

Executive Summary:

- In U.P, average loading prices are approximately Rs 400-Rs 450/ quintal compared to last year Rs 950/ quintal which directly indicate higher production in U.P.
- Amid higher production Punjab Government has given freight subsidy of Rs 200/quintal through Marked for export of potatoes to other countries and Rs 50 per quintal for marketing the crop in other states. The State has also slashed the market fee from 2 to 0.25%.
- In West Bengal, state government has decided to provide railway freight subsidy of Rs 50 per quintal to potato shipment from south Bengal, and Rs 100 a quintal from north Bengal.
- In West Bengal traders are expecting cold storages to open from last week of May month. Normally cold storages open in 2nd week of May but this year due to higher production release from cold storages is delayed. Traders are expecting cold storages to open with prices of Rs 600-Rs 650/ quintal.
- In Bihar, traders are expecting cold storages to open at a minimum price of Rs 1000/ quintal. Average loading prices are trading in the range of Rs 550- Rs 650/ quintal compared to last year Rs 998/quintal.
- Prices are expected to remain lower this year due to higher production and almost 100% capacity utilization of cold storages in producing regions. Average loading prices in cold storages were almost half of the last year in all the producing regions.

Monthly Wholesale Price Trend in different Producing & Consuming Centers:

Market	April 2015 Avg. Wholesale Price (Rs/Qtl)- (Fresh Potato)	March 2015 Avg. Wholesale Price (Rs/Qtl)- (Fresh Potato)	April 2014 Avg. Wholesale Price (Rs/Qtl)	Absolute Change over Prev. Month (Rs./Qtl)	% Change over Prev. Month	% Change over Prev. Year
Delhi	372	511	1236	-139	-27.20	-69.90
Khandauli (Agra)	302	503	1257	-201	-39.96	-75.97
Farrukhabad	389	356	1170	33	9.27	-66.75
Ludhiana	220	386	832	-166	-43.01	-73.56
Kolkata	578	462	1142	116	25.11	-49.39
Jaipur	434	496	1152	-62	-12.50	-62.33
Mumbai	731	748	1594	-17	-2.27	-54.14
Bangalore	975	1123	1752	-148	-13.18	-44.35
Tarkeshwar	500	445	1129	55	12.36	-55.71

(Source: AGRIWATCH)

The above table shows the monthly average prices of major markets and variation of prices with previous month and year. Prices have declined in almost all the markets because of higher production. Prices if compared to previous year during same time are comparatively lower which indicates of higher production.



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

Market	April 2015 Avg. Retail Price (Rs/Qtl)- (Fresh Potato)	March 2015 Avg. Retail Price (Rs/Qtl)- (Fresh Potato)	Previous year Avg. Retail Price- April 2014	% Change in Price Over Prev. Month	% Change in Price Over Prev. year	Total Arrivals in April 2015 (in Qtl)*	Total Arrivals in March 2015 (in Qtl)*	Total Arrivals in April 2014 (in Qtl)*
Bangalore	1900	2000	2100	-5.00	-9.52	222000	211500	151500
Chennai	1600	1700	2100	-5.88	-23.81	65700	74000	46900
Delhi	1200	1400	2200	-14.29	-45.45	579000	601000	511600
Guwahati	800	800	1500	Unch	-46.67	91900	85400	42700
Hyderabad	2200	2400	1900	-8.33	15.79	25450	22130	11850
Mumbai	2000	2600	2900	-23.08	-31.03	279150	306300	252750
Ranchi	900	1100	1600	-18.18	-43.75	85050	61000	43650

(Source: #Consumer Affairs,* Agriwatch)

Retail prices have decreased in almost all the markets compared to previous month. Prices are comparatively lower if compared to previous year. Potato prices are expected to remain on lower side this year. Cold storages are expected to open by end of this month in all major producing regions.

Cold Storages Average Loading Price Comparisons in Producing States

State	Avg. Loading Price 2015(Rs/Qtl)	Avg. Loading Price 2014(Rs/Qtl)	Avg. Loading Price 2013(Rs/Qtl)
U.P	400-450	952	780
West Bengal	400-450	865	680
Bihar	550-650	998	746

(Source: Agriwatch Research)

Above table shows the comparative average loading prices in major producing regions. In 2015 prices are comparatively lower than previous year which clearly indicates prices to remain lower in coming days. In these States cold storages are expected to use 100% capacity utilization this year.



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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 300-350/quintal. On the higher side prices may find long term resistance at a level of 700/quintal. On the lower side prices may find long term support at a level of Rs 200/quintal. Relative strength Indicator (RSI) oscillator is also moving downward in oversold region and indicates that prices may remain lower in coming months. Overall potato market is expected to be bearish this year due to higher production.

Disclaimer

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