

Israeli tomato prices soar to new heights

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The price of tomatoes remained high today, while prices of other vegetables dropped significantly. Tomatoes sold for NIS 12-12.50 a kilo on the wholesale market today, only 8% less than at the end of last week. A further drop in the price is expected next week.

At the end of last week, the retail price of tomatoes in the Mahane Yehuda outdoor market in Jerusalem soared to NIS 20 per kilo.

One vegetable marketing company made a deal to import tomatoes from Turkey, which are slated to land in Israel this Sunday, but will be marketed only on Tuesday, and the effect of the deal on tomato prices in Israel is unclear.

At the same time, a senior vegetable sector source said that the price in the wholesale market would decline tomorrow. He explained that his prediction was based on many conversations he had had with farmers seeking to sell tomatoes, saying, "In recent weeks, we were the ones who called and pressured them to harvest, and now the trend is in the opposite direction. Demand has also become more moderate. I think that next week will be a different story."

The price of cherry tomatoes remained high today; they were sold in the wholesale market at NIS 14-14.50 a kilo. The price of red peppers was also high: NIS 10-10.50 a kilo in the wholesale market, 9% less than last week's price.

Vegetables whose prices fell substantially included cucumbers and zucchini squash. Cucumbers sold for NIS 2.50 a kilo today, compared with a peak of NIS 10 a kilo just 10 days ago. The price of zucchini squash dropped from a peak of NIS 11 a kilo in mid-September to NIS 4-4.50 a kilo.

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