

Executive Summary:

- In U.P, potato area is expected to be 2-3% higher compared to previous year. Fresh crop which is also called “Kachha Aloo” has started arriving in market from, kannauj, Farrukhabad and Meerut regions.
- In M.P, fresh potato has started arriving in market along with stored crop from U.P. Fresh crop varieties are Atlanta, surya and FC3 which are picking up pace.
- In West Bengal, sowing is almost completed with 10% higher area compared to previous year. Early fresh crop is expected to start in next 10-15 days.
- In Karnataka, targeted area for rabi season is 9855 hectares. As on 1-12-2014 approximately 3107 hectares of area is sown compared to last year 2967 hectares during same time. Kolar is major producing region which is approximately 45% of total targeted area.
- Odhisa state civil supplies corporation has formed a committee to ensure a buffer stock of 3 lakh MT to overcome the potato crisis during August – November month.
- Across the country potato prices has start declining in most of the markets as fresh crop from, Punjab and U.P has started arriving in market and further arrivals are expected to increase.

Monthly Wholesale Price Trend in different Producing & Consuming Centers:

Market	November 2014 Avg. Wholesale Price (Rs/Qtl)- (Fresh Potato)	October 2014 Avg. Wholesale Price (Rs/Qtl)- (Fresh Potato)	November 2013 Avg. Wholesale Price (Rs/Qtl)	Absolute Change over Prev. Month (Rs./Qtl)	% Change over Prev. Month	% Change over Prev. Year
Delhi	1878	2102	1418	-224	-10.66	48.24
Khandauli (Agra)	1938	1914	1504	24	1.25	27.26
Farrukhabad	1838	2267	1426	-429	-18.92	58.98
Ludhiana	1722	1800	1210	-78	-4.33	48.76
Kolkata	2024	1802	1213	222	12.32	48.56
Jaipur	1830	1916	1376	-86	-4.49	39.24
Mumbai	2327	2255	1741	72	3.19	29.52
Bangalore	2325	2236	1703	89	3.98	31.30
Tarkeshwar	1871	1739	1142	132	7.59	52.28

(Source: AGRIWATCH)

The above table shows the monthly average prices of major markets and variation of prices with previous month and year. In most of the markets mixed variation of prices is seen. Prices are expected to fall down further as fresh crop from U.P is picking up pace.

If we compare the prices with previous year during same time it is observed that prices are comparatively higher than last year because of lower storage and crop damage last year. But in this Rabi season prices are expected to remain stable.

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

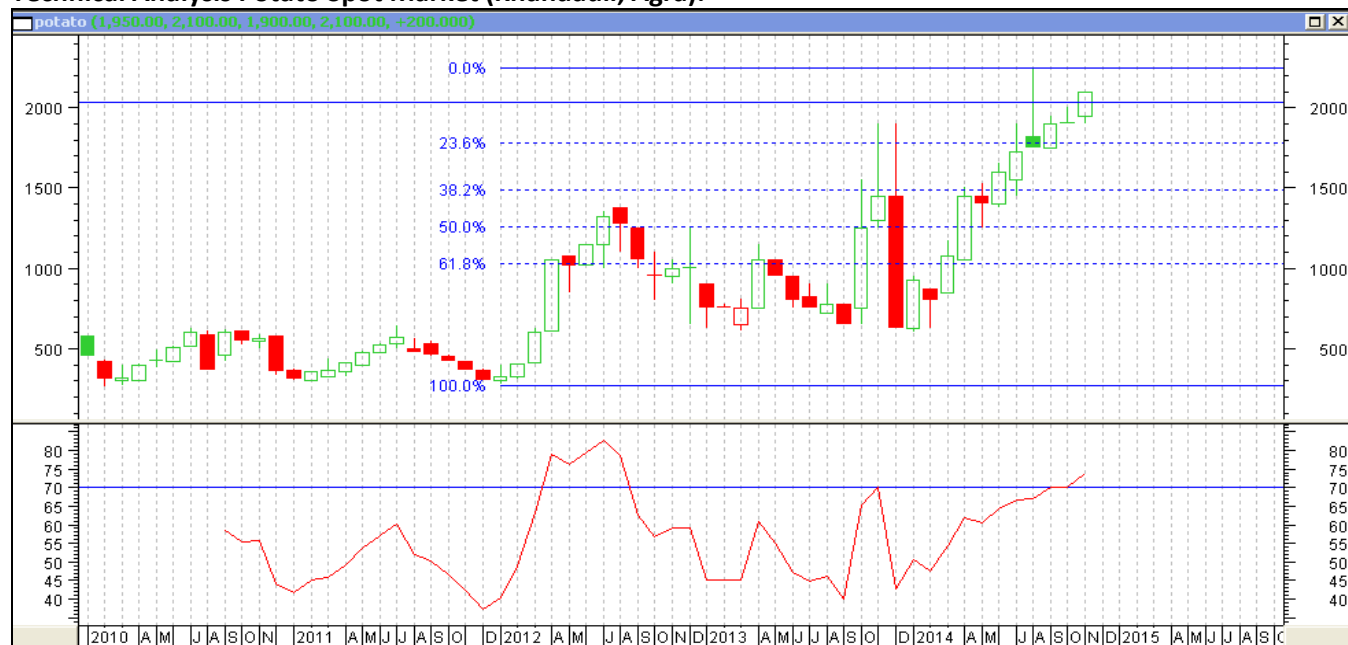
Market	November 2014 Avg. Retail Price (Rs/Qtl)- (Fresh Potato)	October 2014 Avg. Retail Price (Rs/Qtl)- (Fresh Potato)	Previous year Avg. Retail Price- November 2013	% Change in Price Over Prev. Month	% Change in Price Over Prev. year	Total Arrivals in November 2014 (in Qtl)*	Total Arrivals in October 2014 (in Qtl)*	Total Arrivals in November 2013 (in Qtl)*
Bangalore	2700	2600	3000	3.85	-10.00	160525	167300	255000
Chennai	2900	3000	3000	-3.33	-3.33	53600	50400	53300
Delhi	3300	3600	3000	-8.33	10.00	601400	462600	705400
Guwahati	2800	2700	2300	3.70	21.74	31200	20920	29600
Hyderabad	3500	3200	3000	9.38	16.67	18700	32550	30810
Mumbai	3200	3100	2600	3.23	23.08	269250	248100	249250
Ranchi	3000	2600	2000	15.38	50.00	49750	51900	28510

(Source: #Consumer Affairs,* Agriwatch)

Retail prices are higher in almost all the markets except Chennai and Delhi. Prices are higher as fresh crop from U.P is just picking up pace and expected to fall down ahead as arrivals are expected to increase.

If we compare on a year on year arrivals are lower in few markets as it is clearly visible in above table. All India arrivals in month of November is approximately 20% less compared to previous year during same time.

Technical Analysis Potato Spot Market (Khandauli, Agra):



(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.)



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The above chart shows the monthly price movement of potato for Agra (Khandauli) market. Modal prices are trading approximately Rs 1938/quintal. On the higher side prices may find long term resistance at a level of 2250/ quintal. On the lower side prices may find long term support at a level of Rs 1800/ quintal. As per Fibonacci retracement indicator prices may touch a level of Rs 1800/ quintal on lower side and may breach this level to Rs 1500/ quintal in next one month.

Disclaimer

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