

Hot Pepper Profile



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OVERVIEW

The Scotch Bonnet Hot Pepper (*Capsicum Chinense*) is native to Jamaica and popular throughout the Caribbean islands where it is highly prized for its aromatic flavour and high pungency. Currently, there is a demand for Scotch Bonnet Pepper locally and internationally. The two varieties, which are of economic importance, are the Scotch Bonnet and West Indian Red peppers. This important spice can be sold fresh and whole as well as be used for making dried crush pepper, hot sauces, the famous Jamaican Jerk seasonings and sauces and other condiments. The high capsaicin levels also makes the pepper attractive to the pharmaceutical industry for products such as pepper sprays including mace. In the United States, much potential exists for this pepper as more buyers become aware of its attributes. This has positioned the pepper as an alternate high-value cash crop compared to traditionally produced vegetables. In line with the increased product demand, there are opportunities for increased production and productivity to generate a reliable supply for the fresh produce market. Production figures over the past ten (10) years point to a 130% increase in the production levels, moving from just under 13,111 tons in 2015 to 16,506 tons in 2016. 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).

REASONS FOR INVESTING IN PEPPER

Not only are hot Peppers a great spice and flavor enhancer to several Jamaica and Caribbean dishes, It is also a lucrative and attractive investment option to investors; Hot peppers are:

- Relatively easy to grow
- Favorable local climatic conditions
- They can be grown all year round
- The market demand for pepper products is high

SOIL TYPE

Hot pepper can be grown on different types of soils with pH range of 6.0 to 7.5 (slightly acid to slightly alkaline soil). However, it prefers well drained fertile loam or clay loam.

FERTILIZER USE

It is recommended that before transplanting the seedlings, fertilizer in the bottom of the hole and cover with soil. Fill the hole with soil mixed 250g (10 ozs) of well-rotted organic manure. In addition, foliar fertilizer containing micro-nutrients can also be applied at a rate of 2-3 tablespoons per gallon every 4 weeks. All fertilizer should be mixed into the soil and not left exposed on the soil surface or on top of mulch. It is also recommended that foliar fertilizers containing micro-nutrients be applied on a monthly basis.

HOW TO STORE SCOTCH BONNET PEPPER

According to Growing Scotch Bonnet pepper in Jamaica handbook, prepared by RADA; Scotch Bonnet peppers will last for two to five (2 – 5) days at temperatures of 25 - 27° C (77 – 80 ° F). After that, they will start to shrivel and show signs of decay. Lower temperatures is ideal and allows the fruit to last for up to 10 days.

MAIN IMPORT COUNTRIES

According to data presented by Statin, the following countries can be classified as Jamaica's main import partners:

- United States of America
- Viet Nam
- China
- Costa Rica

SWOT ANALYSIS

<p>Strengths</p> <ul style="list-style-type: none">• Available all year round• Relatively easy to grow• Strong demand for pepper Value added products e.g. Jerk Seasoning.• Easy access to production and marketing information• Relatively low start-up capital• High returns on investment under good management.	<p>Weaknesses</p> <ul style="list-style-type: none">• Short life span of mature fruit
<p>Opportunities</p> <ul style="list-style-type: none">• Fresh Pepper Production• Seedling production• Added value items, such as:<ul style="list-style-type: none">❖ Pepper sauce❖ Pepper Spray❖ Dried Crush Pepper❖ Jerk Sauces❖ Pepper Mash❖ Existing and growing demand for fresh pepper as well as dried and powdered pepper.	<p>Treats</p> <ul style="list-style-type: none">• Susceptible to insects and pest

GRADES AND STANDARDS

Specific grades and standards were developed by the MICAF to treat with the marketing of Scotch Bonnet peppers. The quality of fresh Scotch Bonnet pepper is primarily dependent on the following qualities:

- aroma
- firmness
- colour (green, yellow, orange or red)
- shape

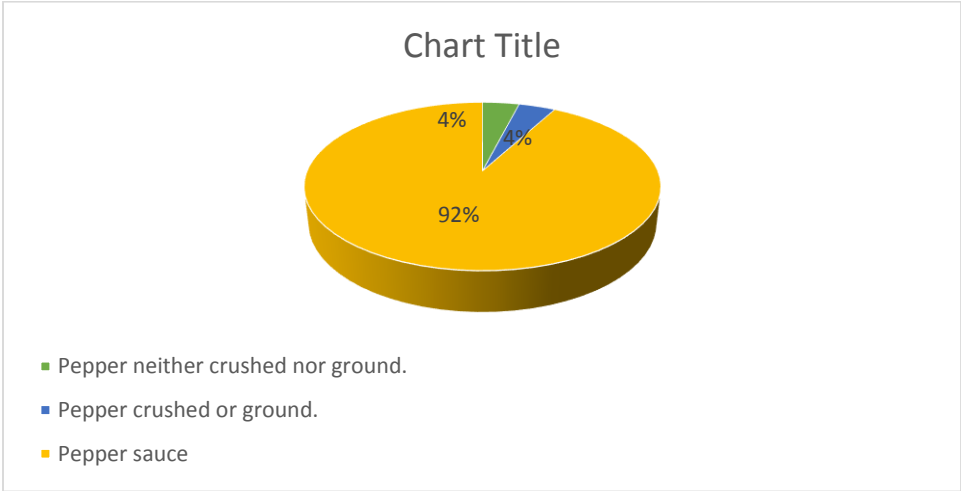
- intact green stem
- freedom from decay
- shriveling, pest damage
- Disease and other defects

The table below outlines the grades and standards accorded to local Scotch Bonnet Peppers (Ministry of Agriculture and Fisheries Produce Grading Manual Pocket Book, 2010)

Characteristics	Grade 1	Grade 2	Grade 3
Size	Not less than 4.5 cm (1.75 inches) in diameter or a maximum of 20 peppers equivalent to 1lb	Not less than 3.5 cm (1.5inches) in diameter or a maximum of 25 peppers equivalent to 1lb	Not less than 2.5 cm (1 inches) in diameter or a maximum of 30 peppers equivalent to 1lb
Colour	Uniform colour, typical of the variety	Uniform colour, typical of the variety	Fairly uniform colour
Shape	Distinct cup and saucer shape with 3 to 4 lobes. Not crooked, lopsided or otherwise deformed	Fairly well shaped with 3 to 4 Lobes	Lobes may not be distinct

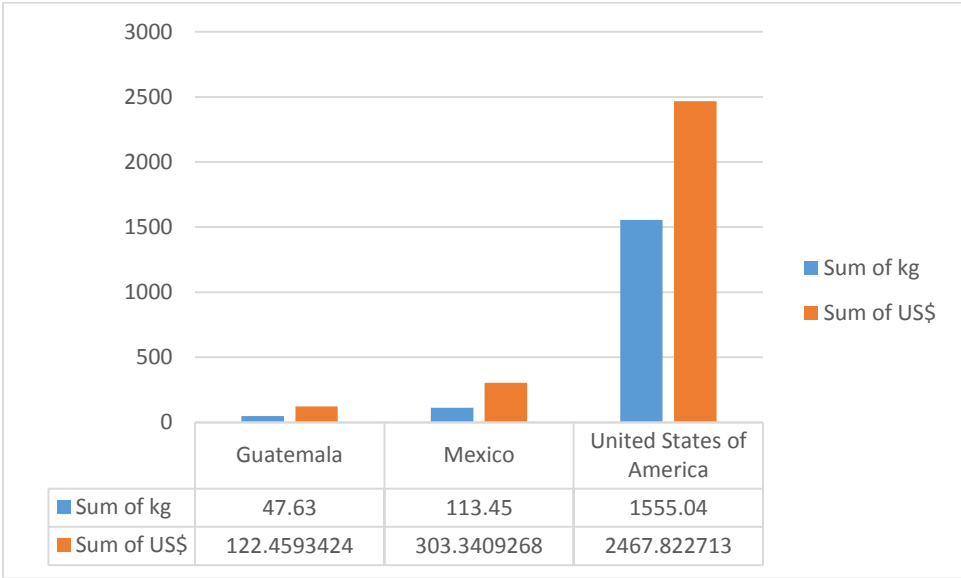
Source: [Ministry of Agriculture](#)

MAIN FORMS OF PEPPER EXPORTED



IMPORT OF HOT PEPPER

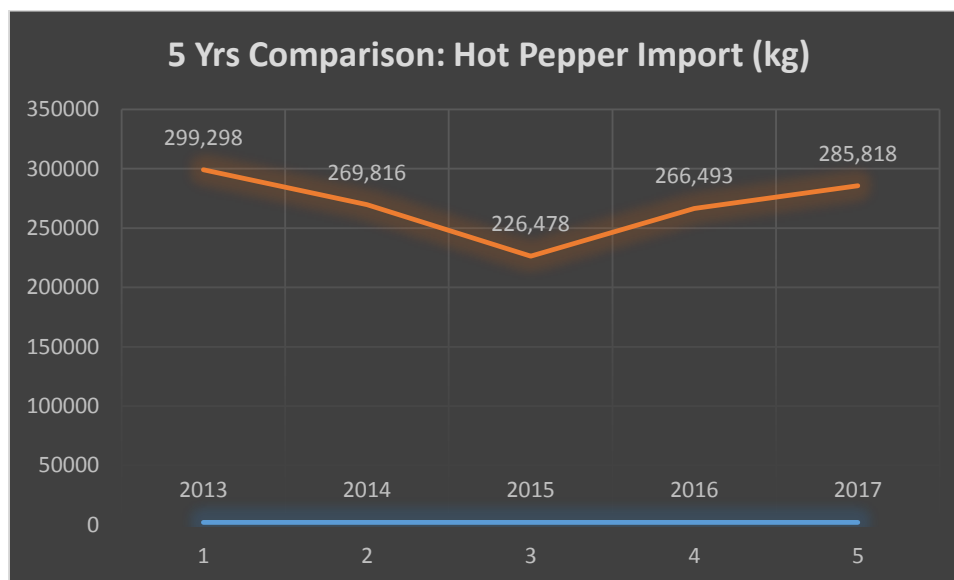
Hot peppers grown in Jamaica are mainly exported to three countries:

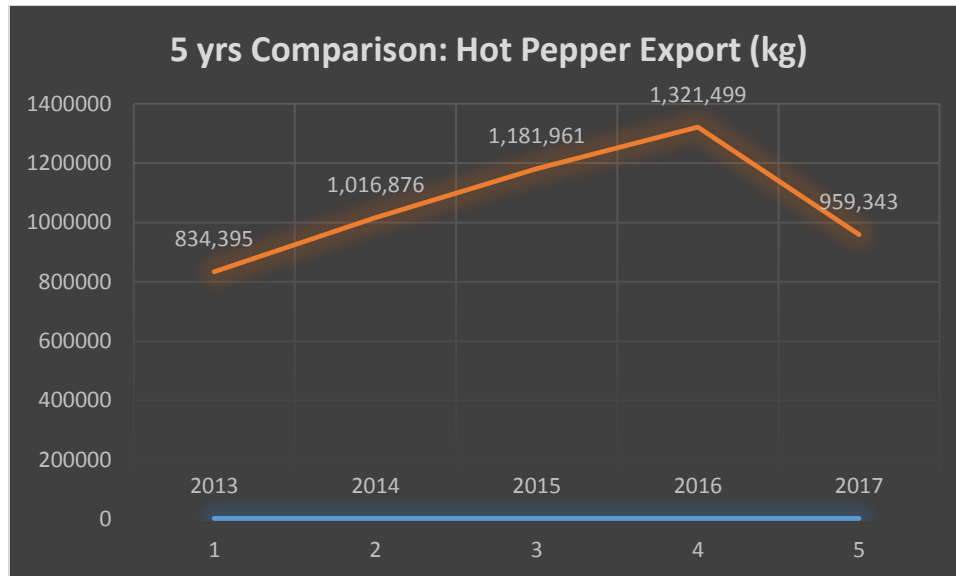


JAMAICA'S MAIN EXPORT Partners

Countries	
Antigua and Barbuda	Guyana
Aruba	Japan
Australia	Montserrat
Bahamas	Netherlands
Barbados	Saint Kitts and Nevis
Belize	Saint Lucia
Bermuda	Saint Vincent and the Grenadines
British Virgin Island	South Africa
Canada	St. Maarten (Dutch part)
Cayman Islands	Suriname
Costa Rica	Trinidad and Tobago
Curacao	Turks and Caicos Islands
Dominica, Commonwealth of	United Kingdom
French Guiana	United States of America
Grenada	

IMPORT VERSES EXPORT





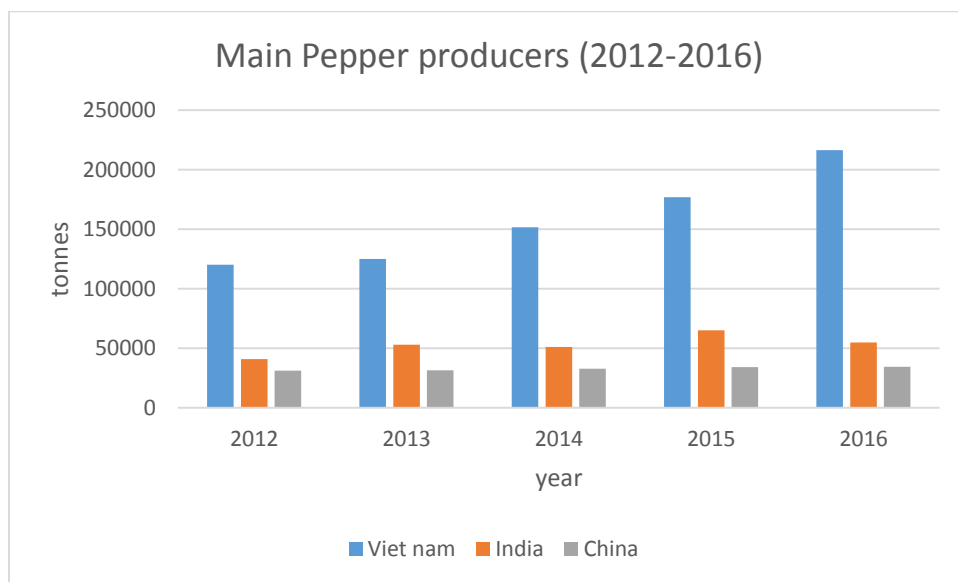
COST OF PRODUCTION

Crop	HOT PEPPER (WI RED)	Crop	SCOTCH BONNET PEPPER
Crop Maturity	4 Months	Crop Maturity	4 Months
Reaping Period	9 Months	Reaping Period	5 Months
Planting Distance in cm (l x w)	120 x 90	Planting Distance in cm (l x w)	90cm x 120cm
Planting Density @ 0.4 hectare	3630	Planting Density @ 0.4 hectare	3630
Terrain	Hillside Farm	Terrain	Relatively Flat Land Farm
Land Preparation	Manual	Land Preparation	Manual
Irrigated/Rain fed	Rainfed	Irrigated/Rain fed	Rainfed
Area	0.4 hectare	Area	0.4 hectare
Man-day Charge (excluding lunch)	\$1,500	Man-day Charge (excluding lunch)	\$1,500
Projected Marketable Yield (Kg)	3,636	Projected Marketable Yield (Kg)	6,818
Cost of Production \$/Kg	\$75	Cost of Production \$/Kg	\$71

Source: MOA cost of production estimates 2013

INTERNATIONAL COMPARISON

International Trade Centre- Market Analysis and Research shows that the world's total imported estimates of Hot Pepper is valued at US\$4,565,725,000 or 1,029,768 Tons. Of this amount Jamaica imported a total value of US\$2,814,364 of Hot Peppers in 2016, which translate to 418,689 Kg (418.69 tons) or 0.06 percent of the world's import value. In the year 2016 Jamaica's production of hot pepper was 16506 tons. The figure below compares the production of Hot pepper among the three (3) main Hot Pepper Producers in the world.



CONCLUSION

Hot Pepper is considered a non-traditional export crop, but presents promising prospects in the Export market. Hot pepper can be regarded as a very lucrative investment opportunity because of the low capital start-up cost, the ease and availability of market information, and the high potential returns. Hot peppers are grown in all the parishes of Jamaica, however, mainly in the parishes of Westmoreland, St. Elizabeth, St. Mary, Manchester, St. Thomas and St. Ann. Proper pest management is critical to the production of quality peppers. Both Local and international demand for pepper is high, which sees Jamaica currently unable to satisfy the demand. Jamaica's main export partners are Canada, United States of America and the United Kingdom.

References

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