



Successfully Marketing Ginger & Turmeric in Virginia

Dr. Theresa J. Nartea, Assistant Professor, Extension Specialist-Marketing & Agribusiness
Virginia State University-College of Agriculture-Cooperative Extension, Petersburg, VA
Virginia Cooperative Extension 804-524-5491 tnartea@vsu.edu



Learning Objectives



Market Value



Consumer Trends



Sales Strategies

2014 Ginger Market Value



In 2013, the U.S.
imported nearly
\$81 million dollars
worth of fresh
ginger root¹

Wholesale Price (Nov 2014)²

30 pound box* = \$53 to \$70
(*Local per pound, \$10.00 (VA)

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Retail Grocer Price (Nov 2014)

1 pound = \$2.99 to \$9.99

~

Direct Price (Local 2014)

1 pound = \$5.00 to \$16.00*

*1 ounce = \$1.00

¹United Nations. (2014). *Selected commodities: 091010 (Ginger)*. Retrieved from;
<http://comtrade.un.org/db/ce/ceSnapshot.aspx?gt=ss&cc=091010&px=H0&y=all,%202013>

²USDA AMS. (2014). *Run a custom report*. Retrieved from:
http://www.marketnews.usda.gov/portal/fv?commodityclass=allcommodity&step3date=true&locChoose=commodity&paf_gear_id=1200002&paf_dm=full&dr=1&repDate=&endDate=&organic=&environment=&startIndex=1&rowDisplayMax=25&type=termPrice&commAbr=GNGRT&repTypeChanger=termPriceDaily&repType=termPriceDaily&type=termPrice&locAbr=&step2=true&locAbrPass=ALL|&locAbrlength=1&step3date=true&step3=Update * Personal Communication

2014 Turmeric Market Value



In 2013, the U.S.
imported nearly
\$14 million dollars
worth of fresh
turmeric root¹

Wholesale Price (Nov 2014)²

1 pound* = \$3 to \$12*
(Fiji Islands, Hawaii, Jamaica, *Local)
~

Retail Grocer Price (Nov 2014)

1 pound = \$9.99-\$15.99
~

Direct Price (Local 2014)

1 pound = \$10.00 to \$16.00
1 ounce = \$1.00

¹United Nations. (2012). *Selected commodities: 091030 (Turmeric)*. Retrieved from;
<http://comtrade.un.org/db/dqBasicQueryResults.aspx?cc=091030&px=H3&r=842&y=2013>

²USDA AMS. (2014). *Run a custom report*. Retrieved from:
http://www.marketnews.usda.gov/portal/fv?&repType=termPriceDaily&paf_dm=full&repTypeChanger=termPriceDaily&commAbr=TUM&step2=true&type=termP rice&type=termPrice&rowDisplayMax=25&startIndex=1&organic=&paf_gear_id=1200002&commodityclass=allcommodity&locAbrPass=ALL||&locName=&locCho ose=commodity&repDate=10%2F01%2F2014&endDate=10%2F01%2F2014&step3date=true&Run=Run&locAbrlength=1&environment=&blech=&dr=1

How Do I Find Prices?



USDA United States Department of Agriculture
Agricultural Marketing Service

FRUIT & VEGETABLE
MARKET NEWS

Close Window

Run a Custom Report

Step 1: Report Type

Type: Terminal Market by Commodity
by: All Commodities

Step 2: Details

Commodity: GINGER ROOT

Aggregate: Daily

Location:

- ALL
- ATLANTA
- BALTIMORE
- BIRMINGHAM
- BOSTON
- CHICAGO
- COLUMBIA
- DALLAS
- DETROIT
- GUADALAJARA

Step 3: Time Period and Refinement

Dates: to
Date Format: mm/dd/yyyy

Select Date Range within a Year

Omitting Date values will generate the last available report.

Type: All Products

Environment:

- Field Grown
- Greenhouse Hydroponic
- Greenhouse Hydroponic
- Greenhouse



Shop



Call



Web

www.marketnews.usda.gov/portal/fv

Why is Ginger & Turmeric Trending?



Eastern Traditions



Global Awareness



Functional Foods

Eastern Traditions



Ayurveda (Body Mind Spirit in Balance/YOGA)



Turmeric balances 3 doshas
(vata, pitta, and kapha)



Ginger is considered “Hot”



Ginger strengthens “Agui”

Strong “Agui” supports absorption of nutrients and elimination of toxins.

Global Awareness



We Travelled

In 2013, 29M U.S. citizens travelled abroad, 1.8% increase from 2012.



We Acquired Exotic Palates

Asian, Caribbean, Middle Eastern, African, and Indian cuisines



Ginger & Turmeric=Memories

ITA Office of Travel & Tourism Industries. (2012). *U. S. citizen air traffic to overseas regions, Canada & Mexico, 2011*. Retrieved from:
<http://www.tinet.ita.doc.gov/view/m-2011-O-001/index.html>

Functional Foods



CAM Complementary Alternative Medicine

Outpatient Herbal Use in Cancer Treatment; 4 out of 10 adult patients use CAM¹



Arthritis Pain Relief

Ginger root powder reduced arthritis pain 75%; muscle pain 100% of participants²



Morning Sickness Prevention

Ginger root powder reduced vomiting in early pregnancy, 70% of study subjects²

¹Nemer, D., & McCaffrey, A. M. (2010). Complementary and alternative medicine in the United States. Retrieved from: <http://improvehealthcare.org/wp-content/uploads/2011/08/1-4-1-PB.pdf>

²Murray, M. , Pizzorno, J., & Pizzorno, L. (2012). The encyclopedia of healing foods. New York, NY: Simon & Schuster

Functional Foods



Anti-Nausea in Chemotherapy

Promising in reducing nausea duration and severity, more research needed.



Lower Cholesterol. Thin Blood.

Promising in clogged artery and high cholesterol patients, more research needed.



Cancer Cell Killer

Worked with laboratory rat cancer cells but human research trials are needed.

Dosage Equivalents



Fresh ginger has better results than powder due to active enzymes¹



Most clinical studies dosed in units of one (1) gram of powdered ginger root (PGR)¹



**Don't take more than 4 grams/day;
pregnant women with physician approval
no more than 1 gram/day²**

¹Murray, M. , Pizzorno, J., & Pizzorno, L. (2012). *The encyclopedia of healing foods*. New York, NY: Simon & Schuster

²University of Maryland Medical Center. (2011). *Ginger*. Retrieved from: <http://www.umm.edu/altmed/articles/ginger-000246.htm>

Dosage Equivalents



FRESH GINGER ROOT EQUIVALENTS¹

1 gram PGR = 10 grams

1 gram PGR = 1/3 ounce

1 gram PGR = 1/4 inch slice



Nausea, gas or indigestion: 2-4 g of fresh root

Cold and flu symptoms, headaches, make ginger tea of two (2) tablespoons fresh shredded ginger steeped in boiled water for 5 minutes for 2-3 times daily



Arthritis: 2-4g daily; shred fresh root in a warm compress apply to the painful areas

¹University of Maryland Medical Center. (2011). *Ginger*. Retrieved from: <http://www.umm.edu/altmed/articles/ginger-000246.htm>

²Nutritional Wellness. (2012). *Ginger*. Retrieved from: <http://www.nutritionalwellness.com/nutrition/herbs/g/ginger.php>

Have Customers Ask Doctor



Ginger is considered safe, but ask Dr. for:



Pregnant & Breast Feeding Women



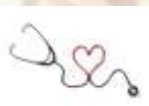
Children



Gallstone sufferers



Diabetes, heart condition patients



Blood thinner (*Aspirin, Coumadin therapy users*)

Connect The Ginger Dots



Out-of-Pocket Costs for Select CAM Therapies*



**\$30.7B in
total CAM
spending in
2012?
Find the CAM
Customer!**

Nahin, RL, Barnes PM, Stussman BJ, and Bloom B. (2009). *Costs of Complementary and Alternative Medicine (CAM) and Frequency of Visits to CAM Practitioners: United States, 2007*. National health statistics reports; no 18. Hyattsville, MD: National Center for Health Statistics.

U.S. Department of Health and Human Services. (2012). *Out-of-pocket costs for select CAM therapies*. Retrieved from:

<http://nccam.nih.gov/news/camstats/costs/graphics.htm>

Sales Strategies



Product Forms



Display Thoughtfully



Be a Ginger & Turmeric Guru

Product Forms



Fresh Young (ginger)



Fresh Mature (both)



Dried (irradiation¹ dirt floor prep²)



Crystallized (ginger)



Pickled (ginger)

¹Geta, E., & Kifle, A. (2011). Production, processing and marketing of ginger in Southern Ethiopia. *Journal of Horticulture and Forestry*, 3(7), 207-213.

²Murray, M. , Pizzorno, J., & Pizzorno, L. (2012). The encyclopedia of healing foods. New York, NY: Simon & Schuster

Display Thoughtfully



Complementary Products



Signage



Arrange, Price by Size/Weight

Complementary Products



Crops used in same dish



Onions, garlic, stir fry veggies



Smoothie ingredients

Signage



good health tastes good

GINGER

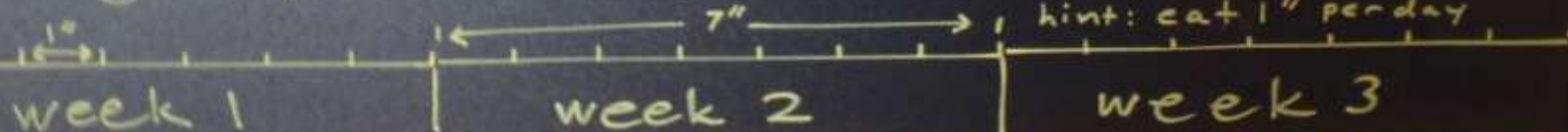
Locally grown

culinary

- Baking
- Smoothies
- Stir Fry
- Marinades
- Tea

adults
can eat
up to
4 grams (g)
a day.
4g = 1 inch

Storage up to 3 weeks in cool, dry, dark place



Traumant in India, Arabia and Asia
Tastes
Zingy! Zingiber officinal

medicinal

*helps with:

- ✓ nausea, gas, indigestion
- ✓ arthritis
- ✓ muscle soreness

check if okay with doctor



Sell by Pound or Inch



Arrange by Size



Pre-break into smaller units



1 inch per day, weigh 1 inch



7 inches per week, weigh it

Be a Ginger Guru



Educate



Storage



Recipes



Photo Credit: <http://www.greenbasket.me/wp-content/uploads/2013/01/fresh-turmeric.jpg>

Educate



Use Credible Sources

University Research: <http://umm.edu/health/medical/altmed>

George Mateljan Foundation: www.whfoods.com/genpage.php?tname=foodspice&dbid=72

Authority Nutrition: <http://authoritynutrition.com/top-10-evidence-based-health-benefits-of-turmeric>



Teach on How to Use Ginger

Cooking (search GINGER or TURMERIC): www.wholeliving.com; www.eatingwell.com

Wellness (search GINGER or TURMERIC): <http://www.webmd.com>; <http://www.livestrong.com>

Storage



- Store fresh roots in a cool, dark, dry place in a ginger jar sold in Asian stores
- May be kept in refrigerator in a closed paper bag for 1 week
- Can be frozen fresh in slices, or pre-made logs to use later

Bulk Freezing Method

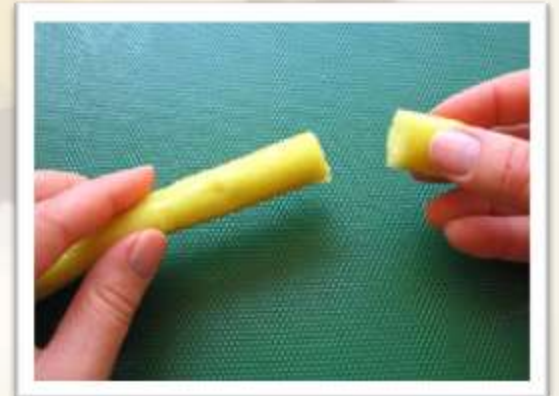


Photo Credit: <http://lunchinabox.net/2007/05/speed-technique-freezing-ginger/>

Gluten Free Ginturm Mango Muffins

PREP/TOTAL TIME: 50 min.



- 2 cups gluten-free all-purpose Flour
- 1 ½ tsp baking soda
- ½ tsp sea salt
- 1 inch fresh LOCAL turmeric, grated
- 1 inch fresh LOCAL ginger, grated
- 1 lemon, zested and juiced
- 1 cup coconut sugar
- 1 cup almond milk
- 1 Tbsp apple cider vinegar
- ½ cup olive oil
- 1 Tbsp vanilla extract
- 2 cups mango, frozen or fresh

Preheat the oven to 350 degrees. Place muffin liners in pan. In large bowl, mix flour, baking soda, salt. Add lemon zest, turmeric, ginger, lemon juice, sugar, non-dairy milk, olive oil, vanilla extract and apple cider vinegar. Mix until combined. Add mango. Fill muffin tins 2/3 full. Bake for 25 minutes or until fork comes out clean.

Ginturm "Fountain of Youth" Elixir

PREP/TOTAL TIME: 15 min.



- 2 inches fresh LOCAL turmeric root
- 2 inches fresh LOCAL ginger root
- 1-16 ounce container coconut water
- 1 Handful fresh LOCAL mint
- 4 tbsp honey
- 4 peeled lemons
- 1 tsp cayenne pepper
- 1 tsp ground black pepper
- 1 tsp ground cardamom
- 1 tsp ground nutmeg
- 1 tsp sea salt

Add turmeric, ginger, mint, lemons into juicer. Place juice into 32 ounce pitcher. Add spices and honey. Fill remainder of pitcher with coconut water. Shake well. Drink within 5 days.
MAKES: 1-32 ounce pitcher.

Fresh Local Turmeric and Baby Ginger Tips

Information to encourage frequent purchases of fresh local Turmeric and Baby Ginger

Helpful Conversion

Use 1 teaspoon of fresh ginger or turmeric for every ¼ teaspoon of dry, ground ginger or turmeric in recipe.

- ✓ Before storing and using, wash roots thoroughly. Make sure roots are completely dried by patting gently with a paper towel
- ✓ Store fresh roots for a week in a closed paper bag in your refrigerator
- ✓ Use a Microplane® grater for getting the most flavor from roots, it helps to freeze roots before grating, so you do not get the mushy gratings
- ✓ For longer storage, grate large amounts, roll into a long tube, wrap tightly in plastic wrap, store in freezer for quick use in recipes (just break off a length, when you are ready to cook, and put back in freezer for later)
- ✓ Add from 1 tsp to 1 tbsp of grated ginger root into baked breads, whipped cream, maple syrup, sparkling water, marinades, stir-fry, vanilla ice cream, even in ice cubes to add to special drinks.
- ✓ Add 1 tsp to 1 tbsp grated turmeric into baked goods, smoothies, rice, noodles, orange juice, potato salads
- ✓ Turmeric is like mustard, so you can substitute a turmeric paste (1:1 ratio Turmeric to Water) in recipes

Comforting & Vegan Golden Milk

PREP/TOTAL TIME: 15 min.



- 4 black peppercorns
- 2 cardamom pods
- 2 cloves
- 1 cinnamon stick
- 1 cup almond milk
- ½ inch piece of fresh LOCAL turmeric root
- ¼ inch piece of fresh LOCAL ginger root
- 1-2 tsp honey

Crush dry spices in a clean grinder or mortar and pestle. Wash, peel, and finely chop fresh turmeric root and ginger. In a small pan, heat the milk along with the spices for 2-3 minutes. Let the mixture cool until it is warm enough to drink. Pour into a mesh strainer that drains into your cup. Add honey to taste. Drink immediately. **MAKES:** 1 cup of comfort.

Tangy Turmeric Potato Wedges

PREP/TOTAL TIME: 15 min. (marinade); overnight marinate



- 1 cup plain yogurt
- ¼ cup olive oil
- 1 tsp fresh LOCAL turmeric root
- ¼ tsp ground nutmeg
- ½ tsp Italian seasoning
- 1 tsp ground paprika
- ½ tsp ground black pepper
- ½ tsp ground cayenne pepper
- 2 cloves garlic, minced
- 1 tsp sea salt
- 1 lb fresh potato wedges

Mix all ingredients, except potatoes in large zip lock bag. Add potato wedges. Seal and shake until marinade coats items. Place bag in refrigerator overnight. Bake on parchment paper for 40 min at 375 degrees. Turn over wedges at 20 min. **MAKES:** 4 savory servings.

Tantalizing Turmeric Egg Scramble

PREP/TOTAL TIME: 15 min.



- ½ inch piece of fresh LOCAL turmeric root
- ¼ tsp ground mustard
- ¼ tsp garlic powder
- ¼ tsp ground black pepper
- 4 fresh eggs, scrambled
- 1 green onion, sliced in thin rounds
- 1 small tomato, diced
- ¼ cup sweet peppers, diced
- Sea salt, to taste

Heat cooking oil in a frying pan, lightly sauté spices for 30 seconds. Sauté green onion, tomato and peppers until soft, about 1-2 minutes. Add scrambled eggs. Stir until eggs are cooked the way you like them. Salt to taste. Serve warm with whole grain toast. **MAKES:** 2 tasty breakfasts.

Turmeric Banana Blast Smoothie

PREP/TOTAL TIME: 5 min.



- 2 large bananas
- 2 cups Almond milk, unsweetened
- 1 tbsp raw coconut oil, optional
- ½ tsp fresh LOCAL turmeric
- ½ tsp fresh LOCAL ginger, minced
- ½ tsp ground cinnamon
- ½ tsp ground nutmeg
- 1½ tbsp honey
- 1 tsp vanilla extract
- 2 tbsp raw hemp seeds
- 8-10 ice cubes

Add all ingredients into the blender. Blend until smooth. Pour into 2 glasses. Top each smoothie with 1 tbsp of hemp seeds. **MAKES:** 2 satisfying smoothies for your morning blast-off!

Let's Play Footsie! Ginger Foot Soak

PREP/TOTAL TIME: 5 min. / up to 35 min.

- 2 tsp minced, fresh LOCAL ginger
- 1/4 cup honey
- Tub of warm water, enough to cover your feet

Place the ginger and honey in a bowl of warm water to soak your feet. Soak your tired footsies in this warm bath for 20 - 30 minutes. This will promote your foot circulation and boost your spirit anytime of the day!



MAKES: 1 soothing foot bath

Purifying Ginger Bath Spa Treatment



PREP/TOTAL TIME: 5 min. / 25 min.

- 1/2 cup of freshly grated LOCAL ginger
- 1 bathtub full of hot or warm water
- Cool water for drinking

Drink 1-8 oz. glass of water. Plug your bathtub drain. Place finely grated ginger under the faucet. Begin filling bathtub with hot or warm water. Soak for 20 to 30 minutes. After soaking you will sweat for about an hour, so put on your bathrobe or sweat clothes. Drink cool water after the bath. This is an intensive ginger spa treatment, so if you have sensitive skin, test for irritation, by placing grated ginger on an inconspicuous spot of your skin before your bath.

MAKES: 1 detoxifying bath spa treatment

Whipped Ginger Body Butter

PREP/TOTAL TIME: 30 min.



- 1/4 cup, finely grated fresh LOCAL ginger
- 1 cup Shea butter
- 1/4 cup olive oil
- 1 tbsp corn starch
- 1 tsp citrus essential oil, optional

Set your microwave on low, and in 10 second bursts, gently melt Shea butter until slightly soft. Be sure to check the softness after each 10 seconds. The butter will feel like room temperature butter. Do not allow butter to become liquid or you will have grainy lotion. Whip softened Shea butter with an electric beater or whisk, set on low. As you whip slowly add in olive oil. Add corn starch and ginger. Add essential oil, if desired. Whip until you get the consistency you like. Store in a clean, sealed jar in refrigerator.

MAKES: 1 1/4 cups of luscious whipped body butter

Spicy Ginger Body Scrub

PREP/TOTAL TIME: 10 min. / 20 min.



- 1 cup olive oil
- 1 cup sea salt OR sugar
- 1/2 tsp crushed fresh LOCAL ginger
- 1/2 tsp ground cinnamon
- TIP: Use sugar for sensitive skin.

Mix all ingredients together. Gently rub over damp skin (except face area) to exfoliate dry skin. Rinse off with warm water. Use once a week.

MAKES: 2 cups of body scrub

Bright & Clear Facial Mask



2 tablespoons organic oats
2 tablespoons organic plain yogurt
1 tablespoon organic honey
1 teaspoon fresh local Turmeric

Mix ingredients well. Apply to face and neck. Wait for 15 minutes. Wash off with water. Can be done daily.

Ginturm Honey Cough Syrup

A glass bottle of honey is tilted, pouring a thick, golden liquid into a metal spoon. The background is a soft-focus collage of lemons and ginger, creating a warm, natural aesthetic.

2 lemons, sliced paper thin

2 tbsp. turmeric

1 inch sliced ginger

1/2 cup manuka honey

Pour into small mason jar, stir ingredients. Let stand 4 hours. Cover with lid. Store in refrigerator up to 3 months.

Summary



Market Promising



Market as Spice & CAMedicine



Promote Healthy Cuisine



Provide Cooking/Crafting Classes

*Thank You.
Questions?
& Happy
Holiday
Wishes!*



Dr. Theresa J. Nartea, Assistant Professor
Extension Specialist Marketing & Agribusiness
Virginia State University, Petersburg, VA

Write: tnartea@vsu.edu

Call: 804.524.5491



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