



# LOCAL MARKET DEMAND



LOCAL  
MARKET

# Market Segmentation



# HOW THE FRESH PRODUCE MARKETS OPERATE

## KEY RULES

- As supply increases, prices fall.
- As supply falls, prices increase.
- Non storable products are supplied daily (e.g. cabbage, spinach and lettuce etc.) Farmers are encouraged to supply these directly to markets.
- Storable products can be supplied three times a week (e.g. beetroot, butternut, potatoes, onions etc.)
- You produce what you can sell, rather than trying to sell what you have produced.



# LOCAL PROGRAMME (ORDERS)

DEMAND

	Produce	Tonnes
	Beetroot	299.77
	Green pepper	234.76
	Tomato	158.88
	Butternut	156.00
	Potatoes	138.00
	Cucumber	108.00
	Onions	100.00
	Carrot	84.00
	Cauliflower	81.58
	Lettuce	75.69
	Broccoli	68.66
	Chilies -	28.23



# LOCAL PROGRAMME (ORDERS)

Sweet potato	21.20
Madumbi	17.16
Green baby cabbage	10.39
Brinjal	7.43
Red pepper	5.92
Yellow pepper	5.75
Coriander	1.32
Parsely	1.32
Basil	1.32
Pawpaw	0.17



# LOCAL PROGRAMME (ORDERS)

Produce	Tonnes
Green Beans	83.77
Baby Marrow	57.54
Patty pans	20.10
Red cabbage each	13.89
Savoy cabbage	9.49
Red cabbage	9.39
Baby gem	8.40
Peas	5.91
Baby corn	5.23
Baby gem	2.47

