

AGRI NEWSLETTER

A monthly newsletter from Rural Management Consultants Pvt. Ltd.
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Global Executive Search Services for Food and Agribusiness

On the onset, we thank our readers in taking out time to provide their feedback on a time to time basis that is helping us improve the content of the newsletter as we try to incorporate more agri commodities.

Adding to this, we are happy to announce launching of our new website for all our valuable readers- especially agri-commodity traders and related professionals working in commodity firms who will now get a chance to directly link with us on our new website www.globalagritradingjobs.com by registering on our website www.globalagritradingjobs.com. This website has been custom designed and created to meet the burgeoning demand of the global agri-commodity traders and other professionals (working with commodity firms) by large trading houses searching for the most talented agri-commodity traders cum associated professionals across the globe.

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Weather

Weather office forecasts normal monsoon this year for a country where rains decide status of an exporter or importer of farm goods and where fortunes of both farmers and political parties swing with tide. Pre-monsoon showers have hit Kerala in the past two days with conditions favorable for the onset of the monsoon. "If monsoon is normal, 3.4 per cent growth rate is achievable in the agriculture sector this fiscal. The forecast of a normal monsoon has spread cheer among fertilizer companies which are expecting to make good this season.

Grains

Grain output may touch 255.36 million tons this year. However due to erratic monsoon rainfall, total production is still lower than the previous year's 259.32 mt.

Rice Bran Oil (Edible Oil)

With gaining popularity of rice bran oil, its market in the country is estimated to grow by 15 pc to Rs 4,600 crore this year, industry body SEA said.

Rice

Area under rice has fallen by 5.14 per cent to 2.4 lakh hectares so far this year against 2.53 lakh hectare in the year-ago period.

Over 56.17 lakh tons of wheat has so far arrived in the *mandis* of Haryana during the current procurement season.

Komal King and Komal- 101 are the two research paddy varieties which have gained popularity in the rice growing regions of India, due to its high yield capacity and ability to grow in all seasons and withstand drought.. The seed has also gained immense reputation for its high tolerance against blast disease that is responsible in eradicating 1/3rd of all paddy productions in India.

Wheat

The Punjab Government has sought a minimum support price of Rs 1,855 per quintal for wheat in Rabi season 2013-14 from Centre.

The Centre had allowed wheat export of 5 million tons for 2011-12 crop from its godowns through private traders in a bid to ease the storage burden.

58.80 lakh tons of wheat has arrived so far in Haryana during the current procurement season.

State Trading Corporation (STC) gets the highest bid at \$304.5per tons in wheat export tender. In a separate tender to export 40,000 tons of wheat from the east coast, STC received the highest bid at \$302 per tons, sources said.

Fruits and Vegetables

Potato

The prevailing price of potato is Rs. 24 to Rs 25 per kg, which would remain stable till June.

India likely to export record 500 tons mangoes to US: APEDA (Agricultural and Processed Food Products Export Development Authority)

Mango exports from India to the US are likely to touch a record level of about 500 tons this year, due to a strong demand. Last year India, the world's largest grower of the fruit, had shipped about 209 tons of mangoes to America.

Tea

India CTC tea prices rise on higher demand; dust falls India's tea exports in the year ended March 31 rose about 3 per cent from the previous year to 220.46 million kg as shipments to sanction-hit Iran rose after trade started in rupee.

Tea production in Assam's Barak valley on sharp decline Tea production in the Barak valley in Assam has seen a sharp decline of 67% for the period upto April 24 from 6.49 million kgs in 2012 to 2.16 million kgs this year.

Sugar

NFCSF (National Federation of Cooperative Sugar Factories) seeks hike in sugar import duty to 30% Worried that sugar imports would depress domestic prices thereby affecting realization and payments to cane growers, cooperative sugar factories body NFCSF has sought hike in import duty on raw and refined sugar to 30 per cent from 10 per cent.

At present, sugar imports via open general license (OGL) route are permitted at 10 per cent duty.

Traders have imported 4,68,000 tons of sugar so far even as the domestic production is expected to surpass the demand in the ongoing 2012-13 season.

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[Sugarcane acreage down over 5% so far due to drought in Maharashtra](#)

Area under sugarcane has declined by 5.24 per cent to 40.30 lakh hectares so far this year due to drought in Maharashtra and Karnataka.

[Local sugar production to dip 6-8% in SY14: ICRA](#)

Region wise Maharashtra has witnessed the largest decline followed by Northern Karnataka although Uttar Pradesh (UP) is likely to witness growth in production because of higher sowing in previous seasons and more favorable weather conditions.

Centre asks states to start buying sugar from open mkt for Public Distribution Scheme

The Centre has asked state governments to immediately start buying sugar from the open market to ensure supply to ration card holders. The Centre has partially decontrolled the sugar sector and mills are no longer obligated to supply sweetener to the Centre for the Public Distribution System (PDS).

Policy

Rs 500 crore earmarked for farm mechanisation in AP Thota Narasimham stressed on the need for adopting modern farming methods to boost production and to minimize expenditure.

Centre taking initiative to raise foodgrains storage capacity Two storage facilities with a capacity of 25,000 tons each would be set up under PPP mode in Kochi and Kozhikode, he said.

Punjab announces 40% subsidy on solar pumps Chief Minister Parkash Singh Badal has sanctioned Rs 5 crore for providing this subsidy to farmers, a spokesperson said.

Maize

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The variety is rich in Lysine (an essential amino acid) and is touted to be a source of rich protein diet for the tribals, who are its major consumers.

Cotton

'Cotton output likely to be 340 lakh bales this season' In the last cotton season, the natural fibre production stood at 352 lakh bales and exports were to the tune of about 127 lakh bales.

Cotton production in Gujarat dips by 30 lakh bales Cotton production in Gujarat is estimated to dip by around 30 lakh bales during the 2012-13 season following deficient rains.

Poultry

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Khariff Crops

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Lakh hectare Crops Area sown in 2013-14

Rice 2.44
Sugarcane 41.24
Cotton 9.35
Jute & Mesta 7.79
Total 60.82

Retail

[Bharti Wal Mart launches 'Fruit Junction' 20 wholesale stores in India](#)

For an 'exotic' experience, Best Price stores have brought in a range of imported apples including Washington, Royal Gala, Fuji, Granny Smith and imported Navel Orange.

Food Production FMCG

[Britannia: COO Varun Berry to lead India operations](#)

MD Vinita Bali will focus on International Business, Britannia Nutrition Foundation and new Business Development so as to create adjacencies and new opportunities that will lead Britannia from being a Bakery/Dairy Company to becoming an all-embracing Food Company. Britannia yoy growth is pegged at 17% at RS. 15.3 billion and its Q4 net profit is up 66%.

[Nestle India appoints Etienne Benet as new MD](#)

Etienne Benet is currently the Chief Executive Officer of Nestle Central and West Africa Region. Nestle has also plans to invest Rs. 2.5 billion in Punjab Dairy Plant. Its Q1 profit rose to Rs. 2.79 billion (a net rise of 1%).

[Tata Starbucks launched first Starbucks store in New Delhi](#)

Strategically located, the flagship store is unique in its contemporary design and celebrates concrete in its natural form, while embracing the Indian craft of weaving.



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- 2. Corn Trader, 8-10 years, Mumbai, Indian Commodity Company**
- 3. Sugar Trader, 8-10 years, Mumbai, Indian Commodity Company**
- 4. Chief Economist, 12-15 years, Mumbai, Large Indian Corporate Company**
- 5. VP - Sales (Key Account Management), 12-15 years, Mumbai, Large Indian Corporate Company**
- 6. Head Operation (Shipping/Chartering/Bulk Cargo), 12-15 years, Delhi (NCR), 15000 Crores Indian Company**
- 7. Food Technologist (New Product Development), 5-7 years, Delhi, Quick Service Restaurant Chain**
- 8. Head Buying & Merchandising, 15-20 years, Mumbai, Large Indian Multi Brand Retailer**
- 9. Head Supply Chain Management, 15-20 years, Mumbai, Large Indian Multi Brand Retailer**
- 10. Head Textiles, 15-20 years, Mumbai, Large Indian Multi Brand Retailer Multi Brand Retailer**