

### Executive Summary:

- In U.P, Rabi acreage is expected to be higher than last year by approximately 6%. Total estimated area for 2014-15 Rabi season is approximately 601000 hectares.
- In West Bengal, potato area is expected to be approximately 4.43 lakh hectares which is 15% higher than last year due to better price realization in 2014. Crop is expected to arrive in cold storages from February last which is normal time. In some parts Blight disease is seen but that is nominal and would not impact the production much.
- In Karnataka, targeted area for rabi season is 9855 hectares. As on 27-01-2015 approximately 8384 hectares of area is sown compared to last year 5636 hectares during same time.
- In Bihar, potato area is estimated to be approximately 3.53 lakh hectares which 10-12% higher than last year. Potato prices are expected to remain low this year because of higher production estimate.
- Across the country potato prices are comparatively lower than last year in January due to higher production estimate this year. Potato prices are expected to remain on lower side throughout the season

### Monthly Wholesale Price Trend in different Producing & Consuming Centers:

Market	January 2015 Avg. Wholesale Price (Rs/Qtl)- (Fresh Potato)	December 2014 Avg. Wholesale Price (Rs/Qtl)- (Fresh Potato)	January 2014 Avg. Wholesale Price (Rs/Qtl)	Absolute Change over Prev. Month (Rs./Qtl)	% Change over Prev. Month	% Change over Prev. Year
Delhi	580	770	766	-190	-24.68	-24.28
Khandauli (Agra)	795	929	783	-134	-14.42	1.53
Farrukhabad	495	699	610	-204	-29.18	-18.85
Ludhiana	471	656	694	-185	-28.20	-32.13
Kolkata	823	1585	1089	-762	-48.08	-24.43
Jaipur	729	902	864	-173	-19.18	-15.63
Mumbai	992	1881	1099	-889	-47.26	-9.74
Bangalore	1630	1984	1392	-354	-17.84	17.10
Tarkeshwar	636	1619	1123	-983	-60.72	-43.37

(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, prices have decreased as fresh crop from producing regions like Punjab, West Bengal, and U.P is continuously arriving in market.

If we compare the prices with previous year during same time it is observed that prices are comparatively lower than last year because of higher production and better crop condition this year in major producing regions.

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

Market	January 2015 Avg. Retail Price (Rs/Qtl)- (Fresh Potato)	December 2014 Avg. Retail Price (Rs/Qtl)- (Fresh Potato)	Previous year Avg. Retail Price- January 2014	% Change in Price Over Prev. Month	% Change in Price Over Prev. year	Total Arrivals in January 2015 (in Qtl )*	Total Arrivals in December 2014 (in Qtl )*	Total Arrivals in January 2014 (in Qtl )*
Bangalore	2428	3000	2118	-19.07	14.64	206500	239850	180600
Chennai	2322	2700	1793	-14.00	29.50	63100	66200	63900
Delhi	1450	2000	1887	-27.50	-23.16	651200	628200	646750
Guwahati	1080	2100	1373	-48.57	-21.34	70950	33210	52300
Hyderabad	2477	3300	1730	-24.94	43.18	56480	18530	24100
Mumbai	2926	3100	2353	-5.61	24.35	346800	352950	266950
Ranchi	1280	1700	1592	-24.71	-19.60	57250	64300	57600

(Source: #Consumer Affairs,\* Agriwatch)

Retail prices have decreased in almost all the markets if compared to previous month. Arrivals of fresh crop are continuously arriving in market from producing regions. All India production is estimated to be higher so arrivals are arriving in market at a higher pace compared to previous year. Cold storages are expected to open from March 1<sup>st</sup> week.

If we compare on a year on year arrivals are higher almost in all the markets and prices are lower this year this year except Bangalore, Chennai, Hyderabad and Mumbai.

### 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.)

The above chart shows the monthly price movement of potato for Agra (Khandauli) market. Modal prices are trading at Rs 795/quintal. On the higher side prices may find long term resistance at a level of 900/quintal. On the lower side prices may find long term support at a level of Rs 550/quintal. Relative strength Indicator (RSI) oscillator is also moving stable in oversold region and suggests that prices may trade in the range bound movement for the coming month.

#### 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.