

AGRICULTURE MARKET BULLETIN 10/19



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 (Corporate Services) on phone number 28711 or email us at support.moa@cookislands.gov.ck.

Market Bulletin for the Month of October 2019

Root Crop sales: Taro continues to be the most supplied root crop at the Punanga Nui Market for consumers, at an average price of seven dollars a kilogram. Tarua and Maniota are the other alternatives available for the consumers to buy at the local market. These three root crops are readily available to consumers, as they are not seasonal and can be grown anytime of the year. The coming festive season is another factor contributing to the abundant supply of these root crops in the market. Radish continues to steadily appear at the market as seen from the previous month, with an average price of three dollars per kilogram. Since this is in demand by the consumers, farmers see a value in this produce hence, the continuous supply. Produce like turmeric is now also supplied at the market due to the reason that farmers are making use of land wisely and planting crop that doesn't take up much space and effort in growing.

Fruit Sales: Tomatoes continue to flourish in the market as seen in previous months. However, there has been a slight decrease in the quantity available which was influenced by the change in weather-rain causing "splitting" and rotting of tomatoes making it unsaleable. Drinking Nut continues to be a popular fruit sold at the market due to the fact that it is readily available and is always in demand by tourist and locals for its high nutritional benefits. Banana and Pawpaw were the other two fruits that was supplied by twenty and fourteen vendors respectively to consumers this month. Ducas and Cavendish were the two most common varieties of bananas sold. It is anticipated that there will be an increase in the supply of these fruits as they thrive well in the warmer months.

Vegetables Sales: The production of vegetables doubled when compared to the previous month. Pak Choy and lettuce were the most common vegetables supplied to the local market during this month. Even though the weather conditions are not suitable for lettuce to grow, farmers with good management techniques have managed to maintain the production. Cabbages have been continuously supplied in the market by the one vendor, but a reduction in the quantity supplied was noted when compared to the previous month. It is very difficult to maintain this vegetable, as it requires a lot of attention, especially through irrigation.

Root Crop Sales for the month of October 2019

Root Crop	No. of vendor	Unit	Av. weight in KG	Av. Price (\$NZ)	Total Qty surveyed Oct 19	Total Qty Surveyed Sept 19
Taro	7	Bags	3	22.00	49	27
Tarua	3	Bags	3	10.00	23	4
Maniota	2	Bags	5	10.00	18	20
Radish	3	Bundle	1	3.00	35	10
Turmeric	2	Bags	1	6.00	6	8

Data Source: Ministry of Agriculture, AgINTEL

Fruit Sales for the month of October 2019

Fruit name	No. of vendor	Unit	Av. weight in KG	Av. Price (\$NZ)	Total Qty surveyed Oct 19	Total Qty surveyed Sept 19
Tomatoes	17	Bags	2	5.00	329	351
Drinking Nut	17	Single	1	3.00	363	528
Banana	20	Hands	1	4.00	267	444
Pawpaw	14	Singles	1	3.00	341	410
Watermelon	2	Singles	4	16.00	35	3
Cucumber	12	Singles	1	1.00	344	594
Capsicum	6	Bags	0.5	4.00	89	131

Data Source: Ministry of Agriculture, AgINTEL

Vegetable Sales for the month of October 2019

Vegetable name	No. of vendor	Unit	Av. weight in KG	Av. Price (\$NZ)	Total Qty surveyed Oct 19	Total Qty surveyed Sept 19
Pak Choy	11	Bundle	4	5.00	133	64
Rukau	8	Bundle	1	10.00	60	20
Lettuce	8	Single	0.2	2.00	176	140
Cabbage	1	Single	1	4.00	58	60

Data Source: Ministry of Agriculture, AgINTEL