**Fresh Market Tomatoes – Current Demand & Supply Scenario, Popular Products and Challenges Ahead**

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**ABSTRACT**

With the continuous demand from Retailers, Hoteliers and global scope, Tomato remains one of the top vegetable and top choice of farmers for farming. India is the second-largest producer of tomatoes in the world. Tamil Nadu, Andhra Pradesh, Karnataka, Madhya Pradesh, Gujarat, Odisha, West Bengal, Bihar, Telangana, Uttar Pradesh, Maharashtra, Chhattisgarh, Haryana, and Himachal Pradesh are the major tomato producing states in India.

In India, in the year 2023, lakhs of acres of tomato that were planted during the period of 15th June to 30th July was 100% successful because of favorable conditions and no rain and hence no natural damage. Also, Pakistan export ban & hike in Bangladesh export tax rate caused export-rate to fall. All these factors resulted in increase in supply of tomato and decrease in demand which caused low rates for Tomato.

Farmers use mixture of many domestic products to produce tomatoes like Pulses slurry, Jivamruta, ghee, jaggery, milk-curd-buttermilk, eggs, turmeric, tobacco, besan flour, garlic-spice-Asafoetida which they want to keep secret. Intellectuals/agriculture-scientists need to fetch such information by ground visiting which will help them making more products by implementing ratio composition of such products/ingredients on large scale and in-turn boosting the agricultural development of India/globe.

There are many famous tomato products which we consume in day-to-day life like tomato-ketchup, tomato-soup, tomato-salad and is used as an ingredient in many plates.

Although the Tomato is crucial vegetable in Indian economy, it's equally challenging to produce in we consider factors like:

1. Weather effect (Tomato plants are very sensitive to weather changes and hence farmer needs to be equally clever to check for any nuances)

2. Labor shortage (Tomato crop is labor intensive which requires heavy number of labors in shorter time-period.)

3. Unaffordable rates of pesticides, liquid/solid fertilizers.

4. Government's farming-opposite import-export policies.

5. Huge investment from plantation till harvesting in a short period of time (2 Lacs per acre.)

6. Seeds adulteration fraud.

7. Reducing soil organic carbon.

8. Water shortage.

9. Load-shedding.

10. Deficit in financial supply.