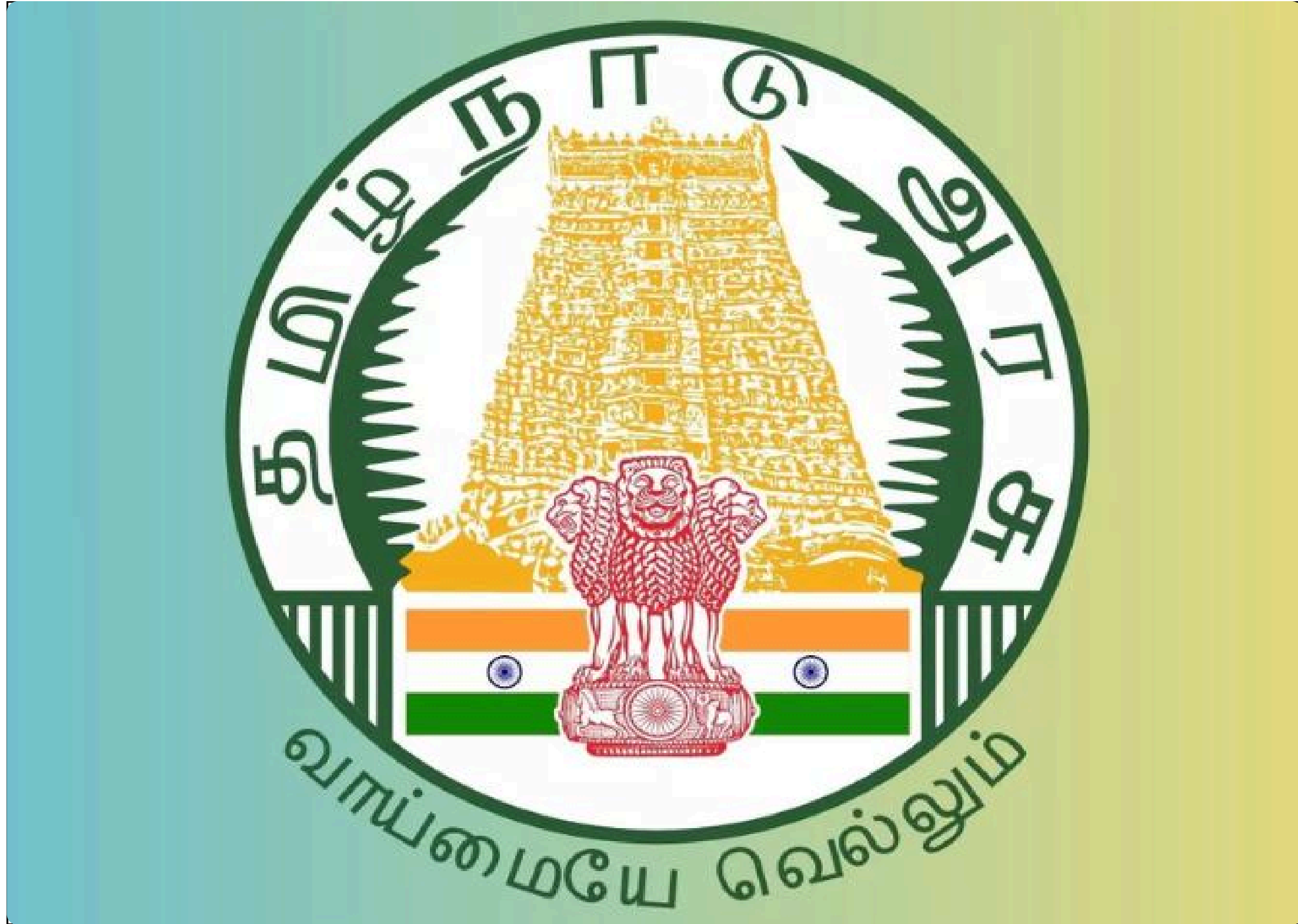


Peanut Blog

An ounce of information



Input Costs Make Kovilpatti Peanut Candy Price Rise by 23%

Association secretary Kanna said the increase had become unavoidable as manufacturers were facing a steep rise in input costs.

Thoothukudi: The price of the iconic Kovilpatti peanut candy has gone up by nearly 23 per cent, from Rs. 220 to Rs. 270 a kg, following a sharp increase in the cost of key raw materials and packaging materials. The Kovilpatti peanut candy manufacturers and sellers association took the decision at a meeting chaired by its president Karthik in Kovilpatti. The revised price came into effect on August 25.

Association secretary Kanna said the increase had become unavoidable as manufacturers were facing a steep rise in input costs. The price of an 80 kg sack of groundnuts has increased from Rs. 9,680 three months ago, to Rs. 12,500, while the price of a 30 kg sack of jaggery has doubled from Rs. 1,300 to Rs. 2,600. Cardamom prices have also risen from Rs. 2,200 to Rs 3,600 a kg. The cost of packaging covers has increased as well, adding to the manufacturers' burden, Kanna said.

Known for its distinctive aroma and taste, Kovilpatti peanut candy is closely associated with the town, much like Tirunelveli halwa, Kadambur poli and Madurai jigarthanda are identified with their respective places. The candy, made using groundnuts cultivated in the region's black soil, is sold across the country and also exported to Singapore, Malaysia, Sri Lanka, Maldives and several other countries.

It is to be noted that Kovilpatti peanut candy was awarded a Geographical Indication (GI) tag by the Centre in 2020, recognising its distinctive regional identity. The manufacturers have urged the Tamil Nadu government to include the candy in the noon meal scheme and permit its sale on Vande Bharat trains, saying this would help expand its market and provide wider recognition for the GI-tagged product.

Source: <https://hirunews.lk/en/484943/farmers-in-distress-due-to-falling-peanut-prices>