



## Monthly vegetable market report



Marketing and Agri-Business Section

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## MONTHLY MARKET INFORMATION REPORT: VEGETABLES

Period under review: July 2013 to August 2014

Issue: 2014/7

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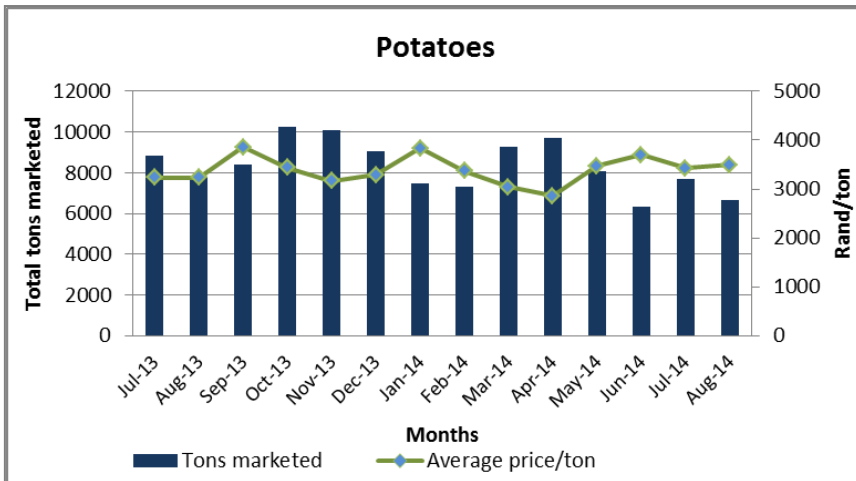
# INTRODUCTION

This report is a review of **selected vegetable sales at the Cape Town Fresh Produce Market**, the largest fresh produce market in the Western Cape. The review will be issued on a monthly basis and will cover trend analysis relating to prices (Rand per ton) and volumes (tons) of the selected vegetables sold on the market, considered to be of importance due to the area under production or marketed volumes, however the combination of selected vegetables might change over time due to relevance.

## 1. PRICE AND VOLUME TREND ANALYSIS

### 1.1 Potatoes

Figure 1: Potatoes sales on the Cape Town Fresh Produce Market

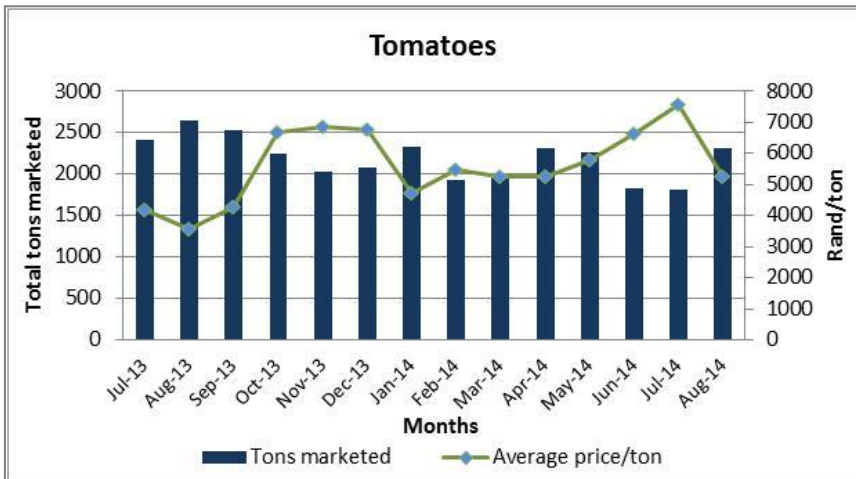


The quantity (6671 tons) sold on the market decreased by 13% if compared to the previous month. The average price per ton responded to this change with an increase of 2% m/m to reach R 3500 per ton.

If compared on an annual basis, the quantities supplied to the market decreased by 14% y/y, accompanied by prices being pushed upward which was 8% better than the R 3235 per ton obtained in the same period in the previous year.

### 1.2 Tomatoes

Figure 2: Tomatoes sales on the Cape Town Fresh Produce Market

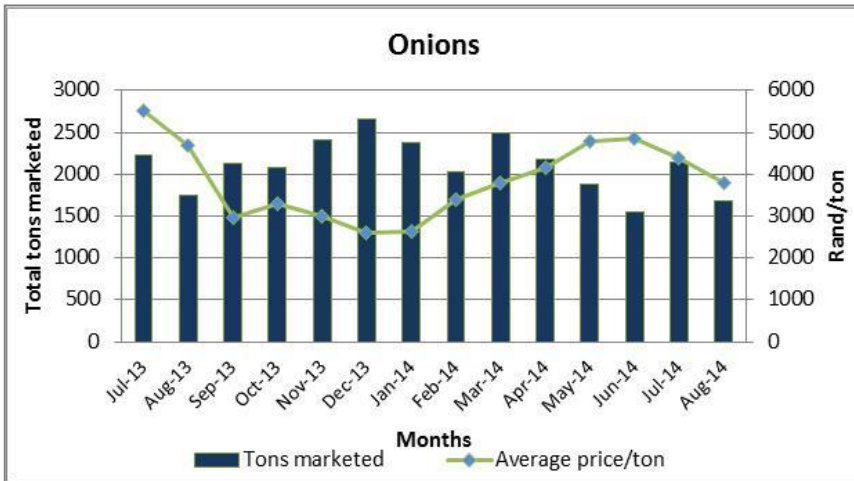


If compared on a monthly basis, quantities supplied to the market increased by 28% m/m to reach 2320 tons, accompanied by a decrease in prices by 31% m/m if compared to the previous month.

The produce marketed was slightly lower by 12% y/y, and prices were 48% y/y higher if compared to the same period in the previous year, reaching an average price R5270 per ton.

### 1.3 Onions

Figure 3: Onion sales on the Cape Town Fresh Produce Market

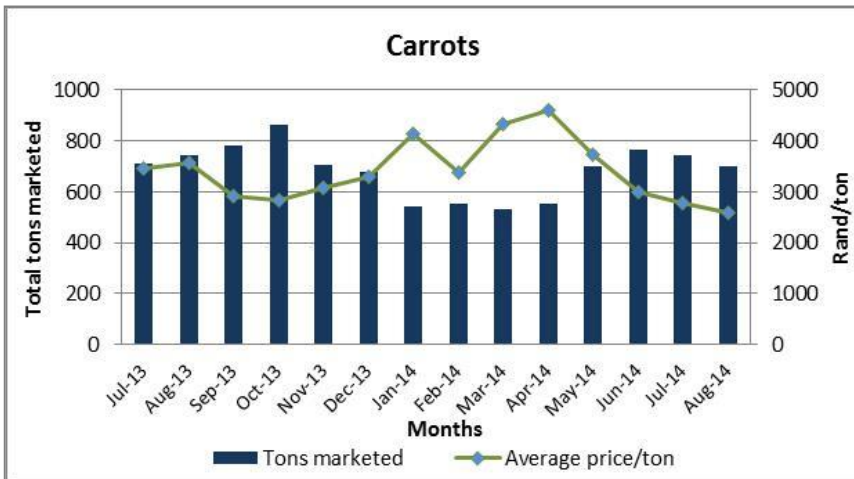


Volumes marketed for August was 22% m/m lesser than the previous month, accompanied downward pressured prices which was 13% lower than the previous month reaching an average price of R 3810 per ton.

Quantities marketed was 3% lesser than the same period in the previous year reaching 1689 tons. The average prices obtained was lesser by 19%, if compared to August in the previous year.

### 1.4 Carrots

Figure 4: Carrots sales on the Cape Town Fresh Produce Market

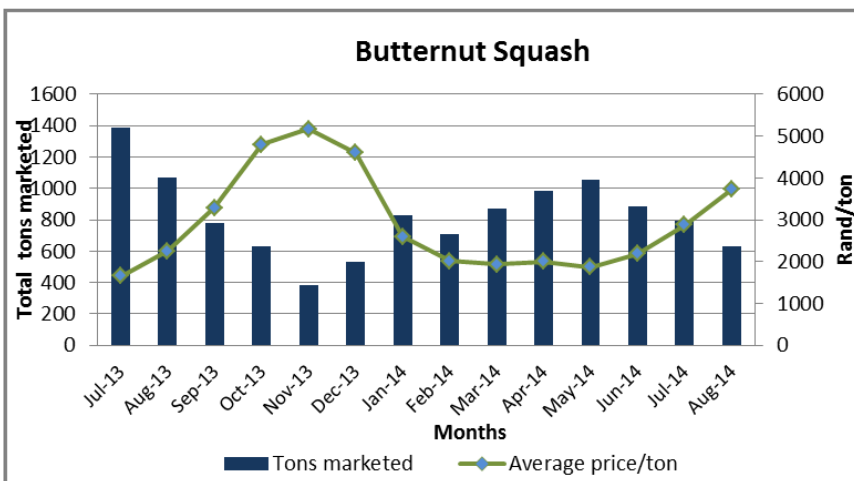


The tons marketed decreased by 6% m/m to reach 699 tons if compared to the previous month, accompanied by a continued downward pressure of 7% m/m on the average price per ton to reach R 2600.

If compared to the same period in the previous year, supplies were 6% y/y lower. On the contrary, the average price obtained was much lower at 27% lesser for the same period in the previous year.

### 1.5 Butternut squash

Figure 5: Butternut sales on the Cape Town Fresh Produce Market

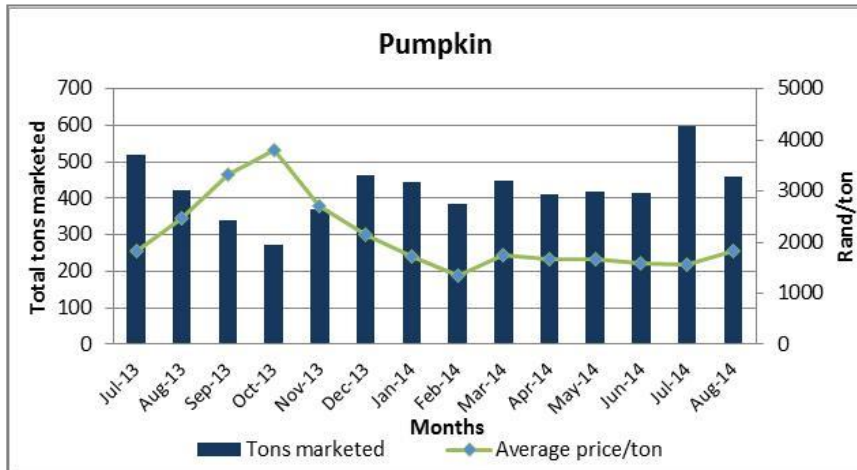


The total produce marketed for August 2014 was 21% m/m lower, which resulted in average prices being pushed upward by 30% to reach R3720 per ton.

If compared to the same period in the previous year, volumes sold were 41% y/y lower and reached 632 tons for August 2014. However, much better prices was obtained in this period, if compared to the same period in the previous year as a result of the 66% y/y prices increase.

## 1.6 Pumpkin

Figure 6: Pumpkin sales on the Cape Town Fresh Produce Market

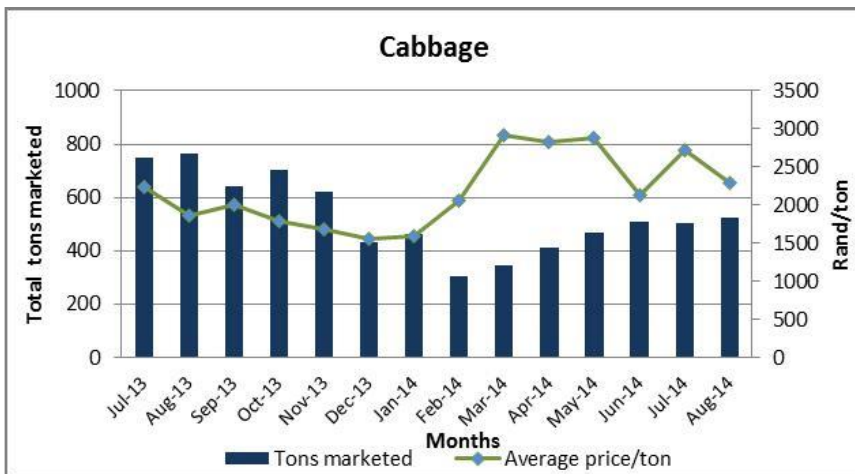


Supplies marketed during the month of August decreased by 23% m/m to 461 tons, accompanied by an increase in the average price of R 1840 per ton which is 18% m/m higher than the previous month.

If compared to the same period in the previous year, supplies to the market increased by 9% y/y, which pressurised prices downward by 25% y/y to reach R 1840 per ton.

## 1.7 Cabbage

Figure 7: Cabbage sales on the Cape Town Fresh Produce Market

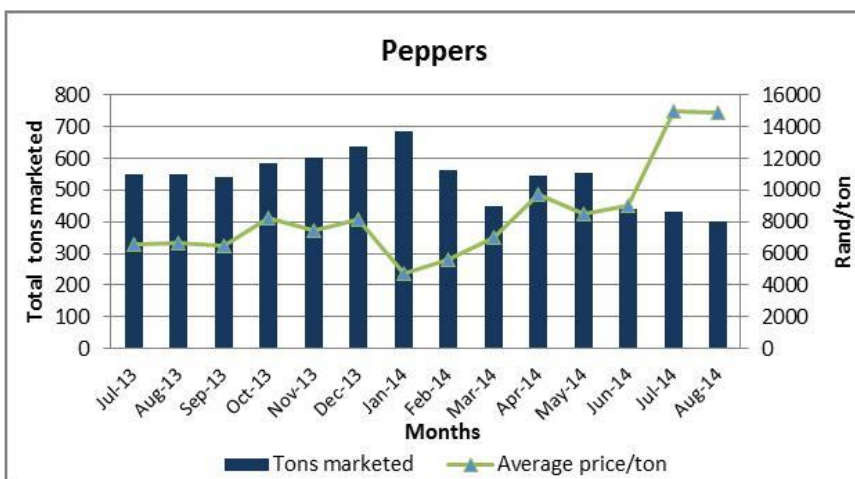


The quantity of produce (522 tons) marketed increased by 4% m/m if compared to the previous month. This was accompanied by a decrease in the average prices by 16% m/m to reached R 2290 per ton.

If compared on an annual basis, the quantities marketed was 32% y/y lesser and accompanied by much better prices being obtained by 24% y/y for the same period in the previous year.

## 1.8 Peppers

Figure 8: Pepper sales on the Cape Town Fresh Produce Market

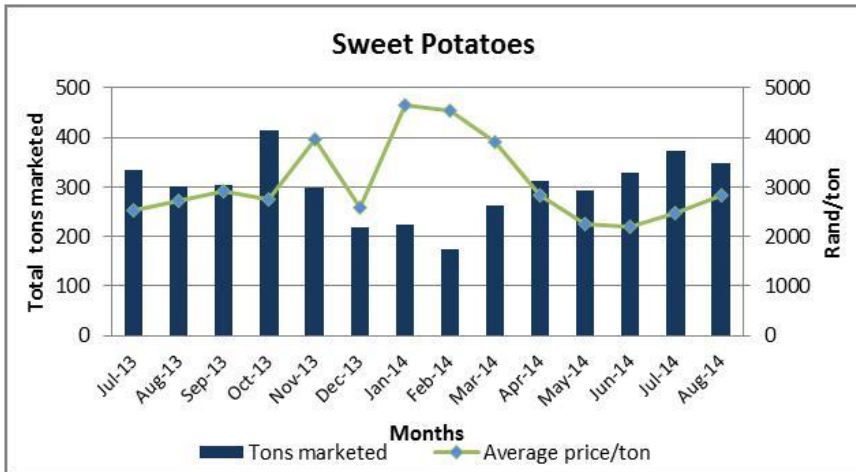


Monthly supplies to the market were lesser by 7% m/m if compared to the previous month; accompanied by average prices which remained more or less unchanged by 1% m/m to reach R14860 per ton.

If compared to the same period in the previous year, supplies were 27% y/y lower (402 tons). This was accompanied by much higher prices being obtained if compared to the same period in the previous year, due to prices being 122% y/y higher.

### 1.9 Sweet Potatoes

Figure 9: Sweet potatoes sales on the Cape Town Fresh Produce Market

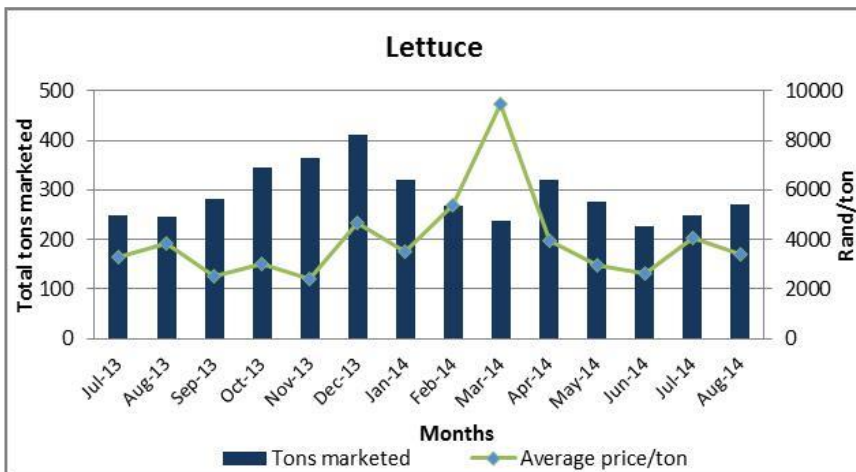


Sweet potatoes volumes were 7% m/m lesser than the previous month and reach 348 tons. This was accompanied by an increase in the average price per ton by 14% m/m to reach R 2420 per ton.

If compared on an annual basis, the volumes marketed during August 2014 were 15% y/y higher than the same period in the previous year. The average price per ton was 3% y/y higher than the same period in the previous year.

### 1.10 Lettuce

Figure 10: Lettuce sales on the Cape Town Fresh Produce Market

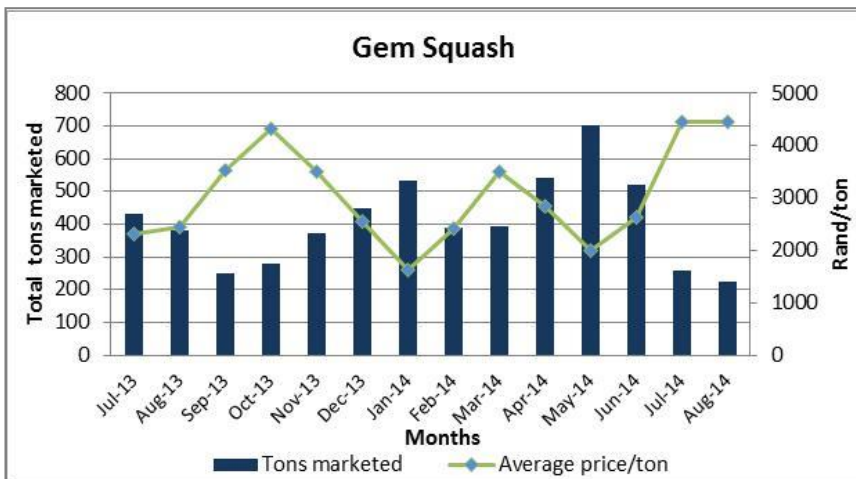


The quantities supplied (274 tons) to the market increased by 9% m/m if compared to the previous month, which was accompanied by downward pressured prices which decreased by 17% to reach R 3390 per ton.

If compared annually, the average price obtained was 12% lesser than the same period in the previous year, which maybe as a result of the higher volumes supplied to the market at this time of season which is a 11% y/y higher than August 2014.

### 1.11 Gem Squash

Figure 9: Gem squash sales on the Cape Town Fresh Produce Market



Volumes supplied (227 tons) were 13 % m/m lower if compared to the previous month, accompanied by unchanged average prices which remained at R 4460 per ton.

If compared to the same period in the previous year, volumes marketed were 40% y/y lesser. This was accompanied by higher prices being obtained, with an increase of 82% y/y from R 2460 per ton to R4460 per ton in August 2014.

**OTHER COMMODITIES MOVEMENTS ON THE CAPE TOWN FRESH PRODUCE MARKET INCLUDE THE FOLLOWING:**

<b>Produce name:</b>	<b>Average tons marketed for August 2014: (tons)</b>	<b>Average price obtained for August 2014: (Rand/ton)</b>
Cauliflower	172	R 5 850
English Cucumber	173	R 24 250
Beetroot	50	R 5 960
Brinjals (eggplant)	87	R 5 290
Broccoli	76	R 7 700
Spinach	35	R 8 550
Mushrooms	6	R41 900

**2. NEWS CLIPS: COMMODITY MOVEMENTS IN INTERNATIONAL & DOMESTIC MARKET**

**First South African cold storage with phyto-sanitary treatments**

The fresh produce market, more so those intended for export into special markets are keen to be the a higher-risk of becoming spoiled on the way to the market destination due to not being handled properly, storage as well as transport facilities not being able to ensure that the produce arrives in the most suitable and freshest condition at the intended market till it is used by the consumer.

A South African company, Gogo cold rooms addressed the aforementioned in that it now offers cold storage facilities which has a total capacity of 3000 pallets, allowing 600 pallets to undergo sterile treatment for phyto-sanitary requirements for special markets per 4 day cycle. Click [here](#) to read the full article.

**Woolworths announces a reduction in Genetically Modified (GM) labels**

The retailer announced that it intends to lessen GM labels by halve within a 12 month period, on its own private labels. This comes after appeals from consumers, which indicates that consumers are becoming more conscious and educated and are willing to buy much 'safer food'.

It is reported that South Africa is the 8<sup>th</sup> largest GM organism producer globally, and that cotton, maize and soya are the only permitted GM crops currently allowed to be grown domestically.

Producing more environmental sustainable produce is systematically receiving more and more attention which ultimately creates expectations from end-consumers. Thus, producers need to be ahead and apply the



*(Continues from previous article)*

necessary changes on the supply side to ensure that market requirements are met. Click [here](#) to read the full article.

Also read the PMA Fresh Connections article, titled ["We must help consumers make the healthy choice the easy choice"](#).

**About 80% of South Africa's fresh produce is reported to being sourced from the wholesale markets**

In a recent interview with Fruit & Veg City CEO, it was acknowledged that about 80% of fresh produce is sourced from wholesale markets and only a mere 20% is sourced directly. Click [here](#) to read the full article.

**DTI Invitation to explore export opportunities: Apply for upcoming trade shows and exhibitions**

- 21 Feb -11 Mar 2015:  
Ghana International Trade Fair (multi-sector)
- 3-6 March 2015:  
Foodex, Japan (agro-processing)
- The closing date for applications is 22 September 2014. Click [here](#) for more information.

## ACKNOWLEDGMENTS

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The following information sources are hereby acknowledged:

Fresh Plaza

<http://www.freshplaza.com>

Techno Fresh CRM

[www.technofresh.co.za](http://www.technofresh.co.za)

The Department of Trade and Industry

[www.dti.gov.za](http://www.dti.gov.za)

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