commodities: Prof. Tamamma Chaturvedi, Indian Institute of Foreign Trade, New Delhi.

The Valedictory session of the workshop was held on 25 February 2012 in the AN session, when the participants expressed the feedback about the programme.



PARTICIPATION IN EXHIBITIONS

AMIC- KAU PARTICIPATES IN TRICHUR POORAM EXHIBITION 2011



Agricultural Market Intelligence Centre of - KAU participated in the 48th edition of Trichur Pooram Exhibition for the second consecutive time in a row. The opening of the All India Agricultural, Industrial, Educational and Cultural Exhibition, organised by the Paramakkavu and Thiruvambady Devaswoms, is a highlight ahead of Thrissur Pooram. Trichur Pooram, a cultural event overlooks all other festivals of Kerala, and is celebrated during April-May every year.

The Thrissur Pooram is considered to be the Mother of all Poorams, a cultural highlight that towers above all other festivals in Kerala. Thrissur Pooram is unique in its pageantry, magnitude and participation. The Thrissur

Pooram exhibition 2011 was opened at Thekkinkad Maidan on 3 April 2011. The Worshipful Mayor of Trichur Sri.I.P.Paul inaugurated the exhibition and Cochin Devaswom Board President Sri. M.C.S.Menon presided over the function. The District Panchayath President Sri.K.V.Dasan, Trichur MLA, Sri. Therambil Ramakrishnan, were present at the function. The exhibition has more than 150 stalls and 60 pavilions, including those of private and government institutions. Institutions such as Indian Space Research Organisation, Bharat Sanchar Nigam Limited, Southern Railways, Food Corporation of India, Coir Board, Kerala Agricultural University, Farm Information Bureau, Coir Corporation, Oushadhi, Regional Agro Industrial Development Corporation, Kerala Agro Machinery Corporation (KAMPCO), Vegetable and Fruit Promotion Council of Kerala (VFPCCK), Kerala State Electricity Board etc. are regular participants in the exhibition. They make use of the opportunity to showcase their latest R&D outputs



in the pavilions to give a firsthand feel to the visiting public. The Exhibition attracts participants from across the country, and hence regarded as an all India exhibition. It will be open from 10 a.m. to 9 p.m. for two months

from April to May end.

The pavilion of Kerala Agricultural University had displayed the latest research achievements of the University, including the activities of the Agricultural Market Intelligence Centre. The University staffs were put to duty round the clock to clarify the queries from the public. The contact details and phone numbers were given in the display materials for the interested persons for follow up.

It is estimated that more than three lakh people visit the, Trichur Pooram exhibition every year.





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Pepper prices hit new high of R278 2011/04/28

Kochi Apr 28, 2011



The pepper market looks bullish, with prices surging ahead on tight supply. Traders and analysts are now expecting prices to cross R300 per kg with global supply straitened as Vietnam holds on to its stocks. Speculative elements in the Indian exchanges are also spicing up the rally.

On Wednesday, the spot price at the physical market stood at R278 per kg against R267 per kg on Monday. The earlier highest price recorded in the

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On Wednesday, the spot price at the physical market stood at R278 per kg against R267 per kg on Monday. The earlier highest price recorded in the country was R265 per kg, in 1999.

According to the database of the Kerala Agricultural University, farm level prices were at its highest level during October 1999, having touched R247 per kg.

Faiyaz Hudani at Kotak Commodity Services feels that the market would remain firm on lower supply. "Lower inventory with all producers and traders is a major reason for the firm market. Crop is also on the lower side," he said.

"Vietnamese are holding back black pepper and quoting aggressively for the white pepper. Prices are very high at the moment," said P Nandakumar, a trade consultant from Kochi. He feels that the prices would take a cue from the Indonesian crop, due to come in July.

Hudani feels that the crop arrivals in Indonesia and Brazil would not make much difference as reports suggest lower crop in both countries. "Weather conditions in Indonesia are not conducive for pepper and we expect lower crop. Similarly, in Brazil the pepper crop would be less on less acreage," he said.

K Satheesh Babu of the Agricultural Market Intelligence Centre of the Kerala Agricultural University estimates prices to remain firm and move to new records. "We had forecast some months back that the market would surge ahead in the second part of the year. Prices are likely to reach R300 per kg by the end of the year," he said. He does not believe that the market

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(Indian Institute of Spices Research)
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Price forecast -Black pepper

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Supply constraints to keep coconut prices firm

A price range of Rs 21.00 – Rs 24.00 per kg is expected to prevail for partially dehusked during the next three months. As there is no selling pressure on farmers to liquidate their stocks, they are advised to take advantage of the emerging market opportunity.

Click on the below link to visit TN A.U Market intelligence cell

<http://www.tnau.org/Market>



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Spice Route

MASALA MARKET

Peppered with competition

APHRODISIACS made from pepper and cigars that spew pepper-flavoured smoke were some of the innovative products that the International Pepper Community planned in 2005 to increase the demand for the spice when faced with a supply glut. But things have changed dramatically in the last few years, and now the tobacco-based community is faced with the problem of shrinking pepper supply amid increasing competition.

Like the majority of spices, its farming area too is coming under pressure from alternative crops and industries even as it faces erratic weather patterns. That's not all. Spice trade is also facing the Catch-22 situation of having to adhere to stringent safety norms while ensuring sufficient production to meet growing demand. Strict quality norms across the consuming countries are casting a shadow over the industry, making it difficult for producing countries to meet demand.

Until the emergence of Vietnam, the global pepper supply was dominated by traditional players led by India, which is also the world's largest spice producer, with a 44% share of the output and 36% of the global trade, exporting about 180 varieties of spices to over 150 countries. Mint products account for the bulk of the exports, followed by chilli, oils and oleoresins, and pepper.

Countries like Nigeria, Ethiopia and Indonesia produce ginger but export most of the output. Syria, Iran and Turkey are good at seed spices while Guatemala excels in cardamom production. In the case of pepper, Malaysia, Indonesia and Brazil contribute to the overall trade with India being the largest producer until recently, when it overtaken by Vietnam. The most significant difference between India and other spice-producing countries is that Indians are also a leading consumer of spices.

A small fall in production in any country used to hit the demand for the commodity significantly but things changed from 2003, as new countries ventured into spice production. Take the case of ginger and pepper. From 1975 through the 1980s, India was a major producer of ginger with a share of 30-35% of world production, followed by China with a 30-35% share. In the latter half of the 1990s, Chinese production of ginger increased dramatically and India's share fell. Some old producers in Africa gave up ginger production due to its labour-intensive nature, while new producers like



Until the emergence of Vietnam, the global pepper supply was dominated by traditional players led by India, which used to export 40,000-50,000 tonne of pepper from its yearly production of 80,000-100,000 tonne. Production now has dropped to 50,000 tonne

Indonesia entered the market.

Similarly, India used to export 40,000-50,000 tonne of pepper annually from its yearly production of 80,000-100,000 tonne. However, production in India has dropped to 50,000 tonne, though it remains the largest consumer of pepper in the world, with annual domestic consumption estimated at 40,000-45,000 tonne. Meanwhile, Vietnam leads the global pepper trade, growing between 110,000-125,000 tonne annually. It also leads in productivity with an output of 1,200 kg to 1,300 kg per hectare. The US was the dominant buyer and, to an extent, a key factor in the trade. Prices came under pressure and returns from farming were no longer attractive as supply from new sources competed with the produce of the traditional players.

But the situation changed dramatically after 2006 with increasing demand for spices from the growing economies of South Asia and Africa. Demand from China, India, West Asia and some African countries went up as they began to consume more spices, with disposable incomes going up and also with an increase in the population.

China has been importing over 11,000 tonne of pepper every year from Vietnam to meet its

demand. Global consumption of the commodity is increasing at a compounded annual growth rate (CAGR) of 9% despite the global economic slowdown. On the other hand, supply has come under pressure. Global production is facing shortages due to shift in cultivation from pepper to rubber, like in Malaysia, where better rubber prices are attracting farmers. In Indonesia, pepper-growing areas are facing a threat from tin mining, which is a profitable venture. Shift to cocoa cultivation is another reason behind deteriorating pepper production. Similarly, production of seed spices in Turkey, Syria and Iran have shrunk by 40-60% due to changing weather patterns, which resulted in prices of spice like cumin shooting up.

The latest and the most worrying concern of the spice trade is the stringent and often differing quality standards set by the developed countries. Some like the US are moving to a system where spices need to be traced back to the farm or an individual grower. While the importing countries have every right to implement a prevention-focused model to ensure adequate safety standards, the concerns of the farmers in less-developed countries also need to be addressed.

- Rajesh Ravi

EXPERTSPEAK

K SATHEESH BABU

Professor, Agricultural Market Intelligence Centre, Kerala Agricultural University

The widening gap between demand and supply may cheer the farmers' lobby but more it promises better prices. It shall sweeten the consumers because they will have to shell out more in future. On the production front, erratic weather, increasing incidences of pests/diseases, increasing social audit on the use and misuse of pesticides and stringent quality stipulations by consuming countries shall also be a matter of worry. However, indirectly, it will usher in good agricultural practices. This may compensate the consumer for the higher price paid.



PHILIP KURUVILLA

Chairman, World Spice Organisation

Though production of spices is increasing on a year-on-year basis, it is still insufficient to match the demand. Various consuming countries in Europe and America are bringing in food safety norms, which make things difficult for producing countries to meet. When a country brings a regulation regarding food safety and standard of spices, the information takes a lot of time to reach the producing countries, which leaves little time with the producer to adjust according to the guidelines, and this results in huge losses.



STATFACTS

FLAVOURING IT UP

India is the world's largest spice producer, with a 44% share in output and 36% in the total global spice trade. India exports about 180 varieties of spices to over 150 countries around the world.

From 1975 through the 1980s India was the major producer of ginger with a share of 30-35% of the world production. In the latter part of the 1990s Chinese production of ginger increased dramatically and India's share dropped.

China has been importing over 11,000 tonne of pepper every year from Vietnam to meet its demand.

Global pepper consumption is increasing at a compounded annual growth rate of 9% despite the slowdown. On the other hand, supply has come under pressure.



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WHAT OTHERS SAY?

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06-09-2011

Pepper prices may remain firm due to supply crunch

Kochi: Pepper prices are likely to remain firm due to supply concerns across the globe, says a new study by the Agricultural Market Intelligence Centre (AMIC) of Kerala Agricultural University. Based on market sentiments and the econometric analysis of pepper prices at Kochi, AMIC feels that a price level of R305 - R325 per kg is likely to prevail during the next

FE Spice Route

MASALAMARKET

Once a pepper trading centre, Kochi now finds itself in oblivion

The old Kochi has little recollection about how it used to be a trading centre for pepper. It is no longer a pepper trading centre.

Abandoned warehouses in Malabar have now been converted to build quarters. Foreigners still come in large numbers, but they don't come any more for pepper. With production on the decline and bulk of the pepper being sold outside any port in Kerala, it is likely to have lost its status of being the terminal market for pepper.

There has still been the primary markets of Malabar namely Sittil, Dalberg, Nuzli and Karur, with only very small volumes being transported to the sea level market at Kochi. "The once busy trading floors of old Pepper and Spice Trading Association (PSTA) have given way to software shops. Nearly 30-40% of pepper used to change hands at just the PSTA floors," a stakeholder of Kochi-based Sattin Intercom. He felt that the pepper market has undergone several changes. "Indians slowly but steadily are original players in pepper. From 85-90% pepper exporters, these star exporters who had been a constant feature had dropped down to 10%," he added. The demand has also depended on the yearly production. As it used to be 30-35-40-45-50-55-60-65-70-75-80-85-90-95-100-105-110-115-120-125-130-135-140-145-150-155-160-165-170-175-180-185-190-195-200-205-210-215-220-225-230-235-240-245-250-255-260-265-270-275-280-285-290-295-300-305-310-315-320-325-330-335-340-345-350-355-360-365-370-375-380-385-390-395-400-405-410-415-420-425-430-435-440-445-450-455-460-465-470-475-480-485-490-495-500-505-510-515-520-525-530-535-540-545-550-555-560-565-570-575-580-585-590-595-600-605-610-615-620-625-630-635-640-645-650-655-660-665-670-675-680-685-690-695-700-705-710-715-720-725-730-735-740-745-750-755-760-765-770-775-780-785-790-795-800-805-810-815-820-825-830-835-840-845-850-855-860-865-870-875-880-885-890-895-900-905-910-915-920-925-930-935-940-945-950-955-960-965-970-975-980-985-990-995-1000-1005-1010-1015-1020-1025-1030-1035-1040-1045-1050-1055-1060-1065-1070-1075-1080-1085-1090-1095-1100-1105-1110-1115-1120-1125-1130-1135-1140-1145-1150-1155-1160-1165-1170-1175-1180-1185-1190-1195-1200-1205-1210-1215-1220-1225-1230-1235-1240-1245-1250-1255-1260-1265-1270-1275-1280-1285-1290-1295-1300-1305-1310-1315-1320-1325-1330-1335-1340-1345-1350-1355-1360-1365-1370-1375-1380-1385-1390-1395-1400-1405-1410-1415-1420-1425-1430-1435-1440-1445-1450-1455-1460-1465-1470-1475-1480-1485-1490-1495-1500-1505-1510-1515-1520-1525-1530-1535-1540-1545-1550-1555-1560-1565-1570-1575-1580-1585-1590-1595-1600-1605-1610-1615-1620-1625-1630-1635-1640-1645-1650-1655-1660-1665-1670-1675-1680-1685-1690-1695-1700-1705-1710-1715-1720-1725-1730-1735-1740-1745-1750-1755-1760-1765-1770-1775-1780-1785-1790-1795-1800-1805-1810-1815-1820-1825-1830-1835-1840-1845-1850-1855-1860-1865-1870-1875-1880-1885-1890-1895-1900-1905-1910-1915-1920-1925-1930-1935-1940-1945-1950-1955-1960-1965-1970-1975-1980-1985-1990-1995-2000-2005-2010-2015-2020-2025-2030-2035-2040-2045-2050-2055-2060-2065-2070-2075-2080-2085-2090-2095-2100-2105-2110-2115-2120-2125-2130-2135-2140-2145-2150-2155-2160-2165-2170-2175-2180-2185-2190-2195-2200-2205-2210-2215-2220-2225-2230-2235-2240-2245-2250-2255-2260-2265-2270-2275-2280-2285-2290-2295-2300-2305-2310-2315-2320-2325-2330-2335-2340-2345-2350-2355-2360-2365-2370-2375-2380-2385-2390-2395-2400-2405-2410-2415-2420-2425-2430-2435-2440-2445-2450-2455-2460-2465-2470-2475-2480-2485-2490-2495-2500-2505-2510-2515-2520-2525-2530-2535-2540-2545-2550-2555-2560-2565-2570-2575-2580-2585-2590-2595-2600-2605-2610-2615-2620-2625-2630-2635-2640-2645-2650-2655-2660-2665-2670-2675-2680-2685-2690-2695-2700-2705-2710-2715-2720-2725-2730-2735-2740-2745-2750-2755-2760-2765-2770-2775-2780-2785-2790-2795-2800-2805-2810-2815-2820-2825-2830-2835-2840-2845-2850-2855-2860-2865-2870-2875-2880-2885-2890-2895-2900-2905-2910-2915-2920-2925-2930-2935-2940-2945-2950-2955-2960-2965-2970-2975-2980-2985-2990-2995-3000-3005-3010-3015-3020-3025-3030-3035-3040-3045-3050-3055-3060-3065-3070-3075-3080-3085-3090-3095-3100-3105-3110-3115-3120-3125-3130-3135-3140-3145-3150-3155-3160-3165-3170-3175-3180-3185-3190-3195-3200-3205-3210-3215-3220-3225-3230-3235-3240-3245-3250-3255-3260-3265-3270-3275-3280-3285-3290-3295-3300-3305-3310-3315-3320-3325-3330-3335-3340-3345-3350-3355-3360-3365-3370-3375-3380-3385-3390-3395-3400-3405-3410-3415-3420-3425-3430-3435-3440-3445-3450-3455-3460-3465-3470-3475-3480-3485-3490-3495-3500-3505-3510-3515-3520-3525-3530-3535-3540-3545-3550-3555-3560-3565-3570-3575-3580-3585-3590-3595-3600-3605-3610-3615-3620-3625-3630-3635-3640-3645-3650-3655-3660-3665-3670-3675-3680-3685-3690-3695-3700-3705-3710-3715-3720-3725-3730-3735-3740-3745-3750-3755-3760-3765-3770-3775-3780-3785-3790-3795-3800-3805-3810-3815-3820-3825-3830-3835-3840-3845-3850-3855-3860-3865-3870-3875-3880-3885-3890-3895-3900-3905-3910-3915-3920-3925-3930-3935-3940-3945-3950-3955-3960-3965-3970-3975-3980-3985-3990-3995-4000-4005-4010-4015-4020-4025-4030-4035-4040-4045-4050-4055-4060-4065-4070-4075-4080-4085-4090-4095-4100-4105-4110-4115-4120-4125-4130-4135-4140-4145-4150-4155-4160-4165-4170-4175-4180-4185-4190-4195-4200-4205-4210-4215-4220-4225-4230-4235-4240-4245-4250-4255-4260-4265-4270-4275-4280-4285-4290-4295-4300-4305-4310-4315-4320-4325-4330-4335-4340-4345-4350-4355-4360-4365-4370-4375-4380-4385-4390-4395-4400-4405-4410-4415-4420-4425-4430-4435-4440-4445-4450-4455-4460-4465-4470-4475-4480-4485-4490-4495-4500-4505-4510-4515-4520-4525-4530-4535-4540-4545-4550-4555-4560-4565-4570-4575-4580-4585-4590-4595-4600-4605-4610-4615-4620-4625-4630-4635-4640-4645-4650-4655-4660-4665-4670-4675-4680-4685-4690-4695-4700-4705-4710-4715-4720-4725-4730-4735-4740-4745-4750-4755-4760-4765-4770-4775-4780-4785-4790-4795-4800-4805-4810-4815-4820-4825-4830-4835-4840-4845-4850-4855-4860-4865-4870-4875-4880-4885-4890-4895-4900-4905-4910-4915-4920-4925-4930-4935-4940-4945-4950-4955-4960-4965-4970-4975-4980-4985-4990-4995-5000-5005-5010-5015-5020-5025-5030-5035-5040-5045-5050-5055-5060-5065-5070-5075-5080-5085-5090-5095-5100-5105-5110-5115-5120-5125-5130-5135-5140-5145-5150-5155-5160-5165-5170-5175-5180-5185-5190-5195-5200-5205-5210-5215-5220-5225-5230-5235-5240-5245-5250-5255-5260-5265-5270-5275-5280-5285-5290-5295-5300-5305-5310-5315-5320-5325-5330-5335-5340-5345-5350-5355-5360-5365-5370-5375-5380-5385-5390-5395-5400-5405-5410-5415-5420-5425-5430-5435-5440-5445-5450-5455-5460-5465-5470-5475-5480-5485-5490-5495-5500-5505-5510-5515-5520-5525-5530-5535-5540-5545-5550-5555-5560-5565-5570-5575-5580-5585-5590-5595-5600-5605-5610-5615-5620-5625-5630-5635-5640-5645-5650-5655-5660-5665-5670-5675-5680-5685-5690-5695-5700-5705-5710-5715-5720-5725-5730-5735-5740-5745-5750-5755-5760-5765-5770-5775-5780-5785-5790-5795-5800-5805-5810-5815-5820-5825-5830-5835-5840-5845-5850-5855-5860-5865-5870-5875-5880-5885-5890-5895-5900-5905-5910-5915-5920-5925-5930-5935-5940-5945-5950-5955-5960-5965-5970-5975-5980-5985-5990-5995-6000-6005-6010-6015-6020-6025-6030-6035-6040-6045-6050-6055-6060-6065-6070-6075-6080-6085-6090-6095-6100-6105-6110-6115-6120-6125-6130-6135-6140-6145-6150-6155-6160-6165-6170-6175-6180-6185-6190-6195-6200-6205-6210-6215-6220-6225-6230-6235-6240-6245-6250-6255-6260-6265-6270-6275-6280-6285-6290-6295-6300-6305-6310-6315-6320-6325-6330-6335-6340-6345-6350-6355-6360-6365-6370-6375-6380-6385-6390-6395-6400-6405-6410-6415-6420-6425-6430-6435-6440-6445-6450-6455-6460-6465-6470-6475-6480-6485-6490-6495-6500-6505-6510-6515-6520-6525-6530-6535-6540-6545-6550-6555-6560-6565-6570-6575-6580-6585-6590-6595-6600-6605-6610-6615-6620-6625-6630-6635-6640-6645-6650-6655-6660-6665-6670-6675-6680-6685-6690-6695-6700-6705-6710-6715-6720-6725-6730-6735-6740-6745-6750-6755-6760-6765-6770-6775-6780-6785-6790-6795-6800-6805-6810-6815-6820-6825-6830-6835-6840-6845-6850-6855-6860-6865-6870-6875-6880-6885-6890-6895-6900-6905-6910-6915-6920-6925-6930-6935-6940-6945-6950-6955-6960-6965-6970-6975-6980-6985-6990-6995-7000-7005-7010-7015-7020-7025-7030-7035-7040-7045-7050-7055-7060-7065-7070-7075-7080-7085-7090-7095-7100-7105-7110-7115-7120-7125-7130-7135-7140-7145-7150-7155-7160-7165-7170-7175-7180-7185-7190-7195-7200-7205-7210-7215-7220-7225-7230-7235-7240-7245-7250-7255-7260-7265-7270-7275-7280-7285-7290-7295-7300-7305-7310-7315-7320-7325-7330-7335-7340-7345-7350-7355-7360-7365-7370-7375-7380-7385-7390-7395-7400-7405-7410-7415-7420-7425-7430-7435-7440-7445-7450-7455-7460-7465-7470-7475-7480-7485-7490-7495-7500-7505-7510-7515-7520-7525-7530-7535-7540-7545-7550-7555-7560-7565-7570-7575-7580-7585-7590-7595-7600-7605-7610-7615-7620-7625-7630-7635-7640-7645-7650-7655-7660-7665-7670-7675-7680-7685-7690-7695-7700-7705-7710-7715-7720-7725-7730-7735-7740-7745-7750-7755-7760-7765-7770-7775-7780-7785-7790-7795-7800-7805-7810-7815-7820-7825-7830-7835-7840-7845-7850-7855-7860-7865-7870-7875-7880-7885-7890-7895-7900-7905-7910-7915-7920-7925-7930-7935-7940-7945-7950-7955-7960-7965-7970-7975-7980-7985-7990-7995-8000-8005-8010-8015-8020-8025-8030-8035-8040-8045-8050-8055-8060-8065-8070-8075-8080-8085-8090-8095-8100-8105-8110-8115-8120-8125-8130-8135-8140-8145-8150-8155-8160-8165-8170-8175-8180-8185-8190-8195-8200-8205-8210-8215-8220-8225-8230-8235-8240-8245-8250-8255-8260-8265-8270-8275-8280-8285-8290-8295-8300-8305-8310-8315-8320-8325-8330-8335-8340-8345-8350-8355-8360-8365-8370-8375-8380-8385-8390-8395-8400-8405-8410-8415-8420-8425-8430-8435-8440-8445-8450-8455-8460-8465-8470-8475-8480-8485-8490-8495-8500-8505-8510-8515-8520-8525-8530-8535-8540-8545-8550-8555-8560-8565-8570-8575-8580-8585-8590-8595-8600-8605-8610-8615-8620-8625-8630-8635-8640-8645-8650-8655-8660-8665-8670-8675-8680-8685-8690-8695-8700-8705-8710-8715-8720-8725-8730-8735-8740-8745-8750-8755-8760-8765-8770-8775-8780-8785-8790-8795-8800-8805-8810-8815-8820-8825-8830-8835-8840-8845-8850-8855-8860-8865-8870-8875-8880-8885-8890-8895-8900-8905-8910-8915-8920-8925-8930-8935-8940-8945-8950-8955-8960-8965-8970-8975-8980-8985-8990-8995-9000-9005-9010-9015-9020-9025-9030-9035-9040-9045-9050-9055-9060-9065-9070-9075-9080-9085-9090-9095-9100-9105-9110-9115-9120-9125-9130-9135-9140-9145-9150-9155-9160-9165-9170-9175-9180-9185-9190-9195-9200-9205-9210-9215-9220-9225-9230-9235-9240-9245-9250-9255-9260-9265-9270-9275-9280-9285-9290-9295-9300-9305-9310-9315-9320-9325-9330-9335-9340-9345-9350-9355-9360-9365-9370-9375-9380-9385-9390-9395-9400-9405-9410-9415-9420-9425-9430-9435-9440-9445-9450-9455-9460-9465-9470-9475-9480-9485-9490-9495-9500-9505-9510-9515-9520-9525-9530-9535-9540-9545-9550-9555-9560-9565-9570-9575-9580-9585-9590-9595-9600-9605-9610-9615-9620-9625-9630-9635-9640-9645-9650-9655-9660-9665-9670-9675-9680-9685-9690-9695-9700-9705-9710-9715-9720-9725-9730-9735-9740-9745-9750-9755-9760-9765-9770-9775-9780-9785-9790-9795-9800-9805-9810-9815-9820-9825-9830-9835-9840-9845-9850-9855-9860-9865-9870-9875-9880-9885-9890-9895-9900-9905-9910-9915-9920-9925-9930-9935-9940-9945-9950-9955-9960-9965-9970-9975-9980-9985-9990-9995-10000-10005-10010-10015-10020-10025-10030-10035-10040-10045-10050-10055-10060-10065-10070-10075-10080-10085-10090-10095-10100-10105-10110-10115-10120-10125-10130-10135-10140-10145-10150-10155-10160-10165-10170-10175-10180-10185-10190-1019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2011 ഡിസംബർ

മലയാള മനോരമ

കർഷകശ്രീ

കർഷകർക്കും കൃഷിക്കർക്കും സഹായം നൽകുന്ന ഹിന്ദുസ്ഥാൻ പബ്ലിഷിംഗ്

cover: ₹12.00

- ▶ തെങ്ങിന്റെ ഹൃദയത്തിൽ
- ▶ പൂന്തോട്ടത്തിൽ പഴവും പച്ചക്കറിയും
- ▶ ചിപ്പിങ്ങുണ്ട് വീട്ടിലുണ്ടാക്കാം



വിപണി

അവലോകനം
ദ്രാവി സൂചനകൾ

താരശോഭയോടെ നാളികേരം



വെളിച്ചെണ്ണയ്ക്കു പതിനായിരം രൂപയെന്ന സ്വപ്നവില കടന്നു. ഇന്ത്യയിലും ആഗോള തലത്തിലുമുള്ള ഉൽപാദനക്കുറവും സസ്യഎണ്ണകളുടെ വിലക്കയറ്റവും നേതൃത്വമേറിയും വെളിച്ചെണ്ണയുടെയും വില ഉയർത്തി നിർത്തുമെന്നു പ്രതീക്ഷിക്കുന്നു.



■ ടി.കെ. സുനിൽ കുമാർ

വിപണിയിൽ നാളികേരവും കുരുമുളകും മാണ് ഇക്കൊല്ലത്തെ താരങ്ങൾ. നാളികേരത്തിനു ശുഭകാലം പിറക്കുന്നതിന്റെ സൂചനകൾ കഴിഞ്ഞ വർഷത്തിൽതന്നെ കണ്ടുതുടങ്ങിയിരുന്നെങ്കിലും വെളിച്ചെണ്ണയും (കിൻറലിന്) തേങ്ങയും (ആയിരത്തിന്) 10,000 രൂപയെന്ന സ്വപ്നവിലയും കടന്നുകയറുമെന്നു കർഷകരോ വിപണി വൃത്തങ്ങളോ പ്രതീക്ഷിച്ചതല്ല. എന്നാൽ മെയ് രണ്ടാംവാരത്തിൽ വെളിച്ചെണ്ണവില 10,400 രൂപയിലേക്കുയർന്നു. മെയ് മാസത്തിൽ കൊച്ചി വിപണിയിൽ ചെളിച്ചെണ്ണയ്ക്കു ശരാശരിവില 10,148 രൂപയും കൊല്ലായിൽ 8938 രൂപയുമായിരുന്നു. അലപ്പുഴ വിപണിയിൽ ജൂണിൽ തേങ്ങയുടെ ശരാശരി വില ആയിരത്തിനു 10,200 രൂപയിലേക്കുയർന്നു.

ഉൽപാദനകാലം അവസാനിക്കുന്നതു മുഖമുള്ള ലഭ്യതക്കുറവ്, ശബരിമല തീർത്ഥാടനം, ക്രിസ്മസ്, ഉത്സവ വേളകളിലെ ആവശ്യക്കൂടുതൽ എന്നിവ കാരണം കേരളത്തിൽ തേങ്ങയുടെയും അനുബന്ധ ഉൽപന്നങ്ങളുടെയും വില ജനുവരി മധ്യം വരെ ഉയർന്നുവന്നെങ്കിൽ കൂടുതൽ നന്നാണ് വിപണി നിരീക്ഷകരുടെ പ്രവചനം. തൊണ്ടു നികിയി തേങ്ങയുടെ വില കിലോയ്ക്ക് തൃശൂർ വിപണിയിൽ ഇതു മാസം 20-23 രൂപ, അടുത്തമാസം 19-22 രൂപ നിലവാരത്തിലേക്കുയരുമെന്ന കേരള കാർഷിക സർവകലാശാലയിലെ വിപണി വിവര ദക്ഷിണ (എ.എ.എ.സി) വിലയിരുത്തുന്നു. പാമോയിലടക്കമുള്ള മറ്റു സസ്യഎണ്ണകളുടെ വില ഉയർന്നു

നിൽക്കാനും കാലാവസ്ഥാവ്യതിയാനം മൂലം നാളികേരത്തിന്റെ ഉൽപാദനം കുറയാനും ഇടയുള്ളതിനാൽ രാജ്യാന്തര തലത്തിലും വരും നാളുകളിൽ വിലനില്പാറും മെച്ചപ്പെട്ടു നിൽക്കുമെന്നാണ് പൊതുവേ കരുതപ്പെടുന്നത്.

ഇക്കൊല്ലം ജനുവരിയിൽ കൊച്ചി വിപണിയിലെ ശരാശരി വില വെളിച്ചെണ്ണയ്ക്ക് 9060 രൂപയും കൊല്ലായിൽ 6188 രൂപയുമായിരുന്നു. ഫെബ്രുവരിയിൽ യഥാക്രമം 9300 രൂപയും 6225 രൂപയുമായി. മാർച്ചിൽ യഥാക്രമം 9075 രൂപ, 6131 രൂപ. ഒക്ടോബറിൽ വെളിച്ചെണ്ണവില 8000 രൂപയ്ക്കു താഴെപ്പോയെങ്കിലും നവംബറിൽ 8200 രൂപയിലേക്കു പിടിച്ചുകയറി.

അലപ്പുഴ മാർക്കറ്റിൽ പച്ചത്തേങ്ങ അയിരടച്ചെണ്ണയിൽ ജനുവരിയിൽ 8875 രൂപ വിലയുണ്ടായിരുന്നെങ്കിൽ ജൂണിൽ 10,200 രൂപയിലേക്കുയർന്നു. ചില്ലറവില 10-12 രൂപ നിലവാരത്തിലാണ്. വെളിച്ചെണ്ണയ്ക്കു ചില്ലറവില 100 രൂപയും. ബാൻഡഡ് പാക്കറ്റിനു 120 രൂപയാണു വില ഇതടക്കുന്നത്. പാമോയിലടക്കമുള്ള മറ്റു സസ്യഎണ്ണകൾക്കു വില കിലോയ്ക്ക് 70 രൂപയിൽ കയറിയിരുന്നെങ്കിൽ കൂടുതലാണ്.

ഉൽപാദനം കുറഞ്ഞതും കയറ്റുമതിയും ഇളനീർ ഉപയോഗവും വർദ്ധിച്ചതും മാണ് ഇന്ത്യയിൽ തേങ്ങയുടെ ലഭ്യതക്കുറവിനു കാരണമായി ചൂണ്ടിക്കാണിക്കപ്പെടുന്നത്. പാക്കിസ്ഥാൻ, ബംഗ്ലാദേശ്, നേപ്പാൾ, ഗൾഫ് രാജ്യങ്ങൾ എന്നിവിടങ്ങളിലേക്ക് ഇക്കൊല്ലം നല്ല തോതിൽ തേങ്ങ കയറ്റുമതി ചെയ്യപ്പെട്ടു. ശ്രീലങ്കയിൽ പ്രകൃതിക്ഷോഭം മൂലം ഉൽപാദനം കുറഞ്ഞത് ഇന്ത്യൻ കയറ്റുമതിക്ക് ആക്കം കൂട്ടി. കയറ്റുമതിയിലും കരീക്കുപയോഗത്തിലും കാര്യമായ വർദ്ധനയുണ്ടായെന്നാണ് നാളികേര വികസന ബോർഡിന്റെ വിലയിരുത്തൽ. ഉൽപാദനത്തിന്റെ 15% ഇളനീരായി വിൽക്കപ്പെട്ടുവെന്നാണ് നിഗമനം.

രാജ്യാന്തരതലത്തിലും ഉൽപാദനത്തിൽ കാര്യമായ ഇടിവുണ്ടായി ഫിലിപ്പീൻസിൽ രണ്ടു തവണയുണ്ടായ കൊടുങ്കാറ്റും രണ്ടു സീസണിലെ മികച്ച ഉൽപാദനത്തിനു ശേഷം മരങ്ങൾക്കുണ്ടായ തളർച്ചയും വിളവിനെ ബാധിച്ചപ്പോൾ താമ്ലൻഡിൽ വരൾച്ചയാണു കൃഷ്യമുണ്ടാക്കിയത്. ശ്രീലങ്കയിലും പ്രകൃതിക്ഷോഭം ഉൽപാദനത്തെ ബാധിച്ചു.

പാമോയിലടക്കമുള്ള മറ്റു സസ്യഎണ്ണകളുടെ ലഭ്യതക്കുറവും ആരോഗ്യ, സൗന്ദര്യ വർദ്ധക വസ്തുവെന്ന നിലയിൽ തേങ്ങയ്ക്കും വെളിച്ചെണ്ണയ്ക്കുമുണ്ടായ പ്രാധാന്യവും ആഗോളതലത്തിൽ വിശേഷിച്ചു പാൽചാതുരാജ്യങ്ങളിൽ ഇവയ്ക്കു ഡിമാൻഡ് കൂട്ടിയിട്ടുണ്ട്. ചില രാജ്യങ്ങളിൽ ഐസ്ക്രീം നിർമ്മാണത്തിൽ പാലിനു പകരം തേങ്ങാപ്പാൽ ഉപയോഗിച്ചു തുടങ്ങിയത് ഒരുദാഹരണം.



ഡീസൽവില വർധനയെത്തുടർന്ന് സസ്യ എണ്ണകൾ വൻതോതിൽ ജൈവ ഡീസൽ നിർമ്മാണത്തിനായി ഫിലിപ്പിൻസ്, വിയറ്റ്നാം, തായ്‌ലൻഡ്, ഇന്തോനീഷ്യ, പാപ്പുവ ന്യൂഗിനി, ബ്രസീൽ, മലേഷ്യ തുടങ്ങിയ രാജ്യങ്ങൾ ഉപയോഗപ്പെടുത്തുന്നതാണ് പൊതുവിപണിയിൽ ഇവയുടെ ലഭ്യതക്കുറവിനു കാരണമാകുന്നത്. ആഗോള പാചകയെണ്ണ ഒപ്പിപ്പണിയിൽ വെറും മൂന്നു ശതമാനം പങ്കുണ്ടായിരുന്ന വെളിച്ചെണ്ണയുടെ ഡിമാൻഡ് കൂടാൻ ഇതും കാരണമായി. ലഭ്യതക്കുറവു മൂലം ഇക്കൊല്ലം ഇന്ത്യയിലേക്കുള്ള പാമോയിൽ ഇറക്കുമതി ഇടിഞ്ഞത് ഈ സാഹചര്യത്തിലാണ്. 2010ൽ 87 ലക്ഷം ടണ്ണായിരുന്നു ഇറക്കുമതിയെങ്കിൽ ഇക്കൊല്ലം അത് 72 ലക്ഷം ടൺ മാത്രമാണ്. 17 ശതമാനത്തോളം കുറവ്.

കാലാവസ്ഥാ വ്യതിയാനം മൂലം ആഗോളതലത്തിൽ തന്നെ നാളികേരോൽ പാദനം കുറയാനുള്ള സാധ്യതയും സസ്യ എണ്ണകളുടെ വർധിക്കുന്ന ആവശ്യവും വില ഉയർത്തി നിർത്തുമെന്നാണ് വിപണി വൃത്തങ്ങളുടെ കണക്കുകൂട്ടൽ. വിലക്കയറ്റം കർഷകർക്ക് ആഹ്ലാദം നൽകുന്നുണ്ടെങ്കിലും വെളിച്ചെണ്ണയുടെ കാര്യത്തിൽ വിപണി വൃത്തങ്ങൾക്ക് ആശങ്കയുണ്ട്. കുറഞ്ഞ വിലയ്ക്കു കിട്ടുന്ന പാംകെർണൽ ഓയിൽ വെളിച്ചെണ്ണയിൽ കലർത്തുന്ന പ്രവണത കണ്ടു തുടങ്ങിയെന്നാണ് അവർ

വെളിച്ചെണ്ണയുടെയും കൊപ്രയുടെയും (കൊച്ചി) തേങ്ങയുടെയും (ആലപ്പുഴ) 2011ലെ പ്രതിമാസ ശരാശരി വില (രൂപ)

വർഷം	വെളിച്ചെണ്ണ (കിന്റൽ)	കൊപ്ര (കിന്റൽ)	തേങ്ങ (ആയിരത്തിന്)
2011			
ജനുവരി	9060	6188	8875
ഫെബ്രുവരി	9300	6225	9100
മാർച്ച്	9075	6131	9000
ഏപ്രിൽ	9713	6663	9400
മെയ്	10148	6938	9940
ജൂൺ	9904	6614	10200
ജൂലയ്	9010	5894	9900
ഓഗസ്റ്റ്	9626	6309	9750
സെപ്റ്റംബർ	8823	5854	9500
ഒക്ടോബർ	8000	-	-
നവംബർ	8200	-	-
ശരാശരി	9407	6313	9518

അവലംബം: നാളികേര വികസന ബോർഡ്, കൊച്ചി

ചൂണ്ടിക്കാട്ടുന്നത്. കിന്റലിന് 5200 രൂപ മാത്രം വിലയുള്ള പാംകെർണൽ ഓയിൽ വെളിച്ചെണ്ണയിൽ 25-30% വരെ കലർത്തിയാൽപോലും തിരിച്ചറിയാൻ പ്രയാസമാ

ണത്രെ. തമിഴ്നാട്ടിലെ ഓയിൽ മില്ലുകൾ ഈ വഴി തേടുന്നതായാണ് കേരളത്തിലെ ഓയിൽ മില്ലുകാരുടെ ആക്ഷേപം. അവരതു കുറഞ്ഞ വിലയ്ക്കു വിൽക്കുകയും ചെയ്യുന്നു. ഇതു തടയാൻ സംസ്ഥാന സർക്കാരും നാളികേര വികസന ബോർഡും മുന്നോട്ടു വരണമെന്ന് അവർ ആവശ്യപ്പെടുന്നു.

വിപണിയും വിലയും മെച്ചപ്പെടുമ്പോഴും കേരളത്തിലെ കർഷകർക്ക് അതത്രത്തോളം പ്രയോജനപ്പെടുന്നുണ്ടെന്ന ചോദ്യം ശേഷിക്കുന്നു. പ്രായാധിക്യവും രോഗങ്ങളും പരിചരണമില്ലായ്മയുമെല്ലാം കൂടി തെങ്ങുകൃഷിയെ നാശോന്മുഖമാക്കുകയാണ്. തൊഴിലാളികൾക്കും മൂലം ഉള്ള നാളികേരം പോലും യഥാസമയം വിളവെടുക്കാൻ കഴിയാത്ത അവസ്ഥയുമുണ്ട്. വിലവർധന കർഷകരിലുണ്ടാക്കാവുന്ന ഉത്സാഹവും നാളികേര വികസന ബോർഡ് നടപ്പാക്കിവരുന്ന പുനരുദ്ധാരണപദ്ധതിയും സ്ഥിതി മെച്ചപ്പെടുത്തുമെന്നു പ്രതീക്ഷിക്കാം. നാളികേര ബോർഡിന്റെ ചങ്ങാതിക്കൂട്ടമെന്ന സംഭവവും കർഷകരിൽ പ്രതീക്ഷയുണർത്തുന്നുണ്ട്.

വിവരങ്ങൾക്ക് അവലംബം:

നാളികേര വികസന ബോർഡ്, കൊച്ചിൻ ഓയിൽ മർച്ചന്റ്സ് അസോസിയേഷൻ, മാർക്കറ്റ് ഇൻറലിജൻസ് സെൻറർ, കെഎയു.

കാർഷിക ദുരന്തങ്ങൾ ആവർത്തിക്കാതിരിക്കാൻ മാർക്കറ്റ് ഇൻ്റലിജൻസ് കേന്ദ്രങ്ങൾക്ക് ശുപാർശ

ആർ. കൃഷ്ണദാസ്

തൃശൂർ: വയനാട് ദുരന്തം ആവർത്തിക്കാതിരിക്കാൻ വിപണിയെപ്പറ്റി കർഷകർക്ക് മുൻകൂട്ടി അറിവ് നൽകാനുള്ള മാർക്കറ്റ് ഇൻ്റലിജൻസ് കേന്ദ്രങ്ങൾ ആരംഭിക്കണമെന്നു കാർഷിക സർവകലാശാലയുടെ ശുപാർശ. വയനാട് ജില്ലയിലെ കർഷക ആത്മഹത്യയെ തുടർന്നു കാർഷിക സർവകലാശാലയിലെ ശാസ്ത്രജ്ഞരുടെ സംഘം അവിടെ പഠനം നടത്തിയിരുന്നു.

വയനാട്ടിലെ കർഷക ആത്മഹത്യയുടെ പശ്ചാത്തലത്തിൽ കേരളത്തിലെ കാർഷികരംഗത്ത് നടപ്പാക്കേണ്ട ഏതാനും ശുപാർശകളാണ് ശാസ്ത്രജ്ഞ സംഘം സർക്കാരിനു സമർപ്പിച്ചത്. കാർഷിക ഉൽപ്പന്നങ്ങളുടെ വിവരം, വിപണിയോ സംബന്ധിച്ച കർഷകർക്കു മുന്നറിവ് നൽകാൻ നില

വിൽ സംവിധാനമില്ല.

കേട്ടുകേൾവിയുടെ അടിസ്ഥാനത്തിലാണ് ഭൂരിഭാഗം കർഷകരും ഇപ്പോൾ കൃഷി ചെയ്യുന്നത്. തലേവർഷം ഇഞ്ചിക്ക് നല്ല വില ലഭിച്ചതിനാൽ കർഷകർ വ്യാപകമായി ഇഞ്ചി കൃഷിയിലേക്ക് നീങ്ങിയതാണ് വയനാട് കർഷക ആത്മഹത്യയ്ക്ക് വഴിയൊരുക്കിയത്. കൂടുതൽ പേർ കൃഷിയിലേക്ക് തിരിഞ്ഞതോടെ വിലയിടിഞ്ഞു.

കർണാടകയിൽ നടത്തിയ കൃഷിയായതിനാൽ വിളകൾക്ക് ഇൻ്റർനാഷണൽ പരിരക്ഷ പോലും ലഭ്യമായില്ല. ബാങ്കുകൾക്കു പകരം ബദൽ ധനകാര്യ സ്ഥാപനങ്ങളെ ആശ്രയിച്ചത്. ദുരന്തത്തിന്റെ ആക്കം കൂട്ടി. ഏതു വിള കൃഷി ചെയ്യണമെന്നു കർഷകർക്കു നിർദ്ദേശം നൽകാൻ ശേഷിയുള്ള മാർക്കറ്റ് ഇൻ്റലിജൻസ് കേന്ദ്രം എല്ലാ ജില്ലയിലും ആരംഭിക്കണ

മെന്നാണു പ്രധാന നിർദ്ദേശം. വിളകളുടെ വിപണി സാധ്യത, ലഭിക്കാനിടയുള്ള വില, വിലയിടിവിനുള്ള സാധ്യത എന്നിവ പഠിക്കേണ്ടത് ഏജൻസിയുടെ ചുമതലയാണ്.

ഇവിടെനിന്നും വിവരങ്ങൾ കർഷകർക്ക് സുഗമമായി ലഭിക്കുന്നതിനും സംവിധാനം വേണം. രണ്ടാമതായി കേരളത്തിലെ കർഷകർ ഏതു വിളകളിൽ ശ്രദ്ധ കേന്ദ്രീകരിച്ചിരിക്കുന്നു എന്നറിയാൻ കൃഷിവകുപ്പിന് സംവിധാനം വേണം. കർഷകരുടെയും ഓരോ സമയത്തെയും കൃഷികളും സംബന്ധിച്ച ഡാറ്റാബേസ് തയ്യാറാക്കണം. ദുരന്തസാധ്യത മുൻകൂട്ടി കണ്ട രക്ഷാസഹായ നടപടികൾ എടുക്കാൻ ഈ നീക്കം സഹായിക്കും.

കടക്കണിയിലായ കർഷകർക്ക് ആശ്വാസം നൽകാൻ സാമ്പത്തിക, ബോധവൽക്കരണ പരിപാടി

ആരംഭിക്കാൻ കാർഷിക സർവകലാശാല തയ്യാറാണ്. സന്നദ്ധ സംഘടനകളിലെ കൗൺസിലർമാർക്ക് കൃഷിവിജ്ഞാനകേന്ദ്രത്തിൽ പരിശീലനം നടത്തി കർഷകരുടെ വീടുകളിലേക്ക് അയയ്ക്കും.

തങ്ങളുടെ കടങ്ങളെക്കുറിച്ച് കർഷകർ സ്വന്തം കുടുംബാംഗങ്ങളോട് പോലും തുറന്നു പറയുന്നില്ലെന്ന് പഠനസംഘം കണ്ടെത്തി. കർഷകരുടെ ആത്മവിശ്വാസം വീണ്ടെടുക്കാൻ ഏതാനും നിർദ്ദേശങ്ങളുണ്ട്.

ദുരിതത്തിലായ കർഷകരുടെ കൃഷിയിടങ്ങളിൽ മറ്റു കൃഷികൾ വിജയകരമായി നടത്താനാണ് സർവകലാശാലയുടെ ഉദ്ദേശ്യം. കൃഷി നഷ്ടത്തിലായതിൽ വിപണി കേന്ദ്രങ്ങളെന്നും മറ്റു കൃഷികൾ വഴി നഷ്ടം തിരികെ പിടിക്കാമെന്നും അവരെ ബോധ്യപ്പെടുത്തുകയാണ് ഉദ്ദേശ്യം. കൂട്ടമായി ഒറ്റ വിളയിലേക്ക് നീങ്ങുന്നതാണ് വ

യനാട് പോലെയുള്ള സാഹചര്യങ്ങളിൽ ദുരന്തത്തിന്റെ ആക്കം വർദ്ധിപ്പിക്കുന്നത്.

കൃഷിനാശത്തിൽനിന്നു തിരികെ കയറാൻ ഇതുമൂലം കർഷകർക്ക് സാധിക്കുന്നില്ല. വെർമി കമ്പോസ്റ്റ്, കൃൺ കൃഷി, തേനീച്ച വളർത്തൽ പോലെയുള്ള മറ്റു വരുമാന മാർഗങ്ങൾ കർഷകർക്ക് കാണിച്ചുകൊടുക്കുകയാണ് ഈ രംഗത്ത് സർവകലാശാല ഉദ്ദേശിക്കുന്നത്.

വായ്പ എഴുതിത്തള്ളുന്നതിനേക്കാൾ വായ്പകൾക്ക് മോദന്ദോറിയം പ്രഖ്യാപിക്കുന്നതാണ് ഹലപ്രദമെന്നും റിപ്പോർട്ട് സൂചിപ്പിക്കുന്നു. കാർഷിക സർവകലാശാല വൈസ് ചാൻസലർ ഡോ. കെ.ആർ. വിശ്വദരന്റെ നിർദ്ദേശം നുസരണം ഡോ. പി.വി. ബാലചന്ദ്രൻ നേതൃത്വത്തിലുള്ള സംഘമാണ് വയനാട്ടിൽ പഠനം നടത്തിയത്.



Pepper price to creep up ; Coconut's to stay firm

Agricultural Market Intelligence Centre (AMIC) under KAU sees a steady trend in prices of ungarbled black Pepper (new crop) during the next three months from January 2012 to March 2012.

The Centre, attached to the Department of Agricultural Economics, CoH under the ICAR assisted NATP project after assessing prevailing market sentiments and the econometric analysis of pepper prices at Kochi for a period of 17 years from January 1995 and factors linked with production and supply of pepper in the ensuing season predicts that a price of Rs. 310-330/Kg in January is likely to improve to attain a level of Rs.330-360/Kg in March 2012.

The studies conducted by AMIC finds that intensive speculation is being circulated systematically at the beginning of the season



aimed at bringing pressure in the market and to create panic. The untimely rains has delayed the harvest from November – December to January in the growing areas in Kerala, a major growing tract in India.

The erratic weather, shrinking acreage and declining productivity

is likely to result in a lower crop prospect than the last year. An in depth analysis of all factors prompts AMIC to predict an upward trend in prices during the first half of season, especially in April - May 2012.

Coconut

Another market study by AMIC indicates that the coconut prices are likely to firm up in the short run, and may remain steady in a capped range of Rs. 19 to Rs. 23 in the coming months. After an econometric analysis of monthly prices for the past 12 years, other push and pull factors and recessionary signs AMIC concludes that the price pattern will prevail in the next quarter as well.

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Indian exporters buying pepper from Vietnam

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Limited arrival of pepper from producing regions and poor availability in the terminal markets have prompted Indian exporters to source their requirement from Vietnam. Pepper prices in the futures market have dropped because of good arrival in the spot markets and profit booking by traders, but in reality supplies in the physical markets in down, traders said. Either farmers are holding on their stocks or the supplies are being met from reserves, P Nandakumar, a trade consultant based in Kochi told FE. Pepper exports in January were estimated to be around 1,500 tonne, down 28.57 percent compared to the same month of last year. Exports in December stood at 1,750 tonne, down 32 percent from last year. Weak trend in the global markets also pulled down exports. **Pepper market is likely to overcome the selling pressure and firm up towards the end of March based on strong domestic demand and low supplies, says a study by the Agricultural Market Intelligence Centre (AMIC) of Kerala**

Agricultural University. Arrival pressure from India and Vietnam coupled with the reluctance of buyers to commit has put pressure on the spot and futures market, says K Satheesh Babu of AMIC. "Exports should have been naturally good during the harvest season. Other producers are not active in the market. But Indian prices are still higher than Vietnam indicating a low supplies or hoarding," Nandakumar. According to the projections of the Jakarta-based International Pepper Community, global pepper production is expected to rise by 3 percent in 2010 to 290,742 tonne from 281,974 tonne last year. However, the carryover stock of pepper is estimated to slip 32 percent in 2010 to 79,124 tonne from 116,325 tonne in 2009, sources said. (Express India),

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May 23   Reply ▾

To

All Co.PIs of the project

Dear friends,

A copy of the price forecast on coconut by Dr.Satheesh Babu is annexed. Kindly go through the same. The discussions are very valid and interesting.

In the same way I expect you to send your forecasts.

With regards,

yours sincerely
N Raveendaran
(National Consultant)

Annexure: ppt and price forecast of coconut.

Grams: FARMVAR
Email: directorcards@tnau.ac.in



Phone : 0422-6611239
Fax : 0422 - 6611412

**CENTRE FOR AGRICULTURAL AND RURAL DEVELOPMENT STUDIES
- - TAMIL NADU AGRICULTURAL UNIVERSITY**

Dr .N. Ajjan, Ph.D.
Director

Coimbatore-3
Date: 22.8.2011

Dear Sir,

Sub: NAIP Project. "**Establishing and Networking of Agricultural Market Intelligence Centres in India**"-Project Monitoring and Advisory Committee (PMAC- NAIP)Review meeting -performance -reg.
Ref: PMAC meeting held on 17.8.2011 at NCAP - New Delhi.

Greetings.

The PMAC meeting for the project entitled "**NAIP -Establishing and Networking of Agricultural Market Intelligence Centres in India**" was held at NCAP, New Delhi on 17th August, 2011 under the Chairmanship of Dr.S.S.Acharya, former Chairman, Commission for Agricultural Costs and Prices (CACP), Government of India along with Dr.R.C.Agrawal, National Coordinator, NAIP Component -1.

The presentation and discussion were very productive and interesting. The Chairman as well as National Coordinator very much appreciated the performance and progress of the project in all partner centres. The Chairman rated the performance of entire consortium as **Excellent**. A mail received from Dr. R.C. Agrawal is enclosed.

I congratulate **Dr. K. Satheesh Babu, Professor &CCPI, Dr. K. Jesy Thomas, Professor & Head, Co PI and the team** to make the project excellent category.

I take this opportunity to profusely thank the Vice Chancellor, Director of Research, and Comptroller/ Finance Officer for the co-operation being rendered for the successful implementation of the project.

Let me have liberty of anticipating the same sort of excellent co-operation from all of you for the days to come.

With regards

NAjjan
22/8/11

Dr . N. Ajjan
Director, CARDS & CPI

To
The Vice Chancellor,
Kerala Agricultural University
Thrissur-680656, Kerala.

പാടശേഖര നെല്ലുൽപ്പാദക സമൂഹം

(ഓ.ജി. നമ്പർ : 288 / 89)

പി.ഒ. വട്ടനാത്ര, അളുതപ്പനഗർ - 680 302

തീയതി : 6-9-2011

ബഹുമാനപ്പെട്ട പ്രൊഫസർ Dr. സരീഷ് ബാബു
സർ, അദ്ധ്യക്ഷൻ,

താങ്കൾ കഴിഞ്ഞ ഫെബ്രുവരി മാസത്തിൽ കൂടുതൽ
കൂടി ഒരു വില ക്ലിയിട്ട് കണക്കാക്കി രേഖപ്പെടുത്തിയ
കത്തും ഇപ്പോൾ 2-9-11ൽ തയ്യാറാക്കിയ അടുത്തുമാ
സത്തെ പ്രവചനവിലകാണിക്കുന്ന കത്തും കിട്ടി
ആദ്യം കിട്ടിയ കത്തിൽ ഒരു മാറ്റം വരുത്താൻ
നമുക്കു വരുമെന്ന് വേദിക്കുന്നു. എങ്കിലും ഇവിടുത്തെ
കൃഷിദാനിപ്പം മാറ്റം വരുത്താൻ തീർച്ചയായും
കേൾപ്പിക്കുകയും കൂടുതൽ വില ഉയരുമെന്ന് താങ്കൾ
യുടെ കത്തിൽ അറിയാനാകാൻ കഴിഞ്ഞുപോയി.
അവർക്ക് പലരും കൂടുതൽ 300 ക
ലി കൂടുതൽ കിട്ടിയപ്പോൾ നോക്ക് വിനയിക്കുകയും
യി. ഇപ്പോൾ കിട്ടിയ കത്ത് കൃഷിദാനിപ്പം
കാണിക്കുകയും അങ്ങനെയല്ലേ വേണ്ടി വരി
ക്കുകയും ചെയ്യാം. അങ്ങനെയല്ലേ വേണ്ടി താങ്കൾ
മാറ്റം പ്രൊഫസർമാരെ ക്ലിയിട്ട് കത്തും ഇവയിൽ
ലത്തിൽ ഒരു മാറ്റം അറിയാൻ കഴിഞ്ഞു തിന്നാൻ
കൃഷിദാനിപ്പം ഈ അറിയിപ്പിൽ വലിയ പ്രാധാന്യം
കൊടുക്കുന്നുണ്ട് എന്ന് സന്തോഷപൂർവ്വം അറിയി
ക്കുന്നു.

താങ്കൾ 14/7/11ൽ കാർ ഇന്ത്യ റേഡിയോ
വിൽ വയലും വീടും പരിപാടിയിൽ നടന്നിരുന്ന

പ്രവാചകന്മാരുടെ അറിവോടനുസരിച്ചു ചർച്ചയും അതിൽ കേൾക്കുകയുണ്ടായി. ഏലം, കരുമുക്തം, നാട്ടിതേരം എന്നിവയുടെ വില്പനയാണ് ഇപ്പോൾ പ്രവചിച്ചുവരുന്നത് എന്നു സൂചിപ്പിച്ചുവെങ്കിലും ഈ പ്രവചനങ്ങൾ ദാവിയിൽ റേഡിയോയിലോ പരികേരകാൽ കഴിയുമെന്നു പ്രതീക്ഷിക്കുക.

അതേസമയം താഴെപ്പറഞ്ഞ പദവർഷങ്ങളിൽ കൊടുക്കുന്ന, ജാതിക്കു എന്നീ ഇനങ്ങളെക്കുറിച്ചും ഉൾപ്പെടുത്തിയാൽ അത് കൃത്യമായി വ്യക്തമാക്കുന്നതുപോലെ പ്രവചനം വിശദീകരിക്കുന്നു.

ഈ പ്രദേശത്തെ തീർത്ഥാടകർക്കും എന്തെങ്കിലും താൽപര്യമുള്ളവർക്കും താല്പര്യം വരുമെന്നു പ്രാർത്ഥിക്കുന്നു.

താൽപര്യം സഹി പ്രവർത്തകർക്കും അതിൽ പ്രവേശനം നിലനിർത്തുന്നതും.

ജോയിന്റ് സെക്രട്ടറി



കെ.പി.എസ്.എസ്. മിഷൻ,

പ്രസിഡൻ്റ്,

മലയാളം വാർഷിക സമ്മേളനം

അരുവല്ലൂർ

പാർലമെന്ററിയൻ,

വർണ്ണനാളിക.

INDIAN SOCIETY OF AGRICULTURAL MARKETING (Regd. 1986)

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To,
Dr. K. Satheesh Babu,
Professor (Agrl. Economics),
College of Horticulture,
KAU Post, Trichur - 680 656.

12th Feb., 2012

Dear Dr. Satheesh:

As a token of kind gesture for your contribution to the success of our 25th Annual Conference on Agricultural Marketing held at NAARM, Hyderabad on 22, 23 and 24th November 2011, a complementary copy of the conference special issue of our Journal, containing your valuable *paper* address, is forwarded for your perusal and personal reading.

With warm regards,

Yours sincerely,

(T. Satyanarayana)

Encl: As stated above

p.s. I enjoyed reading your report on coconut market intervention

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Dear Dr Babu,

Many thanks for sharing a copy of the above report. I have hurriedly gone through it and found it to be an excellent report in terms of both analytical contents and style of presentation. It is very comprehensive in terms of coverage of information and yet very precise. Congratulations to you and the entire team. Please keep it up.

With best wishes and regards
PROF. SHABD SWAROOP ACHARYA
HONORARY PROFESSOR
33, SHAHJ COMPLEX, SECTOR - 11,
UDAIPUR (RAJASTHAN) INDIA - 313 002
PHONE: ++91-294-2584782 (Residence)
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Indian Agricultural Research Institute, New Delhi -110 012



डा. सुरेश पाल

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No.Ag.Econ./HOD/2012/2073
13th February, 2012
14

Dear Dr. Satheesh Babu,

This is to acknowledge with thanks the receipt of a copy of the Commodity Report on Coconut prepared by the Agricultural Market Intelligence Centre of Kerala Agricultural University, Trichur which will be of great interest to the scientists. I am placing the copy in our library.

With kind regards,

Regards!

Yours sincerely,

Suresh Pal
Suresh Pal

Dr. Satheesh Babu
Professor (Agril. Economics)
& Project Coordinator (Agro Economic Studies)
Kerala Agricultural University
College of Horticulture, Vellanikkara
KAU Post, Thrissur-680656.



National Council Of State Agricultural Marketing Boards

No.Cosamb/264/
Dated:7-03-12

**Sub: National conference on "Innovations in Agricultural Marketing"
at Munnar, Kerala.**

Dear 

I convey sincere thanks on behalf of COSAMB for your participating in the national conference on "Innovations in Agricultural Marketing" held on 15-17th February, 2012 at Munnar, (Kerala). The paper you presented in the conference on "Agricultural market intelligence initiatives in selected commodities" is appreciated by all delegates in the conference. Your presentation was very informative and broaden vision of the participants about agricultural marketing system and idea of pre price discovery system of major commodities.

I hope that COSAMB will get your guidance and help as and when required in future also

With regards


For Managing Director

Dr. K.Satheesh Babu,
Professor,
Kerala Agriculture University,
Trichur (Kerala).

Commodity Report



AGRICULTURAL MARKET INTELLIGENCE CENTRE
AMIC KAU COMMODITY REPORT - 1



Black Pepper 2011

**K. JAYASREE
SWAPNA SURENDRAN
K. SATHEESH BABU**

**Department of Agricultural Economics
College of Horticulture
Kerala Agricultural University**

Commodity Report on Coconut



Agricultural Market Intelligence Centre

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