

AGRICULTURE MARKET BULLETIN 05/19



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 moa.support@cookislands.gov.ck

Market Bulletin for the Month of May 2019

Root Crop sales: Taro is still a steady and highly demanded root crop on the market. This month shows a slight increase in average price of \$6 per kg compared to last month average price of \$5 per kg. The total value of Taro increases also at \$4,300. Tarotarua showed on the market with average price of \$5 per bag at an average weight of 2kg. Cassava is sold in bags with a slight drop in average price at \$4.70 per kg from \$5 per kg last month. Kumara maintains a selling price of \$5 per bag with an increase also in value at \$476 compared to last month's value at \$132.

Limitation: 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 May 2019

Root Crop	Unit	Average weight (Kg)	Average Price (\$NZ)	Total Value (\$NZ)
Taro	Bags	1.0	6.00	4300.00
Tarotarua	Bags	2.0	10.00	2005.00
Cassava	Bags	2.0	9.50	490.00
Kumara	Bags	2.00	10.00	476.00

Data Source: Ministry of Agriculture, AgINTEL

Fruit Sales:

Drinking Nut (Nu) remains a popular fruit with consumer with an increase in value of \$6360 compared to previous months. It is sold at average price of \$4 with an average weight of 0.75kg per nut. Banana is the second highest fruit and is sold at \$5 per kilo with an average weight of 1kg per hand. Avocado and Pineapple are both sold in singles with an increase in total value price for both fruit compared to previous months. Avocado shows a slight drop in selling price at \$2.50 for average weight of 500g. Pineapple is sold at \$13 per single with average weight of 1kg. Despite the constant rain during this month, Tomato shows on the market and are sold at \$6.50 with average weight of 1kg per bag. Orange is sold at \$4.00 with weight of 1 kg per bag. It is notable that values for these fruits has increased for the month of May indicating an increase in consumer purchases. For this month, these fruits could not be tabulated as they did not meet the 80% representation for analysis.

Fruit Sales for the month of May 2019

Fruit name	Unit	Average weight (Kg)	Average Price (\$NZ)	Total Value (\$NZ)
Drinking Nu	Single	0.75	4.00	6360.00
Banana	Hands	1.00	5.00	4181.00
Avocado	Single	0.50	2.50	1755.00
Pineapple	Single	1.00	13.00	1426.00
Tomato	Bags	1.00	6.50	854.00
Orange	Bags	1.00	4.00	832.00

Data Source: Ministry of Agriculture, AgINTEL

Vegetables Sales:

Three vegetables were reported for this month. Rukau is sold at \$10 per bundle at an average weight of 1kg and is becoming the most preferred vegetable for consumers. Lettuce is sold single at an average weight of 400g with average price of \$3. Pak Choy is sold at \$5 per bag with value of \$225. The constant rain affects the supply of leafy vegetables however as we head into the cooler months, we forecast an increase supply of vegetables.

Other produce were surveyed but could not be tabulated as it did not meet the 80% representation for analysis.

Vegetable Sales for the month of May 2019

Vegetable	Unit	Average weight (Kg)	Average Price (\$NZ)	Total Value (\$NZ)
Rukau	Bundle	1.00	10.00	1880.00
Lettuce	Single	0.40	3.00	288.00
Pak Choy	Bags	0.80	5.00	225.00

Data Source: Ministry of Agriculture, AgINTEL

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