



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

### LOCAL MARKET SURVEY

### AUGUST 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:

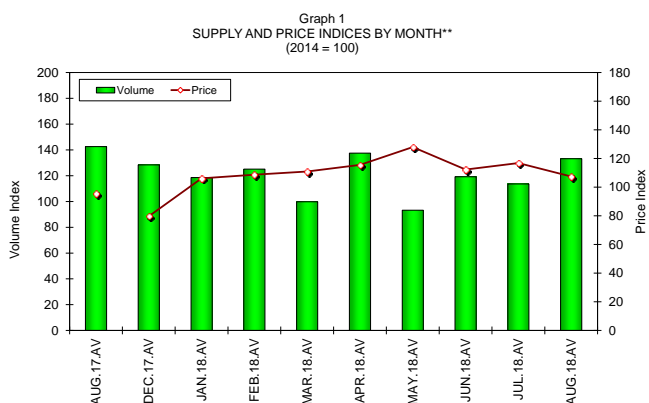
The Local Market Survey in August 2018 showed overall volume increase 17 percent while increased availability pushed average price down 8 percent when compared to July 2018.

- Increases in the volume of breadfruit along with the rise of most vegetable produce supplied to the Local Markets strongly contributed to the rise in the volume index.
- The value of supplies rose 8 percent to \$87,900 from the previous month.
- An average of 356 sellers trading at the Local Markets was recorded in the month under review; 14 percent higher than the previous month but 27 percent lower when compared with the same month last year.

Issue: 1/08/18

## OVERVIEW

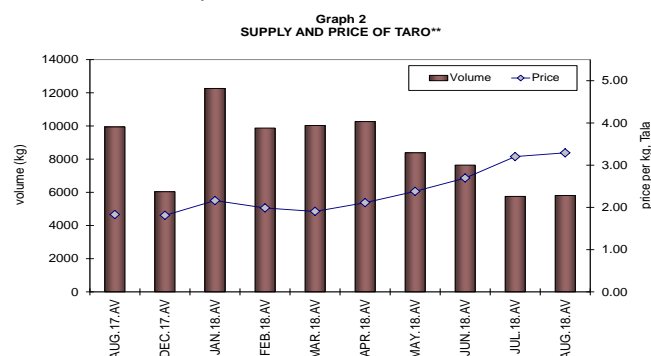
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in August 2018 showed overall volume increase 17 percent from July 2018. Significant increases in volume were recorded for all agricultural produce with the exception of banana, ta'amu, yam and Chinese cabbage. When compared with the same month last year, current supply was 7 percent lower. (See Graph 1 and Tables 4 & 5)



Due to the increase availability of most agricultural produce, overall price level declined 8 percent from the previous month. Lower prices recorded for all agricultural produce with the exception of taro and coconut contributed to the decline in the price index. When compared with August 2017 the current overall price level was 12 percent higher.

## TARO

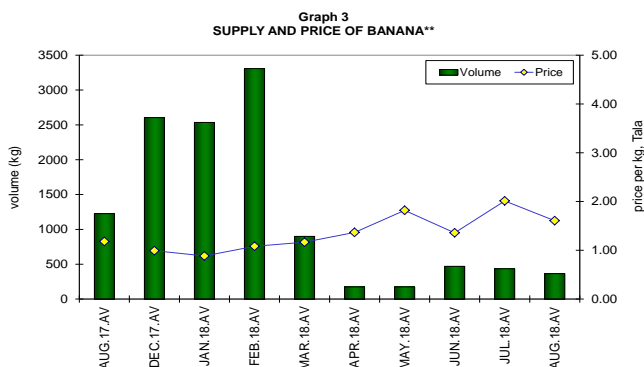
The supply of taro to the Local Market in August 2018 edged up 1 percent (to 5,812 kilograms) from the previous month. At this current level, taro volume was 42 percent lower than the same month last year. The average price of taro increased 3 percent (to \$3.29 per kilogram) driven by increased demand. When compared with August 2017 current price for taro was 80 percent higher. (See Graph 2 and Tables 1&2)



Despite the slight increase in taro volume in the month under review, current supply contributed to a 25 percent decline in volume when comparing the twelve months ending August 2018 over the twelve months ending August 2017. Price rose 16 percent.

## BANANA

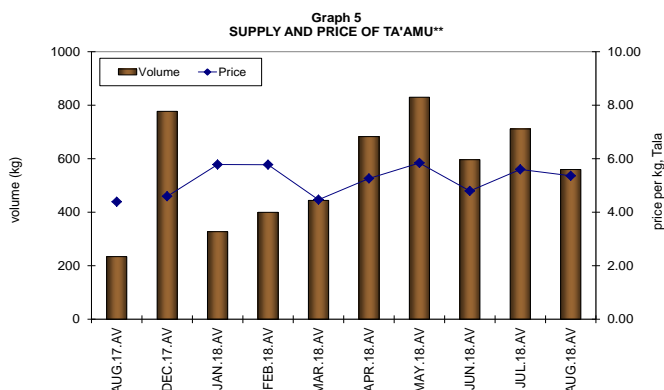
The volume of banana supplied to the Local Markets in August 2018 decreased 16 percent (to 365 kilograms) from July 2018; a level that was 70 percent lower when compared with the same month a year ago. Weakened domestic demand for banana pushed its average price down 20 percent (to \$1.61 per kilogram). When compared with the same month last year current price 36 percent higher. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending August 2018 over the twelve months ending August 2017, banana supplies were 28 percent lower while average price increased 14 percent.

## TA'AMU

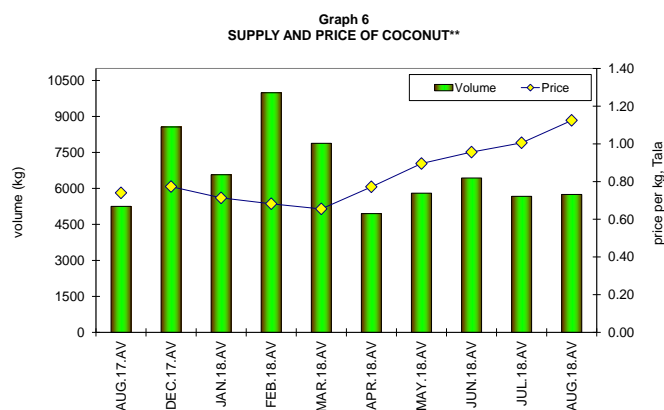
Ta'amu supplies in August 2018 declined 21 percent (to 560 kilograms) from the previous month, while weakened domestic demand pushed its average price down 4 percent (to \$5.36 per kilogram). When compared with August 2017, current supply of ta'amu was more than doubled while its average price was 22 percent higher. (See Graph 5 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to a 40 percent increase in ta'amu volume when comparing the twelve months ending August 2018 over the twelve months ending August 2017 while increased availability pushed its average price down 1 percent.

## COCONUT

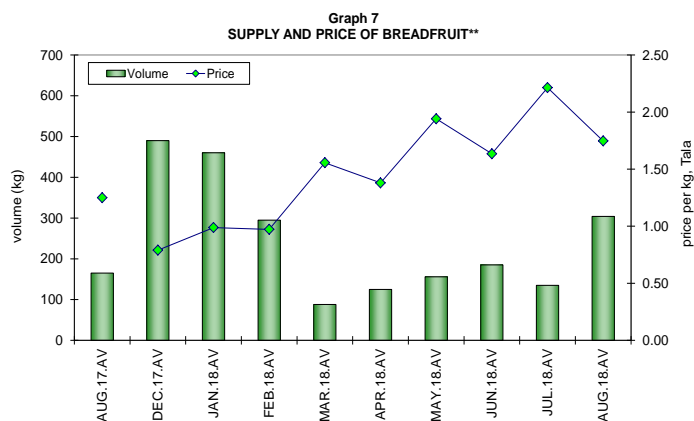
In the month under review volume for coconut rose 1 percent (to 5,750 kilograms) from July 2018 while strong domestic demand pushed its average price up 12 percent (to \$1.12 per kilogram). Current availability of coconut was 10 percent higher than average availability in August 2017 while average price also increased 52 percent over the year. (See Graph 6 and Tables 1 & 2)



Comparing the twelve months ending August 2018 over the twelve months ending August 2017 supply of coconut was 16 percent higher while its average price also rose 16 percent.

## BREADFRUIT

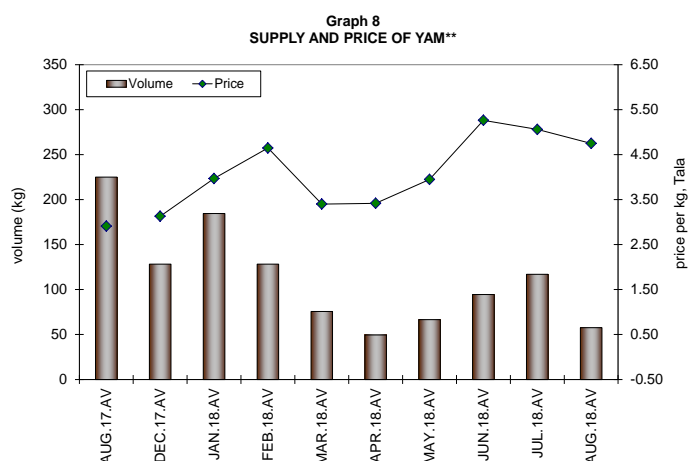
At an average of 304 kilograms, breadfruit supply in August 2018 was more than doubled from the previous month. Increased availability of breadfruit to the markets pushed its average price down 21 percent (to \$1.75 per kilogram). When compared with the same month last year, current breadfruit supply was 84 percent higher while its average price was 40 percent higher. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending August 2018 over the twelve months ending August 2017, breadfruit supplies were 20 percent lower while its average price increased 25 percent.

## YAM

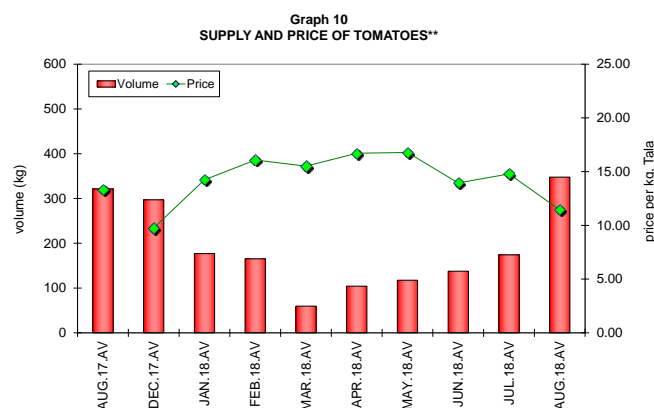
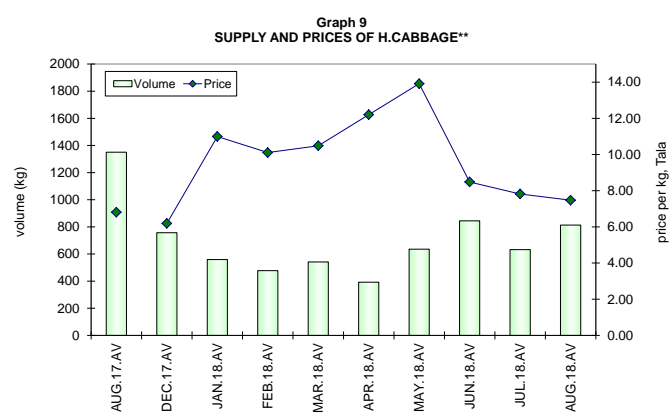
The supply of yam in the month under review fell 51 percent (to 58 kilograms) from the previous month while weakened domestic demand pushed its average price down 6 percent (to \$4.75 per kilogram). When compared with August 2017, current supply of yam was 74 percent lower while limited supply over the year pushed its average price up 63 percent. (See Graph 8 and Tables 1 & 2)



Current supply of yam in the month under review contributed to a 28 percent decrease in volume in the twelve months ending August 2018 over the twelve months ending August 2017, while its average price rose 19 percent.

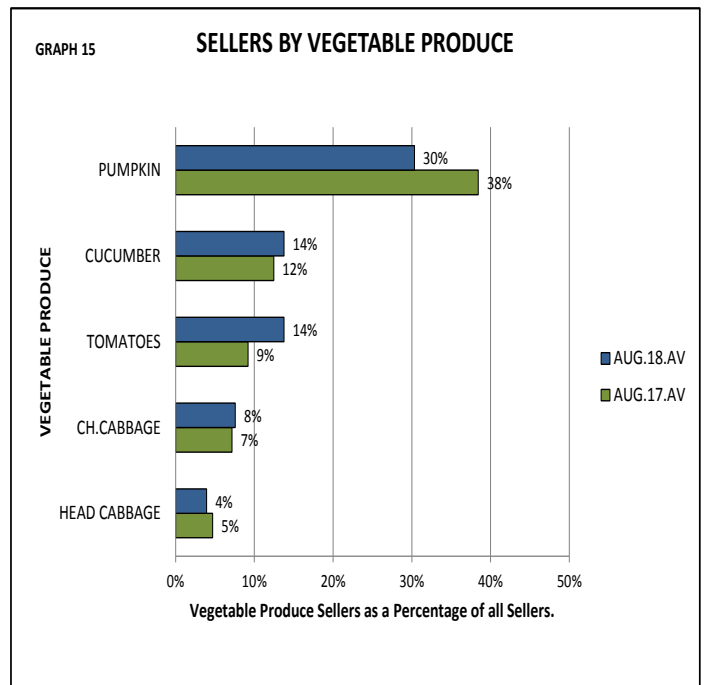
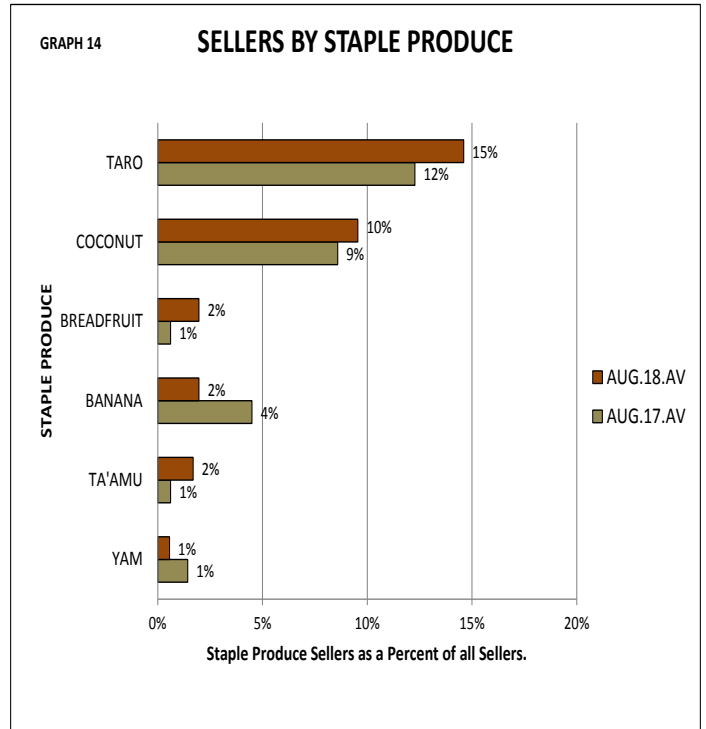
## VEGETABLE PRODUCE

A general overview of all vegetable produce to the Local Markets in August 2018, revealed significant gains in all vegetable supplies with the exception of Chinese cabbage supplies whose volume dropped 21 percent (to 209 kilograms) from the previous month. Tomato supplies registered the largest increase at 100 percent (to 348 kilograms) from July 2018 followed by head cabbage supplies increasing 29 percent (to 813 kilograms). Pumpkin supplies rose 26 percent (to 13,703 kilograms) while cucumber supplies grew 5 percent (to 1,141 kilograms) when compared to the previous month. (See Graphs 9 to 13 and Tables 1 & 2)

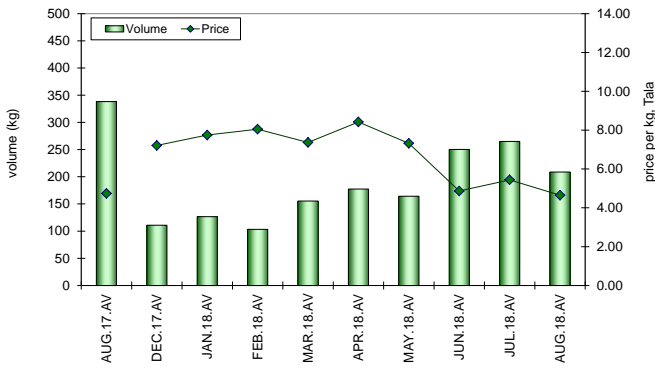


## SELLERS

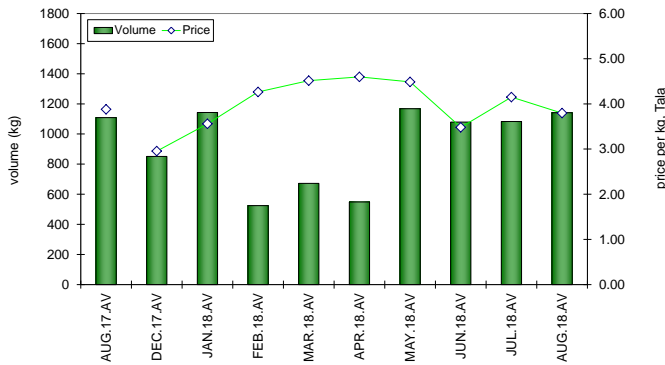
At 356, the number of sellers at the Local Markets on the days surveyed in August 2018 rose 14 percent from the previous month and was 27 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6).



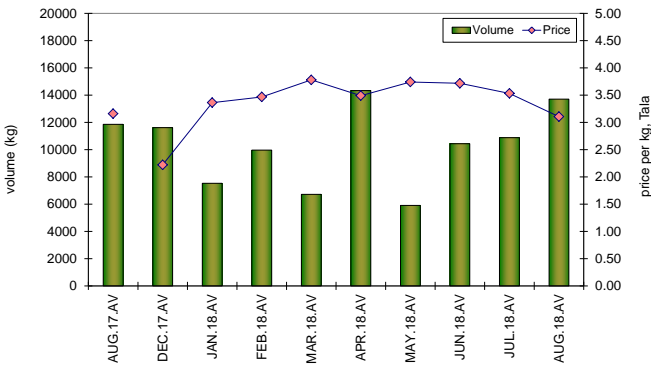
**Graph 11 SUPPLY AND PRICE OF CH.CABBAGE\*\***



**Graph 12 SUPPLY AND PRICE OF CUCUMBER\*\***



**Graph 13 SUPPLY AND PRICE OF PUMPKIN\*\***



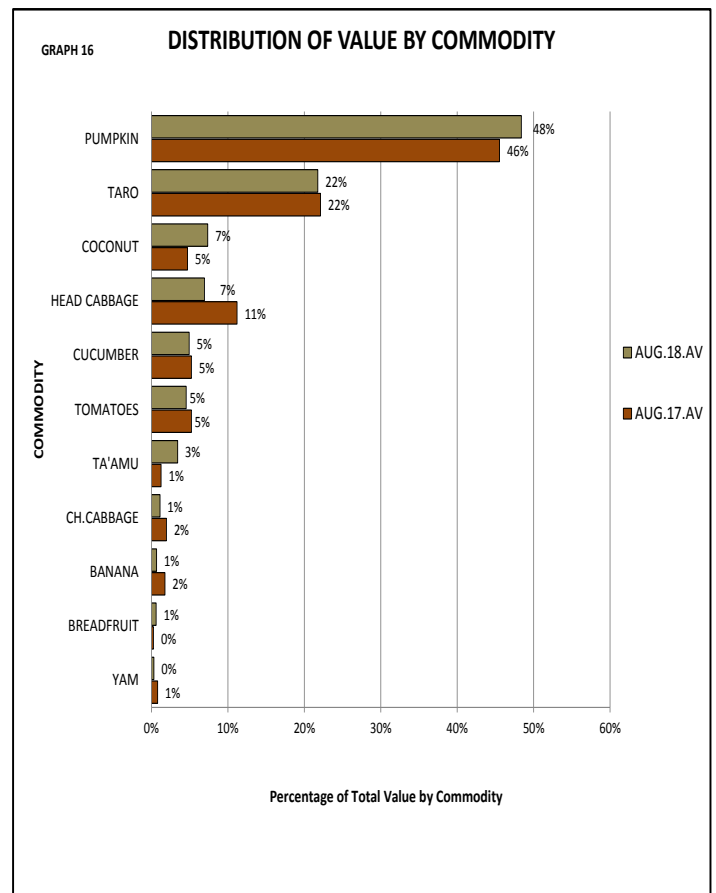
Subsequent to the increase in the supply of most vegetable produce to the Local Markets, average prices in the month under review decreased for all vegetable produce. Average price for tomatoes fell 23 percent (to \$11.45 per kilogram) while Chinese cabbage prices declined 15 percent (to \$4.65 per kilogram). Average price for pumpkin fell 12 percent (to \$3.10 per kilogram). An abundance of cucumber pushed its average price down 9 percent (to \$3.79 per kilogram while head cabbage fell 4 percent (to \$7.47 per kilogram) respectively.

In August 2018, pumpkin sellers at 108 were the largest group at the local markets increasing from 97 in the previous month but were lower than 188 in

the same month last year. Taro sellers followed recording an increasing total of 52 from 47 last month but were lower than 60 in the same month a year ago. Tomato and cucumber sellers recorded an average of 49 each with tomato sellers increasing from 31 in the previous month and 45 a year ago, and cucumber sellers increased from 43 in July 2018 but were lower than 61 in August 2017. Coconut sellers recorded a decreasing total of 34 from 36 in July 2018 and 42 in August 2017. Sellers of Chinese cabbage recorded a decreasing total of 27 from 28 in the previous month and 35 when compared with a year ago; while sellers of head cabbage recorded an increasing total of 14 from 13 in July 2018 but were lower than 23 in August 2017. Banana and breadfruit sellers recorded 7 each with banana remaining unchanged from the previous month but were lower than 22 in the same month last year and breadfruit sellers increased from 3 in July 2018 and August 2017. Ta'amu sellers remained at 6 from the previous month but were higher than 3 when compared with the same month a year ago. Sellers of yam recorded a decreasing total of 2 from 3 in the previous month and 7 in the same month a year ago.

## VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$87,900 in August 2018 increased 8 percent from the previous month and was 7 percent higher when compared with August 2017.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 48 percent in August 2018, a level that was higher than 47 percent in July 2018 and 46 percent in August 2017. Taro supplies followed with a 22 percent contribution to total value decreasing from 23 percent in the previous month and remained unchanged 22 percent when compared with the same month a year ago. Supplies of coconut accounted for 7 percent of total value, remaining unchanged from the previous month but were higher than 5 percent in the same month a year ago. Supplies of head cabbage also contributed 7 percent to total value increasing from 6 percent in the previous month but were lower than 11 percent in August 2017. Supplies of cucumber and tomato both contributed 5 percent each to total value; with cucumber contributions remaining unchanged from last month and in August 2017 while tomato contributions increased from 3 in July 2018 and remained unchanged from 5 percent in the same month a year ago. Ta'amu supplies accounted for 3 percent of total value decreasing from 5 percent in the previous month but were higher than 1 percent in August 2017. Supplies of Chinese cabbage, banana

and breadfruit contributed 1 percent each to total value while relatively lower contributions were recorded for yam 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 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 September 2018 will be available on 13<sup>th</sup> October 2018.***

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## SUMMARY OF MARKET SURVEY

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

PRODUCE	2014 AVE	AUG.17.AV	DEC.17.AV	JAN.18.AV	FEB.18.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	Aug-18	
												% chng from prev mnth	%chng from AUG17
TARO	7521	9941	6034	12262	9877	10030	10264	8383	7639	5757	5812	1	-42
BANANA	2642	1226	2604	2535	3307	900	175	173	471	434	365	-16	-70
TA'AMU	816	234	777	327	400	444	683	830	596	711	560	-21	139
COCONUT	7993	5250	8560	6570	9986	7882	4950	5804	6434	5671	5750	1	10
BREADFRUIT	186	165	490	460	295	88	125	156	185	135	304	125	84
YAM	129	225	128	185	128	76	50	67	95	117	58	-51	-74
HEAD CABBAGE	811	1351	756	559	477	541	392	636	844	632	813	29	-40
TOMATOES	256	321	297	177	165	60	104	118	138	174	348	100	8
CH.CABBAGE	129	338	111	127	103	155	177	164	250	265	209	-21	-38
CUCUMBER	542	1109	851	1143	524	672	549	1168	1079	1083	1141	5	3
PUMPKIN	6217	11855	11611	7529	9962	6719	14331	5905	10432	10879	13703	26	16

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

PRODUCE	2014 AVE	AUG.17.AV	DEC.17.AV	JAN.18.AV	FEB.18.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	% chng from	
												prev mnth	AUG17
TARO	1.48	1.83	1.81	2.16	1.99	1.91	2.11	2.38	2.70	3.20	3.29	3	80
BANANA	0.76	1.18	0.99	0.88	1.08	1.17	1.37	1.82	1.36	2.01	1.61	-20	36
TA'AMU	2.78	4.39	4.59	5.78	5.78	4.47	5.26	5.84	4.80	5.60	5.36	-4	22
COCONUT	0.62	0.74	0.77	0.71	0.68	0.65	0.77	0.90	0.96	1.01	1.12	12	52
BREADFRUIT	0.94	1.25	0.79	0.99	0.97	1.56	1.38	1.94	1.63	2.21	1.75	-21	40
YAM	3.16	2.91	3.13	3.97	4.65	3.40	3.42	3.95	5.26	5.06	4.75	-6	63
HEAD CABBAGE	5.40	6.81	6.19	10.99	10.11	10.48	12.20	13.92	8.48	7.82	7.47	-4	10
TOMATOES	9.55	13.36	9.76	14.24	16.09	15.51	16.71	16.79	13.95	14.79	11.45	-23	-14
CH.CABBAGE	4.38	4.74	7.21	7.75	8.05	7.37	8.42	7.32	4.87	5.44	4.65	-15	-2
CUCUMBER	2.99	3.88	2.95	3.56	4.26	4.51	4.60	4.49	3.48	4.15	3.79	-9	-2
PUMPKIN	2.61	3.16	2.22	3.36	3.47	3.78	3.49	3.74	3.72	3.53	3.10	-12	-2

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

PRODUCE	Total value 2014	AUG.17.AV	DEC.17.AV	JAN.18.AV	FEB.18.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	% chng from	
												prev mnth	AUG17
TARO	126.6	18.2	10.9	26.5	19.6	19.1	21.7	20.0	20.6	18.4	19.1	4	5
BANANA	25.1	1.5	2.6	2.2	3.6	1.1	0.2	0.3	0.6	0.9	0.6	-32	-59
TA'AMU	25.6	1.0	3.6	1.9	2.3	2.0	3.6	4.9	2.9	4.0	3.0	-25	191
COCONUT	59.3	3.9	6.6	4.7	6.8	5.2	3.8	5.2	6.2	5.7	6.5	14	67
BREADFRUIT	1.8	0.2	0.4	0.5	0.3	0.1	0.2	0.3	0.3	0.3	0.5	77	152
YAM	4.7	0.7	0.4	0.7	0.6	0.3	0.2	0.3	0.5	0.6	0.3	-54	-58
HEAD CABBAGE	44.6	9.2	4.7	6.1	4.8	5.7	4.8	8.9	7.2	4.9	6.1	23	-34
TOMATOES	21.5	4.3	2.9	2.5	2.7	0.9	1.7	2.0	1.9	2.6	4.0	55	-7
CH.CABBAGE	5.9	1.6	0.8	1.0	0.8	1.1	1.5	1.2	1.2	1.4	1.0	-33	-39
CUCUMBER	18.4	4.3	2.5	4.1	2.2	3.0	2.5	5.2	3.8	4.5	4.3	-4	1
PUMPKIN	178.3	37.5	25.8	25.3	34.5	25.4	50.0	22.1	38.8	38.4	42.5	11	14
	511.8	82.3	61.2	75.5	78.3	63.9	90.2	70.2	83.9	81.7	87.9	8	7

\*on the days surveyed  
@ new weights and base

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

PRODUCE	2014 Weights	AUG.17.AV	DEC.17.AV	JAN.18.AV	FEB.18.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	% chng from prev mnth	%chng from AUG17
TARO	0.25	132	80	163	131	133	136	111	102	77	77	1	-42
BANANA	0.05	46	99	96	125	34	7	7	18	16	14	-16	-70
TA'AMU	0.05	29	95	40	49	54	84	102	73	87	69	-21	139
COCONUT	0.12	66	107	82	125	99	62	73	81	71	72	1	10
BREADFRUIT	0.004	89	263	247	159	47	67	84	99	73	163	125	84
YAM	0.01	174	99	143	99	59	38	52	73	91	45	-51	-74
HEAD CABBAGE	0.09	167	93	69	59	67	48	78	104	78	100	29	-40
TOMATOES	0.04	125	116	69	65	23	41	46	54	68	136	100	8
CH.CABBAGE	0.01	262	86	98	80	120	137	127	194	205	162	-21	-38
CUCUMBER	0.04	205	157	211	97	124	101	215	199	200	211	5	3
PUMPKIN	0.35	191	187	121	160	108	231	95	168	175	220	26	16
	1.00	143	128	119	125	100	137	93	119	114	133	17	-7

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

PRODUCE	2014 Weights	AUG.17.AV	DEC.17.AV	JAN.18.AV	FEB.18.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	% chng from prev mnth	%chng from AUG17
TARO	0.25	124	122	146	134	129	143	161	182	216	222	3	80
BANANA	0.05	155	131	116	142	153	180	239	179	265	211	-20	36
TA'AMU	0.05	158	165	208	208	161	189	210	173	201	193	-4	22
COCONUT	0.12	119	125	115	110	106	125	144	154	162	181	12	52
BREADFRUIT	0.004	133	84	105	103	166	147	207	174	236	186	-21	40
YAM	0.01	92	99	126	147	108	108	125	167	160	150	-6	63
HEAD CABBAGE	0.09	126	115	204	187	194	226	258	157	145	138	-4	10
TOMATOES	0.04	140	102	149	168	162	175	176	146	155	120	-23	-14
CH.CABBAGE	0.01	108	165	177	184	168	192	167	111	124	106	-15	-2
CUCUMBER	0.04	130	99	119	143	151	154	150	116	139	127	-9	-2
PUMPKIN	0.35	121	85	129	133	145	134	143	142	135	119	-12	-2
	1.00	96	80	106	109	111	116	128	112	117	107	-8	12

**Table 6: Number of Sellers**

PRODUCE	2014 AVE	AUG.17.AV	DEC.17.AV	JAN.18.AV	FEB.18.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	% chng from prev mnth	%chng from AUG17
TARO	46	60	51	63	65	65	65	65	54	47	52	11	-13
BANANA	27	22	32	31	32	16	5	5	9	7	7	0	-68
TA'AMU	7	3	5	4	5	6	6	8	7	6	6	0	100
COCONUT	57	42	42	54	57	53	36	39	33	36	34	-6	-19
BREADFRUIT	4	3	8	10	5	2	4	4	4	3	7	133	133
YAM	5	7	4	5	4	3	3	2	3	3	2	-33	-71
HEAD CABBAGE	12	23	12	11	8	10	13	11	18	13	14	8	-39
TOMATOES	39	45	42	31	26	13	25	18	29	31	49	58	9
CH.CABBAGE	13	35	11	11	11	17	16	22	25	28	27	-4	-23
CUCUMBER	42	61	49	50	29	32	31	44	46	43	49	14	-20
PUMPKIN	83	188	108	81	89	63	115	76	96	97	108	11	-43
	337	489	362	350	330	280	318	294	322	312	356	14	-27

\*on the days surveyed

@ new weights and base