



GOVERNO DO DISTRITO FEDERAL
 SECRETARIA DE ESTADO DE AGRICULTURA E DESENVOLVIMENTO RURAL
 CENTRAIS DE ABASTECIMENTO DO DISTRITO FEDERAL S/A - CEASA-DF
 GERÊNCIA DE CONTROLE E ESTUDO DE MERCADO
 SEÇÃO DE INFORMAÇÃO DE MERCADO E ESTATÍSTICA

CALENDÁRIO DE COMERCIALIZAÇÃO

PRODUTO	jan	fev	mar	abr	mai	jun	jul	ago	set	out	nov	dez
Agrião	FRACA	FRACA	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Alface	FRACA	FRACA	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Couve	FRACA	FRACA	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Couve-flor	FRACA	FRACA	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Repolho	FRACA	FRACA	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Ab. Japonesa	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Ab. Italiana	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Berinjela	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Chuchu	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Jiló	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Maxixe	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Milho verde	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Pepino	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Pimentão	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Quiabo	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Tomate	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Vagem	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Alho	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Batata	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Batata doce	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Beterraba	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Cará	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Cebola	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Cenoura	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Mandioca	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Abacate	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Abacaxi	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Banana Nanica	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Banana Prata	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Laranja Pera	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Limão Tahiti	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Mamão formosa	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Maracujá	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Melancia	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Melão	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Morango	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR
Tangerina Ponkan	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR	REGULAR

INTENSIDADE DA COMERCIALIZAÇÃO:

- FORTE** Época de maior oferta do produto; tendência de preços baixos.
- REGULAR** A oferta apresentou em equilíbrio; preços estáveis no período.
- FRACA** Registrada menor oferta do produto; tendência de elevação dos preços.

OBJETIVO DO CALENDÁRIO

O **Calendário de Comercialização** de Produtos Hortigranjeiros é um instrumento de consulta para produtores e consumidores, permitindo acompanhar a oferta de frutas, legumes e verduras ao longo do ano na CEASA-DF, além de possibilitar a identificação das épocas mais favoráveis para o plantio e comercialização dos produtos. Para os **produtores**, fornece informações técnicas para que possam planejar sua produção de forma a aproveitar os períodos de pequena oferta no mercado, programando seus negócios de acordo com a época de plantio. Também é de grande utilidade para os **consumidores**, pois ao verificar se os produtos a adquirir estão nos períodos de safra ou de entressafra, podem programar suas compras dando preferência a produtos com preços menores, permitindo às famílias a manutenção de uma alimentação rica, diversificada e saudável.