

Virus in Tomatoes linked to Covid-19?

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Context of news

- TV9Bharatvarsh (a television channel) claims there's a new virus called 'Tiranga Virus' emerging from tomatoes
- The tv channel links the news with ongoing Covid-19 virus
- The tv channel claims if eating the tomatoes will harm or kill humans



Source: BOOM, 16 May

Target group & Impact

Target group:

- People all over India (although most in the region of Maharashtra)

Impact:

- Farmers in several districts of Maharashtra harvested tomatoes at an early stage causing yield loss
- Wastage of crops
- Unnecessary chaos in social media channels
- Confusion among people
- Farmers blaming seed production companies