

Monthly wholesale market price report

Cucumber

March, 2019

This report profiles the following wholesale price metrics:

- *Cucumber national average wholesale price per kg*
- *Cucumber average wholesale price per kg by state market*
- *Lebanese cucumber national 10kg carton wholesale price.*
- *Lebanese cucumber market average \$/kg originating from South Australia.*
- *Lebanese Cucumber average wholesale price per kg by state market by origin*

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

Type: Apple, Continental, Green, Lebanese, Baby

Production method: field, glasshouse, hydroponic

Grade: Grade 1, Grade 2

State of Production

Pack size: 4kg tray, 5kg carton, 6kg carton, 6kg bag, 10kg carton, 27 litre 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

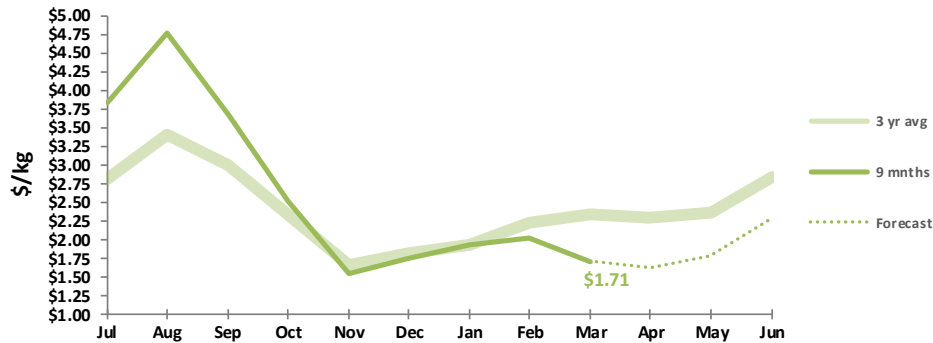
These price reports are designed to provide vegetable levy payers with a value-added resource to understand short and long-term wholesale market price patterns between markets and product lines. These reports utilise Freshlogic analysis of market prices recorded by Ausmarket Consultants. The market prices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

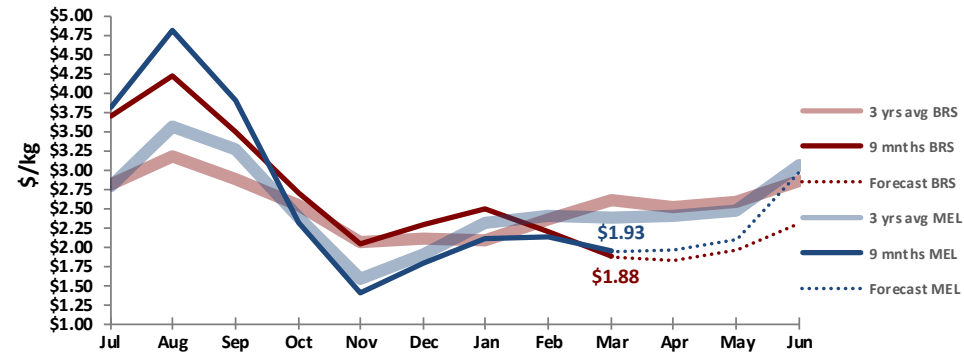
Cucumber national average \$/kg

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



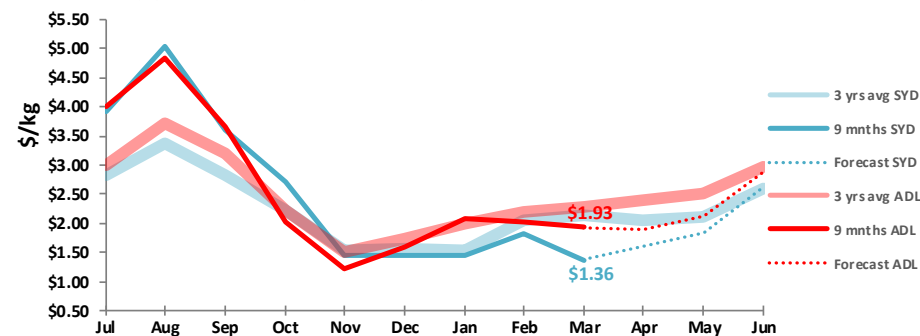
Cucumber BRS & MEL market average \$/kg

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



Cucumber SYD & ADL market average \$/kg

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



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
3-Year avg	\$2.82	\$3.41	\$3.00	\$2.33	\$1.66	\$1.81	\$1.93	\$2.24	\$2.33	\$2.29	\$2.36	\$2.83
YE. JUN '19	\$3.84	\$4.76	\$3.67	\$2.53	\$1.54	\$1.75	\$1.94	\$2.02	\$1.71	\$1.64	\$1.79	\$2.29

- The average price for Cucumbers in March 2019 was **\$1.71/kg**, a \$0.31c, or -15.7% decrease on February 2019's **\$2.02/kg**.
- Based on historical price movements, supply dynamics and trends, the April price for Cucumber is forecast to be lower than March's price, at **\$1.64/kg**.

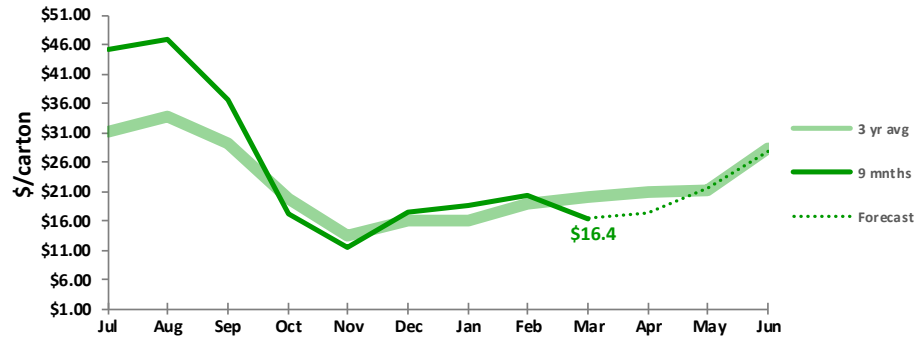
		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
3-year average	BRS	\$2.82	\$3.17	\$2.87	\$2.54	\$2.07	\$2.11	\$2.07	\$2.36	\$2.60	\$2.51	\$2.58	\$2.85
	MEL	\$2.79	\$3.55	\$3.27	\$2.37	\$1.58	\$1.90	\$2.31	\$2.39	\$2.38	\$2.40	\$2.48	\$3.06
YE. JUN '19	BRS	\$3.70	\$4.22	\$3.48	\$2.69	\$2.03	\$2.28	\$2.50	\$2.19	\$1.88	\$1.81	\$1.96	\$2.29
	MEL	\$3.80	\$4.81	\$3.90	\$2.32	\$1.39	\$1.79	\$2.10	\$2.14	\$1.93	\$1.95	\$2.09	\$2.95

- MEL prices decreased between February and March, falling by -9.46% to average **\$1.93/kg** for the month and to sit -18.76% below the 3-year average price for March.
- BRS prices also decreased over the same period, averaging **\$1.88/kg** for the month of March, -14.22% lower than the previous month. BRS prices are sitting -27.73% below the 3-year average price.

		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
3-year average	SYD	\$2.81	\$3.38	\$2.81	\$2.21	\$1.53	\$1.57	\$1.53	\$2.04	\$2.15	\$2.05	\$2.10	\$2.60
	ADL	\$2.99	\$3.72	\$3.19	\$2.22	\$1.51	\$1.75	\$1.99	\$2.19	\$2.28	\$2.39	\$2.52	\$2.97
YE. JUN '19	SYD	\$3.91	\$5.03	\$3.60	\$2.72	\$1.44	\$1.43	\$1.45	\$1.83	\$1.36	\$1.60	\$1.83	\$2.61
	ADL	\$4.01	\$4.83	\$3.67	\$2.03	\$1.21	\$1.60	\$2.07	\$2.03	\$1.93	\$1.88	\$2.12	\$2.86

- SYD prices decreased between February and March, decreasing by a -25.47% to average **\$1.36/kg**, and to sit below the 3-year average by -36.48%.
- ADL prices decreased slightly over the same period, averaging **\$1.93/kg** for March. This equates to a decrease of -5.02% for the month and to sit -15.39% below the 3-year average.

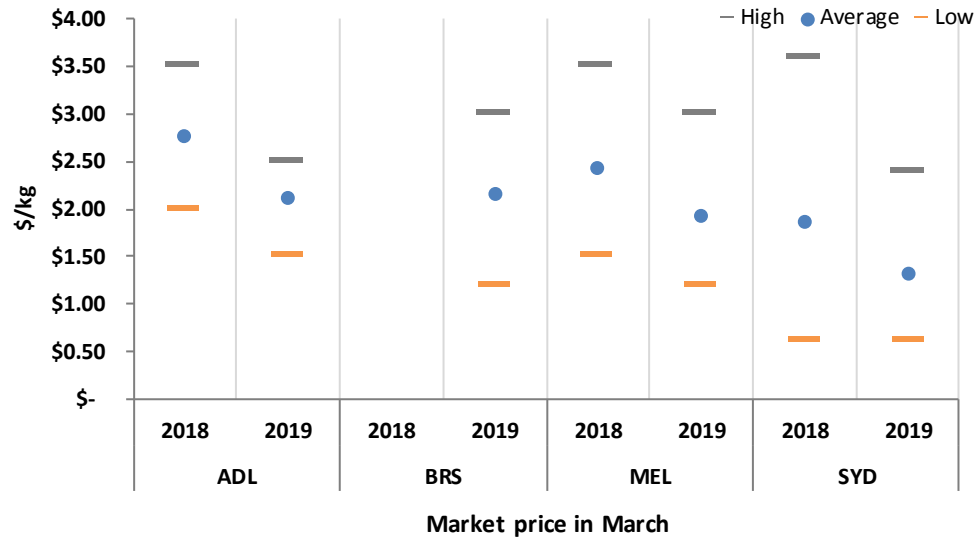
Lebanese cucumber national 15kg carton market average price
 Monthly prices: last 3-year average, current 9-months & 3-month forecast



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
3-Year avg	\$31.12	\$33.75	\$29.04	\$19.84	\$13.54	\$15.94	\$16.13	\$18.91	\$20.12	\$20.88	\$21.20	\$28.27
YE. JUN '19	\$45.04	\$46.87	\$36.64	\$17.22	\$11.50	\$17.36	\$18.64	\$20.24	\$16.45	\$17.31	\$21.71	\$27.80

- The national price of a Lebanese cucumber 10kg carton decreased by -18.7% between February and March, to average **\$16.45** per carton. This is -18.21% below the 3-year average price of March.
- Based on historical price movements, supply dynamics and trends, the price for April is expected to be higher than March's price at **\$17.31** per carton.

Lebanese cucumber market \$/kg originating from South Australia
 March prices, 2018 & 2019



Lebanese cucumber market average \$/kg by state origin
 March price

Lebanese cucumber average \$/kg		Origin					
		VIC	NSW	QLD	SA	WA	TAS
Market	ADL				\$ 2.12		
	BRS	\$ 2.01	\$ 1.61	\$ 1.61	\$ 2.17		
	MEL			\$ 1.93	\$ 1.93		
	SYD		\$ 1.33	\$ 1.33	\$ 1.33		

- South Australia was the only state to have supplied to all mainland markets, with Queensland supplying three markets.
- BRS was the only city to have Lebanese cucumbers supplied from all main state suppliers.
- Lebanese cucumber supplied to SYD achieved the same average price regardless of origin.
- The average price achieved for Lebanese cucumber of South Australian origin, was lower in March 2019 in comparison to March 2018.

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