



A Study on Export Performance of Indian Turmeric

KEYWORDS

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ABSTRACT *Turmeric is an important commercial spice crop grown in India and it is named as "Indian saffron". Indian turmeric is considered the best in the world due to presence of high curcumin content. Turmeric is being used as a spice from the very early period of recorded history because of its coloring flavor and digestive properties. It is an important and ancient spice known to have existed and been even during Vedic and biblical times. The principal use of turmeric worldwide is a major ingredient in curry powder, but it is also used in other spice mixes. Turmeric has been used as an ingredient in Ayurvedic and Unani system of medicine in India from ancient times.*

INTRODUCTION

Turmeric is an important commercial crop grown in India. The developed countries like the USA, the UK and Japan are taking much interest in purchasing Indian turmeric due to high degree of quality consciousness being followed by the Indian exporters. In India the climatic conditions, fertility of the soil, rainfall and cultivation practice are highly favorable for cultivation of turmeric. India has the lion share in production, consumption and export of turmeric in the world. It accounts for 78 per cent of the world exports. Indian turmeric is considered the best in the world market because of its curcumin content. In India, it is cultivated in the states of Andhra Pradesh, Maharashtra, Orissa, Tamil Nadu, West Bengal, Karnataka and Kerala. In the international market, the Indian turmeric varieties are very popular among the major turmeric importers. Turmeric is being used as a spice from the very early period of recorded history because of its coloring flavor and digestive properties. It is an important and ancient spice known to have existed and been even during Vedic and biblical times. The crop has now become widely distributed throughout the tropics but its cultivation as a spice is largely confined to India, East Asian countries and Indonesia.

IMPORTANCE OF THE STUDY

The principal use of turmeric worldwide is a major ingredient in curry powder, but it is also used in other spice mixes. It was treasured by the ancient not only for its fragrance and flavor but also for its brilliant yellow color. It is mentioned in the 'Vedas' that turmeric had been used at the time of marriages, worship and other religious ceremonies of the Hindus even known its considered a sign of good omen at given prominence at the time of festivals etc. Turmeric has been used as an ingredient in Ayurvedic and Unani system of medicine in

India from ancient times. It is claimed to be a stomach tonic, blood purifier, antihistamine, antacid, antiparasitic and carminative. Turmeric as a flavor agent and for improving digestion. It is added not only for coloring but also for increasing the flavor and hotness of the food. It is used in pickles as a preservative and also as coloring matter for butter, cheese and other foodstuffs. In most of the Asian countries, turmeric is used as a food additive in almost all vegetables, meat and fish preparations. In the textile industry, turmeric was used as a dye for silk, cotton and wool, though it is no longer used as a dye due to lack of fastness. In the cosmetics in pharmaceutical industry, it is extensively used in preparations of indigenous medicines, turmeric is also an important spice used in culinary preparations.

An attempt has been made in this article to study Export Performance of turmeric in India for the period of seven years from 2003-2004 to 2010-2011. Export performance is analyzed in terms of production, share of turmeric exports, production wise exports of turmeric and major market for Indian turmeric.

OBJECTIVES OF THE STUDY

- To overview about India's turmeric Production.
- To analyze the state-wise export of turmeric by India
- To analysis the country-wise export of turmeric by India

PRODUCTION OF TURMERIC IN INDIA

India has near monopoly in turmeric production. It is the principal producer of turmeric followed by China, Pakistan, Thailand, Taiwan and Burma. In India the major turmeric producing states such as Andhra Pradesh, Orissa, Tamilnadu, West Bengal and Karnataka. The following table highlights the cultivation area and production of turmeric in India.

TABLE-1
Major Turmeric Producing States (Area and Production) in India

States	Average (Lakh Ha)			Production(Lakh Tonnes)				
	2008-09	2009-10	2010-11	*	2008-09	2009-10	2010-11	*
Andhra Pradesh	0.58	0.61	0.74	1.43	3.21	4.18	5.19	9.12
Orissa	0.23	0.23	0.24	0.54	0.56	0.56	0.57	1.31
Tamil Nadu	0.16	0.21	0.26	0.45	0.67	1.18	1.43	2.27
West Bengal	0.12	0.12	0.116	0.27	0.24	0.24	0.25	0.56
Assam	0.12	0.11	0.118	0.26	0.08	0.08	0.08	0.18
Others	0.35	0.19	0.28	0.63	0.87	0.91	0.99	1.29
Total	1.50	1.58	1.72	3.65	5.64	7.18	8.51	15.65

Source : Ministry of Agriculture ., Government of India.

* Average

The above table reveals that the average cultivation area increased from 1.50 to 1.72 hectares during the period 2008-09 to 2010-11. The production of turmeric also increased during the period 2008-09 to 2010-11 for 5.64 Lakh Tonnes to 8.51 Lakh Tonnes.

EXPORTS

India is also the world's largest exporter of turmeric accounting for more than 50 per cent of the world trade. India is dominant player in the global market as far as turmeric export is concerned. Other major exporters are Thailand, other Southeast Asian Countries, Pacific Islands, Central and Latin American countries and Taiwan.

TABLE - 2
EXPORT OF TURMERIC IN INDIA

YEAR	QUANTITY (in tones)
2006-2007	46,405
2007-2008	51,500
2008-2009	49,250
2009-2010	52,500
2010-2011	50,750

Source: Reports of Spices Boards of India

The above table reveals that India's exports of turmeric which stood up in the year 2006-07 was 46405 tonnes it continues to grow 51500 tonnes during the period 2007-08 but during the year 2008-09 decreased 49250 tonnes due to global recession. For the year 2009-10 the export of turmeric was 52500 tonnes but declined slightly 50750 tonnes for the year 2010-2011.

MAJOR TURMERIC PRODUCING STATES IN INDIA

Now, India is one of the leading producers of various types of spices. The following table highlights the state-wise production of turmeric.

TABLE - 3
TURMERIC PRODUCTION IN ANTHRA PRADESH

YEAR	AREA(hectares)	QTY (tones)	GROWTH RATE
2005-06	73,790	3,75,770	----
2006-07	61,680	2,49,490	33.60
2007-08	56,820	2,83,540	-13.5
2008-09	58,440	3,20,680	-13.09
2009-10	60,360	4,17,820	-30.29
2010-11	69,990	5,18,550	-24.10
Average	63,536.67	3,60,975	-7.92

Source: Reports of Spices Boards of India

In the above table 4 shows that year of 2005-06 in 73930 hectares cultivated turmeric and also producing 3,75,770 tonnes. The average cultivation area of turmeric was 63536.67 and 360975 tonnes during the period. The average growth rate was -7.92.

TABLE - 4
TURMERIC PRODUCTION IN MAHARASHDRA

YEAR	AREA(hectares)	QTY(tones)	GROWTH RATE
2005-06	6,900	8,680	----
2006-07	6,770	8,510	1.95
2007-08	6,640	8,220	3.45
2008-09	6,810	8,530	-3.77
2009-2010	6,830	8,540	-0.12
2010-2011	6,760	8,427	1.32
Average	6,785	8,484.5	0.47

Source: Reports of Spices Boards of India

In the above table 4 shows that year of 2005-06 in 6900 hectares cultivated turmeric and also producing 8680 tonnes. The average cultivation area of turmeric was 6,785 and 8484.5 tonnes during the period. The average growth rate was 0.47

TABLE - 5
TURMERIC PRODUCTION IN ORISSA

YEAR	AREA(hectares)	QTY (tonnes)	GROWTH RATE
2005-06	25,310	20,630	-
2006-07	27,140	65,850	-219.19
2007-08	23,640	55,970	15.00
2008-09	23,780	56,420	-0.80
2009-10	25,550	55,980	0.78
2010-11	24,020	57,090	-1.98
Average	24,906.67	51,986.67	-34.86

Source: Reports of Spices Boards of India

In the above table 5 shows that year of 2005-06 in 25,310 hectares cultivated turmeric and also producing 20,630 tonnes. The average cultivation area of turmeric was 24,906.67 hectares and 51,986.67 tonnes during the period. The average growth rate was -34.86.

TABLE - 6
TURMERIC PRODUCTION IN WEST BENGAL

YEAR	AREA(hectares)	QTY(tonnes)	GROWTH RATE
2005-06	13,890	22,450	---
2006-07	12,790	22030	1.87
2007-08	11,730	21,350	3.08
2008-09	12,620	24,500	-14.75
2009-10	12,400	24,480	0.08
2010-11	11,844	25,089	-2.49
Average	12,545.67	23,316.5	-2.034

Source: Reports of Spices Boards of India

In the above table 6 shows that year of 2005-06 in 13,890 hectares cultivated turmeric and also producing 22,450 tonnes. The average cultivation area of turmeric was 12545.67 hectares and 23316.5 tonnes during the period. For the year 2010-11 the cultivated area was 11844 hectares and producing 25089 tonnes. The average growth rate was -2.034.

TABLE - 7
TURMERIC PRODUCTION IN KARNATAKA

YEAR	AREA(hectares)	QTY (tonnes)	GROWTH RATE
2005-06	9,250	41,040	----
2006-07	6,710	35,600	13.25
2007-08	6,600	28,600	19.66
2008-09	5,410	26,380	7.76
2009-10	5,410	23,380	11.37
2010-11	5,410	23,680	-1.28
Average	6,465	29,780	8.46

Source: Reports of Spices Boards of India

In the above table 7 shows that year of 2005-06 in 9,250 hectares cultivated turmeric and also producing 41,040 tonnes. For the year 2010-11 the cultivated area was 5,410 hectares and producing 23680 tonnes. The average cultivation area of turmeric was 6,465 hectares and 29,780 tonnes during the period. The average growth rate was 8.46.

TABLE - 8
TURMERIC PRODUCTION IN KERALA

YEAR	AREA(hectares)	QTY (tonnes)	GROWTH RATE
2005-06	4,130	9,040	----
2006-07	3,560	7,900	12.67
2007-08	3,140	6,940	12.15
2008-09	2,770	5,650	18.58

2009-10	2,880	6,240	-10.44
2010-11	3,384	8,237	-32.00
Average	3,310.66	7,334.5	0.15

Source: Reports of Spices Boards of India

In the above table 8 reveals that year of 2005-06 the cultivated area of turmeric was 4130 and also producing 9,040 tonnes. For the year 2010-11 the cultivated area was declined to 3,384, hectares and production also declined to 8237 tonnes. The average cultivation area of turmeric was 3310.66 hectares and 7,334.5 tonnes during the period. The average growth rate was 0.15.

TABLE - 9
TURMERIC PRODUCTION IN TAMILNADU

YEAR	AREA(hectares)	QTY (tonnes)	GROWTH RATE
2005-06	33,000	1,58,640	----
2006-07	23,640	1,18,260	25.45
2007-08	17,300	64,540	45.42
2008-09	16,180	67,250	-4.19
2009-10	21,620	1,18,450	-76.13
2010-11	25,970	1,43,380	-21.05
Average	22,951.67	1,11,753.3	-5.08

Source: Reports of Spices Boards of India

In the above table 8 reveals that year of 2005-06 the cultivated area of turmeric was 33,000 and also production of

TABLE - 11
India's Export of Turmeric to Major Markets (Quantity in million tonnes)

YEAR	U.S.A	GROWTH RATE	UK	GROWTH RATE	IRAN	GROWTH RATE	JAPAN(IN TON)	GROWTH RATE	UAE(IN TON)	GROWTH RATE
2006-07	2461	--	2896	---	2503	--	2787	---	7824	--
2007-08	2649	7.63	2461	-15.02	3709	48.18	2797	0.35	5151	-34.16
2008-09	3110	17.40	2460	-0.04	3110	-16.14	2780	-0.60	6122	18.85
2009-10	3103	-0.22	2548	3.57	2931	-5.75	2944	5.89	6759	10.40
2010-11	3240	4.22	2609	2.39	2970	1.33	2988	1.49	6959	2.95
AVERAGE	2912.6	29.30	10886.8	-9.10	12847	27.62	11905.6	7.13	27247.8	-1.96

Source: Economic Intelligent Service in CMIE

The above the table shows that for the year 2007-08 growth rate was in 7.63, in USA and the year 2008-09 growth rate was increased 17.400, but for the year 2009-10 growth rate was decreased to 0.22 and during the year 2010-11 growth rate was increased to 4.22 The average quantity of export was 2912.6 and the average growth rate was 29.30.

The above the table shows that for the year 2007-08 growth rate was in -15.02, in UK and the year 2008-09 growth rate was decreased to 0.04, but for the year 2009-10 growth rate was 3.57, and during the year 2010-11 growth rate was decreased to 2.39. The average quantity of export was 10886.8, and the average growth rate was -9.10.

The above the table shows that for the year 2007-08 growth rate was in 48.18, in Iran and the year 2008-09 growth rate was decreased to -16.14, but for the year 2009-10 growth rate was -5.75, and during the year 2010-11 growth rate was in 1.33. The average quantity of export was 12847, and the average growth rate was 27.62

The above the table reveals that for the year 2007-08 growth rate was in 0.35 in Japan and the year 2008-09 growth rate was decreased to 0.64, but for the year 2009-10 growth rate was 5.89, and during the year 2010-11 growth rate was in 1.49. The average quantity of export was 11905.6, and the average growth rate was 7.13.

1,58,640 tonnes. For the year 2010-11 the cultivated area was declined to 25,970 hectares and production also declined to 1,43,380 tonnes. The average cultivation area of turmeric was 22,951.67 hectares and 1,11753.3 tonnes during the period. The average growth rate was -5.08.

TABLE - 10
TURMERIC PRODUCTION IN ULTRA PRADESH

YEAR	AREA(hectares)	QTY (tonnes)	GROWTH RATE
2005-06	1,050	1,820	----
2006-07	1,160	1,980	-8.79
2007-08	1,120	2,030	-2.52
2008-09	1,130	2,140	-51.42
2009-10	1,130	2,140	0
2010-11	979	4,364	-103.9
Average	22,951.67	2,412.33	-20.105

Source: Reports of Spices Boards of India

In the above table 8 reveals that year of 2005-06 the cultivated area of turmeric was 1050 and also producing 1,820 tonnes. For the year 2010-11 the cultivated area was declined to 979 hectares but production increased to 4364 tonnes. The average cultivation areas of turmeric was 22,951.67 hectares and 2,412.33 tonnes during the period. The average growth rate was -20.105.

The above the table reveals that for the year 2007-08 growth rate was in -34.16 in UAE and the year 2008-09 growth rate was increased to 18.85, but for the year 2009-10 growth rate decreased to 10.40 and during the year 2010-11 growth rate was in 2.95. The average quantity of export was 27247.8, and the average growth rate was -1.96.

Measures Initiated

1. The Spices Board has initiated several steps to encourage farming and processing of Turmeric.
2. The Spices Board introduces an export subsidy to Turmeric Exporters.
3. Trading distributors have been appointed in export countries, including the high-end markets of USA, Europe and Japan.
4. The spice spark will be established by the government in various turmeric producing states.

Conclusion

India has been potential to become a major player in the world trade of turmeric exported are dry turmeric, fresh turmeric turmeric powder and even through the production in India is high surplus is less because of higher domestic consumption. The spices board organizes many export market surveys and efforts have been made to identify the exports potential for turmeric export in many countries, many of the developed countries like the USA, the UK and Japan are taking much interest in purchasing Indian turmeric due to high degree of quality consciousness being followed by the Indian exporters.