



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY

JANUARY 2018

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:

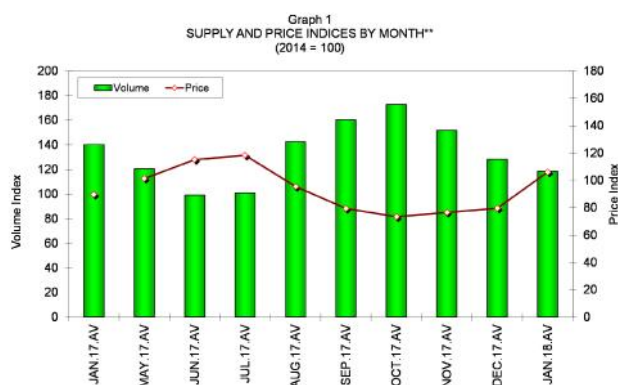
The Local Market Survey in January 2018 revealed overall volume decrease 8 percent while limited supply pushed average prices up 33 percent when compared to December 2017.

- Wet weather conditions affected the supply of most vegetable produce to the market driving prices up.
- The value of supplies increased 23 percent to \$75,500 from the previous month.
- An average of 350 sellers trading at the Local Market was recorded in the month under review, 3 percent lower than the previous month and also 11 percent lower when compared with the same month last year.

Issue: 1/01/18

OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in January 2018 showed overall volume decrease 8 percent from December 2017. Significant decreases were recorded for all agricultural produce with the exception of taro, yam, Chinese cabbage and cucumber. When compared with the same month last year, current supply was 15 percent lower. (See Graph 1 and Tables 4 & 5)

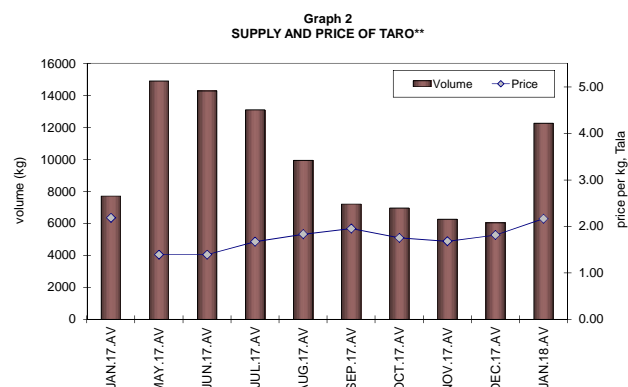


Limited availability of most local produce led the overall price level to increase 33 percent from the previous month. The rise in average prices of all local produce with the exception of banana and coconut contributed to the rise in the price index. The current

price level was 18 percent higher when compared with January 2017.

TARO

At 12,262 kilograms, the supply of taro to the local markets in January 2018 was more than doubled from the previous month while strong domestic demand led its average price to climb 19 percent (to \$2.16 per kilogram). When compared with January 2017, current supply of taro was 59 percent higher while its average price was 1 percent lower. (See Graph 2 and Tables 1&2)

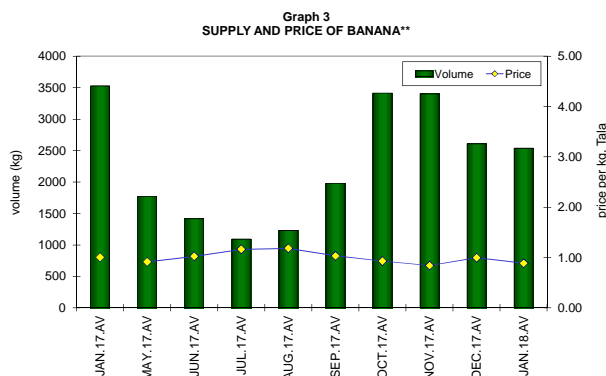


Current supply of taro in the month under review contributed to a 111 percent rise in volume when comparing the twelve months ending January

2018 over the twelve months ending January 2017. Price fell 40 percent.

BANANA

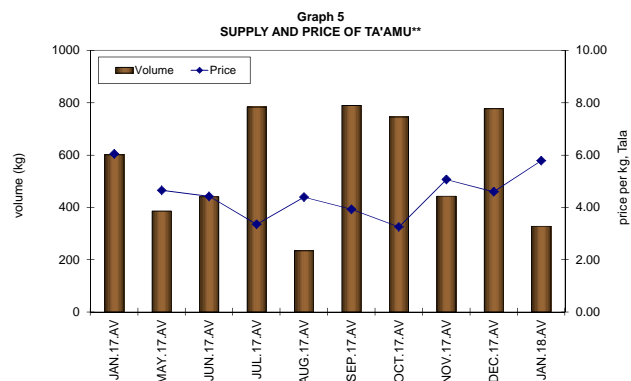
The supply of banana to the Local Markets in January 2018 fell 3 percent (to 2,535 kilograms) from December 2017; a level that was 28 percent lower than the same month a year ago. Weakened demand pushed its average price down 11 percent (to \$0.88 per kilogram). When compared with the same month last year current price was 12 percent lower. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending January 2018 over the twelve months ending January 2017, banana supplies were 39 percent higher while increased availability pushed its average price down 34 percent.

TA'AMU

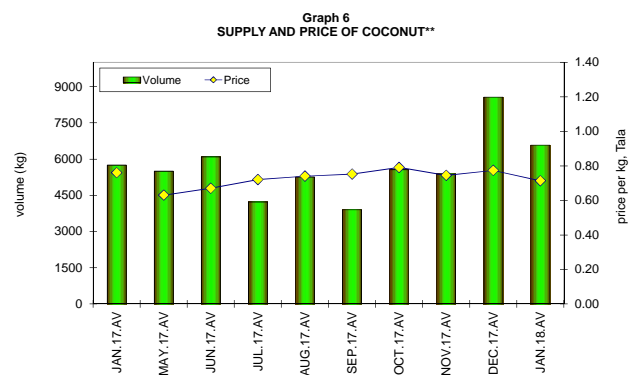
At an average of 327 kilograms, ta'amu supply in January 2018 decreased 58 percent from the previous month. Limited supplies pushed average price for ta'amu up 26 percent (to \$5.78 per kilogram). Compared to January 2017, current supply of ta'amu was 46 percent lower while its average price was also 4 percent lower. (See Graph 5 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to a 76 percent increase in ta'amu volume when comparing the twelve months ending January 2018 over the twelve months ending January 2017 while increased availability pushed its average price down 26 percent.

COCONUT

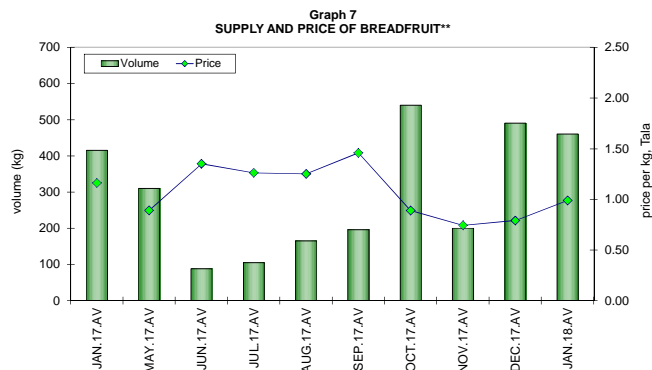
Coconut supplies in January 2018 dropped 23 percent (to 6,570 kilograms) from December 2017 while weakened demand pushed its average price down 8 percent (to \$0.71 per kilogram). Current availability of coconut was 14 percent higher than average availability in January 2017 while average price fell 6 percent over the year. (See Graph 6 and Tables 1 & 2)



When comparing the twelve months ending January 2018 over the twelve months ending January 2017 supply of coconut was 18 percent higher while its average price also rose 4 percent.

BREADFRUIT

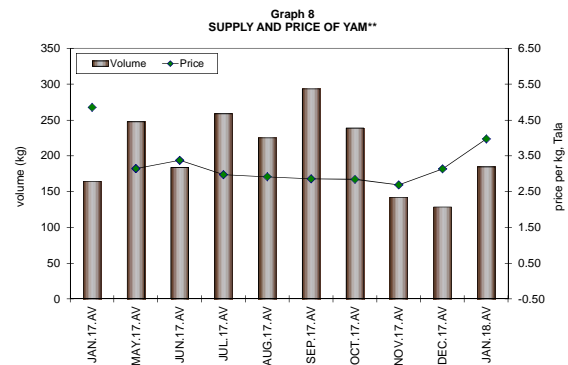
In the month under review, the supply of breadfruit declined 6 percent (to 460 kilograms) from December 2017, while strong demand pushed its average price up 25 percent (to \$0.99 per kilogram). Current availability of breadfruit was 11 percent higher than average availability in January 2017 while average price fell 15 percent over the year. (See Graph 3 and Tables 1& 2)



Current supply of breadfruit contributed to a 6 percent decline in volume when comparing the twelve months ending January 2018 over the twelve months ending January 2017 while its average price also decreased 13 percent.

YAM

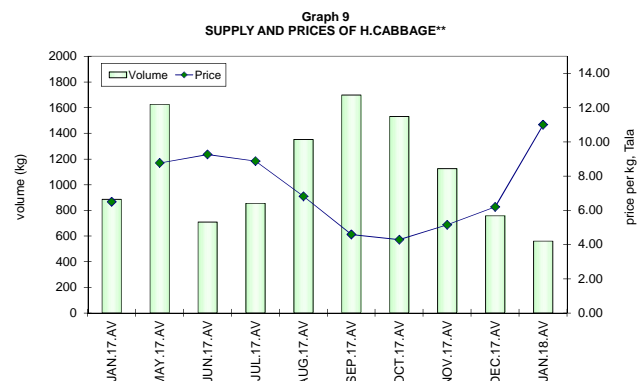
Yam supplies at 185 kilograms increased 44 percent from December 2017 while strong domestic demand pushed its average price up 27 percent (to \$3.97 per kilogram). When compared with January 2017, current supply of yam was 12 percent higher while its average price was 18 percent lower. (See Graph 8 and Tables 1 & 2)

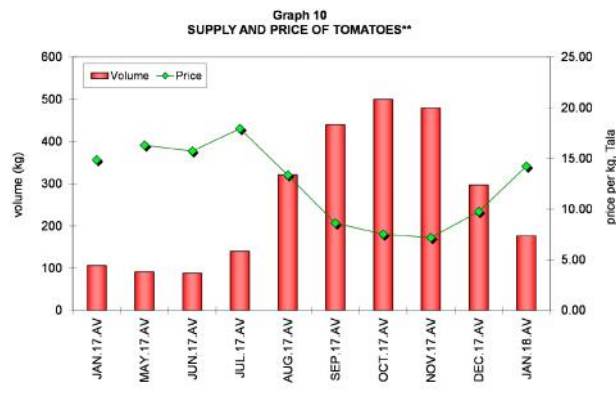


Despite the increase of yam supplied in the month under review, current yam supply contributed to a 2 percent decline in volume in the twelve months ending January 2018 over the twelve months ending January 2017, while its average price also fell 19 percent.

VEGETABLE PRODUCE

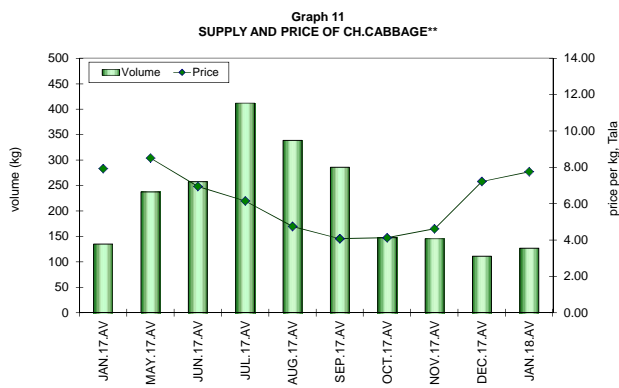
Wet weather conditions affected the supply of vegetable produce to the Local Markets in January 2018 resulting in substantial loss in the supply of all vegetable produce with the exception of Chinese cabbage and cucumber supplies recording moderate increases of 14 percent (to 127 kilograms) and 34 percent (to 1,143 kilograms) respectively. Tomato supplies fell 40 percent (to 177 kilograms) while pumpkin supplies also decreased 35 percent (to 7,529 kilograms). Head cabbage supplies declined 26 percent (to 559 kilograms) from December 2017. (See Graphs 9 to 13 and Tables 1 & 2)



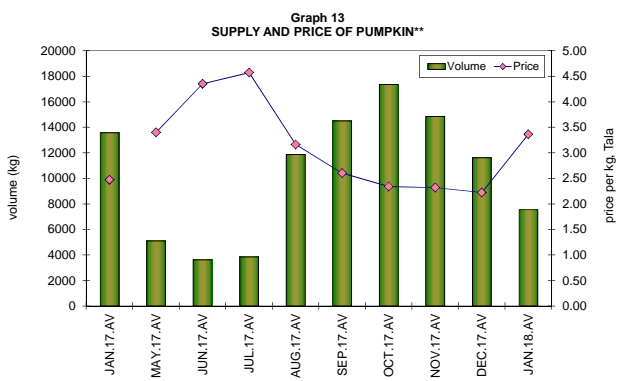
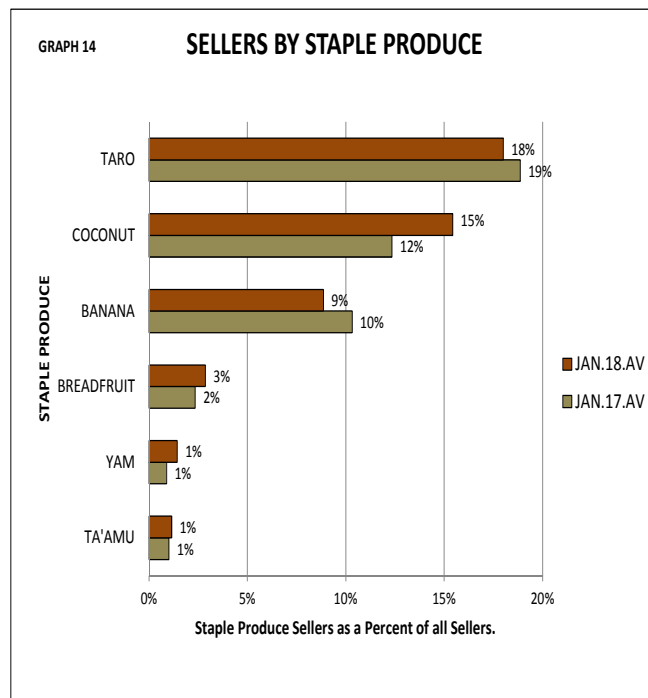
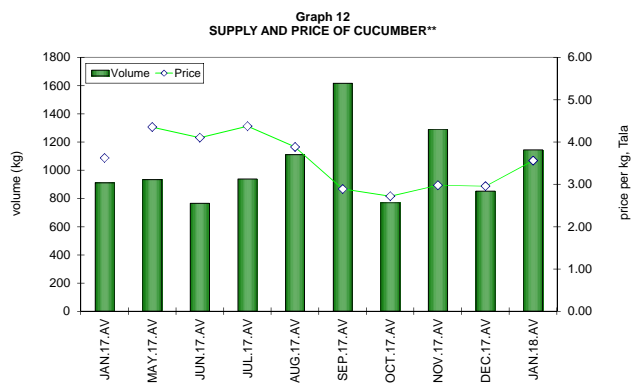


Chinese cabbage and cucumber, average prices for all vegetables increased. Head cabbage prices registered the largest increase of 78 percent (to \$10.99 per kilogram), followed by pumpkin prices increasing 51 percent (to \$3.36 per kilogram), while tomato prices rose 46 percent (to \$14.24 per kilogram). Driven by demand cucumber and Chinese cabbage were the vegetables of choice in January 2018 recording price increases of 20 percent (to \$3.56 per kilogram) and 7 percent (to \$7.75 per kilogram) respectively.

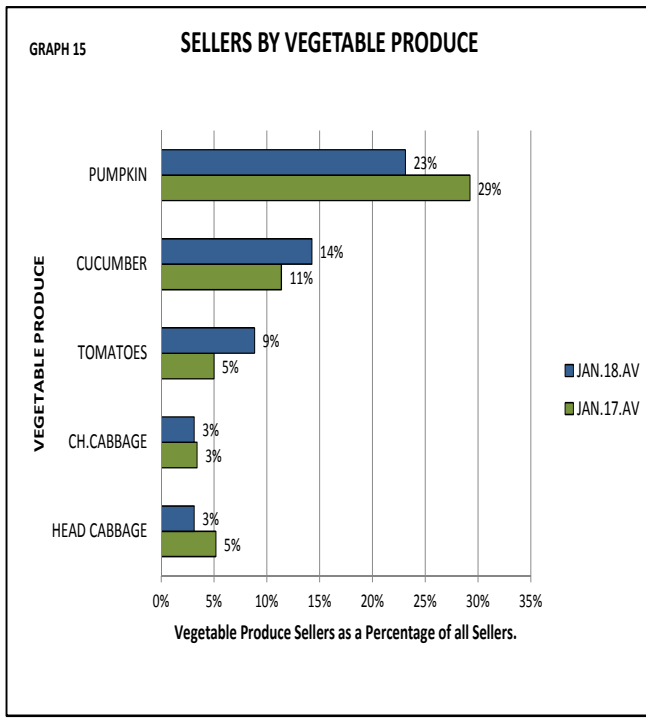
SELLERS



At 350, the number of sellers at the Local Markets on the days surveyed in January 2018 fell 3 percent from the previous month and was also 11 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6).



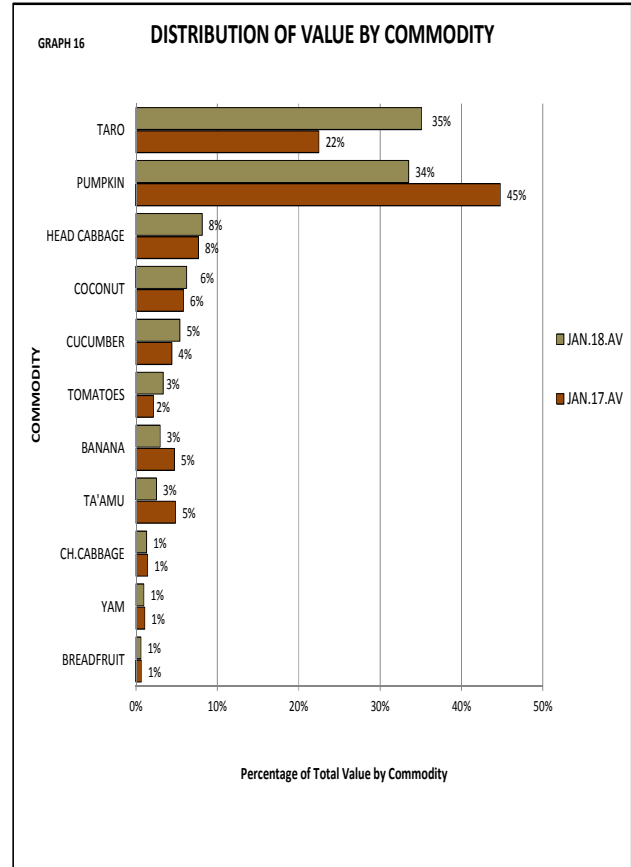
Subsequent to the limited availability of most vegetable produce to the Local Markets in the month under review and strong demand for



In January 2018, pumpkin sellers at 81 were the largest group at the local markets decreasing from 108 in the previous month and 116 in the same month last year. Taro sellers followed recording an increasing total of 63 from 51 last month but were lower than 75 in the same month a year ago, while coconut sellers increased to 54 from 42 in the previous month and 49 a year ago. Cucumber sellers recorded a total of 50 increasing from 49 in the previous month and 45 in January 2017. Banana and tomato sellers both recorded a total of 31 with banana sellers decreasing from 32 in the previous month and 41 in January 2017, while total sellers of tomato fell from 42 in December 2017 but were higher than 20 in the same month last year. Sellers of head cabbage at 11 fell from 12 in the previous month and 21 in the same month a year ago while sellers of Chinese cabbage remained at 11 from December 2017 but were lower than 14 in January 2017. Breadfruit sellers followed with an increasing total of 10 from 8 in December 2017 and 9 in January a year ago, while total sellers of yam recorded an increasing total of 5 from 4 in the previous month and the same month last year. Ta’amu sellers recorded a decreasing total of 4 from 5 in the previous month and remained unchanged from the same month last year.

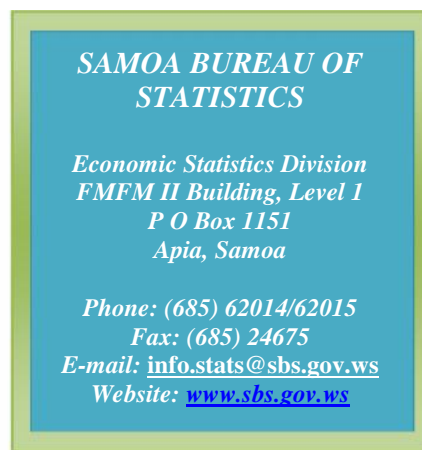
VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$75,500 in January 2018 increased 23 percent from the previous month and 1 percent when compared with January 2017.



Taro supplies contributed the most to the total value of produce surveyed with a share of 35 percent in January 2018, a level that was higher than 18 percent in December 2017 and 22 percent in January 2017. Pumpkin supplies followed with a 34 percent contribution to total value decreasing from 42 percent in the previous month and 45 percent when compared with a year ago. Supplies of head cabbage contributed 8 percent to total value remaining unchanged from the previous month and January 2017 while shares of coconut accounted for 6 percent of total value decreasing from 11 percent in the previous month but remained unchanged from a year ago. Supplies of cucumber contributed 5 percent to total value, increasing from 4 percent in December 2017 and January

2017. Supplies of tomato, banana and ta'amu contributed 3 percent each to total value with tomato shares decreasing from 5 percent in the last month but were higher than 2 percent when compared with January 2017 while banana supplies fell from 4 percent in the previous month and 5 percent in a year ago, followed by ta'amu shares decreasing from 6 percent last month and 5 percent in the same month last year. Chinese cabbage, yam and breadfruit supplies contributed 1 percent each to total value. (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 February 2018 will be available on 23rd March 2018.



SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	JAN.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	OCT.17.AV	NOV.17.AV	DEC.17.AV	JAN.18.AV	Jan-18	
												%chng from prev mth	%chng from JAN17
TARO	7521	7706	14899	14283	13105	9941	7211	6948	6261	6034	12262	103	59
BANANA	2642	3526	1769	1416	1088	1226	1979	3412	3401	2604	2535	-3	-28
TAAAMU	816	601	385	440	784	234	790	746	443	777	327	-58	-46
COCONUT	7993	5742	5488	6086	4221	5250	3894	5556	5372	8560	6570	-23	14
BREADFRUIT	186	415	310	88	105	165	196	540	200	480	460	-6	11
YAM	129	164	248	184	259	225	239	239	142	128	185	44	12
HEAD CABBAGE	811	884	1624	707	853	1351	1698	1529	1123	756	559	-26	-37
TOMATOES	256	107	91	88	140	321	440	500	480	297	177	-40	66
CH CABBAGE	129	135	237	257	412	338	285	147	145	111	127	14	-6
CUCUMBER	542	910	933	765	936	1109	1616	768	1257	851	1143	34	26
PUMPKIN	6217	13554	5099	3609	3841	11855	14501	17345	14844	11611	7529	-35	-44

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

PRODUCE	2014 AVE	JAN.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	OCT.17.AV	NOV.17.AV	DEC.17.AV	JAN.18.AV	%chng from	
												prev mth	JAN17
TARO	1.48	2.18	1.39	1.39	1.67	1.83	1.95	1.75	1.68	1.81	2.16	19	-1
BANANA	0.76	1.00	0.91	1.02	1.16	1.18	1.03	0.93	0.84	0.99	0.88	-11	-12
TAAAMU	2.78	6.04	4.65	4.42	3.35	4.39	3.92	3.25	5.06	4.59	5.78	26	-4
COCONUT	0.62	0.76	0.63	0.67	0.72	0.74	0.75	0.79	0.74	0.77	0.71	-8	-6
BREADFRUIT	0.94	1.16	0.89	1.35	1.26	1.25	1.46	0.89	0.74	0.79	0.99	25	-15
YAM	3.16	4.85	3.14	3.37	2.97	2.91	2.85	2.84	2.68	3.13	3.97	27	-18
HEAD CABBAGE	5.40	6.49	8.76	9.26	8.87	6.81	4.58	4.28	5.15	6.19	10.99	78	69
TOMATOES	9.55	14.86	16.31	15.73	17.94	13.36	8.61	7.53	7.19	9.76	14.24	46	-4
CH CABBAGE	4.38	7.92	8.50	6.94	6.14	4.74	4.06	4.12	4.61	7.21	7.75	7	-2
CUCUMBER	2.99	3.62	4.35	4.10	4.37	3.88	2.89	2.72	2.97	2.95	3.56	20	-2
PUMPKIN	2.61	2.47	3.40	4.35	4.57	3.16	2.60	2.34	2.32	2.22	3.36	51	36

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	JAN.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	OCT.17.AV	NOV.17.AV	DEC.17.AV	JAN.18.AV	%chng from	
												prev mth	JAN17
TARO	126.6	16.8	20.7	19.9	21.9	18.2	14.1	12.2	10.5	10.9	26.5	143	58
BANANA	25.1	3.5	1.6	1.4	1.3	1.5	2.0	3.2	2.9	2.6	2.2	-13	-37
TAAAMU	25.6	3.6	1.8	2.0	2.6	1.0	3.1	2.4	2.2	3.6	1.9	-47	-48
COCONUT	59.3	4.4	3.5	4.1	3.0	3.9	2.9	4.4	4.0	6.6	4.7	-29	8
BREADFRUIT	1.8	0.5	0.3	0.1	0.1	0.2	0.3	0.5	0.2	0.4	0.5	15	-6
YAM	4.7	0.8	0.8	0.6	0.8	0.7	0.8	0.7	0.4	0.4	0.7	83	-9
HEAD CABBAGE	44.6	5.7	14.2	6.6	7.6	9.2	7.8	6.5	5.8	4.7	6.1	31	7
TOMATOES	21.5	1.6	1.5	1.4	2.5	4.3	3.8	3.8	3.5	2.9	2.5	-13	58
CH CABBAGE	5.9	1.1	2.0	1.8	2.5	1.6	1.2	0.6	0.7	0.8	1.0	23	-8
CUCUMBER	18.4	3.3	4.1	3.1	4.1	4.3	4.7	2.1	3.8	2.5	4.1	62	24
PUMPKIN	178.3	33.5	17.3	15.7	17.6	37.5	37.7	40.5	34.4	25.8	25.3	-2	-24
	511.8	74.8	67.7	56.6	64.0	82.3	78.4	76.8	68.2	61.2	75.5	23	1

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Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	JAN.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	OCT.17.AV	NOV.17.AV	DEC.17.AV	JAN.18.AV	%chg from	%chg from
												prevmth	JAN17
TARO	0.25	102	198	190	174	132	96	92	83	80	163	103	59
BANANA	0.05	133	67	54	41	46	75	129	129	99	96	-3	-28
TAYAMU	0.05	74	47	54	96	29	97	91	54	95	40	-58	-46
COCONUT	0.12	72	69	76	53	66	49	70	67	107	82	-23	14
BREADFRUIT	0.004	223	167	47	56	89	105	230	108	263	247	-6	11
YAM	0.01	127	192	142	201	174	227	185	110	99	143	44	12
HEAD CABBAGE	0.09	109	200	87	105	167	209	189	138	93	69	-26	-37
TOMATOES	0.04	42	36	35	55	125	172	195	187	116	69	-40	66
CH CABBAGE	0.01	104	184	199	319	262	221	114	112	86	98	14	-6
CUCUMBER	0.04	168	172	141	173	205	238	142	238	157	211	34	26
PUMPKIN	0.35	218	82	58	62	191	233	279	239	187	121	-35	-44
	1.00	140	121	99	101	143	160	173	152	128	119	-8	-15

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	JAN.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	OCT.17.AV	NOV.17.AV	DEC.17.AV	JAN.18.AV	%chg from	%chg from
												prevmth	JAN17
TARO	0.25	147	94	94	113	124	132	118	113	122	146	19	-1
BANANA	0.05	132	120	134	153	155	135	122	110	131	116	-11	-12
TAYAMU	0.05	217	167	159	121	158	141	117	182	165	208	26	-4
COCONUT	0.12	123	102	108	116	119	121	128	120	125	115	-8	-6
BREADFRUIT	0.004	123	95	144	134	133	155	95	79	84	105	25	-15
YAM	0.01	153	99	107	94	92	90	90	85	99	126	27	-18
HEAD CABBAGE	0.09	120	162	171	164	126	85	79	95	115	204	78	69
TOMATOES	0.04	156	171	165	188	140	90	79	75	102	149	46	-4
CH CABBAGE	0.01	181	194	158	140	108	93	94	105	165	177	7	-2
CUCUMBER	0.04	121	145	137	146	130	97	91	99	99	119	20	-2
PUMPKIN	0.35	95	130	167	175	121	100	90	89	85	129	51	36
	1.00	90	101	115	118	96	80	74	77	80	105	33	18

Table 6: Number of Sellers

PRODUCE	2014 AVE	JAN.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	OCT.17.AV	NOV.17.AV	DEC.17.AV	JAN.18.AV	%chg from	%chg from
												prevmth	JAN17
TARO	46	75	76	67	60	60	55	51	48	51	63	24	-15
BANANA	27	41	27	23	18	22	29	44	46	32	31	-3	-24
TAYAMU	7	4	4	4	5	3	8	5	5	5	4	-20	0
COCONUT	57	48	52	50	37	42	44	47	45	42	54	29	11
BREADFRUIT	4	9	4	2	2	3	3	10	8	8	10	25	8
YAM	5	4	6	4	8	7	8	7	7	4	5	25	43
HEAD CABBAGE	12	21	16	12	17	23	25	19	18	12	11	-8	-46
TOMATOES	39	20	17	15	26	45	53	54	55	42	31	-26	57
CH CABBAGE	13	14	22	24	39	35	27	18	16	11	11	0	-19
CUCUMBER	42	45	39	45	49	61	71	40	40	49	50	2	11
PUMPKIN	83	116	63	49	53	188	123	134	133	108	81	-25	-30
	337	365	325	295	314	489	445	427	420	362	350	-3	-11

*notredysnyed

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