

Monthly wholesale market price report

Sweetcorn

April, 2019

This report profiles the following wholesale price metrics:

- *Sweetcorn national average wholesale price per kg*
- *Sweetcorn average wholesale price per kg by state market*
- *Sweetcorn national 18L (10kg) carton wholesale price.*
- *Pre-packed Sweetcorn market average \$/kg originating from Victoria.*
- *Pre-packed Sweetcorn average wholesale price per kg by state market by origin*

Unless otherwise specified, this report averages sweetcorn prices across the following metrics:
Type: sweetcorn, prepacked, baby
State of Production
Pack size: 125g prepack, 18L 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

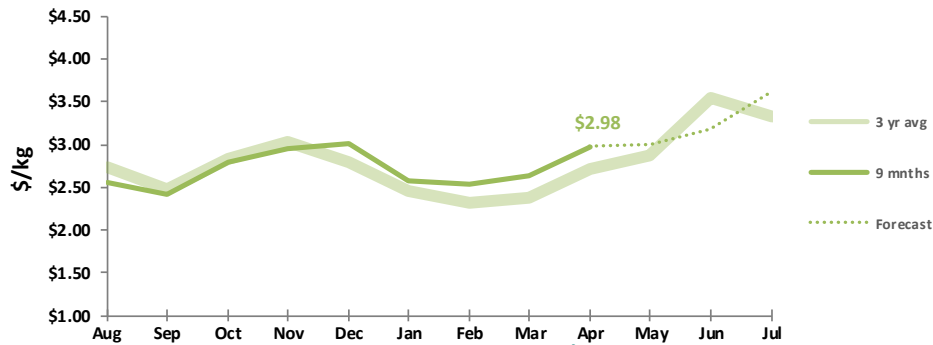
These price reports are designed to provide vegetable levy payers with a value-added resource to understand short and long-term wholesale market price patterns between markets and product lines. These reports utilise Freshlogic analysis of market prices recorded by Ausmarket Consultants. The market prices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

Sweetcorn national average \$/kg

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

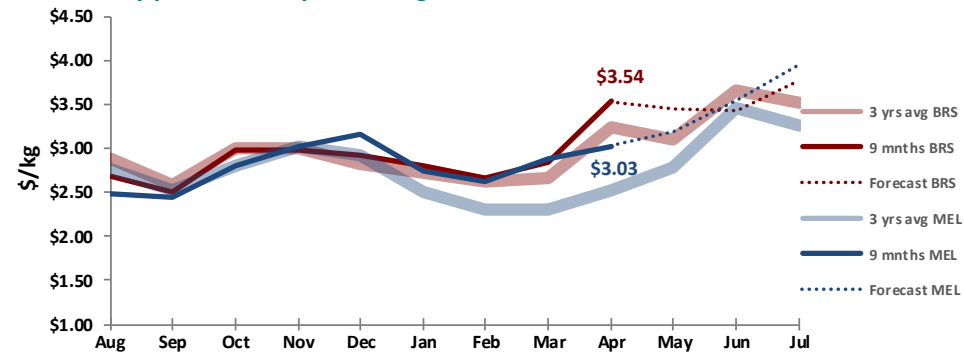


	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
3-Year avg	\$2.74	\$2.48	\$2.82	\$3.04	\$2.79	\$2.45	\$2.32	\$2.38	\$2.71	\$2.88	\$3.55	\$3.33
YE. JUL '19	\$2.56	\$2.41	\$2.79	\$2.95	\$3.00	\$2.57	\$2.53	\$2.63	\$2.98	\$3.00	\$3.18	\$3.61

- The average price for Sweetcorn in April 2019 was **\$2.98/kg**, a \$0.35c, or 13.49% increase on March 2019's **\$2.63/kg**.
- Based on historical price movements, supply dynamics and trends, the May price for Sweetcorn is forecast to be higher than April's price, at **\$3.00/kg**.

Sweetcorn BRS & MEL market average \$/kg

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

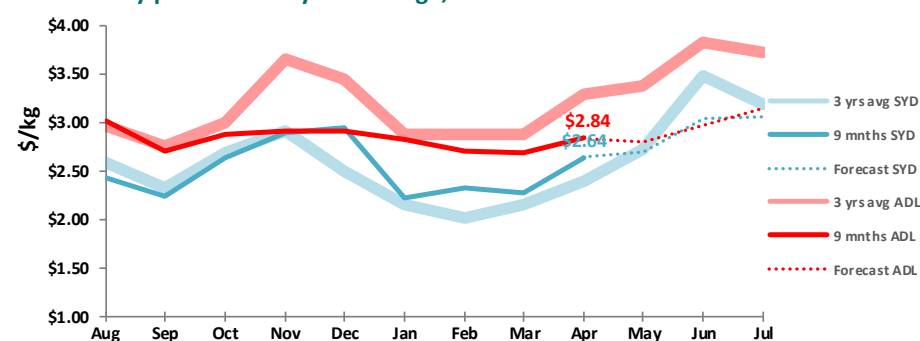


	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
3-year average	BRS	\$2.89	\$2.59	\$3.00	\$2.99	\$2.83	\$2.71	\$2.63	\$2.67	\$3.23	\$3.10	\$3.65	\$3.53
	MEL	\$2.77	\$2.52	\$2.81	\$3.02	\$2.92	\$2.50	\$2.30	\$2.31	\$2.53	\$2.78	\$3.46	\$3.26
YE. JUL '19	BRS	\$2.68	\$2.50	\$2.99	\$2.98	\$2.93	\$2.81	\$2.67	\$2.84	\$3.54	\$3.45	\$3.42	\$3.76
	MEL	\$2.49	\$2.45	\$2.80	\$3.03	\$3.17	\$2.75	\$2.63	\$2.88	\$3.03	\$3.18	\$3.54	\$3.95

- MEL prices rose between March and April, increasing to average **\$3.03/kg**, an increase of 5.22% for the month to sit 19.64% above the 3-year average price for April.
- BRS prices increased over the same period, averaging **\$3.54/kg** for the month of April, 24.70% higher than the previous month. BRS prices were 9.32% above the 3-year average price for April.

Sweetcorn SYD & ADL market average \$/kg

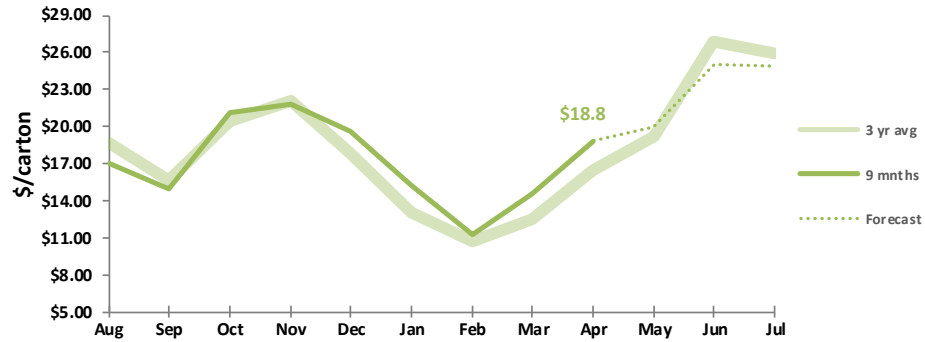
Monthly prices: last 3-year average, current 9-months & 3-month forecast



	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
3-year average	SYD	\$2.58	\$2.32	\$2.69	\$2.92	\$2.49	\$2.15	\$2.01	\$2.15	\$2.40	\$2.72	\$3.48	\$3.19
	ADL	\$2.97	\$2.76	\$3.00	\$3.65	\$3.44	\$2.89	\$2.88	\$2.87	\$3.29	\$3.38	\$3.82	\$3.72
YE. JUL '19	SYD	\$2.43	\$2.25	\$2.64	\$2.89	\$2.94	\$2.22	\$2.32	\$2.28	\$2.64	\$2.69	\$3.04	\$3.05
	ADL	\$3.01	\$2.71	\$2.89	\$2.91	\$2.92	\$2.82	\$2.70	\$2.69	\$2.84	\$2.80	\$2.97	\$3.15

- SYD prices rose between March and April, increasing by 15.83% to average **\$2.64/kg**. This is 10.09% above the 3-year average.
- ADL prices also increased over the same period, averaging **\$2.84/kg** for April. This equates to an increase of 5.58% over the April month, and the price sitting -13.69% lower than the 3-year average for the April month.

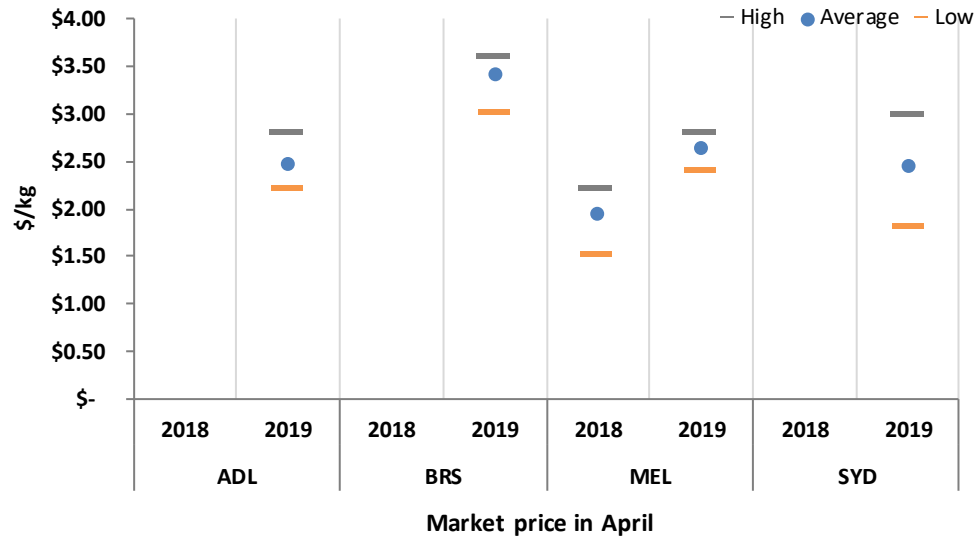
Sweetcorn national 18L (10kg) carton market average price
 Monthly prices: last 3-year average, current 9-months & 3-month forecast



	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
3-Year avg	\$18.70	\$15.68	\$20.38	\$22.13	\$17.82	\$13.09	\$10.67	\$12.44	\$16.41	\$19.25	\$26.88	\$25.93
YE. JUL '19	\$16.99	\$14.92	\$21.15	\$21.76	\$19.58	\$15.23	\$11.33	\$14.50	\$18.80	\$19.94	\$25.03	\$24.91

- The national price of Sweetcorn 18L carton increased 29.67% between March and April, to be priced at **\$18.80** per carton and to sit 14.58% above 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 **\$19.94** per carton.

Pre-packed sweetcorn market \$/kg originating from Victoria
 April prices, 2018 & 2019



Pre-packed sweetcorn market average \$/kg by state origin
 April price

Pre-pack sweetcorn average \$/kg	Origin					
	VIC	NSW	QLD	SA	WA	TAS
ADL	\$ 2.48			\$ 2.48		
BRS	\$ 3.42		\$ 3.20			\$ 2.60
MEL	\$ 2.65					
SYD	\$ 2.46	\$ 2.46				

- Victoria was the only state to have supplied pre-packed sweetcorn to more than one mainland market.
- The average price obtained in Sydney and for Pre-packed sweetcorn was the same regardless of origin.
- The price of pre-packed Victorian sweetcorn was higher across all price points (High, Average, Low) In Melbourne compared to 2018.

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