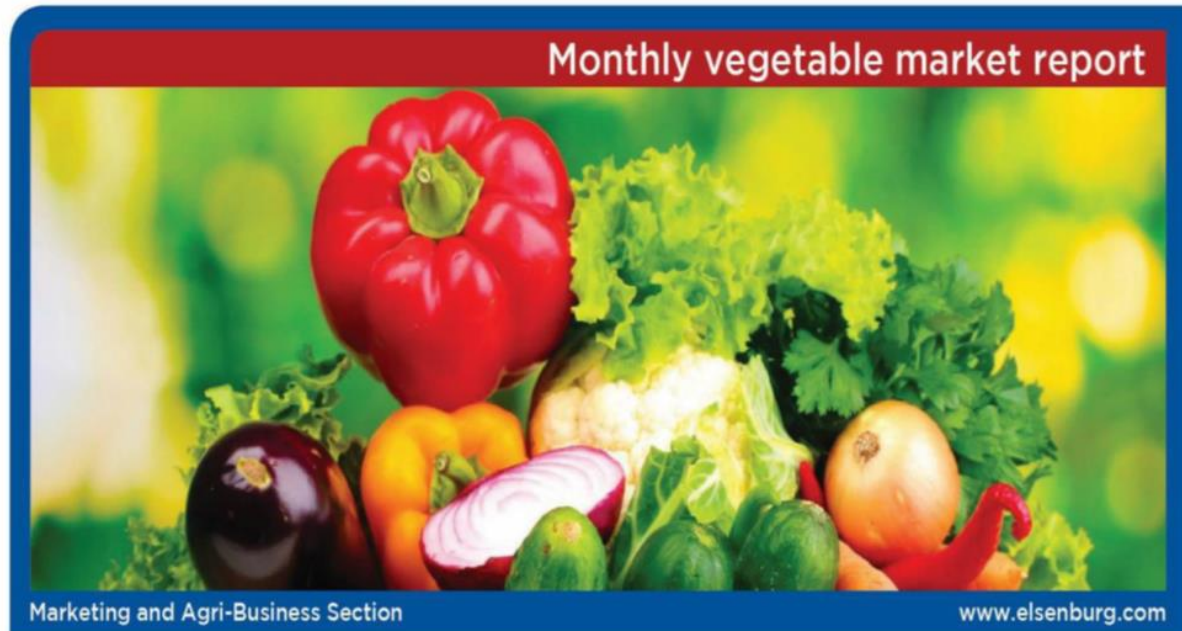


MONTHLY VEGETABLE REPORT



Review period: 01 July 2024 to 01 July 2025

MONTHLY MARKET INFORMATION REPORT: VEGETABLES

Issue: 2025/07

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)

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

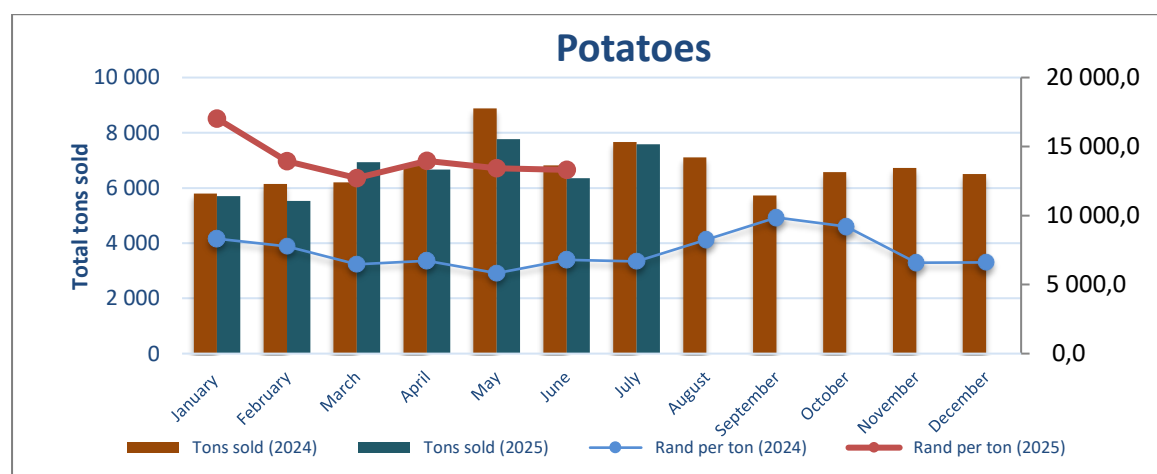
Vegetables are part of important annual crops for the South African agricultural industry. They play a fundamental role in contributing to various agricultural industries who are directly and indirectly involved in the vegetable industry. In return these industries make a significant contribution to 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 2025 increased by 19% from 6348.6 tons in June to 7585.2 tons. This translates to (1236.6) ton increase in the tons of potatoes sold at Cape Town Fresh produce market during the month of July 2025. The average market price per ton of potatoes sold on the other hand decreased by 6% (or R395.9) from R6516.9 in June 2025 to R6120.9 in July 2025. Sales on the Cape Town market traded at 8% y/y per ton, lower than in the same period last year. The volume of potatoes sold also decreased by 1% y/y compared to the same period last year.

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



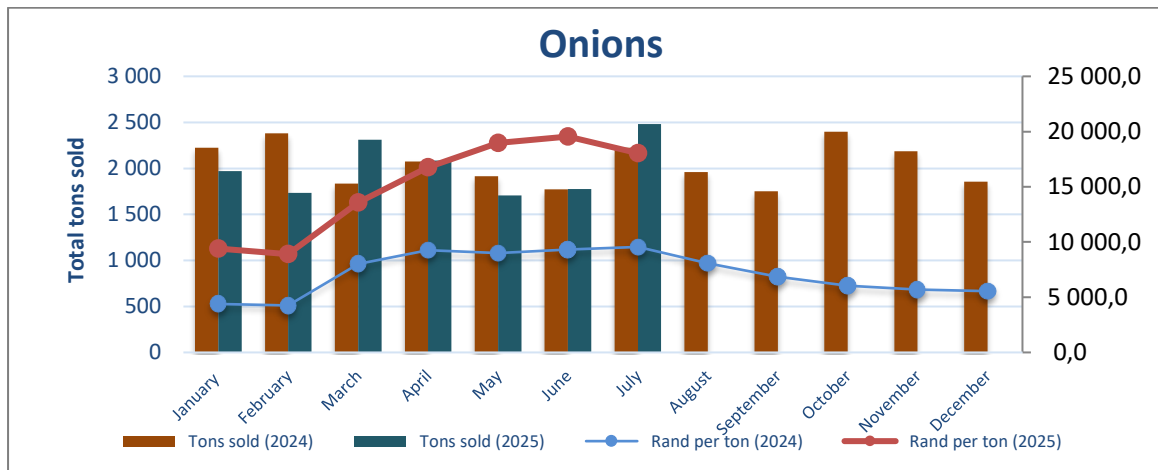
Source: Techno fresh (2025)



2. Onions

In July 2025, the volume of onions traded in the Cape Town fresh produce market was 2482.3 tons, which shows a 39.8% increase from 1775.8 tons recorded in June 2025. The price per ton of onions sold on the market decreased by 17.1% from R10224.5 in June 2025 to R8480.5 in July 2025.

Figure 2: Onions prices and quantity traded at Cape Town Fresh Produce market.



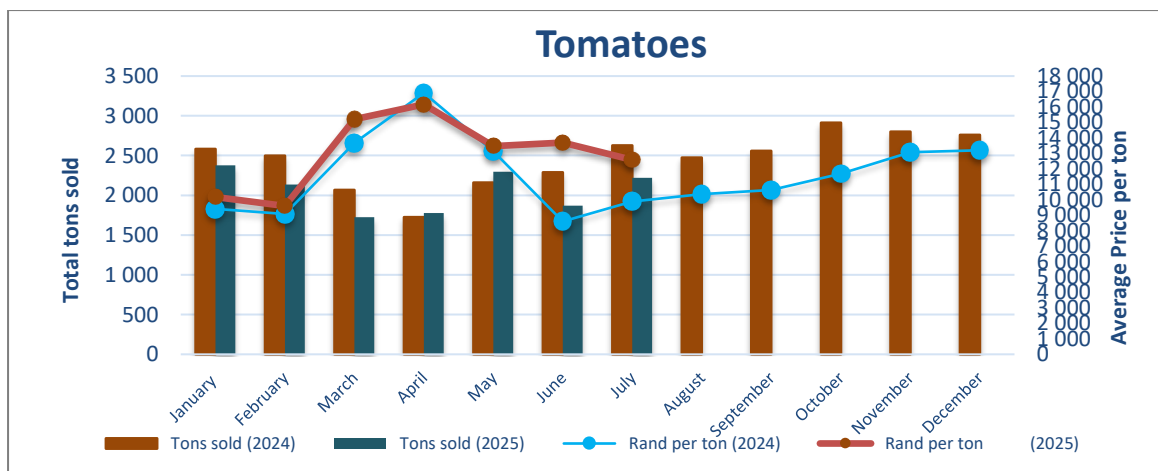
Source: Techno fresh (2025)

3. Tomatoes



The total amount of tomatoes sold during July 2025 was 2219.8 tons, which shows a 348.2(ton) increase from 1871.6 tons recorded in June 2025. Tomatoes were trading at R12579.0 in July 2025.

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



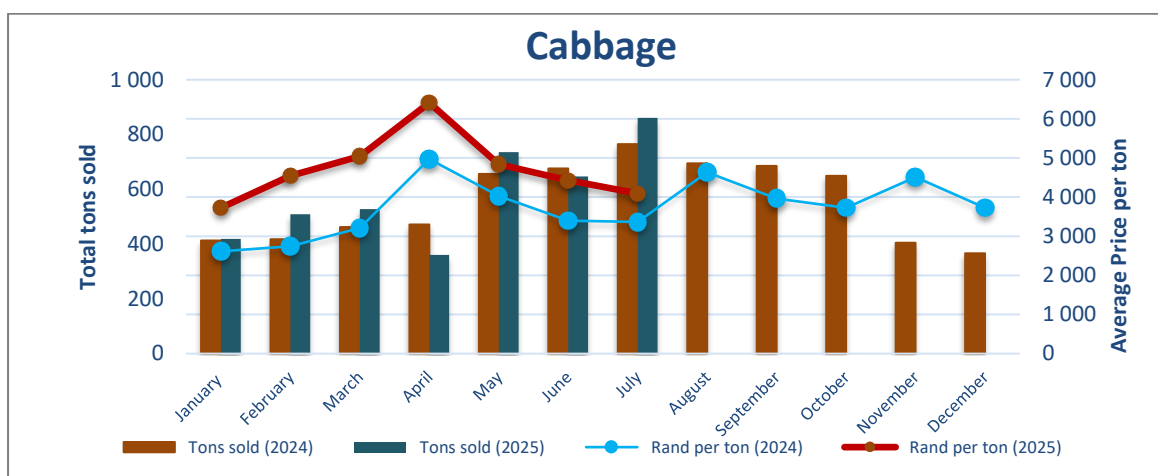
Source: Techno fresh (2025)

4. Cabbages



The total volume of cabbages sold at the Cape Town fresh produce market during July 2025 recorded a month-to-month increase of 33.1% or 213.9 tons. The total volume of cabbage sold increased from 646.4 tons in June 2025 to 860.4 tons in July 2025. The average market price per ton of cabbage decreased by 7.6% from R4430.1 in June 2025 to R4093.7 in July 2025. On an annual basis, the total volume of cabbage sold increased from 764.9 tons obtained in July 2024 to 860.4 tons in July 2025. This represents a year-on-year increase of 12.5%, that is 95.5 tons more than the amount registered during the same period last year.

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



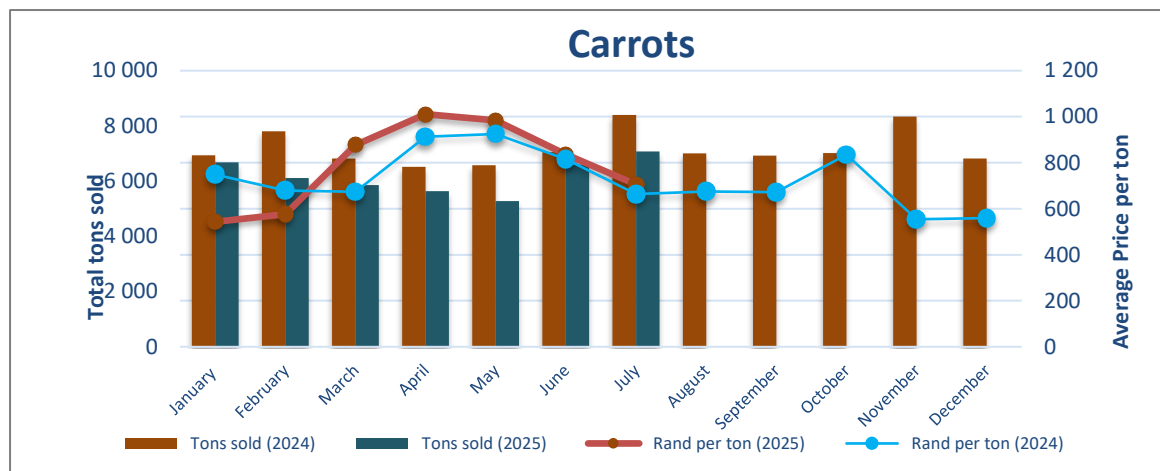
Source: Techno fresh (2025)

5. Carrots



As indicated by Figure 5 below shows the total volume of carrots traded at Cape Town fresh produce market during July 2025. The volume of carrots traded in July 2025, increased month-month by 7.1% from 792.1 tons in June 2025 to 848.4 tons. When comparing year-on-year, the amount of carrots traded during this period decreased by 15.8% from 1007.8 tons in July 2024 to 848.4 tons in July 2025. In July 2025 carrots was trading at R5878.3 per ton, which indicates 15.7% decrease in price per ton of carrots between June 2025 and July 2025. The average market price per ton of carrots on the other hand, increased by 6.2% y/y from R5534.8 in July 2024 to R5878.3 in July 2025.

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



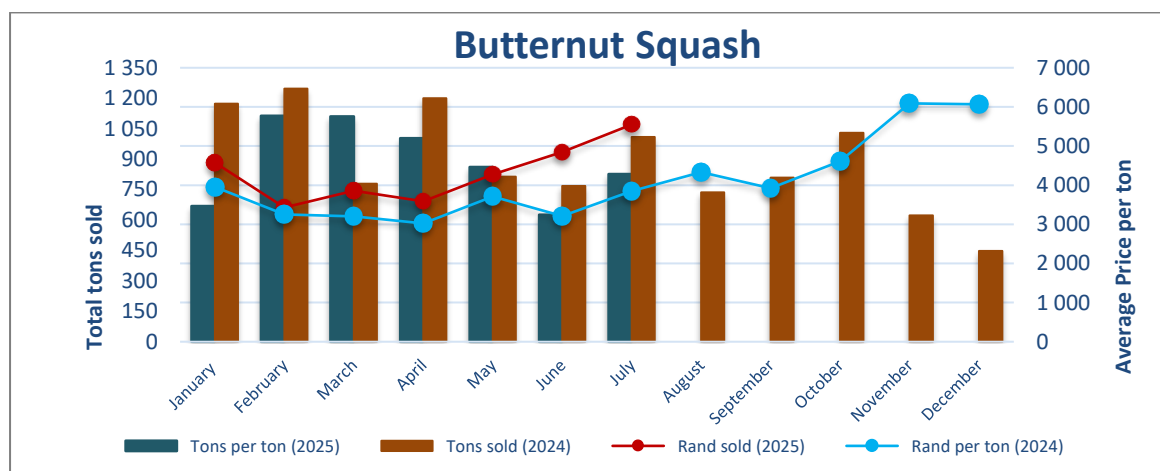
Source: Techno fresh (2025)

6. Butternut Squash



Figure 6 below represents the volume of butternut squash sold at the Cape Town fresh produce market during the month of July 2025. The volume of butternut squash sold increased by 31.9% from 625.7 tons in June 2025 to 825.3 tons in July 2025. The price per ton of butternut increased by 14.5% from R4844.1 in June 2025 to R5548.2 in July 2025. On a year-to-year basis the quantity of butternut squash sold during July 2024 and July 2025 decreased by 18.2% while the price of butternut sold during the same period (2024/25) increased by 44.2% from R3848.2 per ton in July 2024 to R5548.2 per ton in July 2025.

Figure 6: Butternut squash sales on the Cape Town Fresh Produce Market



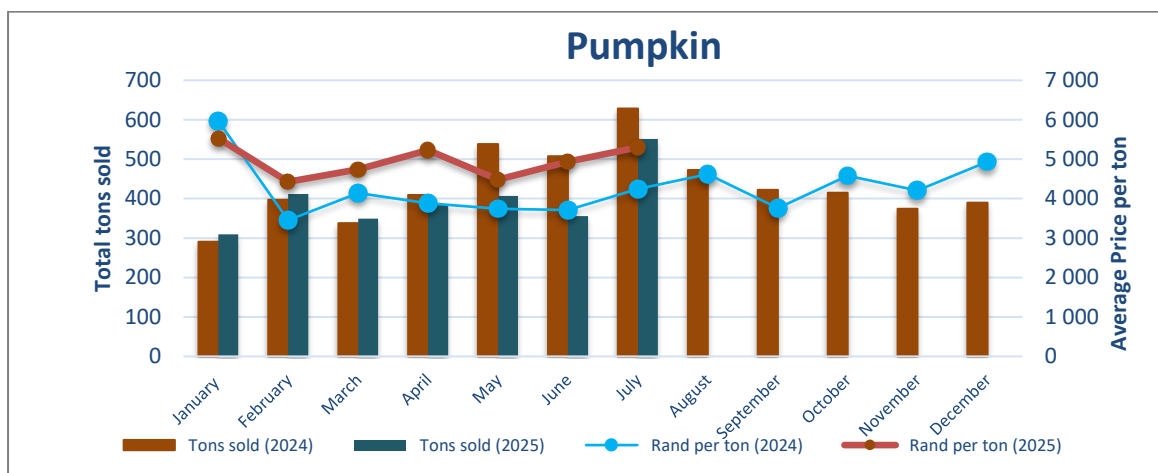
Source: Techno fresh (2025)

7. Pumpkin



A total amount of 551.1 tons of pumpkin was sold at the Cape Town fresh produce markets during July 2025. This presents a 54.9% or 195.2-ton increase from the previous month (June) record of 355.9 tons. The average market price also increased by 7.5% or R369.0 from R4936.8 in June 2025 to R5305.8 in July 2025. On year and year basis, pumpkins were trading at R4250.3 per ton in July 2024 compared to R5305.8 in July 2025. These results indicate an increase of R1055.5 in price per ton of pumpkin between July 2024 and July 2025.

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



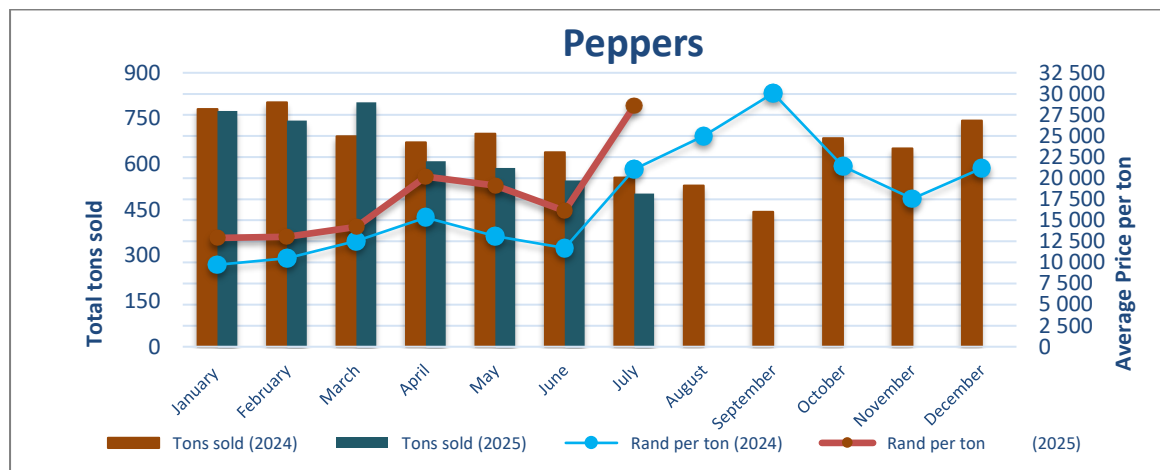
Source: Techno fresh (2025)

8. Peppers



As illustrated in figure 8 below, the total volume of peppers sold during July 2025 decreased by 7.8% from 546.1 tons in June 2025 to 503.5 tons. The average market price of peppers increased by 77.4% from R16120.2 June 2025 to R28598.3 in July 2025. On an annual basis, the total volume of peppers sold during the period under review registered a year-on-year decrease of 52 tons from 555.5 tons in July 2024 to 503.5 tons in July 2025. The average market price per ton on the other hand increased by 35.8% from R21057.1 in July 2024 to R28598.3 in July 2025.

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



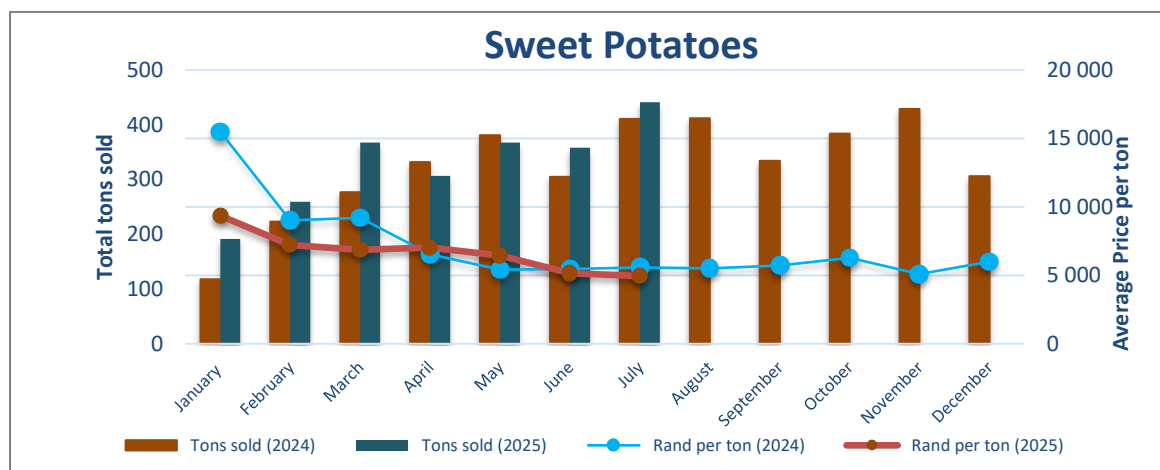
Source: Techno fresh (2025)

9. Sweet potato



The total volume of sweet potato sold at the Cape Town fresh produce market in July 2025 increased from 358.2 tons in June 2025 to 441.1 tons. This translates to a 23.1% month-to-month increase recorded during the month of July 2025. The total volume of sweet potato sold increased year-on-year by 7.4% from 410.6 tons in July 2024 to 441.1 tons in July 2025. Sweet potato was trading at R4941.7 during July 2025. On an annual basis, the average market price per ton decreased by 19.3% from R5582.0 in July 2024 to R4941.7 in July 2025.

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



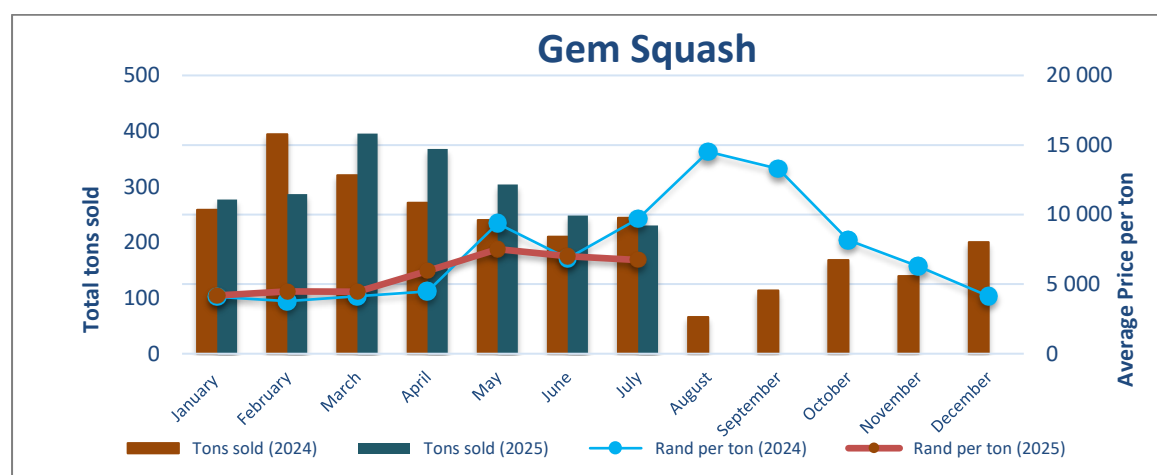
Source: Techno fresh (2025)

10. Gem squash



Figure 10 below shows the total volume of gem squash sold at the Cape Town fresh produce market in July 2025. The volume of gem squash sold during July 2025 decreased by 7% from 248.0 tons in June 2025 to 230.6 tons. The price per ton of gem squash also decreased by 3.9% from R7003.8 in June 2025 to R6733.8 in July 2025. On an annual basis, gem squash sold at the Cape Town fresh produce market decreased by 5.6% during the period under review. As a result, the volume of gem squash sold decreased from 244.2 tons in July 2024 to 230.6 tons in July 2025. The average market price of gem squash decreased by 30.5% or R2954.5 per ton from R9688.3 in July 2024 to R6733.8 in July 2025.

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



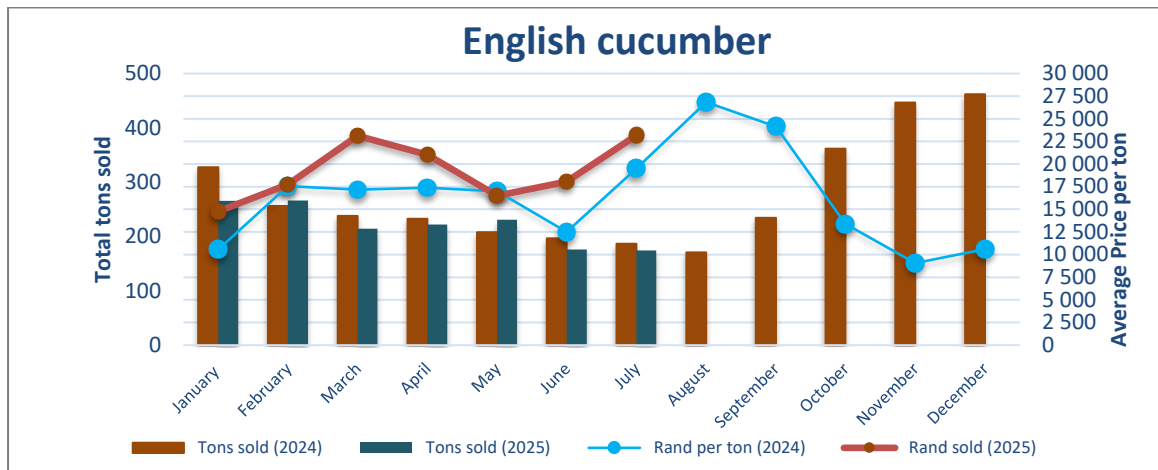
Source: Techno fresh (2025)

11. English cucumber



During the period under review (July 2025), the total volume of English cucumber sold amounted to 174.3 tons which is 1% or 1.8 tons less than 176.1 tons which was recorded in June 2025. The average market price of English cucumber increased by 28.3% from R18054.3 in June 2025 to R23166.9. On annual basis, the volume of tons of English cucumber decreased by 6.7% (or 12.5 tons) from 186.8 tons in July 2024 to 174.3 tons in July 2025.

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



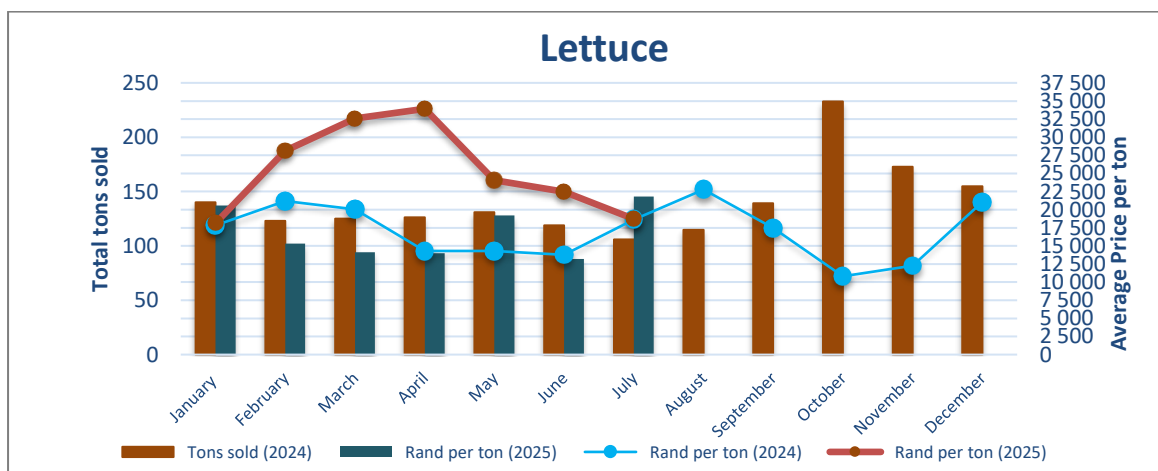
Source: Techno fresh (2025)

12. Lettuce sales on the Cape Town Fresh Produce Market.



A total amount of 145.6 tons of lettuce was sold at the Cape Town fresh produce markets during July 2025. This presents 65.2% or 57.5 tons increase from the previous month (July 2025) record of 88.1 tons. The average market price also decreased by 16.7% or R3756.4 from R22487.3 in June 2025 to R18730.9 in July 2025. On year and year, lettuce was trading at R18649.1 in July 2024 compared to R18730.9 in July 2025. These results indicate an increase of 0.4% in price per ton of lettuce between July 2024 and July 2025.

Figure 12: Lettuce sales on the Cape Town Fresh Produce Market



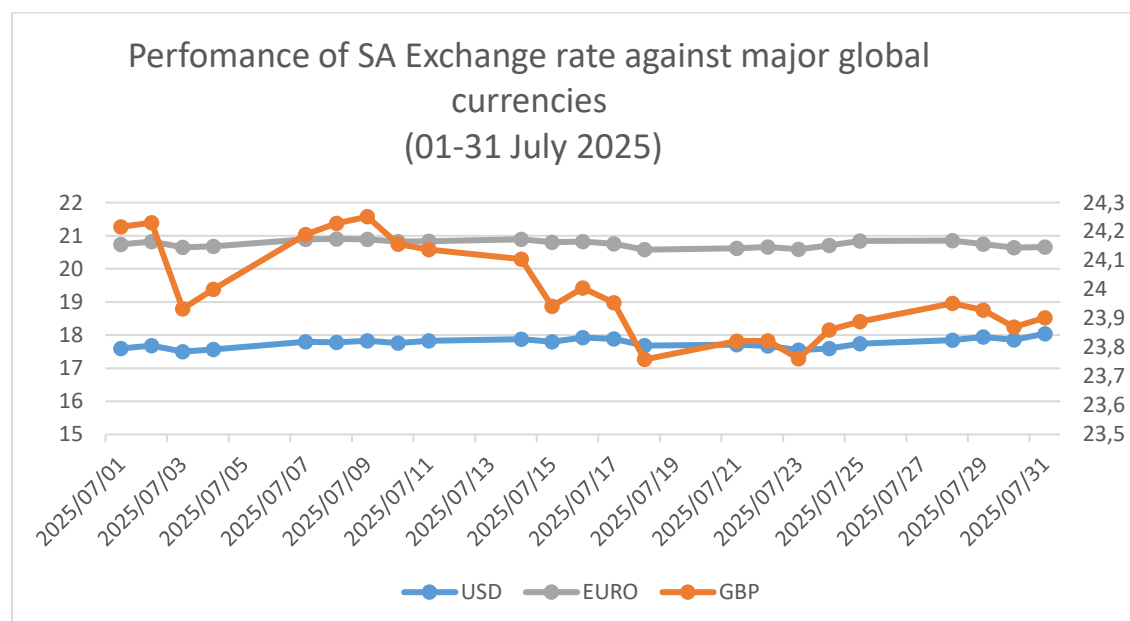
Source: Techno fresh (2025)

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

Product Name highest to the lowest volumes in July 2025	Average tons July 2025 (Ton)	% change in average tons July 2025 (m/m)	Average Price July 2025 (Rand/ton)	% change in average price July 2025 (m/m)
Baby marrow	119,3	22,4%	15 977,7	-18,0%
Green beans	96,1	3,1%	21 480,2	19,9%
Beetroot	89,6	8,7%	16 639,4	-15,3%
Cauliflower	81,9	-13,4%	19 987,1	26,5%
Broccoli	66	83,1%	19 282,0	-20,3%
Sweetcorn	49,1	4,5%	36 003,4	40,7%
Brinjals	48,1	8,6%	19 657,0	45,2%
Spring onion	26,7	14,4%	14 305,8	24,7%
Leeks	23,1	60,2%	9 045,1	-17,9%
Spinach	12,5	3,2%	23 806,5	14,5%
Patty pans	3,1	27,6%	45 326,8	53,8%
Hubbard squash	2,3	101,1%	4 596,5	9,0%
Mushrooms	1,7	0,0%	86 238,8	-1,7%
Radish	1,4	10,0%	26 413,3	-7,7%
Marrows	0	-100%	0	-100%

Source: Techno fresh (2025)

Exchange Rates



Source: South African Reserve Bank (2025)

During the reporting period 01-31 July 2025, looking at month-to-month average of the South African Rand, it can be noted that it strengthened against the US Dollar and Great British Pound while it weakened against the Euro. During this period the US Dollar was trading at R17.76 in July 2025 compared to R17.83 in June 2025. Great British Pound was trading at R23.99 in July 2025 compared to R24.17 in June 2025, while the Euro was trading at R20.75 in July 2025 compared to R20.53 in June 2025.

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	52,00	cents per litre increase in the retail price.	2104,00
Diesel 0.05% Sulphur	82,00	cents per litre increase in the retail price.	1852,050
Illuminating Paraffin (Wholesale)	67,00	cents per litre increase the retail price.	1214,118
LPGAS (maximum retail price)	57,00	cents per litre decrease in the retail price.	3361,00

The Department of Energy has announced fuel price adjustments with effect from 02 July 2025. The price of Petrol 95 ULP & LRP increased by 52 cents, the price of diesel (0.05% sulphur) increased by 82 cents, price of paraffin increased by 67 cents. Lastly, LPGAS's maximum retail price decreased by 57 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

Agricultural Research Council (ARC): www.arc.agric.za

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

Department of Agriculture, Forestry and Fisheries (DAFF): 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

Elsenburg (Western Cape Department of Agriculture): www.elsenburg.com

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

Potatoes South Africa: www.potatoes.co.za

South African Government: www.gov.za

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

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Statistics South Africa (Stats SA): www.statssa.gov.za

Techno Fresh CRM: www.technofresh.co.za

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

For more information, contact:

The Western Cape Department of Agriculture

Programme: Agricultural Economic Services

Division: Marketing and Agribusiness

Tel: 021 808 7753

E-mail: Tshifhiwa.Labase@westerncape.gov.za

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