

Annexure - 13
Documentation on market preference for TNAU released varieties

Variety	Farmer's Preference	Market Preference	Remarks
CR-1009 Sub-1	Crop withstand higher water level & stagnation in the field due to more height; Non-lodging; More grain weight;	Preferred by traders, millers to sell in Kerala; Also sold to TNCSC as a common rice variety; Less breakage and High milling ratio; Short and Bold rice; White colour;	Most suitable for Samba season
ASD16	Tolerant to salinity and water logging.	Short bold grains and suitable for Idly making; preferred by traders and millers to sell in Kerala state; Procured also by TNCSC; good keeping quality.	Kuruvai and Summer (Navarai) seasons
CO(R) 50	Medium duration (135 days); Resistance to blast and brown spot	Medium slender rice; Multi-purpose rice suitable for rice, idly and savories; high milling ratio	Suitable for Late samba and Thaladi
CO (R) 51	Moderately resistant to BPH, GLH & Blast white medium slender rice with high milling	Heed rice recovery 63% milling 69%	High yield preferred for late samba and Thaladi season
ADT 39	High yield Short duration; Drought resistance; Less water required; Non-lodging; Resistance to GLH, BPH, Blast and Brown spot. Non-shedding of grains; More grain weight.	Short bold white rice; Preferred by traders and millers; Suitable for Idly and savories: High milling ratio	Preference in Navarai and Kuruvai seasons; Better than CR1009 (Malligai Idly)

CR 1009	Duration 160 days (10 days more than sub 1); Short bold grain; Resistance to BPH; Drought resistance; Suitable for water stagnation; Less availability of seeds;	Suitable for preparing Idly and snacks; Cooking quality good; Farmers selling grains through millers, traders and TNCSC.	Longer duration; suitable for single crop
ADT 45	High Yield (Rs.6100/ha); Blast resistance	Fine white grains; medium slender; Suitable for meals. But not preferred due to less keeping quality	Low milling out-turn due to broken grains
ADT 39 (Culture 9408)	Duration 120 days; Resistance to blast, BLB and Brown spot; More consumer preference	White and medium slender grains; Better keeping quality and no spoilage of food; Served as both raw and parboiled rice; Used to prepare meals, pongal, idly and snacks (murukku).	Suitable for Samba season; Shedding is the major problem
ADT43	Higher yield (5000kg/ha); Short duration; More tillering; High price; Millers and traders preferred this variety. Non-Lodging and non-shedding of the	Fine grains; Suitable for meals; Better keeping quality;	Kuruvai and Summer; Short duration varieties; Lodging is the main problem