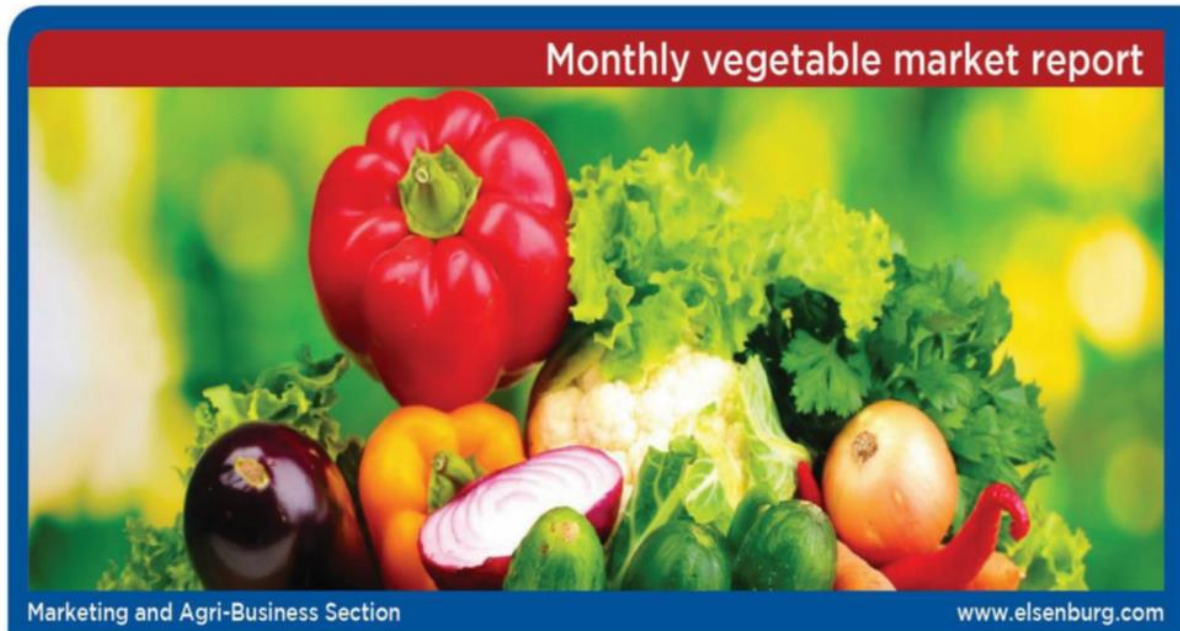


## MONTHLY VEGETABLE REPORT



Review period: 01 July 2023 to 01 July 2024

### MONTHLY MARKET INFORMATION REPORT: VEGETABLES

Issue: 2024/07

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## INTRODUCTION

The Cape Town Fresh produce market monthly report aims to bring forth information about the performance of selected vegetable sales in the market during the period under review. At a given month the report looks at the main commodities that are traded in the Cape Town fresh produce market in terms of average volume (tons) and prices (Rand per ton). The report also looks into international and local issues that affect the fresh produce industry.

### **OVERVIEW OF THE NATIONAL AGRICULTURAL MARKETING INFORMATION SYSTEM (AMIS), OFFERED BY THE DEPARTMENT OF AGRICULTURE, FORESTRY AND FISHERIES (DAFF)**

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The Agricultural Marketing Information Systems (AMIS) is a database interface offered by the Department of Agriculture, Forestry and Fisheries (DAFF).

The main purpose of the Agricultural Marketing Information System (AMIS) is to provide reliable & updated information to farmers. In order to assist farmers to plan activities relating to production and marketing in a much-informed manner.

Agricultural market information is provided for horticulture, field crops, livestock and industrial products, and includes the following categories:

- marketing prices,
- grading and standard information,
- annual price trends, and
- marketing news (pertaining to the application procedures for import and export permits).

Click on the following website link to access the [DAFF AMIS](http://webapps.daff.gov.za/amis) web application, or alternatively go to the web address: <http://webapps.daff.gov.za/amis> (no subscription fee payable to access system). Cell phone user can send an SMS to **\*120\*4040#** (*charged at standard SMS rates*)

**Please note that prices are updated at 12h00 a.m on a daily basis.**

## Vegetable price and volume trend analysis

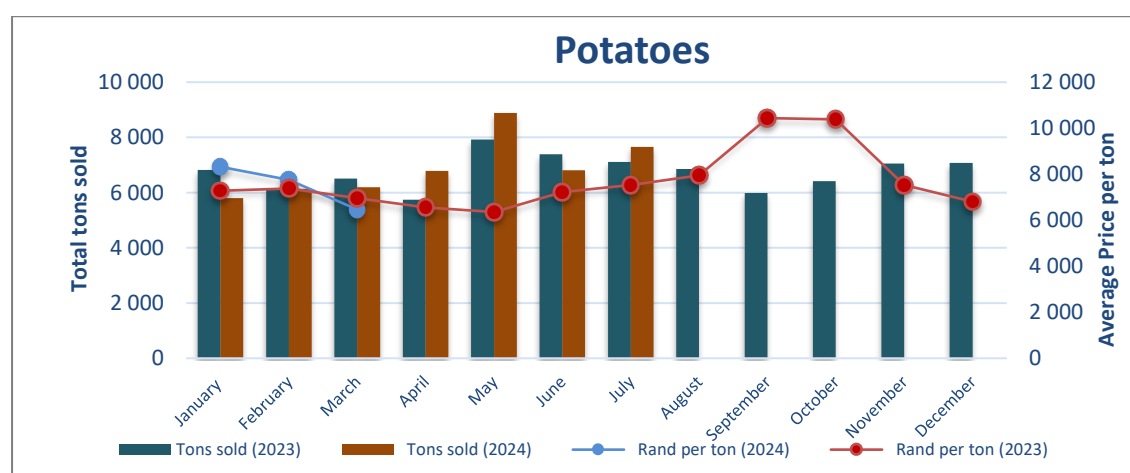
Vegetables are part of important annual crops for the South African agricultural industry. They play a fundamental role in contributing to various agricultural industries who are directly and indirectly involved in the vegetable industry. In return these industries make a significant contribution to employment creation and revenue generation in the Western Cape. At the fresh produce markets trade occurs on the market floors and market forces (i.e. demand and supply) determine prices of vegetables and fruits. The performance of the vegetable industry is largely dependent on climatic conditions and this impact on crop production. This occurs throughout all stages of production until the produce is harvested and ready for the market. Forming part of these climatic conditions is; drought, flood, hail and heat wave. In analyzing the price and volume of traded commodities, factors that impact on crops development and production are taken into consideration. Below are different figures of the main vegetables that are traded in the market in terms of prices and volumes.



### 1. Potatoes

As illustrated in the figure1, the volume of Potatoes sold at the Cape Town Fresh produce market during the month of July 2024, increased by 12.4% from 6813.9 tons in June 2024 to 7661.8 tons. This translates to (847.9) ton increase in the tons of potatoes sold at Cape Town Fresh produce market during the month of July 2024. The average market price per ton of potatoes sold, decreased by 1.8% (or R123.2) from 6797.2 in June 2024 to R6674.0 in July 2024. Sales on the Cape Town market traded at 11.4% y/y per ton less than the same period last year. The volume of potatoes sold increased by 7.8% y/y compared to the same period last year.

**Figure 1: Potato prices and quantity traded at Cape Town Fresh Produce market.**



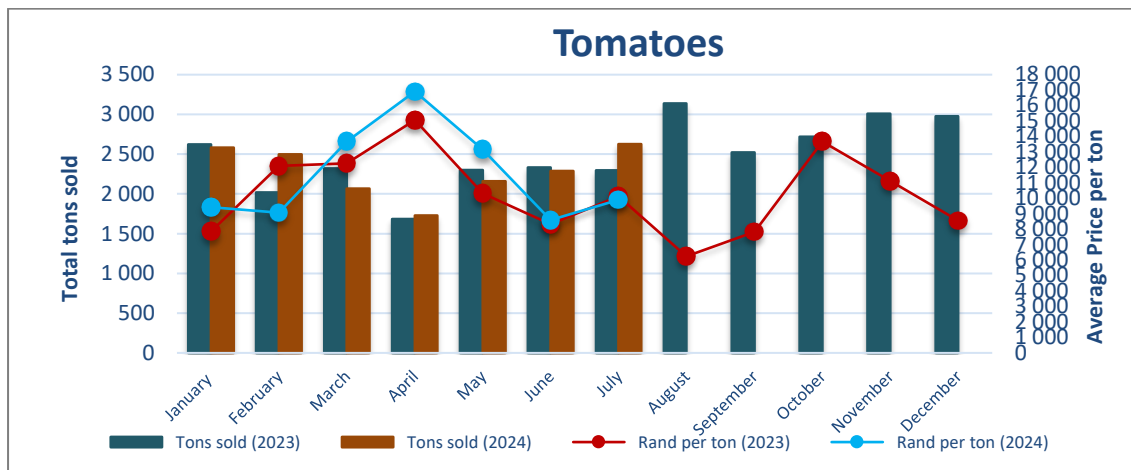
Source: Techno fresh (2024)

## 2. Tomatoes



The total amount of tomatoes sold during July 2024 was 2626.1 tons, which shows 338.9(ton) increase from 2287.1 tons recorded in June 2024. Tomatoes were trading at R9893.7 in July 2024.

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



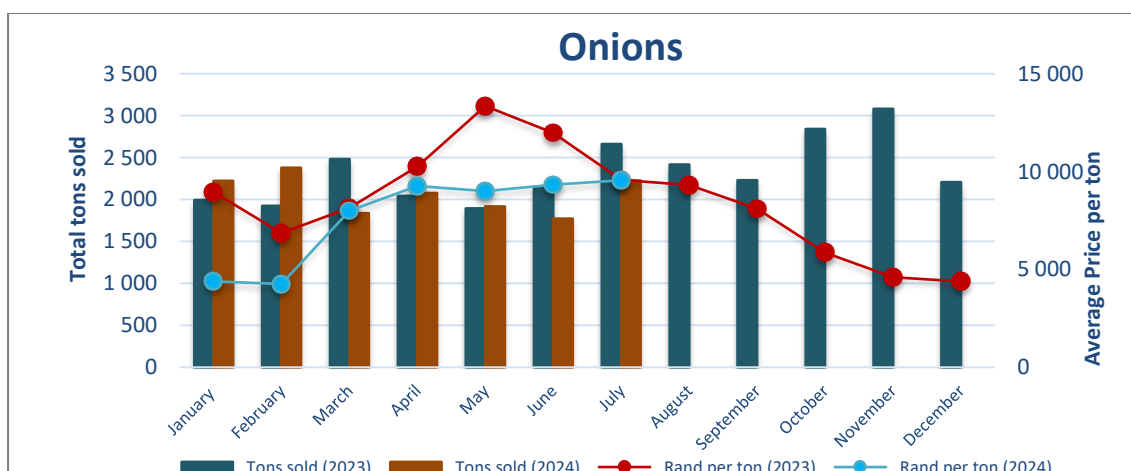
Source: Techno fresh (2024)

## 3. Onions



In July 2024, the volume of onions traded in the Cape Town fresh produce market was 2224.9 tons, which shows 25.6% increase from 1770.8 tons recorded in June 2024. Price per ton of onions sold on the market also increased by 2.5% from R9323.1 in June 2024 to R9553.9 in July 2024.

**Figure 3: Onions prices and quantity traded at Cape Town Fresh Produce market.**



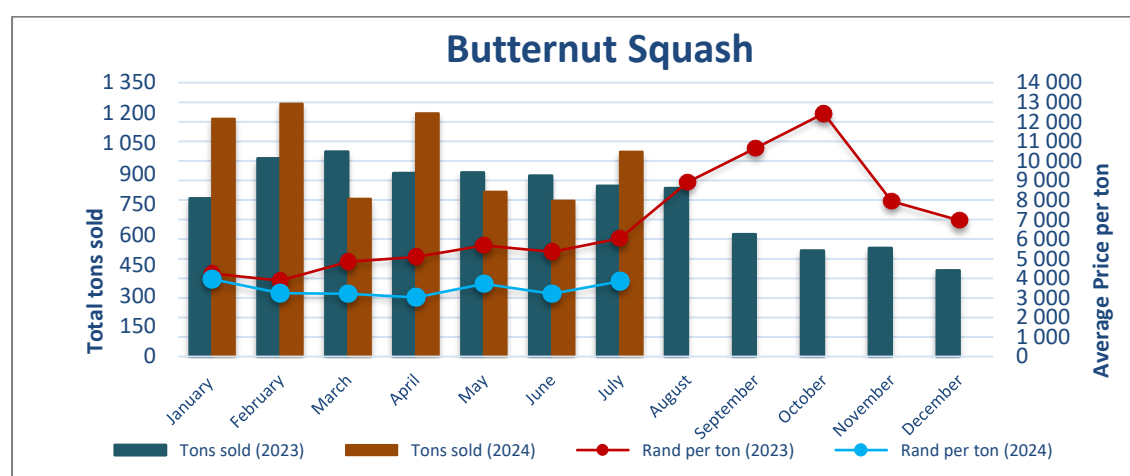
Source: Techno fresh (2024)

#### 4. Butternut Squash



Figure 4 below represents the volume of butternut squash sold at the Cape Town fresh produce market during the month of July 2024. The volume of butternut squash sold increased by 31.4% from 768.1 tons in June 2024 to 1009.4 tons in July 2024. The price per ton of butternut also increased by 19.7% from R3214.2 in June 2024 to R3848.2 in July 2024. On a year-to-year basis the quantity of butternut squash sold during July 2023 and June 2024 increased by 20% while the price of butternut sold during the same period (2023/24) decreased by 36.3%.

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



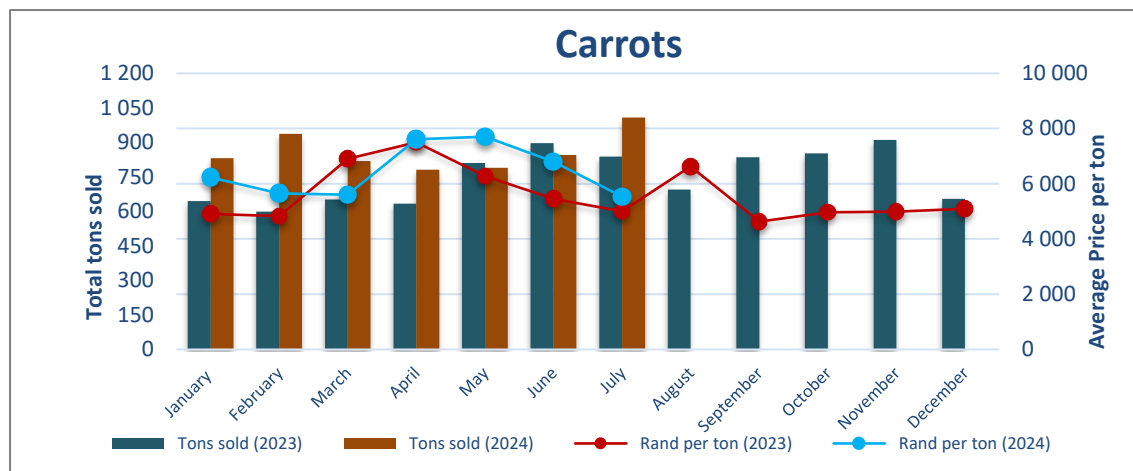
Source: Techno fresh (2024)

#### 5. Carrots



As indicated by Figure 5 below shows the total volume of carrots traded at Cape Town fresh produce market during July 2024. The volume of carrots traded in July 2024, increased month-month by 19.2% from 845.8 tons in June 2024 to 1007.8 tons in July 2024. When comparing year-on-year, the amount of carrots traded during this period increased by 20.2% from 838.5 tons in July 2023 to 1007.8 tons in July 2024. In July 2024 carrots was trading at R5534.8 per ton, which indicates 18.6% decrease in price per ton of carrots between June 2024 and July 2024. The average market price per ton of carrots on the other hand, increased by 10.7% y/y from R4998.3 in July 2023 to R5534.8 in July 2024.

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



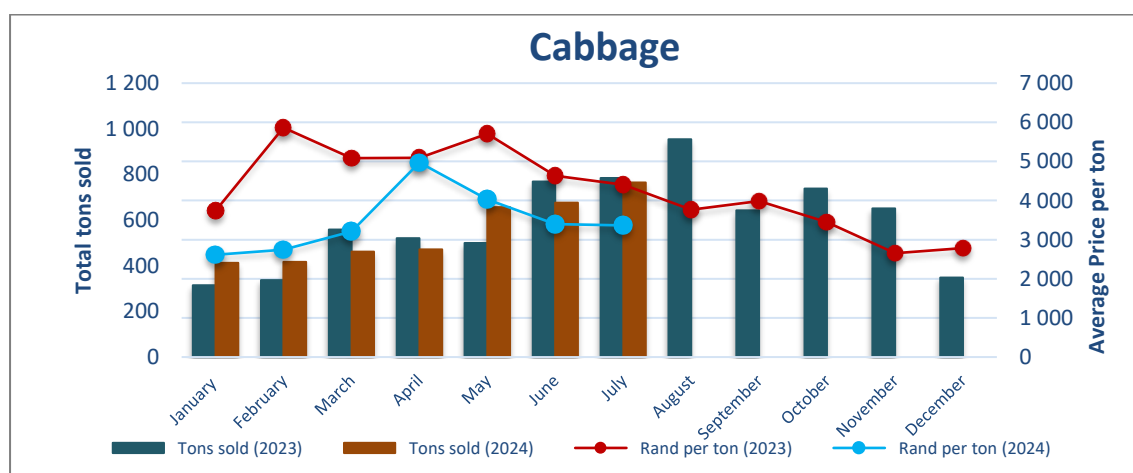
Source: Techno fresh (2024)

## 6. Cabbages



The total volume of cabbages sold at the Cape Town fresh produce market during July 2024 recorded a month-to-month increase of 13.1% or 88.8 tons. The total volume of cabbages sold therefore increased from 676.1 tons in June 2024 to 764.9 tons in July 2024. The average market price per ton of cabbages decreased slightly by 0.8% from R3396.1 in June 2024 to R3368.0 in July 2024. On annual basis, the total volume of cabbages sold decreased from 784.6 tons obtained in July 2023 to 764.9 tons in July 2024. This represents a year-on-year decrease of 2.5% that is 19.7 tons, less than the amount registered within the same period last year.

**Figure 6: Cabbages sales on the Cape Town Fresh Produce Market**



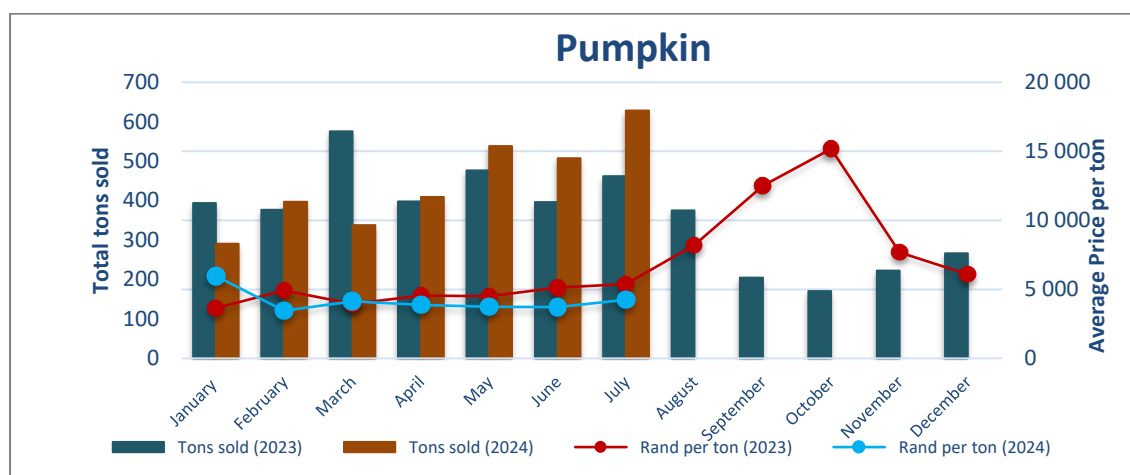
Source: Techno fresh (2024)

## 7. Pumpkin



A total amount of 628.5 tons of pumpkin was sold at the Cape Town fresh produce markets during July 2024. This presents 23.8% or 121-ton increase from the previous month (June) record of 507.5 tons. The average market price also increased by 14.5% or R539 per ton from R3711.3 in June 2024 to R4250.3 in July 2024. On year and year, basis pumpkin was trading at R5374.5 per ton in July 2023 compared to R4250.3 in July 2024. These results indicate a decline of R1124.2 in price per ton of pumpkin between July 2023 and July 2024.

**Figure 7: Pumpkin sales on the Cape Town Fresh Produce Market**



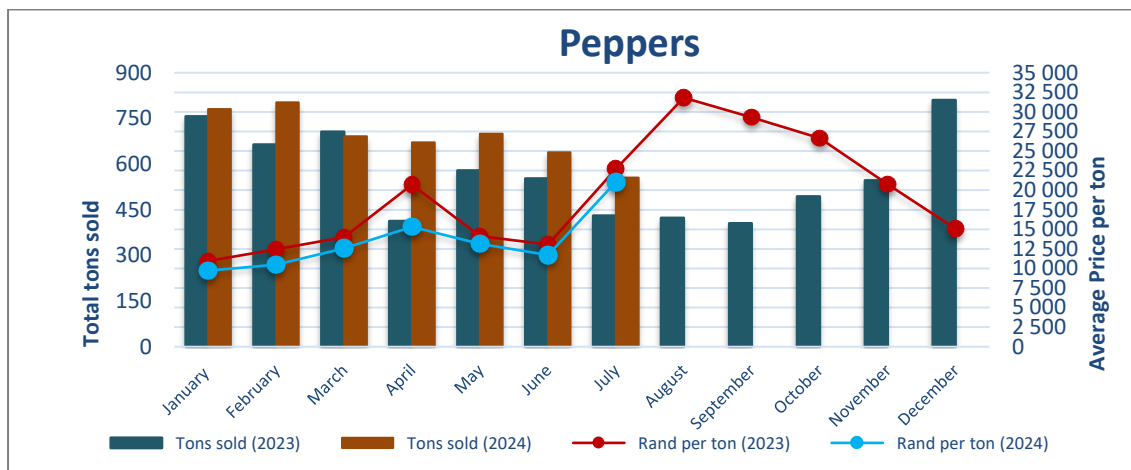
Source: Techno fresh (2024)

## 8. Peppers



As illustrated in figure 8 below, the total volume of peppers sold during July 2024 decreased by 13% from 638.7 tons in June 2024 to 555.5 tons. The average market price of peppers increased by 79.9% from R11704.8 in June 2024 to R21057.1 in July 2024. On annual basis, the total volume of peppers sold during the period under review registered a year-on-year increase of 28.9%. The total volume of peppers sold thus increased from 431.0 tons of peppers traded in July 2023 to 555.5 tons of peppers traded in July 2024. The average market price per ton on the other hand, decreased by 7.3% from R22718.4 in July 2023 to R21057.1 in July 2024.

**Figure 8: Peppers sales on the Cape Town Fresh Produce Market**



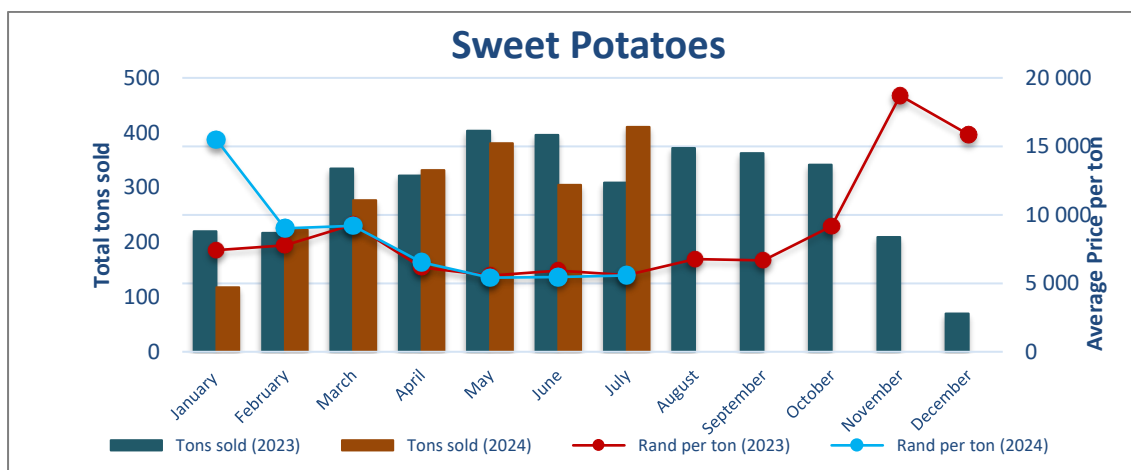
Source: Techno fresh (2024)

## 9. Sweet potato



The total volume of sweet potato sold at the Cape Town fresh produce market increased from 304.6 in June 2024 to 410.6 tons in July 2024. This translates to 34.8% month-to-month increase recorded during the month of July 2024. The total volume of sweet potato sold also increased year-on-year by 33% from 308.7 tons in July 2023 to 410.6 tons in July 2024. Sweet potato was trading at R5582 during July 2024. On annual basis, the average market price per ton decreased by 0.3% from R5596.2 in July 2023 to R5582 in July 2024.

**Figure 9: Sweet potato sales on the Cape Town Fresh Produce Market.**



Source: Techno fresh (2024).

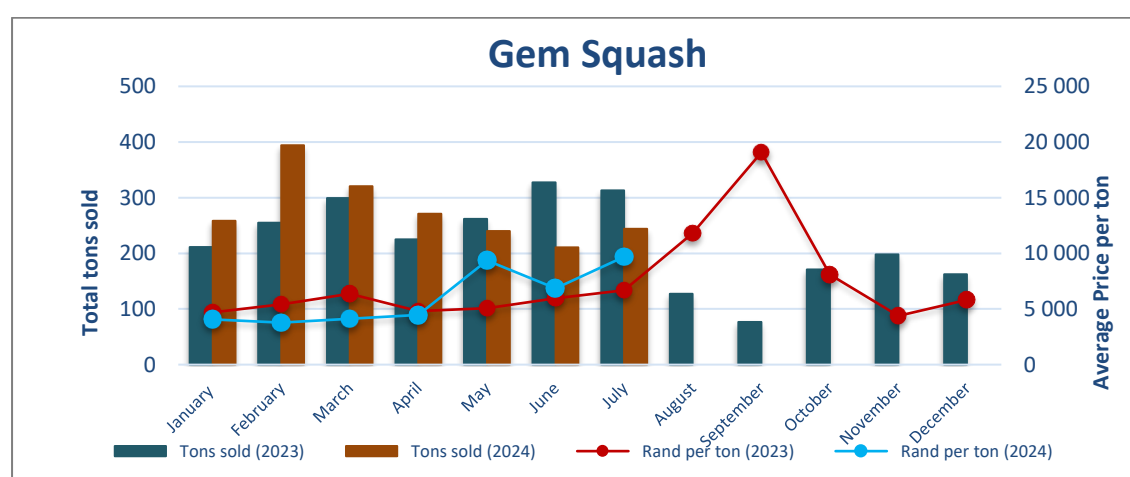


## 10. Gem squash



Figure 10 bellow shows the total volume of gem squash sold at the Cape Town fresh produce market in July 2024. The volume of gem squash sold during July 2024 increased by 16% from 210.5 tons in June 2024 to 244.2 tons. The price per ton of gem squash also increased by 41.3% from R6855.1 in June 2024 to R9688.3 in July 2024. On annual basis, gem squash sold at the Cape Town fresh produce market decreased by 22% during the period under review. As a result, the volume of gem squash sold decreased from 313.1 tons in July 2023 to 244.2 tons in July 2024. The average market price of gem squash increased by 44.7% or R2994.7 per ton from R6693.7 in July 2023 to R9688.3 in July 2024.

**Figure 10: Gem squash sales on the Cape Town Fresh Produce Market**



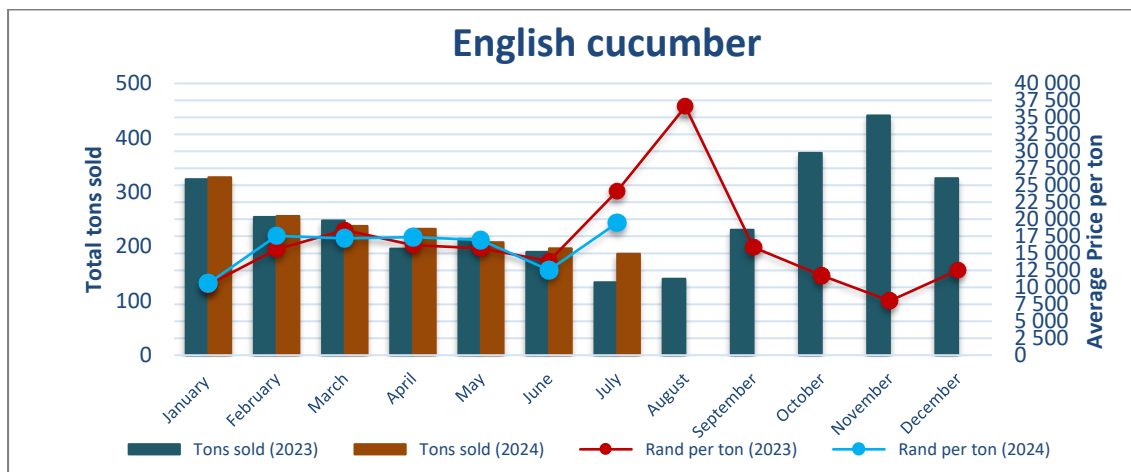
Source: Techno fresh (2024)

## 11. English cucumber



During the period under review (July 2024), the total volume of English cucumber sold amounted to 186.8 tons which is 5.1% or 10.1 tons less than 196.8 tons which was recorded in June 2024. The average market price of English cucumber increased by 55.7% from R12516.4 in June 2024 to R19491.0 in July 2024. On annual basis, the volume of tons of English cucumber increased by 39.4% (or 52.8 tons) from 134 tons in July 2023 to 186.8 tons in July 2024.

**Figure 11: English cucumber sales on the Cape Town Fresh Produce Market.**



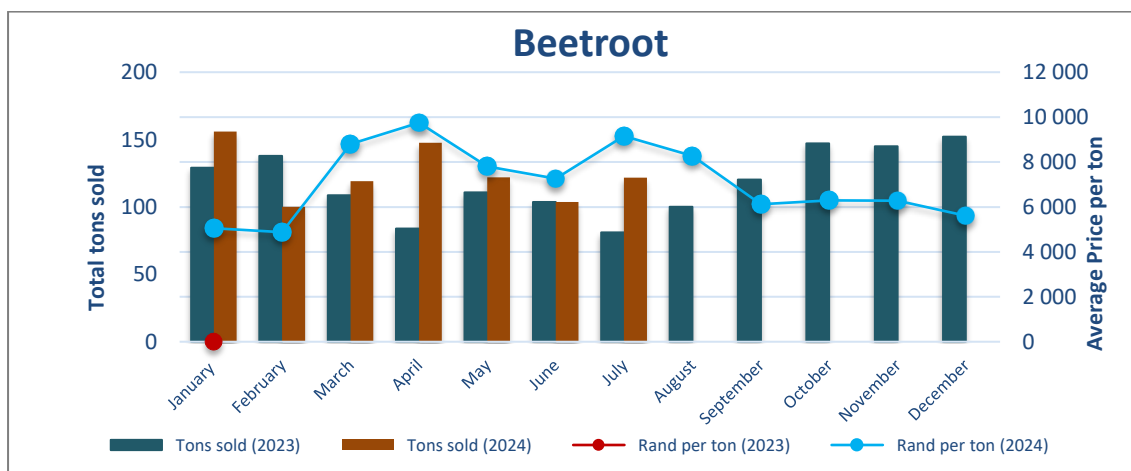
Source: Techno fresh (2024)



## 12. Beetroot

A total amount of 121.7 tons of beetroot was sold at the Cape Town fresh produce markets during July 2024. This presents 17.4% or 18.1 tons increase from the previous month (June 2024) record of 103.6 tons. The average market price decreased by 1.1% or R75.2 from R6771.8 in June 2024 to R6696.6 in July 2024. On year and year, beetroot was trading at R9162.6 in July 2023 compared to R6696.6 in July 2024. These results indicate a decrease of 26.9% in price per ton of beetroot between July 2023 and July 2024.

**Figure 12: Beetroot sales on the Cape Town Fresh Produce Market**



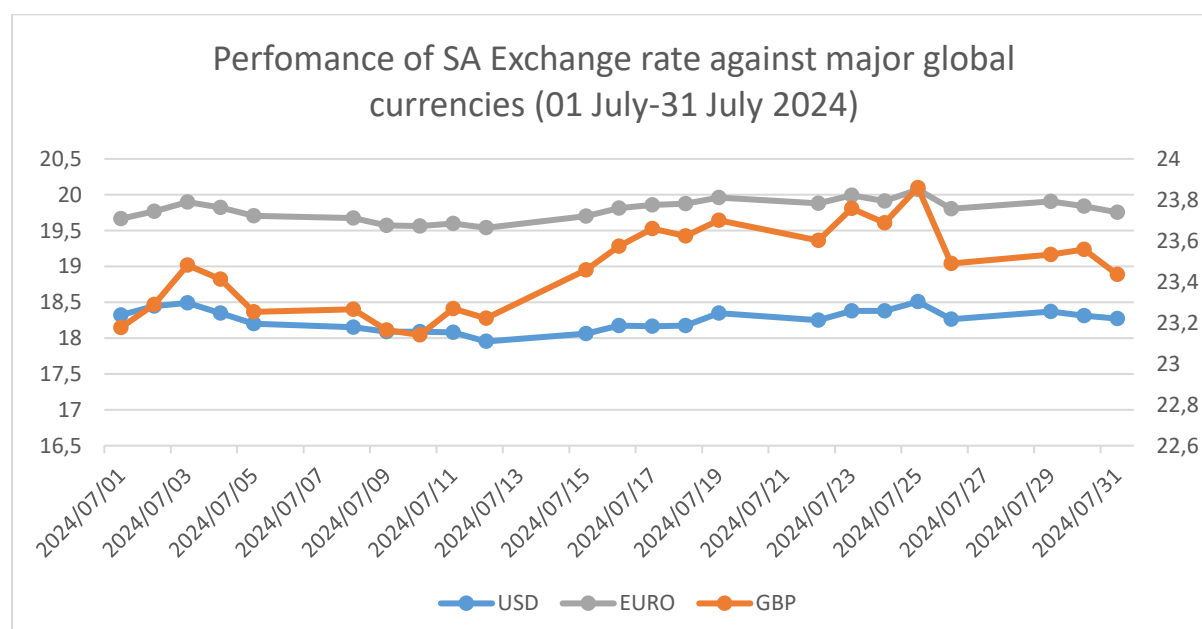
Source: Techno fresh (2024)

**Table 1: Trend analysis of niche vegetables traded on the Cape Town Fresh Produce market.**

| Product Name<br>highest to the lowest<br>volumes in July 2024 | Average tons<br>July 2024<br>(Ton) | % change in<br>average tons<br>July 2024<br>(m/m) | Average Price<br>July<br>2024(Rand/ton) | % change in<br>average price<br>July 2024 (m/m) |
|---|------------------------------------|---|---|---|
| Lettuce   | 105,8                              | -11,0%  | 18 649,1                                | 35,4%   |
| Baby marrow   | 101,9                              | -8,2%   | 17 701,2                                | 73,0%   |
| Cauliflower   | 99,1                               | 24,1%   | 16 278,5                                | -4,0%   |
| Green beans   | 93,0                               | -7,5%   | 18 812,3                                | 23,8%   |
| Broccoli  | 47,3                               | 52,2%   | 26 288,1                                | -20,7%  |
| Spinach   | 33,7                               | -5,7%   | 14 293,2                                | 16,9%   |
| Brinjals  | 30,4                               | -1,1%   | 36 034,1                                | 29,7%   |
| Spring onion  | 22,9                               | 33,0%   | 15 275,0                                | 15,4%   |
| Leeks   | 19,9                               | 134,6%  | 8 092,5                                 | -7,9%   |
| Sweetcorn   | 14,4                               | -65,9%  | 46 659,1                                | 100,1%  |
| Hubbard squash  | 12,3                               | 5377,8%   | 3 986,2                                 | 139,2%  |
| Radishes  | 2,5                                | 5,1%  | 23 545,6                                | 3,2%  |
| Mushrooms   | 2,0                                | 52,9%   | 93 465,2                                | 7,6%  |
| Patty pans  | 1,0                                | 27,6%   | 27 803,5                                | 11,8%   |
| Marrows   | 0                                  | -100%   | 0                                       | -100%   |

Source: Techno fresh (2024)

### Exchange Rates



Source: South African Reserve Bank (2024)

During the reporting period 01 July to 31 July 2024, looking at month-to-month average of the South African Rand, it can be noted that it strengthened against the US Dollar (USD) and EURO. During the reporting period the US Dollar was trading at R18.25 compared to 18.42 in June

2024, while the EURO was trading at R19.79 in July 2024 compared to R19.83 in June 2024. Lastly, the South African Rand weakened against the Great British Pound, it was trading at R23.46 in July 2024 compared to R23.42 in June 2024.

## Energy

**Table 3.1 Basic fuel Price adjustments**

| Product Description               | Numerical adjustment applicable to the coast parts in South Africa | Price adjustment Description                         | The average price (cents) applicable to the coastal parts of South Africa |
|-----------------------------------|--|--|---|
| Petrol 95 ULP & LRP               | 99,00  | cents per litre <b>decrease</b> in the retail price. | 2247,00   |
| Diesel 0.05% Sulphur              | 30,38  | cents per litre <b>decrease</b> in the retail price. | 1987,170  |
| Illuminating Paraffin (Wholesale) | 18,00  | cents per litre <b>decrease</b> the retail price.    | 1402,738  |
| LPGAS (maximum retail price)      | 22,00  | cents per litre <b>decrease</b> in the retail price. | 3313,00   |

The Department of Energy has announced fuel price adjustments with effect from 04 July 2024. The price of Petrol 95 ULP & LRP decreased by 99 cents, the price of diesel (0.05% sulphur) decreased by 30 cents, price of paraffin decreased by 18 cents and LPGAS's maximum retail price decreased by 22 cents during the reporting period.

## ACKNOWLEDGMENTS

The below-listed sources are acknowledged, as cited in this publication:

Agricultural Produce Agents Council (APAC): [www.apacweb.org.za](http://www.apacweb.org.za)

Agricultural Research Council (ARC): [www.arc.agric.za](http://www.arc.agric.za)

Department of Agriculture, Forestry and Fisheries (DAFF): [www.daff.gov.za](http://www.daff.gov.za)

Department of Agriculture, Forestry and Fisheries (DAFF): [www.daff.gov.za](http://www.daff.gov.za)

Mineral resources & energy: [Petrol Price Media Release \(dmre.gov.za\)](http://Petrol Price Media Release (dmre.gov.za))

Department of Water & Sanitation (DWS): [www.dwa.gov.za](http://www.dwa.gov.za)

Elsenburg (Western Cape Department of Agriculture): [www.elsenburg.com](http://www.elsenburg.com)

Organization of the Petroleum Exporting Countries (OPEC): [www.opec.org/opec](http://www.opec.org/opec)

Potatoes South Africa: [www.potatoes.co.za](http://www.potatoes.co.za)

South African Government: [www.gov.za](http://www.gov.za)

South African Reserve Bank (SARB): <https://www.resbank.co.za/en/home/what-we-do/statistics/key-statistics/selected-historical-rates>

South African Revenue Services (SARS): [www.sars.gov.za](http://www.sars.gov.za)

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

Trading Economics (2018): <https://tradingeconomics.com/south-africa/balance-of-trade>

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