

Executive Summary:

- In West Bengal, cold storages are closed now and market is expected to be bullish ahead as of good demand from Southern and Eastern part of India.
- In West Bengal cold storages are filled by 95-97% of the total capacity compared to last year's 88% of total storage. According to trade sources, total capacity in West Bengal is approximately 65 lakh ton.
- In Tarkeshwar (West Bengal), cold storages are expected to start offloading by the end of this month. Prices are hovering in the range of Rs 840/ quintal compared to Rs 580/ quintal in the starting of the month which is approximately 44% higher.
- According to news sources in West Bengal, State government has approved a rental hike of Rs 19 a quintal on cold storages potatoes which makes a total amount of Rs 120/ quintal for storing potatoes as compared to previous season price of Rs 101/ quintal.
- According to trade sources from Khandauli (Agra), potato market is expected to be firm. U.P is expecting high demand from Gujarat where cold storages are filled 20% less compared to previous year's storage.
- In Kanpur GT Road region approximately 85% of cold storages are filled whereas in Agra region it is expected to be 75% only. According to trade sources, less potato is stored in Agra region. Traders do not expect to be profitable proposition in storing potato this year.
- In Begusarai, last year cold storages were filled by 100% of their capacities. But this year cold storages are filled by 13-14 lakh packets only though the capacity this year has increased to 20 lakh tons from 16 lakh tons last year.

Monthly Wholesale Price Trend in different Producing & Consuming Centers:

Market	April 2013 Avg. Wholesale Price (Rs/Qtl)	March 2013 Avg. Wholesale Price (Rs/Qtl)	April 2012 Avg. Wholesale Price (Rs/Qtl)	Absolute Change over Prev. Month (Rs./Qtl)	% Change over Prev. Month	% Change over Prev. Year
Delhi	858	688	921	170	24.71	-6.84
Khandauli (Agra)	987	725	763	262	36.14	29.36
Farrukhabad	679	449	400	230	51.22	69.75
Ludhiana	668	488.2	429	179.8	36.83	55.71
Kolkata	729	518	1008	211	40.73	-27.68
Hyderabad	1223	1047	1052	176	16.81	16.25
Jaipur	889	712	798	177	24.86	11.4
Mumbai	1200	924	1104	276	29.87	8.7
Bangalore	1393	1172	1149	221	18.86	21.24
Tarkeshwar	740	518	958	222	42.86	-22.76

(Source: AGRIWATCH, NHB)

May, 2013

The above table shows the monthly prices change in major markets. Potato prices have increased in almost all the markets because of increase in prices from producing regions as potato crop is almost harvested and stored in cold storages.

Prices if compared with last year's have almost increased in all the markets except in West Bengal markets like Tarkeshwar and Kolkata. This may be due to higher production this year and lower cold storages in the state.

Monthly Retail Price (Rs/Qtl) and arrivals (Tons) trend in different Consuming Centers:

Market	Average Retail Price- April 2013	Average Retail Price- March 2013	Previous year Avg. Retail Price- April 2012	% Change in Price Over Prev. Month	% Change in Price Over Prev. year	Total Arrivals in April-2013 (in Tons)	Total Arrivals in March-2013 (in Tons)	Total Arrivals in April-2012 (in Tons)
Bangalore	1952	1700	1708	14.82	14.29	9072	9675	9728
Chennai	2183	1922	2583	13.57	-15.49	5920	6398	5520
Delhi	1346	1142	1235	17.86	8.99	30733	29801	22561
Guwahati	1288	808	1145	59.40	12.49	5830	9280	5060
Hyderabad	1826	1705	1535	7.09	18.96	3901	4244	3670
Mumbai	1500	1696	1200	-11.55	25.00	25393	27348	43778
Ranchi	983	1000	1190	-1.70	-17.39	4960	4543	444

(Source: NHB)

Retail prices have increased in almost all the markets except Mumbai and Ranchi. Prices are expected to increase ahead as potatoes are available in cold storages only and already their prices are above Rs 1000 in U.P and may increase ahead. According to trade sources, West Bengal cold storages are expected to open by next week with an expected opening price of Rs 900/ quintal.

Technical Analysis of MCX- Potato Futures (Monthly Continuous Chart):



(Note: Each bar or "candle" in the chart shows the price movement in a particular month. The blue candle signifies prices increased and red candle signifies prices decreased in that month. The length of the "candle" shows the upper and lower end of the price range for the week.)



SFAC
लघु कृषक
कुषि व्यवहार संघ

Small Farmers'
Agribusiness
Consortium



AGRIWATCH

The above chart shows the monthly price movement of MCX-Potato contract for Agra delivery. Prices are trading above its 4-month, 9-month and 18-month exponential moving averages indicating firmness in market. The candlestick pattern suggests prices are expected to increase ahead. Relative Strength Indicator is also moving upward which shows firmness in market. On the higher side, prices are expected to find resistance at a level of Rs 1050 and then 1150 level. On the lower side prices may found support at a level of Rs 850 and then 750 levels.

Monthly Potato Futures (Agra Delivery) Analysis:

Symbol	Exchange	Expiry Date	Closing price on April 30 th 2013	Previous month Closing Price- March 30th 2013	% Change in Price over previous month	Open Interest as on April 2013	Open Interest as on March 2013	Change
POTATO	MCX	15-May-13	995	997.7	-0.27	8370	17370	-9000
POTATO	MCX	15-Jun-13	975.5	1006	-3.03	15450	12300	3150
POTATO	MCX	15-Jul-13	969.7	-		3720	-	3720
POTATO	NCDEX	20-May-13	962	996	-3.41	14200	2900	11300
POTATO	NCDEX	20-Jun-13	965	981	-1.63	7400	1700	5700
POTATO	NCDEX	19-Jul-13	974	-		7200	-	7200
POTATO	NCDEX	20-Aug-13	986	-		4600	-	4600

(Source: MCX, NCDEX)

In monthly analysis of futures data, it indicates that market participants are building short positions as prices are falling and open interest in all contracts except MCX, May contract in market participants are liquidating their long positions. MCX- July and NCDEX- July, August contracts were launched in previous month only.

Disclaimer

The information contained in this document has been compiled by Agriwatch from sources believed to be reliable, such as NHB, Agmarknet, etc. and directly from traders in mandis. However, users of this data are requested to use the information with due caution and crosscheck with other sources. This document is not, and should not be construed as an offer to sell or buy any commodities. This document may not be reproduced, distributed or published without the express consent of SFAC.