

AGRICULTURE MARKET BULLETIN 01/19



Introduction: Our market bulletin informs vendors, farmers and consumers of the fresh produce sold within the month, by its total value in \$NZ, price and weight. This is so producers can meet certain demands for consumer needs at the best price. For further information, contact the Ministry of Agriculture (Policy & Projects division) on phone 28-711 or email support@agriculture.gov.ck or support@cookislands.gov.ck

Market Bulletin for January 2019

Root Crop sales: As expected, Taro was a key root crop available on the market for the month of January. Taro remains the popular root-crop and the most consistent on the market at an average price of \$6.00 per kilo. Slightly lower as compared to December 2018 value of \$8.33 per kilo. This is because the supply for sale on the market has increased. Cassava came short for this month's market survey in terms of supply with the average price of \$8.33 per bag with a total value of \$425.00. Sweet potato (Kumara) continues to decline for the month of January at a market price of \$6.00 per kilo with a total value of \$96.00. Tarotarua appeared on the market again at \$5.00 per kilo with an average price of \$10.00 per bag of 2 kg with a total value of \$300.00.

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

Fruits Sales: Drinking Nuts (Nu) was the most popular fruit of the month and the most consistent fruit supplied to the consumer at the market with an average price of \$3.20 per nut. Total value of \$1,681.00. Bananas also appeared on the market at an average price of \$4.20 with a total value of \$1,017.00. Passionfruit continues to appear this month with an average price of \$5.00 per 1kg bag with a total value of \$503.00. Pineapple is another popular fruit on the market with an average price of \$10.00 per fruit of 2kg with a total value of \$400.00. Despite heavy rain this month of January, mango is still appearing on the market with an average price of \$1.50 per fruit with a total value of \$370.00. Dragonfruit also maintains an appearance producing an average price of \$3.50 per fruit with a total value of \$340.00. Cucumber, has shown a comeback for this month's market survey with an average price of \$2.00 per fruit with a total value of \$280.00. Pawpaw has increased in this months supply at an average price of \$1.75 for 750g average weight per fruit with a total value of \$220.00.

The remaining amount of information collected in fruit sales at the market has been high. It is as expected; some fruits such as avocado, breadfruit, capsicum, chilli, lemon, mangoes, okra, pumpkin, snake bean, lime, and tomatoes in the lists could not be tabulated above as it did not meet the 80% representation for analysis but still made an appearance on the market and will be replaced by other fruits.

Vegetables Sales: This month's supply of Rukau was stable with an average price of \$10.00 and an average weight of 1kg per bundle with a total value of \$330.00. Pak Choy are sold in bags at an average price of \$5.00 with an average weight of 1kg per bag with a total value of \$75.00. Spinach appeared again on the market with an average price of \$5.00 per bag and a total value of \$75.00. Lettuce on the other hand, still makes an appearance on the market with an average price of \$5.00 and a total value of \$168.00.

Punanga Nui Market is where you will find cheaper produce due to multiple vendors selling similar fruits and vegetables. Other produce were surveyed but could not be tabulated as it did not meet the 80% representation for analysis.

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Ministry of Agriculture, Policy & Projects Division; 682 28711 or Email: support@agriculture.gov.ck or support@cookislands.gov.ck

Root Crop Sales for the month of January 2019

Root Crop	Unit	Average weight (Kg)	Average Price (\$NZ)	Total Value (\$NZ)
Taro	Bags	1.0	6.00	750.00
Cassava	Bags	2.0	8.33	425.00
Kumara	Bags	2.0	12.00	96.00
Tarotarua	Bags	2.0	10.00	300.00

Data Source: Ministry of Agriculture, AgINTEL

Fruit Sales for the month of January 2019

Fruit name	Unit	Average weight (Kg)	Average Price (\$NZ)	Total Value (\$NZ)
Cucumber	Single	0.29	2.00	280.00
Banana	Hands	1.00	4.20	1017.00
Drinking Nuts	Singles	0.75	3.20	1681.00
Watermelon	Singles	4.50	10.00	200.00
Pawpaw	Singles	0.75	1.75	220.00
Pineapple	Singles	2.00	10.00	400.00
Dragonfruit	Singles	0.42	3.50	340.00
Mango	Singles	0.29	1.50	370.00
Passionfruit	Bags	1.00	5.00	503.00

Data Source: Ministry of Agriculture, AgINTEL

Vegetable Sales for the month of January 2019

Vegetable	Unit	Average weight (Kg)	Average Price (\$NZ)	Total Value (\$NZ)
Rukau	Bundle	1.00	10.00	330.00
Pak choy	Bags	1.00	5.00	75.00
Spinach	Bags	1.00	5.00	75.00
Lettuce	Single	0.50	5.00	168.00

Data Source: Ministry of Agriculture, AgINTEL