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# Mint Market Overview

JULY  
2023

A monthly summary of the mint crop market conditions from different growing regions of India where they are at its best.

Mentha Arvensis is cultivated in large areas of the Indo-Gangetic plains of Uttar Pradesh, which is the largest mint producing state with 80% share of total production.

Madhya Pradesh and Bihar have a combined share of 15% and rest 5% is contributed by Punjab and Haryana.

Indian farmers cultivate mint crops in Zaid season between Rabi and Kharif season. The crop acts as a perfect interim crop in between the major crops and





this has resulted in the concentration of global production of mint in these regions of Northern India. Needless to say, the climatic and soil conditions are the best as it lies in the foothills of the Himalayas and with a humid sub-tropical climate that suites the mint crop.

### **CLIMATE AND PRODUCTION EXPECTATION**

Owing to historically low prices of mentha oil and increasing cost of cultivation, a lot of marginal farmers have shifted to alternate crops like maize whose market price has gone up considerably. Due to this, experts estimate a shortfall in the crop acreage to the tune of 25-30% (approx.).

But this year crop growth has been quite good due to a better climatic condition as compared to last year. This has also improved the oil yield considerably. Hence, overall production is expected to be 5-10% (approx.) less as compared to last year.



## MINT HARVESTING & DISTILLATION

The mint crop herbage is harvested when the field is dry, and weather is bright and sunny. A simple way to judge the maturity is to see whether the lower leaves have started turning yellow or when the plant starts flowering.

The distillation is carried out in vessels with varying sizes based on the regions. The spent after distillation is used as the fuel for distillation unit. Furthermore, this biomass remaining after the distillation can be



used as fertilizers as well. This is a lean system to ensure energy efficiency. There are distillation units in every village and most of them are farmer owned. They form an important part of MANE KANCOR's sustainability program, and we consider them our Lead Farmers. Many of the training programs are passed to the farmers through these Lead Farmers and we have seen its success as it reaches fast and wide. However, constant trainings for these lead farmers are done by our in-house agronomists with the support of



scientists and experts from various bodies.

Early crop this year has resulted in slightly early harvesting. Distillation in many regions have started from last week of May owing to favorable weather conditions. Till now, approximately 60% distillation is complete in major regions and distillation is expected to continue till end of July.








## MINT MARKET FORECAST

At present, due to less demand from the international market and good arrival of oil in the mandis, the prices have remained steady at lower levels and is anticipated to remain so in the short-term till the season-end.

Due to reduced demand in international market currently because of rising inflation, analysts anticipate a better demand during off-season. Additionally, the crop production being 5-10% less this year contributes strongly towards a long-term bullish trend.

## MARKET SNAPSHOT

Price Outlook (Short-term)	
Price Outlook (Long-term)	
Demand Expectation	
Supply Expectation	
Climate Conditions	



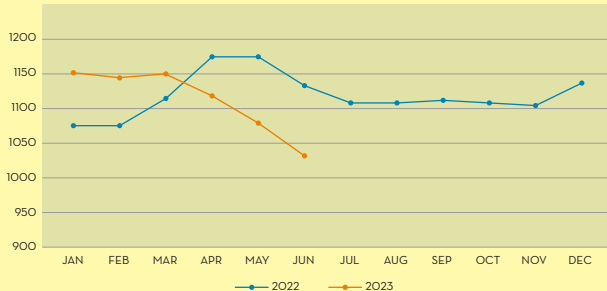
## MAJOR CHALLENGES

Mint is a highly water intensive crop. It requires 10-12 irrigation cycles to attain maturity stage.

Ground water availability is non-uniform and there is erratic supply of electricity which leads to increase in cost of cultivation.

Also, due to increasing price and consumption levels of inorganic fertilizers and high labour wage rates, the

### MENTHA OIL PRICE TREND (YOY)



cost of cultivation is on a continuous rise over the last couple of years.

However, the market is threatened by the rise of synthetic menthol, which is able to substitute natural menthol in several applications owing to its identical properties. This remains a threat to the growth of natural menthol market, and if its market penetration continues to grow, may disincentivize farmers from cultivating crop in the long run. This may also lead to irregularities in the supply vs demand scenario of natural menthol.



Disclaimer : Please note some of the information and images used have been taken from other sources.

Mane Kancor in association with CIMAP promotes many sustainable agricultural practices in mint farming. These practices help not only healthy farming, but also the farmers. We have currently certified more than 7000 farmers under the Farm Sustainability Assessment (FSA) programme developed by the SAI Platform. A majority of these farmers come under the gold and silver category of certification.

Watch the video to know more:



Mane Kancor is a pioneer in the field of Global Spice Extraction, whose roots in the spice trade can be traced back to 1857, at the spice capital of the world; Cochin. Mane Kancor specialises in complete natural food ingredient solutions right from sustainable sourcing of raw materials, clean extracts, advanced research and formulation.

Mane Kancor has its presence in over 80 countries and has regional distribution centers across the world and multi-locational factories in India.

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HALAL- MUI, IFANCA, HALAL INDIA, KOSHER, FAMI-QS, RSPO, SEDEX, ORGANIC, NABL.



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