



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY

APRIL 2019

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 April 2019 showed overall volume increase 15 percent while increased availability pushed average price down 3 percent when compared to March 2019.

- Significant increases in the supply of most agricultural supplies to the Local Markets strongly contributed to the decline of the price index.
- The value of supplies rose 22 percent to \$67,700 from the previous month.
- An average of 265 sellers trading at the Local Markets was recorded in the month under review, 5 percent higher than the previous month but 17 percent lower when compared with the same month last year.

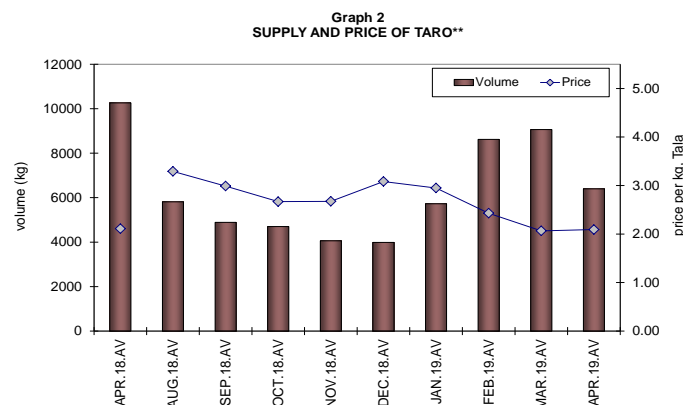
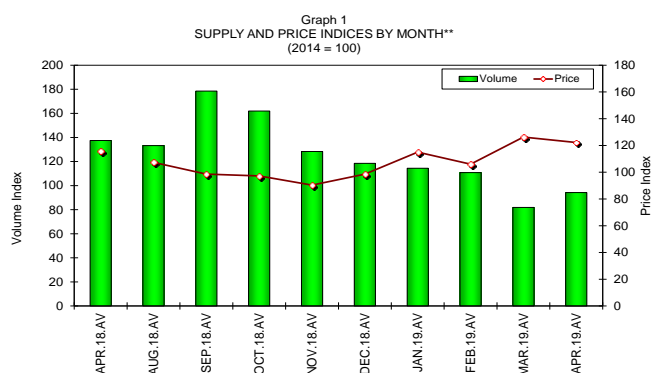
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OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in April 2019 showed overall volume increase 15 percent from March 2019. Significant increases were recorded for all agricultural products with the exception of taro, banana, coconut and breadfruit supplies. When compared with the same month last year, current supply was 31 percent lower. (See Graph 1 and Tables 4 & 5)

TARO

At 6,399 kilograms, the supply of taro in April 2019 fell 29 percent from the previous month while limited availability pushed its average price up 1 percent (to \$2.09 per kilogram). When compared with April 2018 supply of taro was 38 percent lower while its average price was 1 percent lower. (See Graph 2 and Tables 1&2)



Due to the increased availability of most agricultural produce, overall price level declined 3 percent from the previous month. Lower prices recorded for most agricultural produce contributed to the decrease in the price index. When compared with April 2018 the current overall price level was 6 percent higher.

Current supply of taro in the month under review contributed to a 38 percent decline in volume when comparing the twelve months ending April 2019 over the twelve month ending April 2018. Price rose 50 percent.

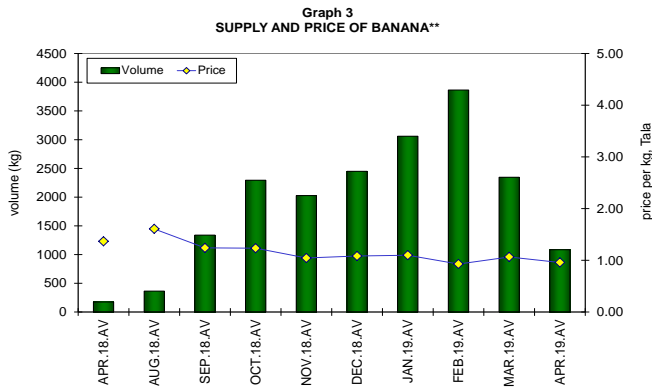
BANANA

The volume of banana supplied to the Local Markets in April 2019 fell 54 percent (to 1,084 kilograms) from March 2019; a level that was more than six times higher than the same month a year ago. Weakened domestic demand for banana pushed its average price down 10 percent (to \$0.96 per kilogram). When compared with the same month last year current price was 30 percent lower. (See Graph 3 and Tables 1&2)

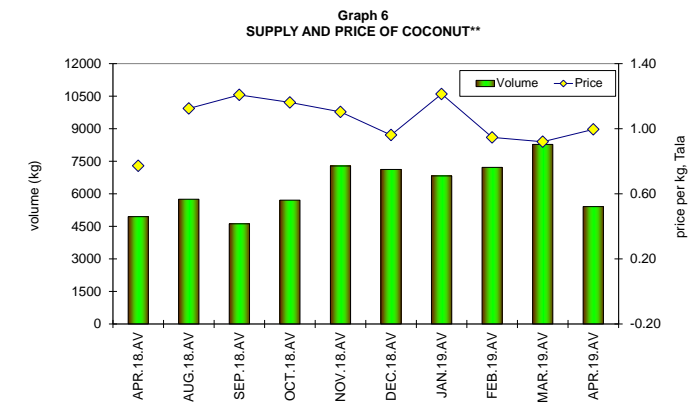
Current supply of ta'amu in the month under review contributed to a 24 percent decrease in ta'amu volume when comparing the twelve months ending April 2019 over twelve months ending April 2018 while limited availability pushed its average price up 33 percent.

COCONUT

Coconut supplies in April 2019 dropped 35 percent (to 5,410 kilograms) from the previous month while limited availability pushed its average price up 8 percent (to \$1.00 per kilogram). Current availability of coconut was 9 percent higher than average availability in April 2018 while average price rose 29 percent over the year. (See Graph 6 and Tables 1&2)



When comparing the twelve months ending April 2019 over the twelve months ending April 2018, banana supplies were 16 percent lower while limited availability pushed its average price up 23 percent.



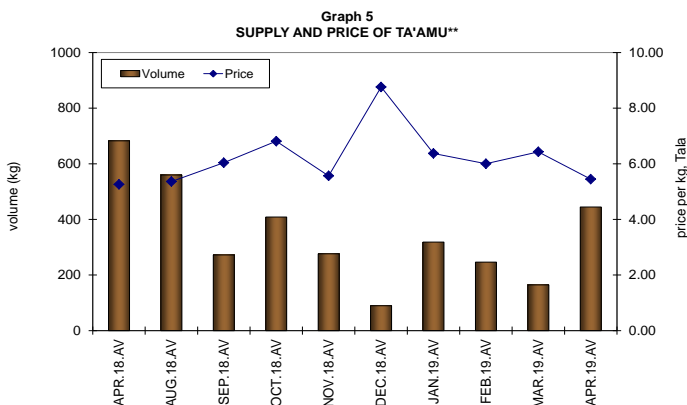
TA'AMU

At an average of 445 kilograms, ta'amu supply in April 2019 was more than doubled from the previous month while increased availability of ta'amu pushed its average price down 15 percent (to \$5.45 per kilogram). When compared with April 2018, current supply of ta'amu was 35 percent lower while its average price was 4 percent higher. (See Graph 5 and Tables 1&2)

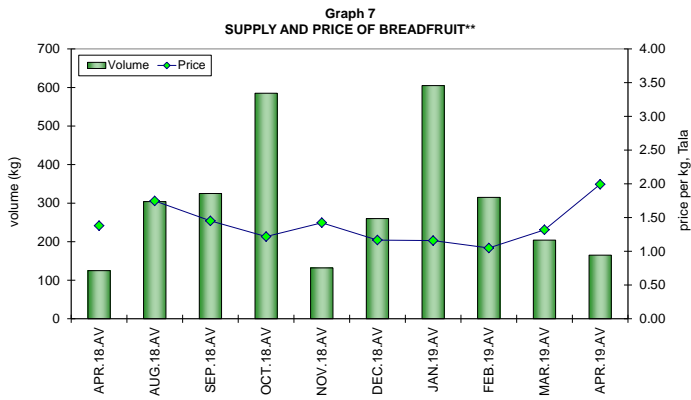
Comparing the twelve months ending April 2019 over the twelve months ending April 2018 supply of coconut was 3 percent higher while its average price also rose 45 percent.

BREADFRUIT

In the month under review, the supply of breadfruit declined 19 percent (to 165 kilograms) from March 2019, while limited availability pushed its average price up 51 percent (to \$1.99 per kilogram). Current availability of breadfruit supply was 32 percent higher while strong domestic demand pushed its average price up 44 percent. (See Graph 7 and Tables 1& 2)



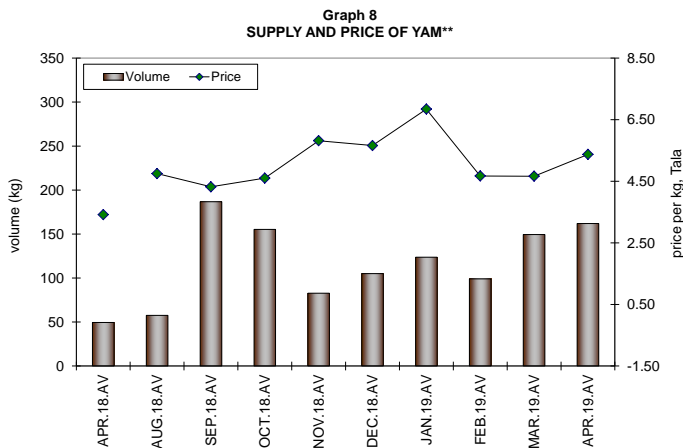
VEGETABLE PRODUCE



Current supply of breadfruit contributed to a 10 percent increase in volume when comparing the twelve months ending April 2019 over the twelve months ending April 2018 while its average price also increased 35 percent.

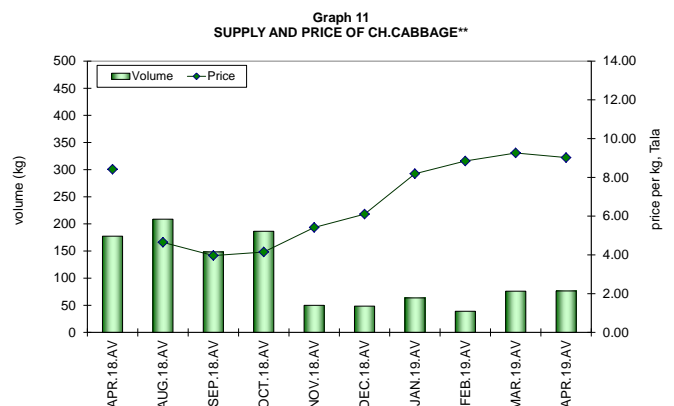
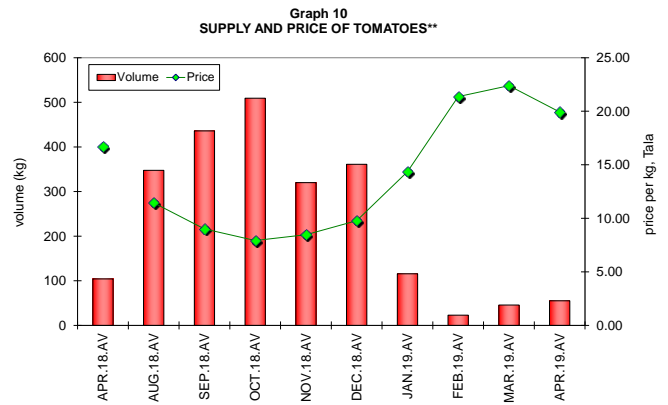
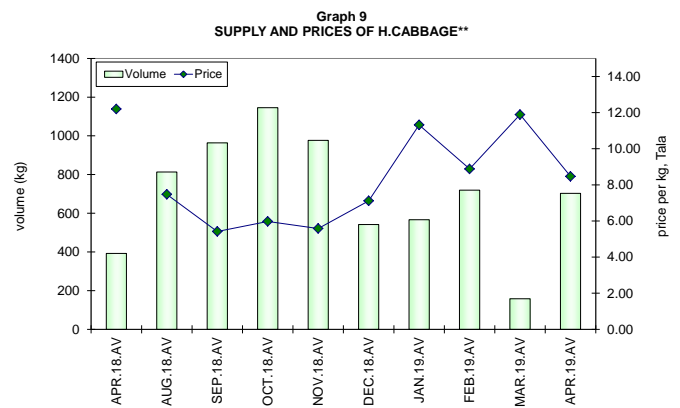
YAM

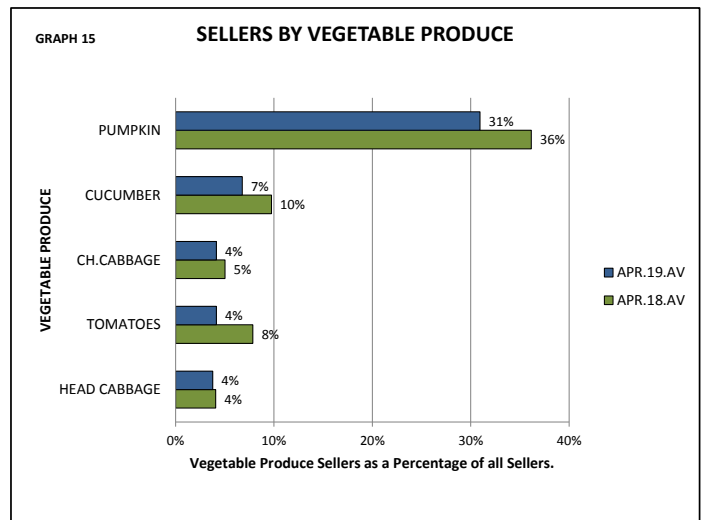
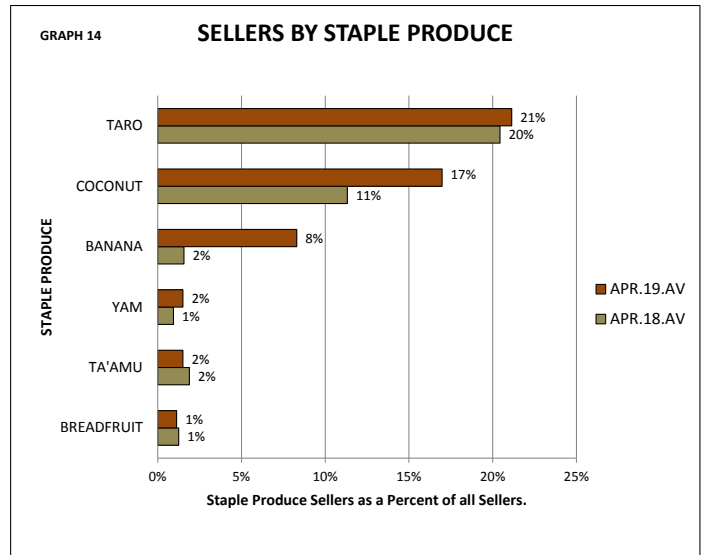
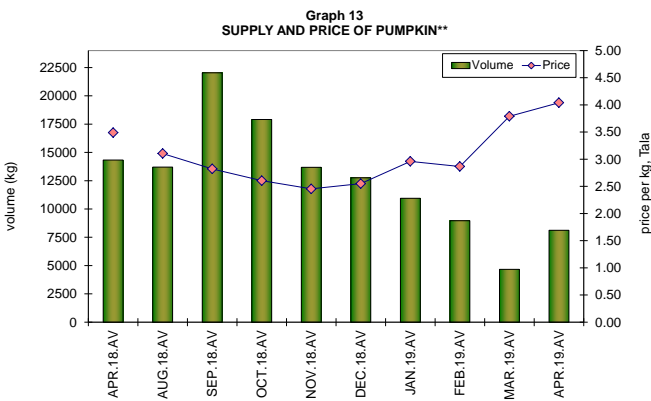
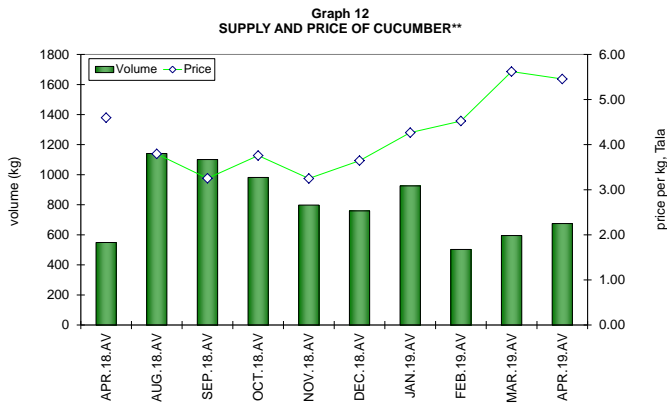
The supply of yam in the month under review rose 8 percent (to 162 kilograms) from the previous month while strong domestic demand pushed its average price up 15 percent (to \$5.37 per kilogram). When compared with the same month last year, current supply of yam was 227 percent higher while strong domestic demand over the year pushed its average price up 57 percent. (See Graph 8 and Tables 1 & 2)



Despite the increase of yam in the month under review current supply contributed to a 35 percent decrease in volume in the twelve months ending April 2019 over the twelve months ending April 2018, while its average price rose 55 percent.

A general overview of all vegetable produce to the Local Markets in April 2019 revealed significant gains in all vegetables supplies. Head cabbage supplies registered the largest increase of four folds of its volume (to 703 kilograms) from March 2019 followed by pumpkin supplies also increasing 74 percent (to 8,116 kilograms) while tomato supplies also rose 21 percent (to 55 kilograms) when compared to the previous month. Cucumber supplies rose 13 percent (to 675 kilograms) while Chinese cabbage grew 1 percent (to 76 kilograms) in that order. (See Graphs 9 to 13 and Tables 1 & 2)





Subsequent to the increase in the supply of all vegetable produce to the Local Markets, average prices in the month under review decreased for all vegetable produce with the exception of pumpkin recorded an increase of 7 percent (to \$4.04 per kilogram) due to strong domestic demand. Average price for head cabbage fell 29 percent (to \$8.47 per kilogram) while tomato prices declined 11 percent (to \$19.93 per kilogram). Average prices for Chinese cabbage and cucumber both fell 3 percent (to \$9.02 per kilogram) and (to \$5.46 per kilogram) respectively.

SELLERS

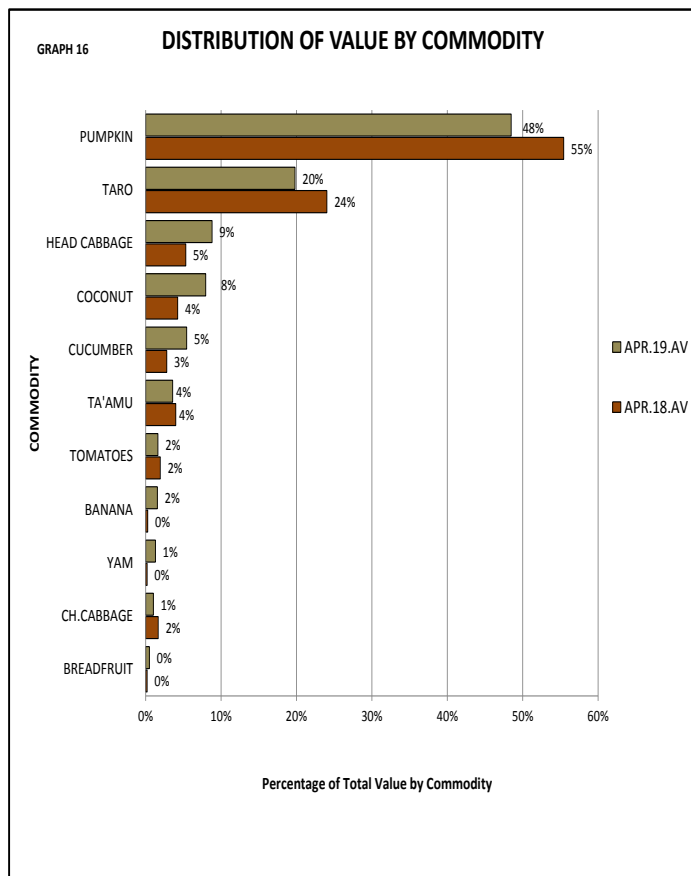
At 265, the number of sellers at the Local Markets on the days surveyed in April 2019 increased 5 percent from the previous month and was 17 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6).

In April 2019, pumpkin sellers at 82 were the largest group at the local markets increasing from 56 in the previous month but were lower than 115 in the same month last year. Taro sellers followed recorded a decreasing total of 56 from 66 last month and 65 in the same month a year ago while coconut sellers decreased to 45 from 60 in the previous month but were higher than 36 in the same month last year. Sellers of banana recorded a decreasing total of 22 from 26 in March 2019 but were higher than 5 in April 2018 while total sellers of cucumber increased to 18 from 13 last month but were lower than 31 in April 2018. Sellers of tomato and Chinese cabbage both recorded a total of 11 each with tomato sellers increasing from 7 in the previous month but were lower than 25 in the same month last year while Chinese cabbage sellers also increasing from 9 in March 2019 but were lower than 16 in April 2018. Sellers of head cabbage recorded an increasing total of 10 from 5 in the

previous month but were lower than 13 in the same month a year ago. Sellers of ta'amu and yam both recorded total of 4 each with ta'amu sellers increasing from 3 in the previous month but were lower than 6 in the same month a year ago; while sellers of yam also increased from 3 last month and the same month last year. Breadfruit sellers recorded an average of 3 decreasing from 5 in March 2019 and 4 in April 2018.

VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$67,700 in April 2019 increased 22 percent from the previous month and was 25 percent lower when compared with April 2018.



value decreasing from 34 percent in the previous month and 24 percent when compared with the same month last year. Supplies of head cabbage contributed 9 percent of total value increased from 3 percent last month and 5 percent in the same month a year ago while supplies of coconut contributed 8 percent to total value decreased from 14 percent last month but were higher than 4 percent in the same month last year. Shares of cucumber accounted for 5 percent of total value decreasing from 6 in the previous month but were higher than 3 percent when compared with April 2018. Ta'amu supplies accounted for 4 percent of total value increasing from 2 percent last month and remained unchanged in the same month last year. Supplies of tomato and banana accounted for 2 percent each of total value with tamato shares remained unchanged from the previous month and the same month last year, while banana supplies decreasing from 5 percent in March 2019 but remained unchanged in April 2018. Yam and Chinese cabbage supplies accounted for 1 percent each of total value while relatively lower contributions were recorded for breadfruit in the month under review. (See Graph 16 & Table 3)

Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 48 percent in April 2019, a level that was higher than 32 percent in the previous month but was lower than 55 in the same month a year ago. Taro supplies followed with a 20 percent contribution to total

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, Fasitootai, 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 Savaii and each Friday for urban markets on Upolu 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 May 2019 will be available on 13th June 2019.

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	APR.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	Apr-19	
												% chng from prev mnth	%chng from APR18
TARO	7521	10264	5812	4891	4698	4057	3985	5727	8622	9064	6399	-29	-38
BANANA	2642	175	365	1340	2294	2027	2450	3061	3865	2346	1084	-54	521
TA'AMU	816	683	560	272	409	276	89	319	247	185	445	170	-35
COCONUT	7993	4950	5750	4620	5709	7284	7120	6825	7219	8279	5410	-35	9
BREADFRUIT	186	125	304	325	585	132	260	605	315	204	165	-19	32
YAM	129	50	58	187	155	83	105	124	99	149	162	8	227
HEAD CABBAGE	811	392	813	964	1145	977	541	566	719	158	703	344	79
TOMATOES	256	104	348	436	509	320	361	116	23	46	55	21	-47
CH.CABBAGE	129	177	209	148	186	50	48	63	39	76	76	1	-57
CUCUMBER	542	549	1141	1101	982	798	759	926	503	596	675	13	23
PUMPKIN	6217	14331	13703	22036	17911	13685	12761	10948	8959	4663	8116	74	-43

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

PRODUCE	2014 AVE	APR.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	% chng from	
												prev mnth	APR18
TARO	1.48	2.11	3.29	2.99	2.67	2.67	3.08	2.95	2.43	2.07	2.09	1	-1
BANANA	0.76	1.37	1.61	1.24	1.23	1.04	1.08	1.10	0.93	1.06	0.96	-10	-30
TA'AMU	2.78	5.26	5.36	6.04	6.81	5.56	8.76	6.37	6.00	6.43	5.45	-15	4
COCONUT	0.62	0.77	1.12	1.21	1.16	1.10	0.96	1.21	0.95	0.92	1.00	8	29
BREADFRUIT	0.94	1.38	1.75	1.45	1.22	1.42	1.17	1.16	1.05	1.32	1.99	51	44
YAM	3.16	3.42	4.75	4.32	4.60	5.82	5.66	6.84	4.67	4.66	5.37	15	57
HEAD CABBAGE	5.40	12.20	7.47	5.42	5.98	5.58	7.11	11.32	8.88	11.89	8.47	-29	-31
TOMATOES	9.55	16.71	11.45	9.01	7.92	8.47	9.78	14.36	21.37	22.39	19.93	-11	19
CH.CABBAGE	4.38	8.42	4.65	3.97	4.15	5.41	6.10	8.19	8.84	9.26	9.02	-3	7
CUCUMBER	2.99	4.60	3.79	3.25	3.76	3.25	3.65	4.27	4.52	5.62	5.46	-3	19
PUMPKIN	2.61	3.49	3.10	2.82	2.60	2.45	2.55	2.96	2.87	3.79	4.04	7	16

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	APR.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	% chng from	
												prev mnth	APR18
TARO	126.6	21.7	19.1	14.6	12.5	10.9	12.3	16.9	21.0	18.7	13.4	-28	-38
BANANA	25.1	0.2	0.6	1.7	2.8	2.1	2.7	3.4	3.6	2.5	1.0	-58	333
TA'AMU	25.6	3.6	3.0	1.6	2.8	1.5	0.8	2.0	1.5	1.1	2.4	128	-33
COCONUT	59.3	3.8	6.5	5.6	6.6	8.0	6.8	8.3	6.8	7.6	5.4	-29	41
BREADFRUIT	1.8	0.2	0.5	0.5	0.7	0.2	0.3	0.7	0.3	0.3	0.3	22	94
YAM	4.7	0.2	0.3	0.8	0.7	0.5	0.6	0.9	0.5	0.7	0.9	24	412
HEAD CABBAGE	44.6	4.8	6.1	5.2	6.8	5.5	3.9	6.4	6.4	1.9	6.0	216	24
TOMATOES	21.5	1.7	4.0	3.9	4.0	2.7	3.5	1.7	0.5	1.0	1.1	8	-37
CH.CABBAGE	5.9	1.5	1.0	0.6	0.8	0.3	0.3	0.5	0.4	0.7	0.7	-1	-54
CUCUMBER	18.4	2.5	4.3	3.6	3.7	2.6	2.8	4.0	2.3	3.4	3.7	10	46
PUMPKIN	178.3	50.0	42.5	62.2	46.7	33.6	32.6	32.4	25.7	17.7	32.8	86	-34
	511.8	90.2	87.9	100.3	88.2	67.8	66.5	77.1	68.8	55.5	67.7	22	-25

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	APR.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	% chng from prev mnth	%chng from APR18
TARO	0.25	136	77	65	62	54	53	76	115	121	85	-29	-38
BANANA	0.05	7	14	51	87	77	93	116	146	89	41	-54	522
TA'AMU	0.05	84	69	33	50	34	11	39	30	20	55	170	-35
COCONUT	0.12	62	72	58	71	91	89	85	90	104	68	-35	9
BREADFRUIT	0.004	67	163	175	315	71	140	325	169	110	89	-19	32
YAM	0.01	38	45	145	120	64	81	96	77	116	126	8	227
HEAD CABBAGE	0.09	48	100	119	141	120	67	70	89	20	87	344	79
TOMATOES	0.04	41	136	170	199	125	141	45	9	18	22	21	-47
CH.CABBAGE	0.01	137	162	115	144	39	38	49	30	59	59	1	-57
CUCUMBER	0.04	101	211	203	181	147	140	171	93	110	125	13	23
PUMPKIN	0.35	231	220	354	288	220	205	176	144	75	131	74	-43
	1.00	137	133	179	162	128	118	114	111	82	94	15	-31

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	APR.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	% chng from prev mnth	%chng from APR18
TARO	0.25	143	222	202	180	181	208	199	164	140	141	1	-1
BANANA	0.05	180	211	163	162	137	142	145	122	140	126	-10	-30
TA'AMU	0.05	189	193	217	245	200	315	229	216	231	196	-15	4
COCONUT	0.12	125	181	195	187	178	155	196	153	148	161	8	29
BREADFRUIT	0.004	147	186	154	130	151	124	123	112	140	212	51	44
YAM	0.01	108	150	137	146	184	179	217	148	148	170	15	57
HEAD CABBAGE	0.09	226	138	100	111	103	132	210	164	220	157	-29	-31
TOMATOES	0.04	175	120	94	83	89	102	150	224	234	209	-11	19
CH.CABBAGE	0.01	192	106	91	95	124	139	187	202	211	206	-3	7
CUCUMBER	0.04	154	127	109	126	109	122	143	151	188	182	-3	19
PUMPKIN	0.35	134	119	108	100	94	98	113	110	145	155	7	16
	1.00	116	107	99	97	90	99	115	106	126	122	-3	6

Table 6: Number of Sellers

PRODUCE	2014 AVE	APR.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	% chng from prev mnth	%chng from APR18
TARO	46	65	52	58	49	42	42	66	73	66	56	-15	-14
BANANA	27	5	7	23	34	29	28	41	40	26	22	-15	340
TA'AMU	7	6	6	3	5	4	1	3	4	3	4	33	-33
COCONUT	57	36	34	33	39	38	41	53	56	60	45	-25	25
BREADFRUIT	4	4	7	6	10	3	12	10	7	5	3	-40	-25
YAM	5	3	2	5	4	2	3	3	3	3	4	33	33
HEAD CABBAGE	12	13	14	20	17	14	19	8	10	5	10	100	-23
TOMATOES	39	25	49	56	54	36	27	16	7	7	11	57	-56
CH.CABBAGE	13	16	27	21	22	9	8	7	5	9	11	22	-31
CUCUMBER	42	31	49	55	41	41	34	30	11	13	18	38	-42
PUMPKIN	83	115	108	126	111	107	96	89	90	56	82	46	-29
	337	318	356	405	385	326	312	325	304	252	265	5	-17

*on the days surveyed

@ new weights and base