

# AGRICULTURE MARKET BULLETIN 7/19



**Introduction:** Our market bulletin helps inform vendors, farmers and consumers the types of fresh produce sold on the month by price, weight and its total value in \$NZ. For further information, contact the Policy & Projects Division on phone number 28711 or email us at [moa.support@cookislands.gov.ck](mailto:moa.support@cookislands.gov.ck)

## Market Bulletin for the Month of July 2019

**Root Crop sales:** Taro has been consistent at the market but for the month of July, shows a slight drop on the quantity. Vendors were selling bags of Taro at a price of \$32.50 per 5kg bags with a total value of \$410. Taro is also sold in single corms at a price of \$5 with an average weight of 1kg per corm and generating a total value of \$100. Cassava appeared on the market and was sold at an average price of \$9 with an average weight of 2.5kg per bag, totaling \$446. The quantity of Kumara sold dropped slightly with an average price of \$8 per bag and a total value of \$40.

**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.

### Root Crop Sales for the month of July 2019

Root Crop	Unit	Average weight (Kg)	Average Price (\$NZ)	Total Value (\$NZ)
Taro	Bags	5.0	32.50	410.00
Taro	Singles	1.0	5.00	100.00
Cassava	Bags	2.5	9.00	446.00
Kumara	Bags	2.5	8.00	40.00

*Data Source: Ministry of Agriculture, AgINTEL*

**Fruits Sales:** Fruits still remain a popular commodity at the Punanga Nui Market with Tomatoes, Bananas, Drinking nuts, Pawpaw, Cucumbers, Watermelon, Oranges, Passionfruit, Capsicum and Avocado ranked the most popular fruits to the consumer in terms of price and demand. Tomatoes sold at an average price of \$7 with an average weight of 1.2kg bag for a total value of \$700. Drinking Nuts sold at an average price of \$4 per nut. Bananas remained consistent throughout the year with an average price of \$4.45 per hand on the market. Pawpaw has slowed down in supply this month with \$3 per fruit. Avocado maintained an average price of \$2 per fruit. Cucumber and Capsicum both sold at an average price of \$2 and \$5.50 respectively with a total value of \$260 and \$135. Watermelon and passionfruit sold at an average price of \$10 and \$4.50 with a total value of \$200 and \$144. Oranges were sold during this time with an average price of \$5.60 per 1.2kg bag with a total value of \$495.

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

### Fruit Sales for the month of July 2019

Fruit Name	Unit	Average weight (Kg)	Average Price (\$NZ)	Total Value (\$NZ)
Tomato	Bags	1.2	7.00	700.00
Banana	Hands	1.0	4.45	573.00
Drinking nuts	Singles	0.76	4.00	785.00
Avocado	Singles	0.49	2.00	100.00
Pawpaw	Singles	0.72	3.00	324.00
Cucumber	Singles	0.28	2.00	260.00
Capsicum	Bags	1.0	5.50	135.00
Watermelon	Singles	8.0	10.00	200.00
Orange	Bags	1.2	5.60	495.00
Passionfruit	Bags	1.0	4.50	144.00

*Data Source: Ministry of Agriculture, AgINTEL*

**Vegetables Sales:** This month the supply of Pak Choy has increased in quantity at \$6.50 per bag and \$5.00 per bundle with a total value of \$100.00 and \$400.00 respectively. Conditions are favorable to leafy crops. Rukau has slowdown in quantity due to heavy rain in the last couple of weeks but selling at an average price of \$7.50 per bundles with a total value of \$85.00. Lettuce on the other hand, still make an appearance on the market selling at an average price of \$6.00 per single generating a total value of \$76.00. Since Rukau is a traditional crop to the consumers, and highly nutritious, the demand for Rukau has always been consistent all year round as expected.

### Vegetable Sales for the month of July 2019

Vegetable Crop	Unit	Average weight (Kg)	Average Price (\$NZ)	Total Value (\$NZ)
Rukau	Bundle	1.0	7.50	85.00
Pakchoy	Bags	1.0	6.50	100.00
Pakchoy	Bundle	1.0	5.00	400.00
Lettuce	Singles	0.5	3.00	76.00

*Data Source: Ministry of Agriculture, AgINTEL*