Executive Summary:

- In benchmark market Agra (khandauli), prices are expected to trade between Rs 1000-Rs 1100/quintal because release from cold storages has started and expected to pick up pace in couple of weeks.
- In U.P, loading in cold storages is in full pace and traders are expecting approximately 92% capacity utilization from total capacity of 119.49 Lakh tons. Last year total storage in U.P was approximately 115 lakh tons.
- In Punjab, potato area is expected to be approximately 10-15% higher than 89000 hectares in corresponding year of 2015 because of lower seed prices in market which encouraged farmers to plant the seeds in their farms.
- In Punjab, cold storages are full with 100% utilization in most of the producing districts. Farmers are still not getting space in cold storages to keep their crop amid higher production.
- In West Bengal, traders are expecting approximately 81% of loading in cold storages from a total capacity of 68 Lakh tons. Approximately 78% storage was from local produced and rest 3% was brought from other states like Punjab and U.P.
- Across the country cold storages are expected to open early this year as fresh crop in farm which is used for table consumption till April month has also stored in cold storages in expectation of higher prices.

Monthly Wholesale Price Trend in different Producing & Consuming Centers:

Market	Mar. 2016 Avg. Wholesale Price (Rs/Qtl)-(Fresh Potato)	Feb. 2016 Avg. Wholesale Price (Rs/Qtl)-(Fresh Potato)	Mar. 2015 Avg. Wholesale Price (Rs/Qtl)	Absolute Change over Prev. Month (Rs./Qtl)	% Change over Prev. Month	% Change over Prev. Year
Delhi	716	538	511	178	33.09	40.12
Khandauli (Agra)	777	694	503	83	11.96	54.47
Farrukhabad	697	619	356	78	12.60	95.79
Ludhiana	458	430	386	28	6.51	18.65
Kolkata	1248	826	462	422	51.09	170.13
Jaipur	734	615	496	119	19.35	47.98
Mumbai	1083	988	747	95	9.62	44.98
Bangalore	1294	1376	1123	-82	-5.96	15.23
Tarkeshwar	1210	788	445	422	53.55	171.91

(Source: AGRIWATCH)

The above table shows monthly price trend of potato in wholesale markets. Prices have increased in almost all the markets except Bangalore. Prices are higher because release from cold storage has started in smaller quantity in few markets secondly potato that used to be last till April last in market is also in cold store this year in expectation of higher prices. Prices are also much higher than last year during same time and cold storages expected to open early this year may lead prices to remain firm in market.

West Bengal is the only state where loading is lesser than corresponding year of 2015. In rest of the states loading is above 90%. In west Bengal yield is estimated to be lower than last year.

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

Market	Mar. 2016 Avg. Retail Price (Rs/Qtl)-(Fresh Potato)	Feb. 2016 Avg. Retail Price (Rs/Qtl)-(Fresh Potato)	Previous year Avg. Retail Price-Mar. 2015	% Change in Price Over Prev. Month	% Change in Price Over Prev. year	Total Arrivals in Mar. 2016 (in Qtl)*	Total Arrivals in Feb. 2016 (in Qtl)*	Total Arrivals in Mar. 2015 (in Qtl)*
Bangalore	2000	2100	2000	**-4.76**	**Unch**	234750	205000	211500
Chennai	1600	1700	1700	**-5.88**	**-5.88**	62120	63900	67200
Delhi	1500	1300	1400	**15.38**	**7.14**	614400	570800	640800
Guwahati	1400	1200	800	**16.67**	**75.00**	45200	42100	83600
Hyderabad	2000	2000	2400	**Unch**	**-16.67**	62530	58520	22710
Mumbai	1900	1900	2600	**Unch**	**-26.92**	336000	354000	346800
Ranchi	1400	1300	1100	**7.69**	**27.27**	36300	68950	63400

(Source: #Consumer Affairs,* Agriwatch)

In retail market, mixed variation of prices is seen but in coming couple of weeks prices are expected to be rise in almost all the markets because release from cold storages is expected to pick up pace which will drive the prices on higher side.

Potato cold storage Capacity Utilization:

State	Storage Capacity (in Lakh Tons)*	Expected Potato Storage in 2016 (in %) #	Potato Storage in 2016 (in Lakh Tons)#	Potato Storage in 2015 (in Lakh Tons)#
U.P	119.49	92%	107.54	115
West Bengal	68	81%	55.08	67
Bihar	11.12	90%	10.08	10.5
Gujarat $	16	85%	19	-
Punjab and Haryana $	22	85%	18	-
M.P $	13	100%	13	-
Total of Above States	249.61		222.7	

(*Agriwatch Survey, # Agriwatch Research, $Trade Source)

In West Bengal 78% potato was stored from its own State and 3% potato came from U.P and Punjab which made it total 81%. In U.P and West Bengal cold storages have opened and full fledge

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 month)

The above chart shows the monthly price movement of potato for Agra (Khandauli) market. Average Modal prices during March month were Rs 777/quintal. On the higher side prices may find short term resistance at a level of 1300/ quintal. On the lower side prices may find long term support at a level of Rs 500/ quintal. Relative strength Indicator (RSI) oscillator is moving in neutral region. Prices are expected to firm in coming days. Overall potato market is expected to be in a range between Rs 900 –Rs1200/ quintal.