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market
W I S E

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Agricultural Services Division, Hope Gardens, Kingston 6

(876) 927-1731-50 | marketing@moa.gov.jm, pdlyttle@moa.gov.jm

PUMPKIN



Pot
of Gold

Pumpkin (*Cucurbita moschata*) belongs to the family cucurbitaceae. Numerous varieties or types of pumpkin exist in Jamaica, notably the Bodles Globe that was developed by the Ministry of Agriculture and Fisheries' Bodles Research Station in Old Harbour.

Pumpkin is an affordable Jamaican staple of economic importance due to its diverse uses, health benefits and contribution to export earnings. In 2012, production and export were 52,170,300kg and 605,021kg respectively. In 2012, export increased by 22% to 605,021kg.



Uses

Pumpkin can be eaten boiled, baked, steamed, roasted or fried. It can be used to flavor soup, sliced into chunks and boiled, eaten as a dessert in the form of pie and fried or baked as pumpkin chips/slices. Raw pumpkin can be fed to poultry as a supplement to regular feed to help maintain egg production which usually drops off during the cold months.

Supply Availability

Pumpkin is cultivated island-wide. However, in 2012, six (6) parishes accounted for 74.9% of the island's production namely St. Elizabeth, Clarendon, Manchester, Westmoreland, St. Catherine and St. Ann. Although the vegetable is available year round, production peaks between July to September. The average yield per hectare is 19,915kg.

Average Price

The average farmgate and municipal market prices for pumpkin on the week ending March 30, 2013 were \$77/kg and \$132/kg respectively while the average retail price in selected supermarkets in Kingston and St. Andrew was \$139.23/kg.

pumpkinCHIPS



HEALTH BENEFITS

Pumpkin is low in fat and calories and rich in disease-fighting nutrients such as: Alpha-carotene, Beta-carotene, Fiber, Vitamins C and E, Potassium, Magnesium, and Pantothenic acid. The body converts alpha- and beta-carotene to vitamin A which promotes healthy vision and ensures proper immune function. The beta-carotene in pumpkin may also reverse skin damage caused by the sun and act as an anti-inflammatory. Alpha-carotene is thought to slow the aging process and also reduce the risk of developing cataracts and prevent tumor growth. Carotenoids also boost immunity and lessen the risk of heart disease.

Ingredients

1 pound fresh pumpkin, peeled and seeded
Peanut oil
Salt (optional)

Directions

1. Cut pumpkin into very thin slices with a vegetable peeler.
2. Pour oil to a depth of 4 inches into a Dutch oven; heat to 375°.
3. Fry pumpkin slices, in batches, about 3 minutes or until crisp.
4. Drain; sprinkle with salt, if desired.