



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

### LOCAL MARKET SURVEY

### NOVEMBER 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 November 2018 showed overall volume decrease 21 percent while weak domestic demand pushed average prices down 7 percent when compared to October 2018.

- Significant decrease in the supplies of almost all agricultural produce strongly contributed to the decline in the volume index.
- The value of supplies fell 23 percent to \$67,800 from the previous month.
- An average of 326 sellers trading at the Local Market were recorded in the month under review; 15 percent lower than the previous month and 22 percent lower when compared with the same month last year.

Issue: 1/11/18

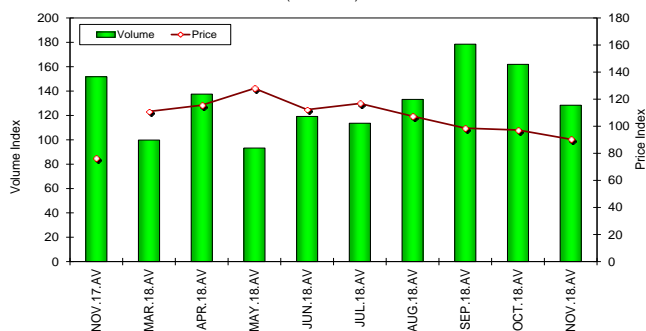
## OVERVIEW

With the beginning of the wet season, the monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in November 2018 showed overall volume decrease 21 percent from October 2018. This decrease in volume stem from significant reduction of all agricultural produce supplied to the markets with the exception of coconut. When compared with the same month last year, current supply was 15 percent lower. (See Graph 1 and Tables 4 & 5)

## TARO

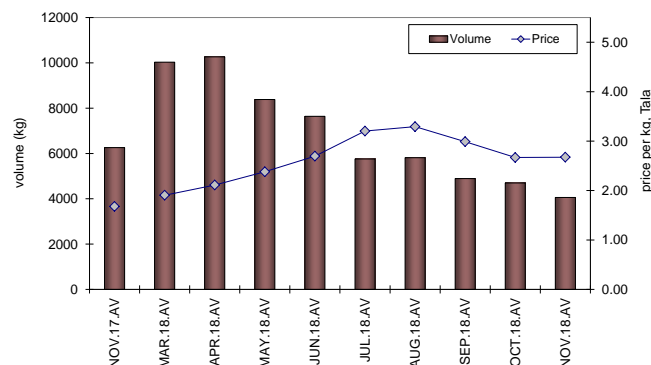
At 4,057 kilograms, the supply of taro in the month under review decreased 14 percent from the previous month while its average price revealed no change from October 2018. When compared with November 2017, current supply of taro was 35 percent lower while limited supply over the year pushed its average price up 59 percent. (See Graph 2 and Tables 1&2)

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



Decreased domestic demand for most agricultural produce prompted overall price level to slip 7 percent from the previous month. Lower prices were recorded for all agriculture produce with the exception of breadfruit, yam, tomato and Chinese cabbage. When compared with November 2017 the current overall price level was 18 percent higher.

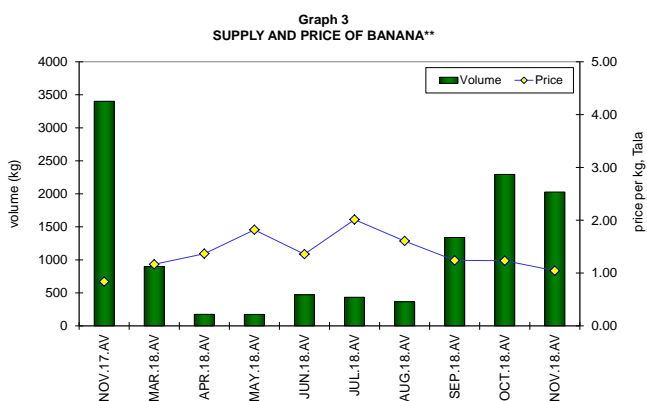
Graph 2  
SUPPLY AND PRICE OF TARO\*\*



Current supply of taro in the month under review, contributed to a 33 percent decline in volume when comparing the twelve months ending November 2018 over the twelve months ending November 2017. Price rose 46 percent.

## BANANA

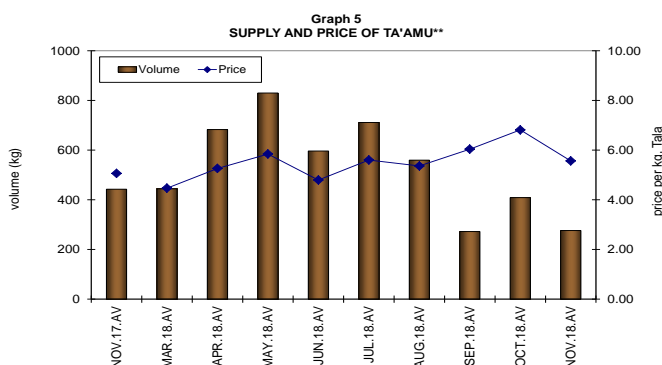
The volume of banana supplied to the Local Markets in November 2018 decreased 12 percent (to 2,027 kilograms) from October 2018; a level that was 40 percent lower than the same month last year. The average price of banana fell 15 percent (to \$1.04 per kilogram) due to weakened domestic demand. When compared with the same month last year current price was 25 percent higher. (See Graph 3 and Tables 1&2)



When comparing the twelve months ending November 2018 over the twelve months ending November 2017, banana supplies were 43 percent lower while limited availability pushed its average price up 32 percent.

## TA'AMU

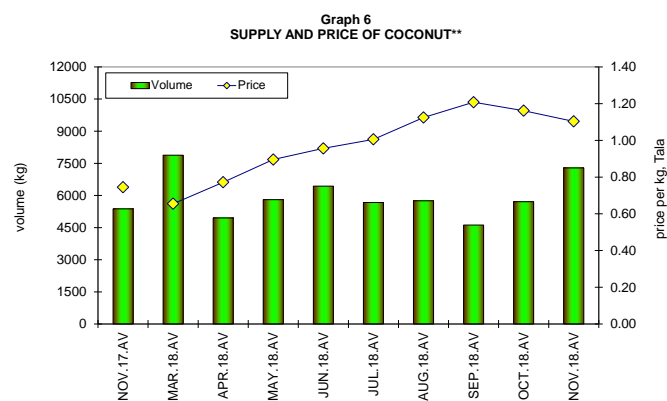
In the month under review ta'amu supplies declined 32 percent (to 276 kilograms) from the previous month, while weak domestic demand pushed its average price down 18 percent (to \$5.56 per kilogram). When compared with November 2017, current supply of ta'amu was 38 percent lower while its average price was 10 percent higher. (See Graph 5 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to a 3 percent decrease in ta'amu volume when comparing the twelve months ending November 2018 over twelve months ending November 2017 while limited availability pushed its average price up 18 percent.

## COCONUT

Coconut supplies were the only commodity that experiences an increase in volume in November 2018 rising 28 percent (to 7,284 kilograms) from October 2018 while increased availability pushed its average price down 5 percent (to \$1.10 per kilogram). Current availability of coconut was 36 percent higher than average availability in November 2017 while average price also increased 48 percent over the year. (See Graph 6 and Tables 1&2)

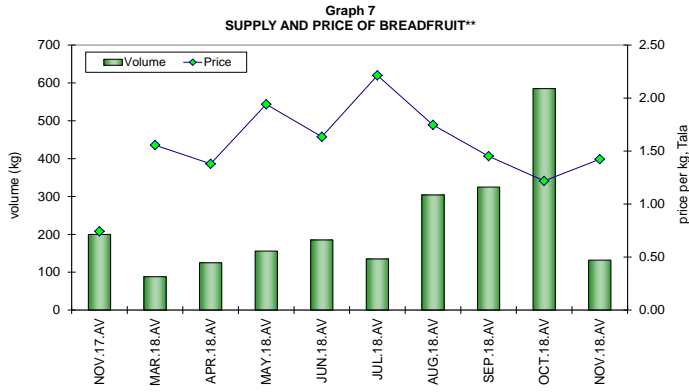


Comparing the twelve months ending November 2018 over the twelve months ending November 2017 supply of coconut was 20 percent higher while its average price also rose 29 percent.

## BREADFRUIT

At an average of 132 kilograms, breadfruit supply in November 2018 decreased 77 percent from the previous month. Limited availability of breadfruit to the markets pushed its average price up 17 percent (to \$1.42 per kilogram). When compared with the same month last year, current breadfruit supply was 34 percent lower while its average price increased 92 percent. (See Graph 7 and Tables 1& 2)

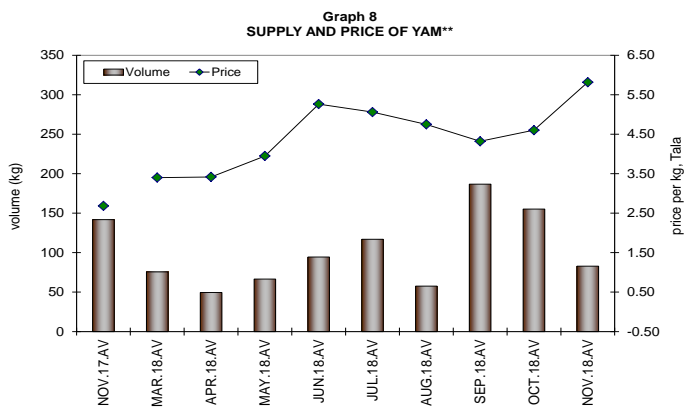
## VEGETABLE PRODUCE



When comparing the twelve months ending November 2018 over the twelve months ending November 2017, breadfruit supplies were 1 percent lower while its average price increased 32 percent.

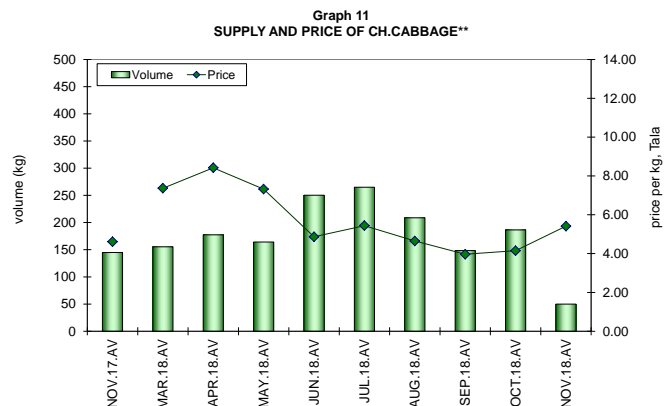
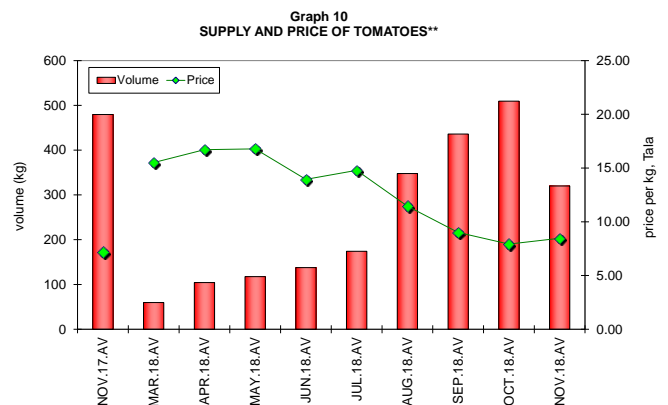
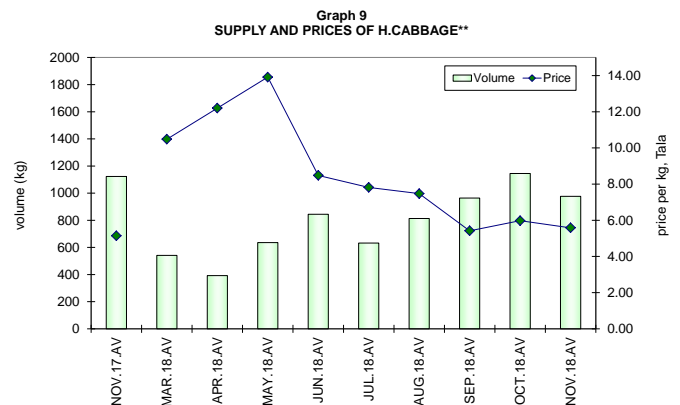
## YAM

The supply of yam in the month under review dropped 47 percent (to 83 kilograms) from the previous month while limited availability pushed its average price up 26 percent (to \$5.82 per kilogram). When compared with the same month last year, current supply of yam was 42 percent lower while limited supply over the year pushed its average price up 117 percent. (See Graph 8 and Tables 1 & 2)

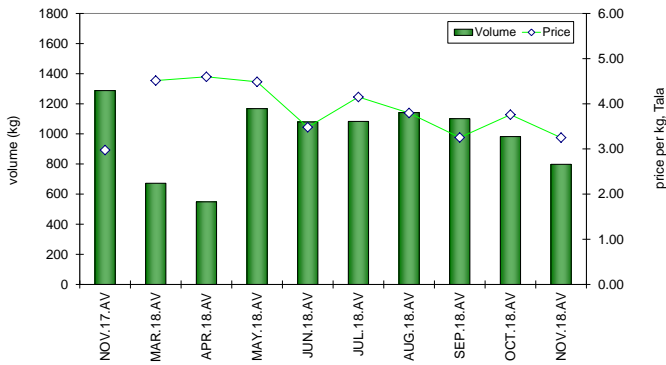


Current supply of yam in the month under review contributed to a 35 percent decrease in volume in the twelve months ending November 2018 over the twelve months ending November 2017, while its average price rose 39 percent.

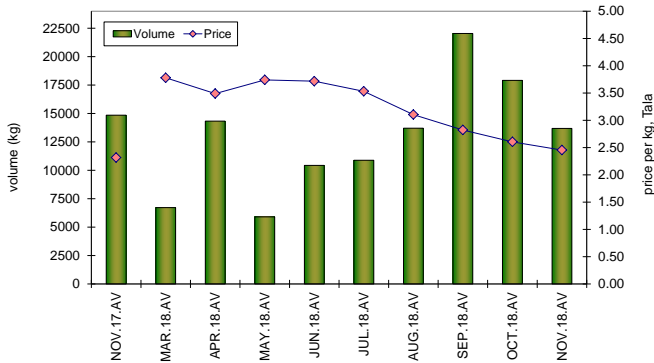
With the onset of rainy season, the supply of vegetable produce to the Local Markets in November 2018 experienced moderate losses in all vegetables supplies. Chinese cabbage supplies dropped 73 percent (to 50 kilograms) while tomato and pumpkin volume fell 37 percent (to 320 kilograms) and 24 percent (to 13,685 kilograms) respectively. Supplies of cucumber fell 19 percent (to 798 kilograms) followed by head cabbage supplies with a 15 percent decline in volume (to 977 kilograms). (See Graphs 9 to 13 and Tables 1 & 2)



Graph 12  
SUPPLY AND PRICE OF CUCUMBER\*\*



Graph 13  
SUPPLY AND PRICE OF PUMPKIN\*\*

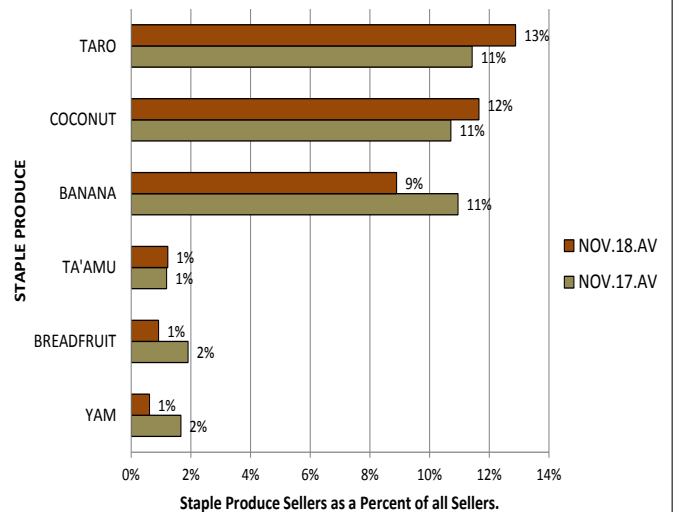


Subsequent to decreased availability of all vegetable produce to the Local Markets in the month under review, weakened domestic demand pushed average prices down for all vegetable produce with the exception of Chinese cabbage and tomato whose prices were pushed up due to significant reduction in availability recording a 30 percent (to \$5.41 per kilogram) and 7 percent (to \$8.47 per kilogram) decline respectively from the previous month. Average prices for cucumber fell 14 percent (to \$3.25 per kilogram) while head cabbage prices declined 7 percent (to \$5.58 per kilogram). Weakened demand for pumpkin pushed its average price down 6 percent (to \$2.45 per kilogram).

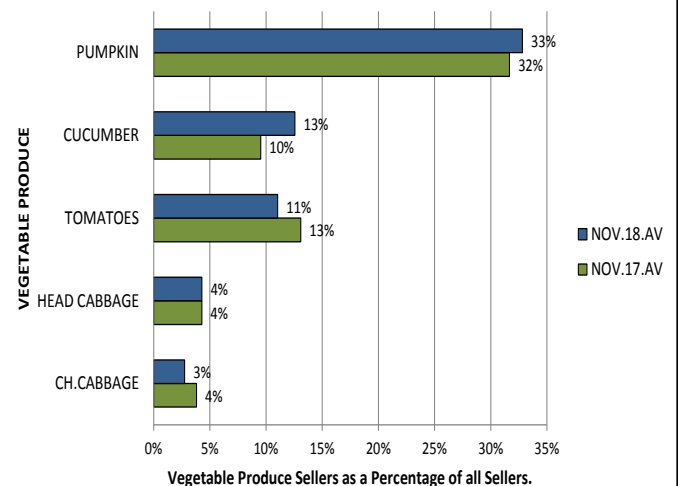
## SELLERS

At 326, the number of sellers at the Local Markets on the days surveyed in November 2018 fell 15 percent from the previous month and was 22 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



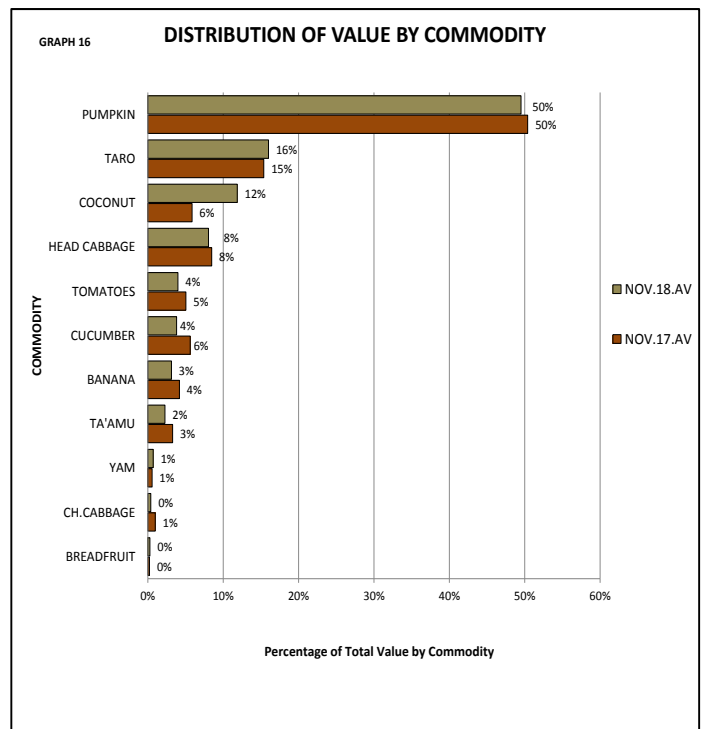
GRAPH 15  
SELLERS BY VEGETABLE PRODUCE



In November 2018, pumpkin sellers at 107 were the largest group at the local markets decreasing from 111 in the previous month and 133 in the same month last year. Taro sellers followed recording a decreasing total of 42 from 49 last month and 48 in the same month a year ago while cucumber sellers remained at 41 from the previous month but were higher than 40 a year ago. Sellers of coconut recorded a decreasing total of 38 from 39 in October 2018 and 45 in November 2017 while total sellers of tomato also decreased to 36 from 54 last month and 55 in November 2017. Sellers of banana recorded a decreasing total of 29 from 34 in the previous month and 46 when compared with same month a year ago; while sellers of head cabbage recorded a decreasing total of 14 from 17 in October 2018 and 18 in November 2017. Chinese cabbage sellers followed with a decreasing total of 9 from 22 in the previous month and 16 in the same month a year ago. Ta'amu sellers recorded a decreasing total of 4 from 5 in the previous month and the same month last year, while sellers of breadfruit recorded a decreasing total of 3 from 10 in the previous month and 8 in the same month a year ago. Sellers of yam recorded a decreasing total of 2 from 4 last month and 7 when compared with November 2017.

**VALUE OF SUPPLIES**

The average value of selected produce supplied to the Local Markets at \$67,800 in November 2018 decreased 23 percent from the previous month and was 1 percent lower when compared with November 2017.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 50 percent in November 2018, a level that was lower than 53 percent in the previous month and remained unchanged in the same month a year ago. Taro supplies followed with a 16 percent contribution to total value increasing from 14 percent in the previous month and 15 percent when compared with the same month a year ago. Supplies of coconut contributed 12 percent of total value increasing from 8 percent last month and 6 percent in the same month a year ago while supplies of head cabbage contributed 8 percent to total value revealing no change from last month and the same month last year. Supplies of tomato and cucumber both contributed 4 percent each to total value; with tomato contributions decreasing from 5 percent last month and the same month a year ago, while cucumber shares remained unchanged from October 2018 but were lower than 6 percent in November 2017. Supplies of banana contributed 3 percent to total value revealing no change from last month but were lower than 4 percent the same month a year ago while ta'amu accounted for 2 percent share decreasing from 3 percent in the previous month and the same month last year. 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)

## **Technical Notes**

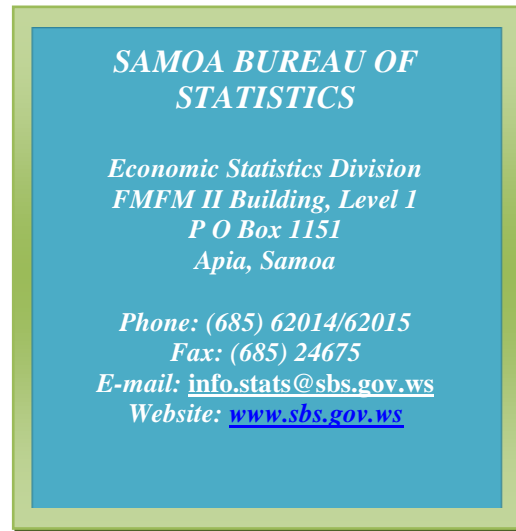
The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at **Fugalei, Taufusi, Vaitele, Afega, Saleimoa, Fasitootai, Savaia, and Salelologa** every month. Prices for selected produce are taken from the Consumer Price Index.

**\*\* 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 December 2018 will be available on 13<sup>th</sup> January 2019.**



**Mātaao Edith N Taosoga-Faaola**  
**ACTING GOVERNMENT STATISTICIAN**

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

PRODUCE	2014 AVE	NOV.17.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	Nov-18	
												% chng from prev mnth	%chng from NOV17
TARO	7521	6261	10030	10264	8383	7639	5757	5812	4891	4698	4057	-14	-35
BANANA	2642	3401	900	175	173	471	434	365	1340	2294	2027	-12	-40
TA'AMU	816	443	444	683	830	596	711	560	272	409	276	-32	-38
COCONUT	7993	5372	7882	4950	5804	6434	5671	5750	4620	5709	7284	28	36
BREADFRUIT	186	200	88	125	156	185	135	304	325	585	132	-77	-34
YAM	129	142	76	50	67	95	117	58	187	155	83	-47	-42
HEAD CABBAGE	811	1123	541	392	636	844	632	813	964	1145	977	-15	-13
TOMATOES	256	480	60	104	118	138	174	348	436	509	320	-37	-33
CH.CABBAGE	129	145	155	177	164	250	265	209	148	186	50	-73	-66
CUCUMBER	542	1287	672	549	1168	1079	1083	1141	1101	982	798	-19	-38
PUMPKIN	6217	14844	6719	14331	5905	10432	10879	13703	22036	17911	13685	-24	-8

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

PRODUCE	2014 AVE	NOV.17.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	Nov-18	
												% chng from prev mnth	%chng from NOV17
TARO	1.48	1.68	1.91	2.11	2.38	2.70	3.20	3.29	2.99	2.67	2.67	0	59
BANANA	0.76	0.84	1.17	1.37	1.82	1.36	2.01	1.61	1.24	1.23	1.04	-15	25
TA'AMU	2.78	5.06	4.47	5.26	5.84	4.80	5.60	5.36	6.04	6.81	5.56	-18	10
COCONUT	0.62	0.74	0.65	0.77	0.90	0.96	1.01	1.12	1.21	1.16	1.10	-5	48
BREADFRUIT	0.94	0.74	1.56	1.38	1.94	1.63	2.21	1.75	1.45	1.22	1.42	17	92
YAM	3.16	2.68	3.40	3.42	3.95	5.26	5.06	4.75	4.32	4.60	5.82	26	117
HEAD CABBAGE	5.40	5.15	10.48	12.20	13.92	8.48	7.82	7.47	5.42	5.98	5.58	-7	9
TOMATOES	9.55	7.19	15.51	16.71	16.79	13.95	14.79	11.45	9.01	7.92	8.47	7	18
CH.CABBAGE	4.38	4.61	7.37	8.42	7.32	4.87	5.44	4.65	3.97	4.15	5.41	30	17
CUCUMBER	2.99	2.97	4.51	4.60	4.49	3.48	4.15	3.79	3.25	3.76	3.25	-14	9
PUMPKIN	2.61	2.32	3.78	3.49	3.74	3.72	3.53	3.10	2.82	2.60	2.45	-6	6

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

PRODUCE	Total value 2014	NOV.17.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	Nov-18	
												% chng from prev mnth	%chng from NOV17
TARO	126.6	10.5	19.1	21.7	20.0	20.6	18.4	19.1	14.6	12.5	10.9	-13	3
BANANA	25.1	2.9	1.1	0.2	0.3	0.6	0.9	0.6	1.7	2.8	2.1	-25	-26
TA'AMU	25.6	2.2	2.0	3.6	4.9	2.9	4.0	3.0	1.6	2.8	1.5	-45	-31
COCONUT	59.3	4.0	5.2	3.8	5.2	6.2	5.7	6.5	5.6	6.6	8.0	21	101
BREADFRUIT	1.8	0.2	0.1	0.2	0.3	0.3	0.3	0.5	0.5	0.7	0.2	-73	27
YAM	4.7	0.4	0.3	0.2	0.3	0.5	0.6	0.3	0.8	0.7	0.5	-32	26
HEAD CABBAGE	44.6	5.8	5.7	4.8	8.9	7.2	4.9	6.1	5.2	6.8	5.5	-20	-6
TOMATOES	21.5	3.5	0.9	1.7	2.0	1.9	2.6	4.0	3.9	4.0	2.7	-33	-21
CH.CABBAGE	5.9	0.7	1.1	1.5	1.2	1.2	1.4	1.0	0.6	0.8	0.3	-65	-60
CUCUMBER	18.4	3.8	3.0	2.5	5.2	3.8	4.5	4.3	3.6	3.7	2.6	-30	-32
PUMPKIN	178.3	34.4	25.4	50.0	22.1	38.8	38.4	42.5	62.2	46.7	33.6	-28	-2
	511.8	68.2	63.9	90.2	70.2	83.9	81.7	87.9	100.3	88.2	67.8	-23	-1

\*on the days surveyed  
@ new weights and base



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

PRODUCE	2014 Weights	NOV.17.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	% chng from prev mnth	%chng from NOV17
TARO	0.25	83	133	136	111	102	77	77	65	62	54	-14	-35
BANANA	0.05	129	34	7	7	18	16	14	51	87	77	-12	-40
TA'AMU	0.05	54	54	84	102	73	87	69	33	50	34	-32	-38
COCONUT	0.12	67	99	62	73	81	71	72	58	71	91	28	36
BREADFRUIT	0.004	108	47	67	84	99	73	163	175	315	71	-77	-34
YAM	0.01	110	59	38	52	73	91	45	145	120	64	-47	-42
HEAD CABBAGE	0.09	138	67	48	78	104	78	100	119	141	120	-15	-13
TOMATOES	0.04	187	23	41	46	54	68	136	170	199	125	-37	-33
CH.CABBAGE	0.01	112	120	137	127	194	205	162	115	144	39	-73	-66
CUCUMBER	0.04	238	124	101	215	199	200	211	203	181	147	-19	-38
PUMPKIN	0.35	239	108	231	95	168	175	220	354	288	220	-24	-8
	1.00	152	100	137	93	119	114	133	179	162	128	-21	-15

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

PRODUCE	2014 Weights	NOV.17.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	% chng from prev mnth	%chng from NOV17
TARO	0.25	113	129	143	161	182	216	222	202	180	181	0	59
BANANA	0.05	110	153	180	239	179	265	211	163	162	137	-15	25
TA'AMU	0.05	182	161	189	210	173	201	193	217	245	200	-18	10
COCONUT	0.12	120	106	125	144	154	162	181	195	187	178	-5	48
BREADFRUIT	0.004	79	166	147	207	174	236	186	154	130	151	17	92
YAM	0.01	85	108	108	125	167	160	150	137	146	184	26	117
HEAD CABBAGE	0.09	95	194	226	258	157	145	138	100	111	103	-7	9
TOMATOES	0.04	75	162	175	176	146	155	120	94	83	89	7	18
CH.CABBAGE	0.01	105	168	192	167	111	124	106	91	95	124	30	17
CUCUMBER	0.04	99	151	154	150	116	139	127	109	126	109	-14	9
PUMPKIN	0.35	89	145	134	143	142	135	119	108	100	94	-6	6
	1.00	77	111	116	128	112	117	107	99	97	90	-7	18

**Table 6: Number of Sellers**

PRODUCE	2014 AVE	NOV.17.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	% chng from prev mnth	%chng from NOV17
TARO	46	48	65	65	65	54	47	52	58	49	42	-14	-13
BANANA	27	46	16	5	5	9	7	7	23	34	29	-15	-37
TA'AMU	7	5	6	6	8	7	6	6	3	5	4	-20	-20
COCONUT	57	45	53	36	39	33	36	34	33	39	38	-3	-16
BREADFRUIT	4	8	2	4	4	4	3	7	6	10	3	-70	-63
YAM	5	7	3	3	2	3	3	2	5	4	2	-50	-71
HEAD CABBAGE	12	18	10	13	11	18	13	14	20	17	14	-18	-22
TOMATOES	39	55	13	25	18	29	31	49	56	54	36	-33	-35
CH.CABBAGE	13	16	17	16	22	25	28	27	21	22	9	-59	-44
CUCUMBER	42	40	32	31	44	46	43	49	55	41	41	0	2
PUMPKIN	83	133	63	115	76	96	97	108	126	111	107	-4	-20
	337	420	280	318	294	322	312	356	405	385	326	-15	-22

\*on the days surveyed

@ new weights and base