



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

### LOCAL MARKET SURVEY

### MARCH 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:

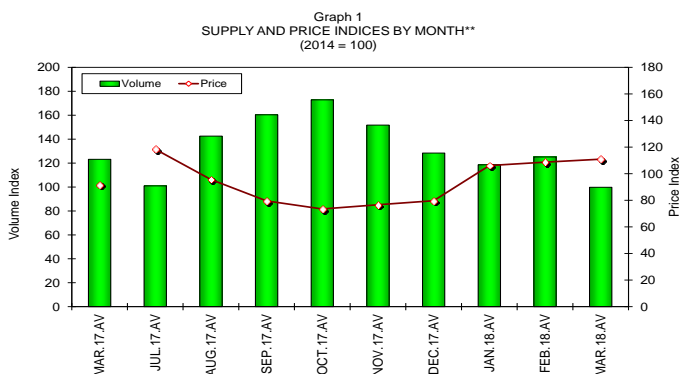
The Local Market Survey in March 2018 revealed overall volume decrease 20 percent while limited supply pushed average price up 2 percent when compared to February 2018.

- Significant reduction in the supply of most staple and vegetable produce supplied to the Local Markets contributed to the rise in the price index.
- The value of supplies decreased 18 percent to \$63,900 from the previous month.
- An average of 280 sellers trading at the Local Market was recorded in the month under review; 15 percent lower than the previous month and 19 percent lower when compared with the same month last year.

Issue: 1/03/18

#### OVERVIEW

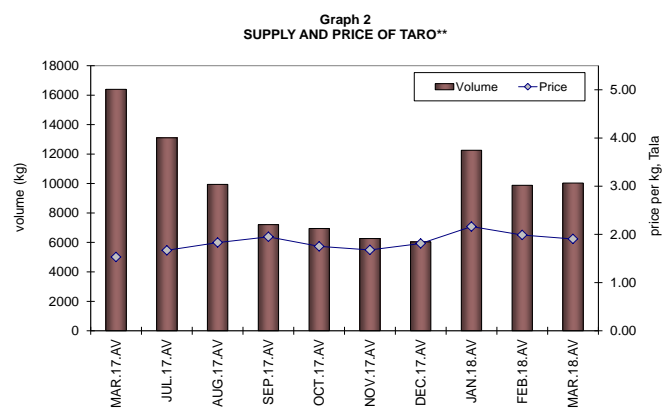
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in March 2018 showed overall volume decrease 20 percent from February 2018. Significant decreases were recorded for all agricultural produce with the exception of taro, ta'amu, head cabbage, Chinese cabbage and cucumber. When compared with the same month last year, current supply was 19 percent lower. (See Graph 1 and Tables 4 & 5)



Decline in the overall supply of most agricultural produce pushed the price index up 2 percent from the previous month while the rise in head cabbage and cucumber prices was driven by strong domestic demand in the month under review. When compared with March 2017 the current overall price level was 21 percent higher.

#### TARO

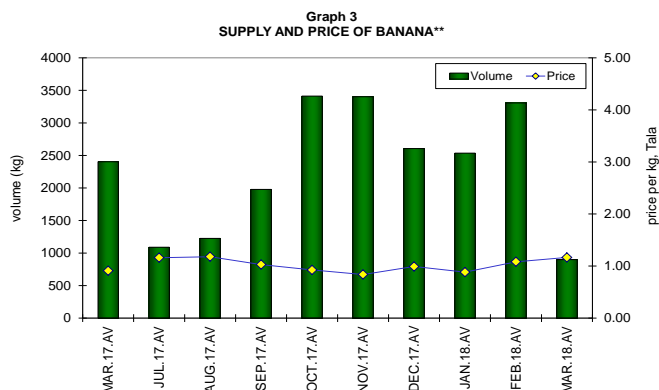
The volume of taro supplies in March 2018 increased 2 percent (to 10,030 kilograms) from February 2018; a level that was 39 percent lower than the same month last year. The average price of taro decreased 4 percent (to \$1.91 per kilogram). When compared with March 2017 price for taro was 25 percent higher. (See Graph 2 and Tables 1&2)



Current supply of taro in the month under review contributed to a 55 percent rise in volume when comparing the twelve months ending March 2018 over the twelve months ending March 2017. Price fell 34 percent.

## BANANA

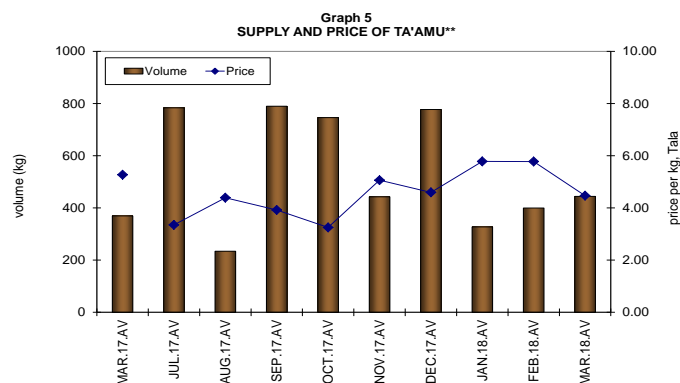
The supply of banana to the Local Markets in March 2018 dropped 73 percent (to 900 kilograms) from February 2018; a level that was 63 percent lower than the same month a year ago. Reduced supply of banana pushed its average price up 8 percent (to \$1.17 per kilogram). When compared with the same month last year current price was 28 percent higher. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending March 2018 over the twelve months ending March 2017, banana supplies were 7 percent higher while increased availability pushed its average price down 29 percent.

## TA'AMU

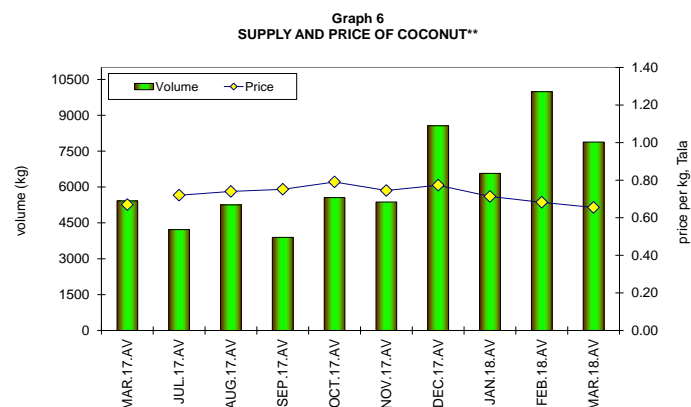
In the month under review ta'amu supplies increased 11 percent (to 444 kilograms) from February 2018 while increased availability pushed its average price down 23 percent (to \$4.47 per kilogram). Compared to March 2017, current supply of ta'amu was 20 percent higher while its average price was 15 percent lower. (See Graph 5 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to a 53 percent increase in ta'amu volume when comparing the twelve months ending March 2018 over the twelve months ending March 2017 while increased availability pushed its average price down 26 percent.

## COCONUT

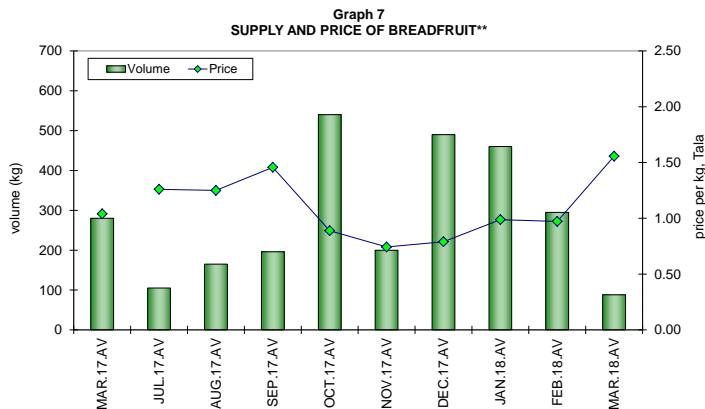
At 7,882 kilograms the supply of coconut in March 2018 decreased 21 percent from the previous month while weakened demand pushed its average price down 4 percent (to \$0.65 per kilogram). Current availability of coconut was 45 percent higher than average availability in March 2017 while average price fell 2 percent over the year. (See Graph 6 and Tables 1 & 2)



When comparing the twelve months ending March 2018 over the twelve months ending March 2017 supply of coconut was 23 percent higher while its average price also rose 2 percent.

## BREADFRUIT

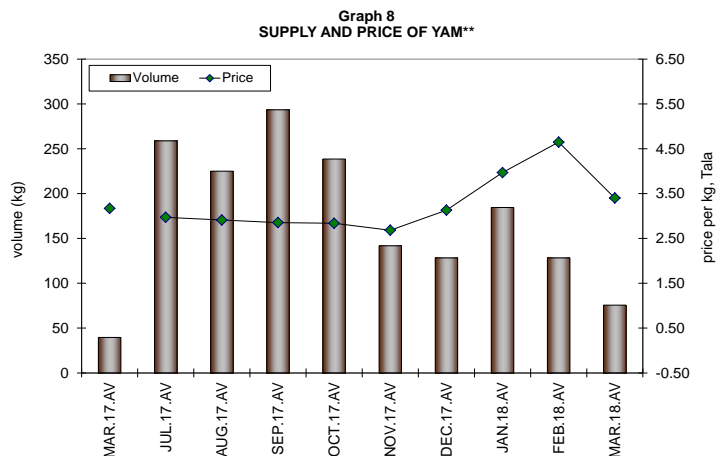
At an average of 88 kilograms, breadfruit supply in March 2018 fell 70 percent when compared to the previous month while limited supply pushed its average price up 60 percent (to \$1.56 per kilogram). When compared with the same month last year, current breadfruit supply was 69 percent lower while its average price was 50 percent higher. (See Graph 3 and Tables 1 & 2)



Current decline in the supply of breadfruit contributed to a 14 percent decrease in volume when comparing the twelve months ending March 2018 over the twelve months ending March 2017 while its average price also decreased 12 percent.

## YAM

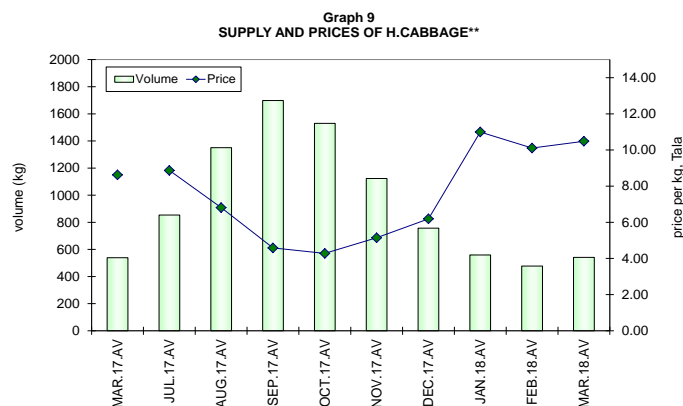
Yam supplies at 76 kilograms decreased 41 percent from February 2018 while weakened demand pushed its average price down 27 percent (to \$3.40 per kilogram). When compared with March 2017, current supply of yam was 91 percent higher while increased demand over the year pushed its average price up 7 percent. (See Graph 8 and Tables 1 & 2)



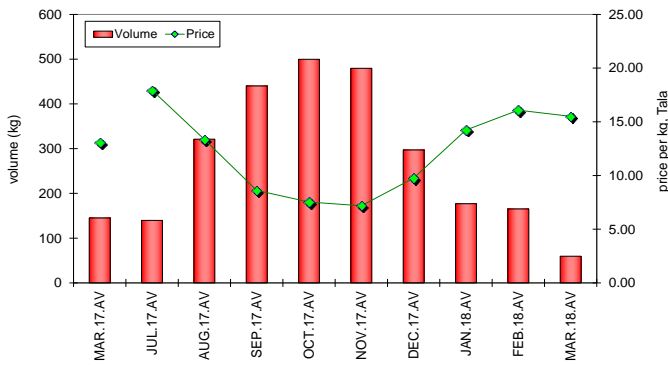
Current supply of yam in the month under review contributed to a 1 percent increase in volume in the twelve months ending March 2018 over the twelve months ending March 2017, while its average price fell 12 percent.

## VEGETABLE PRODUCE

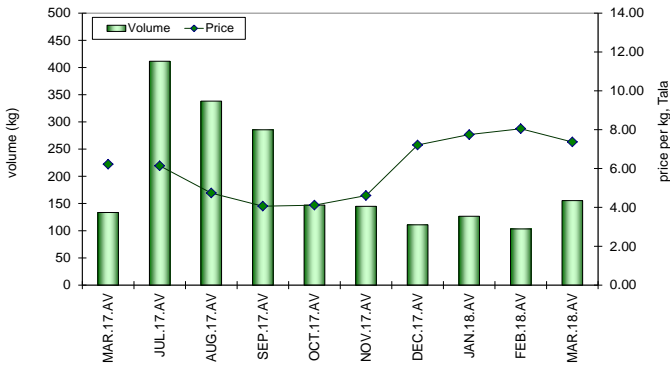
The supply of vegetable produce to the Local Markets in the month under review experienced significant increases in all vegetables produce with the exception of tomato and pumpkin recording a 64 percent decline (to 60 kilograms) and 33 percent (to 6,719 kilograms) respectively. Chinese cabbage supplies registered the largest increase of 50 percent (to 155 kilograms) while cucumber supplies also increased 28 percent (to 672 kilograms) followed by head cabbage supplies with a 13 percent increase in volume (to 541 kilograms) when compared to the previous month. (See Graphs 9 to 13 and Tables 1 & 2)



Graph 10  
SUPPLY AND PRICE OF TOMATOES\*\*



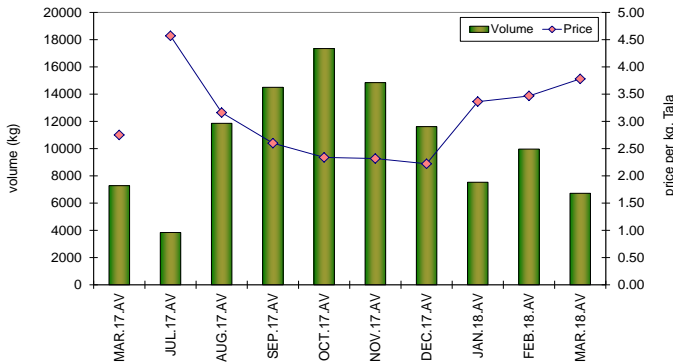
Graph 11  
SUPPLY AND PRICE OF CH.CABBAGE\*\*



Graph 12  
SUPPLY AND PRICE OF CUCUMBER\*\*



Graph 13  
SUPPLY AND PRICE OF PUMPKIN\*\*

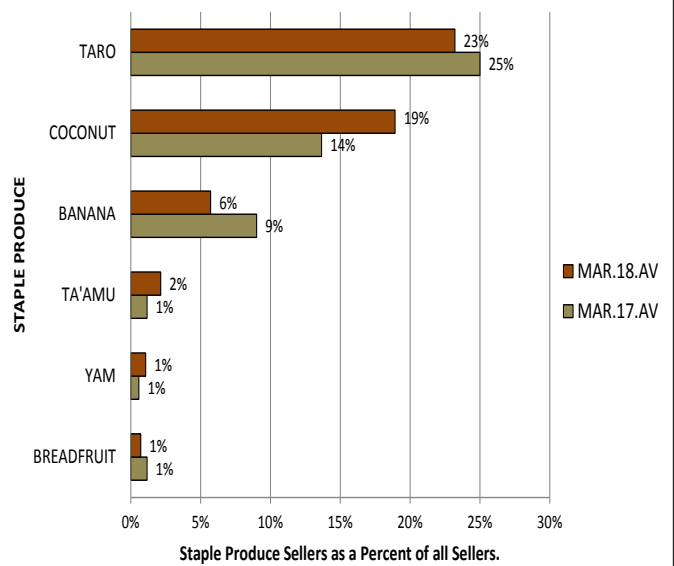


increase (to \$4.51 per kilogram) and a 4 percent increase (to \$10.48 per kilogram) in that order. Limited supply, however led to a 9 percent rise in the average price of pumpkin (to \$3.78 per kilogram). An abundance of Chinese cabbage and tomato supplies led to the decline in their average prices with Chinese cabbage prices falling 9 percent (to \$7.37 per kilogram) while tomato prices shrunk 4 percent (to \$15.51 per kilogram) respectively from the previous month.

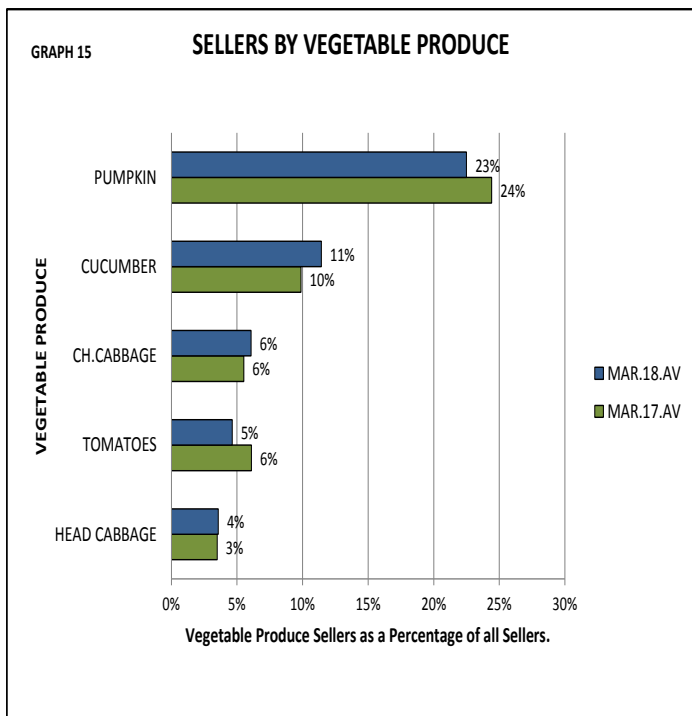
## SELLERS

At 280, the number of sellers at the Local Markets on the days surveyed in March 2018 fell 15 percent from the previous month and was also 19 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6).

GRAPH 14  
SELLERS BY STAPLE PRODUCE



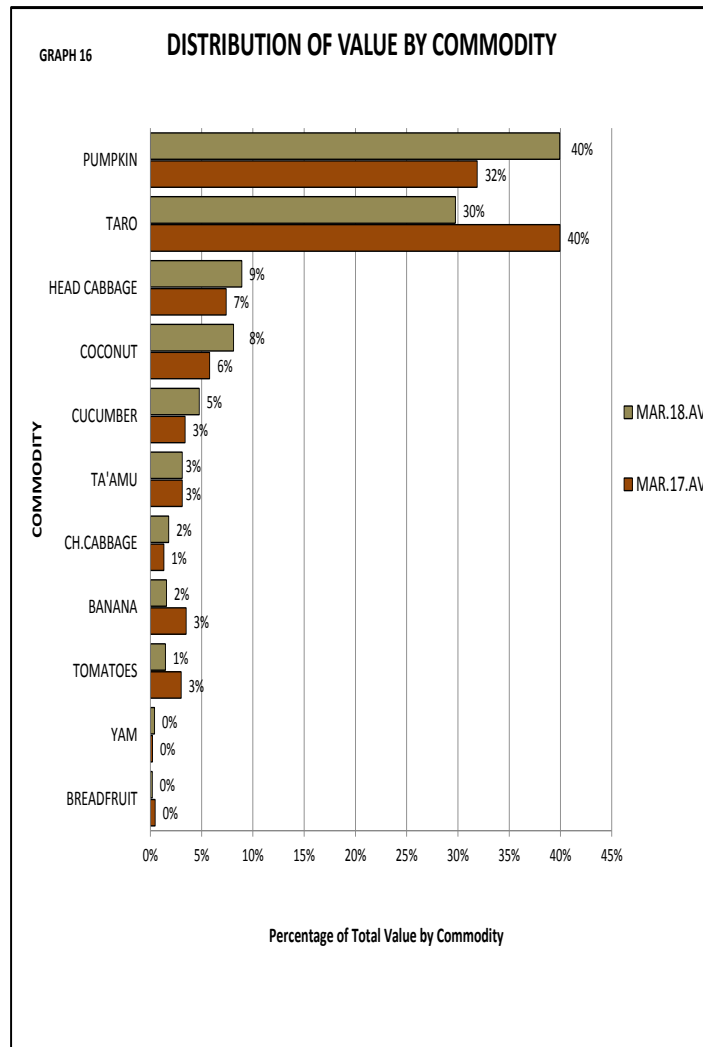
Driven by domestic demand, cucumber and head cabbage were the vegetables of choice at the Local Markets in March 2018 recording a 6 percent price



In March 2018, taro sellers at 65 were the largest group at the local markets revealing no change from the previous month but were lower than 86 in the same month last year. Pumpkin sellers followed recording a decreasing total of 63 from 89 last month and 84 in the same month a year ago, while coconut sellers decreased to 53 from 57 in the previous month but were higher than 47 a year ago. Cucumber sellers recorded a total of 32 increasing from 29 in the previous month but were lower than 34 in March 2017. Sellers of Chinese cabbage recorded an increasing total of 17 from 11 in the previous month but were lower than 19 in the same month a year ago, while sellers of banana recorded a decreasing total of 16 from 32 in February 2018 and 31 in March 2017. Tomato sellers followed recording a decreasing total of 13 from 26 in the previous month and 21 when compared with the same month a year ago. Sellers of head cabbage at 10 rose from 8 in the previous month but were lower than 12 in the same month a year ago. Ta’amu sellers recorded an increasing total of 6 from 5 in the previous month and 4 in March 2017, while sellers of yam recorded a decreasing total of 3 from 4 in February 2018 but were higher than 2 in the same month last year. Total sellers of breadfruit recorded a decreasing total of 2 from 5 in the previous month and 4 from the same month a year ago.

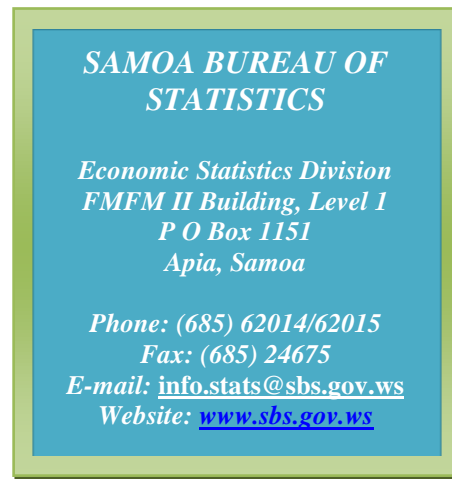
## VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$63,900 in March 2018 decreased 18 percent from the previous month but was 2 percent higher when compared with March 2017.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 40 percent in March 2018, a level that was lower than 44 percent in February 2018 but were higher than 32 percent in March 2017. Taro supplies followed with a 30 percent contribution to total value increasing from 25 percent in the previous month but were lower than 40 percent when compared with a year ago. Supplies of head cabbage contributed 9 percent to total value increasing from 6 percent in the previous month and 7 percent in March 2017 while shares of coconut accounted for 8 percent of total value, decreasing from 9 percent in February

2018 but were higher than 6 percent in the same month a year ago. Supplies of cucumber accounted for 5 percent of total value, increasing from 3 percent in February 2018 and March 2017. Supplies of ta'amu contributed 3 percent to total value remaining unchanged from last month and the same month a year ago. Supplies of Chinese cabbage and banana both contributed 2 percent each to total value, with Chinese cabbage shares increasing from 1 percent in February 2018 and March 2017, while banana supplies fell from 5 percent in the previous month and 3 percent in the same month a year ago. Tomato supplies accounted for 1 percent to total value decreasing from 3 percent in February 2018 and March 2017. Lower contributions were recorded for all other commodities in the month under review. (See Graph 16 & Table 3)



**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](mailto:info.stats@sbs.gov.ws)  
Website: [www.sbs.gov.ws](http://www.sbs.gov.ws)*

A handwritten signature in black ink, appearing to read 'T. Faasalaina'.

Aliimuamua Malaefono Tauā – T. Faasalaina  
**GOVERNMENT STATISTICIAN**

**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.*

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***The Local Market Survey Report for April 2018 will be available on 15<sup>th</sup> May 2018.***

## SUMMARY OF MARKET SURVEY

**Table 1: Quantity Supplied (in kilograms)**

PRODUCE	2014 AVE	MAR.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	OCT.17.AV	NOV.17.AV	DEC.17.AV	JAN.18.AV	FEB.18.AV	MAR.18.AV	Mar-18	
												% chng from prev mnth	%chng from MAR17
TARO	7521	16395	13105	9941	7211	6948	6261	6034	12262	9877	10030	2	-39
BANANA	2642	2403	1089	1226	1979	3412	3401	2604	2535	3307	900	-73	-63
TA'AMU	816	369	784	234	790	746	443	777	327	400	444	11	20
COCONUT	7993	5418	4221	5250	3894	5556	5372	8560	6570	9986	7882	-21	45
BREADFRUIT	186	280	105	165	196	540	200	490	460	295	88	-70	-69
YAM	129	40	259	225	293	239	142	128	185	128	76	-41	91
HEAD CABBAGE	811	538	853	1351	1698	1529	1123	756	559	477	541	13	1
TOMATOES	256	145	140	321	440	500	480	297	177	165	60	-64	-59
CH.CABBAGE	129	134	412	338	285	147	145	111	127	103	155	50	16
CUCUMBER	542	556	936	1109	1616	768	1287	851	1143	524	672	28	21
PUMPKIN	6217	7278	3841	11855	14501	17345	14844	11611	7529	9962	6719	-33	-8

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

PRODUCE	2014 AVE	MAR.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	OCT.17.AV	NOV.17.AV	DEC.17.AV	JAN.18.AV	FEB.18.AV	MAR.18.AV	% chng from	
												prev mnth	MAR17
TARO	1.48	1.53	1.67	1.83	1.95	1.75	1.68	1.81	2.16	1.99	1.91	-4	25
BANANA	0.76	0.91	1.16	1.18	1.03	0.93	0.84	0.99	0.88	1.08	1.17	8	28
TA'AMU	2.78	5.27	3.35	4.39	3.92	3.25	5.06	4.59	5.78	5.78	4.47	-23	-15
COCONUT	0.62	0.67	0.72	0.74	0.75	0.79	0.74	0.77	0.71	0.68	0.65	-4	-2
BREADFRUIT	0.94	1.04	1.26	1.25	1.46	0.89	0.74	0.79	0.99	0.97	1.56	60	50
YAM	3.16	3.17	2.97	2.91	2.85	2.84	2.68	3.13	3.97	4.65	3.40	-27	7
HEAD CABBAGE	5.40	8.62	8.87	6.81	4.58	4.28	5.15	6.19	10.99	10.11	10.48	4	22
TOMATOES	9.55	13.05	17.94	13.36	8.61	7.53	7.19	9.76	14.24	16.09	15.51	-4	19
CH.CABBAGE	4.38	6.22	6.14	4.74	4.06	4.12	4.61	7.21	7.75	8.05	7.37	-9	18
CUCUMBER	2.99	3.83	4.37	3.88	2.89	2.72	2.97	2.95	3.56	4.26	4.51	6	18
PUMPKIN	2.61	2.75	4.57	3.16	2.60	2.34	2.32	2.22	3.36	3.47	3.78	9	37

**Table 3: Value of Supplies (in Tala thousands)**

PRODUCE	Total value 2014	MAR.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	OCT.17.AV	NOV.17.AV	DEC.17.AV	JAN.18.AV	FEB.18.AV	MAR.18.AV	% chng from	
												prev mnth	MAR17
TARO	126.6	25.1	21.9	18.2	14.1	12.2	10.5	10.9	26.5	19.6	19.1	-3	-24
BANANA	25.1	2.2	1.3	1.5	2.0	3.2	2.9	2.6	2.2	3.6	1.1	-71	-52
TA'AMU	25.6	2.0	2.6	1.0	3.1	2.4	2.2	3.6	1.9	2.3	2.0	-14	2
COCONUT	59.3	3.6	3.0	3.9	2.9	4.4	4.0	6.6	4.7	6.8	5.2	-24	42
BREADFRUIT	1.8	0.3	0.1	0.2	0.3	0.5	0.2	0.4	0.5	0.3	0.1	-52	-52
YAM	4.7	0.1	0.8	0.7	0.8	0.7	0.4	0.4	0.7	0.6	0.3	-57	100
HEAD CABBAGE	44.6	4.6	7.6	9.2	7.8	6.5	5.8	4.7	6.1	4.8	5.7	18	22
TOMATOES	21.5	1.9	2.5	4.3	3.8	3.8	3.5	2.9	2.5	2.7	0.9	-65	-51
CH.CABBAGE	5.9	0.8	2.5	1.6	1.2	0.6	0.7	0.8	1.0	0.8	1.1	37	37
CUCUMBER	18.4	2.1	4.1	4.3	4.7	2.1	3.8	2.5	4.1	2.2	3.0	36	42
PUMPKIN	178.3	20.0	17.6	37.5	37.7	40.5	34.4	25.8	25.3	34.5	25.4	-26	27
	511.8	62.8	64.0	82.3	78.4	76.8	68.2	61.2	75.5	78.3	63.9	-18	2

\*on the days surveyed  
@ new weights and base



**Table 4: Volume Index (2014 = 100)**

PRODUCE	2014 Weights	MAR.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	OCT.17.AV	NOV.17.AV	DEC.17.AV	JAN.18.AV	FEB.18.AV	MAR.18.AV	% chng from prev mnth	%chng from MAR17
TARO	0.25	218	174	132	96	92	83	80	163	131	133	2	-39
BANANA	0.05	91	41	46	75	129	129	99	96	125	34	-73	-63
TA'AMU	0.05	45	96	29	97	91	54	95	40	49	54	11	20
COCONUT	0.12	68	53	66	49	70	67	107	82	125	99	-21	45
BREADFRUIT	0.004	151	56	89	105	290	108	263	247	159	47	-70	-69
YAM	0.01	31	201	174	227	185	110	99	143	99	59	-41	91
HEAD CABBAGE	0.09	66	105	167	209	189	138	93	69	59	67	13	1
TOMATOES	0.04	57	55	125	172	195	187	116	69	65	23	-64	-59
CH.CABBAGE	0.01	104	319	262	221	114	112	86	98	80	120	50	16
CUCUMBER	0.04	103	173	205	298	142	238	157	211	97	124	28	21
PUMPKIN	0.35	117	62	191	233	279	239	187	121	160	108	-33	-8
	1.00	123	101	143	160	173	152	128	119	125	100	-20	-19

**Table 5: Price Index (2014 = 100)**

PRODUCE	2014 Weights	MAR.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	OCT.17.AV	NOV.17.AV	DEC.17.AV	JAN.18.AV	FEB.18.AV	MAR.18.AV	% chng from prev mnth	%chng from MAR17
TARO	0.25	103	113	124	132	118	113	122	146	134	129	-4	25
BANANA	0.05	120	153	155	135	122	110	131	116	142	153	8	28
TA'AMU	0.05	190	121	158	141	117	182	165	208	208	161	-23	-15
COCONUT	0.12	108	116	119	121	128	120	125	115	110	106	-4	-2
BREADFRUIT	0.004	111	134	133	155	95	79	84	105	103	166	60	50
YAM	0.01	100	94	92	90	90	85	99	126	147	108	-27	7
HEAD CABBAGE	0.09	160	164	126	85	79	95	115	204	187	194	4	22
TOMATOES	0.04	137	188	140	90	79	75	102	149	168	162	-4	19
CH.CABBAGE	0.01	142	140	108	93	94	105	165	177	184	168	-9	18
CUCUMBER	0.04	128	146	130	97	91	99	99	119	143	151	6	18
PUMPKIN	0.35	105	175	121	100	90	89	85	129	133	145	9	37
	1.00	92	118	96	80	74	77	80	106	109	111	2	21

**Table 6: Number of Sellers**

PRODUCE	2014 AVE	MAR.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	OCT.17.AV	NOV.17.AV	DEC.17.AV	JAN.18.AV	FEB.18.AV	MAR.18.AV	% chng from prev mnth	%chng from MAR17
TARO	46	86	60	60	55	51	48	51	63	65	65	0	-24
BANANA	27	31	18	22	29	44	46	32	31	32	16	-50	-48
TA'AMU	7	4	5	3	8	5	5	5	4	5	6	20	50
COCONUT	57	47	37	42	44	47	45	42	54	57	53	-7	13
BREADFRUIT	4	4	2	3	3	10	8	8	10	5	2	-60	-50
YAM	5	2	8	7	8	7	7	4	5	4	3	-25	50
HEAD CABBAGE	12	12	17	23	25	19	18	12	11	8	10	25	-17
TOMATOES	39	21	26	45	53	54	55	42	31	26	13	-50	-38
CH.CABBAGE	13	19	39	35	27	18	16	11	11	11	17	55	-11
CUCUMBER	42	34	49	61	71	40	40	49	50	29	32	10	-6
PUMPKIN	83	84	53	188	123	134	133	108	81	89	63	-29	-25
	337	344	314	489	445	427	420	362	350	330	280	-15	-19

\*on the days surveyed

@ new weights and base