SPICY SALES: TURMERIC & GINGER

THERESA J. NARTEA, ASSISTANT PROFESSOR-EXTENSION SPECIALIST VIRGINIA STATE UNIVERSITY-COLLEGE OF AGRICULTURE-COOPERATIVE EXTENSION DEPARTMENT



Virginia Tech · Virginia State University

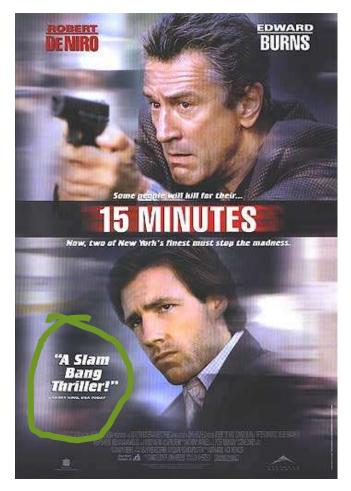
WHAT WE'LL COVER IN 15 MINUTES

✓ The Market



✓ Cheat Sheet





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



 \checkmark Inform how to use daily









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

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

inch fresh turmeric, finely grated (use Microplane grater)
teaspoons Bob's Red Mill garbanzo flour or fine-ground oats
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 grated8 ounces hot water

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



"GINGER & TURMERIC KITCHEN SECRETS"

 \checkmark 1 inch daily in morning smoothies

 \checkmark 1 tablespoon fresh = $\frac{1}{4}$ teaspoon ground

 \checkmark In ginger recipes, try instead $\frac{1}{2}$ ginger, $\frac{1}{2}$ turmeric



SHARE SPICY TIPS (HANDOUT)

✓ Culinary







PICK A DELIGHTFUL SURPRISE

1



✓ Ginger Face Spritzer

SUMMARY



Turmeric on rise; Ginger sales stabilizing

✓ Sell more by educating customers

✓ Use "Cheat Sheets" to encourage sales

CITATIONS

Abcarian, L. 2015. January ginger market dynamics in state of flux. Produce News. Retrieved from http://www.producenews.com/markets-and-trends/14878-januaryginger-market-dynamics-in-state-of-flux

Smith T, Lynch ME, Johnson J, Kawa K, Bauman H, and Blumenthal M. 2015. Herbal dietary supplement sales in US increase 6.8% in 2014. HerbalGram. 2015:107;52-59. Retrieved from: http://cms.herbalgram.org/herbalgram/issue107/hg107-mktrpt-2014hmr.htm.

USDA Agricultural Marketing Service. 2015. Fruits and vegetables. Retrieved from: https://www.marketnews.usda.gov/mnp/fv-navbyCom?navClass=VEGETABLES&navType=byComm



THANK YOU FOR LISTENING 🔁 TNARTEA @VSU.EDU

