



GOVERNMENT OF SAMOA
SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY
February 2015

This report provides a monthly review of selected agricultural produce available at the Local Markets around the Apia town area based on the price data and volume index survey. Corresponding tables are attached for ease of reference.

Key findings:

The Local Market Survey in February 2015 showed overall volume decrease 11 percent while limited supply pushed average prices up 6 percent when compared to January 2015.

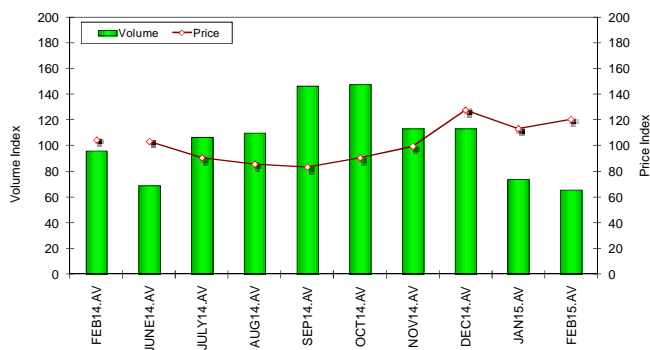
- There was a significant reduction in the supply of all vegetable produce due to the rainy weather conditions in February 2015.
- Value of supplies dropped 20 percent to \$29,200 from the previous month.
- The number of sellers fell to 219 from 258 in January 2015.

Issue: 1/02/15

OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in February 2015 showed overall volume decrease 11 percent from January 2015. Significant decreases were recorded for all agricultural produce with the exception of taro, ta'amu, coconut, and banana. When compared with the same month last year, current supply was 32 percent lower. (See Graph 1 and Tables 4 & 5)

Graph 1
SUPPLY AND PRICE INDICES BY MONTH**
(2010 = 100)

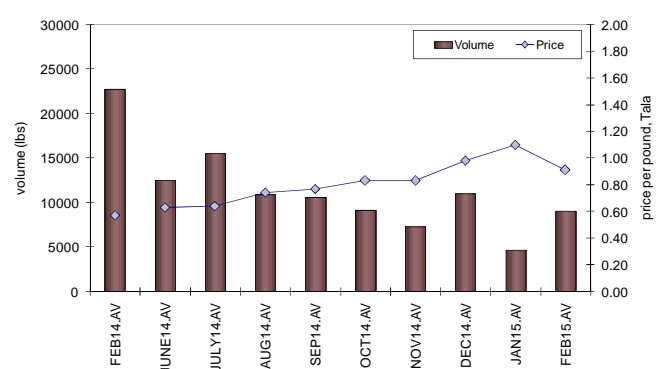


Due to limited availability of most agricultural produce, overall price level rose 6 percent from the previous month. Higher prices of ta'amu, banana, yam, and all vegetable produce contributed to this increase. When compared with February 2014 the current overall price level was 15 percent higher.

TARO

The volume of taro supplies in February 2015 rose 94 percent (to 9,112 pounds) from January 2015; a level that was 60 percent lower than the same month last year. The average price of taro decreased 17 percent to \$0.91 per pound due to increased availability at the markets. When compared with February 2014, current price was 60 percent higher. (See Graph 2 and Tables 1 & 2)

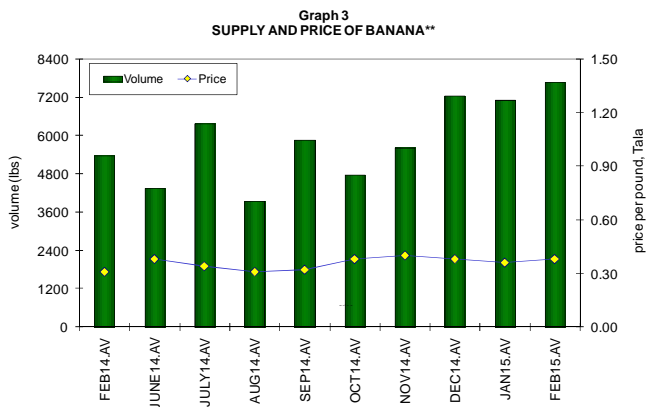
Graph 2
SUPPLY AND PRICE OF TARO**



Current supply of taro in the month under review contributed to a 44 percent decline in volume when comparing the twelve months ending February 2015 over the twelve months ending February 2014. Price fell 4 percent.

BANANA

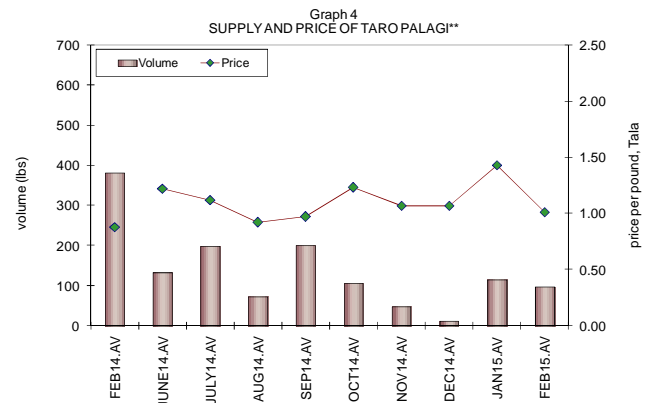
The supply of banana to the Local Markets in February 2015 increased 8 percent to 7,682 pounds from January 2015; a level that was 43 percent higher than the same month last year. The average price of banana also rose 6 percent to \$0.38 per pound, a level that was 23 percent higher than February 2014. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending February 2015 over the twelve months ending February 2014, banana supplies were 53 percent higher while increased availability pushed its average price down 33 percent.

TARO PALAGI

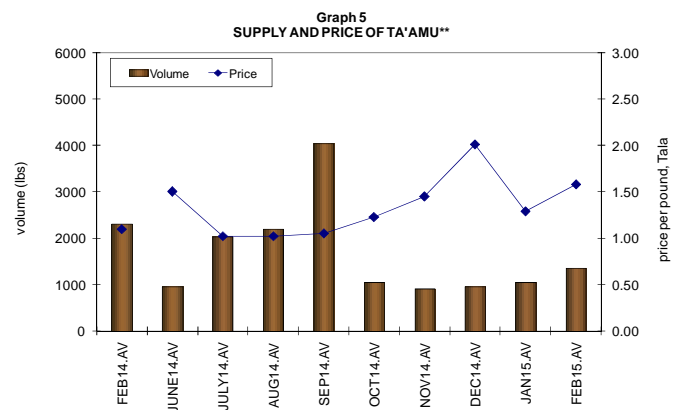
At 97 pounds, the supply of taro palagito the market in the month under review dropped 16 percent from the previous month while average price also fell 29 percent to \$1.01 per pound. Current volume of taro palagi was 75 percent lower than the same month last year while its average price was 15 percent higher. (See Graph 4 and Tables 1 & 2)



The twelve months ending February 2015 revealed taro palagi supplies were 37 percent lower than that of the twelve months ending February 2014 while its average price fell 1 percent.

TA'AMU

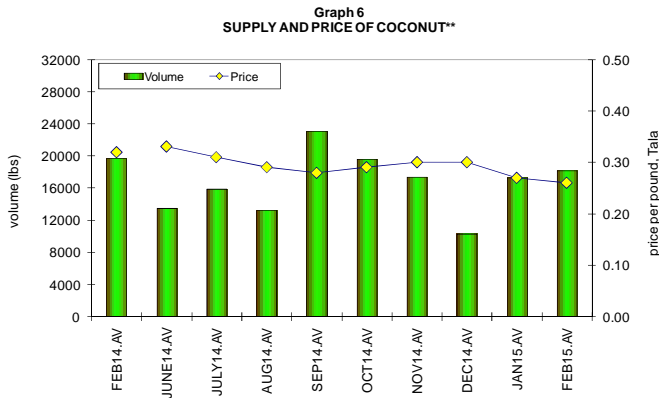
At 1,360 pounds, the supply of ta'amu in February 2015 increased 30 percent from January 2015 while increased demand drove its average price up 22 percent to \$1.58 per pound. When compared with the same month last year, current supply of ta'amu was 41 percent lower while its average price was 44 percent higher. (See Graph 5 and Tables 1 & 2)



When comparing the twelve months ending February 2015 over the twelve months ending February 2014, ta'amu supplies were 58 percent lower while limited availability pushed its average price up 3 percent.

COCONUT

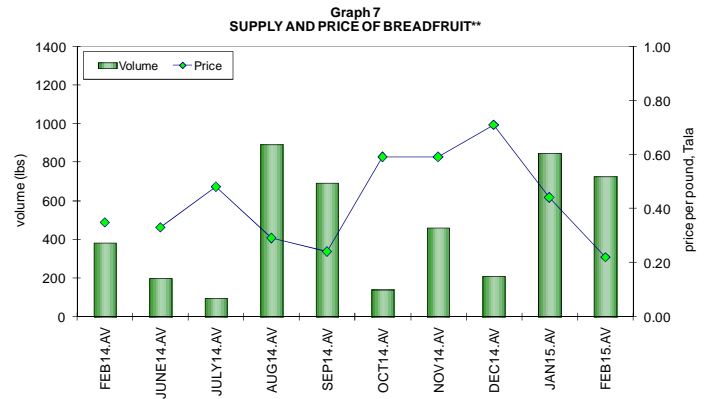
In the month under review the supply of coconut expanded 5 percent (to 18,227 pounds) from the previous month. Increased availability of coconut pushed its average price down 4 percent to \$0.26 per pound. Current availability of coconut was 8 percent lower than average availability in February 2014 while average price declined 19 percent. (See Graph 6 and Tables 1 & 2)



Current supply of coconut contributed to a 3 percent increase in volume while increased availability pushed its average price down 18 percent when comparing the twelve months ending February 2015 over the twelve months ending February 2014.

BREADFRUIT

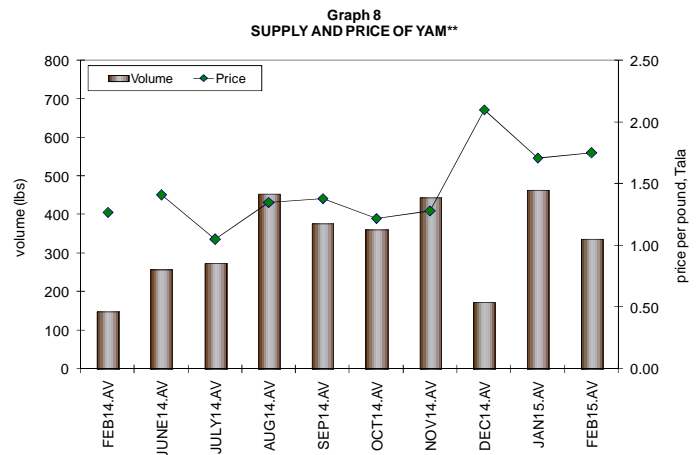
Breadfruit supply in February 2015 declined 14 percent (to 726 pounds) from the previous month while increased availability of its close substitutes (taro, banana, ta'amu) pushed its average price down 50 percent to \$0.22 per pound. When compared with the same month last year, current breadfruit supply was 89 percent higher while increased availability to the market over the year pushed its average price down 37 percent. (See Graph 7 and Tables 1 & 2)



When comparing the twelve months ending February 2015 over the twelve months ending February 2014, breadfruit supplies were 27 percent lower while its average price fell 25 percent.

YAM

The supplies of yam in February 2015 decreased 28 percent (to 337 pounds) from the previous month while limited availability pushed its average price up 2 percent to \$1.75 per pound. When compared with the same month last year, current supply of yam was two times greater while increased demand of over the year pushed its average price up 38 percent. (See Graph 8 and Tables 1 & 2)

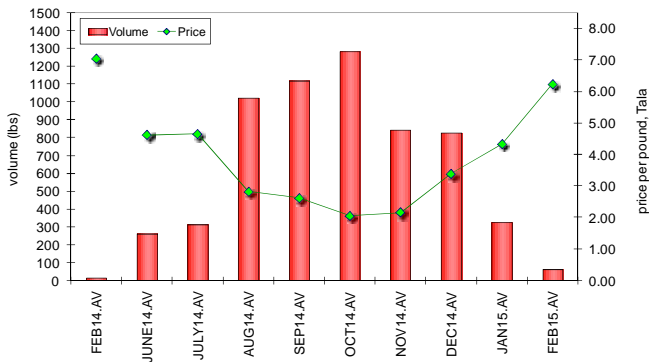


Current supply of yam in the month under review contributed to a 44 percent increase in volume in the twelve months ending February 2015 over the twelve months ending February 2014 while its average price remained unchanged.

VEGETABLE PRODUCE

Continued wet weather conditions in February 2015 affected the supply of vegetable produce to the Local Markets resulting in the reduction of the supply of all vegetable produce when compared with January 2015. Tomato supplies dropped 81 percent (to 62 pounds) while pumpkin and Chinese cabbage volume fell 69 percent (to 3,653 pounds) and 63 percent (to 79 pounds) respectively. The supply of cucumber also declined 22 percent (to 513 pounds) while head cabbage volume fell 5 percent to 1,156 pounds in that order. (See Graphs 9 to 13 and Tables 1 & 2)

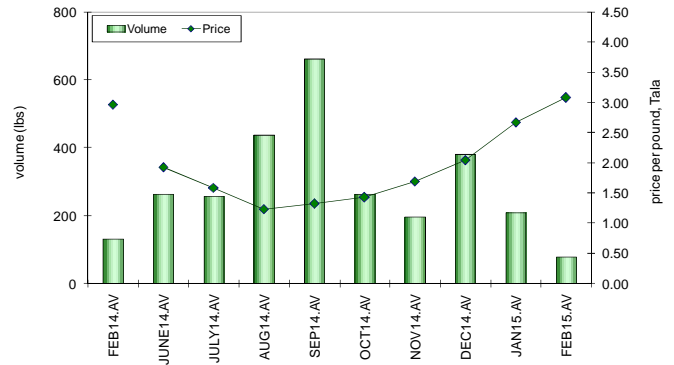
**Graph 10
SUPPLY AND PRICE OF TOMATOES****



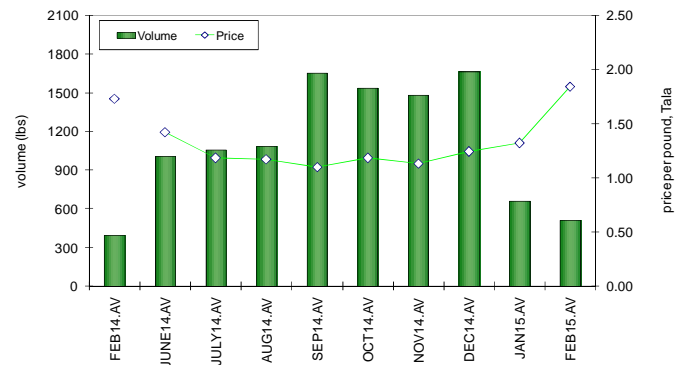
**Graph 13
SUPPLY AND PRICE OF PUMPKIN****



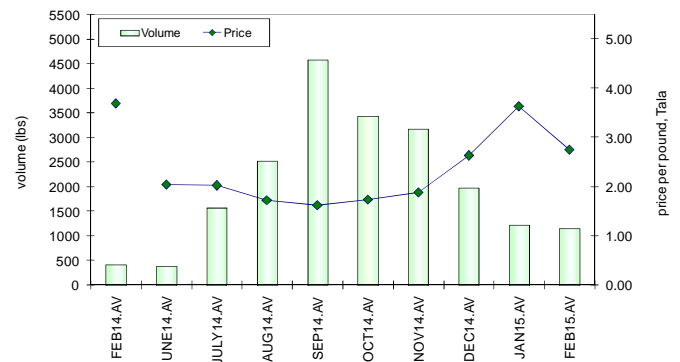
**Graph 11
SUPPLY AND PRICE OF CH.CABBAGE****



**Graph 12
SUPPLY AND PRICE OF CUCUMBER****



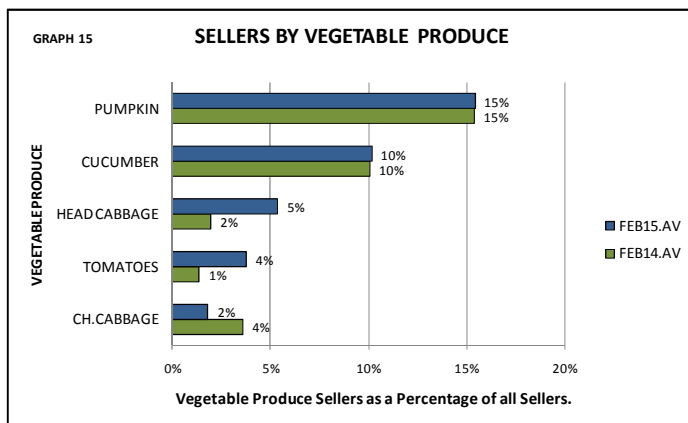
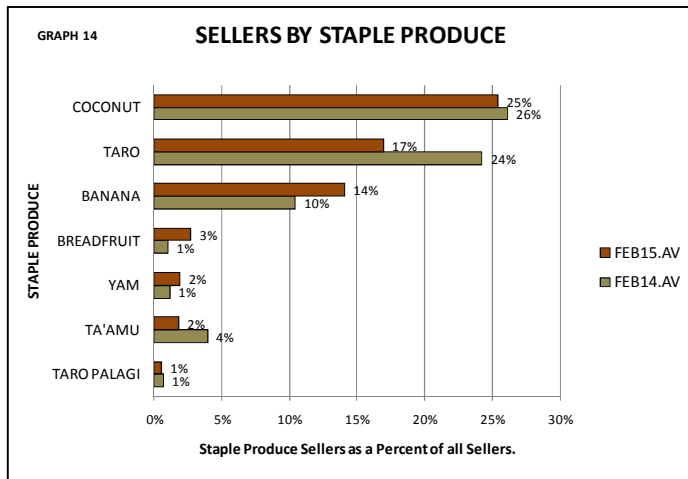
**Graph 9
SUPPLY AND PRICES OF H.CABBAGE****



Subsequent to the limited availability of vegetable produce supplied to the markets, average prices for all vegetable produce increased with the exception of head cabbage prices recording a 24 percent decline to \$2.75 per pound. Tomato prices rose 44 percent (to \$6.23 per pound) followed by cucumber prices increasing 39 percent (to \$1.84 per pound). Pumpkin and Chinese cabbage prices rose 24 percent (to \$1.51 per pound) and 15 percent (to \$3.08 per pound) respectively.

SELLERS

At 219; the number of sellers at the Local Markets on the days surveyed in February 2015 decreased 15 percent from the previous month but was 1 percent higher when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6)

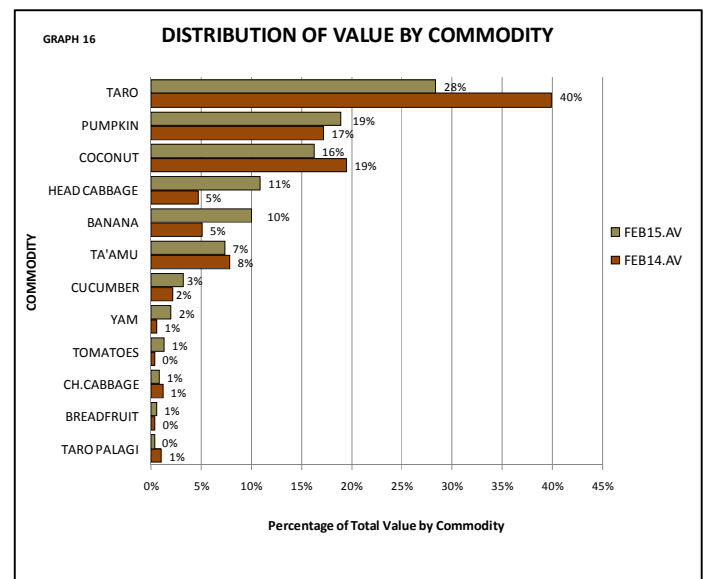


In February 2015, coconut sellers at 56 were the largest group at the local markets increasing from 47 in the previous month but recorded an unchanged total when compared to the same month a year ago. Sellers of taro recorded a total of 37 increasing from 26 in January 2015 but was lower than 52 in February 2014. Pumpkin sellers at 34 dropped from 65 in January 2015 but was higher than 33 in the same month last year. Sellers of Banana at 31 fell from 36 in the previous month but was higher than 23 in the same month a year ago. Cucumber sellers recorded a decreasing total of 22 from 28 in the previous month but remained unchanged when compared with February 2014. Head cabbage sellers

recorded an increasing total of 12 from 10 in January 2015 and was much higher than 4 recorded in February 2014 while sellers of tomato at 8 decreased from 23 in January 2015 but was higher than 3 a year ago. Breadfruit sellers recorded a decreasing total of 6 from 8 in the previous month but was higher than 2 a year ago. Sellers of ta'amurecorded an increasing total of 4 from 2 in the previous month but fell from 9 in February 2015. Sellers of yam and Chinese cabbage also recorded 4 each dropping from 5 and 6 in January 2015 respectively but when compared to a year ago total current number of yam sellers increased from 3 while current Chinese cabbage sellers decreased from 8. Taro palagi sellers remained unchanged with a total of 1 seller in February 2015.

VALUE OF SUPPLIES

The average value of selected produce supplied to the market at \$29,200 in February 2015 decreased 20 percent from the previous month and was 10 percent lower when compared with February 2014.



Taro supplies contributed the most to the total value of produce surveyed with a share of 28 percent in February 2015, a level that was higher than 14 percent in January 2015 but was lower than 40 percent in February 2014. Pumpkin supplies followed with a 19 percent share decreasing from 39

percent in the previous month but was higher than 17 percent a year ago. Supply of coconut accounted for 16 percent of total value, increasing from 13 percent in the previous month but was lower than 19 percent in the same month last year. Head cabbage supplies contributed 11 percent to total value decreasing from 12 percent in January 2015 but were much higher than 5 percent in February 2014. Supplies of banana contributed 10 percent to total value increasing from 7 percent in the previous month and 5 percent a year ago. Ta'amu supplies accounted for 7 percent of total value in the month under review increasing from 4 in the previous month but were slightly lower than 8 in same month of last year. Supplies of cucumber contributed 3 percent to total value increasing from 2 percent in January 2015 and February 2014 while yam accounted for 2 percent of total value remaining unchanged from the previous month but higher than 1 percent a year ago. Supply of breadfruit, tomato, and Chinese cabbage all contributed 1 percent each to the total value of supplies in February 2015 while relatively lower shares were recorded for the rest of the other commodities. (See Graph 16 and Table 3)



The Local Market Survey Report for March 2015 will be available on the 16th of April 2015.

Weights for the selected produce have been revised using 2010 as the base period and have been incorporated starting from January 2010 report.

*** Data shown reflects the average availability and prices of the selected produce at the Local Fugalei and Taufusi Market stalls. This survey is conducted on each Friday (Thursday where Friday is a public holiday) in the months under reference.*

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)

PRODUCE	2010 AVE	FEB14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	Feb-15	
												% chng from prev mnth	%chng from FEB14
TARO	8422	22703	12499	15517	10914	10573	9123	7278	10997	4687	9112	94	-60
BANANA	6349	5370	4358	6383	3946	5871	4772	5621	7248	7116	7682	8	43
TARO PALAGI	484	381	133	199	73	200	106	49	12	115	97	-16	-75
TA'AMU	10042	2314	954	2032	2202	4046	1049	907	952	1044	1360	30	-41
COCONUT	9964	19722	13475	15918	13236	23059	19647	17408	10293	17345	18227	5	-8
BREADFRUIT	608	385	198	97	891	693	141	462	209	847	726	-14	89
YAM	415	149	257	273	455	376	361	445	173	465	337	-28	127
HEAD CABBAGE	1531	411	390	1571	2527	4583	3440	3172	1981	1218	1156	-5	181
TOMATOES	300	17	265	314	1025	1118	1283	844	827	326	62	-81	270
CH.CABBAGE	720	133	264	258	438	664	264	197	382	210	79	-63	-41
CUCUMBER	978	396	1006	1060	1083	1652	1538	1481	1663	657	513	-22	30
PUMPKIN	7508	3665	5191	12361	14681	18468	29995	19309	19141	11770	3653	-69	0

Table 2: Weighted Average Price Per Pound (in Tala)

PRODUCE	2010 AVE	FEB14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	% chng from	
												prev mnth	FEB14
TARO	1.05	0.57	0.63	0.64	0.74	0.77	0.83	0.83	0.98	1.10	0.91	-17	60
BANANA	0.45	0.31	0.38	0.34	0.31	0.32	0.38	0.40	0.38	0.36	0.38	6	23
TARO PALAGI	0.76	0.88	1.22	1.12	0.92	0.97	1.23	1.07	1.07	1.43	1.01	-29	15
TA'AMU	1.10	1.10	1.50	1.02	1.02	1.05	1.23	1.45	2.01	1.29	1.58	22	44
COCONUT	0.23	0.32	0.33	0.31	0.29	0.28	0.29	0.30	0.30	0.27	0.26	-4	-19
BREADFRUIT	0.41	0.35	0.33	0.48	0.29	0.24	0.59	0.59	0.71	0.44	0.22	-50	-37
YAM	1.34	1.27	1.41	1.05	1.35	1.38	1.22	1.28	2.10	1.71	1.75	2	38
HEAD CABBAGE	2.86	3.89	2.04	2.02	1.73	1.62	1.74	1.88	2.63	3.64	2.75	-24	-25
TOMATOES	4.55	7.05	4.62	4.66	2.82	2.62	2.06	2.16	3.39	4.33	6.23	44	-12
CH.CABBAGE	2.27	2.97	1.93	1.59	1.23	1.32	1.43	1.69	2.05	2.67	3.08	15	4
CUCUMBER	1.49	1.73	1.42	1.18	1.17	1.10	1.18	1.13	1.24	1.32	1.84	39	6
PUMPKIN	1.00	1.52	1.19	1.28	1.08	0.89	0.84	0.96	1.35	1.22	1.51	24	-1

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2010	FEB14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	% chng from	
												prev mnth	FEB14
TARO	103.1	12.9	7.9	9.9	8.1	8.1	7.6	6.0	10.8	5.2	8.3	61	-36
BANANA	34.2	1.7	1.7	2.2	1.2	1.9	1.8	2.3	2.8	2.6	2.9	14	76
TARO PALAGI	4.6	0.3	0.2	0.2	0.1	0.2	0.1	0.1	0.0	0.2	0.1	-38	-71
TA'AMU	133.3	2.6	1.4	2.1	2.3	4.3	1.3	1.3	1.9	1.4	2.2	59	-16
COCONUT	27.2	6.3	4.5	4.9	3.8	6.5	5.7	5.2	3.1	4.7	4.7	1	-25
BREADFRUIT	2.5	0.1	0.1	0.1	0.3	0.2	0.1	0.3	0.2	0.4	0.2	-57	23
YAM	6.6	0.2	0.4	0.3	0.6	0.5	0.4	0.6	0.4	0.8	0.6	-26	211
HEAD CABBAGE	45.0	1.5	0.8	3.2	4.4	7.4	6.0	6.0	5.2	4.4	3.2	-28	109
TOMATOES	11.6	0.1	1.2	1.5	2.9	2.9	2.6	1.8	2.8	1.4	0.4	-72	225
CH.CABBAGE	16.3	0.4	0.5	0.4	0.5	0.9	0.4	0.3	0.8	0.6	0.2	-57	-38
CUCUMBER	15.0	0.7	1.4	1.3	1.3	1.8	1.8	1.7	2.1	0.9	0.9	8	36
PUMPKIN	78.0	5.6	6.2	15.8	15.9	16.4	25.2	18.5	25.8	14.4	5.5	-62	-1
	477.5	32.4	26.1	41.8	41.3	51.1	53.1	44.0	55.7	36.7	29.2	-20	-10

**on the days surveyed
@new weights and base*

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	FEB14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	% chng from prev mnth	% chng from FEB14
TARO	0.22	270	148	184	130	126	108	86	131	56	108	94	-60
BANANA	0.07	85	69	101	62	92	75	89	114	112	121	8	43
TARO PALAGI	0.01	79	28	41	15	41	22	10	2	24	20	-16	-75
TA'AMU	0.28	23	9	20	22	40	10	9	9	10	14	30	-41
COCONUT	0.06	198	135	160	133	231	197	175	103	174	183	5	-8
BREADFRUIT	0.01	63	33	16	147	114	23	76	34	139	119	-14	89
YAM	0.01	36	62	66	110	91	87	107	42	112	81	-28	127
HEAD CABBAGE	0.09	27	25	103	165	299	225	207	129	80	75	-5	181
TOMATOES	0.02	6	88	104	341	372	427	281	275	109	21	-81	270
CH.CABBAGE	0.03	18	37	36	61	92	37	27	53	29	11	-63	-41
CUCUMBER	0.03	41	103	108	111	169	157	151	170	67	53	-22	30
PUMPKIN	0.16	49	69	165	196	246	400	257	255	157	49	-69	0
	1.00	96	69	107	110	146	148	114	113	74	66	-11	-32

Table 5: Price Index (2010 = 100)

PRODUCE	2010 Weights	FEB14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	% chng from prev mnth	% chng from FEB14
TARO	0.22	54	60	61	71	74	79	79	94	105	87	-17	60
BANANA	0.07	69	84	75	69	71	84	89	84	80	84	6	23
TARO PALAGI	0.01	115	160	147	120	127	161	140	140	187	132	-29	15
TA'AMU	0.28	100	137	93	93	96	112	132	183	117	144	22	44
COCONUT	0.06	140	145	136	127	123	127	131	131	118	114	-4	-19
BREADFRUIT	0.01	85	80	117	70	58	143	143	172	107	53	-50	-37
YAM	0.01	95	105	78	101	103	91	96	157	128	131	2	38
HEAD CABBAGE	0.09	129	71	71	60	57	61	66	92	127	96	-24	-25
TOMATOES	0.02	155	102	102	62	58	45	48	75	95	137	44	-12
CH.CABBAGE	0.03	131	85	70	54	58	63	74	90	118	136	15	4
CUCUMBER	0.03	117	96	79	79	74	79	76	84	89	124	39	6
PUMPKIN	0.16	153	120	129	108	89	84	96	136	123	152	24	-1
	1.00	105	103	90	86	83	90	99	128	113	121	6	15

Table 6: Number of Sellers

PRODUCE	FEB14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	% chng from prev mnth	% chng from FEB14
TARO	52	38	35	43	36	38	29	43	26	37	41	-29
BANANA	23	21	23	23	25	28	23	32	36	31	-15	37
TARO PALAGI	2	1	1	1	2	1	1	1	1	1	25	-17
TA'AMU	9	6	7	9	11	5	4	5	2	4	100	-53
COCONUT	56	44	45	55	59	67	43	30	47	56	17	-1
BREADFRUIT	2	3	2	7	6	1	4	4	8	6	-27	167
YAM	3	4	4	8	6	6	7	3	5	4	-15	70
HEAD CABBAGE	4	9	13	23	15	18	13	17	10	12	18	176
TOMATOES	3	19	22	58	63	76	51	52	23	8	-64	175
CH.CABBAGE	8	13	15	18	22	14	11	13	6	4	-36	-48
CUCUMBER	22	34	33	42	60	50	46	52	28	22	-20	2
PUMPKIN	33	34	54	91	132	157	100	89	65	34	-48	2
	216	224	253	377	436	460	330	338	258	219	-15	1

*on the days surveyed

@new weights and base