

# Monthly wholesale market price report

## Cauliflower

March, 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

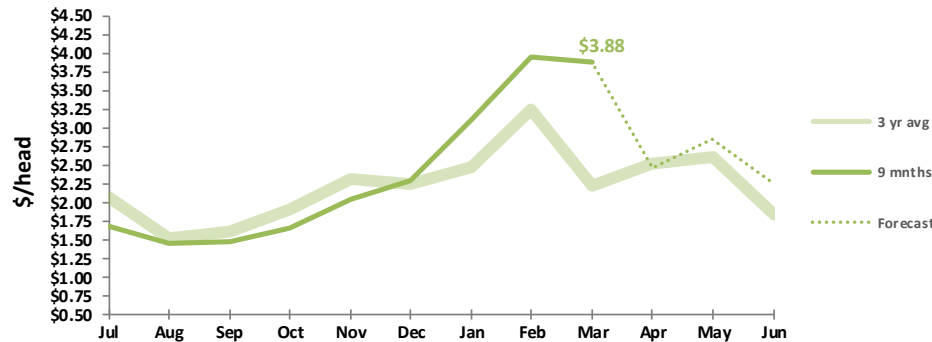
These price reports are designed to provide vegetable levy payers with a value-added resource to understand short and long-term wholesale market price patterns between markets and product lines. These reports utilise Freshlogic analysis of market prices recorded by Ausmarket Consultants. The market prices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

*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.*

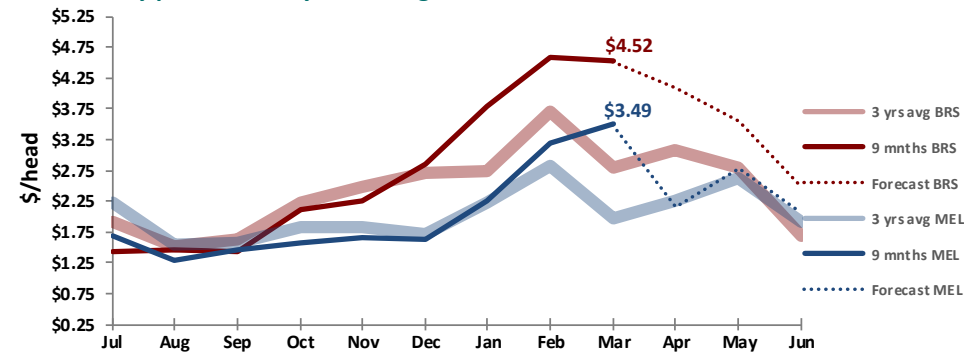
### Cauliflower national average \$/head

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



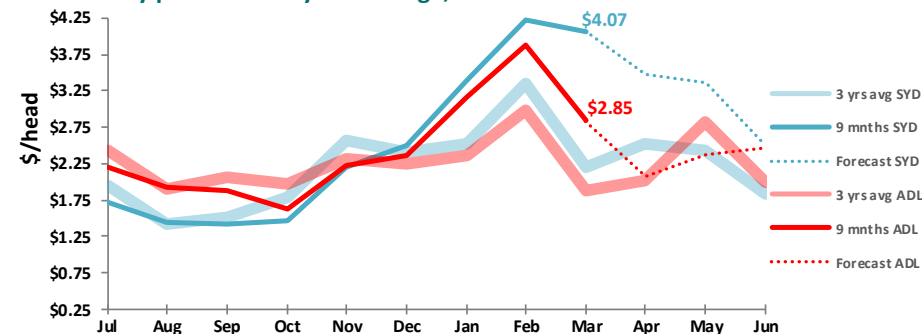
### Cauliflower BRS & MEL market average \$/head

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



### Cauliflower SYD & ADL market average \$/head

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  | \$2.07 | \$1.53 | \$1.61 | \$1.91 | \$2.31 | \$2.25 | \$2.47 | \$3.24 | \$2.24 | \$2.53 | \$2.61 | \$1.84 |
| YE. JUN '19 | \$1.69 | \$1.45 | \$1.48 | \$1.66 | \$2.05 | \$2.30 | \$3.11 | \$3.96 | \$3.88 | \$2.46 | \$2.85 | \$2.26 |

- The average price for Cauliflower in March 2019 was **\$3.88/head**, a  $-\$0.08c$ , or  $-2.0\%$  decrease on February 2019's **\$3.96/head**.
- The March price sits above the 3-year average price by 73.7%.
- Based on historical price movements, supply dynamics and trends, the April price for Cauliflower is forecast to be lower than March's price, at **\$2.46/head**.

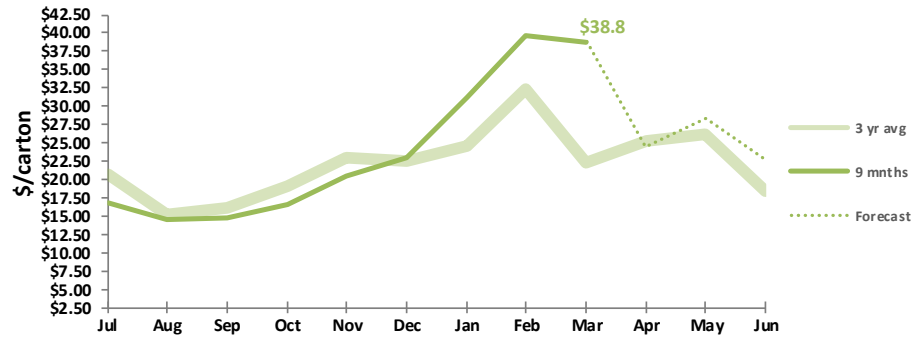
|                |     | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    |
|----------------|-----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 3-year average | BRS | \$1.93 | \$1.52 | \$1.64 | \$2.22 | \$2.48 | \$2.72 | \$2.74 | \$3.71 | \$2.81 | \$3.08 | \$2.80 | \$1.68 |
|                | MEL | \$2.21 | \$1.53 | \$1.59 | \$1.82 | \$1.83 | \$1.71 | \$2.22 | \$2.81 | \$1.96 | \$2.27 | \$2.64 | \$1.91 |
| YE. JUN '19    | BRS | \$1.42 | \$1.46 | \$1.43 | \$2.12 | \$2.25 | \$2.84 | \$3.79 | \$4.58 | \$4.52 | \$4.09 | \$3.56 | \$2.49 |
|                | MEL | \$1.70 | \$1.30 | \$1.47 | \$1.58 | \$1.66 | \$1.63 | \$2.24 | \$3.20 | \$3.49 | \$2.16 | \$2.79 | \$2.06 |

- MEL prices increased between February and March, increasing by 9.17% to average **\$3.49/head** for the month and to sit 78.02% above the 3-year average price for March.
- BRS prices decreased over the same period, averaging **\$4.52/head** for the month of March,  $-1.24\%$  lower than the previous month and sitting 61.16% above the 3-year average.

|                |     | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    |
|----------------|-----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 3-year average | SYD | \$1.95 | \$1.43 | \$1.51 | \$1.79 | \$2.57 | \$2.40 | \$2.53 | \$3.35 | \$2.20 | \$2.53 | \$2.43 | \$1.84 |
|                | ADL | \$2.43 | \$1.91 | \$2.06 | \$1.97 | \$2.33 | \$2.24 | \$2.36 | \$2.99 | \$1.89 | \$2.03 | \$2.81 | \$2.00 |
| YE. JUN '19    | SYD | \$1.71 | \$1.44 | \$1.42 | \$1.46 | \$2.20 | \$2.50 | \$3.40 | \$4.22 | \$4.07 | \$3.47 | \$3.37 | \$2.52 |
|                | ADL | \$2.19 | \$1.93 | \$1.87 | \$1.63 | \$2.22 | \$2.36 | \$3.17 | \$3.87 | \$2.85 | \$2.08 | \$2.37 | \$2.46 |

- SYD prices decreased between February and March, falling by  $-3.62\%$  to come to **\$4.07/head**, and sit above the 3-year average by 85.02%.
- ADL prices decreased over the same period, averaging **\$2.85/head** for March 2019. This equates to a decrease of  $-26.56\%$  for the month and sitting 50.55% above the 3-year average for March.

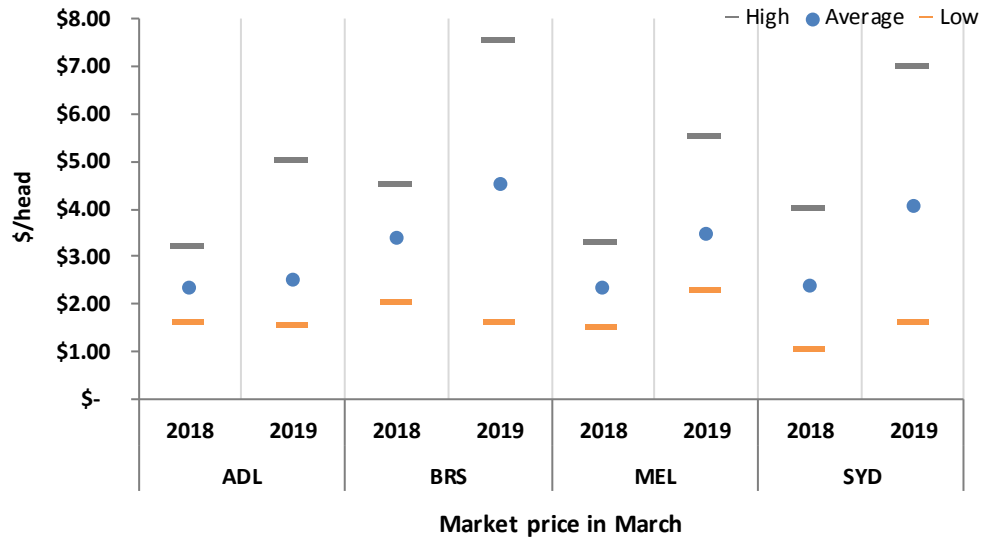
**Cauliflower national 25kg carton market average price**  
 Monthly prices: last 3-year average, current 9-months & 3-month forecast



|             | Jul     | Aug     | Sep     | Oct     | Nov     | Dec     | Jan     | Feb     | Mar     | Apr     | May     | Jun     |
|-------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 3-Year avg  | \$20.70 | \$15.26 | \$16.13 | \$19.14 | \$23.05 | \$22.50 | \$24.68 | \$32.37 | \$22.36 | \$25.29 | \$26.12 | \$18.40 |
| YE. JUN '19 | \$16.86 | \$14.50 | \$14.78 | \$16.64 | \$20.48 | \$22.99 | \$31.13 | \$39.60 | \$38.83 | \$24.56 | \$28.46 | \$22.61 |

- The national price of a Cauliflower 25kg carton decreased by a -1.96% between February and March, to be priced at **\$38.83** per carton. This equates to the price sitting 73.69% above the 3-year average price.
- Based on historical price movements, supply dynamics and trends, the price for April is expected to be lower than March's price at **\$24.56** per carton.

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



**Cauliflower market average \$/head by state origin**  
 March price

| Cauliflower average \$/head | Origin  |         |         |         |         |     |
|-----------------------------|---------|---------|---------|---------|---------|-----|
|                             | VIC     | NSW     | QLD     | SA      | WA      | TAS |
| ADL                         | \$ 2.53 |         |         | \$ 3.16 |         |     |
| BRS                         | \$ 4.51 | \$ 5.10 | \$ 3.96 | \$ 5.08 | \$ 6.08 |     |
| MEL                         | \$ 3.49 |         |         |         |         |     |
| SYD                         | \$ 4.07 | \$ 4.07 | \$ 4.07 |         |         |     |

- Cauliflower originating from Victoria is the only supply present in all main markets.
- Compared to March 2018, the average price for Victorian cauliflower in March 2019 was higher across all mainland markets.
- The price range for Victorian cauliflower in March 2019 was higher in all supplied markets in comparison to the previous year.
- BRS had cauliflower supplied from 5 different states in March 2019.
- The average price for cauliflower in BRS was substantially higher in comparison to other markets.
- Cauliflower in SYD achieved the same average price in March 2019, regardless of origin.

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