



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

### LOCAL MARKET SURVEY

### AUGUST 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:

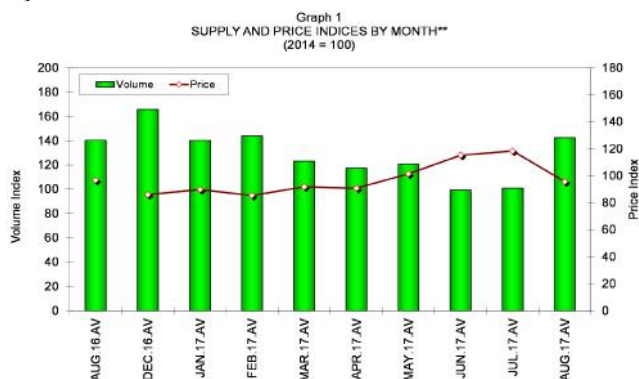
The Local Market Survey in August 2017 showed overall volume increase 41 percent while increased availability pushed average price down 19 percent when compared to July 2017.

- Increases in the volume of banana, coconut and breadfruit along with the rise of most vegetable produce, in particular pumpkin, supplied to the Local Markets strongly contributed to the rise in the volume index.
- The value of supplies increased 29 percent to \$82,300 from the previous month as total number of sellers also rose 56 percent to 489 from 314 in July 2017.

Issue: 1/8/17

## OVERVIEW

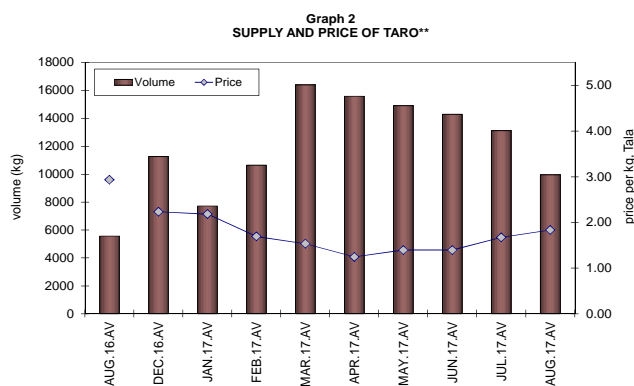
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in August 2017 showed overall volume increase 41 percent from July 2017. Significant increases in volume were recorded for all agricultural produce with the exception of taro, ta'amu, yam and Chinese cabbage supplies. When compared with the same month last year, current supply was 1 percent higher. (See Graph 1 and Tables 4 & 5)



Due to increase availability of most agricultural produce, overall price level declined 19 percent from the previous month. Lower prices recorded for all agricultural produce with the exception of taro, banana, ta'amu and coconut contributed to the decline in the price index. When compared with August 2016 the current overall price level was 1 percent lower.

## TARO

The supply of taro to the Local Market in August 2017 fell 24 percent (to 9,941 kilograms) from July 2017; a level that was 79 percent higher than the same month last year. Limited availability led its average price to climb 10 percent (to \$1.83 per kilogram). When compared with August 2016, current price of taro was 38 percent lower. (See Graph 2 and Tables 1&2)

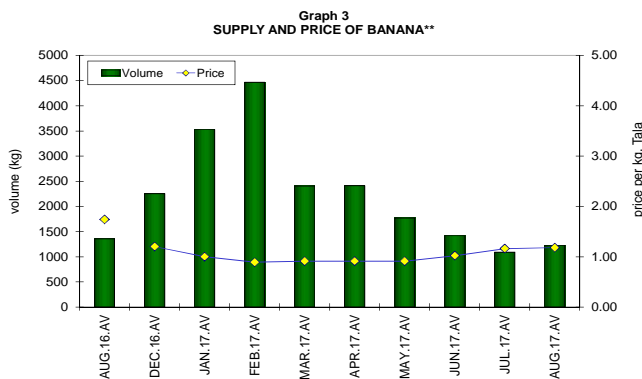


Despite the decrease in volume in the month under review, current supply contributed to a 148 percent increase in volume when comparing the twelve

months ending August 2017 over the twelve month ending August 2016. Price fell 27 percent.

## BANANA

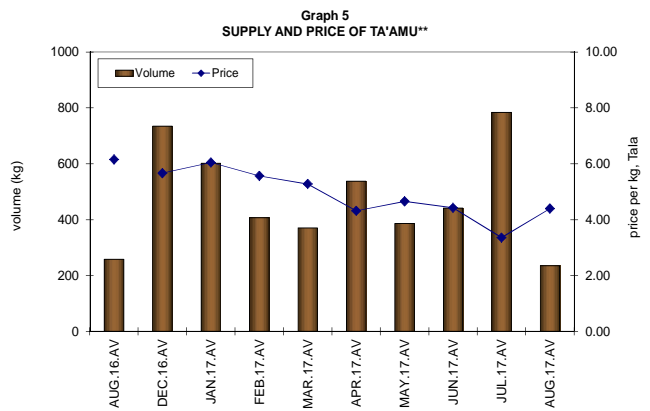
The volume of banana supplied to the Local Markets in August 2017 increased 13 percent (to 1,226 kilograms) from July 2017; a level that was 10 percent lower than the same month last year. The average price of banana rose 2 percent (to \$1.18 per kilogram) due to increased domestic demand. When compared with the same month last year current price was 32 percent lower. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending August 2017 over the twelve months ending August 2016, banana supplies were 95 percent higher while increased availability pushed its average price down 19 percent.

## TA'AMU

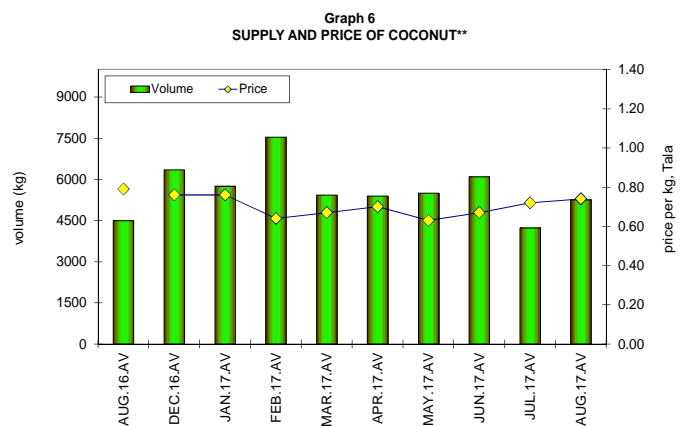
Ta'amu supplies in August 2017 declined 70 percent (to 234 kilograms) from the previous month while limited availability pushed its average price up 31 percent (to \$4.39 per kilogram). When compared with same month last year, current supply of ta'amu was 9 percent lower while its average price was also 29 percent lower. (See Graph 5 and Tables 1&2)



When comparing the twelve months ending August 2017 over the twelve months ending August 2016, ta'amu supplies were 103 percent higher while increased availability pushed its average price down 16 percent.

## COCONUT

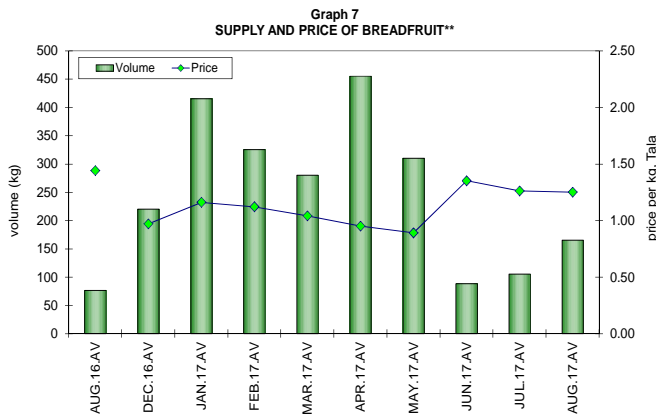
In the month under review average volume for coconut expanded 24 percent (to 5,250 kilograms) from July 2017 while strong domestic demand pushed its average price up 3 percent (to \$0.74 per kilogram). Current availability of coconut was 17 percent higher than average availability in August 2016 while average price fell 6 percent over the year. (See Graph 6 and Tables 1 & 2)



Comparing the twelve months ending August 2017 over the twelve months ending August 2016 current supply of coconut was 4 percent higher while its average price rose 16 percent.

## BREADFRUIT

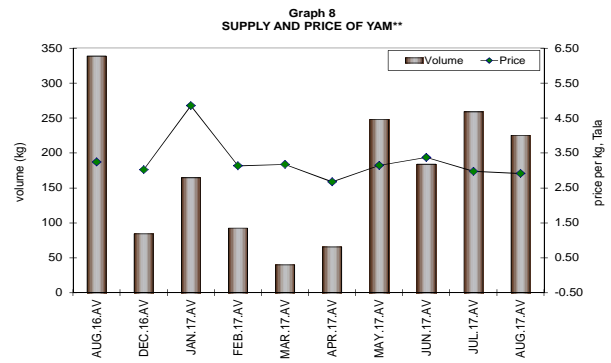
At an average of 165 kilograms, breadfruit supply in August 2017 rose 57 percent from the previous month. Increased availability to the markets pushed its average price down 1 percent (to \$1.25 per kilogram). When compared with the same month last year, current breadfruit supply was more than doubled while average price decreased 13 percent. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending August 2017 over the twelve months ending August 2016, breadfruit supplies were 19 percent higher while its average price decreased 10 percent.

## YAM

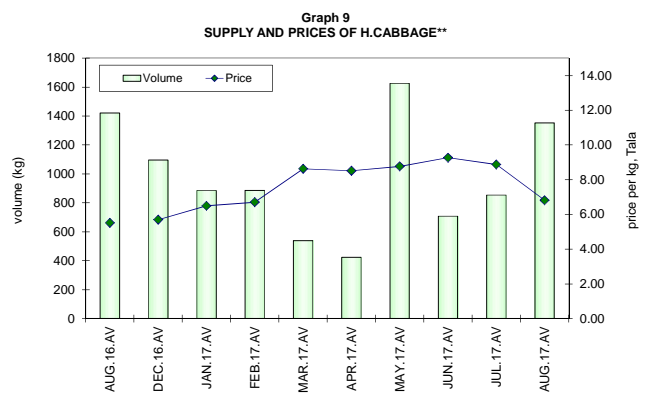
The supply of yam in the month under review dropped 13 percent (to 225 kilograms) from the previous month while weakened domestic demand pushed its average price down 2 percent (to \$2.91 per kilogram). When compared with August 2016, current supply of yam was 34 percent lower while its average price was also 10 percent lower. (See Graph 8 and Tables 1 & 2)

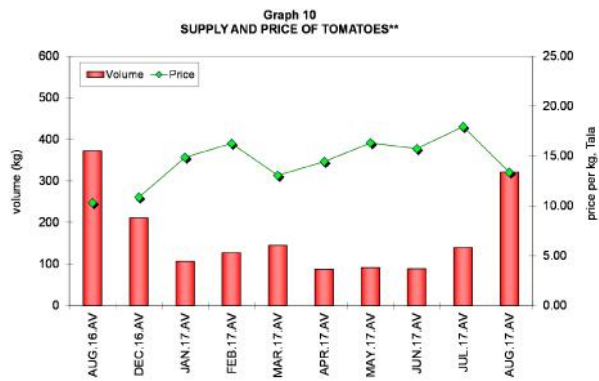


Despite the decline in the volume of yam, current supply in the month under review contributed to a 25 percent increase in supply in volume when comparing the twelve months ending August 2017 over the twelve months ending August 2016, while its average price declined 17 percent.

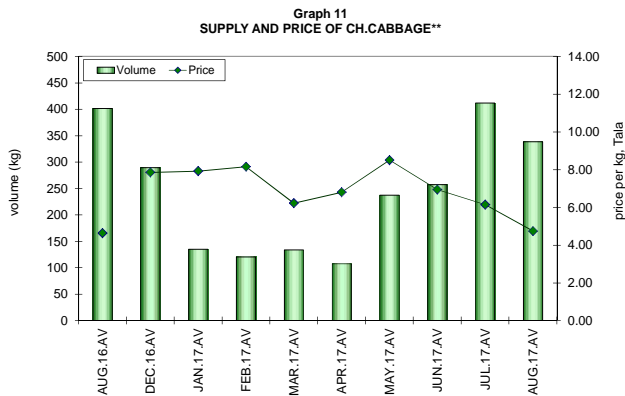
## VEGETABLE PRODUCE

A general overview of all vegetable produce to the Local Markets in August 2017, revealed significant gains in all vegetable supplies with the exception of Chinese cabbage whose volume dropped 18 percent (to 338 kilograms) from the previous month. Pumpkin supplies registered the largest increase more than tripling its volume (to 11,855 kilograms) from July 2017 followed by tomato supplies whose volume was more than doubled (to 321 kilograms). Head cabbage supplies surged 58 percent (to 1,351 kilograms) while cucumber supplies grew 18 percent (to 1,109 kilograms) in that order. (See Graphs 9 to 13 and Tables 1 & 2)



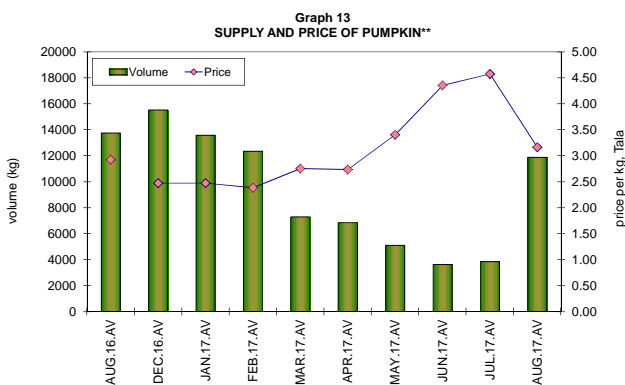
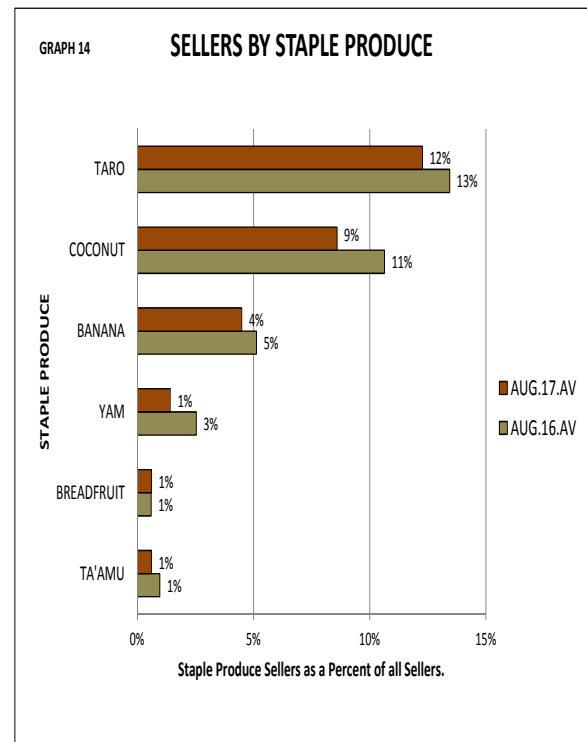
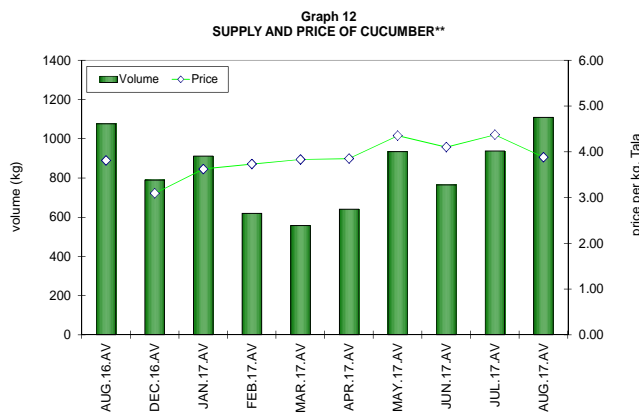


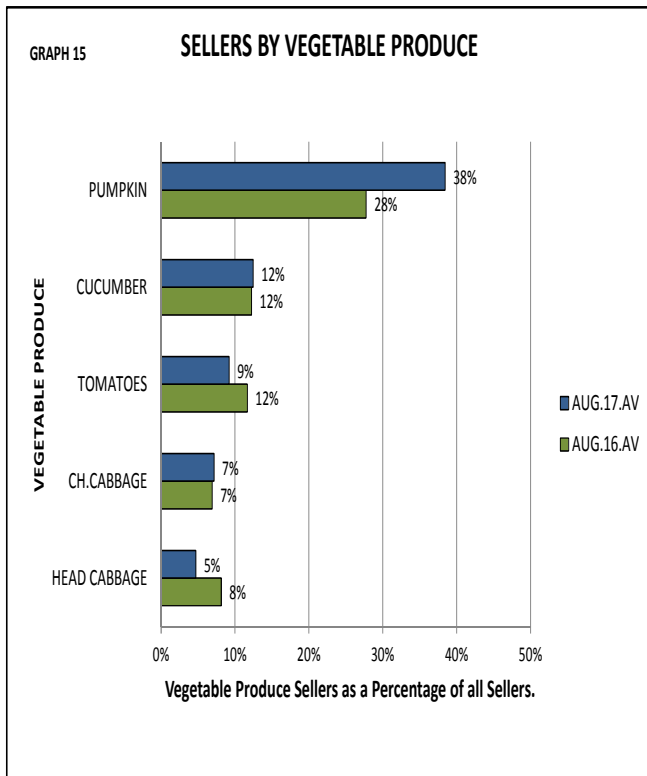
Subsequent to the increase in the supply of most vegetable produce to the Local Markets, average prices in the month under review decreased for all vegetable produce. Average price for pumpkin fell 31 percent (to \$3.16 per kilogram) while tomato prices declined 26 percent (to \$13.36 per kilogram). Average prices for head and Chinese cabbage both fell 23 percent (to \$6.81 per kilogram) and (to \$4.74 per kilogram) respectively. An abundance of cucumber pushed its average price down 11 percent (to \$3.88 per kilogram).



## SELLERS

At 489, the number of sellers at the Local Markets on the days surveyed in August 2017 increased 56 percent from the previous month with vegetable sellers representing 72 percent of all sellers at the Local Markets. When compared with August 2016, the number of sellers was 32 percent higher. (See Graphs 14 and 15 and Table 6).

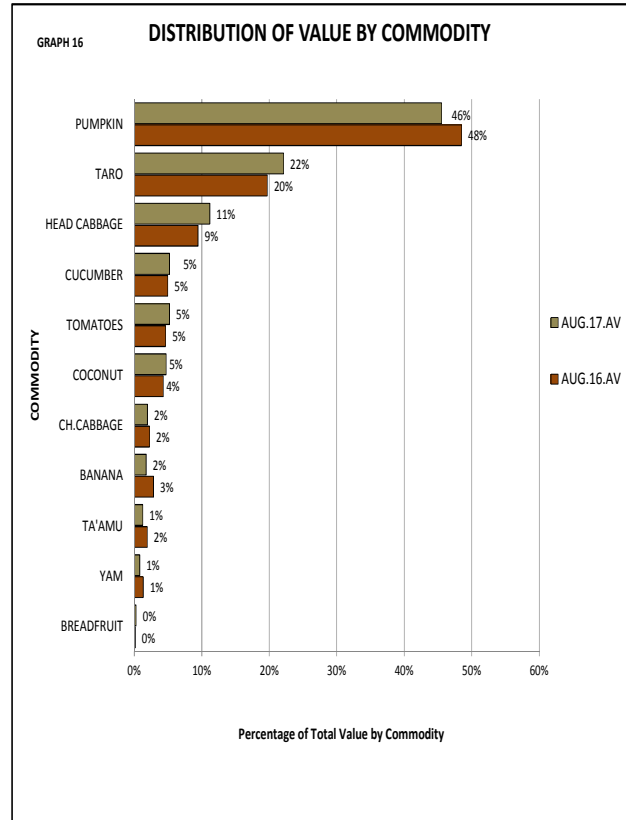




In August 2017, pumpkin sellers at 188 were the largest group at the local markets increasing from 53 in the previous month and 103 in the same month last year. Cucumber sellers followed recording an increasing total of 61 from 49 last month and 45 in the same month a year ago, while taro sellers remained at 60 from the previous month and were higher than 50 a year ago. Tomato sellers recorded an increasing total of 45 from 26 in the previous month and 43 in August 2016 while total sellers of coconut rose to 42 from 37 in July 2017 and 39 in August 2016. Sellers of Chinese cabbage recorded a decreasing total of 35 from 39 in the previous month but were significantly higher than 26 in the same month a year ago while head cabbage sellers increased to 23 from 17 in the previous month but were lower than 30 when compared with August 2016. Banana sellers followed with an increasing total of 22 from 18 in July 2017 and 19 in the same month a year ago. Sellers of yam recorded a decreasing total of 7 from 8 in the previous month and 9 in August 2016. Ta’amu and breadfruit sellers recorded an average of 3 each with ta’amu decreasing from 5 in the previous month and 4 in the same month a year ago and breadfruit sellers increased from 2 in July 2017 and August 2016.

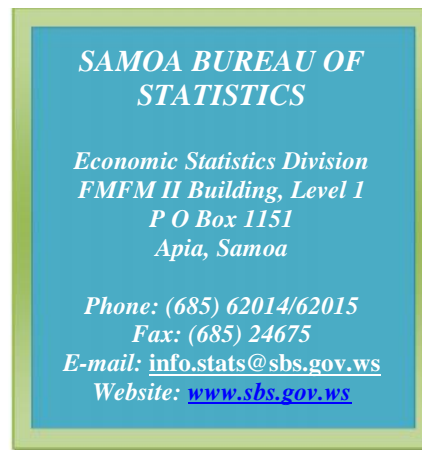
## VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$82,300 in August 2017 increased 29 percent from the previous month but was 1 percent lower when compared with August 2016.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 46 percent in August 2017, a level that was higher than 27 percent in July 2017 but were slightly lower than 48 percent in August 2016. Taro supplies followed with a 22 percent contribution to total value decreasing from 34 percent in the previous month but were higher than 20 percent a year ago. Supplies of head cabbage contributed 11 percent to total value decreasing from 12 in the previous month but were higher than 9 percent in August 2016. Shares of cucumber, tomato and coconut all accounted for 5 percent each of total value; cucumber shares decreased from 6 percent in the last month but remained unchanged from the same month a year ago. Tomato shares increased from 4 percent in the previous month and remained unchanged when compared with same month a year

ago while coconut revealed no change from the previous month but were higher than 4 percent in August 2016 in that order. Supplies of Chinese cabbage and banana both accounted for 2 percent each of total value, with Chinese cabbage shares decreasing from 4 percent in the previous month and remained unchanged from August 2016, while banana shares showed no change from the previous month but were lower than 3 percent a year ago. Supplies of ta'amu and yam contributed 1 percent each to total value while relatively lower contributions were recorded for breadfruit in the month under review. (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, Vaitete, 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 September 2017 will be available on 14<sup>th</sup> October 2017.***



**SUMMARY OF MARKET SURVEY**

**Table 1: Quantity Supplied (in kilograms)**

PRODUCE	2014 AVE	AUG.16.AV	DEC.16.AV	JAN.17.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	Aug-17	
												% chng from prev mnth	%chng from AUG16
TARO	7521	5559	11255	7706	10633	16395	15573	14899	14283	13105	9941	-24	79
BANANA	2642	1354	2251	3526	4463	2403	2409	1769	1416	1089	1226	13	-10
TA'AMU	816	257	734	601	407	369	537	385	440	784	234	-70	-9
COCONUT	7993	4484	6340	5742	7534	5418	5382	5488	6086	4221	5250	24	17
BREADFRUIT	186	76	220	415	325	280	455	310	88	105	165	57	117
YAM	129	338	84	164	92	40	65	248	184	259	225	-13	-34
HEAD CABBAGE	811	1420	1095	884	885	538	423	1624	707	853	1351	58	-5
TOMATOES	256	372	211	107	127	145	87	91	88	140	321	130	-14
CH.CABBAGE	129	401	289	135	120	134	107	237	257	412	338	-18	-16
CUCUMBER	542	1076	789	910	619	556	640	933	765	936	1109	18	3
PUMPKIN	6217	13728	15501	13554	12336	7278	6821	5089	3609	3841	11855	209	-14

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

PRODUCE	2014 AVE	AUG.16.AV	DEC.16.AV	JAN.17.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	Aug-17	
												% chng from prev mnth	%chng from AUG16
TARO	1.48	2.93	2.23	2.18	1.69	1.53	1.24	1.39	1.39	1.67	1.83	10	-38
BANANA	0.76	1.74	1.20	1.00	0.89	0.91	0.91	0.91	1.02	1.16	1.18	2	-32
TA'AMU	2.78	6.15	5.66	6.04	5.56	5.27	4.31	4.65	4.42	3.35	4.39	31	-29
COCONUT	0.62	0.79	0.76	0.76	0.64	0.67	0.70	0.63	0.67	0.72	0.74	3	-6
BREADFRUIT	0.94	1.44	0.97	1.16	1.12	1.04	0.95	0.89	1.35	1.26	1.25	-1	-13
YAM	3.16	3.24	3.02	4.85	3.13	3.17	2.67	3.14	3.37	2.97	2.91	-2	-10
HEAD CABBAGE	5.40	5.51	5.69	6.49	6.70	8.62	8.51	8.76	9.26	8.87	6.81	-23	24
TOMATOES	9.55	10.31	10.86	14.86	16.26	13.05	14.43	16.31	15.73	17.94	13.36	-26	30
CH.CABBAGE	4.38	4.63	7.85	7.92	8.15	6.22	6.80	8.50	6.94	6.14	4.74	-23	2
CUCUMBER	2.99	3.81	3.09	3.62	3.73	3.83	3.85	4.35	4.10	4.37	3.88	-11	2
PUMPKIN	2.61	2.92	2.47	2.47	2.38	2.75	2.73	3.40	4.35	4.57	3.16	-31	8

**Table 3: Value of Supplies (in Tala thousands)**

PRODUCE	Total value 2014	AUG.16.AV	DEC.16.AV	JAN.17.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	Aug-17	
												% chng from prev mnth	%chng from AUG16
TARO	126.6	16.3	25.1	16.8	18.0	25.1	19.3	20.7	19.9	21.9	18.2	-17	12
BANANA	25.1	2.4	2.7	3.5	4.0	2.2	2.2	1.6	1.4	1.3	1.5	15	-39
TA'AMU	25.6	1.6	4.2	3.6	2.3	2.0	2.3	1.8	2.0	2.6	1.0	-61	-35
COCONUT	59.3	3.5	4.8	4.4	4.8	3.6	3.8	3.5	4.1	3.0	3.9	28	10
BREADFRUIT	1.8	0.1	0.2	0.5	0.4	0.3	0.4	0.3	0.1	0.1	0.2	62	91
YAM	4.7	1.1	0.3	0.8	0.3	0.1	0.2	0.8	0.6	0.8	0.7	-16	-41
HEAD CABBAGE	44.6	7.8	6.2	5.7	5.9	4.6	3.6	14.2	6.6	7.6	9.2	22	18
TOMATOES	21.5	3.8	2.3	1.6	2.1	1.9	1.3	1.5	1.4	2.5	4.3	71	12
CH.CABBAGE	5.9	1.9	2.3	1.1	1.0	0.8	0.7	2.0	1.8	2.5	1.6	-37	-14
CUCUMBER	18.4	4.1	2.4	3.3	2.3	2.1	2.5	4.1	3.1	4.1	4.3	5	5
PUMPKIN	178.3	40.1	38.3	33.5	29.4	20.0	18.6	17.3	15.7	17.6	37.5	113	-7
	511.8	82.7	88.8	74.8	70.3	62.8	54.9	67.7	56.6	64.0	82.3	29	-1

\*on the days surveyed  
@new weights and base



**Table 4: Volume Index (2014 = 100)**

PRODUCE	2014 Weights	AUG.16.AV	DEC.16.AV	JAN.17.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	% chng from	% chng from
												prev mnth	AUG16
TARO	0.25	74	150	102	141	218	207	198	190	174	132	-24	79
BANANA	0.05	51	85	133	169	91	91	67	54	41	46	13	-10
TA'AMU	0.05	32	90	74	50	45	66	47	54	96	29	-70	-9
COCONUT	0.12	56	79	72	94	68	67	69	76	53	66	24	17
BREADFRUIT	0.004	41	118	223	175	151	245	167	47	56	89	57	117
YAM	0.01	262	65	127	72	31	51	192	142	201	174	-13	-34
HEAD CABBAGE	0.09	175	135	109	109	66	52	200	87	105	167	58	-5
TOMATOES	0.04	146	82	42	50	57	34	36	35	55	125	130	-14
CH.CABBAGE	0.01	311	224	104	93	104	83	184	199	319	262	-18	-16
CUCUMBER	0.04	198	146	168	114	103	118	172	141	173	205	18	3
PUMPKIN	0.35	221	249	218	198	117	110	82	58	62	191	209	-14
	1.00	140	166	140	144	123	118	121	99	101	143	41	1

**Table 5: Price Index (2014 = 100)**

PRODUCE	2014 Weights	AUG.16.AV	DEC.16.AV	JAN.17.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	% chng from	% chng from
												prev mnth	AUG16
TARO	0.25	198	151	147	114	103	84	94	94	113	124	10	-38
BANANA	0.05	229	158	132	117	120	120	120	134	153	155	2	-32
TA'AMU	0.05	221	204	217	200	190	155	167	159	121	158	31	-29
COCONUT	0.12	127	123	123	103	108	113	102	108	116	119	3	-6
BREADFRUIT	0.004	153	103	123	119	111	101	95	144	134	133	-1	-13
YAM	0.01	103	96	153	99	100	84	99	107	94	92	-2	-10
HEAD CABBAGE	0.09	102	105	120	124	160	158	162	171	164	126	-23	24
TOMATOES	0.04	108	114	156	170	137	151	171	165	188	140	-26	30
CH.CABBAGE	0.01	106	179	181	186	142	155	194	158	140	108	-23	2
CUCUMBER	0.04	127	103	121	125	128	129	145	137	146	130	-11	2
PUMPKIN	0.35	112	95	95	91	105	105	130	167	175	121	-31	8
	1.00	97	86	90	85	92	91	101	115	118	96	-19	-1

**Table 6: Number of Sellers**

PRODUCE	2014 AVE	AUG.16.AV	DEC.16.AV	JAN.17.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	% chng from	% chng from
												prev mnth	AUG16
TARO	46	50	46	75	74	86	81	76	67	60	60	0	20
BANANA	27	19	27	41	46	31	36	27	23	18	22	22	16
TA'AMU	7	4	4	4	3	4	6	4	4	5	3	-40	-17
COCONUT	57	39	35	49	58	47	41	52	50	37	42	14	7
BREADFRUIT	4	2	4	9	7	4	8	4	2	2	3	50	36
YAM	5	9	3	4	4	2	2	6	4	8	7	-13	-26
HEAD CABBAGE	12	30	26	21	18	12	10	16	12	17	23	35	-24
TOMATOES	39	43	31	20	19	21	14	17	15	26	45	73	4
CH.CABBAGE	13	26	22	14	14	19	14	22	24	39	35	-10	37
CUCUMBER	42	45	48	45	38	34	30	39	45	49	61	24	34
PUMPKIN	83	103	129	116	102	84	79	63	49	53	188	255	83
	337	371	374	395	382	344	320	325	295	314	489	56	32

\*on the days surveyed

@new weights and base