Executive Summary:

- In benchmark market Agra (khandauli), prices are expected to trade range bound between Rs 1100-Rs 1300/quintal because release is at slower pace.
- In U.P, So far approximately 10% potato has been released from a total storage of 116 lakh ton.
- As per Agriwatch field survey, potato area in Punjab is estimated to be near 95978 hectares compared to 89993 hectares in corresponding period of 2015.
- In Punjab, total cold storage capacity is approximately 19.56 Lakh tons. This year total storage is approximately 19.34 lakh tons which is approximately 98.89% capacity utilization compared to 95.50 % capacity utilization in corresponding period of 2015.
- In West Bengal, potato area is estimated to be 3.84 lakh hectares which is 6.90% lower compared to 4.12 lakh hectares during corresponding period of 2015.
- In West Bengal, approximately 12% potato has been released by end of May month from a total storage of 56.28 lakh tons.
- In Bihar, potato acreage is estimated to be 3.28 lakh hectares compared to 3.18 lakh hectares in corresponding period of 2015.

Monthly Wholesale Price Trend in different Producing & Consuming Centers:

Market	May. 2016 Avg. Wholesale Price (Rs/Qtl)-(Fresh Potato)	Apr. 2016 Avg. Wholesale Price (Rs/Qtl)-(Fresh Potato)	May. 2015 Avg. Wholesale Price (Rs/Qtl)	Absolute Change over Prev. Month (Rs./Qtl)	% Change over Prev. Month	% Change over Prev. Year
Delhi	1112	900	402	212	23.56	176.62
Khandauli (Agra)	1174	913	527	261	28.59	122.77
Farrukhabad	1051	895	374	156	17.43	181.02
Ludhiana	709	494	236	215	43.52	200.42
Kolkata	1633	1458	642	175	12.00	154.36
Jaipur	1013	912	500	101	11.07	102.60
Mumbai	1510	1295	802	215	16.60	88.28
Bangalore	1644	1510	1062	134	8.87	54.80
Tarkeshwar	1608	1471	607	137	9.31	164.91

(Source: AGRIWATCH)

The above table shows monthly price trend of potato in wholesale markets. Prices have increased in almost all the markets because potato available in market is from cold storage only. Secondly cold storage capacity utilization in West Bengal is reported lower because of which market sentiments are firm.

Prices are comparatively higher than last year because of lower production estimates and less storage in cold stores of major producing regions.

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

Market	May. 2016 Avg. Retail Price (Rs/Qtl)-(Fresh Potato)	Apr. 2016 Avg. Retail Price (Rs/Qtl)-(Fresh Potato)	Previous year Avg. Retail Price-May. 2015	% Change in Price Over Prev. Month	% Change in Price Over Prev. year	Total Arrivals in May. 2016 (in Qtl)*	Total Arrivals in Apr. 2016 (in Qtl)*	Total Arrivals in May. 2015 (in Qtl)*
Bangalore	2000	2000	2000	Unch	Unch	230000	231000	229500
Chennai	2200	1900	1800	15.79	22.22	56000	54300	59500
Delhi	2200	1800	1300	22.22	69.23	503200	577700	577000
Guwahati	1800	1500	800	20.00	125.00	37870	30600	89900
Hyderabad	2400	2000	2200	20.00	9.09	59520	52560	29550
Mumbai	2300	2000	2000	15.00	15.00	242100	267250	265350
Ranchi	1700	1400	900	21.43	88.89	63700	38850	72350

(Source: #Consumer Affairs,* Agriwatch)

In retail market, prices have increased in almost all the markets except Bangalore. Prices are firm this year due to lower production estimates. Prices are expected to remain on higher side for next few months and may decline after arrival of crop from “Hassan”.

This year loading prices are almost double of last year, which indicates shortfall in production and thus rush among traders to stock potato in cold stores which resulted into early release from cold storages.

Potato Balance sheet:

Year	2015-16	2015-16	2016	2016
Fig in Million MT	Nov-Jan	Feb-April	May-July	Aug-Oct
Carry-in	10.44	6.27	29.92	17.92
Production	3.00	35.00	0.00	3.00
Total Availability	13.44	41.27	29.92	20.92
Table Consumption	6.50	6.50	8.00	7.50
Processing Purpose	0.15	2.60	1.50	0.00
Post-harvest losses	0.52	1.75	1.50	0.90
Exports	0.00	0.50	0.50	0.50
Disappearance	7.17	11.35	11.50	8.90
Seed Purpose	0.00	0.00	0.50	4.00
Balance	6.27	29.92	17.92	8.03

Assumptions:
Potato year is taken as Oct-Nov, as fresh arrivals starts from Punjab in Nov
Post-harvest losses are 15-20%. We have taken it as 20%. Losses in Feb to Oct are equally spread
Potato Processing industry growing at CAGR 5-6%
Tables consumption is approx 19-20 Kg/capita
60-70% of Rabi prod goes to store
Table consumption growing at 3% p.a
Seed requirement is approx 10% of Production.
Kharif potato arrivals starts from Aug. Kharif potato production share is 10-15%

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 April month were Rs 913/quintal. On the higher side prices may find short term resistance at a level of 1500/ quintal. On the lower side prices may find long term support at a level of Rs 900/ quintal. Relative strength Indicator (RSI) oscillator is moving upward in neutral region. Prices are expected to firm in coming days. Overall potato market is expected to be in a range between Rs 1000 –Rs 1200/ quintal.