



# SPICY SALES: TURMERIC & GINGER

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# WHAT WE'LL COVER IN 15 MINUTES

- ✓ The Market
- ✓ Educating Customers
- ✓ Cheat Sheet
- ✓ Special Surprise



# THE MARKET IS ON FIRE FOR TURMERIC

- ✓ US consumers aware of turmeric health benefits
- ✓ 2014 US herbal supplements sales totaling \$6.4B
- ✓ Turmeric is top herbal supplement with 30.9% increase in sales in 2014, sparking consumer interest in fresh turmeric



# THE MARKET IS A SLOW SIMMER FOR GINGER

- ✓ 2012 prices \$12-22 (30#box)
- ✓ 2013, China (80% market share) was 30% crop loss
- ✓ 2014, Supply shortage results in \$65-70 (30#box)
- ✓ 2015 China overplanted due to high prices received
- ✓ 2015 prices \$14-28 (30#box) due to market oversupply
- ✓ Competition from Peru, Brazil, Thailand, Costa Rica, Honduras, Ecuador





# WHOLESALE PRICES FOR NOVEMBER 4, 2015

## TURMERIC

Fiji Islands, Hawaii, Jamaica, Florida,  
Honduras

\$3-\$5 per pound



## GINGER ROOT

China, Brazil, Costa Rica, Thailand

\$14-\$28 per 30 pound box

\$0.46-\$0.93 per pound



# RETAIL & DIRECT PRICES FALL 2015

## TURMERIC

\$5.99-\$13.98 per pound (local grocers)



up to \$24.99/lb. (farmers market)  
(approx. yield 1-3 lbs./plant)

## GINGER

\$3.99-\$4.99 per pound  
(local grocer)



BABY GINGER up to \$15/lb. (FM)  
(approx. yield 2-3 lbs./baby ginger plant)



# SPICE UP SALES: FOCUS ON EDUCATION

- ✓ Explain how to freeze
- ✓ Inform how to use daily
- ✓ Share secrets



# HOW TO FREEZE IN BULK



- ✓ Wash
- ✓ Cut in various sizes
- ✓ Freeze
- ✓ Keeps 6 months



# “TURMERIC HEALTH SECRET”



Day 1 Detox	Day 2 Detox	Day 3 Detox
<b>2” piece of fresh turmeric</b> <b>2” piece ginger root</b> <b>1 lemon, peel removed</b>	<b>2” piece of fresh turmeric</b> <b>2 stalks of celery</b> <b>½ cucumber</b> <b>1 lemon, peel removed</b>	<b>2” piece of fresh turmeric</b> <b>1 head romaine lettuce</b> <b>3 carrots</b> <b>1 lemon, peel removed</b>
<b>Instructions</b> <b>-Wash produce</b> <b>-Juice in order: turmeric, ginger and lemon</b> <b>-Stir mixture and serve</b>	<b>Instructions</b> <b>-Wash all vegetables thoroughly.</b> <b>-Juice in order: turmeric, celery, lemon and cucumber</b> <b>-Stir mixture and serve</b>	<b>Instructions</b> <b>-Wash produce</b> <b>-Juice in order: turmeric, romaine lettuce, carrots and lemon</b> <b>-Stir mixture and serve</b>

Source: <http://watchfit.com/diet-plans/turmeric-juice-cleanse/>

# “TURMERIC BEAUTY SECRET”

**Known as the “Indian bridal ritual.” Brides use before the wedding for a dewy youthful glow. May help with skin redness, smoothing wrinkles.**

## **Turmeric Facial Mask**

- 1 inch fresh turmeric, finely grated (use Microplane grater)
- 2 teaspoons Bob’s Red Mill garbanzo flour or fine-ground oats
- 3 tablespoons plain yogurt

Blend together. Put on clean face. Let it dry for 15 minutes. Rinse off.



# “GINGER: WEIGHT CONTROL SECRET”

**Fresh ginger is a natural appetite suppressant and metabolism booster. Consider it for weight control.**

## **Ginger Water**

2 tablespoons fresh ginger, finely grated  
8 ounces hot water

Place grated ginger in cup.  
pour hot water over ginger.  
Steep 15 minutes.  
Drink before every meal.



# “GINGER & TURMERIC KITCHEN SECRETS”

- ✓ 1 inch daily in morning smoothies
- ✓ 1 tablespoon fresh =  $\frac{1}{4}$  teaspoon ground
- ✓ In ginger recipes, try instead  $\frac{1}{2}$  ginger,  $\frac{1}{2}$  turmeric





# SHARE SPICY TIPS (HANDOUT)

✓ Culinary

✓ Beauty

✓ Health



# PICK A DELIGHTFUL SURPRISE



- ✓ Ginger Face Spritzer
- ✓ Ginger Salty & Sweet Scrub
- ✓ Ground Fresh Turmeric or Ginger

# SUMMARY



- ✓ Turmeric on rise; Ginger sales stabilizing
- ✓ Sell more by educating customers
- ✓ Use “Cheat Sheets” to encourage sales

# CITATIONS

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**THANK YOU FOR LISTENING**



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