



GOVERNMENT OF SAMOA
SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY
JANUARY 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 January 2019 revealed overall volume drop 3 percent while limited supply pushed average prices up 17 percent when compared to December 2018.

- Significant reductions in the supply of coconut, tomato and pumpkin contributed to the decline of the volume index.
- The value of supplies grew 16 percent to \$77,100 from the previous month.
- An average of 325 sellers trading at the Local Market were recorded in the month under review; 4 percent higher than the previous month but 7 percent lower when compared with the same month last year.

Issue: 01/01/19

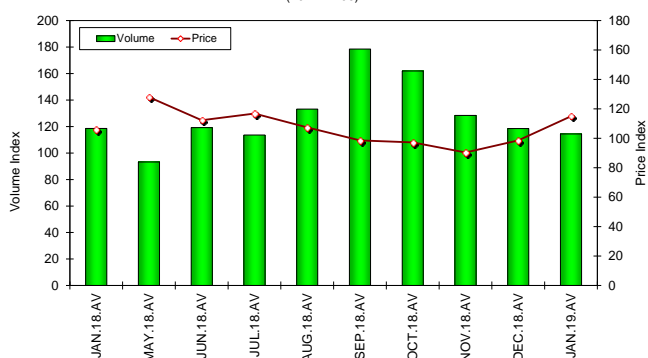
OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in January 2019 showed overall volume decrease 3 percent from December 2018. This decrease in volume stem from significant reduction of coconut, tomatoes and pumpkins. When compared with the same month last year, current supply was 3 percent lower. (See Graph 1 and Tables 4 & 5)

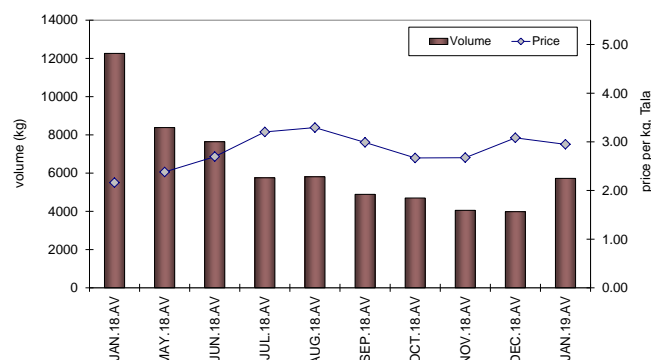
TARO

The supply of taro to the Local Markets in January 2019 increased 44 percent (to 5,727 kilogram) from December 2018; a level that was 53 percent lower than the same month last year. Increased availability led its average price to drop 4 percent (to \$2.95 per kilogram). When compared with January 2018, current price of taro was 36 percent higher. (See Graph 2 and Tables 1&2)

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



Graph 2
SUPPLY AND PRICE OF TARO**

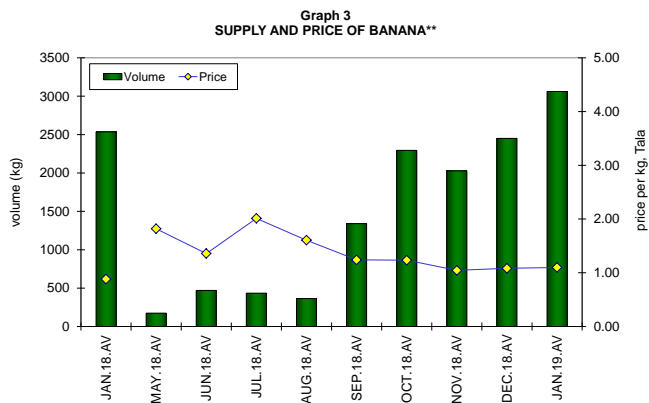


With the decreased volume in the month under review, the overall price level rose 17 percent from the previous month. This increase in price was largely due to increased prices of all vegetable produce. When compared with January 2018 the current overall price level was 8 percent higher.

Despite the increase in volume in the month under review, current supply of taro contributed to a 39 percent decline in volume when comparing the twelve months ending January 2019 over the twelve months ending January 2018. Price rose 59 percent.

BANANA

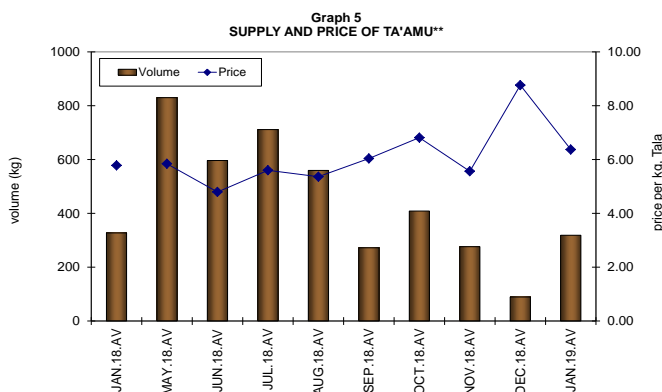
The volume of banana supplied to the Local Markets in January 2019 increased 25 percent (to 3,061 kilograms) from December 2018; a level that was 21 percent higher than the same month last year. The average price of banana rose 2 percent (to \$1.10 per kilogram) due to strong domestic demand. When compared with the same month last year current price was 24 percent higher. (See Graph 3 and Tables 1&2)



When comparing the twelve months ending January 2019 over the twelve months ending January 2018, banana supplies were 41 percent lower while limited availability pushed its average price up 38 percent.

TA'AMU

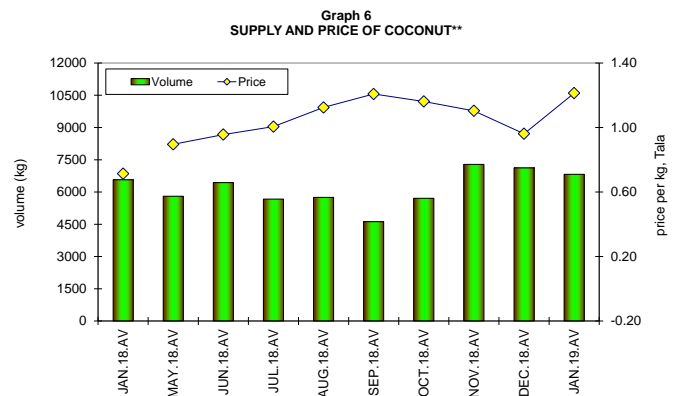
Ta'amu supplies in January 2019 expanded its volume by a factor of 3 (to 319 kilograms) from the previous month, while increased availability pushed its average price down 27 percent (to \$6.37 per kilogram). When compared with the same month last year, current supply of ta'amu was 3 percent lower while its average price was 10 percent higher. (See Graph 5 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to a 10 percent decrease in ta'amu volume when comparing the twelve months ending January 2019 over twelve months ending January 2018 while limited availability pushed its average price up 29 percent.

COCONUT

In the month under review coconut supplies dropped 4 percent (to 6,825 kilograms) from the previous month while limited supply pushed its average price up 26 percent (to \$1.21 per kilogram). Compared to January 2018, current supply of coconut was 4 percent higher while average price increased 70 percent. (See Graph 6 and Tables 1&2)

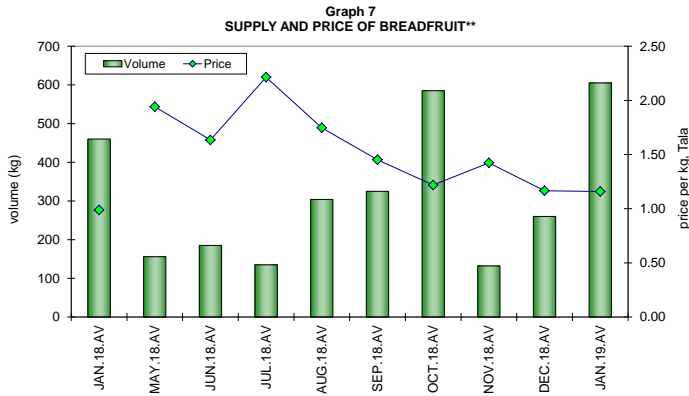


Comparing the twelve months ending January 2019 over the twelve months ending January 2018 supply of coconut was 13 percent higher while its average price also rose 37 percent.

BREADFRUIT

At an average of 605 kilograms, breadfruit supply in January 2019 was more than doubled from the previous month. Increase availability of breadfruit to the markets pushed its average price down 1 percent (to \$1.16 per kilogram). When compared with the same month last year, current breadfruit supply was 32 percent higher while strong domestic demand pushed its average price up 17 percent. (See Graph 7 and Tables 1& 2)

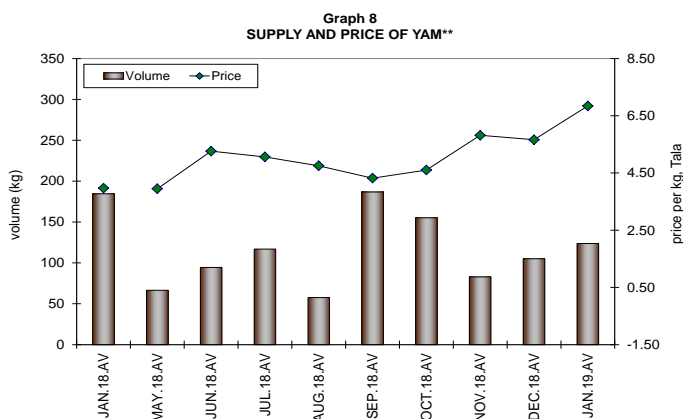
VEGETABLE PRODUCE



Despite the increase in breadfruit volume in the month under review, current supply contributed to a 12 percent decline in volume when comparing the twelve months ending January 2019 over the twelve months ending January 2018 while its average price increased 40 percent.

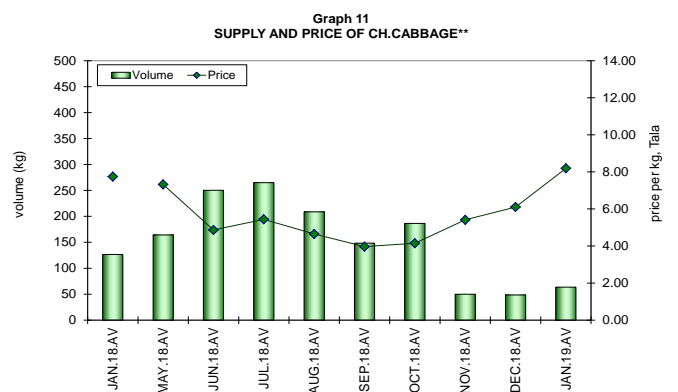
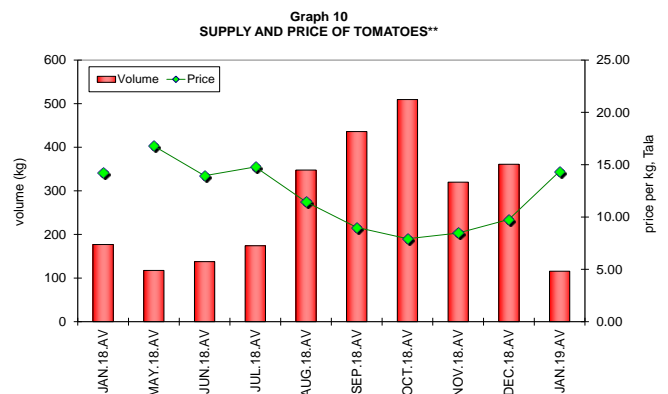
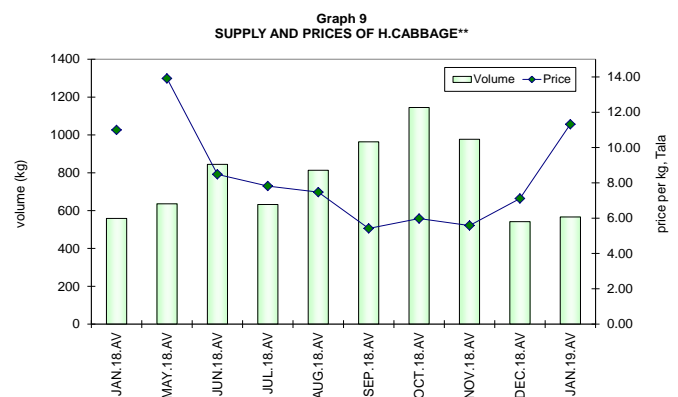
YAM

At 124 kilogram, the supply of yam to the Local Markets rose 18 percent (to 124 kilograms) from the previous month while strong domestic demand pushed its average price up 21 percent (to \$6.84 per kilogram). When compared with the same month last year, current supply of yam was 33 percent lower while limited supply over the year pushed its average price up 72 percent. (See Graph 8 and Tables 1 & 2)



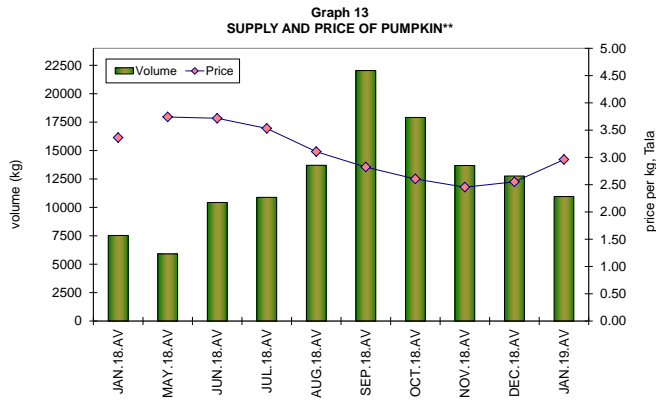
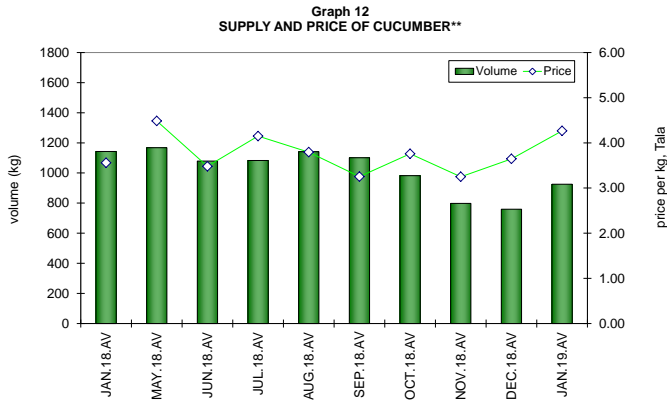
Current supply of yam in the month under review contributed to a 41 percent decrease in volume in the twelve months ending January 2019 over the twelve months ending January 2018, while its average price rose 57 percent.

Despite the decline of the overall volume in the month under review, a general overview of all vegetable produce to the Local Markets revealed significant gains in all vegetable supplies with the exception of tomato and pumpkin whose volume dropped 68 percent (to 116 kilograms) and 14 percent (to 10,948 kilograms) respectively from the previous month. Chinese cabbage supplies registered the largest increase at 31 percent (to 63 kilograms) from December 2018 followed by cucumber supplies increasing 22 percent (to 926 kilograms) while head cabbage supplies rose 5 percent (to 566 kilograms) when compared with the last month. (See Graphs 9 to 13 and Tables 1 & 2)

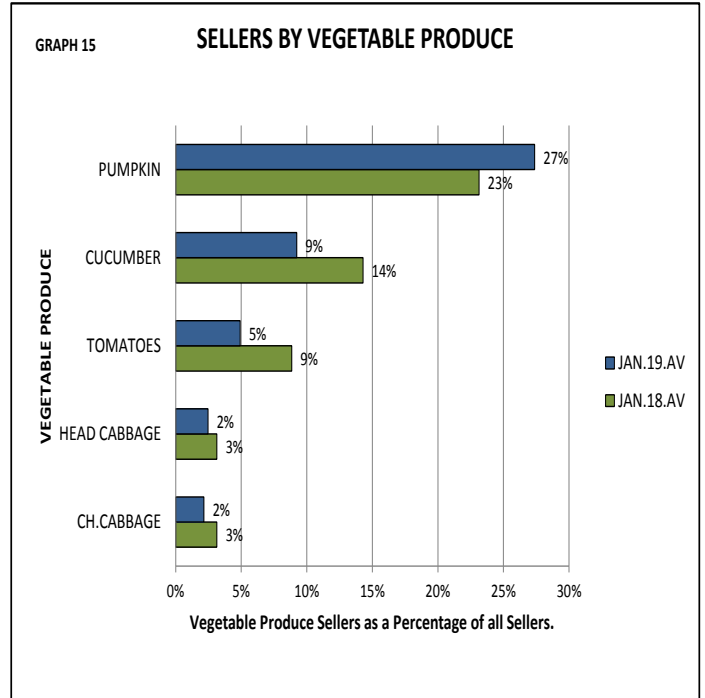
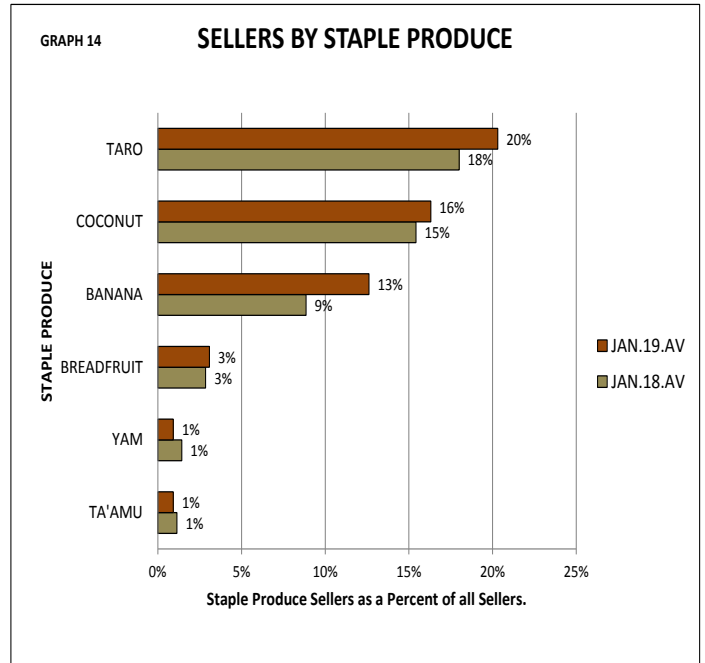


SELLERS

At 325, the number of sellers at the Local Markets on the days surveyed in January 2019 increased 4 percent from the previous month and was 7 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6).



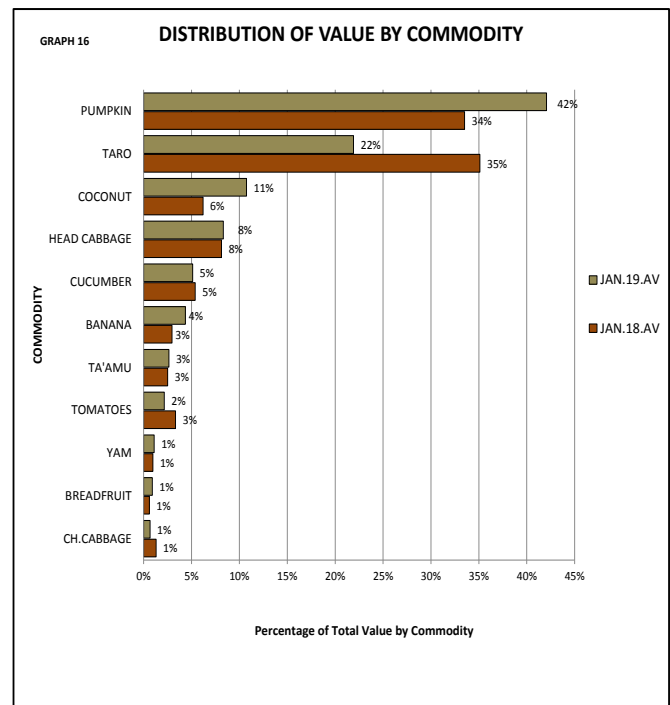
Subsequent to the increase in the supply of most vegetable produce to the Local Markets, average prices in the month under review also increased due to strong domestic demand. Head cabbage prices experienced the largest price increase of 59 percent (to \$11.32 per kilogram) while limited availability for tomato drove its price up 47 percent (to \$14.36 per kilogram) respectively from the previous month. Average prices for Chinese cabbage rose 34 percent (to \$8.19 per kilogram) while cucumber prices also increased 17 percent (to \$4.27 per kilogram). Limited availability for pumpkin led its average price to edge up 16 percent (to \$2.96 per kilogram).



In January 2019, pumpkin sellers at 89 were the largest group at the local markets decreasing from 96 in the previous month but were higher than 81 in the same month last year. Taro sellers followed recorded an increasing total of 66 from 42 last month and 63 in the same month a year ago while coconut sellers increased to 53 from 41 in the previous month but were lower than 54 in the same month last year. Sellers of banana recorded an increasing total of 41 from 28 in December 2018 and 31 in January 2018 while total sellers of cucumber decreased to 30 from 34 last month and 50 in January 2018. Sellers of tomato recorded a decreasing total of 16 from 27 in the previous month and 31 when compared with same month a year ago; while sellers of breadfruit recorded a decreasing total of 10 from 12 in December 2018 but remained unchanged from January 2018. Head cabbage sellers followed with a decreasing total of 8 from 19 in the previous month and 11 in the same month a year ago. Chinese cabbage sellers recorded a decreasing total of 7 from 8 in the previous month and 11 in the same month last year. Sellers of ta'amu recorded an increasing total of 3 from 1 in the previous month but were lower than 4 in the same month a year ago while sellers of ta'amu remained at a total of 3 from last month but were lower than 5 when compared with January 2018.

VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$77,100 in January 2019 increased 16 percent from the previous month and was 2 percent higher when compared with January 2018.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 42 percent in January 2019, a level that was lower than 49 percent in the previous month but were higher than 34 in the same month a year ago. Taro supplies followed with a 22 percent contribution to total value increasing from 18 percent in the previous month but were lower than 35 percent when compared with the same month a year ago. Supplies of coconut contributed 11 percent to total value increasing from 10 percent last month and 6 percent in the same month a year ago while supplies of head cabbage contributed 8 percent to total value increasing from 6 percent last month and remained unchanged from the same month last year. Shares of cucumber accounted for 5 percent of total value increasing from 4 percent in the previous month and remained unchanged when compared with January 2018. Banana supplies accounted for 4 percent of total value remaining unchanged from last month but were higher than 3 percent in the same month last year. Supplies of ta'amu recorded a 3 percent share in the month under review rising from 1 percent in the previous month but revealed no change when compared with the same month last year. Tomato supplies contributed 2 percent to total value decreasing from 5 percent in the previous month and 3 percent in January 2018 while yam, breadfruit and Chinese cabbage supplies accounted for 1 percent each of total value in January 2019. (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 while 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 February 2019 will be available on 13th March 2019.

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	JAN.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	Jan-19	
												% chng from prev mnth	%chng from JAN18
TARO	7521	12262	8383	7639	5757	5812	4891	4698	4057	3985	5727	44	-53
BANANA	2642	2535	173	471	434	365	1340	2294	2027	2450	3061	25	21
TA'AMU	816	327	830	596	711	560	272	409	276	89	319	257	-3
COCONUT	7993	6570	5804	6434	5671	5750	4620	5709	7284	7120	6825	-4	4
BREADFRUIT	186	460	156	185	135	304	325	585	132	260	605	133	32
YAM	129	185	67	95	117	58	187	155	83	105	124	18	-33
HEAD CABBAGE	811	559	636	844	632	813	964	1145	977	541	566	5	1
TOMATOES	256	177	118	138	174	348	436	509	320	361	116	-68	-35
CH.CABBAGE	129	127	164	250	265	209	148	186	50	48	63	31	-50
CUCUMBER	542	1143	1168	1079	1083	1141	1101	982	798	759	926	22	-19
PUMPKIN	6217	7529	5905	10432	10879	13703	22036	17911	13685	12761	10948	-14	45

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

PRODUCE	2014 AVE	JAN.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	% chng from	
												prev mnth	JAN18
TARO	1.48	2.16	2.38	2.70	3.20	3.29	2.99	2.67	2.67	3.08	2.95	-4	36
BANANA	0.76	0.88	1.82	1.36	2.01	1.61	1.24	1.23	1.04	1.08	1.10	2	24
TA'AMU	2.78	5.78	5.84	4.80	5.60	5.36	6.04	6.81	5.56	8.76	6.37	-27	10
COCONUT	0.62	0.71	0.90	0.96	1.01	1.12	1.21	1.16	1.10	0.96	1.21	26	70
BREADFRUIT	0.94	0.99	1.94	1.63	2.21	1.75	1.45	1.22	1.42	1.17	1.16	-1	17
YAM	3.16	3.97	3.95	5.26	5.06	4.75	4.32	4.60	5.82	5.66	6.84	21	72
HEAD CABBAGE	5.40	10.99	13.92	8.48	7.82	7.47	5.42	5.98	5.58	7.11	11.32	59	3
TOMATOES	9.55	14.24	16.79	13.95	14.79	11.45	9.01	7.92	8.47	9.78	14.36	47	1
CH.CABBAGE	4.38	7.75	7.32	4.87	5.44	4.65	3.97	4.15	5.41	6.10	8.19	34	6
CUCUMBER	2.99	3.56	4.49	3.48	4.15	3.79	3.25	3.76	3.25	3.65	4.27	17	20
PUMPKIN	2.61	3.36	3.74	3.72	3.53	3.10	2.82	2.60	2.45	2.55	2.96	16	-12

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	JAN.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	% chng from	
												prev mnth	JAN18
TARO	126.6	26.5	20.0	20.6	18.4	19.1	14.6	12.5	10.9	12.3	16.9	37	-36
BANANA	25.1	2.2	0.3	0.6	0.9	0.6	1.7	2.8	2.1	2.7	3.4	27	50
TA'AMU	25.6	1.9	4.9	2.9	4.0	3.0	1.6	2.8	1.5	0.8	2.0	160	7
COCONUT	59.3	4.7	5.2	6.2	5.7	6.5	5.6	6.6	8.0	6.8	8.3	21	77
BREADFRUIT	1.8	0.5	0.3	0.3	0.3	0.5	0.5	0.7	0.2	0.3	0.7	133	56
YAM	4.7	0.7	0.3	0.5	0.6	0.3	0.8	0.7	0.5	0.6	0.9	44	16
HEAD CABBAGE	44.6	6.1	8.9	7.2	4.9	6.1	5.2	6.8	5.5	3.9	6.4	66	4
TOMATOES	21.5	2.5	2.0	1.9	2.6	4.0	3.9	4.0	2.7	3.5	1.7	-53	-34
CH.CABBAGE	5.9	1.0	1.2	1.2	1.4	1.0	0.6	0.8	0.3	0.3	0.5	73	-47
CUCUMBER	18.4	4.1	5.2	3.8	4.5	4.3	3.6	3.7	2.6	2.8	4.0	43	-3
PUMPKIN	178.3	25.3	22.1	38.8	38.4	42.5	62.2	46.7	33.6	32.6	32.4	0	28
	511.8	75.5	70.2	83.9	81.7	87.9	100.3	88.2	67.8	66.5	77.1	16	2

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	JAN.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	% chng from prev mnth	%chng from JAN18
TARO	0.25	163	111	102	77	77	65	62	54	53	76	44	-53
BANANA	0.05	96	7	18	16	14	51	87	77	93	116	25	21
TA'AMU	0.05	40	102	73	87	69	33	50	34	11	39	256	-3
COCONUT	0.12	82	73	81	71	72	58	71	91	89	85	-4	4
BREADFRUIT	0.004	247	84	99	73	163	175	315	71	140	325	133	32
YAM	0.01	143	52	73	91	45	145	120	64	81	96	18	-33
HEAD CABBAGE	0.09	69	78	104	78	100	119	141	120	67	70	5	1
TOMATOES	0.04	69	46	54	68	136	170	199	125	141	45	-68	-35
CH.CABBAGE	0.01	98	127	194	205	162	115	144	39	38	49	31	-50
CUCUMBER	0.04	211	215	199	200	211	203	181	147	140	171	22	-19
PUMPKIN	0.35	121	95	168	175	220	354	288	220	205	176	-14	45
	1.00	119	93	119	114	133	179	162	128	118	114	-3	-3

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	JAN.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	% chng from prev mnth	%chng from JAN18
TARO	0.25	146	161	182	216	222	202	180	181	208	199	-4	36
BANANA	0.05	116	239	179	265	211	163	162	137	142	145	2	24
TA'AMU	0.05	208	210	173	201	193	217	245	200	315	229	-27	10
COCONUT	0.12	115	144	154	162	181	195	187	178	155	196	26	70
BREADFRUIT	0.004	105	207	174	236	186	154	130	151	124	123	-1	17
YAM	0.01	126	125	167	160	150	137	146	184	179	217	21	72
HEAD CABBAGE	0.09	204	258	157	145	138	100	111	103	132	210	59	3
TOMATOES	0.04	149	176	146	155	120	94	83	89	102	150	47	1
CH.CABBAGE	0.01	177	167	111	124	106	91	95	124	139	187	34	6
CUCUMBER	0.04	119	150	116	139	127	109	126	109	122	143	17	20
PUMPKIN	0.35	129	143	142	135	119	108	100	94	98	113	16	-12
	1.00	106	128	112	117	107	99	97	90	99	115	17	8

Table 6: Number of Sellers

PRODUCE	2014 AVE	JAN.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	% chng from prev mnth	%chng from JAN18
TARO	46	63	65	54	47	52	58	49	42	42	66	57	5
BANANA	27	31	5	9	7	7	23	34	29	28	41	46	32
TA'AMU	7	4	8	7	6	6	3	5	4	1	3	200	-25
COCONUT	57	54	39	33	36	34	33	39	38	41	53	29	-2
BREADFRUIT	4	10	4	4	3	7	6	10	3	12	10	-17	0
YAM	5	5	2	3	3	2	5	4	2	3	3	0	-40
HEAD CABBAGE	12	11	11	18	13	14	20	17	14	19	8	-58	-27
TOMATOES	39	31	18	29	31	49	56	54	36	27	16	-41	-48
CH.CABBAGE	13	11	22	25	28	27	21	22	9	8	7	-13	-36
CUCUMBER	42	50	44	46	43	49	55	41	41	34	30	-12	-40
PUMPKIN	83	81	76	96	97	108	126	111	107	96	89	-7	10
	337	350	294	322	312	356	405	385	326	312	325	4	-7

*on the days surveyed

@ new weights and base