

AGRICULTURE MARKET BULLETIN 10/22



Introduction: Our market bulletin helps inform vendors, farmers and consumers of the types of fresh produce grown and sold for the month by its unit, price and total quantity in NZD\$. For further information, contact Ministry of Agriculture (Corporate Services) on phone number 28711 or email us at moa.support@cookislands.gov.ck

Root Crops Sales



It is pleasing to see maniota, taro, kumara, radish and ginger still appearing on our market this month of October. Maniota and taro has maintained a strong position with increased numbers in vendors from 6 to 15 for maniota, 5 to 14 vendors for taro, and 1 to 5 for kumara. In terms of total weight of produce, maniota packed in bags increased by 292.87% and taro sold in bags increased by 641.86%. Although vendors for kumara increased by four, the total weight packed in bags increased by 39.589kgs which is an excellent effort. Unfortunately, tarua did not appear on our market in Rarotonga this month but we did see tarua appear at our World Food Day event from the Island of Mauke sold @ 2 x 10 kg bags \$24.00 and 16 x 5 kg bags @ \$12.00, totaling 100 kgs sold at \$212.00 in total.

Fruits Sales



Compared to the month of September, fewer fruits appeared. Interestingly, fruits like passionfruit had 30 vendors in September and pumpkin with 40 vendors, but did not make an appearance this month. Fruits like lemon, dragon fruit, bitter melon, lime, and oranges had less than 10 vendors last month. As we head towards our summer months, we see the number of tomatoes reduced from 2026.4kgs in September down to 1021.2kgs in October, with 21 less vendors selling the produce. Drinking nuts remain consistent in vendor numbers sitting at the 52 mark in September versus 54 in October, but an increase in weight from 771.04kgs in September to 1019.46kgs in October. This tells us that consumers appreciate the product therefore vendors consistently provide these for sale.

Vegetable Sales



Spring onion appeared this month on the market although in small quantities with only one vendor selling this product. Lettuce did not make an appearance, possibly because farmers may have chosen to sell these to hotels and restaurants to maximize their sales. Hydroponics lettuces were on sale but not captured in this bulletin. Although fewer vendors sold cabbages this month, the weight was more at 207.9kgs compared to 183.16kgs in September. Rukau remains our favourite of the green vegetables at \$1,086.

Root Crops	October 2022				September 2022	
	No of Vendors	Total Weight Kg	Average Price (\$NZ) per Kg	Total Value (\$ NZ)	No of Vendors	Total Weight (Kg)
Maniota	15	254.80	12.33	1205	6	87
Taro	14	207	19.00	755	5	32.25
Kumara	5	57.5	11.20	236	1	17.92
Radish	7	13.44	5.00	246	9	34.65
Tarua	-	-	-	-	1	32
Tumeric	1	16.0	8.00	32	6	9
Ginger	1	3.28	6.00	48	0	0

Data source: Ministry of Agriculture, AgINTEL

Fruits	October 2022				September 2022	
	No of Vendors	Total Weight Kg	Average Price (\$NZ) per Kg	Total Value (\$ NZ)	No of Vendors	Total Weight (Kg)
Banana	55	343.65	4.98	2410	40	94.77
Beans	16	96.36	3.73	1120	18	107.58
Dragonfruit	-	-	-	-	3	22.04
Bitter Melon	-	-	-	-	4	26.07
Capsicum	50	694.41	5.24	3157	35	211.99
Cucumber	48	606.06	2.00	4473.5	22	335.11
Drinking Nut	54	1019.46	3.76	4944	52	771.04
Eggplant	20	174.57	2.00	1034	38	135.18
Lemon	-	-	-	-	7	75.4
Lime	-	-	-	-	4	27.47
Passionfruit	-	-	-	-	30	34
Orange	-	-	-	-	5	87
Pawpaw	58	942.47	3	3391	72	651.3
Pumpkin	-	-	-	-	40	398.4
Starfruit	2	7.92	4.25	106.50	7	28.05
Tomatoes	42	1021.2	6.00	5135	63	2026.4
Watermelon	40	921.20	16.00	5301	14	600

Data source: Ministry of Agriculture, AgINTEL

Vegetables	October 2022				September 2022	
	No of Vendors	Total Weight Kg	Average Price (\$NZ) per Kg	Total Value (\$ NZ)	No of Vendors	Total Weight (Kg)
Silverbeet	1	3.96	5.00	55	2	20.1
Rukau	13	160.6	9.20	1086	8	110
Lettuce	-	-	-	-	23	139.48
Pak Choi	11	85.28	5.18	1105	29	188.58
Cabbage	8	207.9	6.50	1239	13	183.16
Watercress	1	50	10.00	500	1	40
Spinach	4	35.1	4.13	208.5	1	16
Spring Onion	1	1.45	3.00	15	-	-

Data source: Ministry of Agriculture, AgINTEL