Market Intelligence System

Monthly Potato Report
March, 2015

Executive Summary:

- In South West Bengal, approximately 40% of loading has done in cold storages whereas North Bengal loading has just started. South West Bengal and North West Bengal contribute approximately 80% and 20% respectively to the total cold storage capacity.
- In Bihar, so far approximately 60% loading in cold storages is completed compared to last year loading of 30% during same time. Total capacity is approximately 111000 tons.
- In Bihar, normally cold storages loading starts by 3rd week of February but this year due to higher production cold storages opened in 2nd week of February. Average loading price are approximately Rs 600- Rs 650/ quintal compared to last year price of Rs 990/ quintal.
- In Punjab, unseasonal rains have affected the crop by 5-10%. This year total sown area was approximately 85000 hectares. So far approximately 40% of crop has been harvested.
- In U.P, approximately 20-25% of loading is completed which is less. This situation arises due to rains which affected the supply. In U.P, cold storages loading prices are approximately Rs 400 to Rs 500/ quintal.
- Across the country cold storage potato loading has started and expected to close by March end. Producing regions are expecting 100% cold storage utilization this year because of higher production.

Monthly Wholesale Price Trend in different Producing & Consuming Centers:

Market	February 2015 Avg. Wholesale Price (Rs/Qtl)- (Fresh Potato)	January 2015 Avg. Wholesale Price (Rs/Qtl)- (Fresh Potato)	February 2014 Avg. Wholesale Price (Rs/Qtl)	Absolute Change over Prev. Month (Rs./Qtl)	% Change over Prev. Month	% Change over Prev. Year
Delhi	516	580	681	-64	-11.03	-24.23
Khandauli (Agra)	732	795	703	-63	-7.92	4.13
Farrukhabad	395	495	643	-100	-20.20	-38.57
Ludhiana	413	471	584	-58	-12.31	-29.28
Kolkata	557	823	707	-266	-32.32	-21.22
Jaipur	605	729	877	-124	-17.01	-31.01
Mumbai	821	992	1054	-171	-17.24	-22.11
Bangalore	1263	1630	1195	-367	-22.52	5.69
Tarkeshwar	544	636	641	-92	-14.47	-15.13

(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 because of higher production this year. Maximum prices are in Bangalore because its local produced and demand is high. Local produced potato contributed approximately 70% to total arrival in February month.

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, better crop condition and higher storage this year in major producing regions.

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

Market	February 2015 Avg. Retail Price (Rs/Qtl)- (Fresh Potato)	January 2015 Avg. Retail Price (Rs/Qtl)- (Fresh Potato)	Previous year Avg. Retail Price- February 2014	% Change in Price Over Prev. Month	% Change in Price Over Prev. year	Total Arrivals in February 2015 (in Qtl)*	Total Arrivals in January 2015 (in Qtl)*	Total Arrivals in February 2014 (in Qtl)*
Bangalore	2300	2400	1800	**-4.17**	**27.78**	211500	206500	142643
Chennai	2000	2300	1600	**-13.04**	**25.00**	74000	63100	65217
Delhi	1400	1500	1700	**-6.67**	**-17.65**	601000	651200	563918
Guwahati	800	1100	1000	**-27.27**	**-20.00**	85400	70950	70956
Hyderabad	2400	2500	1600	**-4.00**	**50.00**	22130	56480	42111
Mumbai	2800	2900	2500	**-3.45**	**12.00**	306300	346800	257947
Ranchi	1200	1300	1400	**-7.69**	**-14.29**	61000	57250	56692

(Source: #Consumer Affairs,* Agriwatch)

Retail prices have decreased in almost all the markets if compared to previous month. Fresh crop is arriving in market with continuous pace as potato is loading in cold storages. 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 close loading by March end.

If we compare on a year on year arrivals are higher almost in all the markets and prices are lower this year. Potato prices are expected to remain on lower side throughout the year.

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 732/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 450/ quintal. Relative strength Indicator (RSI) oscillator is also moving downward in oversold region and suggests that prices may fall down further or remain stable in coming days.