

MARKETING OF GINGER IN INDIA WITH REFERENCE TO WORLD TRADE

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ABSTRACT

An attempt has been made to highlight the broad aspects of marketing such as supply, demand and price trends of ginger. India continues to be the leading producer and exporter of ginger in the world for the past several years. The produce is exported to a large number of countries. The main ports of shipment are Cochin and Bombay. The destinations in order of importance of the trade are Middle East, UK and other Western Europe, USA and Canada, East Asia and Eastern Europe. In the world trade of ginger, India faces competition from relatively very small producers such as Jamaica, Sierra Leone, Nigeria and Fiji Islands. During the last decade, the prices of ginger have been fluctuating violently. Effort must continue to reduce the uncertainties on prices, production and export of ginger.

PRODUCTION AND SUPPLY

Ginger has been cultivated in India from very ancient times and has been an important commodity of commerce since early middle ages. The ginger of commerce is the rhizome or the underground modified stem of the plant *Zingiber officinale* Roscoe of the zingiberaceae family. It is cultivated over the greater part of the tropical and sub-tropical regions of the world. India alone accounts for 50 percent of the total world production of 134 thousand tonnes of dry ginger (Table 1).

Table 1. Country-wise estimated production of dry ginger in respect of some of the top ranking ginger producing countries during 1978.

<i>Country</i>	<i>Production</i>	<i>%</i>
India	67.17	50.12
Taiwan-China	17.80	13.28
Japan	13.10	9.78
Sri Lanka	5.20	3.88
Australia	2.00	1.49
Sierra Leone	1.00	0.75
Mauritius	1.00	0.75
Jamaica	0.90	0.67
Nigeria	0.60	0.45
Hawai	0.40	0.30
Fiji	0.20	0.15
Other Countries Including China, Malaysia and Thailand	24.63	18.38
Total	134.00	100.00

Though the estimates on the production of ginger of China, Thailand and Malaysia are not available; those countries also grow ginger on a fairly large scale. Other important countries in respect of ginger production are Taiwan (13.28%), Japan (9.78%), Sri Lanka (3.88%), and Australia (1.49%) (Table 1). However, barring India, Taiwan and Malaysia none of the major ginger producing countries figure in the world trade of ginger as their domestic market demands are greater than their domestic production. On the other hand, relatively very small ginger producing countries like Jamaica, Sierra Leone, Nigeria and Fiji Islands find place in the international trade of ginger due to several favourable factors of trade (Table 2).

Table 2. World export of ginger ('000 tonnes)

<i>Exporting Country</i>	1971	1972	1973	1974	1975	<i>Average of 71-75</i>	<i>%</i>
India	6.75	6.05	5.08	4.68	4.79	5.47	31.2
Taiwan	—	4.90	4.56	6.62	6.70	4.56	26.0
Malaysia	2.10	2.70	2.90	3.10	—	2.16	12.3
Nigeria	2.30	2.08	1.14	0.63	0.66	1.36	7.7
Fiji	0.70	0.73	1.20	1.20	1.40	1.05	6.0
Sierra Leone	0.60	0.49	0.35	0.21	0.15	0.36	2.1
Jamaica	0.30	0.35	0.48	0.34	0.29	0.35	2.0
China	0.10	0.20	0.10	0.10	—	0.10	0.6
Sri Lanka	—	—	0.12	0.40	—	0.10	0.6
Singapore	—	2.70	3.90	3.50	—	2.02	11.5
Total	12.85	20.20	19.93	20.78	13.99	17.55	100.0

Between the period 1971 and 1975, the average annual world export of ginger was in the order of 17.5 thousand tonnes and India ranked first among the exporting countries in the world ginger trade accounting for 31.2 per cent of the total export. Taiwan and Malaysia constituted 26.0 percent and 12.3 percent respectively, during the above period in the international trade of ginger. The share of Fiji Island on this account was 6.0 percent, where as it was 7.7 percent in the case of Nigeria, 2.1 percent for Sierra Leone and 2.0 percent for Jamaica. The year to year variations in the export figures are very much pronounced and no single exporting country is found to be free from the problems of fluctuating trade in ginger (Table 2).

The world production of ginger has significantly increased from nearly 33 thousand tonnes in 1960 to 134 thousand tonnes in 1978. Similarly, India's ginger production has gone up from 17 thousand tonnes in 1960 to 67.2 thousand tonnes in 1978 (Table 3). It shows that the world production as well as India's production during 19 years have registered an increase of around 300 percent. As regards the exports of ginger, the world exports rose from 6.8

thousand tonnes in 1960 to 19.2 thousand tonnes in 1978 and the rise in India's export figure was from 4.1 thousand tonnes to 11.8 thousand tonnes during the same period. In other words, the volume-wise ginger exports of both the world and India have gone up by around 185 percent during 1960-78. However, while the proportion of the world export to the world production declined from 20.7 percent in 1960 to 14.3 percent in 1978, the proportion of India's export to India's production remained almost same around 50 percent during 1960 and 1978. Moreover, the proportion of India's export to the world export in those two points of time remained constant at 61 percent (Table 3). Though India is the largest supplier of dry ginger in the world market, the exports from Taiwan in some years have exceeded India's export (Table 2). Owing to production uncertainties in the home front and price uncertainties in the world market, the export of India's ginger over the period of years have been erratic.

Table 3. Ginger: important indicators of change

	1960	1978*
1. World production ('000 t)	32.9	134.0
2. World export ('000 t)	6.8	19.2
3. 2 as % of 1	20.7	14.3
4. India's production ('000 t)	17.0	67.2
5. 4 as % of 1	51.4	50.0
6. India's export ('000 t)	4.1	11.8
7. 6 as % of 2	61.2	61.6

*Provisional estimates

The exports of ginger from India takes place mainly through the ports of Cochin and Bombay. During the period 1975-76 to 1977-78, on an average 3417 tonnes (53.9%) of dry ginger were shipped to overseas countries from Cochin port and another 2913 tonnes (45.9%) were shipped from Bombay port. In addition to these, a small quantity (5.5 tonnes) was exported from Madras, Tuticorin, Calicut and Calcutta ports (Table 4). While the major bulk of the exported ginger from India continues to be the product of Kerala, Calicut and Alleppey ports have lost their importance in the matter of export of ginger.

Table 4. Port-wise exports of ginger from India (tonnes)

Sl. No.	Port	1975-76	1976-77	1977-78	Total	Average of 3 years	%
1.	Cochin	2637	1682	5933	10,252	3417.33	53.93
2.	Bombay	2146	2771	3822	8,739	2913.00	45.98
3.	Calicut	0.4	0.8	0.1	1.3	0.43	0.01
4.	Tuticorin	0.3	0.6	0.4	4.9	1.63	0.03
5.	Madras	0.2	0.6	0.5	8.5	2.83	0.04
6.	Calcutta	—	—	0.2	2.0	0.67	0.01
Total		—	—	—	—	6355.9	100.00

The important overseas destinations of Indian ginger are Middle East Countries, USA, Canada, UK and East Asian Countries. To zone-wise export figures for Indian ginger indicates that the Middle East countries account for 60 to 80 percent of the total export from India (Table 5). Further, the distribution of Indian ginger exports between 1973-74 and 1977-78 reveals that nearly 29 percent of total exports from India was directed towards Saudi Arabia, 20 percent towards Yemens (both Democratic Republic and Arab Republic), 7 percent towards Kuwait, 9 percent towards USA and 4 percent towards UK (Table 6).

Table 5. Zonewise exports of ginger from India (percent)

Year	Eastern Europe	UK & other European countries	middle East	East Asia	Africa	America	Australia & Oceania
1960-61	—	9.5	62.7	9.1	6.0	10.00	2.7
1965-66	2.7	2.5	78.9	6.4	2.9	5.5	1.1
1970-71	7.0	0.6	86.1	2.0	1.6	1.8	1.0
1975-76	3.4	7.0	79.7	2.06	1.0	5.6	1.2
1977-78	2.5	12.4	59.7	11.0	1.6	12.0	0.8

Source: D.G.C.I. & S.

Table 6. Country-wise import of ginger from India (tonnes)

Country	1973-74	1974-75	1975-76	1976-77	1977-78	Average of 5 yrs.	%
Saudi Arabia	1299	1511	1966	1000	2539	1663.0	28.90
Yemen D. Rep.	759	263	588	806	321	547.4	9.51
Yemen A. Rep.	367	308	431	671	1131	581.6	10.11
USA	660	527	192	152	1092	524.6	9.12
Netherlands	144	76	126	50	139	107.0	1.86
Morocco	225	449	200	50	150	214.8	3.73
USSR	70	200	95	65	184	122.8	2.13
Kuwait	92	94	257	515	370	265.6	6.62
Singapore	98	47	46	30	567	157.6	2.74
Iran	59	48	2	96	281	97.2	1.69
UK	308	359	152	48	388	251.0	4.36
Others	1002	799	731	978	2600	1222.0	21.23
Total	5083	4681	4786	4461	9762	5754.6	100.00

UTILISATION AND DEMAND

Ginger has numerous applications in the food, beverage and pharmaceutical industries. In India it is largely used as a spice in cookery as well as in ayurvedic medicine preparations. Another popular form in which fresh ginger is consumed in India and other Asian countries is sliced and salted ginger pickle. Ginger, preserved in brine is most popular in Japan. In the Middle East countries like Saudi-Arabia and Democratic Yemen, ginger is used mainly in the preparation of ginger coffee. Drinking ginger coffee is a deep-rooted social custom in many parts in the Middle East zone. Again in some of the traditional cardamom coffee drinking areas of this region, ginger is gradually replacing cardamom as a substitute for flavouring coffee. In the USA, Canada, UK and other Western countries, ginger is widely used in baking industry, meat seasoning industry and soft drink manufacturing industry, besides cookery. The beverage industries namely ginger-ale manufacturing units in the USA and ginger-beer manufacturing units in the UK absorb substantial quantities of high quality ginger available in the world market.

The functionally significant components of ginger are primarily its aroma and secondarily its pungency. Volatile oil present in ginger imparts a special aroma to it, while its pungent taste is due to the presence of a resin, found dissolved in the oil.

In the trade circle, the quality of dry ginger is decided by the factors like plumpness of rhizomes, fibre content, presence of mildew, colour, size and appearance, weight of rhizomes, method of preparation and cleanliness, besides moisture content, ash content, aroma and pungency. Indian ginger contains about 3.5 percent volatile oil; which is a favourable factor for the international trade of ginger. However, barring Kerala ginger, the gingers produced in other states of India have no export potential because of their higher fibre and moisture content. While the low quality Indian gingers are widely used for internal consumption, the bulk of Kerala gingers find entry into the export market due to their superior qualities. Calicut ginger and Cochin ginger (the trade names go with the places of production) have good demand in the world market for their lemon like aroma and flavour, in addition to the other quality attributes like low fibre and moisture

content. Moreover, Calicut ginger depicts its characteristic red colour and boldness. In recent years, Kerala alone produces about 28 thousand tonnes of dry ginger per annum and nearly 35 to 43 percent of Kerala's production moves every year for export.

Market surveys reveal that there is definite preference for Indian bleached gingers in Middle East and Far East countries. Similarly, Indian unbleached gingers are preferred by the beverage industries of the USA, Canada and UK. However, the demands for Jamaican ginger, Sierra Leone ginger, Nigerian ginger and Fiji ginger are rapidly growing in the Western countries and as a result of this, India is gradually yielding its place of trade importance in many of the important ginger importing countries such as the USA, Canada, UK, West Germany and France.

The trade figures for the importing countries show that during 1974 to 1978, the average annual imports of ginger for the USA, Canada, UK, West Germany and Netherlands were in the order of 7260, 1448, 2960, 873 and 376 tonnes. The proportion of Indian ginger to the total imported gingers for the above countries come as 16 percent for the US, 16.5 percent for Canada, 10.7 percent for UK, 14.8 percent for West Germany and 21.9 percent for Netherlands. India's position in other European markets is more or less the same (Table 7). It is evident from the above facts that India's trade performance in ginger is far from satisfactory, considering her size of production.

India accounted for four-fifth of the Saudi-Arabian ginger imports between 1972 and 1976 because of the Saudi's distinct preference for Indian gingers. In the same context, India still remains the chief source of quality ginger for the Middle East due to obvious reason. However, the demand for the Indian ginger from the USSR, Poland and some other centrally planned East European countries can be seen in a different context as these countries import major portion of their ginger requirements from India under the bilateral trade agreement. Therefore, India's trade in ginger is not subject to open market competition in respect of a few countries like USSR and Poland.

Table 7. Import of ginger by major importing countries and India's share in the total import of those countries

Countries	1974	1975	1976	1977	1978	Av. for 1974-78	Av. Import from India 1974-78	Col.8 as % of Col.7
U.S.A.	6907	6052	8277	7224	7839	7260	1161	16.0
Canada	1032	1177	1644	1463	1925	1448	239	16.5
U.K.	2369	2916	3091	3383	3039	2960	316	10.7
W. Germany	866	723	891	883	1002	873	129	14.8
Netherlands	339	365	371	319	486	376	82	21.9
Sweden	94	112	123	119	128	115	35	30.0
France	99	95	151	160	232	147	16	11.1
Denmark	34	25	37	39	49	37	7	17.4
Spain	10	9	12	20	21	14	3	23.6
Newzealand	87	62	52	62	—	53	34	63.9
USSR	170	130	120	99	225	149	149	100.0
Morocco	280	501	378	398	533	418	240	57.3
Japan*	719	1099	6459	8516	5338	4426	148	3.4
	72/73	73/74	74/75	75/76	76/77	Av. for 72/76		
Iran	205	131	197	289	92	183	61	33.2
	1972	1973	1974	1975	1976	Av. for 72/76		
Saudi Arabia	2050	1581	1626	1529	1805	1718	1389	80.8

*Including fresh ginger

Table 8. Export of ginger oil and oleoresin from India during 1978-1979

Commodity	Unit	U.S.	U.K.	France	West Germany	Hol- land	Aust ralia	Other count- ries	Total
Ginger oil	Tonnes	3.45	0.65	2.23	0.30	0.47	0.40	0.16	7.66
	Rs. million	2.14	0.41	1.43	0.19	0.31	0.26	1.02	4.87
	% of value	44.1	8.4	29.4	4.0	6.5	5.3	2.3	100.00
Ginger Oleoresin	Tonnes	5.31	1.30	..	0.25	0.32	7.18
	Rs. million	0.95	0.35	..	0.05	0.10	1.45
	% of value	65.2	24.4	..	3.4	7.0	100.0

Market trends in major importing countries indicate that the future demand outlook for dry ginger is promising. The compound growth rates of import of ginger per annum for some of the importing countries have been estimated on the basis of 1971-78 figures and they are as follows:

U.S.A.	6.76%	U.K.	8.74%
Canada	15.32%	France	17.72%
Japan	49.15%	W. Germany	5.94%

However, according to a survey of the world market the world ginger imports can be expected to continue to grow at a rate of 3 percent a year during the next few years.

Apart from the encouraging prospects of ginger demand, the demand for its products like ginger oil and oleoresins is building up day by day. It is a matter of happiness that India is in a very good position in the spices processing industry even though there are certain constraints in this line. In the year 1978-79, India supplied 7.7 tonnes of ginger oil and another 7.2 tonnes of ginger oleoresins to the world market. The main buyers of ginger oil were the US and France, whereas the main customers of ginger oleoresins were the US and West Germany (Table 8).

Price trend

The wholesale prices of dry ginger in Calicut and Cochin markets suddenly came down by 59 percent in 1971-72 and further declined by another 7 percent in 1972-73 from the 1970-71 level. Then they slowly started rising, but remained sufficiently below the 1970-71 level upto 1975-76. Again, in 1976-77 and the subsequent year the wholesale prices of ginger registered a rise by more than 60 percent over the 1970-71 level and then declined. The 1979-80 price was found to be 44 percent below the 1970-71 price (Table 9).

Table 9. Average annual wholesale prices of ginger in Calicut and Cochin markets (Rs./Qtl.)

<i>Year</i>	<i>Calicut Market</i>		<i>Cochin Market</i>	
	<i>Dry</i>	<i>Index No.</i>	<i>Unbleached</i>	<i>Index No.</i>
1970-71	832	100.0	850	100.0
1971-72	355	42.7	362	42.6
1972-73	290	34.8	304	35.8
1973-74	426	51.2	436	51.3
1974-75	613	73.7	662	77.9
1975-76	725	87.1	734	86.4
1976-77	1345	161.6	1377	162.0
1977-78	1368	164.4	1384	162.8
1978-79	965	116.0	985	115.9
1979-80	469	56.4	476	56.0

Index no. base : 1970-71.

The wholesale prices of Indian ginger being dependent upon the world market, particularly the Arabian demand, the period of high prices of ginger in Calicut and Cochin markets obviously coincides with the peak period of export. Again, since both Calicut and Cochin markets have close trade connections with each other, the prices of ginger in these markets more almost together (Tables 9, 10 and 11).

Table 10. Average monthly wholesale prices of ginger in Calicut and Cochin markets (Rs./Qtl.)

Year	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March.	Average
<i>Calicut market—Dry Ginger</i>													
1974-75	594	665	691	606	595	600	595	587	590	635	619	575	613
1975-76	612	635	614	619	642	806	865	875	862	720	681	772	725
1976-77	1010	1112	1331	1505	1475	1595	1662	1537	1200	1106	1169	1469	1345
1977-78	1585	1581	1544	1535	1494	1537	1419	1250	1170	1150	1081	1067	1368
1978-79	1275	1331	1275	1206	1094	985	969	912	745	650	581	555	965
1979-80	523	494	470	414	479	490	486	461	445	454	435	414	469
Average	933	970	987	947	963	1002	999	937	836	786	761	809	914
<i>Cochin market—Unbleached</i>													
1974-75	639	711	719	669	689	675	671	653	646	660	612	597	662
1975-76	630	647	625	627	657	822	875	937	806	725	697	764	734
1976-77	1020	1115	1400	1540	1506	1690	1700	1560	1160	1144	1208	1481	1377
1977-78	1615	1594	1581	1580	1512	1560	1406	1212	1170	1150	1125	1108	1384
1978-79	1275	1362	1362	1194	1125	990	1019	875	825	660	594	585	985
1979-80	563	494	494	500	479	504	495	464	470	483	461	435	476
Average	957	987	987	1018	995	1040	1028	950	847	804	783	828	936

Table 11. Deviations from annual means (1974-75 to 1979-80) of wholesale prices of ginger in Calicut and Cochin markets

<i>Month</i>	<i>Calicut Market</i>		<i>Cochin Market</i>	
	<i>Deviation</i>	<i>%Deviation</i>	<i>Deviation</i>	<i>%Deviation</i>
April	19	2.08	21	2.24
May	56	6.13	51	5.42
June	73	7.99	51	5.45
July	33	3.61	82	8.76
August	49	5.36	59	6.30
September	88	9.63	104	11.11
October	85	9.30	92	9.83
November	23	2.52	14	1.50
December	-78	-8.53	-89	-9.51
January	-128	-14.00	-132	-14.10
February	-153	-16.74	-153	-16.35
March	-105	-11.49	-108	-11.54

The average monthly wholesale prices of dry ginger in these markets remain low from December to February. From March onwards the prices begin to rise reaching the maximum in September-October. The prices remain above the annual mean during April to November (Table 10). The percentage deviations from the annual mean (based on the price data given in table 10) were worked out and it was found that the deviations are in the range of (-) 16 percent to (+) 11 per cent (Table 11). Ginger, like any other agricultural commodities, is subject to seasonal price variations and in this case also the observations are true to the expectations, the postharvest prices being low and the preharvest prices being high.

Though we have observed that the wholesale prices of Indian ginger are highly fluctuating like the exports of dry ginger between years, the export values of Indian ginger are seen to more steadily upward. This is due to significant rise in the unit value of ginger year after year. Per kilogram unit value of ginger has gone up from Rs. 1.57 in 1960-61 to Rs. 8.27 in 1970-71 and Rs. 10.88 in 1978-79, (nearly 600 percent increase during 19 years) resulting a substantial boost to export earnings (Table 12).

Table 12. Export of ginger from India

Year	Export ('000 t)	Value ('000 Rs).	Unit value (Rs./Kg.)	Indices		
				E(Q)	E(V)	U(V)
1960-61	5.6	8732	1.57	100	100	100
1965-66	3.9	13249	3.32	70	152	211
1970-71	3.2	26094	8.27	57	299	527
1975-76	4.8	41049	8.58	86	470	546
1978-79	11.8	128361	10.88	211	1470	693

The spices as a whole are also maintaining an upward trend in the aggregate export earnings for India. However, the export values for ginger constitute 5.6 to 9.6 percent of the total spices export earnings for the country (Table 13).

Table 13. Share of ginger in total spices export from India
(Value in Rs. '000)

Year	Total spices export value	Export value for ginger	%
1974-75	625924	35127	5.61
1975-76	727250	41049	5.64
1976-77	759871	58432	7.68
1977-78	1418850	136899	9.65
1978-79	1609048	128361	7.98

Source : D.G.C.I. & S.

The prices of gingers in the world markets also vary according to their qualities. A comparative study of average annual prices of four different qualities of ginger representing four major exporting countries reveals that Indian ginger (known as Cochin ginger in London market) fetches the lowest price, while the Jamaican ginger fetches the highest in London. Prices of Sierra Leone ginger by and large move in between, whereas Nigerian ginger in some years receives higher prices and in some other years fetches lower prices than Indian ginger. Similarly in the New York market Chinese ginger fetches higher prices than Indian ginger (Table 14).

Jamaican ginger is generally considered to be the best in quality in the World on account of its delicate aroma, flavour and very low fibre content. Its attractive appearance coupled with cleanliness places it in a most advantageous position in the area of competition. This ginger is extensively used in the USA for manufacture of ginger-ale. Unbleached Jamaican ginger also stands today in a monopoly situation before the pharmaceutical units of United Kingdom. Household sector finds it as an excellent ginger for table purpose.

Similarly, Sierra Leone ginger, known as African ginger has pungent and somewhat camphoraceous flavour and it contains more essential oil than other types. This ginger is considered to be a good all-purpose ginger and is preferred by the meat processing/seasoning industries of the West. Though Nigerian ginger is considered to be of inferior quality as per the chemical parameters, it resembles the Jamaican type in physical appearance. As its low quality gets compensated by its relatively low price, Nigerian ginger finds acceptance in wide markets in the western world. In case of Indian ginger fibre and moisture contents are relatively higher than that of Jamaican and Sierra Leone types. Also, the oleoresin content of Indian varieties is low. The curing of Indian ginger is not as good as in the case of other competitive types. Thus India fetches lower price in the world market compared to Jamaica, Sierra Leone and sometimes Nigeria.

The food industries and the household sector in most parts of the world are the main source of demand for ginger and there is a definite trend towards an increased use of this spice in certain

Table 14. Average annual prices of ginger in London and Newyork markets (Rs./Qtl.)

Year	London Market				New York Market		
	Cochin ginger	Jamaican No. 3	Nigerian split	Sierra Leone ginger	Cochin ginger	Chinese peeled whole	
1970-71	1012	1917	509	983	N/A	N/A	
1971-72	535	1745	389	664	NA	NA	
1972-73	396	1374	396	512	"	"	
1973-74	649	1662	756	964	"	"	
1974-75	925	1656	1026	NAF	"	"	
1975-76	976	1390	799	1223	"	"	
1976-77	1610	1652	1067	1073	1504	"	
1977-78	1705	2350	1767	2004	1858	176	
1978-79	1333	NA	1859	2024	1502	2345	
1979-80	767	6216	1824	2047	804	1696	

quarters. India's trade expansion however, largely depends upon the improvement of quality of ginger. The main strategy in this direction should be the evolution of cultivars with the desired characters such as low fibre, low moisture, high oleoresin, high pungency and buff colour. At the same time, the existing methods of processing and storage need substantial change, so that the appearance of ginger could be very attractive as well as more resistant to mould and insect (particularly scale) infestation.

There is a noticeable fluctuation in our export of ginger and this is largely due to demand uncertainty. This uncertainty of overseas demand for ginger seriously affect the wholesale prices of ginger in the home markets which further leads to the production uncertainty. Export promotion measures should be vigorously pursued in the potential areas as a remedial measure to reduce fluctuations in demand, prices and production. A suitable agency should also coordinate planned production and marketing of ginger in India. Apart from its export potential, it is a labour intensive crop and primarily an important crop of the weaker section of the country. Therefore, ginger production and marketing need greater attention in coming days.

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There is a noticeable fluctuation in our export of ginger and this is largely due to demand uncertainty. This uncertainty of overseas demand for ginger seriously affect the wholesale prices of ginger in the home markets which further leads to the production uncertainty. Export promotion measures should be vigorously pursued in the potential areas as a remedial measure to reduce fluctuations in demand, prices and production. A suitable agency should also coordinate planned production and marketing of ginger in India. Apart from its export potential, it is a labour intensive crop and primarily an important crop of the weaker section of the country. Therefore, ginger production and marketing need greater attention in coming days.

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