



Monthly vegetable market report



Marketing and Agri-Business Section

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MONTHLY MARKET INFORMATION REPORT: VEGETABLES

Period under review: June 2013 to July 2014

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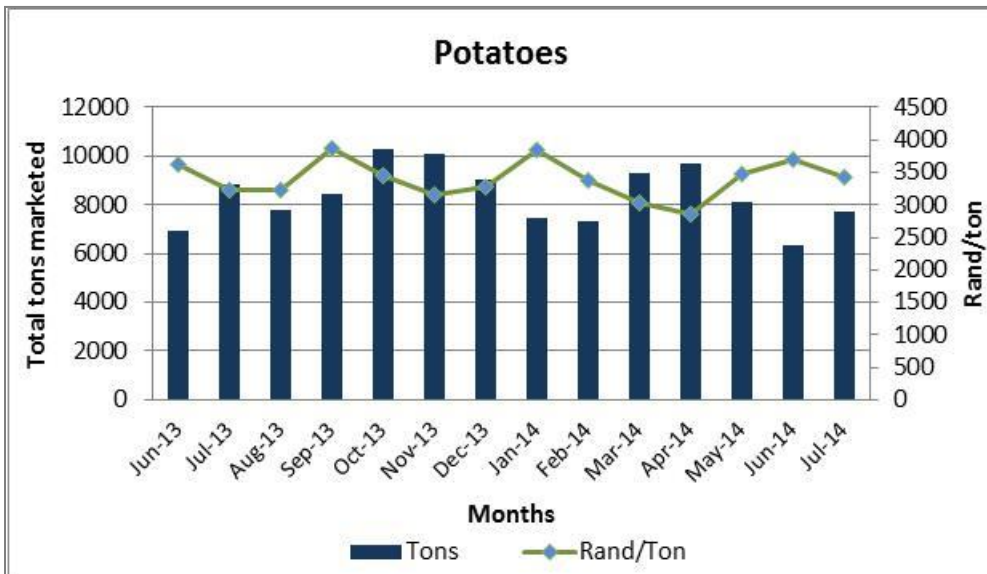
INTRODUCTION

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

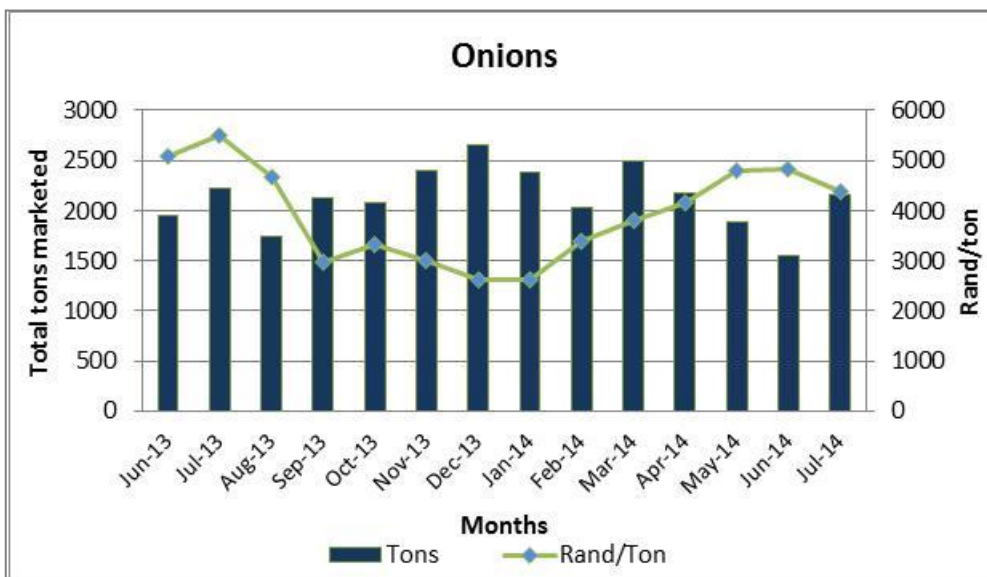


Quantities supplied to the marketed during July 2014 increased by 21.9% m/m, which put downward pressure on price to decrease by 7.2% m/m to R 3429 per ton.

If compared to the same period in the previous year, supplies marketed decreased by 13.0% y/y and reached 7691 tons, accompanied by higher prices which increased by 5.9% y/y.

1.2 Onions

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

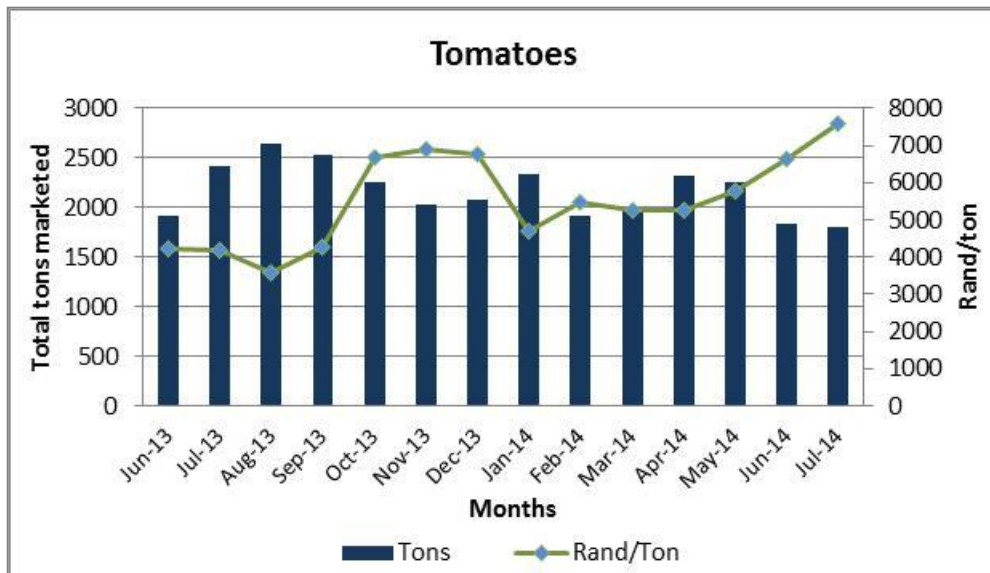


On a monthly basis, quantities supplied to the market increased by 33.8% m/m to reach 2154 tons, accompanied by a decrease in prices by 9.3% if compared to the previous month.

The produce marketed was slightly lower by 3.3% y/y, and prices were 20.2% lower by if compared to the same period in the previous year, and reach R4394 per ton.

1.3 Tomatoes

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

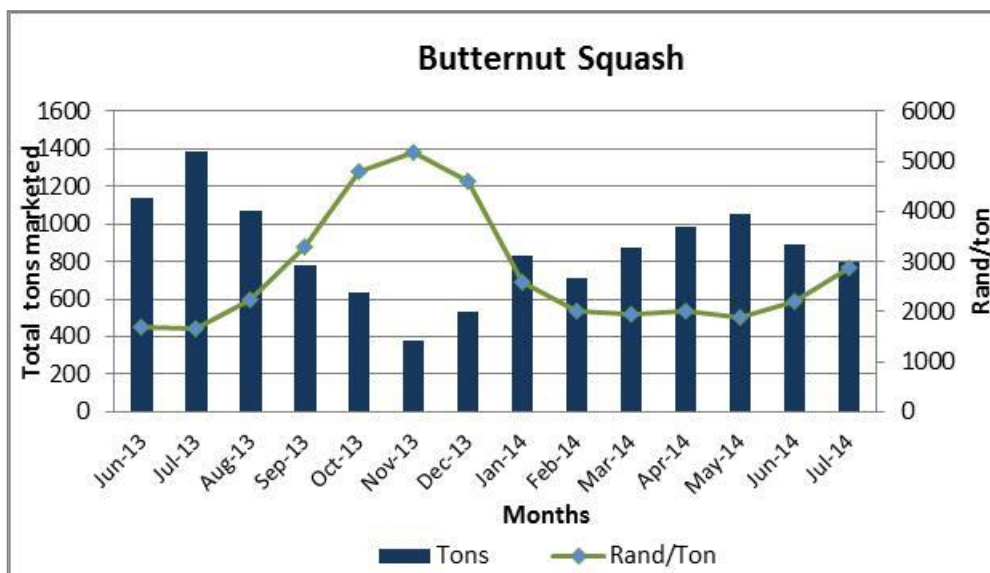


Volumes marketed for July was more or less in range with the previous month with a slight decrease of 1% m/m (1811 tons) , accompanied by upward pressurised prices which increase by 14.5% m/m to R 7586 per ton.

If compared to the same period in the previous year, volumes marketed decreased by 25.1% y/y, accompanied by better prices achieved which was 80.8% (R 7586 per ton) higher than the R 4141 reached per ton in July 2013.

1.4 Butternut squash

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

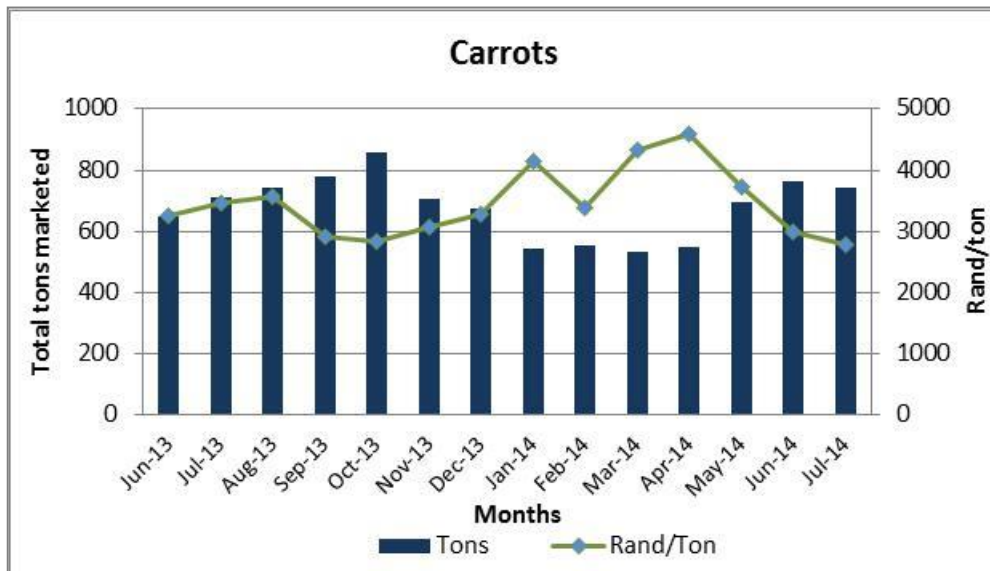


The total produce marketed for July 2014 was 10.3% m/m lower, which resulted in prices being pushed upward by 31.0% to reach R2871 per ton.

If compared to the same period in the previous year, volumes were lesser by 42.5% y/y and reached 796 tons. However, much better prices was received in the period, if compared to the previous year. Prices increased by 73% y/y.

1.5 Carrots

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

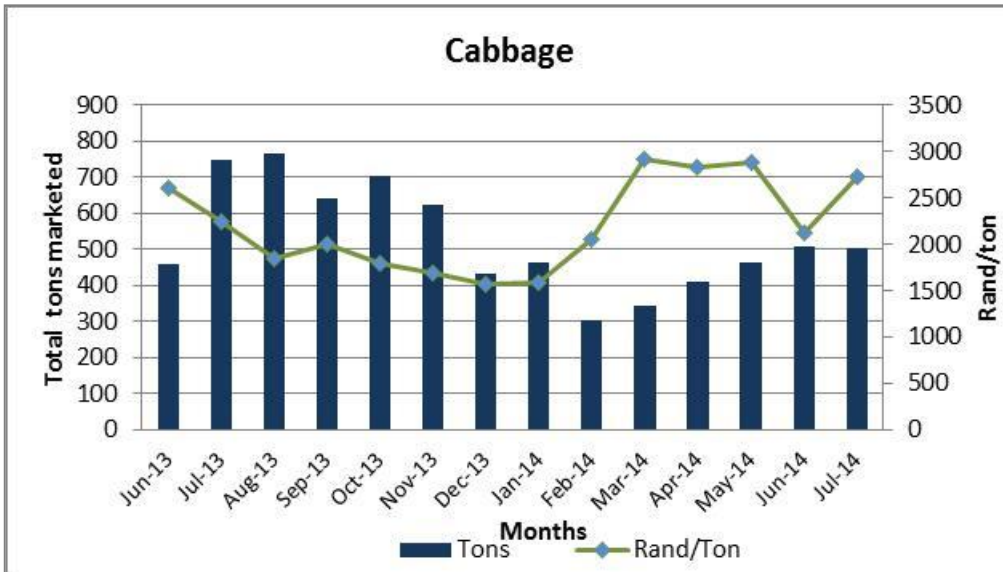


The tons marketed decreased by 2.6% m/m to reach 745 tons if compared to the previous month. This was accompanied by lower prices being achieved decreasing by 7% to R 2792 per ton.

If compared to the same period in the previous year, supplies were 4.7% y/y higher. However, much lower prices was received per ton which is 19.3% lesser at R 2792 per ton.

1.6 Cabbage

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

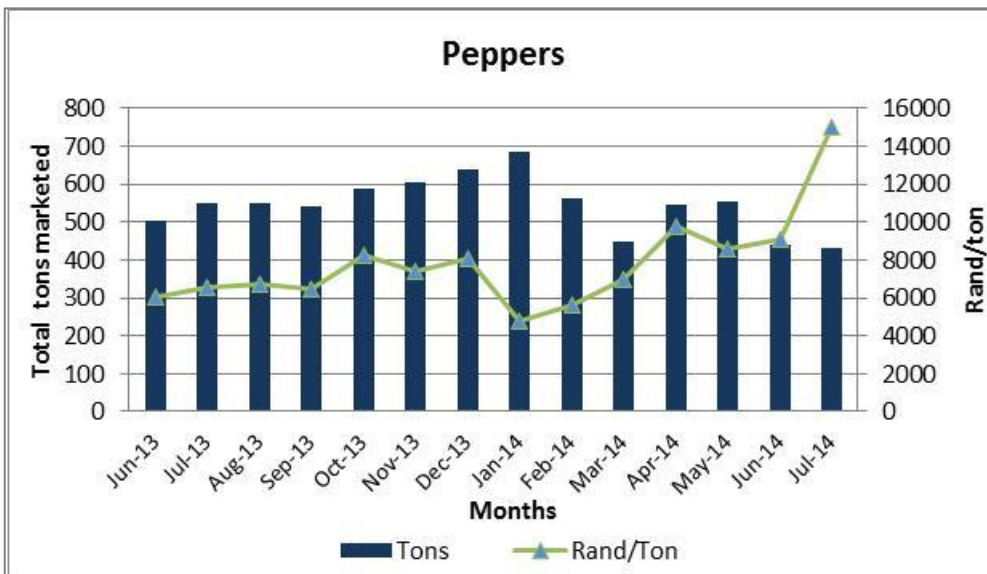


Cabbage supplies were more or less the same if compared to the previous month, however prices were pushed upward by 27.9% m/m to reach R 2725 per ton.

Compared to the same period in the previous year, volumes was down by 32.6% y/y compared to 747 tons marketed in July 2014. Prices were much better, and 21.7% y/y higher compared to July 2013.

1.7 Peppers

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

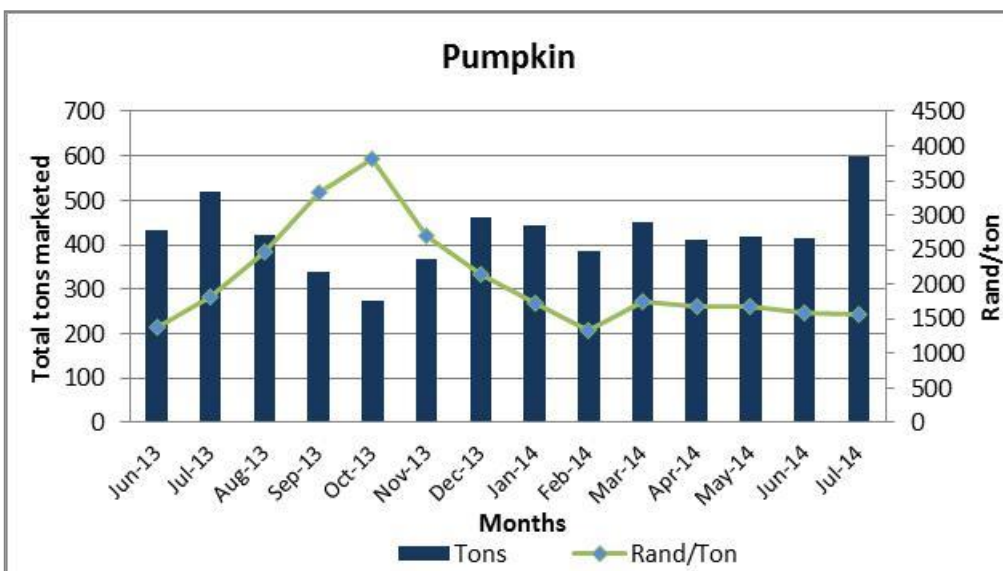


Monthly supplies to the market were more or less the same volumes (2.9% m/m lesser) if compared to the previous month; which pushed prices upward by 65.4% m/m to reach R15 014 per ton.

If compared to the same period in the previous year, supplies were 21.0% lower in June 2014 to reach This was accompanied by higher prices if compared to the same period in the previous year, whereby prices were 129% higher.

1.8 Pumpkin

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

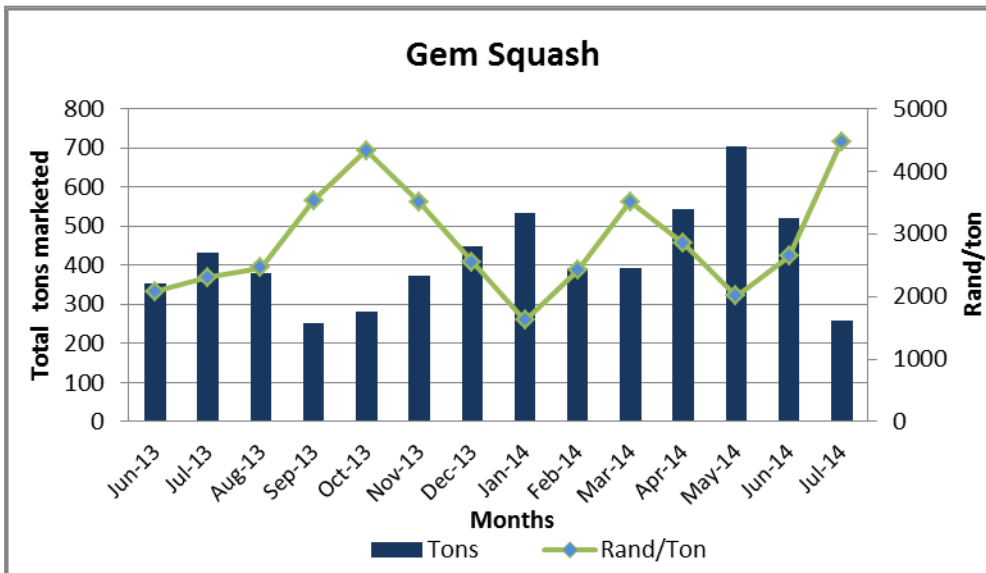


Supplies to the market increased by 44.3% m/m to 598 tons, accompanied by a downward price of R 1554 per ton which is 2% m/m lesser than the previous month.

If compared to the same period in the previous year, supplies to the market increased by 14.9% y/y, which pressurised prices downward by 14.8% y/y to reach R 1554 per ton.

1.9 Gem Squash

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

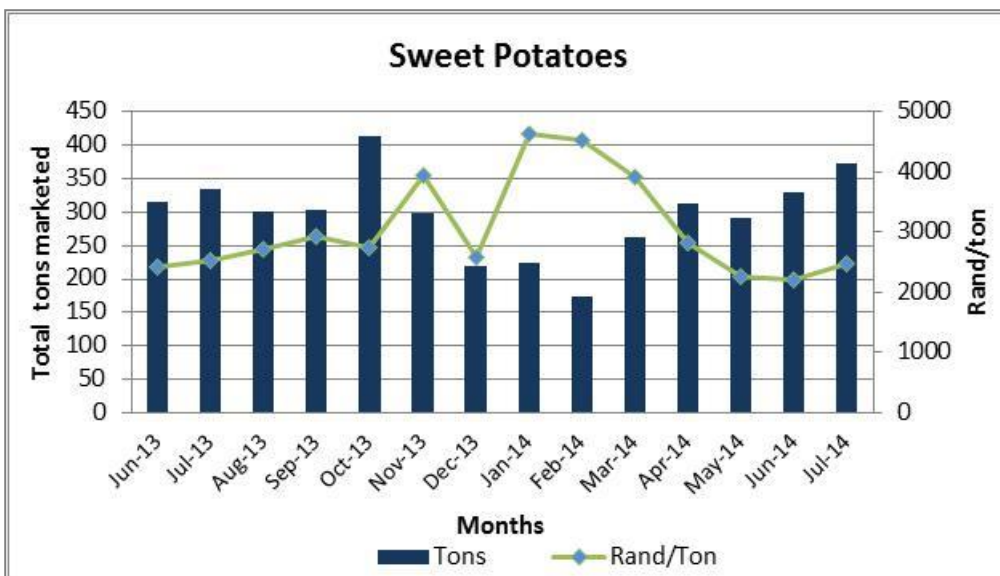


Volumes supplied in June 2014 were 50.2 % m/m lower if compared to the previous month, which further pushed prices upward by 69.4% m/m to reach R4468 per ton.

If compared to the same period in the previous year, volumes marketed were 39.6% y/y lesser. This was accompanied by higher prices being obtained, with an increase of 94% y/y from R 2303 per ton in July 2013 to R4468 per ton in July 2014.

1.10 Sweet Potatoes

Figure 10: Sweet potatoes sales on the Cape Town Fresh Produce Market

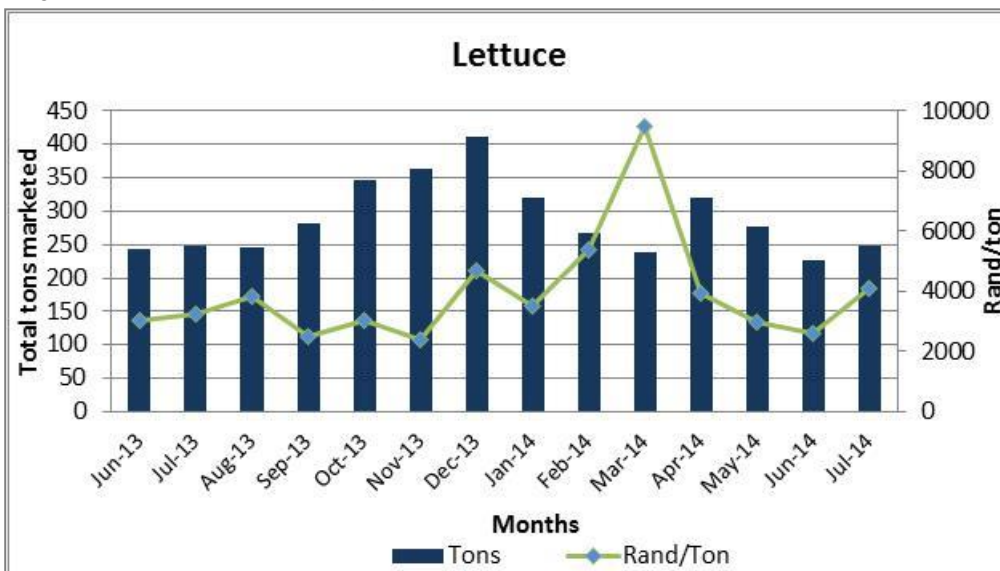


Sweet potatoes volumes supplied in July 2014 were 13.3% m/m higher than the previous month and reach 373 tons. This was accompanied by an increase the prices by 12.7% m/m to reach R 2484 per ton.

On the other hand, annual volumes also remained on an increasing trend and increased by 11.4% y/y. However, prices for the period of July 2014 was 2% y/y lower if compared to the same period in the previous year.

1.11 Lettuce

Figure 11: Lettuce sales on the Cape Town Fresh Produce Market



The average price per ton increased by 56.7% m/m, despite a decrease in the volumes supplied to market. The June- supply was 10.2% m/m higher than the previous month.

If compared to the same period the previous year, volumes supplied were unchanged. However, this did not impact the higher average prices obtained which are 25% y/y higher than July 2013's price of R 3263.

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

Produce name:	Average tons marketed for July 2014: (tons)	Average price obtained for July 2014: (Rand/ton)
Cauliflower	228.60	R 4340
English Cucumber	170.37	R 18 742
Beetroot	94.48	R 4904
Brinjals (eggplant)	78.56	R 6 641
Broccoli	55.77	R 10 660
Spinach	38.10	R 9231
Mushrooms	4.66	R44 964

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

Prices continue upwards

Weather damage to some of the country's main producing areas, resulted in prices being pushed upward for fresh produce, as well as those largely consumed. "Un-heard" prices are currently levied at market level, excluding the mark-up which should still be added by retailers.

The favourable exchange rate also adds to the current situation, as producers are encouraged to take advantage of better prices obtained due to favourable returns on exports. This is however pressurising the local market, in which consumer prices are pushed upward. Click [here](#) to read the full article.

Managing peppers through its maturity

The balance between fruit set and leaf volume is said to have a major impact on the yield and the bearing pattern of the pepper plant – click [here](#) to read the article.

Also refer to the article, Preventing powdery mildew in peppers – click [here](#) to read article.

Measure & manage risk

As the saying goes, "how will you be able to manage, if you have not measured". This is a simple reminder that all business activities, how big or small should be measured to ensure that a person is aware of implications it might have should changes occur and that it enables the farmer to manage and mitigate the risk accordingly. To read the full article – click [here](#).



Local onion and potatoes production motivated in Namibia

The Namibian Agronomic Board (NAB) has encouraged the local industry to enlarge its local production capacity by enforcing a potatoes & onion scheme, which incentivises the local value-chain actors (retailers, wholesaler and hotels) if fresh produce is source locally. Importers are obliged to secure a minimum percentage of imported produce locally. More detail could be obtained from the article – click [here](#).

Kenyan fresh produce market almost banned from EU market due to excessive pesticide residue limits

This comes after an increasing amount of exported produce to the European Union (EU), have been found not to comply with EU maximum residue limits (MRL's). The EU has given Kenya extension till 30 September 2014 to fully comply with the necessary standards, before a final decision is made to ban all horticultural produce from Kenya due to non-compliance. Click [here](#) to read full article.

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

- 5-8 Feb 2015: *Gulfood, Dubai* (agro-processing)
- 5-7 Feb 2015: *Fruit Logistica, Berlin* (agro-processing: fresh fruit and vegetables)
- **Closing date for applications is 5 September 2014.**

Click [here](#) for more detail.

ACKNOWLEDGMENTS

The following information sources are hereby acknowledged:

The Department of Trade and Industry
www.dti.gov.za

Farmers Weekly
<http://www.farmersweekly.co.za>

Fresh Plaza
<http://www.freshplaza.com>

Techno Fresh CRM
www.technofresh.co.za

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