

Monthly wholesale market price report

Cauliflower

April, 2019

This report profiles the following wholesale price metrics:

- *Cauliflower national average wholesale price per head*
- *Cauliflower average wholesale price per head by state market*
- *Cauliflower national 25head carton wholesale price.*
- *Cauliflower market average \$/head originating from Victoria.*
- *Cauliflower average wholesale price per head by state market by origin*

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

Grade: Grade 1, Grade 2

State of Production

Pack size: per each, 25head carton, per 10



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 head

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

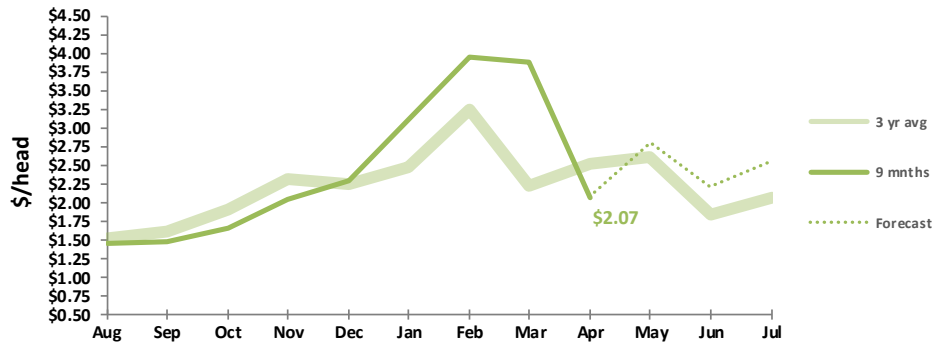
These price reports are designed to provide vegetable levy payers with a value-added resource to understand short and long-term wholesale market price patterns between markets and product lines. These reports utilise Freshlogic analysis of market prices recorded by Ausmarket Consultants. The market prices 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)

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Cauliflower national average \$/head

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

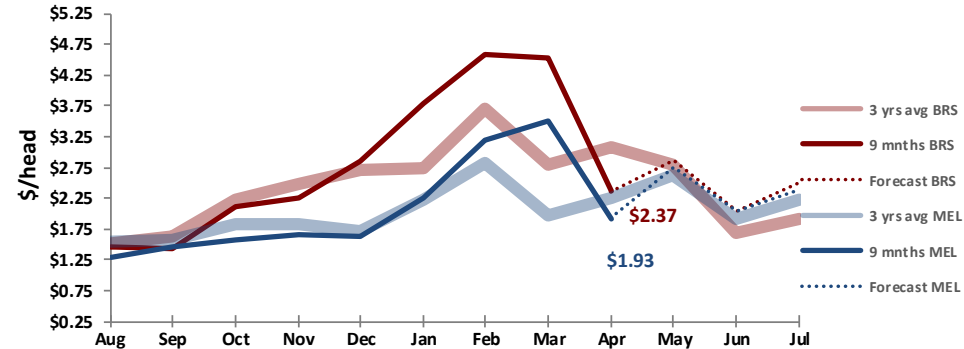


	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
3-Year avg	\$1.53	\$1.61	\$1.91	\$2.31	\$2.25	\$2.47	\$3.24	\$2.24	\$2.53	\$2.61	\$1.84	\$2.07
YE. JUL '19	\$1.45	\$1.48	\$1.66	\$2.05	\$2.30	\$3.11	\$3.96	\$3.88	\$2.07	\$2.80	\$2.21	\$2.56

- The average price for Cauliflower in April 2019 was **\$2.07/head**, a **-\$1.81c**, or **-46.6%** decrease on March 2019's **\$3.88/head**.
- The April price sits below the 3-year average price by **-18%**.
- Based on historical price movements, supply dynamics and trends, the May price for Cauliflower is forecast to be higher than April's price, at **\$2.80/head**.

Cauliflower BRS & MEL market average \$/head

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

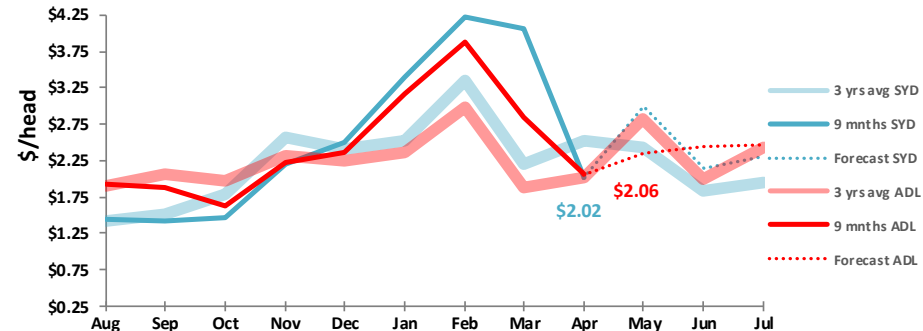


		Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
3-year average	BRS	\$1.52	\$1.64	\$2.22	\$2.48	\$2.72	\$2.74	\$3.71	\$2.81	\$3.08	\$2.80	\$1.68	\$1.93
	MEL	\$1.53	\$1.59	\$1.82	\$1.83	\$1.71	\$2.22	\$2.81	\$1.96	\$2.27	\$2.64	\$1.91	\$2.21
YE. JUL '19	BRS	\$1.46	\$1.43	\$2.12	\$2.25	\$2.84	\$3.79	\$4.58	\$4.52	\$2.37	\$2.87	\$2.06	\$2.50
	MEL	\$1.30	\$1.47	\$1.58	\$1.66	\$1.63	\$2.24	\$3.20	\$3.49	\$1.93	\$2.76	\$2.03	\$2.37

- MEL prices decreased between March and April, decreasing by **-44.91%** to average **\$2.37/head** for the month and to sit **-15.2%** below the 3-year average price for April.
- BRS prices also decreased over the same period, averaging **\$3.49/head** for the month of April, **-47.63%** lower than the previous month and sitting **-23.06%** below the 3-year average.

Cauliflower SYD & ADL market average \$/head

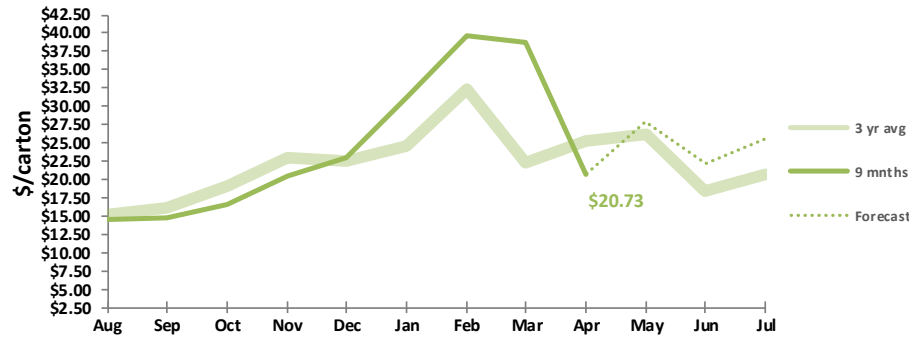
Monthly prices: last 3-year average, current 9-months & 3-month forecast



		Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
3-year average	SYD	\$1.43	\$1.51	\$1.79	\$2.57	\$2.40	\$2.53	\$3.35	\$2.20	\$2.53	\$2.43	\$1.84	\$1.95
	ADL	\$1.91	\$2.06	\$1.97	\$2.33	\$2.24	\$2.36	\$2.99	\$1.89	\$2.03	\$2.81	\$2.00	\$2.43
YE. JUL '19	SYD	\$1.44	\$1.42	\$1.46	\$2.20	\$2.50	\$3.40	\$4.22	\$4.07	\$2.02	\$3.00	\$2.15	\$2.31
	ADL	\$1.93	\$1.87	\$1.63	\$2.22	\$2.36	\$3.17	\$3.87	\$2.85	\$2.06	\$2.36	\$2.44	\$2.47

- SYD prices decreased between March and April, falling by **-50.42%** to come to **\$2.02/head**, and sit below the 3-year average by **-20.32%**.
- ADL prices decreased over the same period, averaging **\$2.06/head** for April 2019. This equates to a decrease of **-27.45%** for the month and sitting **1.83%** above the 3-year average for April.

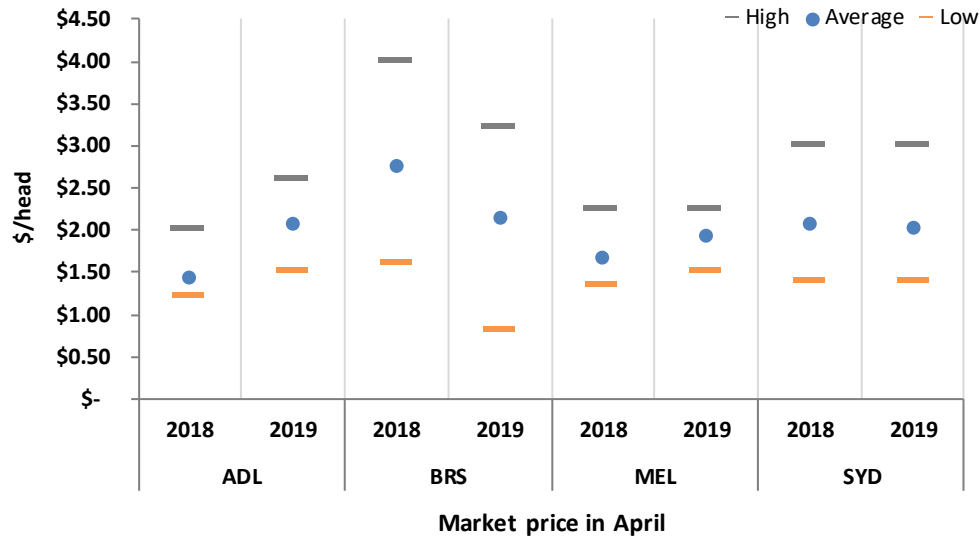
Cauliflower national 25kg carton market average price
 Monthly prices: last 3-year average, current 9-months & 3-month forecast



	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
3-Year avg	\$15.26	\$16.13	\$19.14	\$23.05	\$22.50	\$24.68	\$32.37	\$22.36	\$25.29	\$26.12	\$18.40	\$20.70
YE. JUL '19	\$14.50	\$14.78	\$16.64	\$20.48	\$22.99	\$31.13	\$39.60	\$38.83	\$20.73	\$27.97	\$22.11	\$25.60

- The national price of a Cauliflower 25kg carton decreased by -46.62% between March and April, to be priced at **\$20.73** per carton. This equates to the price sitting -18.03% below the 3-year average price.
- Based on historical price movements, supply dynamics and trends, the price for May is expected to be higher than April's price at **\$27.97** per carton.

Cauliflower market \$/head originating from Victoria
 April prices, 2018 & 2019



Cauliflower market average \$/head by state origin
 April price

Cauliflower average \$/head	Market	Origin					
		VIC	NSW	QLD	SA	WA	TAS
	ADL	\$ 2.09			\$ 2.04		
	BRS	\$ 2.16	\$ 2.93	\$ 2.02	\$ 2.67		
	MEL	\$ 1.93					
	SYD	\$ 2.02	\$ 2.02	\$ 2.02			

- Cauliflower originating from Victoria is the only supply present in all main markets.
- Compared to April 2018, the average price for Victorian cauliflower in April 2019 had mixed performance, with prices higher in Adelaide and Melbourne, and lower in Brisbane and Sydney.
- The average price for cauliflower in Brisbane was substantially higher in comparison to other markets.
- Cauliflower in Sydney achieved the same average price in April 2019, regardless of origin.

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