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## AN OVERVIEW OF CHILLIES MARKETING

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**ABSTRACT**

Chile has a market-oriented economy characterized by a high level of foreign trade and a reputation for strong financial institutions and sound policy that have given it the strongest sovereign bond rating in South America. Exports account for approximately one-third of GDP, with commodities making up some three-quarters of total exports. Copper alone provides 19% of government revenue. From 2003 through 2012, real growth averaged almost 5% per year, despite the slight contraction in 2009 that resulted from the global financial crisis. Chilean standard guidelines follow those of the World Trade Organization (WTO), Committee on Technical Barriers to Trade.

**KEYWORDS**

Indian Chilli Market, Method of Trade, Marketing Channels.

**INTRODUCTION**

Chilli belongs to the family 'solanaceae' to which some other important vegetables such as potato, tomato, brinjal, etc. belong. It is a very popular vegetable, not only in India but all over the world. The chilli includes a large number of horticultural varieties. The fruit varies in size from 1-20 cm in length from thin, long to conical and thick fleshed blocky shapes. It includes both pungent and non-pungent varieties. The native place of chilli is considered to be tropical America, especially Brazil where it is still found growing in wild state. There are more than 400 varieties of chillies found all over the world. Its botanical name is "Capsicum annum". Some varieties of chillies are famous for red colour because of the pigment 'capsanthin,' others are known for biting pungency attributed to 'capsaicin.' It is commonly called chilli pepper, red or green pepper, or sweet pepper in Britain, and typically just capsicum in Australian and Indian English. The large mild form is called bell pepper in the US and Canada. It is called paprika in some other countries. The original Mexican term, chilli came from the Nahuatl word chilli, referring to a larger capsicum variety cultivated since 3000 B.C, as evidenced by remains found in pottery from Puebla. The crop can be grown over a wide range of altitudes from sea level upto nearly 2100 meter.

The origin of chillies is believed to be as old as 7000 B.C used in Mexico. Chillies were grown and cultivated from 3500 B.C. Chilli was brought to the rest of the world by Christopher Columbus who discovered America in 1493. Christopher had set from Spain to reach India to bring spices such as pepper back to his country. Christopher not only mistook America for India, but also mistook chilli as the black pepper. Christopher Columbus, the founder of America, was one of the first Europeans who consumed chilli, and called it pepper due to the similarity in taste. He took chilli pepper back to Spain where it became a very famous spice. Chilli became popular in Portuguese. In 1498, the Portuguese explorer Vasco-da-Gama reached Indian shores bringing with him the pungent spice. Chilli seeds were brought to North America for cultivation. In 1888, experiments began for cross breeding of chilli plants. It became popular in the whole of Asia rapidly and native Asians started cultivating this crop as well. Today, the most sharp and valued varieties of chillies are grown in Asia only. India, Mexico, Japan, Ethiopia, Uganda, Nigeria, Thailand, Turkey, Indonesia, China and Pakistan are the major chilli growing countries. It is also grown in Italy, Spain, Hungary and the United States. In India, its introduction is believed to be through the Portuguese in 17<sup>th</sup> century. The Portuguese brought capsicum from Brazil to India during the year 1584. The most popular for chilli production because of India has immense potential to grow and export different best suited climate, soil, irrigation facilities, skill and types of chillies required to various markets around the intensive cultivation practices adopted by the farmers of world

**INDIAN CHILLI MARKET**

Currently, chillies are produced throughout India, making our country the most dominating player in the world market. The market for chillies is affected by seasonal price fluctuations, overall production in the country, world demand, stocks available in cold storages and hedging among the various varieties of chillies. The major trading centres of chilli and chilli powder in India are Guntur (Andhra Pradesh), Warangal (Andhra Pradesh), Khammam (Andhra Pradesh), Hindpur (Andhra Pradesh), Raichur (Karnataka), Bellary (Karnataka), Unjha (Gujarat), Chennai, Kolkata, Mumbai, Delhi, Ahmedabad and Nagpur. Guntur is the largest chilli market in the world. The following are the major assembling markets for chilli producing states in the country.

**TABLE 1: MAJOR MARKETS OF CHILLI PRODUCING STATES IN INDIA**

States	Important Markets
Andhra Pradesh	Guntur, Warangal, Khammam, Krishna, Prakasham, Hyderabad, Pundur Nizamabad, Cuddpah, Rajamundry, Nellore, Srikakulam, Vijaynagaram, Paddapallim, Eluru, Tadepalligudem, Pittapuram, Jagital and Prakasam.
Assam	Silchar, Kamarup, Guwahati, Barapeta and Karbi.
Goa	Maragoan, Ponda, Mapua, Sattri and Bicholim.
Karnataka	Dharwad, Mysore, Hasan, Bangalore, Bellary, Ranibennur, Hubli, Gadag and Byadgi
Madhya Pradesh	Indore, Khargone, Jabalpur, Katni, chindwara, Khandwa, Gwalior, Morena, Bhind and Bhopal.
Maharashtra	Nagpur, Nasik, Ahmednagar, Sholapur, Aurangabad Nanded, Lasalgaon Amravati, Dhulia, Chandrapur, Jalgaon, Anjangaon, Morshi, Dandaichi, Chimur, Amainer, Achalpur and Sangli.
Punjab	Amristar, Nabha, Patiala and Sunam.
Rajasthan	Jodhpur, Ajmer, Bhilwara, Pali, Sikar, Bharatpur and Swaimadhpor.
Tamil Nadu	Coimbatore, Ramanathapuram, Tuticorin, Tirunelveli, Virudunagar, Kanayakumari, Salem, Trichi, Villupuram, Cuddalore Pollachi, Ariyalur, Madurai, Theni, Podukottai, Pattukottai, Tanjaur, Pollachi, Thindivaram, and Virudhachalam.
Uttar Pradesh	Orai, Jhansi, Ramnagar, Ujhani, Lucknow Bareilly and Khurja.
West Bengal	Coochbehar, Haldibari, Dinhata, Mathabhanga, Gonheta, Amalgora, Salboni, Sat Bankura, Maynaguri, Falakata Dhupguri Dinajpur and Jhargram.
Orissa	Bhubaneswar, Jagat Singhapur, Cuttack, Jaleswar and Baripada.
Gujarat	Dahod, Jhalod, Gonded, Banankanta and Rajkot.

**INDIA'S EXPORTS OF CHILLIES**

In India, chilli is an important ingredient in day to day curries, pickles and chutneys. About 97% of the production is consumed within the country leaving a small portion for exports. Another reason for low export is that the prices of Indian chillies are too high for international markets on account of strong domestic

demand. India faces competition from China, Pakistan and Bangladesh which offer lower prices. The following table shows the exports of chillies from India from 2001-02 to 2009-10.

**TABLE 2: EXPORT OF CHILLIES FROM 2001-02 TO 2009-10**

Year	Quantity (in Tonnes)	Value (in '000 US\$)
2001-02	3792	2298
2002-03	4404	2334
2003-04	7903	2088
2004-05	9831	3964
2005-06	19830	5985
2006-07	27757	11108
2007-08	30743	11471
2008-09	30959	13185
2009-10	30696	13260
Average	16592	6569

Source: Vegetable Statistics, Technical Bulletin No. 51, Indian Institute of Vegetable Research, Varanasi

The average exports of chillies from India and its values is 16592 tonnes and 6569 thousand USD for the period from 2001-02 to 2009-10. The export of chillies was 19830 tonnes with the value of 5985 thousand USD during the year 2005-06. The export of chillies was 30696 tonnes with the value of 13260 thousand USD during the year 2009-10.

#### **METHOD OF TRADE**

Method of trade refers to the sale of chillies, the storage of chillies and the preference of various intermediaries for marketing the chillies in Ramanathapuram district. Both green chillies and dry chillies are marketable, but in Ramanathapuram district the farmers market mostly dry chillies. The farmers who want to sell green chillies also sell them in the markets in Ramanathapuram district.

#### **TIME OF SALE**

The chillies get fully ripped in the plant itself. At that stage the chillies are plucked from the plant and allowed to dry for a period of seven days in open sunshine. After that it is packed in gunny bags and stored for a period of four to five months. If stored for more than five months, it will affect the shining, colour of the chillies and such stocks may not fetch the maximum price. Those who are in immediate need of money will sell the chillies without storing them. Others who can afford to wait will store and sell them at the maximum possible price.

#### **GRADING**

The chillies are graded mostly by farmers on the basis of colour and size, before they are brought in the market. The damaged discolored and immature pods are removed depending on market demand. However, at traders level the other important quality parameters are moisture and stalks. Excess moisture adds weight to the pods, but gives room to various fungi to grow. Similarly, if the stalk of the pods is broken, exposing the seeds entirely, the seeds may fall out. On the other hand in absence of optimum moisture the pods may break and let off the seeds. Thus the seed and pod ratio in a lot is also a valuable parameter of grade. Apart from the apparent characters of colour, size, moisture and stalk of the pods, the following features also have weightage in grading chillies: seed and fruit ratio; seed size and hardness; thickness of the skin of the pod; and pungency.

#### **PACKAGING**

Packaging is an important function for every produce and so is in marketing of chilli. Good packaging of chilli not only facilitates convenience in transportation and storage, but also attracts consumer to pay more. The packaging reduces the marketing cost and protects the quality. In the study area, chillies are packed mostly in gunny bags. There is no uniformity in the packing size of chillies in the study area. The pack size is more than 40 kg in Tamil Nadu. Chillies are also packed in polythene bags.

#### **STORING**

Dried chilli is packed into sacks of the ordinary market size, mini or maxi bag, and stored on bamboo platform or on the floor in the house. Chilli can be stored for about 12 months in this manner without any change in quality if it has been dried well and has a moisture content of less than 10%. The pods lose 65 to 75% weight during drying. Commercially, chillies are dried artificially in 2-3 days in thin layers in stacked wire bottom trays, while for local purposes they are dried according to the season in 10-15 days. Dry chillies with thin pericarp, few seeds and firm stalk, of medium size, bright red colour, glossy appearance and high pungency fetch a high price in the market. Chillies are sometimes smeared with mahua oil to impart glossiness. The farm level storage capacity among the chilli farmers is not adequate in the study area. Proper storage facilities for chillies are available with co-operative marketing society and commission agents. Most of the farmers store the produce in their own ways.

#### **MARKETING CHANNELS**

Marketing channels have great influence on marketing costs which includes transport, commission charges, etc. and market margins received by the intermediaries such as trader, commission agent, wholesaler and retailer. Thus the price to be paid by the consumer and share of it received by the farmer producer is decided by the market channel involved. Channel is considered as good or efficient which makes the produce available to the consumer at the cheapest price and also ensures the highest share to the producer. Following are the marketing channels through which Chillies are marketed in India:

Channel I :- Producer - Village Merchant - Middle Men - Commission agent - Whole seller -Retailer - Consumer

Channel II :- Producer - Retailer - Consumer

Channel III :- Producer - Pre harvest contractor -Wholesaler - Retailer - Consumer

Channel IV :- Producer - Commission agent/Wholesaler -Retailer - Consumer

Channel V :- Producer - Commission agent - Retailer -Consumer

#### **CONCLUSION**

Chilli is a very popular vegetable, not only in India but all over the world. The native place of chilli is considered to be tropical America, especially Brazil where it is still found growing in wild state. There are more than 400 varieties of chillies found all over the world. The most popular for chilli production because of India has immense potential to grow and export different best suited climate, soil, irrigation facilities, skill and types of chillies required to various markets around the intensive cultivation practices adopted by the farmers of world. Ramanathapuram is second to the Guntur district in Andhra Pradesh in chilli production where farmers are very disadvantaged due to high degree of saline groundwater and uneven rainfall. Ramanathapuram is a dry place and has a high degree of heat that suits growth of chilli crops. The chapter discusses the production and marketing practices of the chillies in Ramanathapuram district.

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