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## Veggie Stats: Celery

TO ENABLE DEEPER INSIGHTS INTO THE PRODUCTION AND TRADE PERFORMANCE OF KEY AUSTRALIAN VEGETABLE PRODUCTS, WE HAVE DEVELOPED A SERIES OF CROP-SPECIFIC VEGGIE STATS PROFILES. THE NEXT INSTALMENT OF THIS SERIES FOCUSES ON CELERY PRODUCTION.

The following Veggie Stats article has been developed specifically to give readers a detailed snapshot of the key facts and figures on celery. Veggie Stats utilises data from the Australian Bureau of Agricultural and Resource Economics and Sciences (ABARES) and the Global Trade Atlas, funded by Horticulture Innovation Australia Limited using the National Vegetable Levy and funds from the Australian Government.

It is important to note the data itself provides a broad indication of the

performance of celery growers and should be interpreted carefully. The data is presented at the national level and therefore does not account for differences among jurisdictions.

In addition to this, the information provided is not specific to every Australian grower since each enterprise operates differently from one another.

Please note that ABARES and the Australian Bureau of Statistics do not provide financial data or information on annual trends for this commodity.



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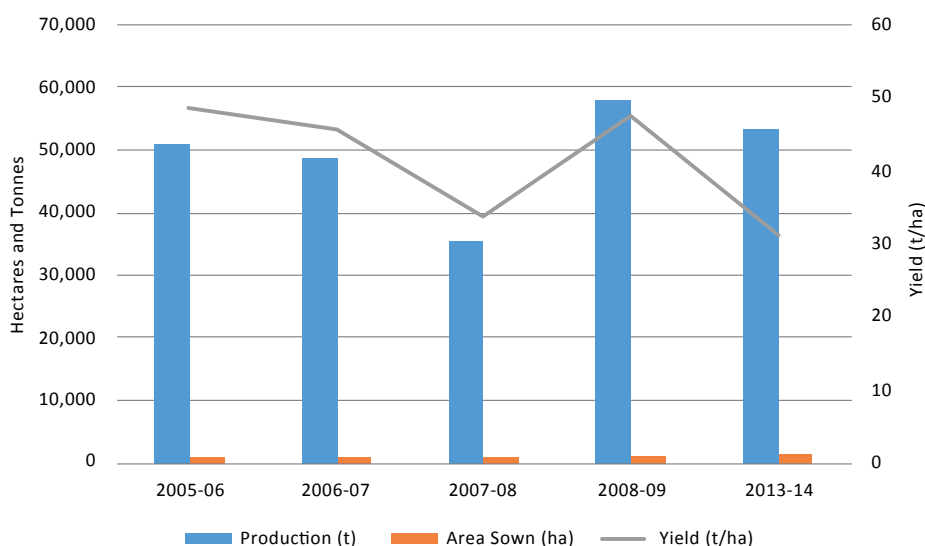
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# VEGGIE STATS: CELERY

## Celery Production – Key facts and figures

- Since 2008-09, celery production has decreased by 7.9 per cent. The gross value of celery production has also decreased by 5.7 per cent during the same period.
- The price for celery on the domestic market is on average 36.6 per cent lower than the Malaysian export market.
- Average yield decreased by 34.2 per cent in 2013-14.
- Celery is experiencing an expanding export market. Since 2011-12, fresh celery exports have increased by over \$1.66 million (172.2 per cent).
- Malaysia and Singapore are the two largest export markets for celery. Combined, they represent over 84.87 per cent of total celery exports.

## Farm Gate Statistics

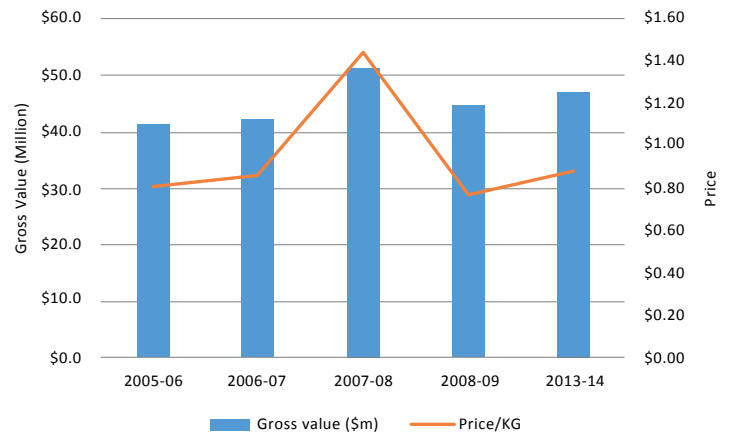


Source: Australian Bureau of Statistics catalogue 7121.0 - Area, production and yield of agricultural commodities, various years.

- Between 2008-09 and 2013-14, production of celery has decreased from 57,804 to 53,261 tonnes (7.9 per cent).
- The area sown has increased from 1,210 to 1,695 hectares (40.1 per cent) from 2008-09 to 2013-14.
- Yield average has decreased from 47.8 to 31.42 tonnes per hectare (34.2 per cent) between 2008-09 to 2014-15.

## Gross Value of Production

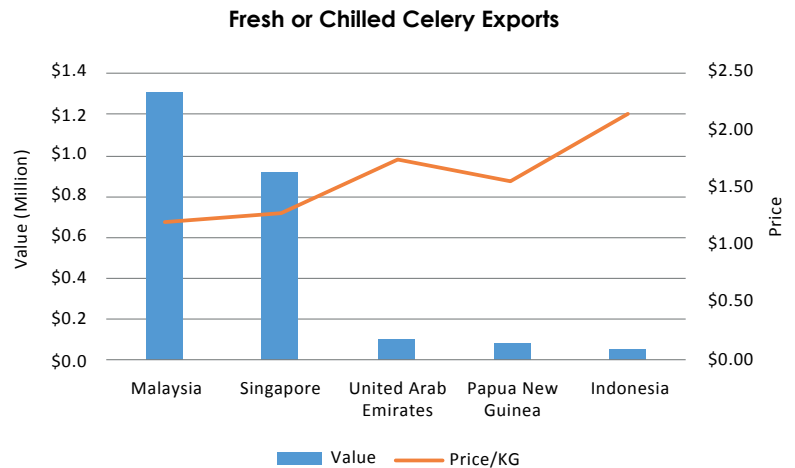
- Gross value of celery production has increased from \$44.65 million to \$49.19 million from 2008-09 to 2013-14. This could be due to the 14.7 per cent increase in the estimated value per kilo over the same period.
- The gross value of celery production reached a five-year high in 2007-08 when the industry was worth \$51.36 million.



Source: Australian Bureau of Statistics catalogue 7503.0 - Value of agricultural commodities, various years.

## Key Export Markets in 2014-15

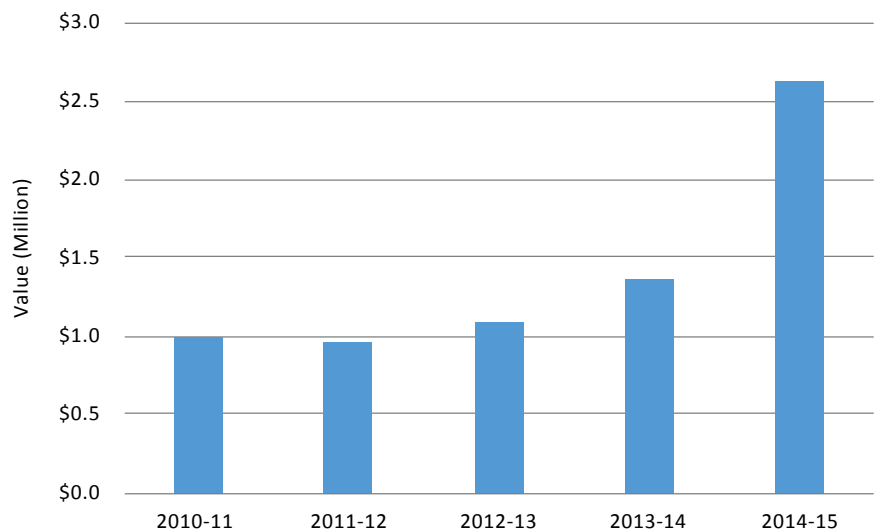
- Malaysia was Australia's largest celery export market in 2014-15, with a 49.48 per cent share of total celery exports. Australia's second largest celery export market was Singapore which held a 35.39 per cent share of total celery exports.
- The United Arab Emirates (4.17 per cent), Papua New Guinea (2.94 per cent) and Indonesia (2.96 per cent) all have export market shares of less than five per cent and export values less than \$110,000.
- Export prices are the lowest for Malaysia (\$1.21 per kilo) and the highest for Indonesia (\$2.15 per kilo). This is likely to be the reason why Malaysia is the largest export market of celery for Australia.



Source: Global Trade Information Service, sourced from Australian Bureau of Statistics International Trade data, various years.

## Total Exports

- In 2014-15, celery exports were valued at over \$2,621,274 – an increase of over 92.4 per cent on the previous year's estimates.
- The export market for celery has been in an upward trend over the past three years, with an overall increase in value of 172.2 per cent since 2011-12.
- Celery exports have grown, on average, by 32.1 per cent each financial year since 2010-11.



Source: Global Trade Information Service, sourced from Australian Bureau of Statistics International Trade data, various years.