

Monthly wholesale market price report

Carrots

February, 2019

This report profiles the following wholesale price metrics:

- *Carrots national average wholesale price per kg*
- *Carrots average wholesale price per kg by state market*
- *Carrots national 20kg carton wholesale price.*
- *Carrots market average \$/kg originating from Western Australia.*
- *Carrots average wholesale price per kg by state market by origin*

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

Type: carrots, dutch, purple, prepacked

Size: small, medium, large

Grade: Grade 1, Grade 2

State of Production

Pack size: 15kg carton, 20kg bag, 20kg 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

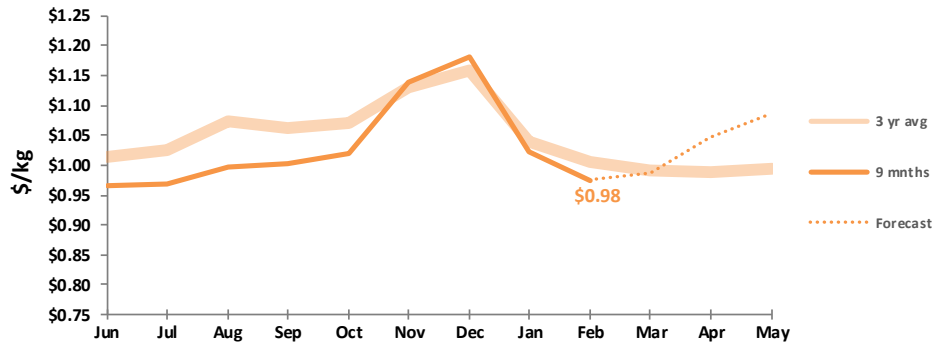
These price reports are designed to provide vegetable levy payers with a value-added resource to understand short and long-term wholesale market price patterns between markets and product lines. These reports utilise Freshlogic analysis of market prices recorded by Ausmarket Consultants. The market prices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

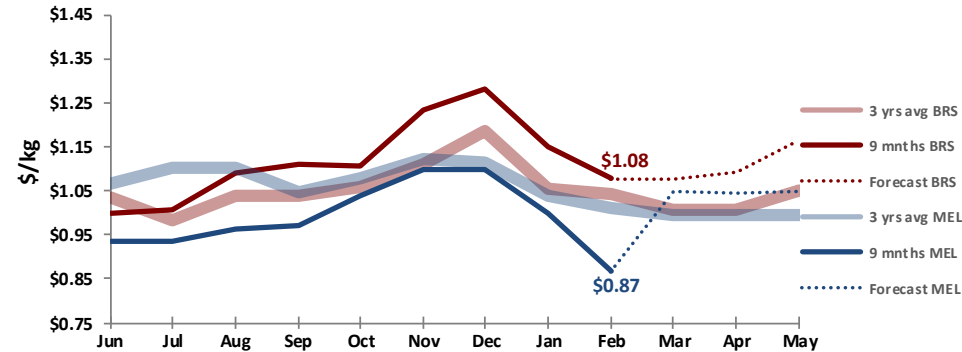
Carrots national average \$/kg

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



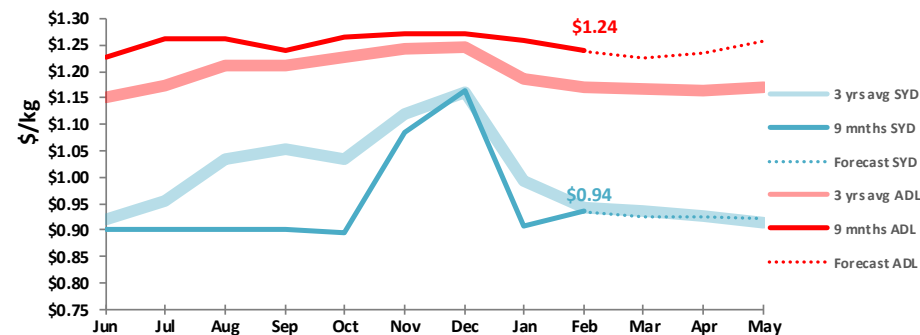
Carrots BRS & MEL market average \$/kg

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



Carrots 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 avg	\$1.01	\$1.03	\$1.07	\$1.06	\$1.07	\$1.13	\$1.16	\$1.04	\$1.01	\$0.99	\$0.99	\$0.99
YE. MAY '19	\$0.96	\$0.97	\$1.00	\$1.00	\$1.02	\$1.14	\$1.18	\$1.02	\$0.98	\$0.99	\$1.05	\$1.09

- The average price for Carrots in February 2019 was **\$0.98/kg**, resulting in a -4.65%, or -\$0.04 decrease on January 2019's **\$1.02/kg**.
- The February price is below the 3-year average by -3.12%.
- Based on historical price movements, supply dynamics and trends, the March price for Carrots is forecast to be slightly higher than February, at **\$0.99/kg**.

		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
3-year average	BRS	\$1.04	\$0.98	\$1.04	\$1.04	\$1.06	\$1.11	\$1.19	\$1.05	\$1.04	\$1.01	\$1.01	\$1.05
	MEL	\$1.07	\$1.10	\$1.10	\$1.05	\$1.08	\$1.12	\$1.11	\$1.04	\$1.01	\$0.99	\$1.00	\$1.00
YE. MAY '19	BRS	\$1.00	\$1.01	\$1.09	\$1.11	\$1.11	\$1.23	\$1.28	\$1.15	\$1.08	\$1.08	\$1.09	\$1.16
	MEL	\$0.94	\$0.94	\$0.96	\$0.97	\$1.04	\$1.10	\$1.10	\$1.00	\$0.87	\$1.05	\$1.05	\$1.05

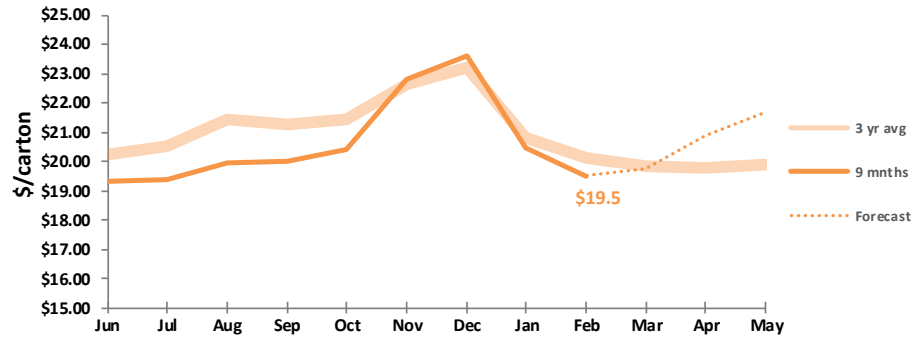
- MEL prices fell between January and February, decreasing by -13.3% to sit at **\$0.87/kg** for the month of February. The average price for MEL is below the 3-year average by -14.1%.
- BRS prices also fell over the same period, averaging **\$1.08/kg**, sitting -6.25% below the previous month. The BRS price was 3.3% above the 3-year average price in February.

		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
3-year average	SYD	\$0.92	\$0.95	\$1.03	\$1.05	\$1.04	\$1.12	\$1.16	\$0.99	\$0.94	\$0.94	\$0.93	\$0.91
	ADL	\$1.15	\$1.17	\$1.21	\$1.21	\$1.23	\$1.24	\$1.24	\$1.19	\$1.17	\$1.17	\$1.17	\$1.17
YE. MAY '19	SYD	\$0.90	\$0.90	\$0.90	\$0.90	\$0.89	\$1.09	\$1.16	\$0.91	\$0.94	\$0.93	\$0.93	\$0.92
	ADL	\$1.23	\$1.26	\$1.26	\$1.24	\$1.26	\$1.27	\$1.27	\$1.26	\$1.24	\$1.23	\$1.24	\$1.26

- SYD prices increased between January and February, rising by 3.14% to average **\$0.94/kg**, and is sitting -0.59% below the 3-year average for February.
- ADL prices decreased slightly between January and February, decreasing by a tiny -1.62% to average **\$1.24/kg** in February. ADL prices remain above the 3-year average by 5.78%.

Carrots national 20kg carton market average price

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

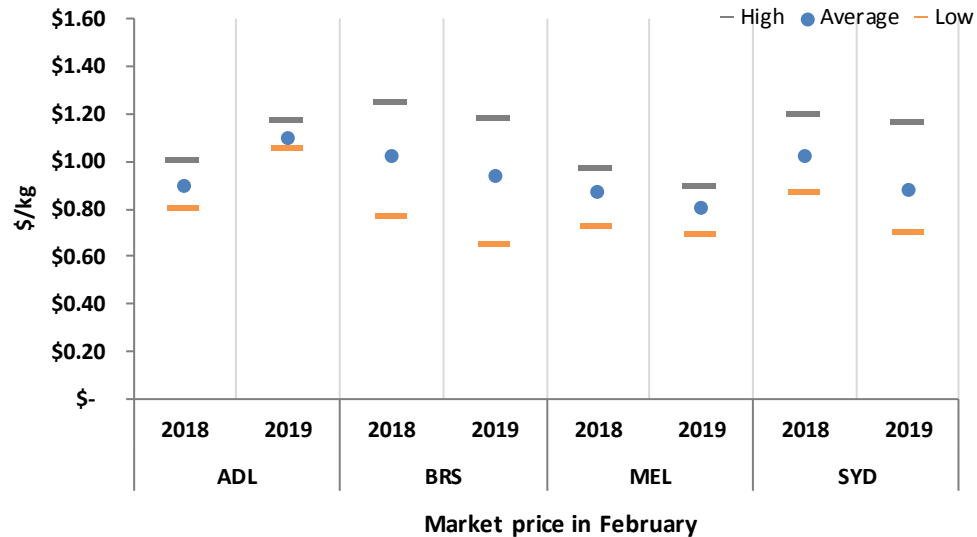


	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
3-Year avg	\$20.25	\$20.52	\$21.45	\$21.24	\$21.43	\$22.60	\$23.20	\$20.78	\$20.13	\$19.83	\$19.76	\$19.88
YE. MAY '19	\$19.30	\$19.39	\$19.94	\$20.03	\$20.41	\$22.80	\$23.61	\$20.46	\$19.51	\$19.73	\$20.92	\$21.72

- The national price of a Carrot 20kg carton decreased by -4.65% between January and February, to be priced at **\$19.51** per carton. This is -3.12% below the 3-year average price in February.
- Based on historical price movements, supply dynamics and trends, the price for March is expected to be higher than February's price at **\$19.73** per carton.

Carrots market \$/kg originating from Western Australia

February prices, 2018 & 2019



Carrots market average \$/kg by state origin

February price

Carrots average \$/kg		Origin					
		VIC	NSW	QLD	SA	WA	TAS
Market	ADL				\$ 1.20	\$ 1.10	\$ 0.98
	BRS	\$ 1.06		\$ 0.99	\$ 1.07	\$ 0.94	\$ 0.99
	MEL	\$ 0.81			\$ 0.81	\$ 0.81	\$ 0.81
	SYD	\$ 0.85	\$ 0.87	\$ 0.85		\$ 0.88	

- Carrots originating from Western Australia was the only product present in all main markets, with Victorian, South Australian and Tasmanian supply present in three mainland markets each.
- The average price for carrots achieved the same price in MEL regardless of origin.
- Carrots of South Australian origin achieved the highest average price in ADL.
- The average price for Western Australian carrots had a lower average price across all main markets with the exception of ADL in February 2019 compared to February 2018.

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