



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY SEPTEMBER 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 September 2019 showed overall volume increase 30 percent while price index decreased 17 percent when compared to August 2019.

- There were significant increases in the supply of pumpkin, tomato and banana which largely impacted the overall increase in the volume index and the 17 percent decline in the price index.
- The value of supplies rose 6 percent to \$81,100 from the previous month.
- The total number of sellers increased 12 percent to 338 from 301 in August 2019

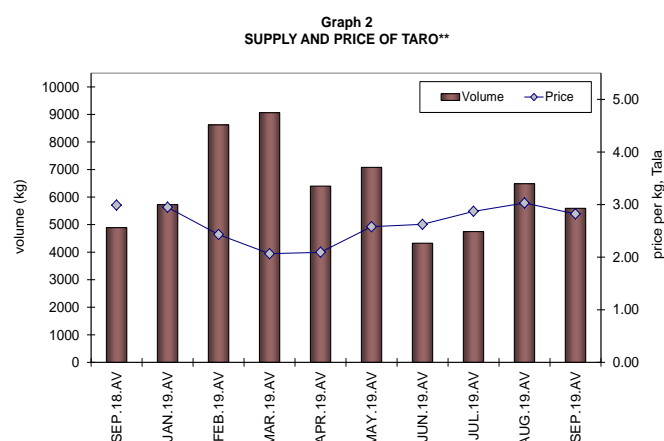
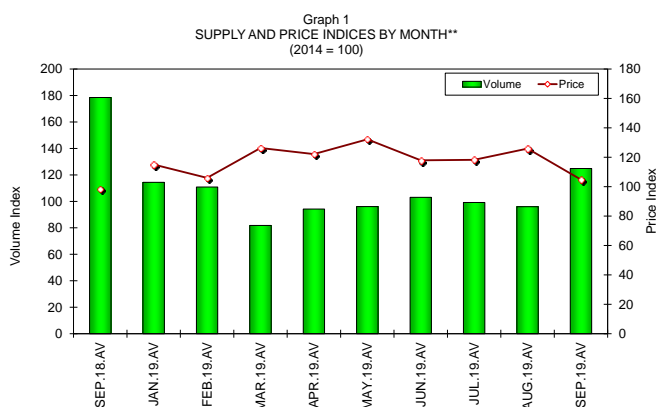
Issue: 01/09/19

OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in September 2019 showed overall volume increase 30 percent from August 2019. Despite the decrease in volume of most agricultural produce, there were significant increases in the supply of pumpkin, tomato and banana that pushed the volume index up. When compared with the same month last year, current supply was 30 percent lower. (See Graph 1 and Tables 4 & 5)

TARO

The supply of taro to the Local Markets in September 2019 fell 14 percent (to 5,594 kilograms) from August 2019; a level that was 14 percent higher than the same month last year. The average price of taro also declined 7 percent (to \$2.82 per kilogram). When compared with the same month last year, current price for taro was 6 percent lower. (See Graph 2 and Tables 1&2)



The overall price level declined 17 percent from the previous month. Lower prices of all agricultural produce with the exception of coconut contributed to the decrease in the price index. When compared with September 2018 the current overall price level was 6 percent higher.

The twelve months ending September 2019 over the twelve month ending September 2018, taro supplies were 25 percent lower while price rose 14 percent.

BANANA

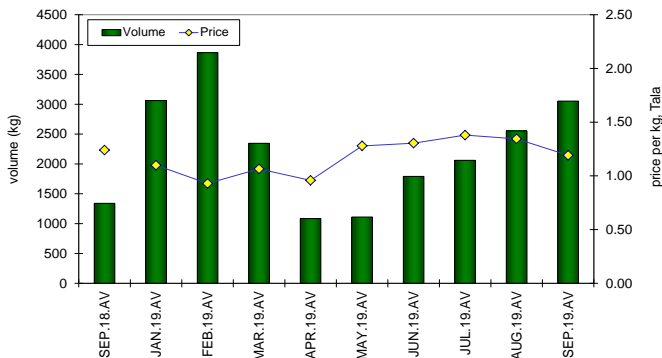
At 3,053 kilograms, the average supply of banana on the days surveyed increased 20 percent from the previous month; a level that was more than doubled than the same month a year ago. Significant increase in the supply of banana led to its average price declining 11 percent (to \$1.19 per kilogram). When compared with the same month last year current price was 4 percent lower. (See Graph 3 and Tables 1&2)

Current supply of ta'amu in the month under review contributed to a 39 percent decrease in ta'amu volume when comparing the twelve months ending September 2019 over twelve months ending September 2018 while limited availability pushed its average price up 26 percent.

COCONUT

In the month under review, the supply of coconut remained unchanged when compared with August 2019 while its average price increased 12 percent (to \$1.09 per kilogram). Current availability of coconut was 45 percent higher than average availability in September 2018 while average price fell 10 percent over the year. (See Graph 6 and Tables 1&2)

Graph 3
SUPPLY AND PRICE OF BANANA**

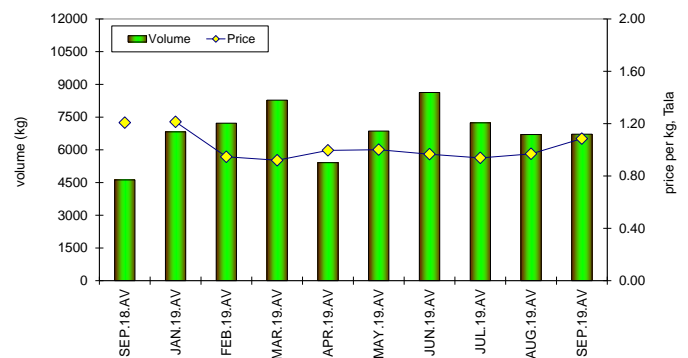


When comparing the twelve months ending September 2019 over the twelve months ending September 2018, banana supplies were 45 percent higher while increased availability pushed its average price down 9 percent.

TA'AMU

Ta'amu supplies in September 2019 declined 36 percent (to 297 kilograms) from the previous month while weakened demand pushed its average price down 19 percent (to \$5.20 per kilogram). Compared to September 2018, current supply of ta'amu was 9 percent higher while its average price was 14 percent lower. (See Graph 5 and Tables 1&2)

Graph 6
SUPPLY AND PRICE OF COCONUT**

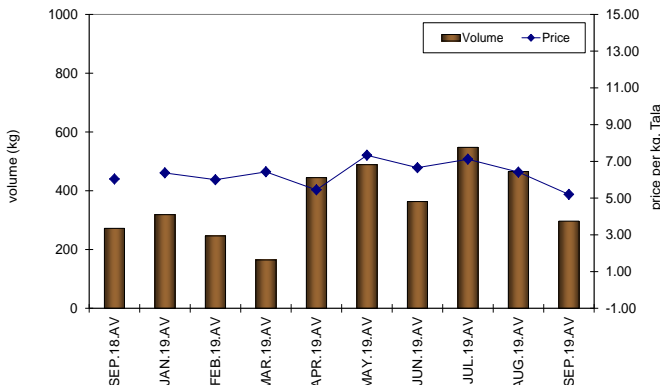


Comparing the twelve months ending September 2019 over the twelve months ending September 2018 supply of coconut was 9 percent higher while its average price also rose 19 percent.

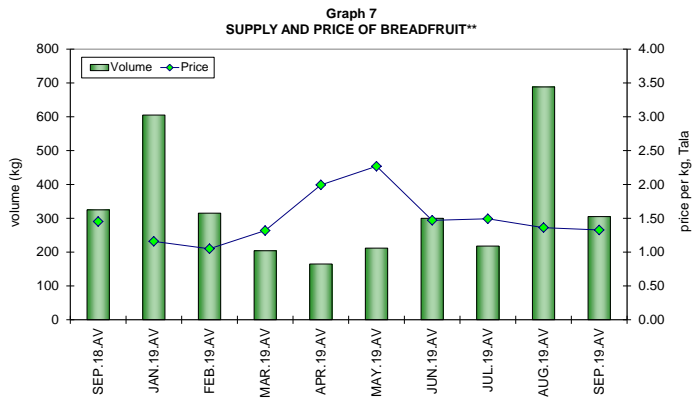
BREADFRUIT

At an average of 305 kilograms, breadfruit supply in September 2019 fell 56 percent from the previous month. Weakened domestic demand for breadfruit to the markets pushed its average price down 3 percent (to \$1.33 per kilogram). When compared with September 2018, current availability of breadfruit supply was 6 percent lower while its average price was also 9 percent lower. (See Graph 7 and Tables 1&2)

Graph 5
SUPPLY AND PRICE OF TA'AMU**



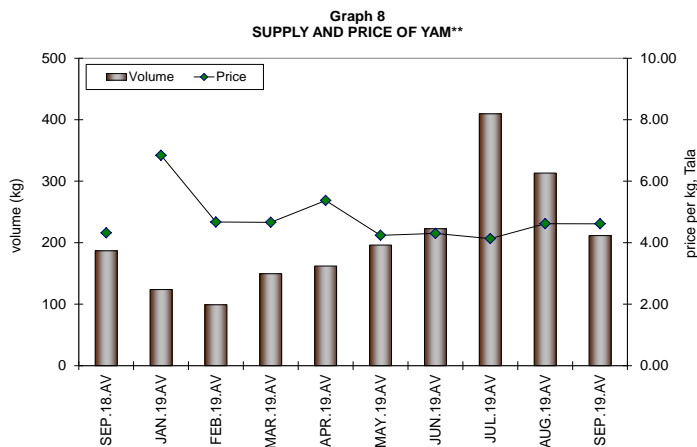
VEGETABLE PRODUCE



Current supply of breadfruit contributed to a 21 percent increase in volume when comparing the twelve months ending September 2019 over the twelve months ending September 2018 while its average price also increased 6 percent.

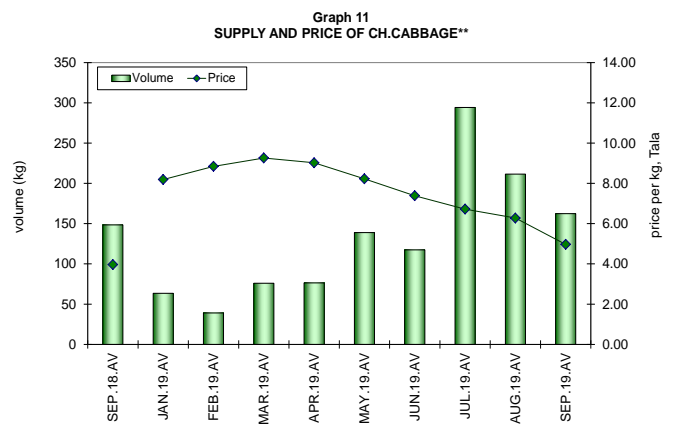
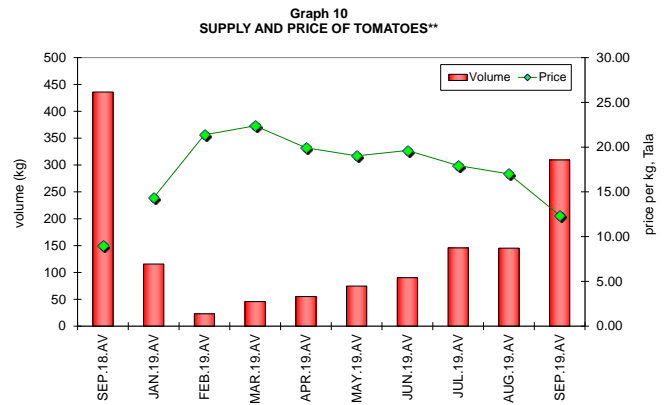
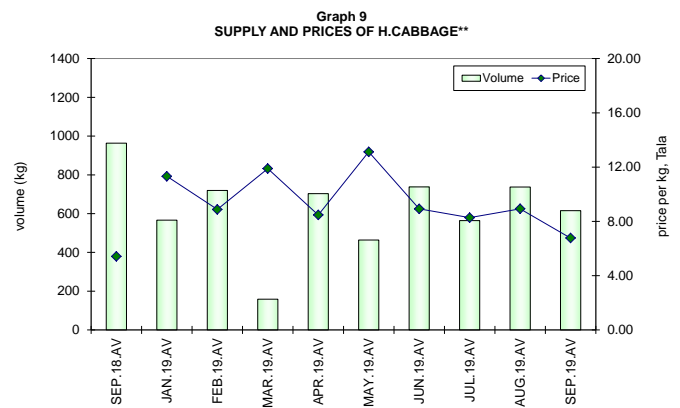
YAM

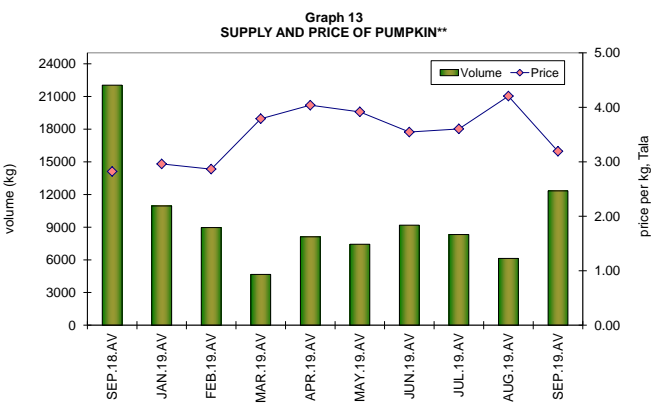
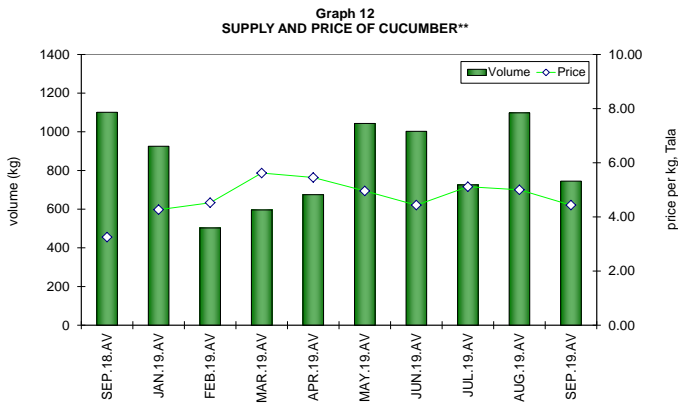
The supply of yam in the month under review fell 32 percent (to 212 kilograms) from the previous month while its average price remained unchanged. When compared with the same month last year, current supply of yam was 13 percent higher while increased demand over the year pushed its average price up 7 percent. (See Graph 8 and Tables 1 & 2)



Current supply of yam in the month under review contributed to a 52 percent increase in volume in the twelve months ending September 2019 over the twelve months ending September 2018, while its average price rose 26 percent.

The supply of vegetable produce to the Local Markets in September 2019 experienced significant decreases in the supply of all vegetables with the exception of tomato and pumpkin whose volume was more than doubled (to 309 kilograms) and (to 12,327 kilograms) respectively from the previous month. Cucumber supplies registered the largest reduction at 32 percent (to 745 kilograms) while Chinese cabbage supplies followed with a 23 percent decline (to 162 kilograms) and a 17 percent fall in head cabbage supplies (to 615 kilograms) when compared to the previous month. (See Graphs 9 to 13 and Tables 1 & 2)

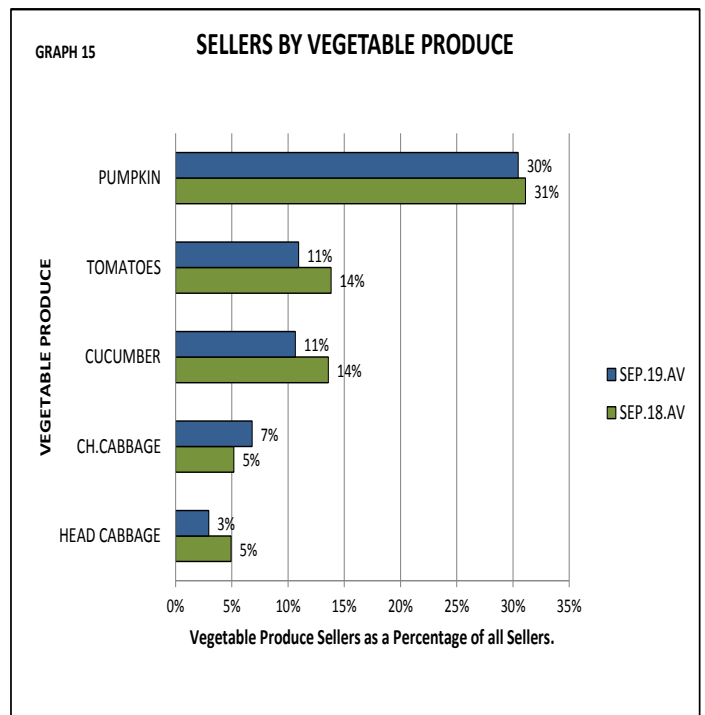
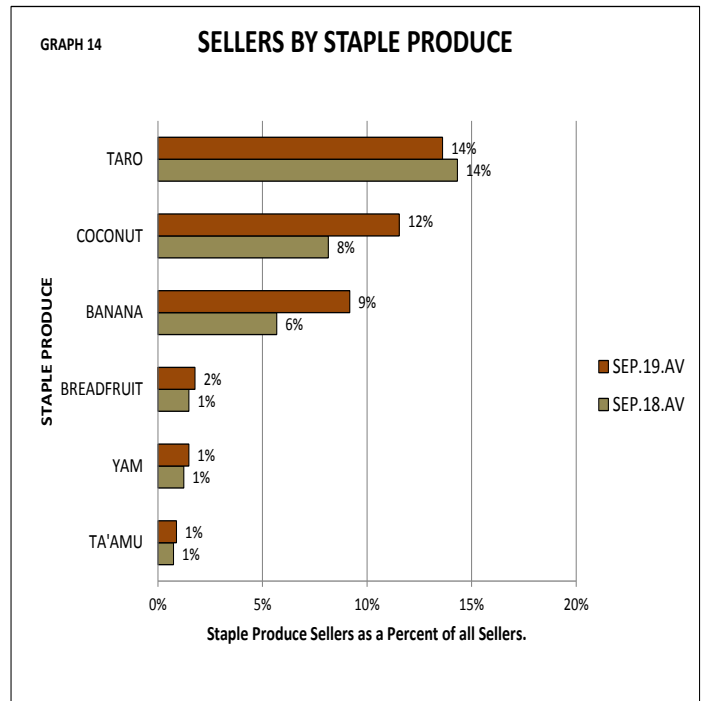




Subsequent to the decreased in the supply of most vegetable produce to the Local Markets and weakened domestic demand for tomato and pumpkin, average prices for all vegetable produce decreased. Tomato prices registered the largest decrease of 27 percent (to \$12.38 per kilogram), followed by head cabbage and pumpkin prices both decreasing 24 percent (to \$6.77 per kilogram) and (to \$3.19 per kilogram) in that order. Average price for Chinese cabbage fell 21 percent (to \$4.97 per kilogram) while price for cucumber declined 11 percent (to \$4.43 per kilogram) from the previous month.

SELLERS

At 338, the number of sellers at the Local Markets on the days surveyed in September 2019 increased 12 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).



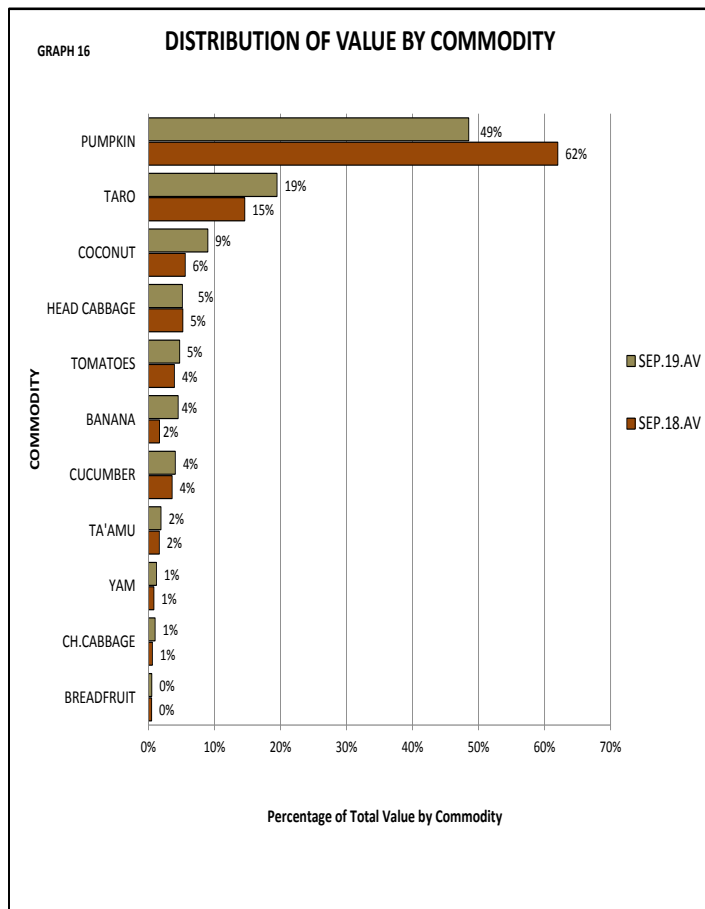
In September 2019, pumpkin sellers at 103 were the largest group at the local markets increasing from 62 in the previous month but were lower than 126 in the same month last year. Taro sellers followed recorded a decreasing total of 46 from 49 last month and 58 in the same month a year ago while coconut sellers fell to 39 from 43 in the previous month but were higher than 33 in the same month last year. Sellers of tomato recorded an increasing total of 37 from 23 in August 2019 but were lower than 56 in

September 2018 while total sellers of cucumber fell to 36 from 39 last month and 55 in September 2018. Banana recorded an average of 31 sellers increasing from 28 in the previous month and 23 in the same month last year, followed by Chinese cabbage sellers remained at 23 from August 2019 but were higher than 21 in September 2018. Sellers of head cabbage remained unchanged from the previous month but were lower than 20 in the same month a year ago; while sellers of breadfruit recorded a decreasing total of 6 from 13 in the previous month and 6 in the same month last year. Sellers of yam recorded a decreasing total of 5 from 9 in the previous month and remained at 5 when compared with September 2018. Sellers of ta'amu remained at 3 from August 2019 and the same month last year.

Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 49 percent in September 2019, a level that was higher than 33 percent in the previous month but were lower than 62 percent in the same month a year ago. Taro supplies followed with a 19 percent contribution to total value decreasing from 26 percent in the previous month but were higher than 15 percent when compared with the same month last year. Supplies of coconut contributed 9 percent of total value increasing from 8 percent last month and 6 percent in the same month a year ago. Shares of head cabbage and tomato both contributed 5 percent each to total value with head cabbage contributions decreasing from 9 percent last month and remained unchanged in the same month last year while tomato contributions increased from 3 percent last month and 4 percent in the same month last year. Shares of banana and cucumber both accounted for 4 percent each of total value with banana shares remained unchanged from the previous month but were higher than 2 percent in the same month a year ago while shares of cucumber decreasing from 7 percent in August 2019 but remained unchanged when compared with September 2018. Ta'amu supplies accounted for 2 percent of total value decreasing from 4 percent last month but remaining unchanged in the same month last year. Yam and Chinese cabbage supplies both accounted for 1 percent each of total value while lower shares were recorded for breadfruit in the month under review. (See Graph 16 & Table 3)

VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$81,100 in September 2019 increased 6 percent from the previous month and was 19 percent lower when compared with September 2018.



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 October 2019 will be available on 13th November 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



Aliimuamua Malaefono Tauā – T. Faasalaina
GOVERNMENT STATISTICIAN

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	SEP.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	MAY.19.AV	JUN.19.AV	JUL.19.AV	AUG.19.AV	SEP.19.AV	Sep-19	
												% chng from prev mnth	%chng from SEP 18
TARO	7521	4891	5727	8622	9064	6399	7079	4327	4747	6484	5594	-14	14
BANANA	2642	1340	3061	3865	2346	1084	1112	1791	2062	2552	3053	20	128
TA'AMU	816	272	319	247	165	445	489	363	548	466	297	-36	9
COCONUT	7993	4620	6825	7219	8279	5410	6860	8629	7237	6699	6717	0	45
BREADFRUIT	186	325	605	315	204	165	212	300	218	688	305	-56	-6
YAM	129	187	124	99	149	162	196	223	410	313	212	-32	13
HEAD CABBAGE	811	964	566	719	158	703	464	738	564	737	615	-17	-36
TOMATOES	256	436	116	23	46	55	75	90	146	145	309	113	-29
CH.CABBAGE	129	148	63	39	76	76	139	117	294	212	162	-23	9
CUCUMBER	542	1101	926	503	596	675	1043	1002	726	1098	745	-32	-32
PUMPKIN	6217	22036	10948	8959	4663	8116	7427	9188	8327	6133	12327	101	-44

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

PRODUCE	2014 AVE	SEP.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	MAY.19.AV	JUN.19.AV	JUL.19.AV	AUG.19.AV	SEP.19.AV	% chng from	
												prev mnth	SEP 18
TARO	1.48	2.99	2.95	2.43	2.07	2.09	2.58	2.62	2.87	3.03	2.82	-7	-6
BANANA	0.76	1.24	1.10	0.93	1.06	0.96	1.28	1.30	1.38	1.34	1.19	-11	-4
TA'AMU	2.78	6.04	6.37	6.00	6.43	5.45	7.33	6.65	7.12	6.41	5.20	-19	-14
COCONUT	0.62	1.21	1.21	0.95	0.92	1.00	1.00	0.97	0.94	0.97	1.09	12	-10
BREADFRUIT	0.94	1.45	1.16	1.05	1.32	1.99	2.27	1.47	1.49	1.36	1.33	-3	-9
YAM	3.16	4.32	6.84	4.67	4.66	5.37	4.24	4.30	4.13	4.62	4.62	0	7
HEAD CABBAGE	5.40	5.42	11.32	8.88	11.89	8.47	13.12	8.92	8.27	8.93	6.77	-24	25
TOMATOES	9.55	9.01	14.36	21.37	22.39	19.93	19.02	19.62	17.94	17.01	12.38	-27	37
CH.CABBAGE	4.38	3.97	8.19	8.84	9.26	9.02	8.23	7.39	6.72	6.28	4.97	-21	25
CUCUMBER	2.99	3.25	4.27	4.52	5.62	5.46	4.96	4.43	5.11	5.00	4.43	-11	36
PUMPKIN	2.61	2.82	2.96	2.87	3.79	4.04	3.92	3.55	3.60	4.21	3.19	-24	13

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	SEP.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	MAY.19.AV	JUN.19.AV	JUL.19.AV	AUG.19.AV	SEP.19.AV	% chng from	
												prev mnth	SEP 18
TARO	126.6	14.6	16.9	21.0	18.7	13.4	18.3	11.4	13.6	19.6	15.8	-20	8
BANANA	25.1	1.7	3.4	3.6	2.5	1.0	1.4	2.3	2.8	3.4	3.6	6	119
TA'AMU	25.6	1.6	2.0	1.5	1.1	2.4	3.6	2.4	3.9	3.0	1.5	-48	-6
COCONUT	59.3	5.6	8.3	6.8	7.6	5.4	6.9	8.3	6.8	6.5	7.3	12	31
BREADFRUIT	1.8	0.5	0.7	0.3	0.3	0.3	0.5	0.4	0.3	0.9	0.4	-57	-15
YAM	4.7	0.8	0.9	0.5	0.7	0.9	0.8	1.0	1.7	1.5	1.0	-32	21
HEAD CABBAGE	44.6	5.2	6.4	6.4	1.9	6.0	6.1	6.6	4.7	6.6	4.2	-37	-20
TOMATOES	21.5	3.9	1.7	0.5	1.0	1.1	1.4	1.8	2.6	2.5	3.8	55	-3
CH.CABBAGE	5.9	0.6	0.5	0.4	0.7	0.7	1.1	0.9	2.0	1.3	0.8	-39	37
CUCUMBER	18.4	3.6	4.0	2.3	3.4	3.7	5.2	4.5	3.7	5.5	3.3	-40	-8
PUMPKIN	178.3	62.2	32.4	25.7	17.7	32.8	29.1	32.6	30.0	25.8	39.4	53	-37
	511.8	100.3	77.1	68.8	55.5	67.7	74.4	72.1	72.2	76.6	81.1	6	-19

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	SEP.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	MAY.19.AV	JUN.19.AV	JUL.19.AV	AUG.19.AV	SEP.19.AV	% chng from prev mnth	%chng from SEP 18
TARO	0.25	65	76	115	121	85	94	58	63	86	74	-14	14
BANANA	0.05	51	116	146	89	41	42	68	78	97	116	20	128
TA'AMU	0.05	33	39	30	20	55	60	45	67	57	36	-36	9
COCONUT	0.12	58	85	90	104	68	86	108	91	84	84	0	45
BREADFRUIT	0.004	175	325	169	110	89	114	161	117	370	164	-56	-6
YAM	0.01	145	96	77	116	126	152	173	317	243	164	-32	13
HEAD CABBAGE	0.09	119	70	89	20	87	57	91	70	91	76	-17	-36
TOMATOES	0.04	170	45	9	18	22	29	35	57	57	121	113	-29
CH.CABBAGE	0.01	115	49	30	59	59	108	91	228	164	126	-23	9
CUCUMBER	0.04	203	171	93	110	125	192	185	134	203	137	-32	-32
PUMPKIN	0.35	354	176	144	75	131	119	148	134	99	198	101	-44
	1.00	179	114	111	82	94	96	103	99	96	125	30	-30

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	SEP.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	MAY.19.AV	JUN.19.AV	JUL.19.AV	AUG.19.AV	SEP.19.AV	% chng from prev mnth	%chng from SEP 18
TARO	0.25	202	199	164	140	141	174	177	194	205	191	-7	-6
BANANA	0.05	163	145	122	140	126	168	172	182	177	157	-11	-4
TA'AMU	0.05	217	229	216	231	196	264	239	256	231	187	-19	-14
COCONUT	0.12	195	196	153	148	161	162	156	151	156	175	12	-10
BREADFRUIT	0.004	154	123	112	140	212	241	156	159	145	141	-3	-9
YAM	0.01	137	217	148	148	170	134	136	131	146	146	0	7
HEAD CABBAGE	0.09	100	210	164	220	157	243	165	153	165	125	-24	25
TOMATOES	0.04	94	150	224	234	209	199	205	188	178	130	-27	37
CH.CABBAGE	0.01	91	187	202	211	206	188	169	153	143	113	-21	25
CUCUMBER	0.04	109	143	151	188	182	166	148	171	167	148	-11	36
PUMPKIN	0.35	108	113	110	145	155	150	136	138	161	122	-24	13
	1.00	99	115	106	126	122	132	118	118	126	105	-17	6

Table 6: Number of Sellers

PRODUCE	2014 AVE	SEP.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	MAY.19.AV	JUN.19.AV	JUL.19.AV	AUG.19.AV	SEP.19.AV	% chng from prev mnth	%chng from SEP 18
TARO	46	58	66	73	66	56	62	46	44	49	46	-6	-21
BANANA	27	23	41	40	26	22	17	24	22	28	31	11	35
TA'AMU	7	3	3	4	3	4	3	4	5	3	3	0	0
COCONUT	57	33	53	56	60	45	49	53	44	43	39	-9	18
BREADFRUIT	4	6	10	7	5	3	3	5	5	13	6	-54	0
YAM	5	5	3	3	3	4	7	7	10	9	5	-44	0
HEAD CABBAGE	12	20	8	10	5	10	10	15	12	10	10	0	-50
TOMATOES	39	56	16	7	7	11	12	16	21	23	37	61	-34
CH.CABBAGE	13	21	7	5	9	11	14	19	22	23	23	0	10
CUCUMBER	42	55	30	11	13	18	25	30	33	39	36	-8	-35
PUMPKIN	83	126	89	90	56	82	71	92	79	62	103	66	-18
	337	405	325	304	252	265	273	310	296	301	338	12	-17

*on the days surveyed

@ new weights and base