

# Monthly wholesale market price report

## Cauliflower

February, 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

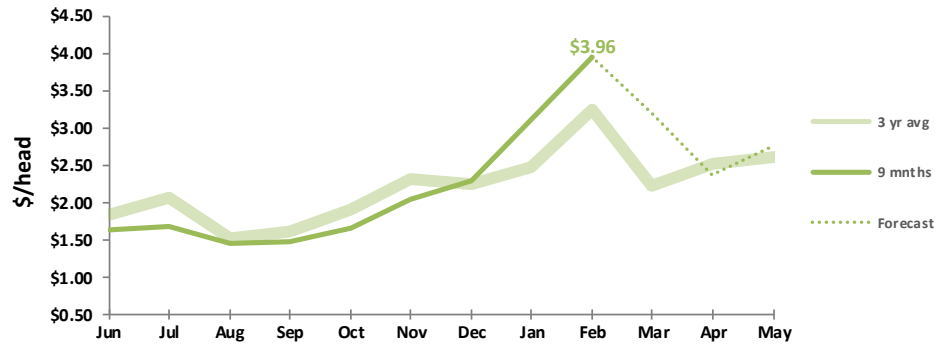
These price reports are designed to provide vegetable levy payers with a value-added resource to understand short and long-term wholesale market price patterns between markets and product lines. These reports utilise Freshlogic analysis of market prices recorded by Ausmarket Consultants. The market prices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

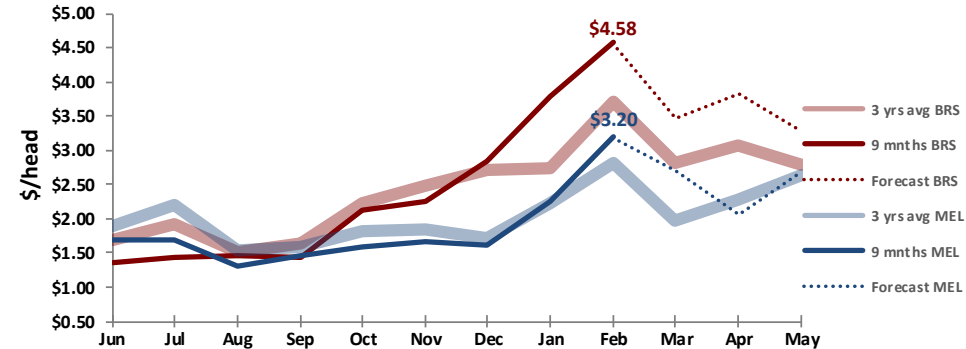


	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
3-Year avg	\$1.84	\$2.07	\$1.53	\$1.61	\$1.91	\$2.31	\$2.25	\$2.47	\$3.24	\$2.24	\$2.53	\$2.61
YE. MAY '19	\$1.64	\$1.69	\$1.45	\$1.48	\$1.66	\$2.05	\$2.30	\$3.11	\$3.96	\$3.19	\$2.37	\$2.76

- The average price for Cauliflower in February 2019 was **\$3.96/head**, a \$0.85c, or 27.2% increase on January 2019's **\$3.11/head**.
- The February price sits above the 3-year average price by 22.4%.
- Based on historical price movements, supply dynamics and trends, the March price for Cauliflower is forecast to be lower than February's price, at **\$3.19/head**.

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

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

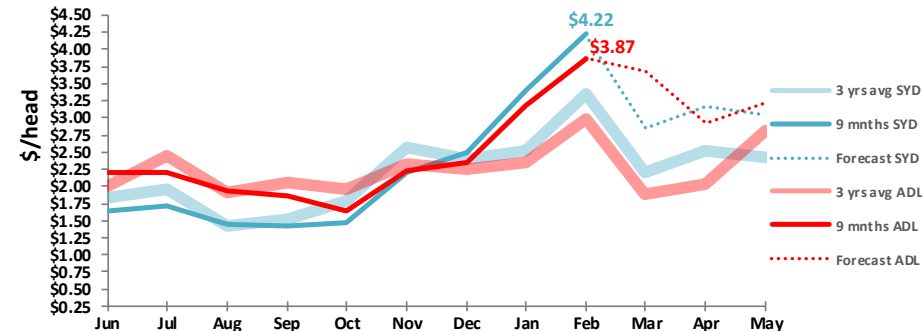


	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	
3-year average	BRS	\$1.68	\$1.93	\$1.52	\$1.64	\$2.22	\$2.48	\$2.72	\$2.74	\$3.71	\$2.81	\$3.08	\$2.80
	MEL	\$1.91	\$2.21	\$1.53	\$1.59	\$1.82	\$1.83	\$1.71	\$2.22	\$2.81	\$1.96	\$2.27	\$2.64
YE. MAY '19	BRS	\$1.35	\$1.42	\$1.46	\$1.43	\$2.12	\$2.25	\$2.84	\$3.79	\$4.58	\$3.46	\$3.83	\$3.29
	MEL	\$1.68	\$1.70	\$1.30	\$1.47	\$1.58	\$1.66	\$1.63	\$2.24	\$3.20	\$2.71	\$2.06	\$2.68

- MEL prices increased between January and February, increasing by 42.69% to average **\$3.20/head** for the month and to sit 13.84% above the 3-year average price for February.
- BRS prices increased over the same period, averaging **\$4.58/head** for the month of February, 20.99% higher than the previous month and sitting 23.47% above the 3-year average.

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

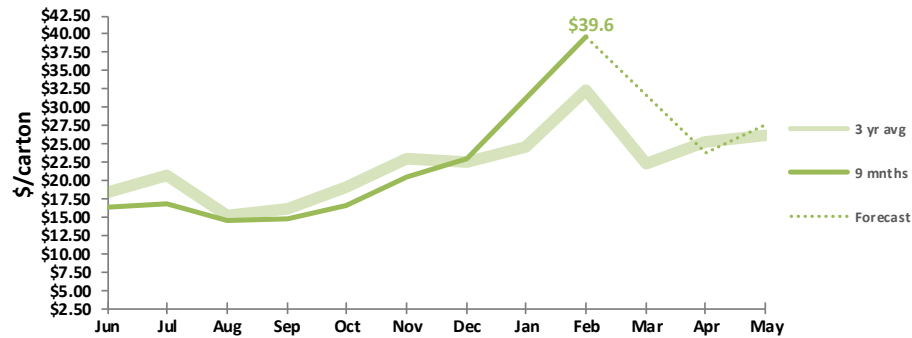
Monthly prices: last 3-year average, current 9-months & 3-month forecast



	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	
3-year average	SYD	\$1.84	\$1.95	\$1.43	\$1.51	\$1.79	\$2.57	\$2.40	\$2.53	\$3.35	\$2.20	\$2.53	\$2.43
	ADL	\$2.00	\$2.43	\$1.91	\$2.06	\$1.97	\$2.33	\$2.24	\$2.36	\$2.99	\$1.89	\$2.03	\$2.81
YE. MAY '19	SYD	\$1.63	\$1.71	\$1.44	\$1.42	\$1.46	\$2.20	\$2.50	\$3.40	\$4.22	\$2.84	\$3.16	\$3.05
	ADL	\$2.20	\$2.19	\$1.93	\$1.87	\$1.63	\$2.22	\$2.36	\$3.17	\$3.87	\$3.68	\$2.92	\$3.21

- SYD prices increased between January and February, rising by 24.31% to come to **\$4.22/head**, and sit above the 3-year average by 25.81%.
- ADL prices increased over the same period, averaging **\$3.87/head** for February 2019. This equates to an increase of 22.13% for the month and sitting 29.35% above the 3-year average for February.

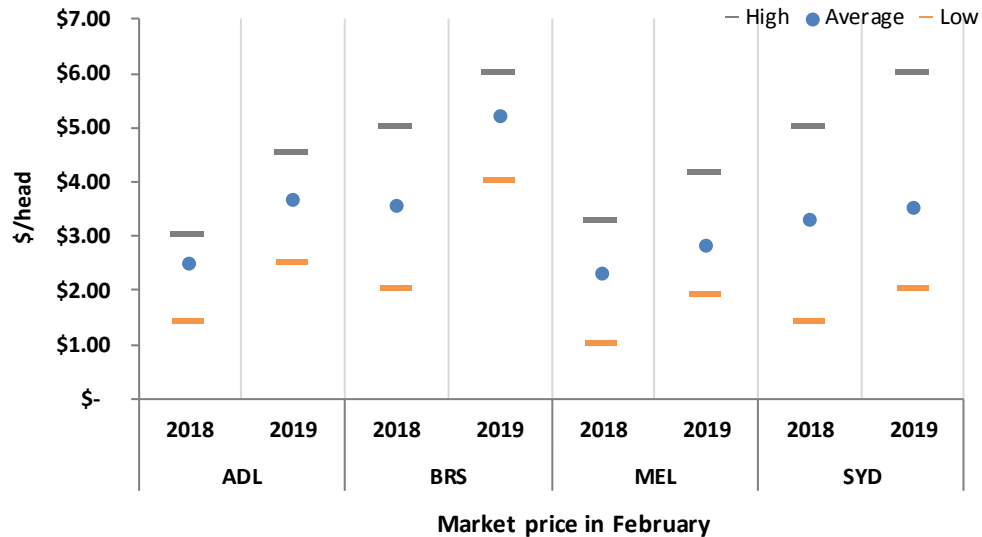
**Cauliflower national 25kg carton market average price**  
 Monthly prices: last 3-year average, current 9-months & 3-month forecast



	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
3-Year avg	\$18.40	\$20.70	\$15.26	\$16.13	\$19.14	\$23.05	\$22.50	\$24.68	\$32.37	\$22.36	\$25.29	\$26.12
YE. MAY '19	\$16.36	\$16.86	\$14.50	\$14.78	\$16.64	\$20.48	\$22.99	\$31.13	\$39.60	\$31.85	\$23.67	\$27.56

- The national price of a Cauliflower 25kg carton increased by a 27.20% between January and February, to be priced at **\$39.60** per carton. This equates to the price sitting 22.36% above the 3-year average price.
- Based on historical price movements, supply dynamics and trends, the price for March is expected to be lower than February's price at **\$31.85** per carton.

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



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

Cauliflower average \$/head	Origin					
	VIC	NSW	QLD	SA	WA	TAS
Market	ADL	\$ 3.69			\$ 4.06	
	BRS	\$ 5.21	\$ 4.70	\$ 3.82	\$ 4.38	\$ 5.43
	MEL	\$ 2.81				
	SYD	\$ 3.52	\$ 3.81	\$ 4.09		

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

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