



GOVERNMENT OF SAMOA
SAMOA BUREAU OF STATISTICS

**LOCAL MARKET SURVEY
OCTOBER 2017**

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

Key findings:

The Local Market Survey in October 2017 showed overall volume increase 8 percent while average price declined 8 percent when compared to September 2017.

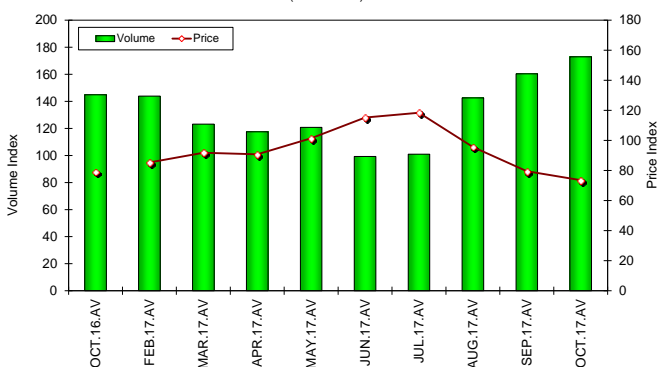
- Breadfruit volume was more than doubled when compared to the previous month.
- The value of supplies decreased 2 percent to \$76,800 from the previous month as total number of sellers also fell 4 percent to 427 from 445 in September 2017.

Issue: 1/10/17

OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in October 2017 showed overall volume increase 8 percent from September 2017. Despite the decrease in volume for most local produce, significant increases in breadfruit, banana, coconut, tomato and pumpkin supplies contributed positively to the rise in the volume index. When compared with the same month last year, current supply was 19 percent higher. (See Graph 1 and Tables 4 & 5)

Graph 1
SUPPLY AND PRICE INDICES BY MONTH**
(2014 = 100)

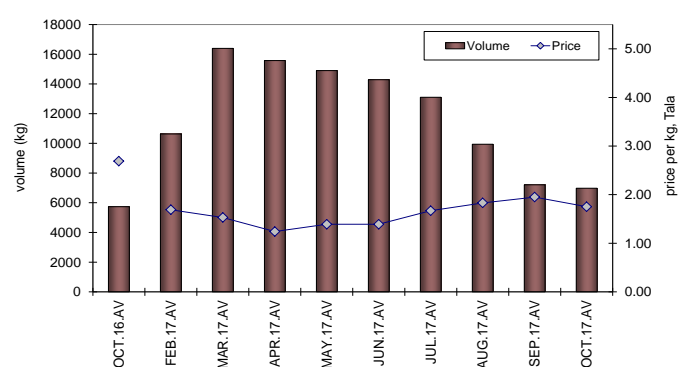


With increased availability of breadfruit, banana, coconut and pumpkin together with weakened demand for most agricultural produce pushed the overall price level down 8 percent from the previous month. When compared with October 2016 the current overall price level was 7 percent lower.

TARO

The volume of taro supplies in October 2017 fell 4 percent (to 6,948 kilograms) from September 2017; a level that was 21 percent higher than the same month last year. Driven by weak domestic demand and increased availability of its close substitutes led to a 10 percent price decrease (to \$1.75 per kilogram) from the previous month. Current price for taro was 35 percent lower. (See Graph 2 and Tables 1&2)

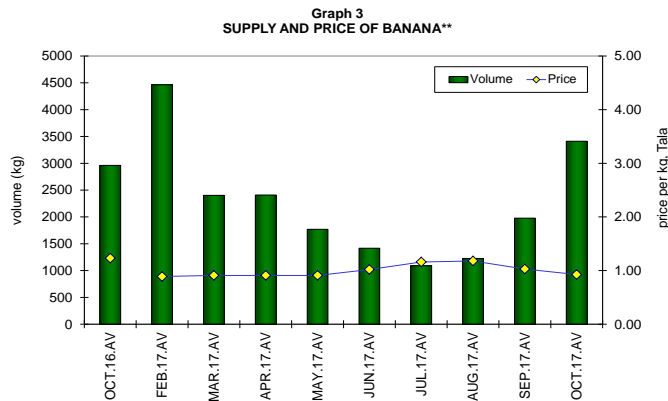
Graph 2
SUPPLY AND PRICE OF TARO**



Current supply of taro in the month under review contributed to a 154 percent increase in volume when comparing the twelve months ending October 2017 over the twelve months ending October 2016. Price fell 37 percent.

BANANA

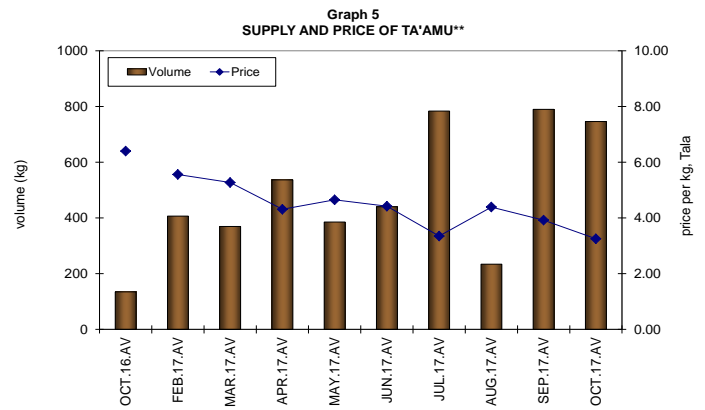
At 3,412 kilograms, the average supply of banana on the days surveyed increased 72 percent from the previous month; a level that was 15 percent higher than October 2016. Significant increase in the supply of banana led to its average price declining 10 percent (to \$0.93 per kilogram). When compared with the same month last year current price was 25 percent lower. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending October 2017 over the twelve months ending October 2016, banana supplies were 64 percent higher while increased availability pushed its average price down 29 percent.

TA'AMU

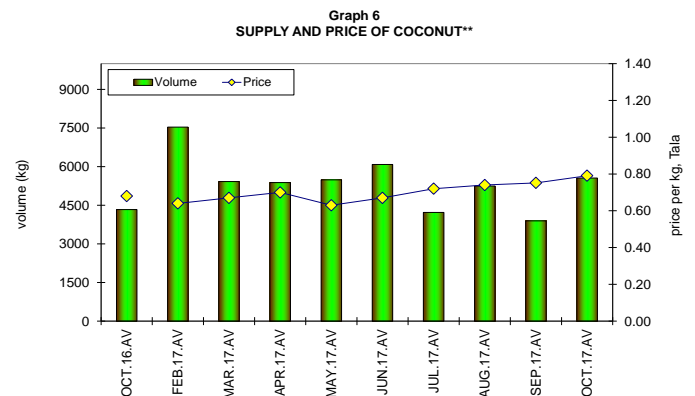
In the month under review ta'amu supplies declined 6 percent (to 746 kilograms) from the previous month while weakened demand pushed its average price down 17 percent (to \$3.25 per kilogram). When compared with same month last year, current supply of ta'amu was more than fivefold while its average price was 49 percent lower. (See Graph 5 and Tables 1&2)



When comparing the twelve months ending October 2017 over the twelve months ending October 2016, ta'amu supplies were 147 percent higher while increased availability pushed its average price down 27 percent.

COCONUT

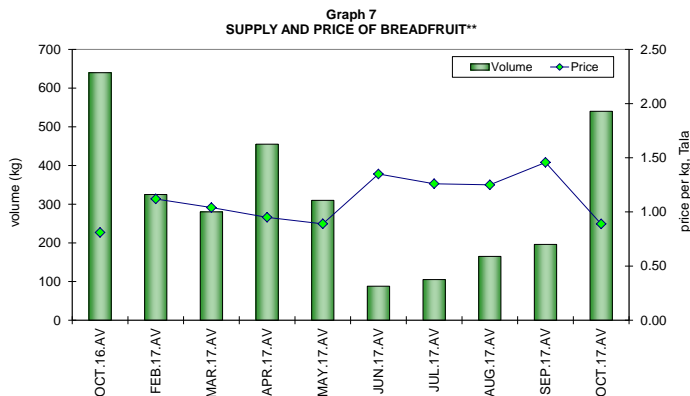
The supply of coconut to the Local Markets in October 2017 rose 43 percent (to 5,556 kilograms) from September 2017 while strong domestic demand pushed its average price up 5 percent (to \$0.79 per kilogram). Current availability of coconut was 28 percent higher than average availability in October 2016 while average price rose 16 percent over the year. (See Graph 6 and Tables 1 & 2)



Comparing the twelve months ending October 2017 over the twelve months ending October 2016 supply of coconut was 15 percent higher while its average price also rose 12 percent.

BREADFRUIT

At an average of 540 kilograms, breadfruit supply in October 2017 was more than doubled from the previous month. Increased availability of breadfruit at the Local Markets pushed its average price down 39 percent (to \$0.89 per kilogram). When compared with the same month last year, current breadfruit supply was 16 percent lower while limited availability pushed its average price up 10 percent. (See Graph 3 and Tables 1 & 2)

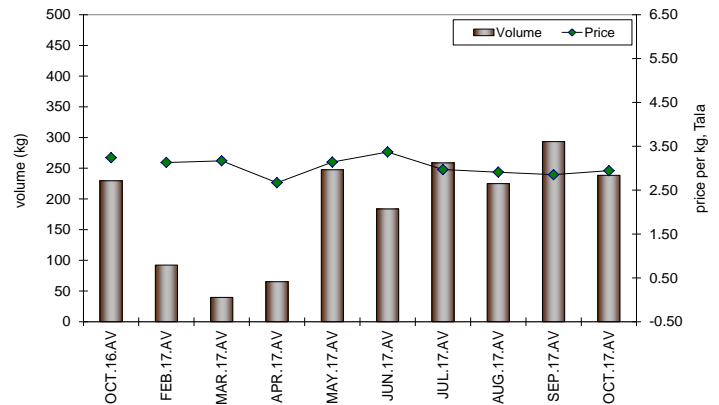


Despite the increase in breadfruit supplies in the month under review current supply contributed to a 4 percent deficit when comparing the twelve months ending October 2017 over the twelve months ending October 2016, breadfruit supplies while its average price decreased 13 percent.

YAM

Yam supplies at 239 kilograms decreased 19 percent from September 2017 while demand pushed its average price up 1 percent (to \$2.84 per kilogram). When compared with October 2016, current supply of yam was 4 percent higher while its average price was 12 percent lower. (See Graph 8 and Tables 1 & 2)

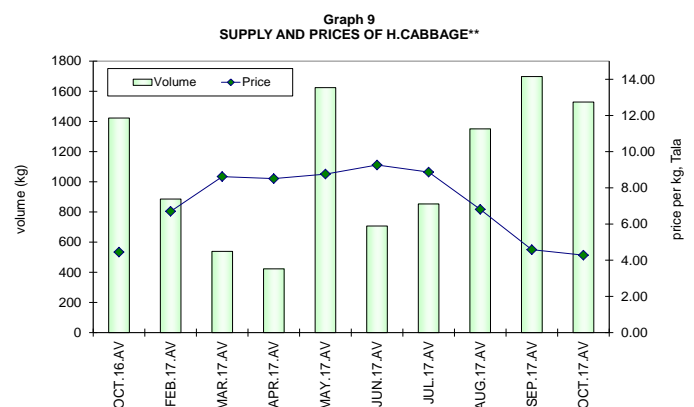
Graph 8
SUPPLY AND PRICE OF YAM**



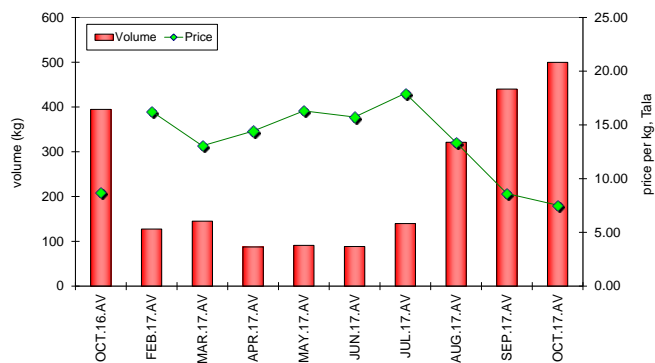
The volume of yam in the month under review contributed to a 7 percent decrease in supply in the twelve months ending October 2017 over the twelve months ending October 2016, while its average price also declined 18 percent.

VEGETABLE PRODUCE

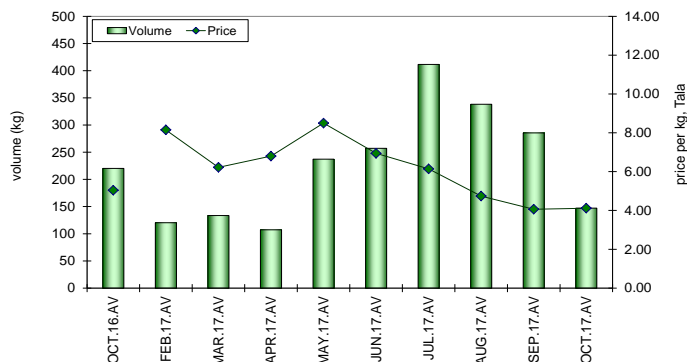
A general overview of all vegetable produce to the Local Markets in October 2017, revealed significant reductions in all vegetable supplies with the exception of pumpkin and tomato whose volume rose 20 percent (to 17,345 kilograms) and 14 percent (to 500 kilograms) respectively from the previous month. Cucumber supplies fell 52 percent (to 768 kilograms) while Chinese cabbage supplies also decreased 48 percent (to 147 kilograms). Head cabbage supplies fell 10 percent (to 1,529 kilograms) from September 2017. (See Graphs 9 to 13 and Tables 1 & 2)



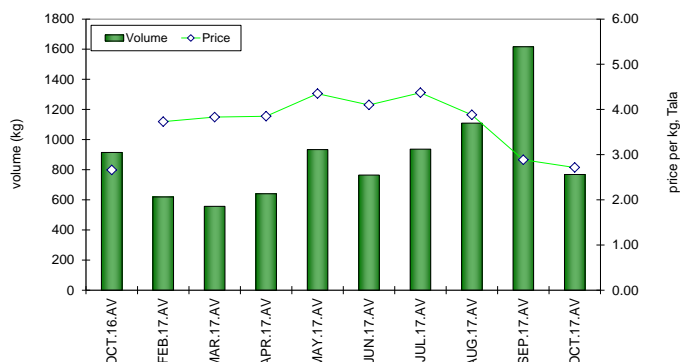
Graph 10
SUPPLY AND PRICE OF TOMATOES**



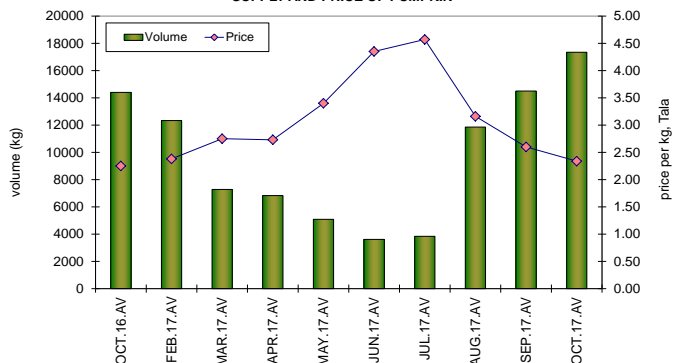
Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER**



Graph 13
SUPPLY AND PRICE OF PUMPKIN**

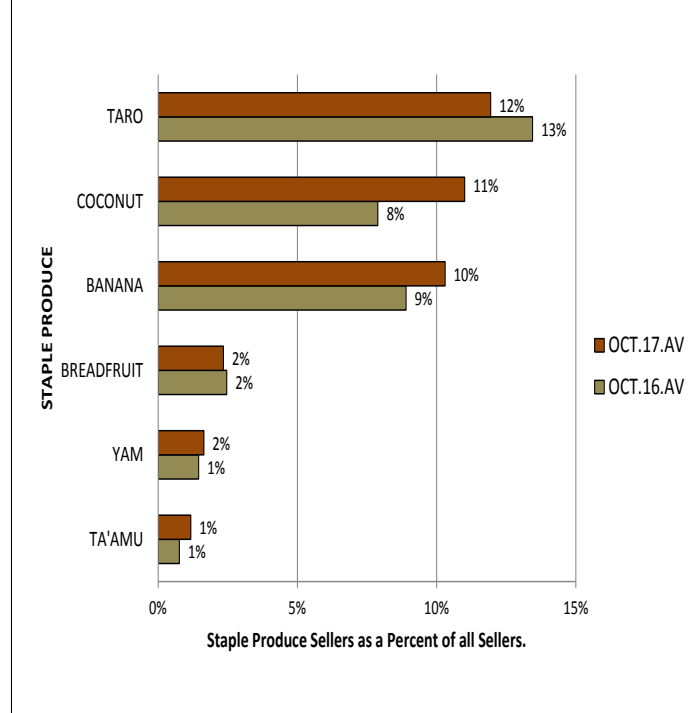


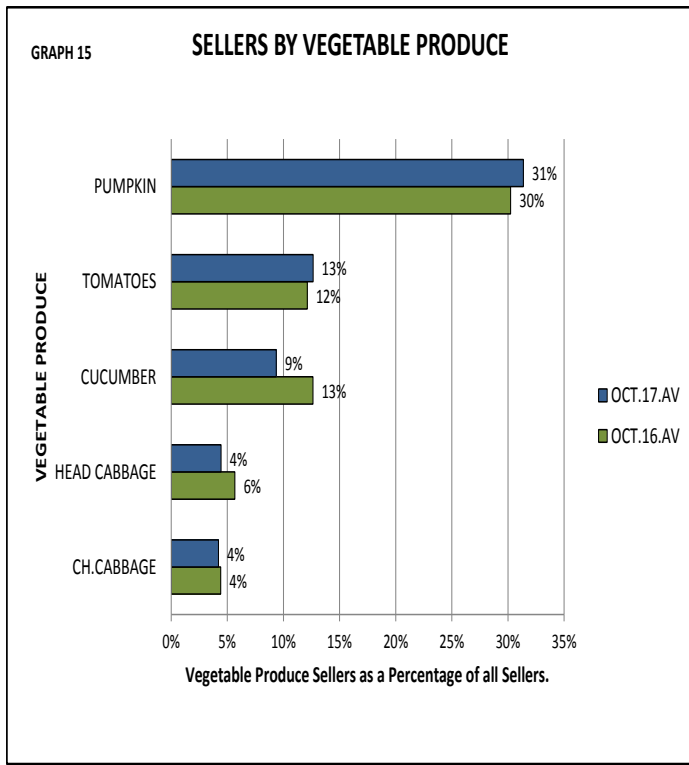
Subsequent to decreased availability of most vegetable produce to the Local Markets in the month under review, average prices for all vegetables declined with the exception of Chinese cabbage edging up 1 percent (to \$4.12 per kilogram). Increased availability of pumpkin and tomato pushed their average prices down 10 percent (to \$2.34 per kilogram) and 13 percent (to \$7.53 per kilogram) respectively while weakened demand for head cabbage and cucumber drove their average prices down 7 percent (to \$4.28 per kilogram) and 6 percent (\$2.72 per kilogram) in that order.

SELLERS

At 427, the number of sellers at the Local Markets on the days surveyed in October 2017 fell 4 percent from the previous month with vegetable sellers representing 62 percent of all sellers at the Local Markets. When compared with October 2016, the number of sellers was 8 percent higher. (See Graphs 14 and 15 and Table 6).

GRAPH 14
SELLERS BY STAPLE PRODUCE

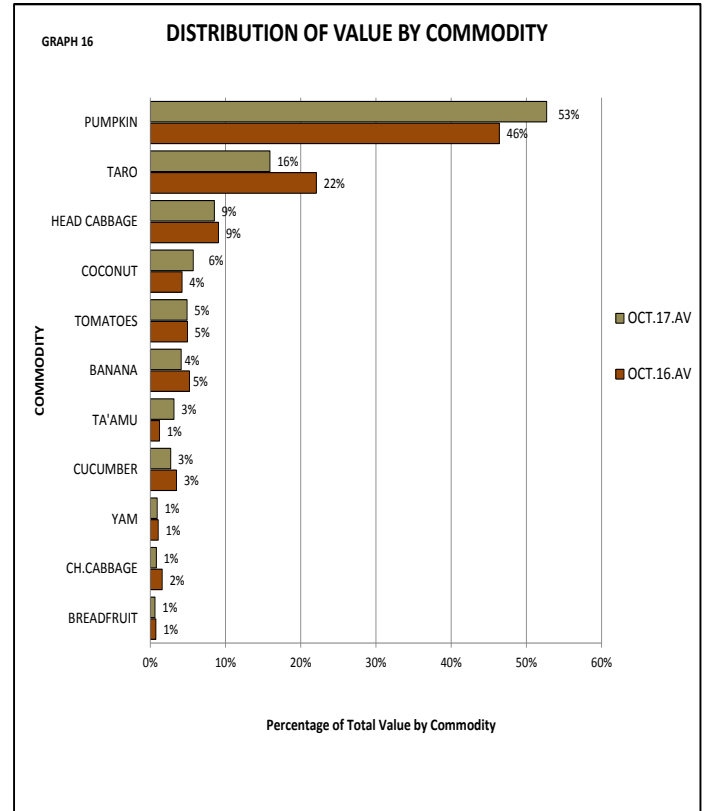




In October 2017, pumpkin sellers at 134 were the largest group at the local markets increasing from 123 in the previous month and 120 in the same month last year. Tomato sellers followed recording an increasing total of 54 from 53 last month and 48 in the same month a year ago, while taro sellers decreased to 51 from 55 in the previous month and 53 a year ago. Coconut sellers recorded an increasing total of 47 from 44 in the previous month and 31 in October 2016 while total sellers of banana rose to 44 from 29 in September 2017 and 35 in October 2016. Sellers of cucumber recorded a decreasing total of 40 from 71 in the previous month and 50 in the same month a year ago while head cabbage sellers decreased to 19 from 25 in the previous month and 23 when compared with October 2016. Chinese cabbage sellers followed with a decreasing total of 18 from 27 in September 2017 and 18 a year ago. Breadfruit sellers recorded an increasing total of 10 from 3 in the previous month and remained unchanged when compared with the same month last year while sellers of yam recorded a decreasing total of 7 from 8 in September 2017 but were higher than 6 in October 2016. Ta’amu sellers recorded a decreasing total of 5 from 8 in the previous month and 3 in the same month a year ago.

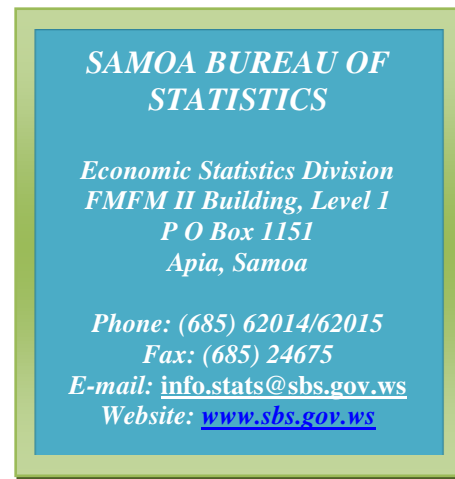
VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$76,800 in October 2017 decreased 2 percent from the previous month but was 10 percent higher when compared with October 2016.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 53 percent in October 2017, a level that was higher than 48 percent in September 2017 and 46 percent in October 2016. Taro supplies followed with a 16 percent contribution to total value decreasing from 18 percent in the previous month and 22 when compared with a year ago. Supplies of head cabbage contributed 9 percent to total value decreasing from 10 percent in the previous month and remained unchanged from October 2016. Shares of coconut accounted for 6 percent of total value increasing from 4 percent in the previous month and year ago, while shares of tomato remained at 5 percent from September 2017 and October 2016. Banana supplies contributed 4 percent to total value increasing from 3 percent in September 2017 but were lower than 5 percent in October 2016. Ta’amu and cucumber both accounted for 3 percent each of total value; with

ta'amu shares decreasing from 4 percent in the previous month but were higher than 1 percent in October 2016, while cucumber shares decreased from 6 percent in the previous month but remained unchanged when compared with same month a year ago. Supplies of Chinese cabbage, yam and breadfruit contributed 1 percent each to total value; with Chinese cabbage shares remaining unchanged from the previous month but were lower than 2 percent in the same month a year ago, while shares of yam and breadfruit remained the same when compared with the previous month and October 2016. (See Graph 16 & Table 3)



Technical Notes

*The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at **Fugalei, Taufusi, Vaitele, Afega, Saleimoa, Toleafoa, Savaia, and Salelologa** every month. Prices for selected produce are taken from the Consumer Price Index.*

*** Data shown reflects the average availability and prices of selected produce. This survey is conducted on each Thursday for rural markets on Upolu and each Friday for urban markets on Upolu and Savaii in the months under reference.*

Weights for selected produce have been revised using 2014 as the base period and have been incorporated starting from June 2016 report.

The Local Market Survey Report for November 2017 will be available on 14th December 2017.

Muagututi'a S' Reupena.
GOVERNMENT STATISTICIAN

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	OCT.16.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	OCT.17.AV	Oct-17	
												% chng from prev mnt	%chng from OCT16
TARO	7521	5732	10633	16395	15573	14899	14283	13105	9941	7211	6948	-4	21
BANANA	2642	2962	4463	2403	2409	1769	1416	1089	1226	1979	3412	72	15
TA'AMU	816	135	407	369	537	385	440	784	234	790	746	-6	453
COCONUT	7993	4331	7534	5418	5382	5488	6086	4221	5250	3894	5556	43	28
BREADFRUIT	186	640	325	280	455	310	88	105	165	196	540	176	-16
YAM	129	230	92	40	65	248	184	259	225	293	239	-19	4
HEAD CABBAGE	811	1423	885	538	423	1624	707	853	1351	1698	1529	-10	7
TOMATOES	256	395	127	145	87	91	88	140	321	440	500	14	27
CH.CABBAGE	129	220	120	134	107	237	257	412	338	285	147	-48	-33
CUCUMBER	542	914	619	556	640	933	765	936	1109	1616	768	-52	-16
PUMPKIN	6217	14402	12336	7278	6821	5089	3609	3841	11855	14501	17345	20	20

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

PRODUCE	2014 AVE	OCT.16.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	OCT.17.AV	% chng from	
												prev mnt	OCT16
TARO	1.48	2.69	1.69	1.53	1.24	1.39	1.39	1.67	1.83	1.95	1.75	-10	-35
BANANA	0.76	1.23	0.89	0.91	0.91	0.91	1.02	1.16	1.18	1.03	0.93	-10	-25
TA'AMU	2.78	6.40	5.56	5.27	4.31	4.65	4.42	3.35	4.39	3.92	3.25	-17	-49
COCONUT	0.62	0.68	0.64	0.67	0.70	0.63	0.67	0.72	0.74	0.75	0.79	5	16
BREADFRUIT	0.94	0.81	1.12	1.04	0.95	0.89	1.35	1.26	1.25	1.46	0.89	-39	10
YAM	3.16	3.24	3.13	3.17	2.67	3.14	3.37	2.97	2.91	2.85	2.84	-1	-12
HEAD CABBAGE	5.40	4.45	6.70	8.62	8.51	8.76	9.26	8.87	6.81	4.58	4.28	-7	-4
TOMATOES	9.55	8.73	16.26	13.05	14.43	16.31	15.73	17.94	13.36	8.61	7.53	-13	-14
CH.CABBAGE	4.38	5.04	8.15	6.22	6.80	8.50	6.94	6.14	4.74	4.06	4.12	1	-18
CUCUMBER	2.99	2.66	3.73	3.83	3.85	4.35	4.10	4.37	3.88	2.89	2.72	-6	2
PUMPKIN	2.61	2.25	2.38	2.75	2.73	3.40	4.35	4.57	3.16	2.60	2.34	-10	4

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	OCT.16.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	OCT.17.AV	% chng from	
												prev mnt	OCT16
TARO	126.6	15.4	18.0	25.1	19.3	20.7	19.9	21.9	18.2	14.1	12.2	-13	-21
BANANA	25.1	3.6	4.0	2.2	2.2	1.6	1.4	1.3	1.5	2.0	3.2	55	-13
TA'AMU	25.6	0.9	2.3	2.0	2.3	1.8	2.0	2.6	1.0	3.1	2.4	-22	181
COCONUT	59.3	3.0	4.8	3.6	3.8	3.5	4.1	3.0	3.9	2.9	4.4	50	49
BREADFRUIT	1.8	0.5	0.4	0.3	0.4	0.3	0.1	0.1	0.2	0.3	0.5	66	-8
YAM	4.7	0.7	0.3	0.1	0.2	0.8	0.6	0.8	0.7	0.8	0.7	-19	-8
HEAD CABBAGE	44.6	6.3	5.9	4.6	3.6	14.2	6.6	7.6	9.2	7.8	6.5	-16	3
TOMATOES	21.5	3.5	2.1	1.9	1.3	1.5	1.4	2.5	4.3	3.8	3.8	-1	9
CH.CABBAGE	5.9	1.1	1.0	0.8	0.7	2.0	1.8	2.5	1.6	1.2	0.6	-47	-45
CUCUMBER	18.4	2.4	2.3	2.1	2.5	4.1	3.1	4.1	4.3	4.7	2.1	-55	-14
PUMPKIN	178.3	32.4	29.4	20.0	18.6	17.3	15.7	17.6	37.5	37.7	40.5	8	25
	511.8	69.9	70.3	62.8	54.9	67.7	56.6	64.0	82.3	78.4	76.8	-2	10

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	OCT.16.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	OCT.17.AV	% chng from prev mnt	%chng from OCT16
TARO	0.25	76	141	218	207	198	190	174	132	96	92	-4	21
BANANA	0.05	112	169	91	91	67	54	41	46	75	129	72	15
TA'AMU	0.05	17	50	45	66	47	54	96	29	97	91	-6	454
COCONUT	0.12	54	94	68	67	69	76	53	66	49	70	43	28
BREADFRUIT	0.004	344	175	151	245	167	47	56	89	105	290	175	-16
YAM	0.01	178	72	31	51	192	142	201	174	227	185	-19	4
HEAD CABBAGE	0.09	175	109	66	52	200	87	105	167	209	189	-10	7
TOMATOES	0.04	154	50	57	34	36	35	55	125	172	195	14	27
CH.CABBAGE	0.01	171	93	104	83	184	199	319	262	221	114	-48	-33
CUCUMBER	0.04	169	114	103	118	172	141	173	205	298	142	-52	-16
PUMPKIN	0.35	232	198	117	110	82	58	62	191	233	279	20	20
	1.00	145	144	123	118	121	99	101	143	160	173	8	19

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	OCT.16.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	OCT.17.AV	% chng from prev mnt	%chng from OCT16
TARO	0.25	182	114	103	84	94	94	113	124	132	118	-10	-35
BANANA	0.05	162	117	120	120	120	134	153	155	135	122	-10	-25
TA'AMU	0.05	230	200	190	155	167	159	121	158	141	117	-17	-49
COCONUT	0.12	110	103	108	113	102	108	116	119	121	128	5	16
BREADFRUIT	0.004	86	119	111	101	95	144	134	133	155	95	-39	10
YAM	0.01	103	99	100	84	99	107	94	92	90	90	-1	-12
HEAD CABBAGE	0.09	82	124	160	158	162	171	164	126	85	79	-7	-4
TOMATOES	0.04	91	170	137	151	171	165	188	140	90	79	-13	-14
CH.CABBAGE	0.01	115	186	142	155	194	158	140	108	93	94	1	-18
CUCUMBER	0.04	89	125	128	129	145	137	146	130	97	91	-6	2
PUMPKIN	0.35	86	91	105	105	130	167	175	121	100	90	-10	4
	1.00	79	85	92	91	101	115	118	96	80	74	-8	-7

Table 6: Number of Sellers

PRODUCE	2014 AVE	OCT.16.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	OCT.17.AV	% chng from prev mnt	%chng from OCT16
TARO	46	53	74	86	81	76	67	60	60	55	51	-7	-4
BANANA	27	35	46	31	36	27	23	18	22	29	44	52	25
TA'AMU	7	3	3	4	6	4	4	5	3	8	5	-38	67
COCONUT	57	31	58	47	41	52	50	37	42	44	47	7	50
BREADFRUIT	4	10	7	4	8	4	2	2	3	3	10	233	3
YAM	5	6	4	2	2	6	4	8	7	8	7	-13	22
HEAD CABBAGE	12	23	18	12	10	16	12	17	23	25	19	-24	-16
TOMATOES	39	48	19	21	14	17	15	26	45	53	54	2	13
CH.CABBAGE	13	18	14	19	14	22	24	39	35	27	18	-33	3
CUCUMBER	42	50	38	34	30	39	45	49	61	71	40	-44	-20
PUMPKIN	83	120	102	84	79	63	49	53	188	123	134	9	12
	337	396	382	344	320	325	295	314	489	445	427	-4	8

*on the days surveyed

@ new weights and base