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“Reconcile land system changes  
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## Sustainable production of turmeric in Andhra Pradesh: Production – processing – marketing and premium pricing for NF produce

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### Abstract

Turmeric, a member of the Ginger family and commonly referred to as the “Golden Spice of India,” holds significant cultural and economic value. As a vital cash crop in Andhra Pradesh, it plays a significant role in the agrarian economy, especially among smallholders and marginal farmers. Despite its importance, turmeric cultivation is characterised by low productivity, market unpredictability, and limited access to institutional support. This paper explores the current state and future potential for turmeric production through adoption of Sustainable Agricultural Practices and Natural Farming practices. The study employed a mixed-methods approach to assess the impact of Natural farming interventions aimed at capturing existing value chain linkages, and in identifying the best marketing channels for farmers, improving productivity, to know the existing awareness and adoption level of SAPs covering 166 turmeric-growing households in ASR and Parvathipuram Manyam. Results reveal moderate improvements in productivity where natural farming methods were adopted. However, evidence also highlights persistent gaps in adoption of improved practices, limited awareness of quality standards, weak bargaining power due to small holdings and market linkages. The research identifies existing challenges in sustainable farming, existing market linkages and value chains, support required for certification that can strengthen premium price to farmers and mitigate economic uncertainties.

Few of the key results are – 1) Most of the farmers have reported Traders as the major point of sale, which realises 27–48 % of farmers share in Consumer Price. By performing village consolidation and higher level of processing at the farmgate itself, farmers can fetch an additional 62 % in margins. 2) Access to formal financial products, post-harvest management and value addition are a few of the key challenges reported. Further, farmers have shown greater willingness to obtain certification for produce and invest in long-term natural farming practices. The study demonstrates how natural farming practices can support farmers in gaining better yields, at the same time addressing pressing challenges of land degradation and enhancing food production. Establishing a value chain centered around FPO/FPCs will result in market accessibility and price realisation as collective bargaining power is established. Turmeric’s economic and cultural significance, combined with strategic interventions, can unlock its potential as a sustainable and profitable crop for farmers in Andhra Pradesh.

**Keywords:** Market access, natural farming, sustainable agriculture practices (saps), value chain