



GOVERNMENT OF SAMOA
SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY
SEPTEMBER 2017

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:

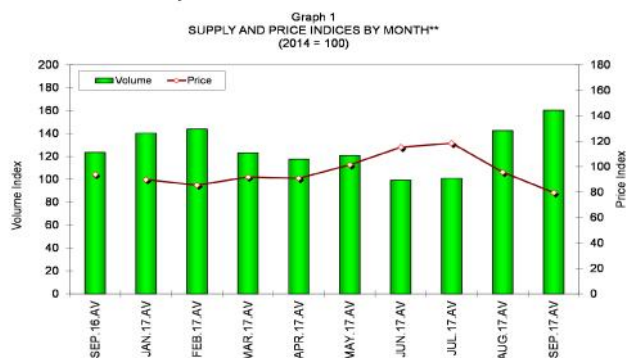
The Local Market Survey in September 2017 showed overall volume increase 12 percent while significant increases in the supply of most produce pushed average price down 17 percent when compared to August 2017.

- Significant increases in the supplies of ta'amu and banana 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 decreased 5 percent to \$78,400 from the previous month as total number of sellers also fell 9 percent to 445 from 489 in August 2017.

Issue: 1/9/17

OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in September 2017 showed overall volume increase 12 percent from August 2017. Significant increases in volume were recorded for all agricultural produce with the exception of taro, coconut and Chinese cabbage supplies. When compared with the same month last year, current supply was 30 percent higher. (See Graph 1 and Tables 4 & 5)

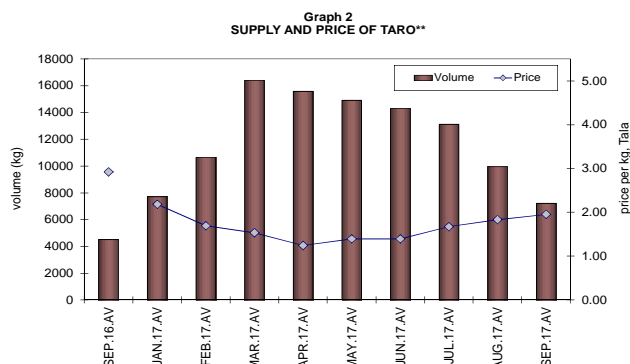


The overall price level fell 17 percent from the previous month with the increased availability of most agricultural produce pushing price level down. Lower prices were recorded for all agricultural produce with the exception of taro, coconut and breadfruit contributed to the decline in the price index.

When compared with September 2016 the current overall price level was 15 percent lower.

TARO

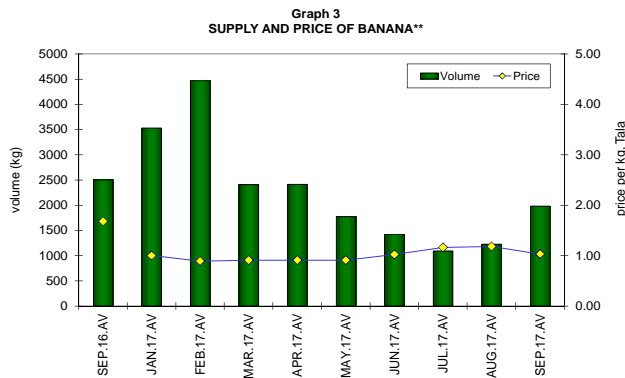
The supply of taro to the Local Market in September 2017 fell 27 percent (to 7,211 kilograms) from August 2017; a level that was 60 percent higher than the same month last year. Limited availability led its average price to climb 7 percent (to \$1.95 per kilogram). When compared with September 2016, current price of taro was 33 percent lower. (See Graph 2 and Tables 1&2)



Current supply of taro in the month under review contributed to a 155 percent increase in volume when comparing the twelve months ending September 2017 over the twelve months ending September 2016. Price fell 32 percent.

BANANA

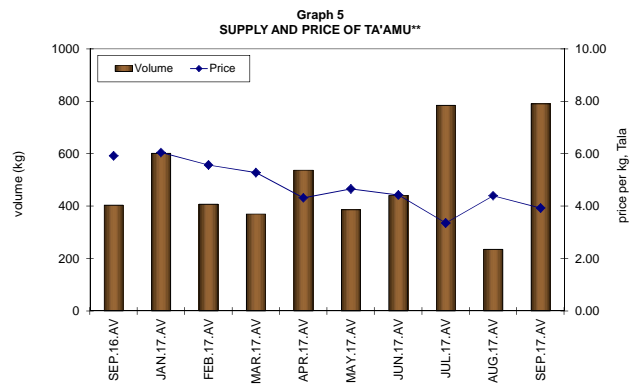
The volume of banana supplied to the Local Markets in September 2017 increased 61 percent (to 1,979 kilograms) from August 2017; a level that was 21 percent lower than the same month last year. Significant increase in the supply of banana led to its average price declining 13 percent (to \$1.03 per kilogram). When compared with the same month last year current price was 39 percent lower. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending September 2017 over the twelve months ending September 2016, banana supplies were 78 percent higher while increased availability pushed its average price down 26 percent.

TA'AMU

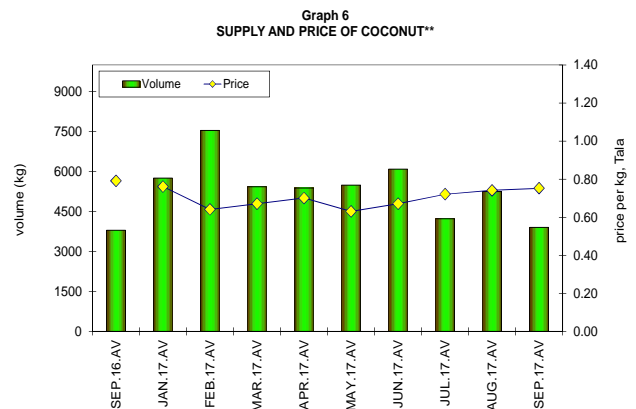
The supply of ta'amu in the month under review increased its volume by a factor of 3 (to 790 kilograms) from the previous month while increased availability pushed its average price down 11 percent (to \$3.92 per kilogram). When compared with same month last year, current supply of ta'amu was 96 percent higher while its average price was 34 percent lower. (See Graph 5 and Tables 1&2)



When comparing the twelve months ending September 2017 over the twelve months ending August 2016, ta'amu supplies were 110 percent higher while increased availability pushed its average price down 21 percent.

COCONUT

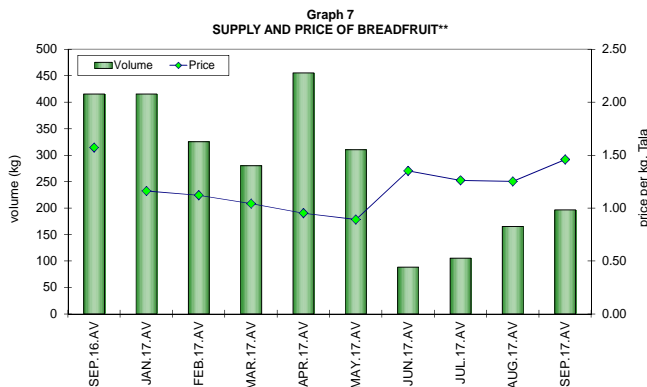
In the month under review average volume for coconut fell 26 percent (to 3,894 kilograms) from August 2017 while limited availability pushed its average price up 2 percent (to \$0.75 per kilogram). Current availability of coconut was 3 percent higher than average availability in September 2016 while average price fell 5 percent over the year. (See Graph 6 and Tables 1 & 2)



Comparing the twelve months ending September 2017 over the twelve months ending September 2016 current supply of coconut was 8 percent higher while its average price also rose 12 percent.

BREADFRUIT

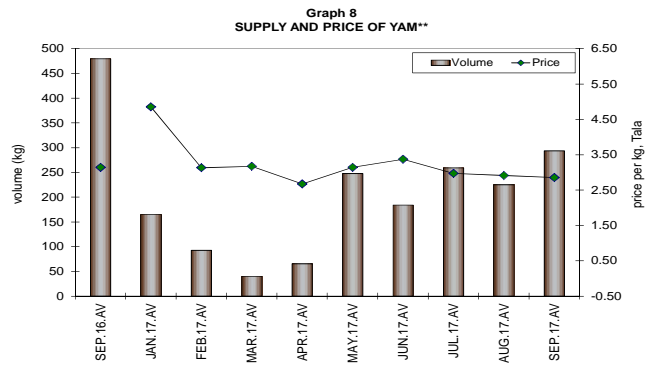
At an average of 196 kilograms, breadfruit supply in September 2017 rose 19 percent from the previous month. Domestic demand for breadfruit at the Local Markets pushed its average price up 17 percent (to \$1.46 per kilogram). When compared with the same month last year, current breadfruit supply was 53 percent lower while its average price decreased 7 percent. (See Graph 3 and Tables 1 & 2)



The increase in breadfruit volume in the month under review contributed to a 13 percent increase in average volume when comparing the twelve months ending September 2017 over the twelve months ending September 2016, while its average price decreased 16 percent.

YAM

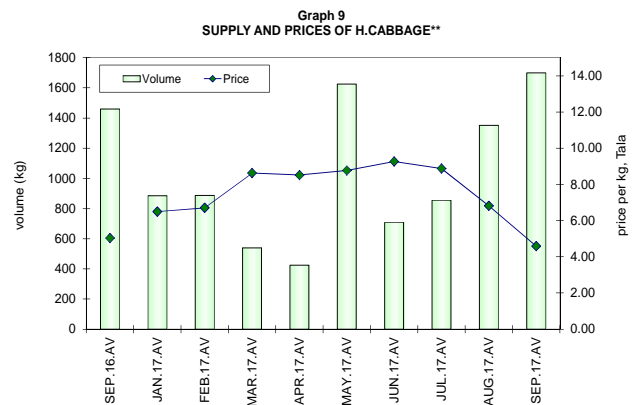
The supply of yam in the month under review grew 30 percent (to 293 kilograms) from the previous month while increased availability pushed its average price down 2 percent (to \$2.85 per kilogram). When compared with September 2016, current supply of yam was 39 percent lower while its average price was also 9 percent lower. (See Graph 8 and Tables 1 & 2)



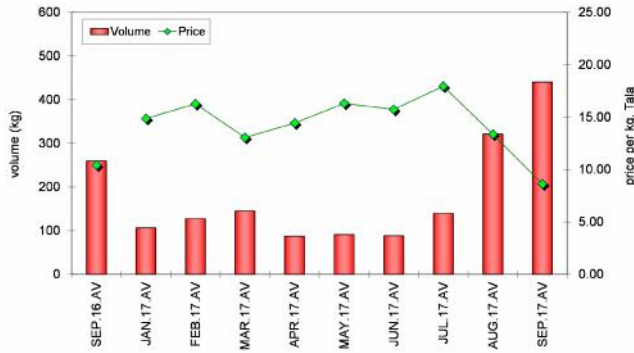
Despite the increase in the quantity of yam in the month under review, current supply contributed to a 5 percent decline in volume in the twelve months ending September 2017 over the twelve months ending September 2016, while its average price also declined 18 percent.

VEGETABLE PRODUCE

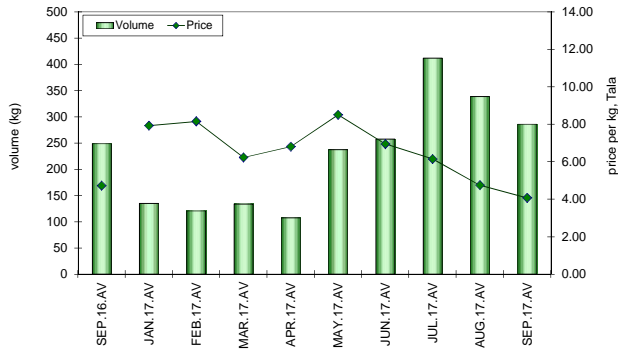
A general overview of all vegetable produce to the Local Markets in September 2017, revealed significant gains in all vegetable supplies with the exception of Chinese cabbage whose volume dropped 16 percent (to 285 kilograms) from the previous month. Cucumber supplies registered the largest increase of 46 percent (to 1,616 kilograms) from August 2017 followed by tomato supplies increasing 37 percent (to 440 kilograms). Head cabbage supplies surged 26 percent (to 1,698 kilograms) while pumpkin supplies grew 22 percent (to 14,501 kilograms) in that order. (See Graphs 9 to 13 and Tables 1 & 2)



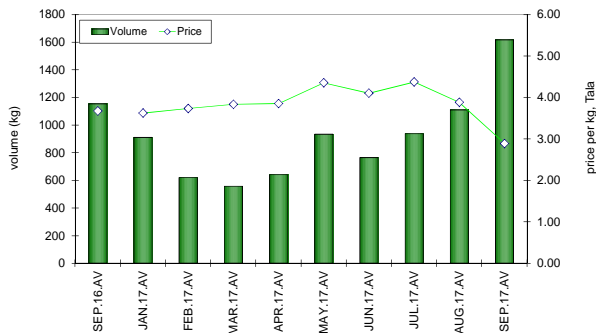
Graph 10
SUPPLY AND PRICE OF TOMATOES**



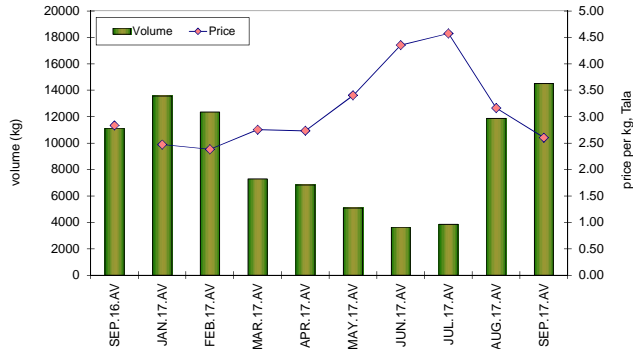
Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER**



Graph 13
SUPPLY AND PRICE OF PUMPKIN**

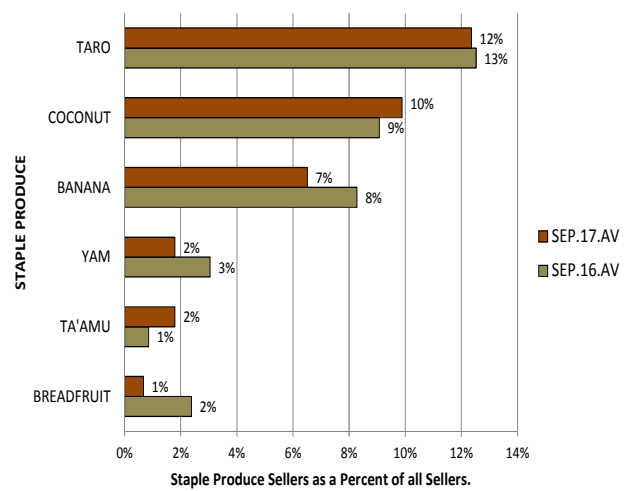


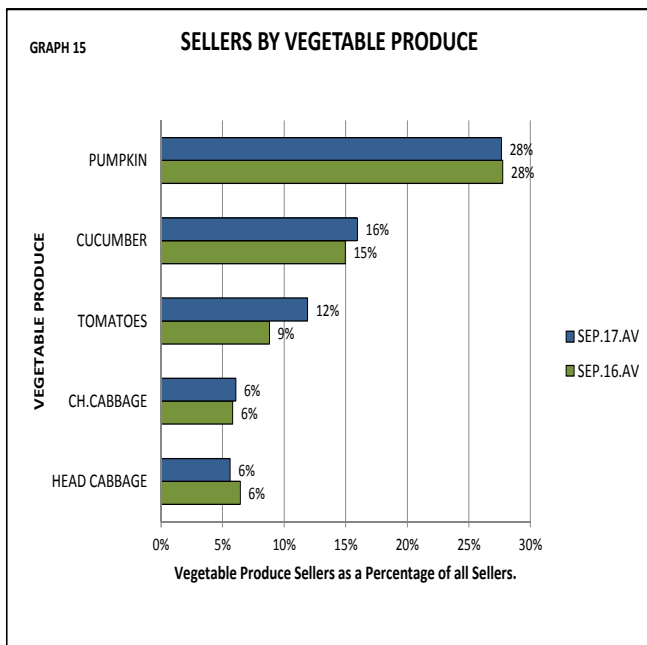
Subsequent to the increase in the supply of most vegetable produce to the Local Markets, average prices in the month under review decreased for all vegetable produce. Average price for tomato fell 36 percent (to \$8.61 per kilogram) while head cabbage prices declined 33 percent (to \$4.58 per kilogram). Average prices for cucumber fell 26 percent (to \$2.89 per kilogram) followed by pumpkin prices down 18 percent (to \$2.60 per kilogram). Weakened demand for Chinese cabbage pushed its average price down 14 percent (to \$4.06 per kilogram).

SELLERS

At 445, the number of sellers at the Local Markets on the days surveyed in September 2017 fell 9 percent from the previous month with vegetable sellers representing 67 percent of all sellers at the Local Markets. When compared with September 2016, the number of sellers was 18 percent higher. (See Graphs 14 and 15 and Table 6).

GRAPH 14
SELLERS BY STAPLE PRODUCE

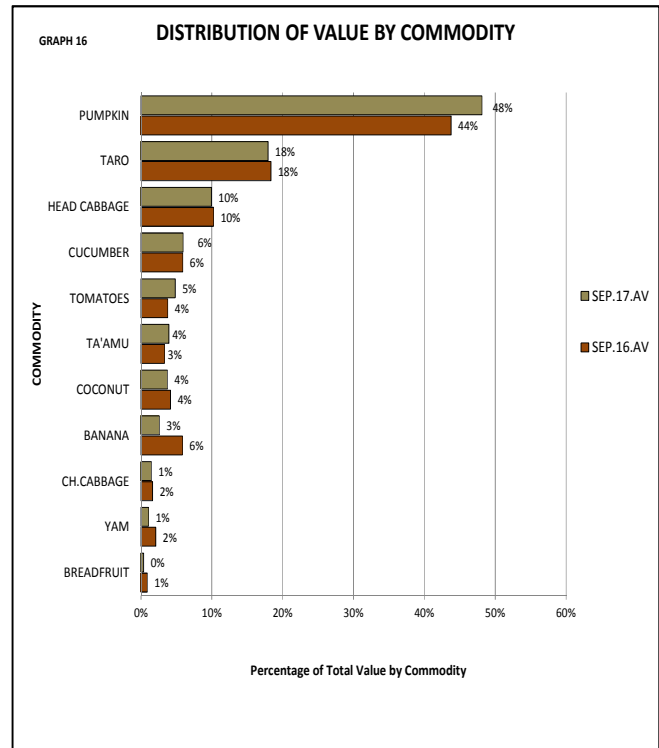




In September 2017, pumpkin sellers at 123 were the largest group at the local markets decreasing from 188 in the previous month but were higher than 105 in the same month last year. Cucumber sellers followed recording an increasing total of 71 from 61 last month and 57 in the same month a year ago, while taro sellers decreased to 55 from 60 in the previous month but were higher than 47 a year ago. Tomato sellers recorded an increasing total of 53 from 45 in the previous month and 33 in September 2016 while total sellers of coconut rose to 44 from 42 in August 2017 and 34 in September 2016. Sellers of banana recorded an increasing total of 29 from 22 in the previous month but were lower than 31 in the same month a year ago while Chinese cabbage sellers decreased to 27 from 35 in the previous month but were higher than 22 when compared with September 2016. Head cabbage sellers followed with an increasing total of 25 from 23 in August 2017 and 24 a year ago. Ta’amu and yam sellers recorded an average of 8 each with ta’amu increasing from 3 in the previous month and the same month a year ago while yam sellers increased from 7 in August 2017 but were lower than 12 in September 2016. Sellers of breadfruit remained at 3 from the previous month but were lower than 9 in September 2016.

VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$78,400 in September 2017 decreased 5 percent from the previous month but was 9 percent higher when compared with September 2016.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 48 percent in September 2017, a level that was higher than 46 percent in August 2017 and 44 percent in September 2016. Taro supplies followed with an 18 percent contribution to total value decreasing from 22 percent in the previous month but remained unchanged when compared with a year ago. Supplies of head cabbage contributed 10 percent to total value decreasing from 11 in the previous month and remained unchanged from September 2016. Shares of cucumber accounted for 6 percent of total value increasing from 5 percent in the previous month but remained unchanged from a year ago, while shares of tomato remained at 5 percent from August 2017 but were higher than 4 percent in the same month a year ago. Ta’amu and coconut both accounted for 4 percent each of total value; with ta’amu shares increasing from 1 percent in the previous month and 3 percent in September

2016, while coconut shares decreased from 5 in the previous month but remained unchanged when compared with same month a year ago. Banana supplies contributed 3 percent to total value increasing from 2 in August 2017 but were lower than 6 in September 2016. Supplies of Chinese cabbage and yam 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, 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.

The Local Market Survey Report for October 2017 will be available on 14th November 2017.

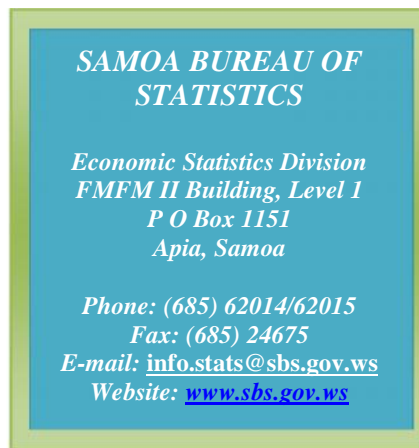


Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	SEP.16.AV	JAN.17.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	Sep-17	
												% chng from prev mnth	%chng from SEP16
TARO	7521	4505	7706	10633	16395	15573	14899	14283	13105	9941	7211	-27	60
BANANA	2642	2500	3526	4463	2403	2409	1769	1416	1089	1226	1979	61	-21
TA'AMU	816	403	601	407	369	537	385	440	784	234	790	237	96
COCONUT	7993	3791	5742	7534	5418	5382	5488	6086	4221	5250	3894	-26	3
BREADFRUIT	186	415	415	325	280	455	310	88	105	165	196	19	-53
YAM	129	479	164	92	40	65	248	184	259	225	293	30	-39
HEAD CABBAGE	811	1459	884	885	538	423	1624	707	853	1351	1698	26	16
TOMATOES	256	260	107	127	145	87	91	88	140	321	440	37	69
CH.CABBAGE	129	248	135	120	134	107	237	257	412	338	285	-16	15
CUCUMBER	542	1153	910	619	556	640	933	765	936	1109	1616	46	40
PUMPKIN	6217	11093	13554	12336	7278	6821	5089	3609	3841	11855	14501	22	31

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

PRODUCE	2014 AVE	SEP.16.AV	JAN.17.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	Sep-17	
												% chng from prev mnth	%chng from SEP16
TARO	1.48	2.92	2.18	1.69	1.53	1.24	1.39	1.39	1.67	1.83	1.95	7	-33
BANANA	0.76	1.68	1.00	0.89	0.91	0.91	0.91	1.02	1.16	1.18	1.03	-13	-39
TA'AMU	2.78	5.91	6.04	5.56	5.27	4.31	4.65	4.42	3.35	4.39	3.92	-11	-34
COCONUT	0.62	0.79	0.76	0.64	0.67	0.70	0.63	0.67	0.72	0.74	0.75	2	-5
BREADFRUIT	0.94	1.57	1.16	1.12	1.04	0.95	0.89	1.35	1.26	1.25	1.46	17	-7
YAM	3.16	3.14	4.85	3.13	3.17	2.67	3.14	3.37	2.97	2.91	2.85	-2	-9
HEAD CABBAGE	5.40	5.03	6.49	6.70	8.62	8.51	8.76	9.26	8.87	6.81	4.58	-33	-9
TOMATOES	9.55	10.42	14.86	16.26	13.05	14.43	16.31	15.73	17.94	13.36	8.61	-36	-17
CH.CABBAGE	4.38	4.72	7.92	8.15	6.22	6.80	8.50	6.94	6.14	4.74	4.06	-14	-14
CUCUMBER	2.99	3.67	3.62	3.73	3.83	3.85	4.35	4.10	4.37	3.88	2.89	-26	-21
PUMPKIN	2.61	2.83	2.47	2.38	2.75	2.73	3.40	4.35	4.57	3.16	2.60	-18	-8

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	SEP.16.AV	JAN.17.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	Sep-17	
												% chng from prev mnth	%chng from SEP16
TARO	126.6	13.2	16.8	18.0	25.1	19.3	20.7	19.9	21.9	18.2	14.1	-23	7
BANANA	25.1	4.2	3.5	4.0	2.2	2.2	1.6	1.4	1.3	1.5	2.0	41	-51
TA'AMU	25.6	2.4	3.6	2.3	2.0	2.3	1.8	2.0	2.6	1.0	3.1	201	30
COCONUT	59.3	3.0	4.4	4.8	3.6	3.8	3.5	4.1	3.0	3.9	2.9	-24	-2
BREADFRUIT	1.8	0.7	0.5	0.4	0.3	0.4	0.3	0.1	0.1	0.2	0.3	38	-55
YAM	4.7	1.5	0.8	0.3	0.1	0.2	0.8	0.6	0.8	0.7	0.8	29	-44
HEAD CABBAGE	44.6	7.3	5.7	5.9	4.6	3.6	14.2	6.6	7.6	9.2	7.8	-15	6
TOMATOES	21.5	2.7	1.6	2.1	1.9	1.3	1.5	1.4	2.5	4.3	3.8	-12	40
CH.CABBAGE	5.9	1.2	1.1	1.0	0.8	0.7	2.0	1.8	2.5	1.6	1.2	-28	-1
CUCUMBER	18.4	4.2	3.3	2.3	2.1	2.5	4.1	3.1	4.1	4.3	4.7	8	10
PUMPKIN	178.3	31.4	33.5	29.4	20.0	18.6	17.3	15.7	17.6	37.5	37.7	1	20
	511.8	71.7	74.8	70.3	62.8	54.9	67.7	56.6	64.0	82.3	78.4	-5	9

*on the days surveyed
@ new weights and base*

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights											% chng from prev mnth
		SEP.16.AV	JAN.17.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	
TARO	0.25	60	102	141	218	207	198	190	174	132	96	-27
BANANA	0.05	95	133	169	91	91	67	54	41	46	75	61
TA'AMU	0.05	49	74	50	45	66	47	54	96	29	97	237
COCONUT	0.12	47	72	94	68	67	69	76	53	66	49	-26
BREADFRUIT	0.004	223	223	175	151	245	167	47	56	89	105	19
YAM	0.01	372	127	72	31	51	192	142	201	174	227	30
HEAD CABBAGE	0.09	180	109	109	66	52	200	87	105	167	209	26
TOMATOES	0.04	101	42	50	57	34	36	35	55	125	172	37
CH.CABBAGE	0.01	193	104	93	104	83	184	199	319	262	221	-16
CUCUMBER	0.04	213	168	114	103	118	172	141	173	205	298	46
PUMPKIN	0.35	178	218	198	117	110	82	58	62	191	233	22
	1.00	124	140	144	123	118	121	99	101	143	160	12

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights											% chng from prev mnth
		SEP.16.AV	JAN.17.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	
TARO	0.25	197	147	114	103	84	94	94	113	124	132	7
BANANA	0.05	221	132	117	120	120	120	134	153	155	135	-13
TA'AMU	0.05	213	217	200	190	155	167	159	121	158	141	-11
COCONUT	0.12	127	123	103	108	113	102	108	116	119	121	2
BREADFRUIT	0.004	167	123	119	111	101	95	144	134	133	155	17
YAM	0.01	99	153	99	100	84	99	107	94	92	90	-2
HEAD CABBAGE	0.09	93	120	124	160	158	162	171	164	126	85	-33
TOMATOES	0.04	109	156	170	137	151	171	165	188	140	90	-36
CH.CABBAGE	0.01	108	181	186	142	155	194	158	140	108	93	-14
CUCUMBER	0.04	123	121	125	128	129	145	137	146	130	97	-26
PUMPKIN	0.35	108	95	91	105	105	130	167	175	121	100	-18
	1.00	94	90	85	92	91	101	115	118	96	80	-17

Table 6: Number of Sellers

PRODUCE	2014 AVE											% chng from prev mnth
		SEP.16.AV	JAN.17.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	AUG.17.AV	SEP.17.AV	
TARO	46	47	75	74	86	81	76	67	60	60	55	-8
BANANA	27	31	41	46	31	36	27	23	18	22	29	32
TA'AMU	7	3	4	3	4	6	4	4	5	3	8	167
COCONUT	57	34	49	58	47	41	52	50	37	42	44	5
BREADFRUIT	4	9	9	7	4	8	4	2	2	3	3	0
YAM	5	12	4	4	2	2	6	4	8	7	8	14
HEAD CABBAGE	12	24	21	18	12	10	16	12	17	23	25	9
TOMATOES	39	33	20	19	21	14	17	15	26	45	53	18
CH.CABBAGE	13	22	14	14	19	14	22	24	39	35	27	-23
CUCUMBER	42	57	45	38	34	30	39	45	49	61	71	16
PUMPKIN	83	105	116	102	84	79	63	49	53	188	123	-35
	337	377	395	382	344	320	325	295	314	489	445	-9

**on the days surveyed*

@new weights and base