



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY NOVEMBER 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 November 2017 showed overall volume decrease 12 percent while limited availability pushed overall price up 4 percent when compared to October 2017.

- The value of supplies decreased 11 percent to \$68,200 from the previous month.
- An average of 420 sellers trading at the Local Market was recorded in the month under review; 2 percent lower than the previous month but 16 percent higher when compared with the same month last year.

Issue: 1/11/17

OVERVIEW

With the beginning of the wet season, the monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in November 2017 showed a 12 percent decrease in overall volume from October 2017. The decrease in volume stems from the significant reduction of all agricultural produce supplied to the markets with the exception of cucumber. When compared with the same month last year, current supply was 3 percent higher. (See Graph 1 and Tables 4 & 5)

TARO

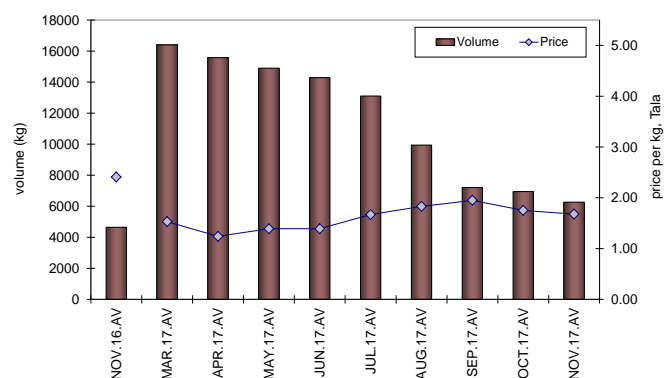
At 6,261 kilograms, the supply of taro in the month under review decreased 10 percent from the previous month while its average price also decreased 4 percent (to \$1.68 per kilogram). When compared with November 2016, current supply of taro was 35 percent higher while increased supply over the year pushed its average price down 30 percent. (See Graph 2 and Tables 1&2)

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



Limited availability of most local produce drove the overall price level up 4 percent from the previous month. The rise in average prices of all local produce with the exception of ta'amu, head cabbage, Chinese cabbage and cucumber contributed to the rise in the price index. The current price level was also 4 percent higher when compared with November 2016.

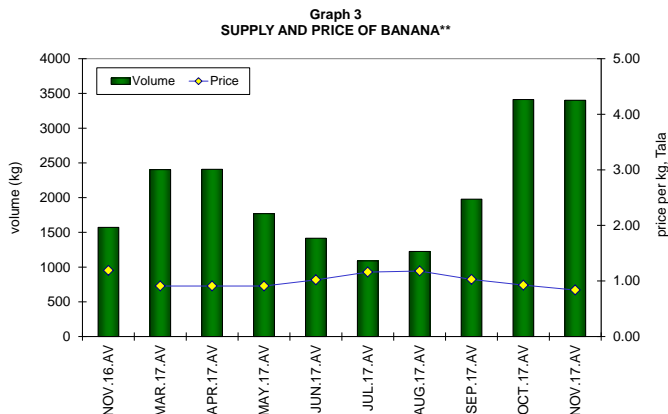
Graph 2
SUPPLY AND PRICE OF TARO**



Despite the decline in the current supply of taro in the month under review current supply contributed to a more than doubled increase in volume when comparing the twelve months ending November 2017 over the twelve months ending November 2016. Price fell 39 percent.

BANANA

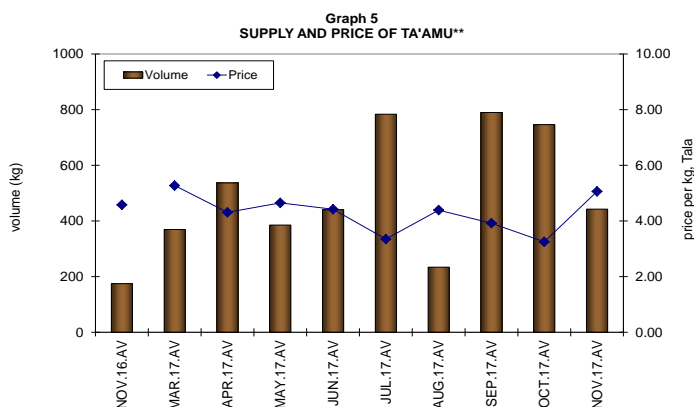
The supply of banana (at 3,401 kilograms) to the market in November 2017 revealed no changed from the previous month while its average price decreased 10 percent (to \$0.84 per kilogram). Banana volume was more than doubled in the same month last year while its average price was 30 percent lower. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending November 2017 over the twelve months ending November 2016, banana supplies were 69 percent higher while increased availability pushed its average price down 32 percent.

TA'AMU

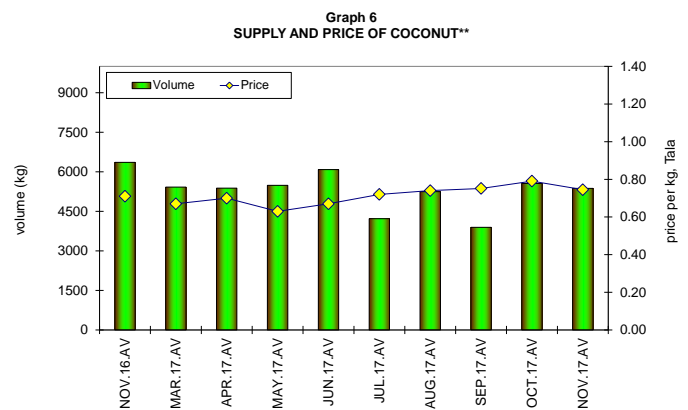
In the month under review ta'amu supplies declined 41 percent (to 443 kilograms) from the previous month while limited availability pushed its average price up 56 percent (to \$5.06 per kilogram). In comparison with November 2016, current supply of ta'amu was more than doubled while its average price was 11 percent higher. (See Graph 5 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to a 154 percent rise in ta'amu volume when comparing the twelve months ending November 2017 over the twelve months ending November 2016 while increased availability pushed its average price down 26 percent.

COCONUT

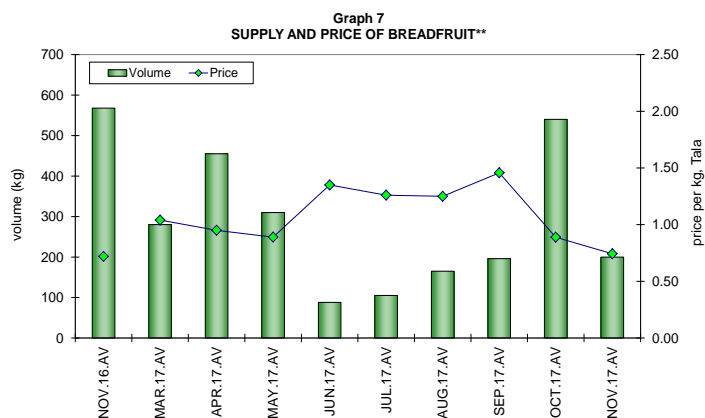
The supply of coconut to the Local Markets in November 2017 dropped 3 percent (to 5,372 kilograms) from October 2017 while weakened demand pushed its average price down 6 percent (to \$0.74 per kilogram). Current availability of coconut was 16 percent lower than average availability in November 2016 while average price rose 5 percent over the year. (See Graph 6 and Tables 1 & 2)



Comparing the twelve months ending November 2017 over the twelve months ending November 2016 supply of coconut was 13 percent higher while its average price also rose 10 percent.

BREADFRUIT

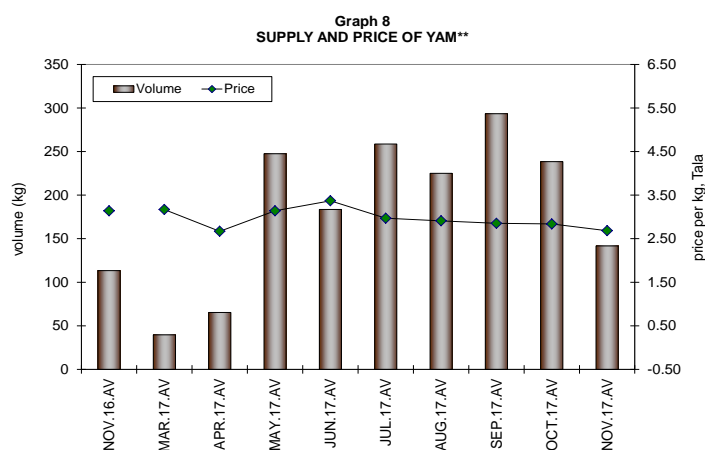
The supply of breadfruit in November 2017 declined 63 percent (to 200 kilograms) from the previous month, while weakened demand drove its average price down 16 percent (to \$0.74 per kilogram). When compared with the same month last year, current supply of breadfruit was 65 percent lower while reduced availability over the year pushed its average price up 3 percent. (See Graph 3 and Tables 1& 2)



Comparing the twelve months ending November 2017 over the twelve months ending November 2016, breadfruit supplies were 22 percent lower while its average price also decreased 10 percent.

YAM

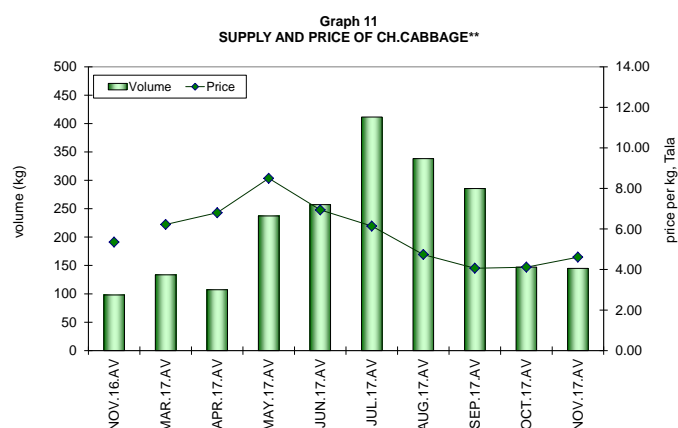
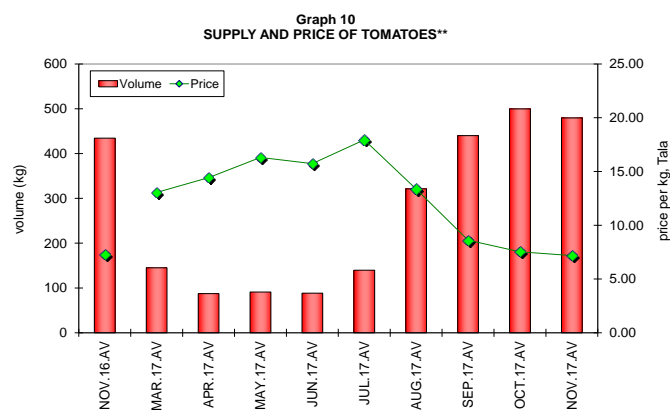
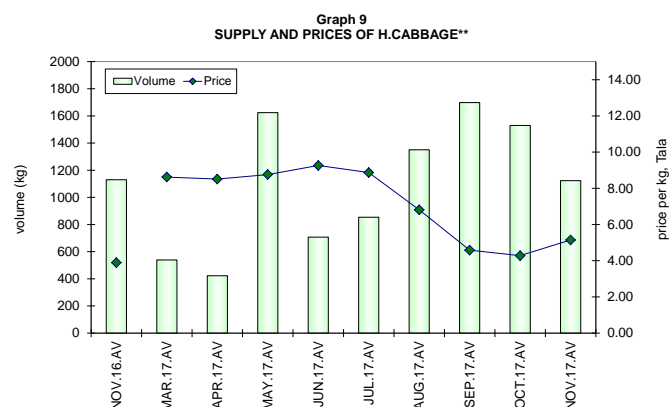
Yam supplies at 142 kilograms decreased 41 percent from October 2017 while weakened domestic demand pushed its average price down 5 percent (to \$2.68 per kilogram). When compared with November 2016, current supply of yam was 25 percent higher while its average price was 15 percent lower. (See Graph 8 and Tables 1 & 2)



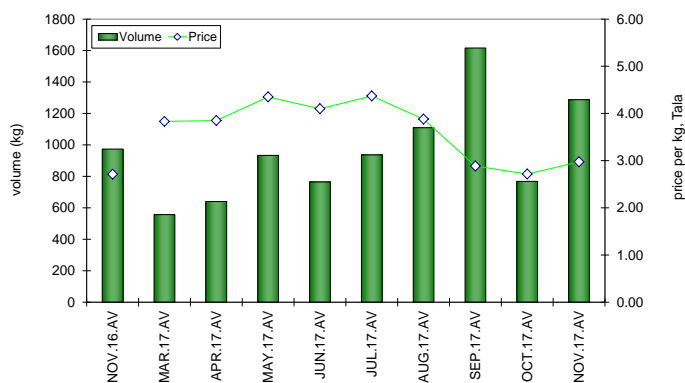
The decrease of yam supplied in the month under review contributed to a 3 percent decrease in volume in the twelve months ending November 2017 over the twelve months ending November 2016, while its average price also declined 18 percent.

VEGETABLE PRODUCE

With the onset of rainy season, the supply of vegetable produce to the Local Markets in November 2017 experienced moderate losses in all vegetable supplies with the exception of cucumber whose volume rose 68 percent (to 1,287 kilograms) from the previous month. Head cabbage supplies fell 27 percent (to 1,123 kilograms) while pumpkin supplies also decreased 14 percent (to 14,844 kilograms). Tomato supplies fell 4 percent (to 480 kilograms) while Chinese cabbage also dropped 2 percent (to 145 kilograms) from October 2017. (See Graphs 9 to 13 and Tables 1 & 2)



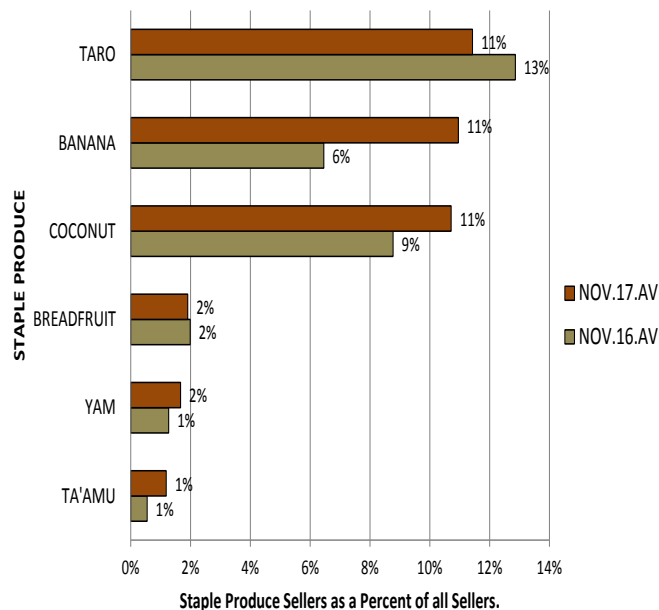
Graph 12
SUPPLY AND PRICE OF CUCUMBER**



Graph 13
SUPPLY AND PRICE OF PUMPKIN**



GRAPH 14
SELLERS BY STAPLE PRODUCE

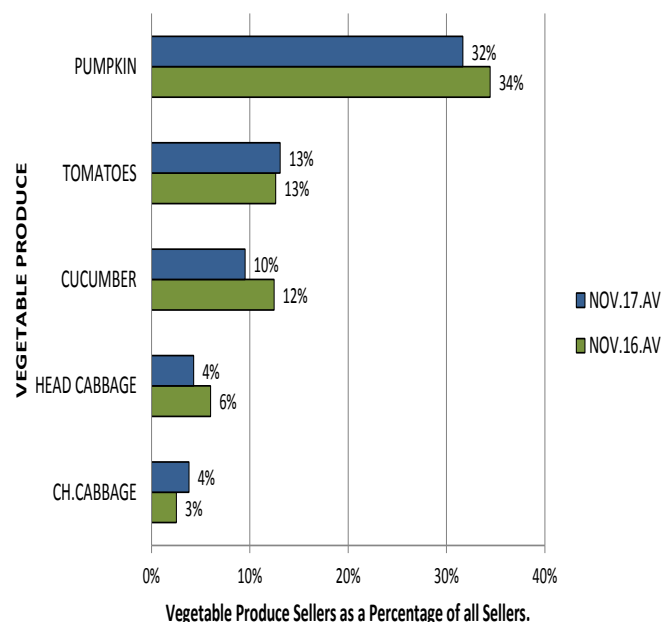


Subsequent to decreased availability of most vegetable produce to the Local Markets in the month under review, average prices for all vegetables increased with the exception of tomato and pumpkin recording a 5 percent (to \$7.19 per kilogram) and 1 percent (to \$2.32 per kilogram) decline respectively from the previous month. Head cabbage prices experienced the largest price increase of 20 percent (to \$5.15 per kilogram) while Chinese cabbage prices rose 12 percent (to \$4.61 per kilogram). Driven by demand average price for cucumber grew 10 percent (to \$2.97 per kilogram).

SELLERS

At 420, the number of sellers at the Local Markets on the days surveyed in November 2017 fell 2 percent from the previous month and was 16 percent higher when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6).

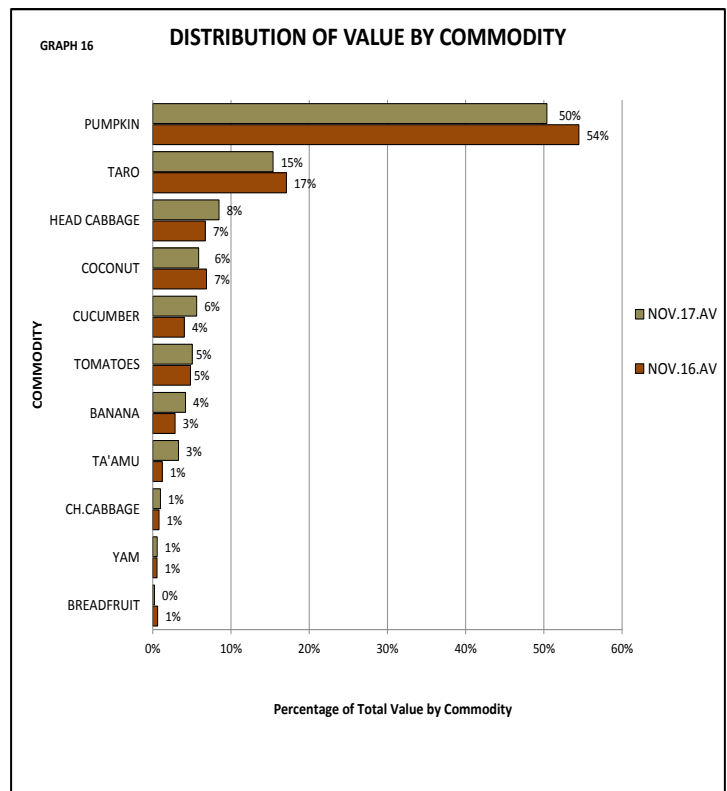
GRAPH 15
SELLERS BY VEGETABLE PRODUCE



In November 2017, pumpkin sellers at 133 were the largest group at the local markets decreasing from 134 in the previous month but were higher than 125 in the same month last year. Tomato sellers followed recording an increasing total of 55 from 54 last month and 46 in the same month a year ago, while taro sellers decreased to 48 from 51 in the previous month but were higher than 47 a year ago. Banana sellers recorded an increasing total of 46 from 44 in the previous month and 23 in November 2016 while total sellers of coconut fell to 45 from 47 in October 2017 but higher than 32 in November 2016. Sellers of cucumber recorded a total of 40 remaining the same from the previous month but were lower than 45 in the same month a year ago while head cabbage sellers decreased to 18 from 19 in the previous month and 22 when compared with November 2016. Chinese cabbage sellers followed with a decreasing total of 16 from 18 in October 2017 but were higher than 9 a year ago. Breadfruit sellers recorded a decreasing total of 8 from 10 in the previous month but were higher than 7 when compared with the same month last year while total sellers of yam remained unchanged at a total of 7 from October 2017 but were higher than 5 in November 2016. Ta'amu sellers also remained at a total of 5 from the previous month but were higher than 2 in the same month a year ago.

VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$68,200 in November 2017 decreased 11 percent from the previous month but was 4 percent higher when compared with November 2016.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 50 percent in November 2017, a level that was lower than 53 percent in October 2017 and 54 percent in November 2016. Taro supplies followed with a 15 percent contribution to total value decreasing from 16 percent in the previous month and 17 percent when compared with a year ago. Supplies of head cabbage contributed 8 percent to total value decreasing from 9 percent in the previous month but were higher than 7 percent in November 2016. Shares of coconut accounted for 6 percent of total value remaining unchanged from the previous month but were lower than 7 percent a year ago; while shares of cucumber also contributed 6 percent to total value, increasing from 3 percent in October 2017 and 4 percent in November 2016. The value of tomato contribution remained at 5 percent of total value from the previous month and the same month a year ago while banana supplies accounted for 4 percent to total value remaining unchanged from October 2017 but were higher than 3 percent in November 2016. Ta'amu accounted for 3 percent of total value remaining unchanged from the previous month but was higher than 1 percent in November 2016. Chinese cabbage and yam both contributed 1 percent each to total value, remaining unchanged from October 2017 and November 2016, while lower

contributions were recorded for other commodities.
(See Graph 16 & Table 3)

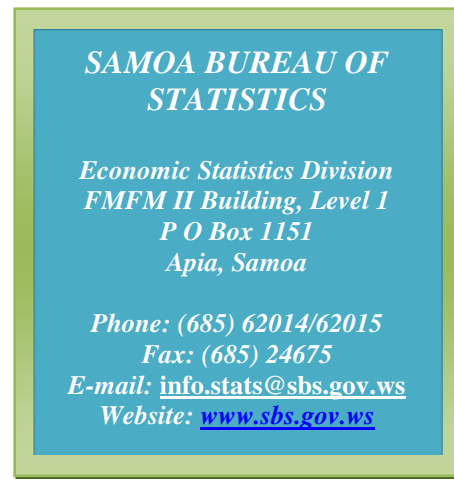
Technical Notes

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 December 2017 will be available on 29th January 2018.



Aliimuamua Malaefono Tauā – T. Faasalaina
GOVERNMENT STATISTICIAN

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	NOV.16.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	NOV.17.AV	Nov-17	
												% chng from prev mnth	%chng from NOV16
TARO	7521	4646	16395	15573	14899	14283	13105	9941	7211	6948	6261	-10	35
BANANA	2642	1573	2403	2409	1769	1416	1089	1226	1979	3412	3401	0	116
TA'AMU	816	175	369	537	385	440	784	234	790	746	443	-41	153
COCONUT	7993	6359	5418	5382	5488	6086	4221	5250	3894	5556	5372	-3	-16
BREADFRUIT	186	568	280	455	310	88	105	165	196	540	200	-63	-65
YAM	129	113	40	65	248	184	259	225	293	239	142	-41	25
HEAD CABBAGE	811	1130	538	423	1624	707	853	1351	1698	1529	1123	-27	-1
TOMATOES	256	434	145	87	91	88	140	321	440	500	480	-4	10
CH.CABBAGE	129	98	134	107	237	257	412	338	285	147	145	-2	48
CUCUMBER	542	974	556	640	933	765	936	1109	1616	768	1287	68	32
PUMPKIN	6217	16247	7278	6821	5089	3609	3841	11855	14501	17345	14844	-14	-9

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

PRODUCE	2014 AVE	NOV.16.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	NOV.17.AV	Nov-17	
												% chng from prev mnth	%chng from NOV16
TARO	1.48	2.41	1.53	1.24	1.39	1.39	1.67	1.83	1.95	1.75	1.68	-4	-30
BANANA	0.76	1.19	0.91	0.91	0.91	1.02	1.16	1.18	1.03	0.93	0.84	-10	-30
TA'AMU	2.78	4.58	5.27	4.31	4.65	4.42	3.35	4.39	3.92	3.25	5.06	56	11
COCONUT	0.62	0.71	0.67	0.70	0.63	0.67	0.72	0.74	0.75	0.79	0.74	-6	5
BREADFRUIT	0.94	0.72	1.04	0.95	0.89	1.35	1.26	1.25	1.46	0.89	0.74	-16	3
YAM	3.16	3.14	3.17	2.67	3.14	3.37	2.97	2.91	2.85	2.84	2.68	-5	-15
HEAD CABBAGE	5.40	3.89	8.62	8.51	8.76	9.26	8.87	6.81	4.58	4.28	5.15	20	32
TOMATOES	9.55	7.26	13.05	14.43	16.31	15.73	17.94	13.36	8.61	7.53	7.19	-5	-1
CH.CABBAGE	4.38	5.35	6.22	6.80	8.50	6.94	6.14	4.74	4.06	4.12	4.61	12	-14
CUCUMBER	2.99	2.71	3.83	3.85	4.35	4.10	4.37	3.88	2.89	2.72	2.97	10	10
PUMPKIN	2.61	2.20	2.75	2.73	3.40	4.35	4.57	3.16	2.60	2.34	2.32	-1	5

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	NOV.16.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	NOV.17.AV	Nov-17	
												% chng from prev mnth	%chng from NOV16
TARO	126.6	11.2	25.1	19.3	20.7	19.9	21.9	18.2	14.1	12.2	10.5	-14	-6
BANANA	25.1	1.9	2.2	2.2	1.6	1.4	1.3	1.5	2.0	3.2	2.9	-10	52
TA'AMU	25.6	0.8	2.0	2.3	1.8	2.0	2.6	1.0	3.1	2.4	2.2	-7	180
COCONUT	59.3	4.5	3.6	3.8	3.5	4.1	3.0	3.9	2.9	4.4	4.0	-9	-11
BREADFRUIT	1.8	0.4	0.3	0.4	0.3	0.1	0.1	0.2	0.3	0.5	0.2	-69	-63
YAM	4.7	0.4	0.1	0.2	0.8	0.6	0.8	0.7	0.8	0.7	0.4	-44	6
HEAD CABBAGE	44.6	4.4	4.6	3.6	14.2	6.6	7.6	9.2	7.8	6.5	5.8	-12	31
TOMATOES	21.5	3.2	1.9	1.3	1.5	1.4	2.5	4.3	3.8	3.8	3.5	-8	10
CH.CABBAGE	5.9	0.5	0.8	0.7	2.0	1.8	2.5	1.6	1.2	0.6	0.7	10	29
CUCUMBER	18.4	2.6	2.1	2.5	4.1	3.1	4.1	4.3	4.7	2.1	3.8	83	45
PUMPKIN	178.3	35.7	20.0	18.6	17.3	15.7	17.6	37.5	37.7	40.5	34.4	-15	-4
	511.8	65.6	62.8	54.9	67.7	56.6	64.0	82.3	78.4	76.8	68.2	-11	4

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	NOV.16.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	NOV.17.AV	% chng from prev mnth	%chng from NOV16
TARO	0.25	62	218	207	198	190	174	132	96	92	83	-10	35
BANANA	0.05	60	91	91	67	54	41	46	75	129	129	0	116
TA'AMU	0.05	21	45	66	47	54	96	29	97	91	54	-41	153
COCONUT	0.12	80	68	67	69	76	53	66	49	70	67	-3	-16
BREADFRUIT	0.004	305	151	245	167	47	56	89	105	290	108	-63	-65
YAM	0.01	88	31	51	192	142	201	174	227	185	110	-41	25
HEAD CABBAGE	0.09	139	66	52	200	87	105	167	209	189	138	-27	-1
TOMATOES	0.04	170	57	34	36	35	55	125	172	195	187	-4	10
CH.CABBAGE	0.01	76	104	83	184	199	319	262	221	114	112	-2	48
CUCUMBER	0.04	180	103	118	172	141	173	205	298	142	238	68	32
PUMPKIN	0.35	261	117	110	82	58	62	191	233	279	239	-14	-9
	1.00	148	123	118	121	99	101	143	160	173	152	-12	3

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	NOV.16.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	NOV.17.AV	% chng from prev mnth	%chng from NOV16
TARO	0.25	163	103	84	94	94	113	124	132	118	113	-4	-30
BANANA	0.05	157	120	120	120	134	153	155	135	122	110	-10	-30
TA'AMU	0.05	165	190	155	167	159	121	158	141	117	182	56	11
COCONUT	0.12	115	108	113	102	108	116	119	121	128	120	-6	5
BREADFRUIT	0.004	77	111	101	95	144	134	133	155	95	79	-16	3
YAM	0.01	99	100	84	99	107	94	92	90	90	85	-5	-15
HEAD CABBAGE	0.09	72	160	158	162	171	164	126	85	79	95	20	32
TOMATOES	0.04	76	137	151	171	165	188	140	90	79	75	-5	-1
CH.CABBAGE	0.01	122	142	155	194	158	140	108	93	94	105	12	-14
CUCUMBER	0.04	91	128	129	145	137	146	130	97	91	99	10	10
PUMPKIN	0.35	84	105	105	130	167	175	121	100	90	89	-1	5
	1.00	74	92	91	101	115	118	96	80	74	77	4	4

Table 6: Number of Sellers

PRODUCE	2014 AVE	NOV.16.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	NOV.17.AV	% chng from prev mnth	%chng from NOV16
TARO	46	47	86	81	76	67	60	60	55	51	48	-6	3
BANANA	27	23	31	36	27	23	18	22	29	44	46	5	97
TA'AMU	7	2	4	6	4	4	5	3	8	5	5	0	150
COCONUT	57	32	47	41	52	50	37	42	44	47	45	-4	42
BREADFRUIT	4	7	4	8	4	2	2	3	3	10	8	-20	11
YAM	5	5	2	2	6	4	8	7	8	7	7	0	52
HEAD CABBAGE	12	22	12	10	16	12	17	23	25	19	18	-5	-17
TOMATOES	39	46	21	14	17	15	26	45	53	54	55	2	20
CH.CABBAGE	13	9	19	14	22	24	39	35	27	18	16	-11	74
CUCUMBER	42	45	34	30	39	45	49	61	71	40	40	0	-12
PUMPKIN	83	125	84	79	63	49	53	188	123	134	133	-1	7
	337	362	344	320	325	295	314	489	445	427	420	-2	16

*on the days surveyed

@ new weights and base