

AGRICULTURE MARKET BULLETIN 02/19



Introduction: Our market bulletin helps inform vendors, farmers and consumers the types of fresh produce sold within the month by its total value in \$NZ, price and weight so that producers can meet certain demand for consumer needs at the best price. For further information, contact Ministry of Agriculture (Policy and Projects division) on phone number 28711 or email us at support.moa@cookislands.gov.ck.

Market Bulletin for the Month of February 2019

Root Crop sales: Taro was again the key root crop for the month of February. Taro remains the favorite commodity for consumers selling at an average price of \$6.00 per kilogram with a total value of \$1,350.00. No change in average price as of January due to the increase in consumer demand for February. Cassava also appeared on the market with a slight drop in average price to \$8.00 per kilo compared to January's average price of \$8.33 per kilo. Sweet potato (Kumara) increased in total value for February with an average selling price of \$6.00 per kilo. Tarotarua maintained an appearance at a market price of \$5.00 per kilo with total value of \$520.00. There was an abundant supply of root crops on the market for February 2019.

Limitation: It is important to note that other root crops were surveyed but could not be tabulated above as it did not meet the 80% representation for analysis.

Fruit Sales: Drinking Nut (Nu) remains a popular fruit with the consumers. Sold at an average price of \$3.00 per nut, there was a slight drop in price compared to January, indicating a consistent and increased supply to the market. Banana still maintains a steady appearance at the market with average price of \$4.00 per hand and total value of \$2,017.00. Interestingly, Pineapple and watermelon are still popular fruits at this time. Watermelon maintained an average selling price of \$10.00 per single while the selling price for Pineapple increased to \$11.00 per single. Both products showed an increase in total value for February. Despite the heavy rain experienced last month, other fruit like cucumber, pawpaw, dragon fruit and mango also showed for sale at the market. Mango continues to see an increase in selling price indicating a decline in supply as the season is easing off. Passionfruit remains at a steady price of \$5.00 per kilo and total value of \$503.00. Similarly, cucumber remains at an average price of \$2.00 per single and total value of \$430.00. Pawpaw sold at an average price of \$2.00 per single, a slight increase compared to January and total value of \$295.00. Passion fruit sold for an average price of \$5.00 per kilogram/ bags. The remaining amount of information collected in fruit sales has been high. It is expected that some commodities in the list will end its season and will be replaced by other fruit. Additional fruit such as avocado, breadfruit, capsicum, lemon, okra etc. could not be tabulated as it did not meet the 80% representation for analysis but still appeared at the market.

Vegetables Sales: The supply of Rukau increased compared to January's report, with an average price of \$10.00 per bundle and a total value of \$1,030.00. This is due to an increase in demand for Rukau. Pak choy and spinach are sold in bags with an average price of \$5.00 per bag respectively - no change in price from January report. Lettuce, had an average price of \$5.00 per single. As we approach a change in season, we forecast an abundant supply of leafy vegetables in the months of April and May. Other produce were surveyed but could not be tabulated as it did not meet the 80% representation for analysis.

Punanga Nui market is where you would find cheaper produce as multiple vendors are selling similar fruit and vegetables.

Root Crop Sales for the month of February 2019

| Root Crop | Unit | Average weight (Kg) | Average Price (\$NZ) | Total Value (\$NZ) |
|-----------|------|---------------------|----------------------|--------------------|
| Taro | Bags | 1.0 | 6.00 | 1350.00 |
| Cassava | Bags | 2.0 | 8.00 | 925.00 |
| Kumara | Bags | 2.0 | 12.00 | 204.00 |
| Tarotarua | Bags | 2.0 | 10.00 | 520.00 |

Data Source: Ministry of Agriculture, AgINTEL

Fruit Sales for the month of February 2019

| Fruit name | Unit | Average weight (Kg) | Average Price (\$NZ) | Total Value (\$NZ) |
|---------------|---------|---------------------|----------------------|--------------------|
| Cucumber | Single | 0.29 | 2.00 | 430.00 |
| Banana | Hands | 1.00 | 4.00 | 2017.00 |
| Drinking Nuts | Singles | 0.75 | 3.00 | 2852.00 |
| Watermelon | Singles | 4.50 | 10.00 | 750.00 |
| Pawpaw | Singles | 0.75 | 2.00 | 295.00 |
| Pineapple | Singles | 2.00 | 11.00 | 976.00 |
| Dragon fruit | Singles | 0.42 | 3.50 | 340.00 |
| Mango | Singles | 0.29 | 4.00 | 532.00 |
| Passion fruit | Bags | 1.00 | 5.00 | 503.00 |

Data Source: Ministry of Agriculture, AgINTEL

Vegetable Sales for the month of February 2019

| Vegetable | Unit | Average weight (Kg) | Average Price (\$NZ) | Total Value (\$NZ) |
|-----------|--------|---------------------|----------------------|--------------------|
| Rukau | Bundle | 1.00 | 10.00 | 1030.00 |
| Pakchoy | Bags | 1.00 | 5.00 | 175.00 |
| Spinach | Bags | 1.00 | 5.00 | 110.00 |
| Lettuce | Single | 0.50 | 5.00 | 168.00 |

Data Source: Ministry of Agriculture, AgINTEL