

# Hot Pepper

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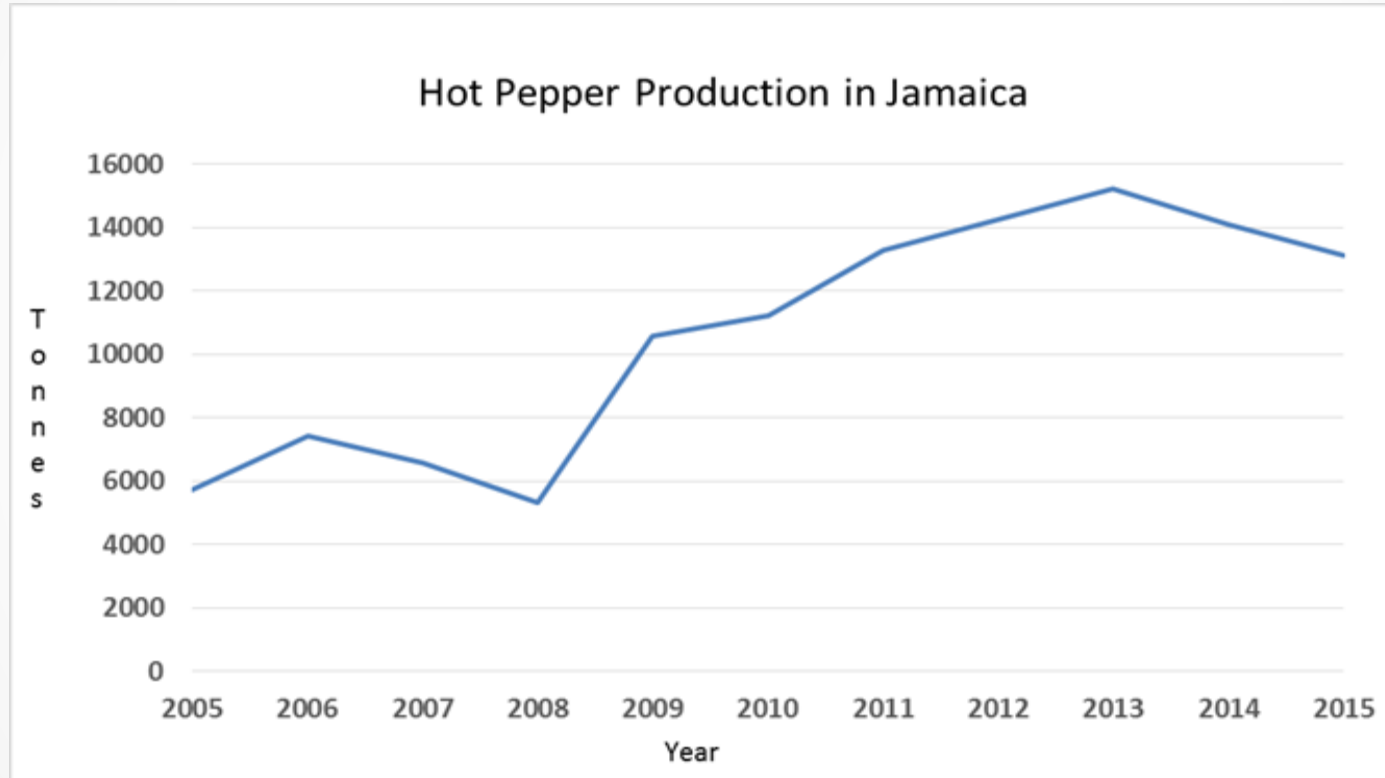
# Hot Pepper Production

- Hot peppers (*Capsicum* Spp.) are critical ingredients to most local dishes prepared in Jamaica.
- The popular Jamaican “Jerk” would not have existed without the inclusion of peppers particularly the Scotch Bonnet pepper.
- Scotch Bonnet Peppers run between 100,000 to 350,000 Scoville heat units (SHU). The hottest possible Scotch bonnet is potentially 140 times spicier than the mildest jalapeño you may find (around 2,500 SHU).

# Hot Pepper Production

- Production figures over the past ten (10) years point to a 130 percent increase in the production levels, moving from just under six thousand tonnes to 13,111 tonnes in 2015.
- The production of Hot peppers is not necessarily confined to any particular geographic area. Production can be found in virtually all parishes.

# Hot Pepper Production



# MARKET DEMAND

- In 2009, 98.3% or 10,387Mt of hot pepper production was consumed in the local agro processing and fresh markets while the export market consumed only 1.7% or 179Mt.
- In 2009 there were approximately 24 exporters of fresh pepper and 12 Agro processors.
  - Exporters indicated they would like to increase the exportation of scotch bonnet peppers, if the quality is good and supply is consistent.

# QUALITY REQUIREMENT

Hot pepper quality is primarily based on the;

- Firmness
- Maturity
- Colour
- Shape
- Freedom from pest, pest damage, bruises, cracks and diseases.

# WHY INVEST IN PEPPER?

- Relatively easy to grow
- Favourable climatic conditions for production
- The availability of Loans and;
- Strong markets for pepper products.

# WORLD DEMAND FOR HOT PEPPER:

- Global production of fresh peppers for trade amounts to nearly 30m tonnes annually with Mexico accounting for 7 percent.
- A comparison with Jamaica would reveal that we currently produce in the region of 0.04 percent of global supply.
- Global production of dry chillies is approximately a tenth the size, at roughly 3m tonnes annually. India is the largest producer of dried chillies with 40 percent of global production.



# FARMGATE/RETAIL PRICE

- Farm gate prices for WI Red peppers in 2010 averaged \$118/Kg compared to \$159/kg in 2015. The retail price for the corresponding period was \$447/kg and \$400/kg respectively.
- Farm gate prices for Scotch Bonnet peppers figures reveal a 26 percent increase in the average annual prices moving from \$196/kg in 2010 to \$247/kg in 2015. The prices for Scotch Bonnet peppers in the retail trade moved from approximately \$411/kg in 2010 to \$524/kg in 2015.