



Vol.8  
Issue- 1  
January 2022

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# Agricultural Production and Market Outlook

The Rising Agriculture....

## Mustard seed sowing up 22%; wheat slightly down this rabi season

*According to the data, total area under oilseeds has increased sharply to 97.07 lakh hectare as on December 31, 2021 from 80.64 lakh hectare*



Area sown under rapeseed/mustard seed crop is higher 22.46% to 88.54 lakh hectare, while the coverage under wheat crop remains slightly lower so far in the ongoing 2021-22 rabi season, according to the latest data released by the agriculture ministry. Wheat, the main rabi crop, has been planted at 325.88 lakh hectare as on Friday, compared with 329.11 lakh hectare in the year-ago

period, it said. Sowing of rabi crops like wheat begins in October and harvesting from April onwards. According to the data, total area under oilseeds has increased sharply to 97.07 lakh hectare as on December 31, 2021 from 80.64 lakh hectare in the year-ago period. Among oilseeds, rapeseed and mustard seed were covered in a maximum area of about 88.54 lakh hectare in the period under review as against 72.30 lakh hectare in the year-ago period. Area sown under groundnut remained flat at 3.64 lakh hectare, linseed at 2.57 lakh hectare, sunflower at 1.01 lakh hectare, safflower at 0.68 lakh hectare, sesamum at 0.30 lakh hectare, and other oilseeds at 0.33 lakh hectare in the period, the data showed.

Rise in the area under mustard seed crop is a positive sign for a country that depends on imports to meet 60% of its domestic requirement and is struggling to keep retail prices under check amid a global price rise situation. In case of other major rabi crops, area sown under pulses remained slightly lower at 152.62 lakh hectare as on December 31, 2021 as against 154.04 lakh hectare in the year-ago period. Gram, the main rabi pulse, was grown in a slightly higher area of 107.69 lakh hectare as against 105.68 lakh hectare in the year-ago period. Area sown to lentil was marginally higher at 16.76 lakh hectare, while field pea was sown in 9.61 lakh hectare, kulthi in 3.34 lakh hectare, urad bean in 5.66 lakh hectare, moong bean in 2.29 lakh hectare and

lathyrus in 3.32 lakh hectare so far in the ongoing rabi season of 2021-22 crop year (July-June). There was less coverage under coarse-cum-nutri cereals as the total area was down at 45.05 lakh hectare as against 46.19 lakh hectare. Jowar sowing was lagging behind at 23.17 lakh hectare so far this rabi season as against 26.05 lakh hectare in the year-ago period, while coverage under maize was up at 14.80 lakh hectare as against 12.89 lakh hectare. Total area under all rabi crops rose to 634.68 lakh hectare so far in the 2021-22 rabi season from 625.04 lakh hectare in the year-ago period, the data showed.

## Govt imposes stock limits on soya meal for a period upto June 30, 2022

*In case of stocks held by respective legal entities are higher than the prescribed limits then they shall declare the same on the portal of the Department of Food & Public Distribution*



In a bid to cool down the domestic prices of soya meal, Government of India has issued an order by which it has imposed stock limits on soya meal for a period up to June

30, 2022. The Soya Meal Stock Control Order, 2021 has been issued with immediate effect i.e. from 23rd December, 2021. Under this order, the stock limit has been set in consultation with the Department of Animal Husbandry & Dairying, Government of India.

The following stock limits have been promulgated:

All soya meal for a period up to 30th June, 2022 with following stock limits for all states and union territories;

**Plant/Miller/Processor:** Maximum stock of 90 days production, as per daily input production capacity of plant/miller/processor, defined in its IEM. The storage location should be declared.

**Trading company/Trader/Private Chaupals:** Only government registered enterprise, maximum stock of 160 MT with a defined and declared storage location.

In case of stocks held by respective legal entities are higher than the prescribed limits then they shall declare the same on the portal of the Department of Food & Public Distribution and bring it to the prescribed stock limits within 30 days of the issue of this notification.

It shall be ensured that soya meal stock is regularly declared and updated on the above portal. The data on the portal will be regularly monitored by the Department of Animal Husbandry & Dairying and any follow-up action will be taken by the department.

The above measures are expected to stop any unfair practices like hoarding and black marketing in the market having the potential to hike the prices of soya meals.

Consequently, the market price of soyabean oil will cool down.

## India secures USDA approval for exporting mangoes to USA in 2022 season

*The export of Indian mangoes has been restricted by the USA since 2020 as USDA inspectors were unable to visit India for inspection of irradiation facility due to Covid-19 pandemic*



The Government of India has secured the approval of the United States Department of Agriculture (USDA) for exporting Indian mangoes to USA in the upcoming season. Consumers in the United States (US) would now have access to excellent quality mangoes from India, Ministry of Commerce & Industry, Government of India has informed on Tuesday. The Indian mango export has been restricted by the USA since 2020 as USDA inspectors were unable to visit India for inspection of irradiation facility due to restrictions imposed on international travel owing to the Covid-19 pandemic.

Recently, in pursuant to the 12th India – USA Trade Policy Forum (TPF) meeting held on November 23, 2021, the Department of Agriculture and Farmers Welfare, Government of India and US Department of Agriculture (USDA) have signed a framework agreement for implementing the 2 Vs 2 Agri market access issues. Under the agreement, India and the US would follow joint protocol on irradiation for India's pomegranate and mango export to the US and import of cherries and Alfalfa hay from the US. A revised work plan has been worked out, including phase-wise transfer of oversight of preclearance of irradiation treatment to India as agreed upon between both countries.

As part of the mutual agreement, India will be able to export mangoes to the USA in the mango season commencing with the Alphonso variety of mangoes by March onwards. Notably, there is a huge acceptance and consumer preference of Indian mangoes in the USA as India had exported 800 metric tonnes (MTs) of mangoes to the USA in 2017-18 and the export value of the fruit was USD 2.75 million. Similarly, in 2018-19, 951 MT mangoes of USD 3.63 million were exported to USA and 1,095 MT of USD 4.35 million of mangoes were exported to USA in 2019-20. As per estimates received from the exporters, the export of mangoes in 2022, may surpass the figures of 2019-20. The USDA approval



would pave the way for exports from traditional mango production belts such as Maharashtra, Uttar Pradesh, Andhra Pradesh and Telangana. The Agricultural and Processed Food Products Export Development Authority (APEDA) said that this would also provide an opportunity for the export of other delicious varieties of mangoes from North and East India such as Langra, Chausa, Dushehri, Fazli among others from Uttar Pradesh, Bihar and West Bengal. The exports of Alfalfa hay and cherries from the USA will begin in April 2022.

## MoFPI, NAFED launch 6 One District One Product brands under PMFME scheme

*Ministry of Food Processing Industries has signed an agreement with NAFED for developing 10 brands of selected ODOPs under the branding and marketing*



*component of the PMFME scheme*

Ministry of Food Processing Industries (MoFPI), Government of India in collaboration with the National Agricultural Cooperative Marketing Federation of India (NAFED) launched six, One District One Product (ODOP) brands under the Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) scheme in New Delhi.

MoFPI has signed an agreement with NAFED for developing 10 brands of selected ODOPs under the branding and marketing component of the PMFME scheme. Out of these six brands namely Amrit Phal, Cori Gold, Kashmiri Mantra, Madhu Mantra, Somdana, and whole wheat cookies of Dilli Bakes were launched. The brand Amrit Phal for amla juice has been exclusively developed under the ODOP concept for Gurugram, Haryana. The product contains amla juice and is a natural

elixir with added lemon for a unique taste and health benefits. The 500 ml bottle is priced at Rs.120. Cori Gold brand has been developed for coriander powder which is the identified ODOP for Kota, Rajasthan. The product has a distinct flavour and brings forth a regional speciality. The 100g pack is priced at Rs.34. Brand Kashmiri Mantra brings out the essence of spices from Kulgam, Jammu and Kashmir. The Kashmiri Lal Mirch product has been developed under the ODOP component for spices for Jammu and Kashmir. The product has a distinct flavour and the 100g pack is priced at Rs.75. Brand Madhu Mantra has been developed under the One District One Product concept for honey from Saharanpur, Uttar Pradesh. The multiflora honey has been collected by free-range bees and the 500g glass bottle is priced at Rs.185. Whole wheat cookies, is the second product developed under the brand Dilli Bakes. The brand and the product have been developed under the bakery ODOP concept for Delhi. According to NAFED, the whole wheat cookie is a unique product as it is made with whole wheat, jaggery instead of sugar, and contains butter instead of vanaspati. The 380 gm pack is priced at Rs.175. Brand Somdana has been developed under the One District One Product concept of millets from Thane, Maharashtra. The ragi flour is a unique product as it is gluten-free, rich in iron, fibre, and calcium. The 500 gm pack is priced at Rs.60.

According to NAFED, for the benefit of consumers, all the products come in unique and attractive packaging that keeps moisture and sunlight at bay, thus ensuring a longer shelf life of the product and keeping it fresh. Each product has been developed based on the extensive knowledge and legacy of the marketing expertise of NAFED as well as its capabilities and experience in processing, packaging, supply and logistics. Moreover, each brand will be supported with increased investments in brand communication in relevant markets and a strong push on digitisation across the value chain. Through this initiative under the PMFME scheme, the Ministry of Food Processing Industries aims to encourage the micro food processing enterprises (MFPEs) across the country about the vision, efforts, and initiatives of the government to formalise, upgrade and strengthen them. MFPEs are encouraged to come forth and avail branding support under this initiative including the use of marketing rights of these brands from NAFED. All the products will be available at NAFED Bazaars, e-commerce platforms, and prominent retail stores across India.

### What is the PMFME scheme?

Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) scheme is a Centrally sponsored scheme that aims to enhance the competitiveness of existing individual micro-enterprises in the unorganised segment of the food processing industry and to promote formalisation of the sector and provide support to farmer producer organisations (FPO), self-help groups (SHG), and producer cooperatives along their entire value chain. With an outlay of Rs. 10,000 crore over a period of five years from 2020-21 to 2024-25, the scheme envisions to

directly assist the 200,000 micro food processing units for providing financial, technical, and business support for up-gradation of existing micro food processing enterprises.

## SEBI curb on futures trade in farm goods threatens food supply chain'

*Edible oil trade flags risks to imports, farmers' inventories that may fuel volatility*



India's suspension of futures trading in key farm commodities is crimping the use of risk management tools such as hedging across its food supply chain, spurring inventory cuts as forward purchases get scaled back.

Last week of December halt, targeting items such as soybeans, edible oils, wheat, rice, and chickpeas as authorities move to cool accelerating inflation, was one of India's most dramatic steps since it launched commodity futures in 2003. But the ban on access to futures contracts may fuel volatility in domestic markets by denying traders the tools crucial to planning decisions, forcing them to cut stocks, delay long-term purchases and sales, and even limit imports. The Finance Ministry did not immediately respond to a request for a comment.

Some firms, which used to buy edible oils for prompt and far-month deliveries, and hedge on domestic exchanges, will now only secure its needs for up to 10 days at a time, they said. India is the biggest importer of vegetable oil to fill more than 70% of its needs.

### Farmers may be hit

Regional processors who buy crops from farmers will also feel the pinch, as they are deprived of advance sales through futures contracts.

## WPI inflation eases to 13.56% in December; food items, veggies see price rise

*WPI inflation has remained in double digits for the ninth consecutive month beginning April.*



The wholesale price-based inflation bucked the 4-month rising trend in December 2021, and eased to 13.56%, mainly on account of softening in fuel, power and manufacturing items even though food prices hardened. WPI inflation has remained in double digits for the ninth consecutive month beginning April. Inflation in November was 14.23%, while in December 2020 it was 1.95%.

"The high rate of inflation in December 2021 is primarily due to rise in prices of mineral oils, basic metals, crude petroleum & natural gas, chemicals and chemical products, food products, textile and paper and paper products etc as compared to the corresponding month of the previous year," the Commerce and Industry Ministry said in a statement.

Inflation in manufactured items was lower at 10.62% in December, against 11.92% in the previous month. In fuel and power basket the rate of price rise was 32.30% in December, against 39.81% in November. Inflation in food articles, however, witnessed an uptick on a month-on-month basis at 9.56% in December, against 4.88% in November. Vegetable price rise rate spiked to 31.56%, against 3.91% in the previous month. Data released earlier this week showed, retail inflation based on Consumer Price Index (Combined) rose to 5.59% in December, from 4.91% a month ago as food prices inched up.

Book Post

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From:

DOI : 25/01/2022

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