



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY SEPTEMBER 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 September 2018 showed overall volume increase 34 percent while significant increases in the supply of most produce pushed average price down 8 percent when compared to August 2018.

- Significant increases in the supplies of pumpkin, banana and yam 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 increased 14 percent to \$100,300 from the previous month, marking the first time total value of supplies available at the Local Markets surpassing \$100,000 in total value.
- An average of 405 sellers trading at the Local Market were recorded in the month under review; 14 percent higher than the previous month but 9 percent lower when compared with the same month last year.

Issue: 1/09/18

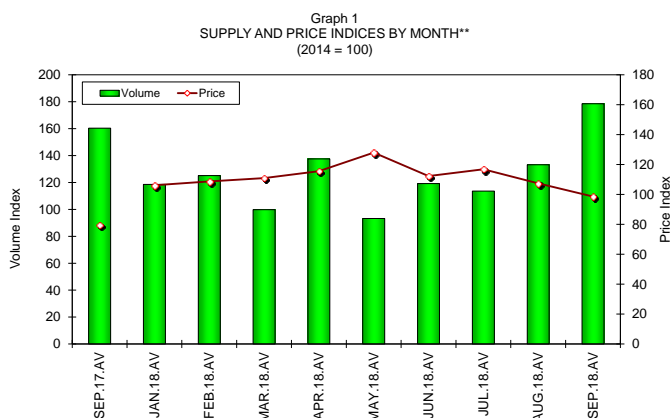
OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in September 2018 showed overall volume increase 34 percent from August 2018. Significant increases in volume were recorded for all agricultural produce with the exception of taro, ta'amu, coconut, Chinese cabbage and cucumber. When compared with the same month last year, current supply was 11 percent lower. (See Graph 1 and Tables 4 & 5)

Lower prices recorded for all agricultural produce with the exception of ta'amu and coconut contributed to the decline in the price index. When compared with September 2017 the current overall price level was 24 percent higher.

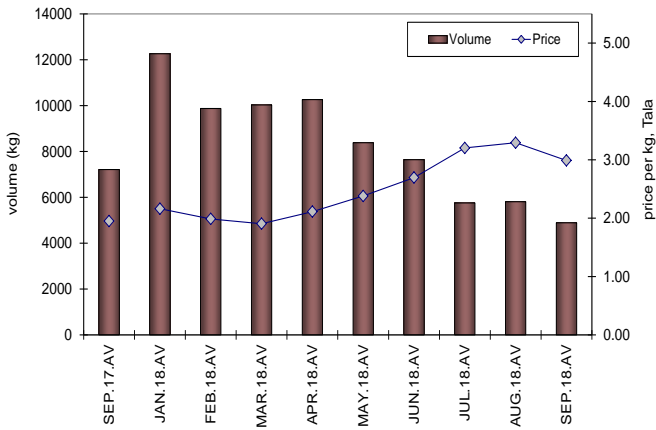
TARO

At 4891 kilogram, the average supply of taro on the days surveyed fell 16 percent from the previous month; a level that was 32 percent lower than September 2017. Driven by weak domestic demand and increased availability of its close substitutes led to a 9 percent price decrease (to \$2.99 per kilogram) from the previous month. When compared with September 2017 current price for taro was 53 percent higher. (See Graph 2 and Tables 1&2)



The overall price level declined 8 percent from the previous month with the increased availability of most agricultural produce pushing price level down.

Graph 2
SUPPLY AND PRICE OF TARO**

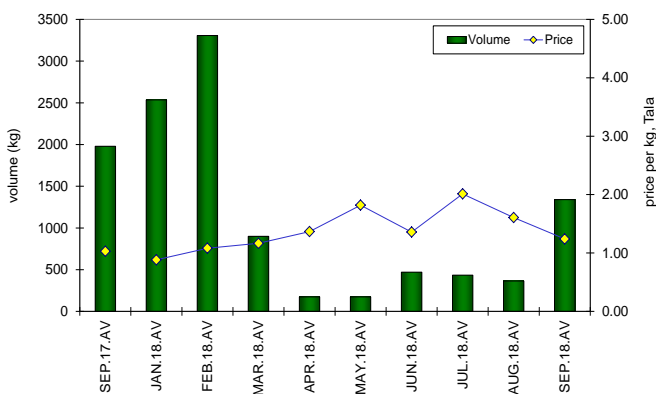


Current supply of taro in the month under review, contributed to a 28 percent decline in volume when comparing the twelve months ending September 2018 over the twelve months ending September 2017. Price rose 26 percent.

BANANA

The supply of banana in the month under review increased its volume by the factor of 3 (to 1,340 kilogram) from the previous month while increased availability pushed its average price down 23 percent (to \$1.24 per kilogram). When compared with September 2017, current supplies of banana were 32 percent lower while its average price was 21 percent higher. (See Graph 3 and Tables 1&2)

Graph 3
SUPPLY AND PRICE OF BANANA**

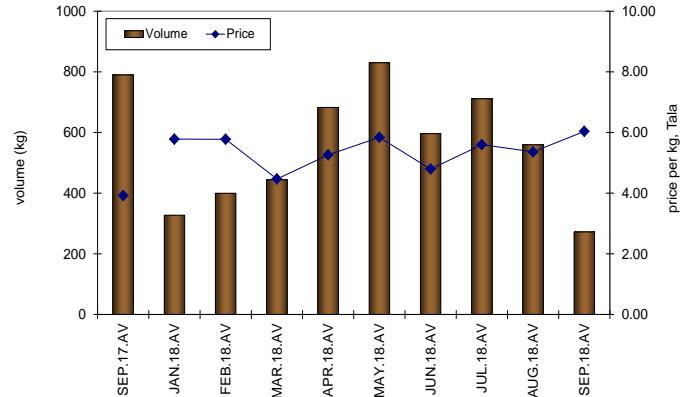


When comparing the twelve months ending September 2018 over the twelve months ending September 2017, banana supplies were 29 percent lower while average price increased 21 percent.

TA'AMU

The volume of ta'amu supplied to the Local Markets in September 2018 decreased 51 percent (to 272 kilograms) from the previous month, while limited availability pushed its average price up 13 percent (to \$6.04 per kilogram). When compared with September 2017, current supply of ta'amu was 66 percent lower while its average price was 54 percent higher. (See Graph 5 and Tables 1&2)

Graph 5
SUPPLY AND PRICE OF TA'AMU**

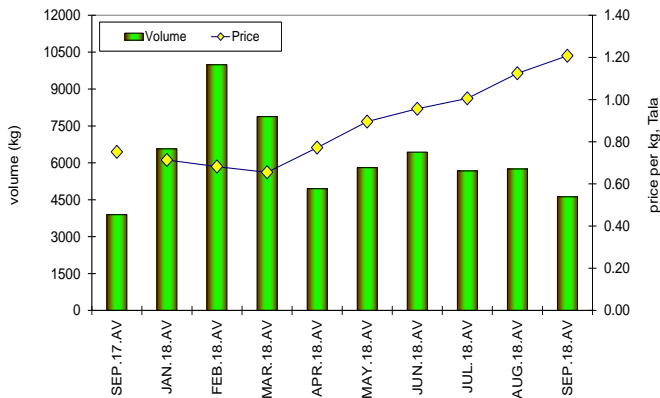


Despite the decreased in supply of ta'amu in the month under review, current supply contributed to a 21 percent increase in ta'amu volume when comparing the twelve months ending September 2018 over the twelve months ending September 2017 while strong domestic demand pushed its average price up 6 percent.

COCONUT

In the month under review average volume for coconut fell 20 percent (to 4,620 kilograms) from August 2018 while strong domestic demand pushed its average price up 7 percent (to \$1.21 per kilogram). Current availability of coconut was 19 percent higher than average availability in September 2017 while average price also increased 61 percent over the year. (See Graph 6 and Tables 1&2)

Graph 6
SUPPLY AND PRICE OF COCONUT**

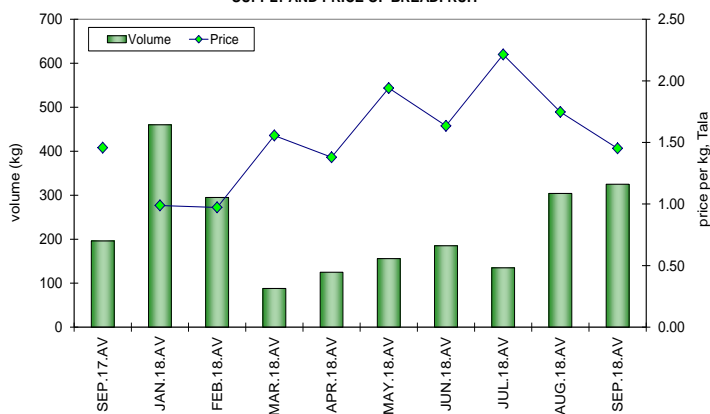


Comparing the twelve months ending September 2018 over the twelve months ending September 2017 supply of coconut was 17 percent higher while its average price also rose 22 percent.

BREADFRUIT

At an average of 325 kilograms, breadfruit supply in September 2018 rose 7 percent from the previous month. Increased availability of breadfruit to the markets pushed its average price down 17 percent (to \$1.45 per kilogram). When compared with the same month last year, current breadfruit supply was 66 percent higher while its average price revealed no change. (See Graph 3 and Tables 1 & 2)

Graph 7
SUPPLY AND PRICE OF BREADFRUIT**

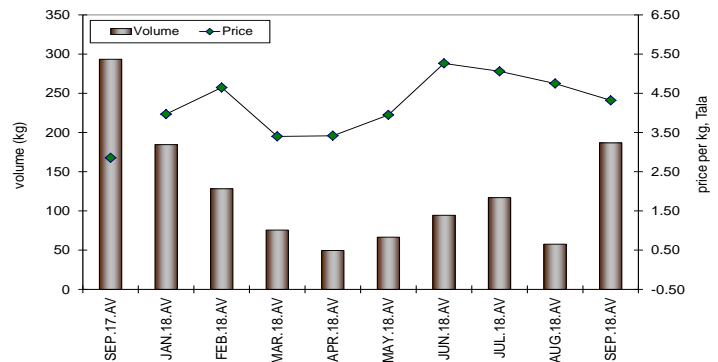


When comparing the twelve months ending September 2018 over the twelve months ending September 2017, breadfruit supplies were 12 percent lower while its average price increased 26 percent.

YAM

The supply of yam in the month under review increased by a factor of 3 (to 187 kilograms) from the previous month while increased availability pushed its average price down 9 percent (to \$4.32 per kilogram). When compared with the same month last year, current supply of yam was 36 percent lower while limited supply over the year pushed its average price up 51 percent. (See Graph 8 and Tables 1 & 2)

Graph 8
SUPPLY AND PRICE OF YAM**

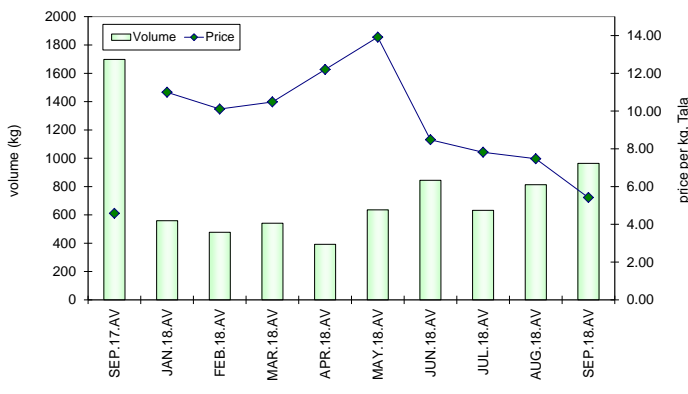


Current supply of yam in the month under review contributed to a 26 percent decrease in volume in the twelve months ending September 2018 over the twelve months ending September 2017, while its average price rose 23 percent.

VEGETABLE PRODUCE

A general overview of all vegetable produce to the Local Markets in September 2018, revealed significant gains in all vegetable supplies with the exception of Chinese cabbage and cucumber supplies whose volume dropped 29 percent (to 148 kilograms) and 4 percent (to 1,101 kilograms) respectively from the previous month. Pumpkin supplies registered the largest increase at 61 percent (to 22,036 kilograms) from August 2018 followed by tomato supplies increasing 25 percent (to 436 kilograms) while head cabbage supplies rose 18 percent (to 964 kilograms) when compared to the previous month. (See Graphs 9 to 13 and Tables 1 & 2)

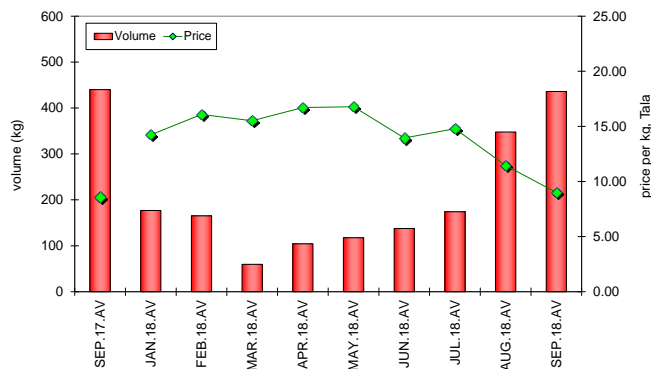
Graph 9
SUPPLY AND PRICES OF H.CABBAGE**



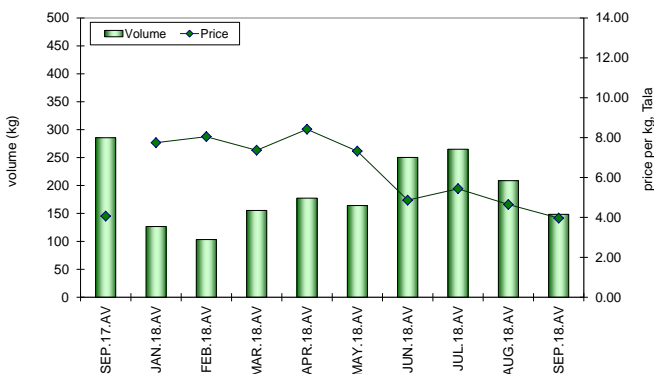
Graph 13
SUPPLY AND PRICE OF PUMPKIN**



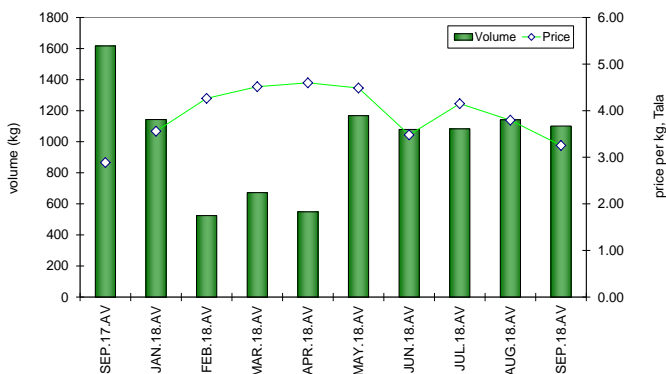
Graph 10
SUPPLY AND PRICE OF TOMATOES**



Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



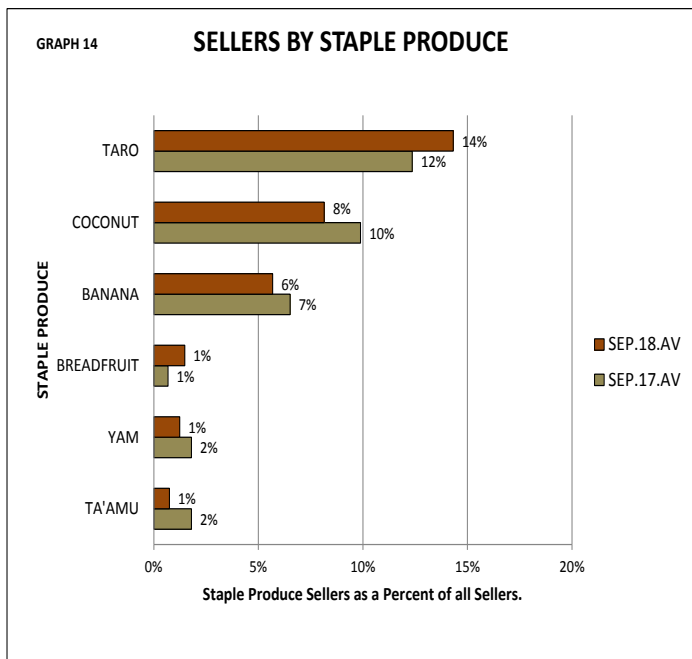
Graph 12
SUPPLY AND PRICE OF CUCUMBER**



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 head cabbage fell 27 percent (to \$5.42 per kilogram) while tomato prices declined 21 percent (to \$9.01 per kilogram). Weakened domestic demand for Chinese cabbage and cucumber pushed their average prices down 15 percent (to \$3.97 per kilogram) and 14 percent (to \$3.25 per kilogram) respectively while increased availability for pumpkin pushed its average price down 9 percent (to \$2.82 per kilogram) in that order.

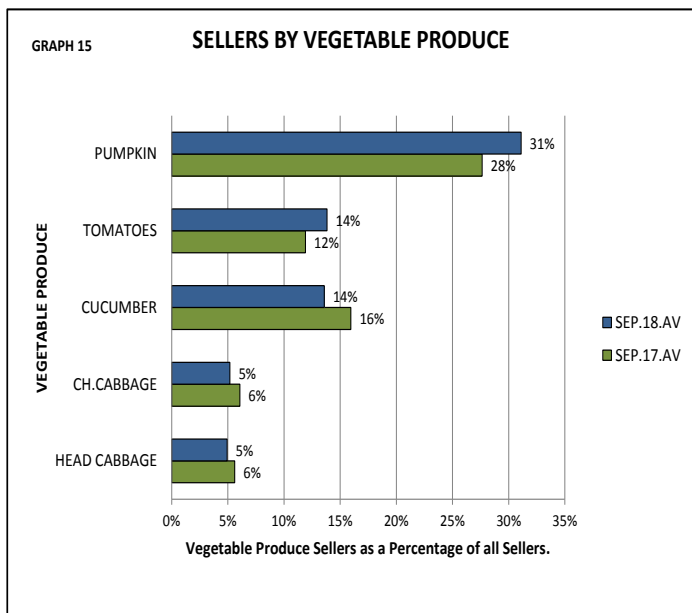
SELLERS

At 405, the number of sellers at the Local Markets on the days surveyed in September 2018 rose 14 percent from the previous month and was 9 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6).



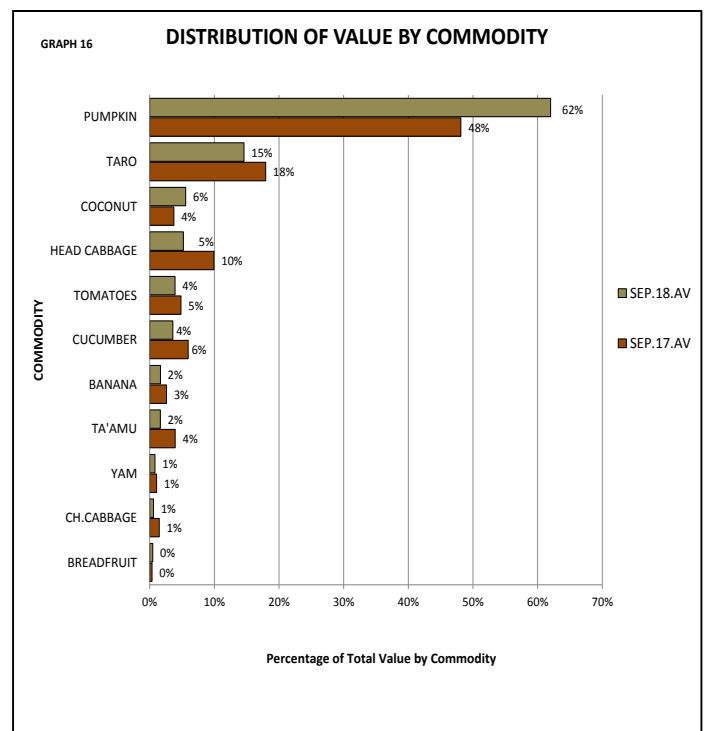
compared with a year ago; while sellers of Chinese cabbage recorded a decreasing total of 21 from 27 in August 2018 and 27 in September 2017. Head cabbage sellers followed with an increasing total of 20 from 14 in the previous month but were lower than 25 in the same month a year ago. Breadfruit sellers recorded a decreasing total of 6 from 7 in the previous month but were higher than 3 in the same month last year, while sellers of yam recorded an increasing total of 5 from 2 in the previous month but were lower than 8 in the same month a year ago. Sellers of ta'amu recorded a decreasing total of 3 from 6 last month and 8 when compared with September 2017.

VALUE OF SUPPLIES



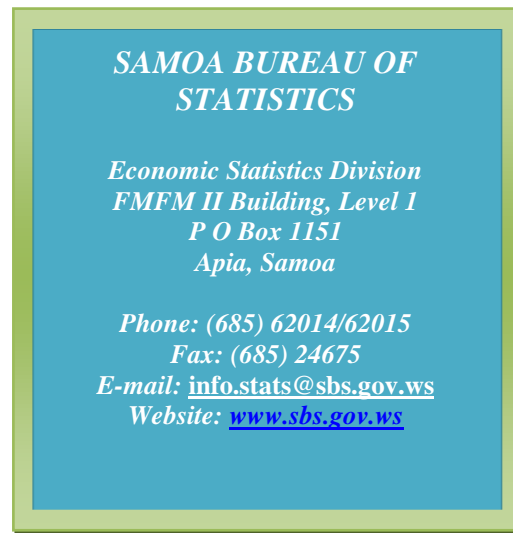
The average value of selected produce supplied to the Local Markets at \$100,300 in September 2018 increased 14 percent from the previous month and was 28 percent higher when compared with September 2017.

In September 2018, pumpkin sellers at 126 were the largest group at the local markets increasing from 108 in the previous month and 123 in the same month last year. Taro sellers followed recording an increasing total of 58 from 52 last month and 55 in the same month a year ago while tomato sellers increased to 56 from 49 in the previous month and 53 a year ago. Cucumber sellers recorded an increasing total 55 from 49 in August 2018 but were lower than 71 in September 2017 while total sellers of coconut dropped to 33 from 34 in August 2018 and 44 in September 2017. Sellers of banana recorded an increasing total of 23 from 7 in the previous month but were lower than 29 when



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 62 percent in September 2018, a level that was higher than 48 percent in the previous month and 48 percent in September 2017. Taro supplies followed with a 15 percent contribution to total value

decreasing from 22 percent in the previous month and 18 percent when compared with the same month a year ago. Supplies of coconut accounted for 6 percent of total value, decreasing from 7 percent in the previous month but were higher than 4 percent in the same month a year ago. Supplies of head cabbage contributed 5 percent to total value decreasing from 7 percent in the previous month and 10 percent in September 2017. Supplies of tomato and cucumber both contributed 4 percent each to total value; with tomato contributions decreasing from 5 percent last month and a year ago while cucumber contributions also decreased from 5 percent in the previous month and 6 percent in the same month a year ago. Banana and ta'amu accounted for 2 percent each of total value; with banana shares increasing from 1 percent in the previous month but were lower than 3 percent in September 2017, while ta'amu shares decreased from 3 percent last month and 4 percent the same month a year ago. Supplies of yam, and Chinese cabbage contributed 1 percent each to total value while relatively lower contributions were recorded for breadfruit in the month under review. (See Graph 16 & Table 3)



A handwritten signature in blue ink, appearing to read 'M. Faasalaina'.

Aliimuamua Malaefono T Faasalaina
GOVERNMENT STATISTICIAN (CEO)

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.

The Local Market Survey Report for October 2018 will be available on 13th November 2018.

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	SEP.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	SEP.18.AV	Sep-18	
												% chng from prev mnth	%chng from SEP17
TARO	7521	7211	12262	9877	10030	10264	8383	7639	5757	5812	4891	-16	-32
BANANA	2642	1979	2535	3307	900	175	173	471	434	365	1340	267	-32
TA'AMU	816	790	327	400	444	683	830	596	711	560	272	-51	-66
COCONUT	7993	3894	6570	9986	7882	4950	5804	6434	5671	5750	4620	-20	19
BREADFRUIT	186	196	460	295	88	125	156	185	135	304	325	7	66
YAM	129	293	185	128	76	50	67	95	117	58	187	224	-36
HEAD CABBAGE	811	1698	559	477	541	392	636	844	632	813	964	18	-43
TOMATOES	256	440	177	165	60	104	118	138	174	348	436	25	-1
CH.CABBAGE	129	285	127	103	155	177	164	250	265	209	148	-29	-48
CUCUMBER	542	1616	1143	524	672	549	1168	1079	1083	1141	1101	-4	-32
PUMPKIN	6217	14501	7529	9962	6719	14331	5905	10432	10879	13703	22036	61	52

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

PRODUCE	2014 AVE	SEP.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	SEP.18.AV	% chng from	
												prev mnth	SEP17
TARO	1.48	1.95	2.16	1.99	1.91	2.11	2.38	2.70	3.20	3.29	2.99	-9	53
BANANA	0.76	1.03	0.88	1.08	1.17	1.37	1.82	1.36	2.01	1.61	1.24	-23	21
TA'AMU	2.78	3.92	5.78	5.78	4.47	5.26	5.84	4.80	5.60	5.36	6.04	13	54
COCONUT	0.62	0.75	0.71	0.68	0.65	0.77	0.90	0.96	1.01	1.12	1.21	7	61
BREADFRUIT	0.94	1.46	0.99	0.97	1.56	1.38	1.94	1.63	2.21	1.75	1.45	-17	0
YAM	3.16	2.85	3.97	4.65	3.40	3.42	3.95	5.26	5.06	4.75	4.32	-9	51
HEAD CABBAGE	5.40	4.58	10.99	10.11	10.48	12.20	13.92	8.48	7.82	7.47	5.42	-27	18
TOMATOES	9.55	8.61	14.24	16.09	15.51	16.71	16.79	13.95	14.79	11.45	9.01	-21	5
CH.CABBAGE	4.38	4.06	7.75	8.05	7.37	8.42	7.32	4.87	5.44	4.65	3.97	-15	-2
CUCUMBER	2.99	2.89	3.56	4.26	4.51	4.60	4.49	3.48	4.15	3.79	3.25	-14	13
PUMPKIN	2.61	2.60	3.36	3.47	3.78	3.49	3.74	3.72	3.53	3.10	2.82	-9	9

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	SEP.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	SEP.18.AV	% chng from	
												prev mnth	SEP17
TARO	126.6	14.1	26.5	19.6	19.1	21.7	20.0	20.6	18.4	19.1	14.6	-24	4
BANANA	25.1	2.0	2.2	3.6	1.1	0.2	0.3	0.6	0.9	0.6	1.7	181	-19
TA'AMU	25.6	3.1	1.9	2.3	2.0	3.6	4.9	2.9	4.0	3.0	1.6	-45	-47
COCONUT	59.3	2.9	4.7	6.8	5.2	3.8	5.2	6.2	5.7	6.5	5.6	-14	90
BREADFRUIT	1.8	0.3	0.5	0.3	0.1	0.2	0.3	0.3	0.3	0.5	0.5	-11	62
YAM	4.7	0.8	0.7	0.6	0.3	0.2	0.3	0.5	0.6	0.3	0.8	200	-4
HEAD CABBAGE	44.6	7.8	6.1	4.8	5.7	4.8	8.9	7.2	4.9	6.1	5.2	-14	-33
TOMATOES	21.5	3.8	2.5	2.7	0.9	1.7	2.0	1.9	2.6	4.0	3.9	-1	4
CH.CABBAGE	5.9	1.2	1.0	0.8	1.1	1.5	1.2	1.2	1.4	1.0	0.6	-39	-49
CUCUMBER	18.4	4.7	4.1	2.2	3.0	2.5	5.2	3.8	4.5	4.3	3.6	-17	-23
PUMPKIN	178.3	37.7	25.3	34.5	25.4	50.0	22.1	38.8	38.4	42.5	62.2	46	65
	511.8	78.4	75.5	78.3	63.9	90.2	70.2	83.9	81.7	87.9	100.3	14	28

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	SEP.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	SEP.18.AV	% chng from prev mnth	%chng from SEP17
TARO	0.25	96	163	131	133	136	111	102	77	77	65	-16	-32
BANANA	0.05	75	96	125	34	7	7	18	16	14	51	267	-32
TA'AMU	0.05	97	40	49	54	84	102	73	87	69	33	-51	-66
COCONUT	0.12	49	82	125	99	62	73	81	71	72	58	-20	19
BREADFRUIT	0.004	105	247	159	47	67	84	99	73	163	175	7	66
YAM	0.01	227	143	99	59	38	52	73	91	45	145	224	-36
HEAD CABBAGE	0.09	209	69	59	67	48	78	104	78	100	119	18	-43
TOMATOES	0.04	172	69	65	23	41	46	54	68	136	170	25	-1
CH.CABBAGE	0.01	221	98	80	120	137	127	194	205	162	115	-29	-48
CUCUMBER	0.04	298	211	97	124	101	215	199	200	211	203	-4	-32
PUMPKIN	0.35	233	121	160	108	231	95	168	175	220	354	61	52
	1.00	160	119	125	100	137	93	119	114	133	179	34	11

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	SEP.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	SEP.18.AV	% chng from prev mnth	%chng from SEP17
TARO	0.25	132	146	134	129	143	161	182	216	222	202	-9	53
BANANA	0.05	135	116	142	153	180	239	179	265	211	163	-23	21
TA'AMU	0.05	141	208	208	161	189	210	173	201	193	217	13	54
COCONUT	0.12	121	115	110	106	125	144	154	162	181	195	7	61
BREADFRUIT	0.004	155	105	103	166	147	207	174	236	186	154	-17	0
YAM	0.01	90	126	147	108	108	125	167	160	150	137	-9	51
HEAD CABBAGE	0.09	85	204	187	194	226	258	157	145	138	100	-27	18
TOMATOES	0.04	90	149	168	162	175	176	146	155	120	94	-21	5
CH.CABBAGE	0.01	93	177	184	168	192	167	111	124	106	91	-15	-2
CUCUMBER	0.04	97	119	143	151	154	150	116	139	127	109	-14	13
PUMPKIN	0.35	100	129	133	145	134	143	142	135	119	108	-9	9
	1.00	80	106	109	111	116	128	112	117	107	99	-8	24

Table 6: Number of Sellers

PRODUCE	2014 AVE	SEP.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	SEP.18.AV	% chng from prev mnth	%chng from SEP17
TARO	46	55	63	65	65	65	65	54	47	52	58	12	5
BANANA	27	29	31	32	16	5	5	9	7	7	23	229	-21
TA'AMU	7	8	4	5	6	6	8	7	6	6	3	-50	-63
COCONUT	57	44	54	57	53	36	39	33	36	34	33	-3	-25
BREADFRUIT	4	3	10	5	2	4	4	4	3	7	6	-14	100
YAM	5	8	5	4	3	3	2	3	3	2	5	150	-38
HEAD CABBAGE	12	25	11	8	10	13	11	18	13	14	20	43	-20
TOMATOES	39	53	31	26	13	25	18	29	31	49	56	14	6
CH.CABBAGE	13	27	11	11	17	16	22	25	28	27	21	-22	-22
CUCUMBER	42	71	50	29	32	31	44	46	43	49	55	12	-23
PUMPKIN	83	123	81	89	63	115	76	96	97	108	126	17	2
	337	445	350	330	280	318	294	322	312	356	405	14	-9

*on the days surveyed

@ new weights and base