



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY JULY 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 July 2019 revealed overall volume drop 4 percent while the average prices remained unchanged when compared to June 2019.

- Significant reduction in the supply of pumpkin, coconut, head cabbage and cucumber largely impacted the overall decline in the volume index.
- An average of 296 sellers trading at the Local Market is recorded in the month under review; 5 percent lower than the previous month and the same month last year.

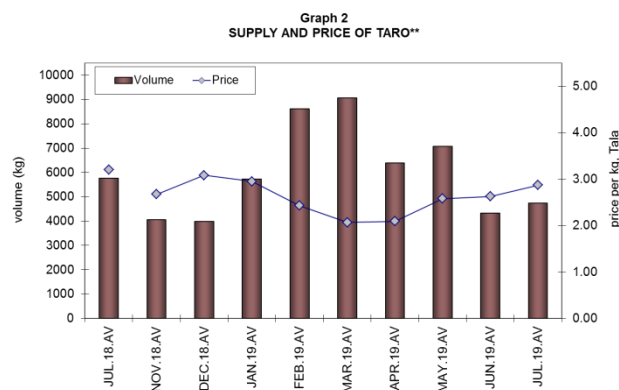
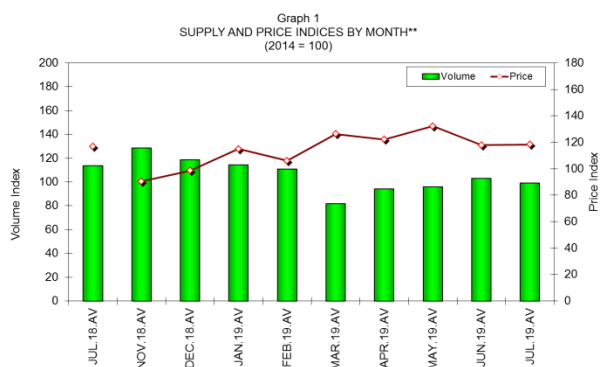
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OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in July 2019 showed overall volume decrease 4 percent from June 2019. Significant decreases were recorded for all agricultural produce with the exception of taro, banana, taamu, yam, tomato and chinese cabbage. When compared with the same month last year, current supply was 13 percent lower. (See Graph 1 and Tables 4 & 5)

TARO

The volume of taro supplies in July 2019 increased 10 percent (to 4,747 kilograms) from June 2019; a level that was 18 percent lower than the same month last year. The average price of taro also increased 9 percent (to \$2.87 per kilogram) driven by increased demand. When compared with June 2018, current price of taro was 10 percent lower. (See Graph 2 and Tables 1&2)

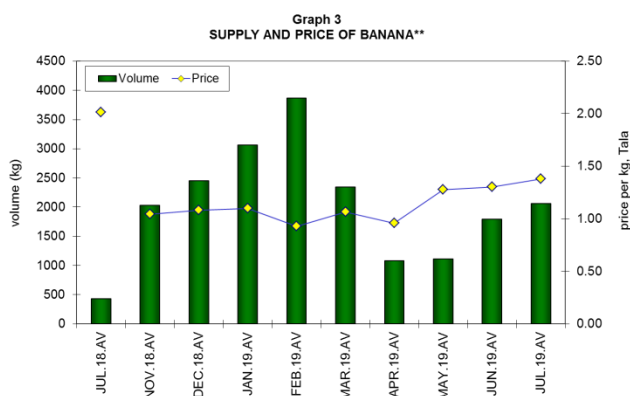


A decline in overall supply pushed the price index up 0.3 percent with average prices of all produce increasing with the exception of coconut, yam, head cabbage, tomato and Chinese cabbage. When compared with July 2018 the current overall price level was 1 percent higher.

Despite the increase in volume in the month under review, current supply of taro contributed to a 31 percent decline in volume when comparing the twelve months ending July 2019 over the twelve months ending July 2018. Price rose 27 percent.

BANANA

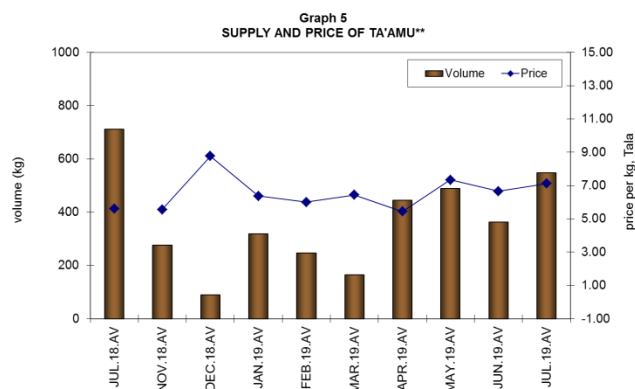
The supply of banana to the Local Markets in July 2019 rose 15 percent (to 2,062 kilograms) from June 2019; a level that was more than four times when compared with the same month a year ago. The average price of banana rose 6 percent (to \$1.38 per kilogram) due to strong domestic demand. When compared with the same month last year current price was 31 percent lower. (See Graph 3 and Tables 1&2)



When comparing the twelve months ending July 2019 over the twelve months ending July 2018, banana supplies were 15 percent higher while average price decreased 3 percent.

TA'AMU

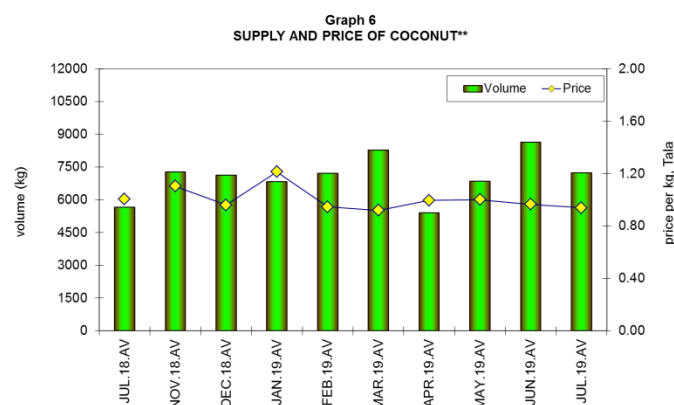
Ta'amu supplies in July 2019 increased 51 percent (to 548 kilograms) from the previous month while strong domestic demand pushed its average price up 7 percent (to \$7.12 per kilogram). Compared to July 2018, current supply of ta'amu was 23 percent lower while its average price was 27 percent higher.



Current supply of ta'amu in the month under review contributed to a 40 percent decrease in ta'amu volume when comparing the twelve months ending July 2019 over twelve months ending July 2018 while great limited availability pushed its average price up 33 percent.

COCONUT

At 7,237 kilograms the supply of coconut in July 2019 decreased 16 percent from the previous month while weakened demand pushed its average price down 3 percent (to \$0.94 per kilogram). Current availability of coconut was 28 percent higher than average availability in July 2018 while average price fell 7 percent over the year. (See Graph 6 and Tables 1&2)

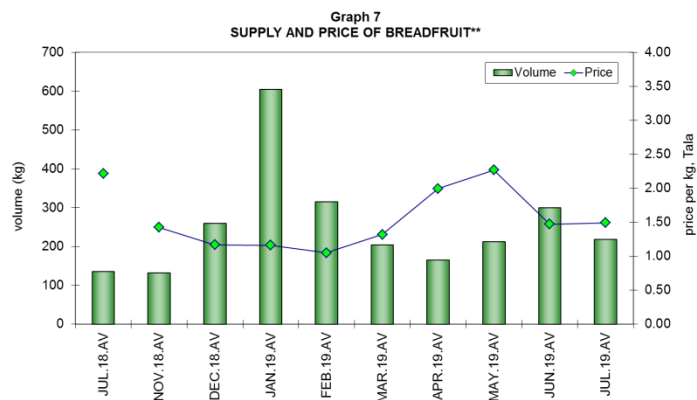


Comparing the twelve months ending July 2019 over the twelve months ending July 2018 supply of coconut was 7 percent higher while its average price also rose 32 percent.

BREADFRUIT

At an average of 218 kilograms, breadfruit supply in March 2018 fell 27 percent when compared to the previous month while limited supply pushed its average price up 2 percent (to \$1.49 per kilogram). When compared with the same month last year, current breadfruit supply was 61 percent higher while its average price was 33 percent lower. (See Graph 7 and Tables 1 & 2)

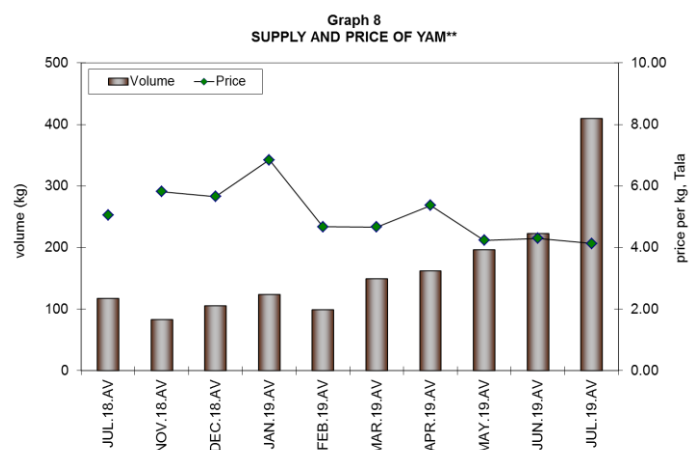
VEGETABLE PRODUCE



When comparing the twelve months ending July 2019 over the twelve months ending July 2018, breadfruit supplies were 19 percent higher while its average price increased 12 percent.

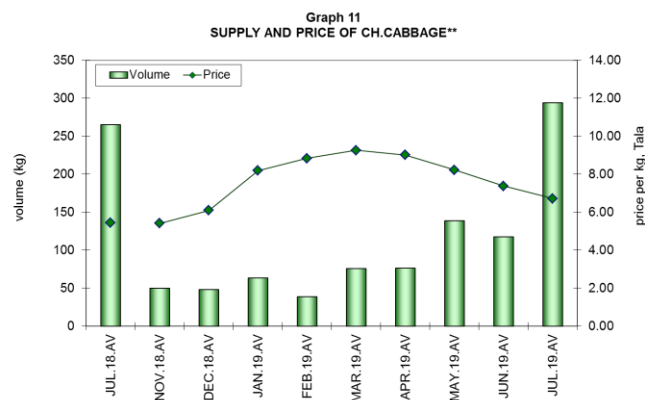
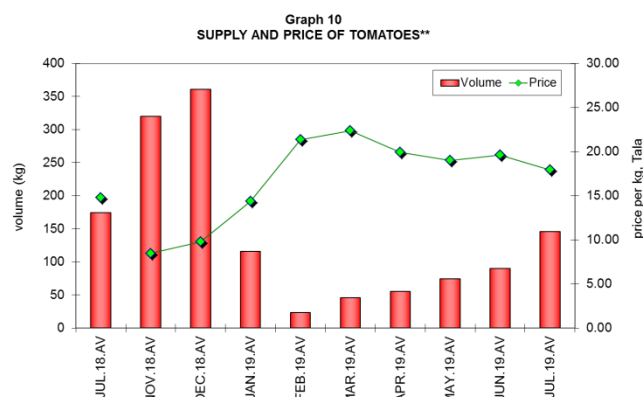
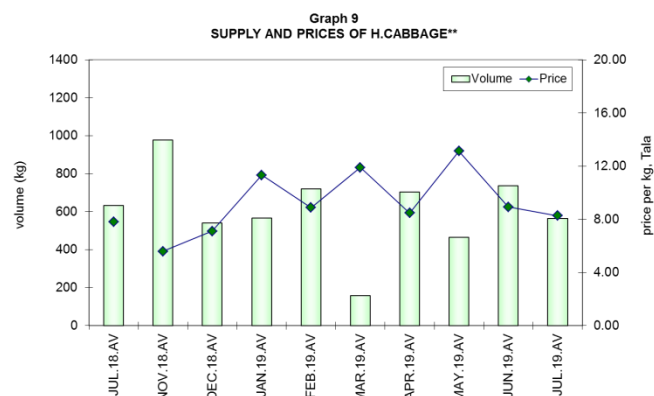
YAM

The supply of yam in the month under review rose 84 percent (to 410 kilograms) from the previous month while increased supply pushed its average price down 4 percent (to \$4.13 per kilogram). When compared with July 2018, current supply of yam was more than triple while increased supply over the year pushed its average price down 18 percent. (See Graph 8 and Tables 1 & 2)



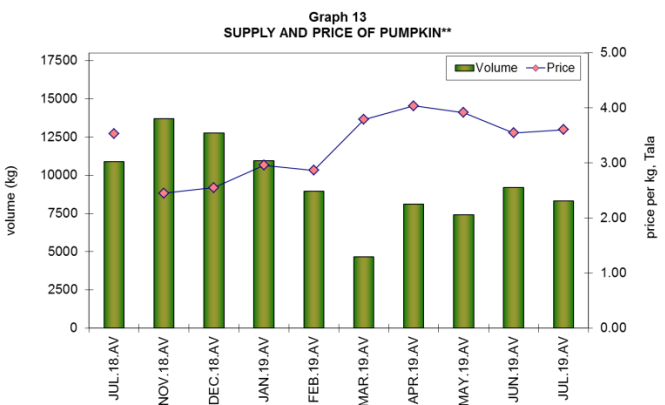
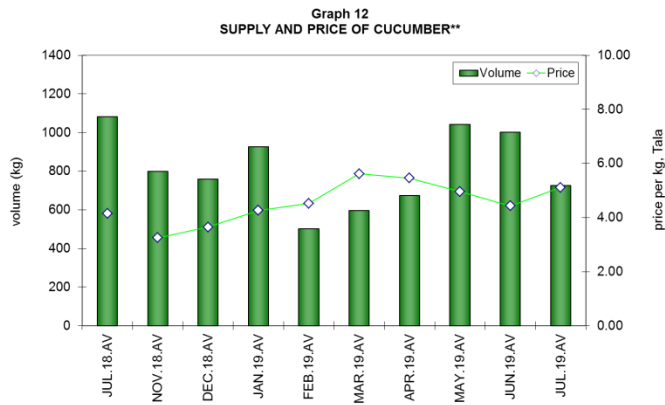
Current supply of yam in the month under review contributed to a 12 percent increase in volume in the twelve months ending July 2019 over the twelve months ending July 2018, while its average price rose 35 percent.

A general overview of all vegetable produce to the Local Markets in July 2019, revealed significant reductions in all vegetable supplies with the exception of tomato and Chinese cabbage whose volume rose 62 percent (to 142 kilograms) and 150 percent (to 294 kilograms) respectively from the previous month. Cucumber supplies fell 28 percent (to 726 kilograms) while head cabbage supplies also decreased 24 percent (to 564 kilograms). Pumpkin supplies fell 9 percent (to 8,327 kilograms) from June 2019. (See Graphs 9 to 13 and Tables 1 & 2)

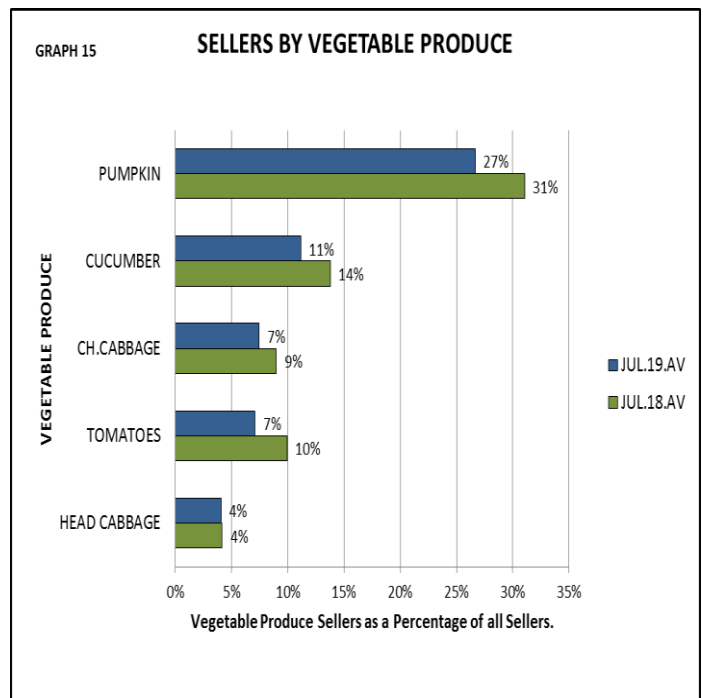
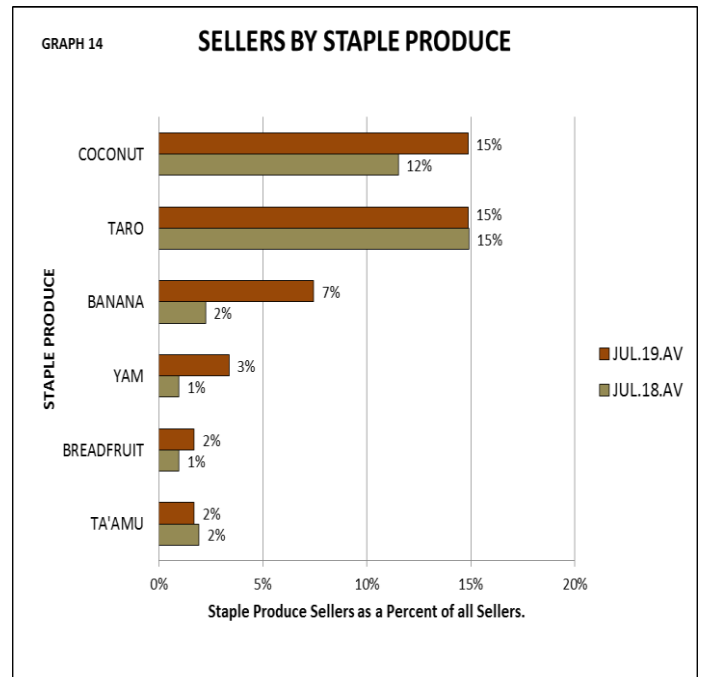


SELLERS

At 296, the number of sellers at the Local Markets on the days surveyed in July 2019 decreased 5 percent from the previous month and was also 5 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6).



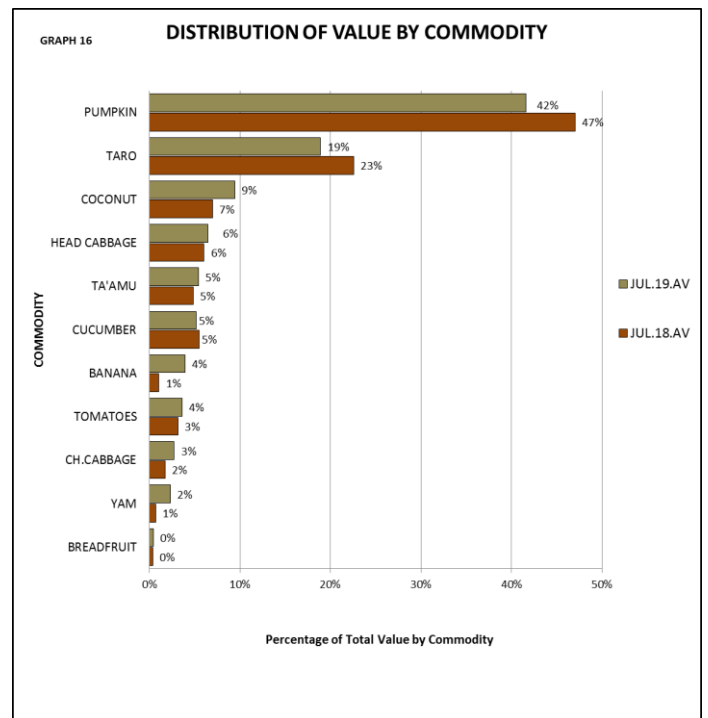
Subsequent to decreased availability of most vegetable produce supplied to the Local Markets in the month under review, average prices for cucumber and pumpkin increased 15 percent (to \$5.11 per kilogram) and 2 percent (to \$3.60 per kilogram) in that order. Weakened demand for head cabbage pushed their respective prices down 7 percent (to \$8.27 per kilogram). Average prices for tomato and Chinese cabbage both fell 9 percent (to \$17.94 per kilogram) and (to \$6.72 per kilogram) respectively.



In July 2019, pumpkin sellers at 79 were the largest group at the local markets decreasing from 92 in the previous month and 97 in the same month last year. Sellers of taro and coconut both recorded a total of 44 each with taro sellers decreasing from 46 in the previous month and 47 in July 2018. Cucumber sellers followed recorded an increasing total of 33 from 30 last month but were lower than 43 in the same month a year ago. Banana and Chinese cabbage sellers recorded an average of 22 each with banana sellers decreasing from 24 in the previous month but were higher than 7 a year ago, and Chinese cabbage sellers increased from 19 in June 2019 but were lower than 28 in July 2018. Sellers of tomato recorded an increasing total of 21 from 16 in June 2019 but were higher than 31 in July 2018 while total sellers of head cabbage decreased to 12 from 15 last month and 13 in July 2018. Sellers of Yam recorded an increasing total of 10 from 7 in the previous month and 3 in the same month last year. Sellers of ta’amu and breadfruit both recorded a total of 5 each with ta’amu sellers increasing from 4 in the previous month but were higher than 6 in the same month last year while tomato sellers remained unchanged in June 2019 but lower than 3 in July 2018.

VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$72,200 in July 2019 recorded no change from the previous month and was 12 percent lower when compared with July 2018.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 42 percent in July 2019, a level that was lower than 45 percent in the previous month and 47 percent in the same month a year ago. Taro supplies followed with a 19 percent contribution to total value increasing from 16 percent in the previous month but were higher than 23 in the same month last year. Supplies of coconut contributed 9 percent of total value decreased from 12 percent last month but were higher than 7 percent in the same month a year ago while supplies of head cabbage contributed 6 percent to total value decreased from 9 percent last month and remained unchanged when compared with June 2018. Supplies of ta’amu and cucumber both contributed 5 percent each to total value; with ta’amu contributions increasing 3 percent from last month and remained unchanged in July 2018 while cucumber contributions decreased from 6 in June 2019 and remained unchanged from 5 percent in the same month a year ago. Chinese cabbage supplies accounted for 3 percent of total value increasing from 1 percent in the previous month and 2 percent in July 2018 while shares of yam contributed 2 percent of total value, up from 1 percent in the previous month and in the same month last year 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, 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 August 2019 will be available on 17th September 2019.

SAMOA BUREAU OF STATISTICS

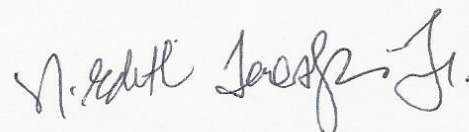
*Economic Statistics Division
FMFM II Building, Level 1
P O Box 1151
Apia, Samoa*

Phone: (685) 62014/62015

Fax: (685) 24675

E-mail: info.stats@sbs.gov.ws

Website: www.sbs.gov.ws



**Mātaao Edith N Taosoga-Faaola
ACTING GOVERNMENT STATISTICIAN**

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	JUL.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	MAY.19.AV	JUN.19.AV	JUL.19.AV	Jul-19	
												% chng from prev mnth	%chng from JULY 18
TARO	7521	5757	4057	3985	5727	8622	9064	6399	7079	4327	4747	10	-18
BANANA	2642	434	2027	2450	3061	3865	2346	1084	1112	1791	2062	15	375
TA'AMU	816	711	276	89	319	247	165	445	489	363	548	51	-23
COCONUT	7983	5671	7284	7120	6825	7219	8279	5410	6860	8629	7237	-16	28
BREADFRUIT	186	135	132	260	605	315	204	165	212	300	218	-27	61
YAM	129	117	83	105	124	99	149	162	196	223	410	84	250
HEAD CABBAGE	811	632	977	541	566	719	158	703	464	738	564	-24	-11
TOMATOES	256	174	320	361	116	23	46	55	75	90	146	62	-16
CH.CABBAGE	129	265	50	48	63	39	76	76	139	117	294	150	11
CUCUMBER	542	1083	798	759	926	503	596	675	1043	1002	726	-28	-33
PUMPKIN	6217	10879	13685	12761	10948	8959	4663	8116	7427	9188	8327	-9	-23

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

PRODUCE	2014 AVE	JUL.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	MAY.19.AV	JUN.19.AV	JUL.19.AV	% chng from	
												prev mnth	JULY 18
TARO	1.48	3.20	2.67	3.08	2.95	2.43	2.07	2.09	2.58	2.62	2.87	9	-10
BANANA	0.76	2.01	1.04	1.08	1.10	0.93	1.06	0.96	1.28	1.30	1.38	6	-31
TA'AMU	2.78	5.60	5.56	8.76	6.37	6.00	6.43	5.45	7.33	6.65	7.12	7	27
COCONUT	0.62	1.01	1.10	0.96	1.21	0.95	0.92	1.00	1.00	0.97	0.94	-3	-7
BREADFRUIT	0.94	2.21	1.42	1.17	1.16	1.05	1.32	1.99	2.27	1.47	1.49	2	-33
YAM	3.16	5.06	5.82	5.66	6.84	4.67	4.66	5.37	4.24	4.30	4.13	-4	-18
HEAD CABBAGE	5.40	7.82	5.58	7.11	11.32	8.88	11.89	8.47	13.12	8.92	8.27	-7	6
TOMATOES	9.55	14.79	8.47	9.78	14.36	21.37	22.39	19.93	19.02	19.62	17.94	-9	21
CH.CABBAGE	4.38	5.44	5.41	6.10	8.19	8.84	9.26	9.02	8.23	7.39	6.72	-9	24
CUCUMBER	2.99	4.15	3.25	3.65	4.27	4.52	5.62	5.46	4.96	4.43	5.11	15	23
PUMPKIN	2.61	3.53	2.45	2.55	2.96	2.87	3.79	4.04	3.92	3.55	3.60	2	2

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	JUL.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	MAY.19.AV	JUN.19.AV	JUL.19.AV	% chng from	
												prev mnth	JULY 18
TARO	126.6	18.4	10.9	12.3	16.9	21.0	18.7	13.4	18.3	11.4	13.6	20	-26
BANANA	25.1	0.9	2.1	2.7	3.4	3.6	2.5	1.0	1.4	2.3	2.8	21	226
TA'AMU	25.6	4.0	1.5	0.8	2.0	1.5	1.1	2.4	3.6	2.4	3.9	61	-2
COCONUT	59.3	5.7	8.0	6.8	8.3	6.8	7.6	5.4	6.9	8.3	6.8	-19	19
BREADFRUIT	1.8	0.3	0.2	0.3	0.7	0.3	0.3	0.3	0.5	0.4	0.3	-25	10
YAM	4.7	0.6	0.5	0.6	0.9	0.5	0.7	0.9	0.8	1.0	1.7	76	186
HEAD CABBAGE	44.6	4.9	5.5	3.9	6.4	6.4	1.9	6.0	6.1	6.6	4.7	-29	-6
TOMATOES	21.5	2.6	2.7	3.5	1.7	0.5	1.0	1.1	1.4	1.8	2.6	47	2
CH.CABBAGE	5.9	1.4	0.3	0.3	0.5	0.4	0.7	0.7	1.1	0.9	2.0	128	38
CUCUMBER	18.4	4.5	2.6	2.8	4.0	2.3	3.4	3.7	5.2	4.5	3.7	-17	-17
PUMPKIN	178.3	38.4	33.6	32.6	32.4	25.7	17.7	32.8	29.1	32.6	30.0	-8	-22
	511.8	81.7	67.8	66.5	77.1	68.8	55.5	67.7	74.4	72.1	72.2	0	-12

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	JUL.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	MAY.19.AV	JUN.19.AV	JUL.19.AV	% chng from prev mnth	%chng from JULY 18
TARO	0.25	77	54	53	76	115	121	85	94	58	63	10	-18
BANANA	0.05	16	77	93	116	146	89	41	42	68	78	15	375
TA'AMU	0.05	87	34	11	39	30	20	55	60	45	67	51	-23
COCONUT	0.12	71	91	89	85	90	104	68	86	108	91	-16	28
BREADFRUIT	0.004	73	71	140	325	169	110	89	114	161	117	-27	61
YAM	0.01	91	64	81	96	77	116	126	152	173	317	84	250
HEAD CABBAGE	0.09	78	120	67	70	89	20	87	57	91	70	-24	-11
TOMATOES	0.04	68	125	141	45	9	18	22	29	35	57	62	-16
CH.CABBAGE	0.01	205	39	38	49	30	59	59	108	91	228	150	11
CUCUMBER	0.04	200	147	140	171	93	110	125	192	185	134	-28	-33
PUMPKIN	0.35	175	220	205	176	144	75	131	119	148	134	-9	-23
	1.00	114	128	118	114	111	82	94	96	103	99	-4	-13

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	JUL.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	MAY.19.AV	JUN.19.AV	JUL.19.AV	% chng from prev mnth	%chng from JULY 18
TARO	0.25	216	181	208	199	164	140	141	174	177	194	9	-10
BANANA	0.05	265	137	142	145	122	140	126	168	172	182	6	-31
TA'AMU	0.05	201	200	315	229	216	231	196	264	239	256	7	27
COCONUT	0.12	162	178	155	196	153	148	161	162	156	151	-3	-7
BREADFRUIT	0.004	236	151	124	123	112	140	212	241	156	159	2	-33
YAM	0.01	160	184	179	217	148	148	170	134	136	131	-4	-18
HEAD CABBAGE	0.09	145	103	132	210	164	220	157	243	165	153	-7	6
TOMATOES	0.04	155	89	102	150	224	234	209	199	205	188	-9	21
CH.CABBAGE	0.01	124	124	139	187	202	211	206	188	169	153	-9	24
CUCUMBER	0.04	139	109	122	143	151	188	182	166	148	171	15	23
PUMPKIN	0.35	135	94	98	113	110	145	155	150	136	138	2	2
	1.00	117	90	99	115	106	126	122	132	118	118	0.3	1

Table 6: Number of Sellers

PRODUCE	2014 AVE	JUL.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	MAY.19.AV	JUN.19.AV	JUL.19.AV	% chng from prev mnth	%chng from JULY 18
TARO	46	47	42	42	66	73	66	56	62	46	44	-4	-5
BANANA	27	7	29	28	41	40	26	22	17	24	22	-8	214
TA'AMU	7	6	4	1	3	4	3	4	3	4	5	25	-17
COCONUT	57	36	38	41	53	56	60	45	49	53	44	-17	22
BREADFRUIT	4	3	3	12	10	7	5	3	3	5	5	0	67
YAM	5	3	2	3	3	3	3	4	7	7	10	43	233
HEAD CABBAGE	12	13	14	19	8	10	5	10	10	15	12	-20	-8
TOMATOES	39	31	36	27	16	7	7	11	12	16	21	31	-32
CH.CABBAGE	13	28	9	8	7	5	9	11	14	19	22	16	-21
CUCUMBER	42	43	41	34	30	11	13	18	25	30	33	10	-23
PUMPKIN	83	97	107	96	89	90	56	82	71	92	79	-14	-19
	337	312	326	312	325	304	252	265	273	310	296	-5	-5

*on the days surveyed

@ new weights and base