

# Monthly wholesale market price report

## Lettuce

February, 2019

*This report profiles the following wholesale price metrics:*

- *Lettuce national average wholesale price per kg*
- *Lettuce average wholesale price per kg by state market*
- *Headed lettuce national 12kg carton wholesale price.*
- *Headed lettuce market average \$/kg originating from Victoria.*
- *Headed lettuce average wholesale price per kg by state market by origin*

Unless otherwise specified, this report averages lettuce prices across the following metrics:

Type: baby cos, cos, headed, open varieties

State of Production

Pack size: 500g prepack, per each, 12kg carton





# How to use

## Overview

This report profiles wholesale market price data and insight for key vegetables categories. The reports draw on monthly market price data collected by Ausmarket Consultants. The data has been analysed by Freshlogic to enable price reporting across key metrics, including national and state markets, product line(s), and origin.

## Price per kg

Calculated to enable consistent and comparable price movements over time.

The method combines the prices for the common high-volume lines in each state market. The national average price has been calculated by weighting the state prices by the population distribution.

## Price patterns over time

The monthly price reports demonstrate the long term seasonal price movements over the previous two years. Price movements between product lines and markets are reported on. In addition to the average prices, the high and low prices are presented to understand price variability.

## Three-month price forecasts

A forecast for the wholesale prices for the next three months has been developed and included. This time period is relevant because it is the production time for most vegetables, similar to the recovery time after climate event disruptions, and also the timeframe for seasonal demand. The forecast is indicated on the charts with a dotted line. The forecasts draws on the monthly prices in the previous ten years, their movements and seasonal patterns, with additional weighted consideration given to the previous three months to capture current market conditions. The forecasts are based on the best available information. They assume supply is not disrupted and demand reflects the immediate historical patterns.

## How to use these reports

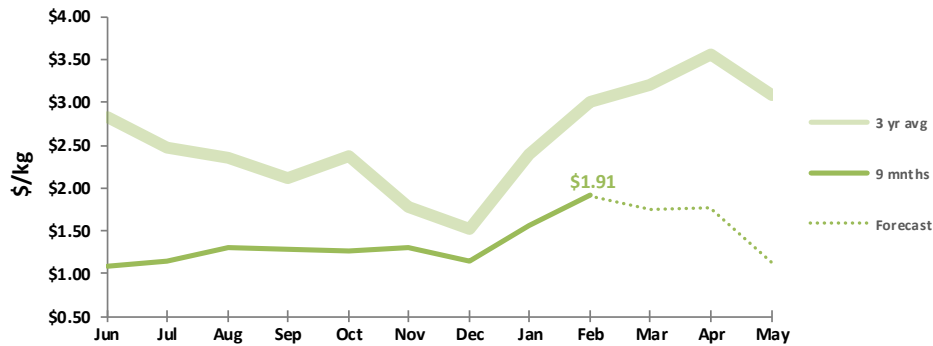
These price reports are designed to provide vegetable levy payers with a value-added resource to understand short and long-term wholesale market price patterns between markets and product lines. These reports utilise Freshlogic analysis of market prices recorded by Ausmarket Consultants. The market prices are determined based on independent daily market interviews of wholesalers and buyers in each wholesale market. The reports focus on market price reporting for general informational purposes. They are not intended to provide information on the actual price received by your wholesaler for your product; this is a business-to-business engagement and should be managed accordingly.

## Monthly wholesale market price reports (VG16084)

*This project has been funded by Hort Innovation, using the vegetable research and development levy and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for-profit research and development corporation for Australian horticulture.*

### Lettuce national average \$/kg

Monthly prices: last 3-year average, current 9-months & 3-month forecast

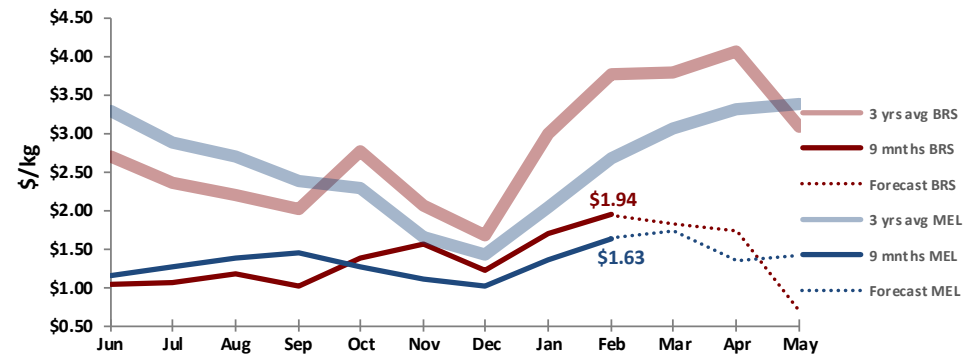


	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
3-Year avg	\$2.83	\$2.48	\$2.35	\$2.11	\$2.37	\$1.79	\$1.53	\$2.39	\$3.01	\$3.20	\$3.55	\$3.09
YE. MAY '19	\$1.09	\$1.15	\$1.31	\$1.28	\$1.27	\$1.31	\$1.16	\$1.55	\$1.91	\$1.75	\$1.77	\$1.14

- The average price for Lettuce in February 2019 was **\$1.91/kg**, an increase of \$0.36/kg, or 23.07% above the average price obtained in January. The February price continues to remain below the 3-year average for the sixteenth month in a row. The national price trend reflects a substantial decrease in the price of headed lettuce.
- Based on historical price movements, supply dynamics and trends, the March price for Lettuce is forecast to be lower than February's price, at **\$1.75/kg**.

### Lettuce BRS & MEL market average \$/kg

Monthly prices: last 3-year average, current 9-months & 3-month forecast

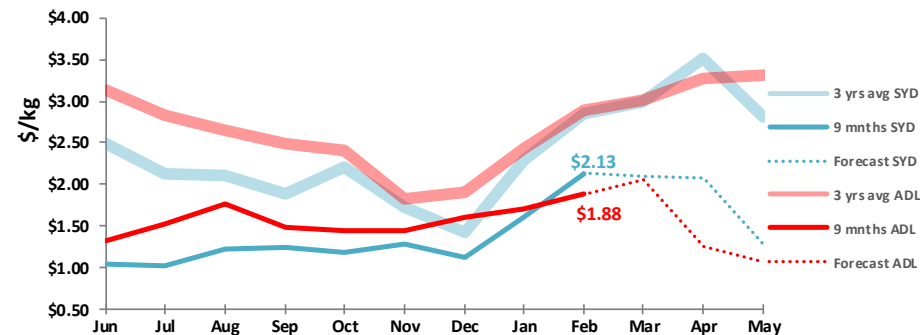


	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	
3-year average	BRS	\$2.69	\$2.36	\$2.20	\$2.00	\$2.76	\$2.06	\$1.67	\$2.99	\$3.76	\$3.80	\$4.05	\$3.08
	MEL	\$3.28	\$2.88	\$2.69	\$2.37	\$2.28	\$1.65	\$1.43	\$2.05	\$2.68	\$3.07	\$3.32	\$3.37
YE. MAY '19	BRS	\$1.03	\$1.05	\$1.17	\$1.01	\$1.38	\$1.56	\$1.22	\$1.70	\$1.94	\$1.81	\$1.72	\$0.71
	MEL	\$1.14	\$1.26	\$1.37	\$1.45	\$1.26	\$1.11	\$1.01	\$1.34	\$1.63	\$1.73	\$1.33	\$1.42

- MEL prices increased between January and February, rising by 21.21% to average **\$1.63/kg** for the month to sit -39.07% below the 3-year average price for February.
- BRS prices rose over the same period, averaging **\$1.94/kg** for the month of February, sitting 13.93% higher than the previous month, and to remain -48.37% below the 3-year average.

### Lettuce SYD & ADL market average \$/kg

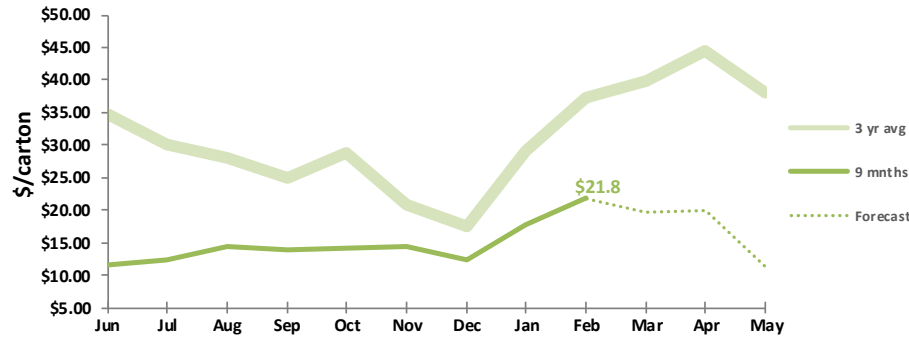
Monthly prices: last 3-year average, current 9-months & 3-month forecast



	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	
3-year average	SYD	\$2.49	\$2.13	\$2.10	\$1.88	\$2.21	\$1.72	\$1.43	\$2.29	\$2.86	\$2.99	\$3.51	\$2.82
	ADL	\$3.14	\$2.84	\$2.66	\$2.48	\$2.41	\$1.83	\$1.91	\$2.43	\$2.88	\$3.02	\$3.28	\$3.31
YE. MAY '19	SYD	\$1.04	\$1.02	\$1.23	\$1.24	\$1.18	\$1.29	\$1.12	\$1.60	\$2.13	\$2.09	\$2.07	\$1.30
	ADL	\$1.32	\$1.52	\$1.76	\$1.49	\$1.44	\$1.45	\$1.61	\$1.70	\$1.88	\$2.06	\$1.25	\$1.07

- SYD prices increased between January and February, rising by 33.33% to come to **\$2.13/kg**, and continued to track below the 3-year average by -25.49%.
- ADL prices rose over the same period, averaging **\$1.88/kg** for February. Which equates to an increase of 10.82% for the month February, and to sit -34.80% below the 3-year average.

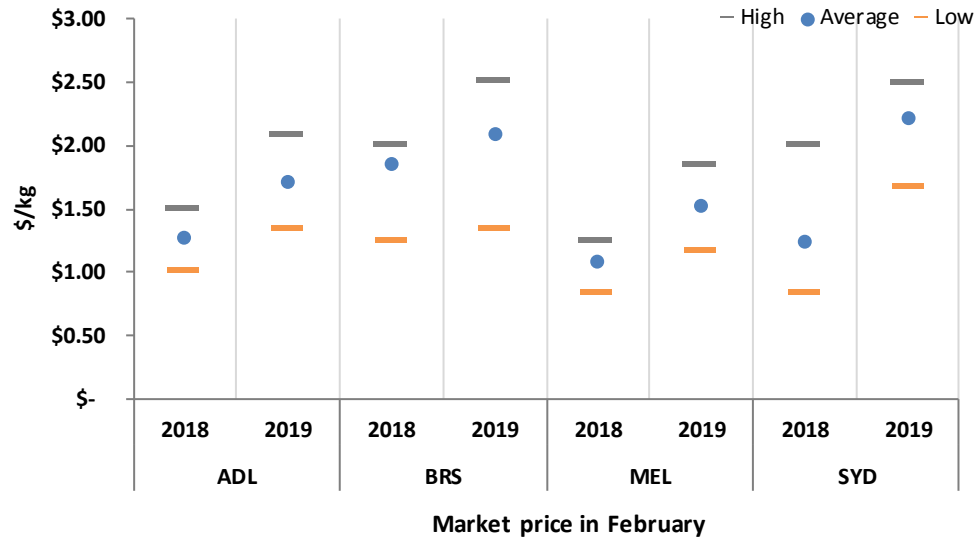
**Headed lettuce national 12kg carton market average price**  
 Monthly prices: last 3-year average, current 9-months & 3-month forecast



	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
3-Year avg	\$34.68	\$30.01	\$28.17	\$25.04	\$28.89	\$20.95	\$17.53	\$29.16	\$37.22	\$39.80	\$44.46	\$38.06
YE. MAY '19	\$11.53	\$12.32	\$14.37	\$13.92	\$14.06	\$14.52	\$12.39	\$17.67	\$21.82	\$19.79	\$19.98	\$11.33

- The national price of a Headed lettuce 12kg carton increased 23.50% between January and February, to be priced at **\$21.82** per carton. This is -41.37% below the 3-year average price and continues to remain below the 3-year average.
- Based on historical price movements, supply dynamics and trends, the price for March is expected to be lower than February's price at **\$19.79** per carton.

**Headed lettuce market \$/kg originating from Victoria**  
 February prices, 2018 & 2019



**Headed lettuce market average \$/kg by state origin**  
 February price

Headed lettuce average \$/kg	Origin					
	VIC	NSW	QLD	SA	WA	TAS
ADL	\$ 1.72			\$ 1.67	\$ 1.66	
BRS	\$ 2.09		\$ 1.38			
MEL	\$ 1.53	\$ 1.53				
SYD	\$ 2.21	\$ 1.97	\$ 2.21			

- Headed lettuce originating from Victoria supplied to all main markets.
- The average price for headed lettuce in February 2019 was higher across all markets where Victorian supply was present in comparison to February 2018.
- Headed lettuce in MEL achieved the same price regardless of origin in February 2019.
- Compared to February 2018, Victorian Headed lettuce had a higher maximum price range in February 2019 where supply was present.

## Disclaimer

Horticulture Innovation Australia Limited (Hort Innovation), Freshlogic Pty Ltd and J.D. Brewer trading as Ausmarket Consultants make no representations and expressly disclaims all warranties (to the extent permitted by law) about the accuracy, completeness, or currency of information in this report. Reliance on any information provided in this report is entirely at your own risk. Hort Innovation, Freshlogic Pty Ltd and J.D. Brewer trading as Ausmarket Consultants are not responsible for, and will not be liable for, any loss, damage, claim, expense, cost (including legal costs) or other liability arising in any way, including from any Hort Innovation or other person's negligence (including Freshlogic Pty Ltd and J.D. Brewer trading as Ausmarket Consultants) or otherwise from your use or not use of this report, or from reliance on information contained in the material or that Hort Innovation provides to you by any other means.

Use of value-added market price reports: This monthly vegetable wholesale market price report is intended for use only by Hort Innovation and the Australian vegetable industry in the context of understanding market prices for vegetables. Users/recipients of the monthly vegetable wholesale market price report must ensure that (1) report data and analysis is not presented in a false or misleading manner; (2) that Hort Innovation, Freshlogic Pty Ltd or J.D. Brewer trading as Ausmarket Consultants names are not used to imply that they are the source of any claims made by the recipient/user;(3) the reports are not exchanged for compensation of any kind. Any reproduction of the monthly vegetable wholesale market price report and any part thereof requires prior written permission from Hort Innovation. If permission is granted in writing from Hort Innovation in its sole discretion to reproduce any data or information from the reports it will be required to be referenced as required by Hort Innovation.