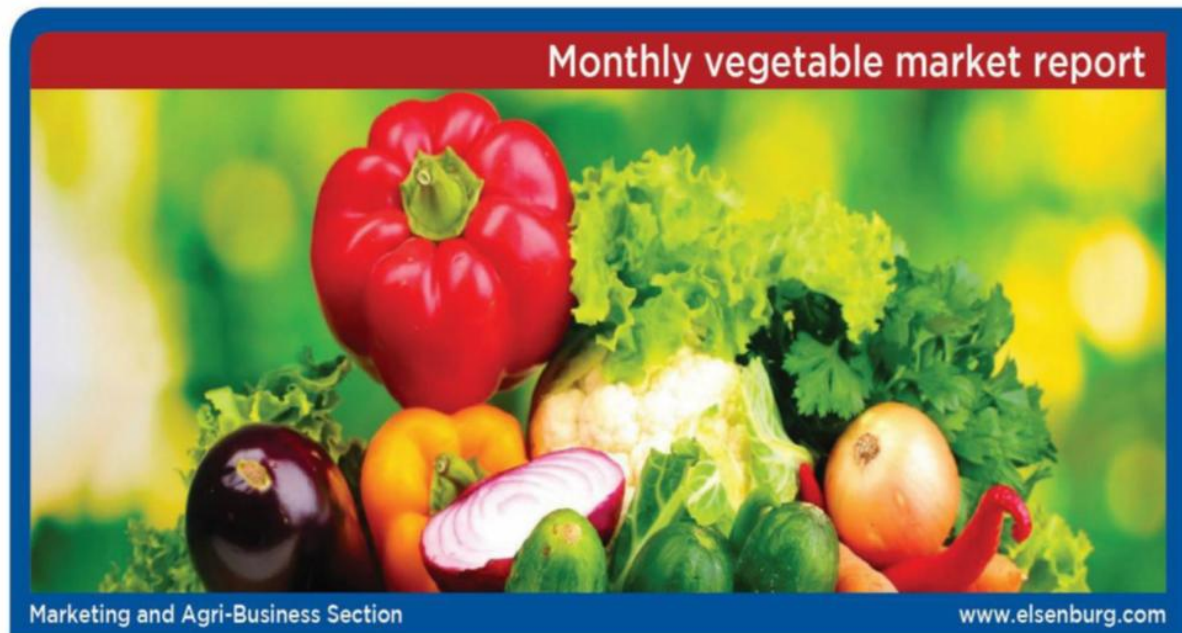


MONTHLY VEGETABLE REPORT



Review period: 01 July 2025 to 01 July 2026

MONTHLY MARKET INFORMATION REPORT: VEGETABLES

Issue: 2026/07

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

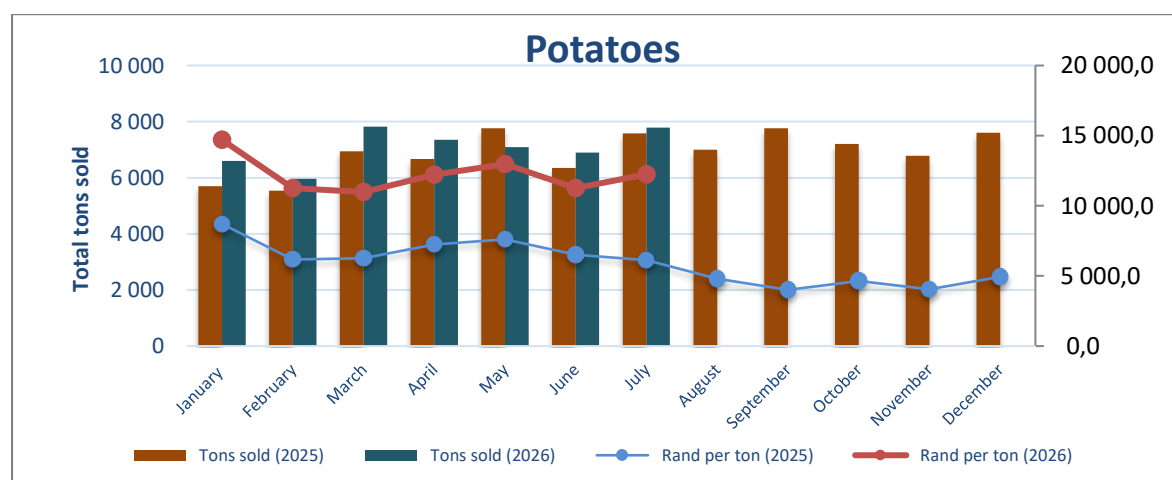
Vegetables are part of important annual crops for the South African agricultural industry. They play a fundamental role in contributing to various agricultural industries who are directly and indirectly involved in the vegetable industry. In return these industries make a significant contribution to 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 figure 1, the volume of Potatoes sold at the Cape Town Fresh produce market during the month of July 2026 increased by 13% from 6896.3 tons in June 2026 to 7785.7 tons. This translates to (889.4) ton increase in the tons of potatoes sold at Cape Town Fresh produce market during the month of July 2026. The average market price per ton of potatoes sold also increased by 29% (or R1375.4) from R4737.5 in June 2026 to R6112.9 in July 2026. Sales on the Cape Town market traded at 0.1% y/y per ton, lower than in the same period last year. The volume of potatoes sold increased by 3% y/y compared to the same period last year.

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



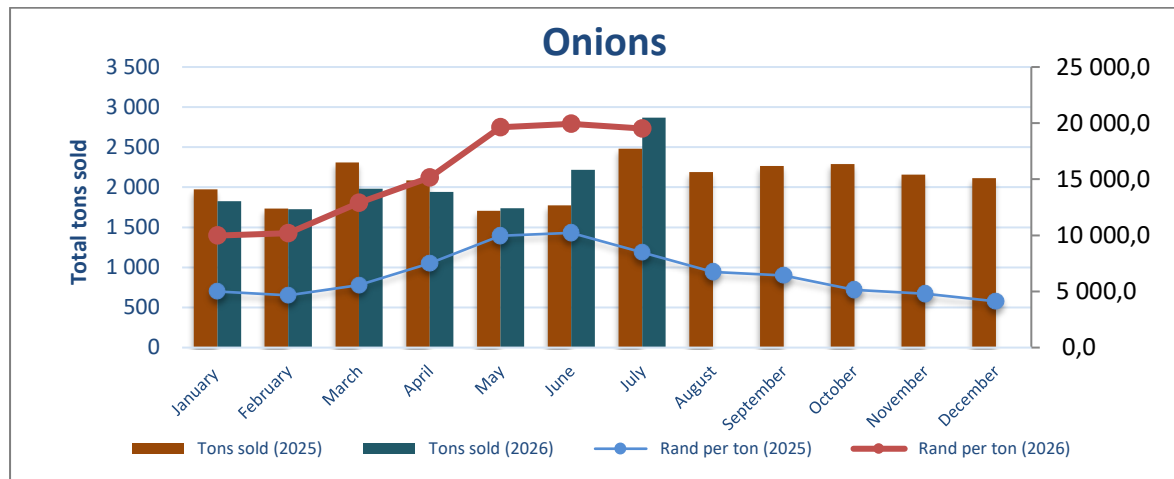
Source: Techno fresh (2026)



2. Onions

In July 2026, the volume of onions traded in the Cape Town fresh produce market was 2867.9 tons, which shows 29.3% increase from 2218.6 tons recorded in June 2026. The price per ton of onions sold on the market also increased by 13.7% from R9711.3 in June 2026 to R11 045.4 in July 2026.

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



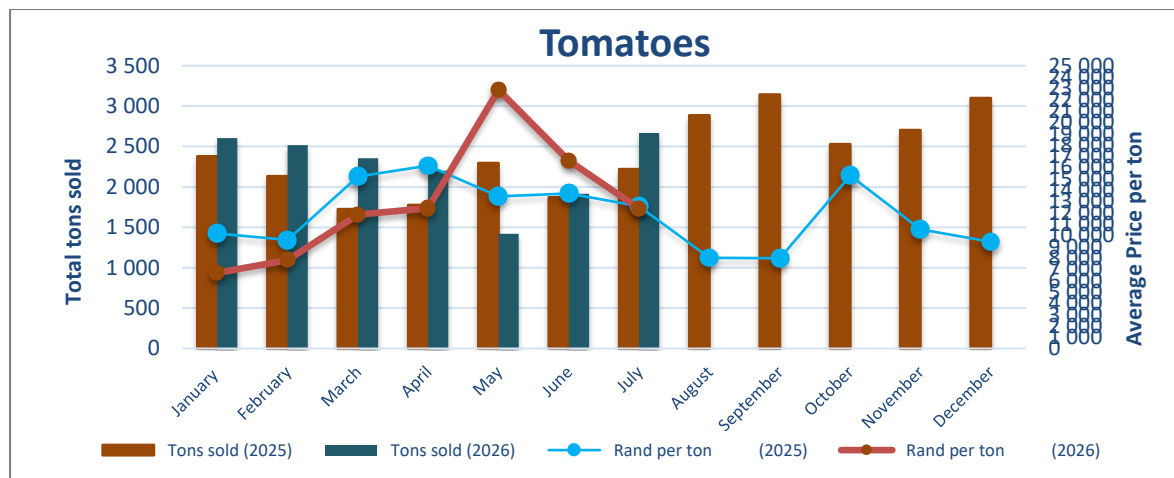
Source: Techno fresh (2026)

3. Tomatoes



The total amount of tomatoes sold during July 2026 was 2666.7 tons, which shows 751.5 (ton) increase from 1915.2 tons recorded in June 2026. Tomatoes were trading at R12374.3 in July 2026.

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



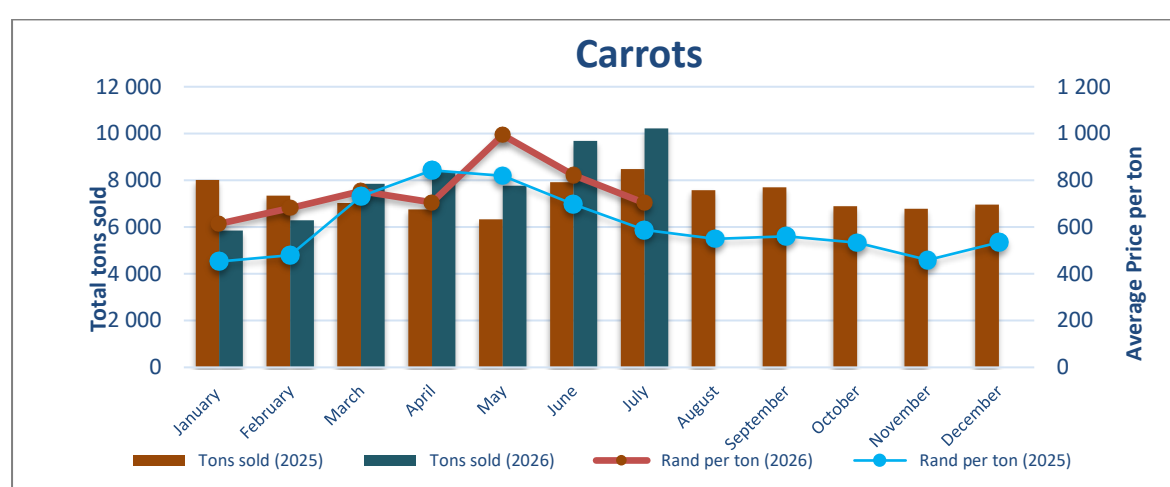
Source: Techno fresh (2026)

4. Carrots



As indicated by Figure 4 below shows the total volume of carrots traded at Cape Town fresh produce market during July 2026. The volume of carrots traded in July 2026, increased month-month by 5.5% from 969.0 tons in June 2026 to 1022.0 tons. When comparing year-on-year, the amount of carrots traded during this period increased by 20.5% from 848.4 tons in July 2025 to 1022.0 tons in July 2026. In July 2026 carrots was trading at R7034.7 per ton, which indicates 14.4% decrease in price per ton of carrots between June 2026 and July 2026. The average market price per ton of carrots increased by 19.7% y/y from R5878.3 in July 2025 to R7034.7 in July 2026.

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



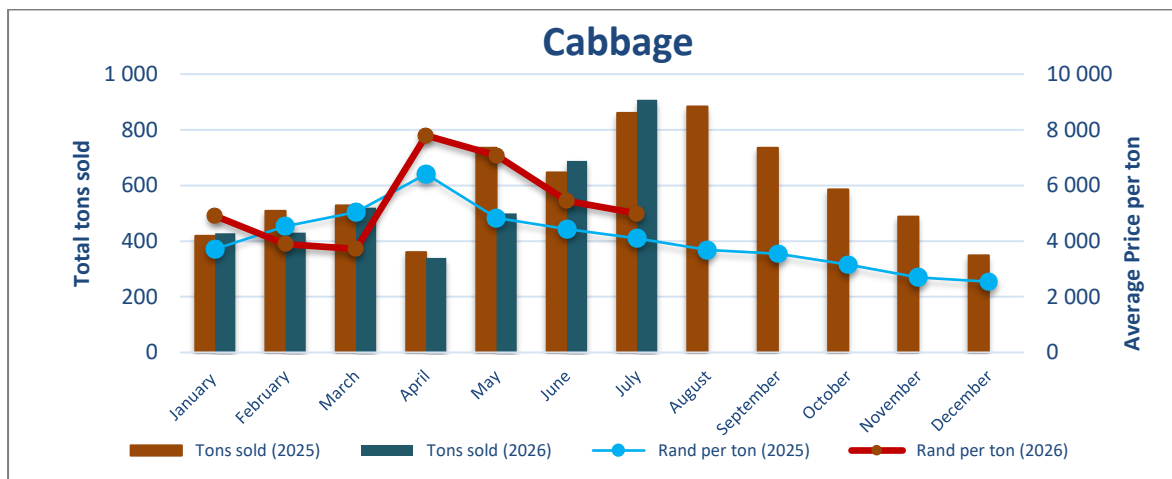
Source: Techno fresh (2026)

5. Cabbages



The total volume of cabbage sold at the Cape Town fresh produce market during July 2026 recorded a month-to-month increase of 31.9% or 219.4 tons. The total volume of cabbage sold increased from 688.3 tons in June 2026 to 907.7 tons in July 2026. The average market price per ton of cabbage decreased by 8.3% from R5448.4 in June 2026 to R4993.8 in July 2026. On an annual basis, the total volume of cabbage sold increased from 860.4 tons obtained in July 2025 to 907.7 tons in July 2026. This represents a year-on-year increase of 5.5%, that is 47.3 tons more than the amount registered during the same period last year.

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



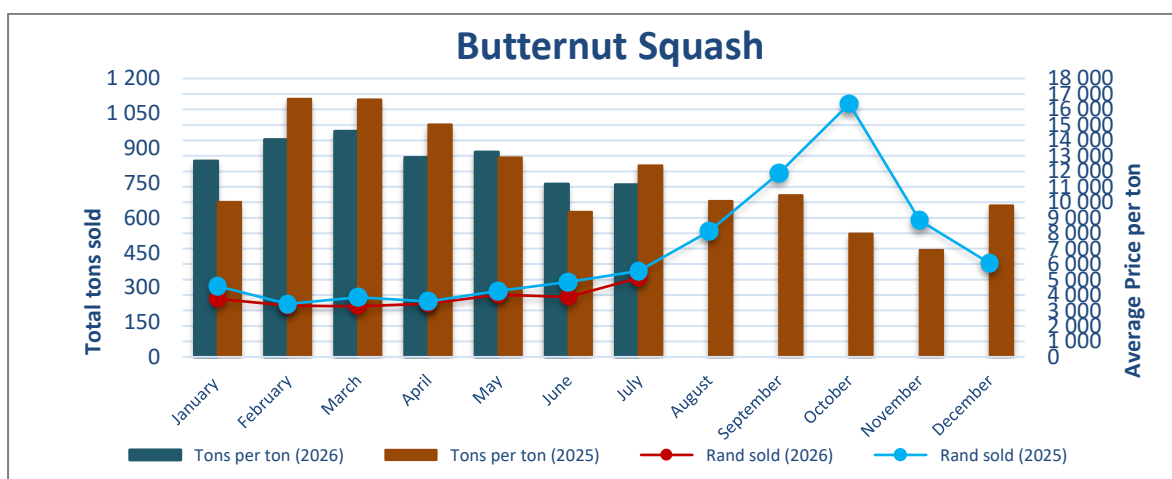
Source: Techno fresh (2026)

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 2026. The volume of butternut squash sold decreased by 0.5% from 745.9 tons in June 2026 to 742.5 tons in July 2026. The price per ton of butternut increased by 31.9% from R3874.4 in June 2026 to R5109.8 in July 2026. On a year-to-year basis the quantity of butternut squash sold during July 2025, and July 2026 decreased by 10%. The price of butternut sold during the same period (2025/26) decreased by 7.9% from R5548.2 per ton in July 2025 to R5109.8 per ton in July 2026.

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



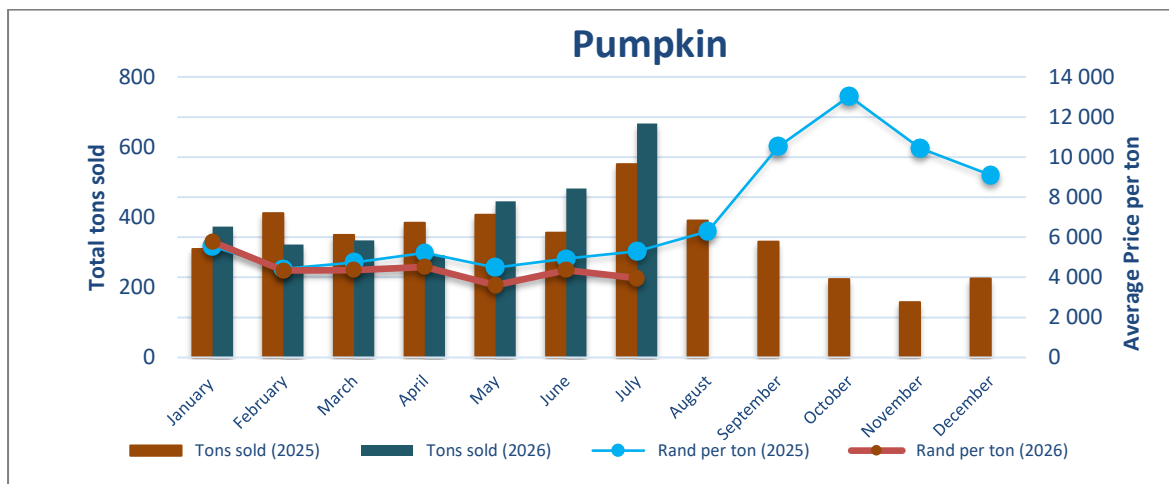
Source: Techno fresh (2026)

7. Pumpkin



A total of 667.2 tons of pumpkin was sold at the Cape Town fresh produce markets during July 2026. This presents 38.4% or 185.1-ton increase from the previous month (June) record of 482.1 tons. The average market price decreased by 9.3% or R403.7 from R4355.5 in June 2026 to R3951.9 in July 2026. On year and year basis pumpkins were trading at R5305.8 per ton in July 2025 compared to R3951.9 in July 2026. These results indicate a decrease of R1353.9 in price per ton of pumpkin between July 2025 and July 2026.

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



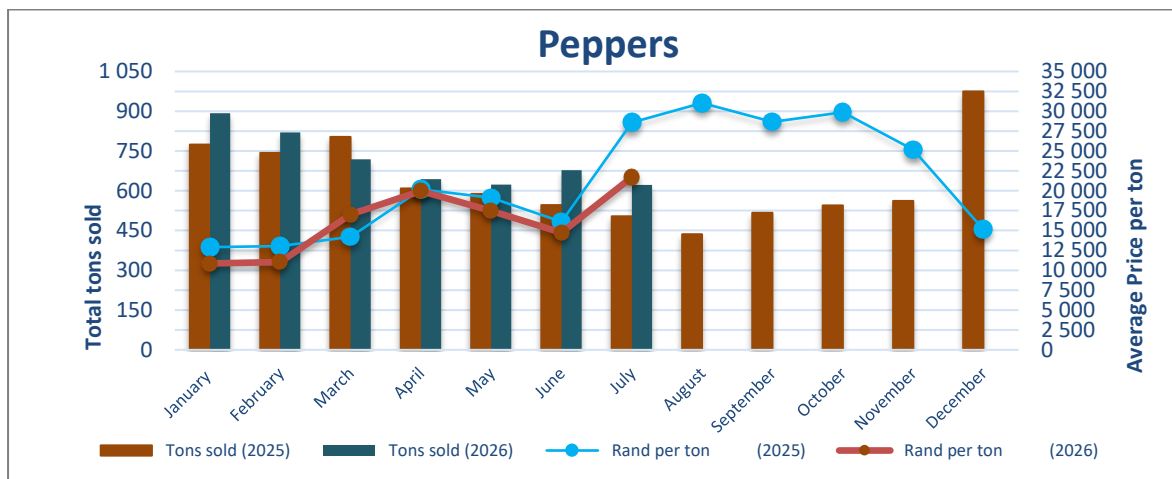
Source: Techno fresh (2026)

8. Peppers



As illustrated in figure 8 below, the total volume of peppers sold during July 2026 decreased by 8.1% from 677.5 tons in June 2026 to 622.3 tons. The average market price of peppers increased by 47.1% from R14749.7 in June 2026 to R21699.1 in July 2026. On an annual basis, the total volume of peppers sold during the period under review registered a year-on-year increase of 118.8 tons from 503.5 tons in July 2025 to 622.3 tons in July 2026. The average market price per ton on the other hand decreased by 24.1% from R28598.3 in July 2025 to R21699.1 in July 2026.

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



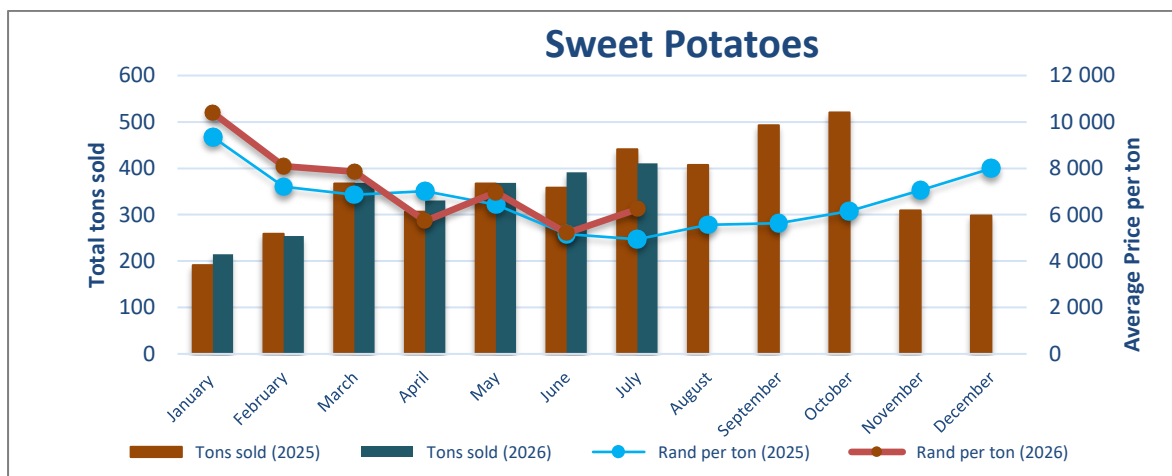
Source: Techno fresh (2026)

9. Sweet potato



The total volume of sweet potato sold at the Cape Town fresh produce market in July 2026 increased from 391.2 tons in June 2026 to 411.1 tons. This translates to 5.1% month-to-month increase recorded during the month of July 2026. The total volume of sweet potato sold increased year-on-year by 6.8% from 441.1 tons in July 2025 to 411.1 tons in July 2026. Sweet potato was trading at R6240.8 during July 2026. On an annual basis, the average market price per ton increased by 26.3% from R4941.7 in July 2025 to R6240.8 in July 2026.

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



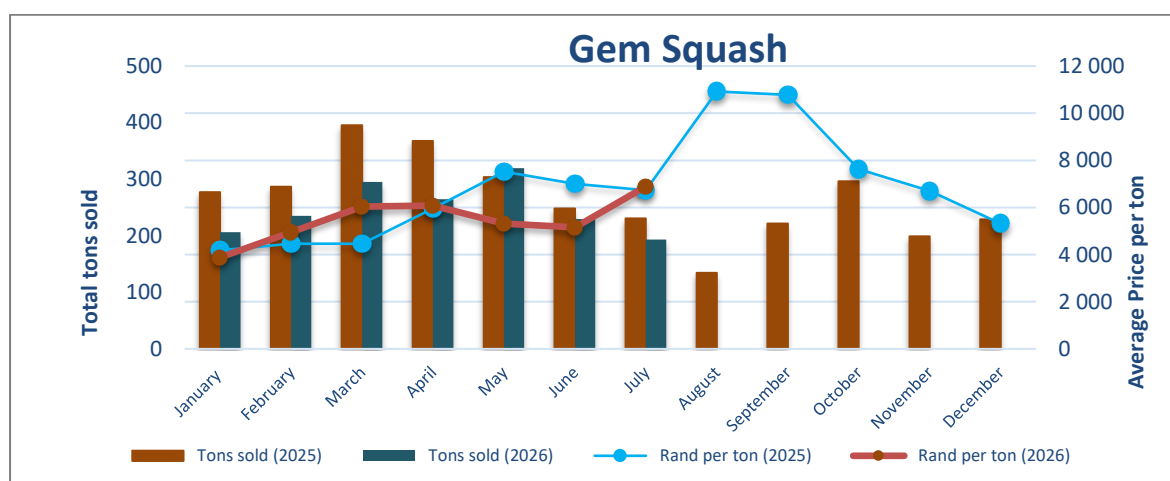
Source: Techno fresh (2026)

10. Gem squash



Figure 10 below shows the total volume of gem squash sold at the Cape Town fresh produce market in July 2026. The volume of gem squash sold during July 2026 decreased by 15.18% from 229.4 tons in June 2026 to 193.1 tons. The price per ton of gem squash increased by 33.6% from R5158.1 in June 2026 to R6891.9 in July 2026. On an annual basis, gem squash sold at the Cape Town fresh produce market decreased by 16.3% during the period under review. As a result, the volume of squash sold decreased from 230.6 tons in July 2025 to 193.1 tons in July 2026. The average market price of gem squash increased by 2.3% or R158.1 per ton from R6733.8 in July 2025 to R6891.9 in July 2026.

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



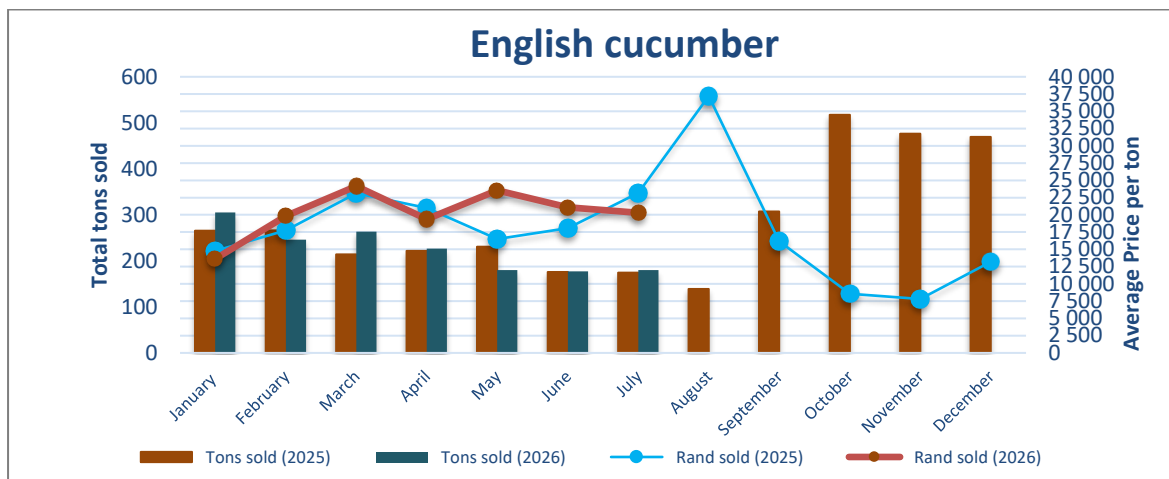
Source: Techno fresh (2026)

11. English cucumber



During the period under review (July 2026), the total volume of English cucumber sold amounted to 180.0 tons which is 1.4% or 2.5 tons more than 177.5 tons which was recorded in June 2026. The average market price of English cucumber decreased by 3.8% from R21095.5 in June 2026 to R20295.5. On annual basis, the volume of tons of English cucumber increased by 3.3% (or 5.8 tons) from 174.3 tons in July 2025 to 180.0 tons in July 2026.

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



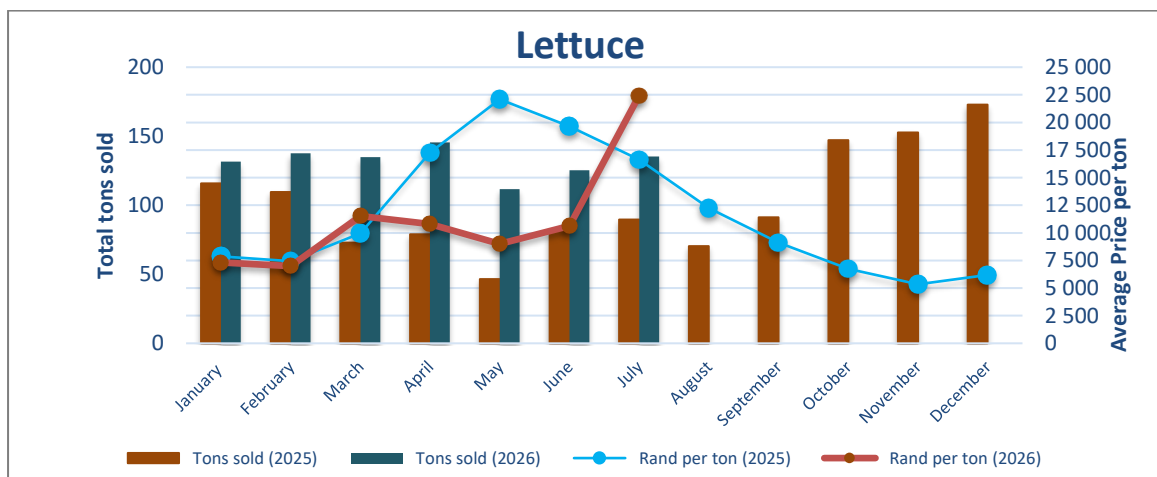
Source: Techno fresh (2026)

12. Lettuce



A total of 135.4 tons of lettuce was sold at the Cape Town fresh produce markets during July 2026. This presents 8% or 10 tons increase from the previous month (June 2026) record of 125.4 tons. The average market price also increased by 110.9% or R11800.1 from R10636.2 in June 2026 to R22436.3 in July 2026. On year on year, lettuce was trading at R16639.4 in July 2025 compared to R22436.3 in July 2026. These results indicate an increase of 34.8% in price per ton of lettuce between July 2025 and July 2026.

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



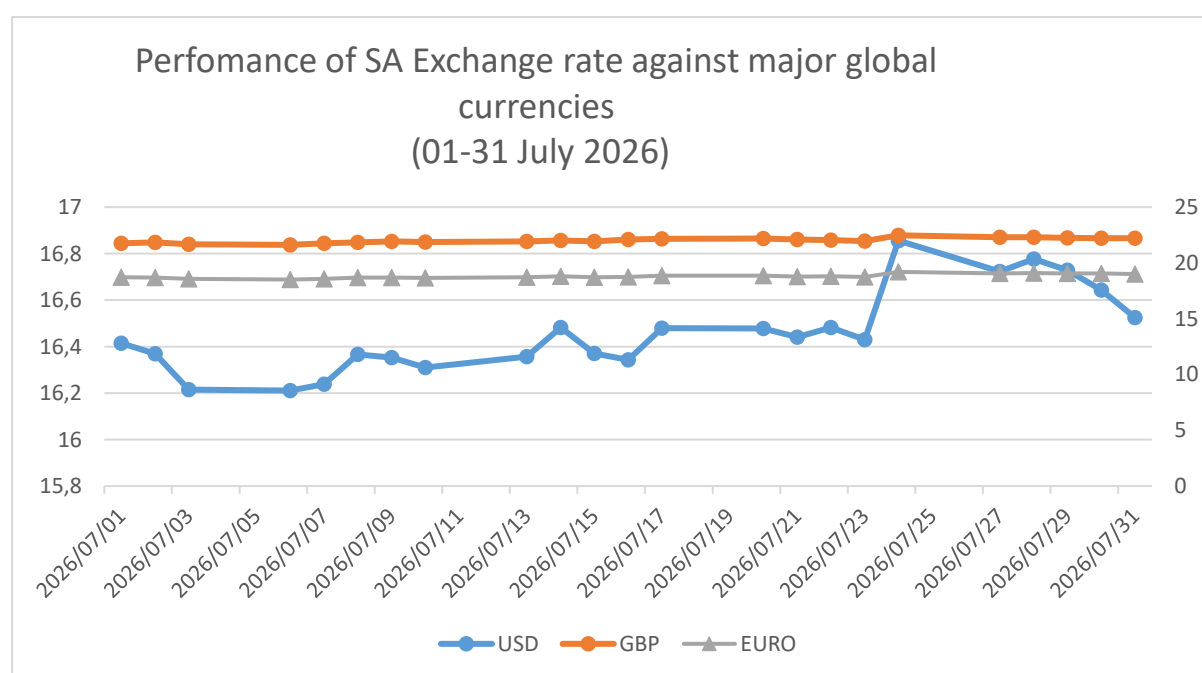
Source: Techno fresh (2026)

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

Product Name highest to the lowest volumes in July 2026	Average tons July 2026 (Ton)	% change in average tons July 2026 (m/m)	Average Price July 2026 (Rand/ton)	% change in average price July 2026 (m/m)
Beetroot	122,5	-2,3%	9 283,1	-12,7%
Baby marrow	110,2	0,5%	15 265,3	-29,8%
Green beans	75,4	14,4%	35 415,8	15,0%
Brinjals	56,0	1,9%	18 496,9	28,8%
Cauliflower	30,3	-69,5%	47 338,0	218,5%
Broccoli	27,9	4,8%	39 356,2	16,1%
Sweetcorn	26,2	-47,0%	39 126,4	49,9%
Spring onion	21,1	13,8%	16 539,9	-25,3%
Spinach	19,0	44,4%	20 491,8	-12,9%
Leeks	17,1	0,7%	6 823,0	-6,5%
Radish	2,3	-20,9%	19 159,1	27,6%
Patty pans	1,3	-37,0%	17 114,7	-31,1%
Hubbard squash	0	-100%	0	-100%
Marrows	0	0%	0	0%
Mushrooms	0	0%	0	0%

Source: Techno fresh (2026)

Exchange Rates



Source: South African Reserve Bank (2026)

During the reporting period 01-31 July 2026, looking at month-to-month average of the South African Rand, it can be noted that it weakened against US Dollar and Great British Pound while it strengthened against the Euro. During this period the US Dollar was trading at R16.46 in July 2026 compared to R16.39 in June 2026. Great British Pound was trading at R22.02 in July 2026 compared to R21.85 in June 2026. Lastly the Euro was trading at R18.80 in July 2026 compared to R18.88 in June 2026.

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	196,00	cents per litre decrease in the retail price.	2523,00
Diesel 0.05% Sulphur	313,800	cents per litre decrease in the retail price.	2391,570
Illuminating Paraffin (Wholesale)	523,00	cents per litre decrease the retail price.	1618,698
LPGAS (maximum retail price)	16,00	cents per litre increase in the retail price.	3786,000

The Department of Energy has announced fuel price adjustments with effect from 01 July 2026. The price of Petrol 95 ULP decreased by 196 cents, the price of diesel (0.05% sulphur) decreased by 313 cents, price of paraffin decreased by 523 cents. Lastly, LPGAS's maximum retail price increased by 16 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>

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