

AGRICULTURE MARKET BULLETIN 03/19



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@cookislands.gov.ck

Market Bulletin for the Month of March 2019

Root Crop sales: Taro was again a significant root crop sold at the market and still a preferred root crop for consumers. This month shows an increase in total value of \$1,485 compared to February value of \$1,350. Average price dropped to \$5 per kg compared to February price of \$6 per kg, indicating an increase in supply for the month. Cassava is another steady root crop but showed a slight drop in average price of \$5 per kg compared to February price of \$8. The drop in price resulted in a reduction of total value sold also. Sweet potato (kumara) sold at an average price of \$5 per kg compared to \$6 February price. For this month, there was a drop in the supply of root crops other than Taro, due to low production and heavy rain experienced for this period.

Limitation: Other root crops were surveyed but could not be tabulated as it did not meet the 80% representation for analysis.

Fruit Sales: Drinking Nut (Nu) remains popular with consumers as it brought in more value in sales compared to other fruits, but there was a substantial drop in total value compared to February figures of \$2,852. The average selling price remains at \$3.00 per nut. Likewise, Banana remains constant at an average price of \$3 per hand. A drop in total value of \$1,160 was seen for bananas as compared to \$2,017 in February. Avocado showed a total value of \$840. It is sold at an average price of \$3 per single fruit. Avocado is still in season and therefore we expect to see more avocados on the market in the coming months. Cucumber is sold in singles at an average price of \$2 with a total value of \$270. Mango and Lemon are both sold in bags at an average price of \$5. The total value for Mangoes sold was \$215, notably lower than February's value of \$430. The supply of Mangoes has decreased explaining the reduction of total value of mangoes sold. Lemon also showed a total sales value of \$204.

It is expected that fruits like breadfruit, capsicum, okra etc will be in season in the coming months and therefore will make an impact on sales at the market. For this month, these fruits could not be tabulated as it did not meet the 80% representation for analysis.

Vegetables Sales: The only vegetables reported for March was Rukau. Selling at an average price of \$10 per bundle, the total value was \$476, a decrease in value as compared to February of \$1,030. Similarly, there was a decline in the supply of other produce for this period due to heavy rain experienced. As we are approaching winter season, we forecast an abundant supply of leafy vegetables in the months of May and June. Other produce were surveyed but could not be tabulated as it did not meet the 80% representation for analysis.

Punanga Nui market is still the best place to purchase cheaper produce as multiple vendors are selling similar fruit and vegetables.

Root Crop Sales for the month of March 2019

Root Crop	Unit	Average weight (Kg)	Average Price (\$NZ)	Total Value (\$NZ)
Taro	Bags	1.0	5.00	1485.00
Cassava	Bags	2.0	10.00	660.00
Kumara	Bags	2.0	10.00	132.00

Data Source: Ministry of Agriculture, AgINTEL

Fruit Sales for the month of March 2019

Fruit name	Unit	Average weight (Kg)	Average Price (\$NZ)	Total Value (\$NZ)
Cucumber	Single	0.29	2.00	270.00
Banana	Hands	1.00	4.00	1160.00
Drinking Nuts	Singles	0.75	3.00	1154.00
Avocado	Single	0.50	3.00	840.00
Mango	Bags	1.00	5.00	215.00
Lemon	Bags	1.00	5.00	204.00

Data Source: Ministry of Agriculture, AgINTEL

Vegetable Sales for the month of March 2019

Vegetable	Unit	Average weight (Kg)	Average Price (\$NZ)	Total Value (\$NZ)
Rukau	Bundle	1.00	10.00	476.00

Data Source: Ministry of Agriculture, AgINTEL