

**MARKET CHARECTERISTICS & PRICES OF CEREAL IN THE STUDY AREA
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The basic cereal consumed by the people in the study villages are sorghum and rice. While the poor eat yellow and white sorghum along with Hamsa variety of rice and broken rice, the well to do have white sorghum and BPT variety of rice. Hybrid sorghum is not preferred by the people in the areas of the study. In Zaheerabad area the land under hybrid varieties is less than 2-3% of the land under sorghum. In Maharashtra hybrids are grown in Khariff season. The preference for consumption is for local varieties. Improved white sorghum coming from the Rayalaseema region has consumer acceptance.

The consumed cereals come from own lands, as wages and from purchases. Both in the villages of Nyalkal Mandal in Medak and Kosigi Mandal of Mahabubnagar, the arrivals of local production in the market is very small. However our village profiles showed that bulk of the cereals are purchased and the market arrivals in Zaheerabad shows that the sorghum comes from primarily two areas – Latur in Maharashtra and Nandyal in the Rayalaseema region of Andhra Pradesh. While Latur has been a traditional sorghum growing area, the emergence of the Rayalaseema as a major surplus producing area is of very recent origin. Discussions with the farmers in the region shows that they have shifted to cultivating irrigated sorghum of improved varieties during the post rabi season as a good market for it during the periods from April up to Kharif arrivals constitutes an important market opportunity. Hence we provide below market prices and trends in Latur and Zaheerabad markets. About 6-8% must be added to derive consumer prices.

Prices during 1st October 1998 to 30th September 1999

Latur (Maharashtra) Market					
Oct 98 – Sep 99	Quantity/ Quintals	Value/Rs.	Max. Price	Min. Price	Average
Paddy	14,990	89,95,250	1000	305	550
Hybrid Sorghum	1,50,198	7,58,51,890	1100	270	450
Rabi Sorghum	2,477	29,66,625	1742	700	1124
Khariff Yellow Sorghum	2,104	9,23,505	700	280	350
Oct 99 – Sep 00					
Paddy	21,254	1,14,14,460	941	400	550
Hybrid Sorghum	1,50,649	4,91,12,230	750	300	470
Rabi Sorghum	2,833	22,87,600	1200	500	800
Khariff Yellow Sorghum	6,046	32,86,175	770	290	500
October 2000					
Hybrid Sorghum	10,270	33,89,100	400	270	330
Rabi Sorghum	229	1,25,950	650	450	550
Khariff Yellow Sorghum	204	88,750	452	300	375
November 2000					
Hybrid Sorghum	40,860	1,43,01,000	445	290	350
Rabi Sorghum	397	2,18,350	625	450	550
Khariff Yellow Sorghum	3,476	16,33,720	537	400	470
December 2000					
Hybrid Sorghum	39,041	1,36,64,350	445	300	350
Rabi Sorghum	180	99,000	700	400	550
Khariff Yellow Sorghum	3,235	11,96,950	450	315	370

January 2001 / February 2001					
Hybrid Sorghum	480/day		445	290	305
Rabi Sorghum	20/day		550	450	500
Khariff Yellow Sorghum	5/day		350	290	325

Zaheerabad Market

Oct 98 – Sep 99	Max. Price / Quintal	Min. Price / Quintal
Hybrid Sorghum	800	450
Rabi Sorghum	1100	900
Khariff Yellow Sorghum	-	-
Oct 99 – Sep 00		
Hybrid Sorghum	650	500
Rabi Sorghum	1000	900
Khariff Yellow Sorghum	700	650
Oct 00 – End Feb 2001		
Hybrid Sorghum	450	400
Rabi Sorghum	550	475
Khariff Yellow Sorghum	-	-