



GOVERNMENT OF SAMOA
SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY
December 2015

This report provides a monthly review of selected agricultural produce available at the Local Markets around the Apia town area based on the price data and volume index survey. Corresponding tables are attached for ease of reference.

Key findings:

The Local Market Survey in December 2015 showed overall volume edge up 1 percent while the price index decreased 3 percent when compared to November 2015.

- Although there were significant decreases in the supply of taro, Chinese cabbage and cucumber, there were offsetting positive contributions from pumpkin, yam, and banana supplies that edged the volume index up.
- The value of supplies expanded 4 percent to \$37,400 from the previous month.
- The total number of sellers fell 2 percent to 234 from 240 in November 2015.

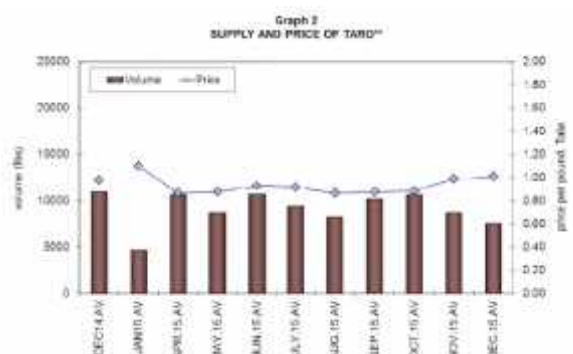
Issue: 1/12/15

OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in December 2015 showed a 1 percent increase in overall volume from November 2015. Significant increases were recorded for all agricultural produce with the exception of taro, ta'amu, Chinese cabbage and cucumber supplies. When compared with the same month last year, current supply was 32 percent lower. (See Graph 1 and Tables 4 & 5)

TARO

The supply of taro to the Local Market in December 2015 fell 13 percent (to 7,603 pounds) from November 2015; a level that was 31 percent lower than the same month last year. The average price of taro increased 2 percent (to \$1.01 per pound) due to decreased availability to the markets. When compared with December 2014, current price for taro was 3 percent higher. (See Graph 2 and Tables 1 & 2)



With increased availability of most agricultural produce, overall price level declined 3 percent from the previous month. Lower prices were recorded for all agricultural produce with the exception of taro, yam, and pumpkin. The current price level was 4 percent higher when compared with December 2014.

The decrease in the supply of taro in the month under review contributed to a 48 percent decline in volume when comparing the twelve months ending December 2015 over the twelve months ending December 2014. Price rose 24 percent.

BANANA

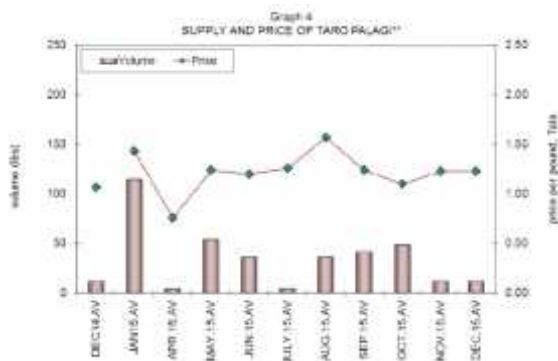
The volume of banana supplied to the markets in December 2015 rose 14 percent (to 2,207 pounds) from the previous month while increased availability led to its average price declining 6 percent (to \$0.44 per pound). Banana volume was 70 percent lower than the same month last year while its average price was 16 percent higher. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending December 2015 over the twelve months ending December 2014, banana supplies were 40 percent lower while decreased availability pushed its average price up 18 percent.

TARO PALAGI

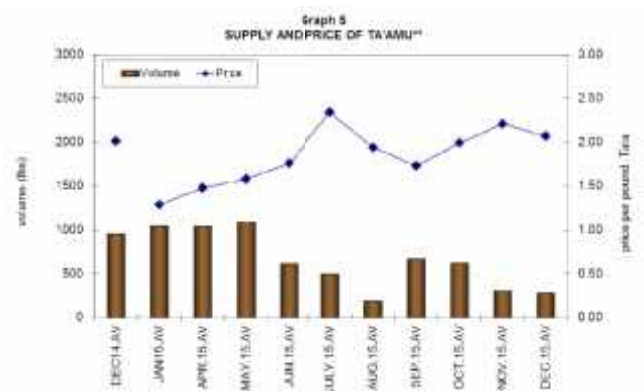
Supplies of taro palagi available at the Local Markets in the month under review remained unchanged from the previous month recording an average of only 12 pounds; a level that was the same as the same month last year. The average price of taro palagi also remained unchanged at \$1.23 per pound; a level that was 15 percent higher when compared with December 2014. (See Graph 4 and Tables 1 & 2)



The twelve months ending December 2015 showed taro palagi supplies were 77 percent lower than volume in the twelve months ending December 2014 while its average price rose 5 percent.

TA'AMU

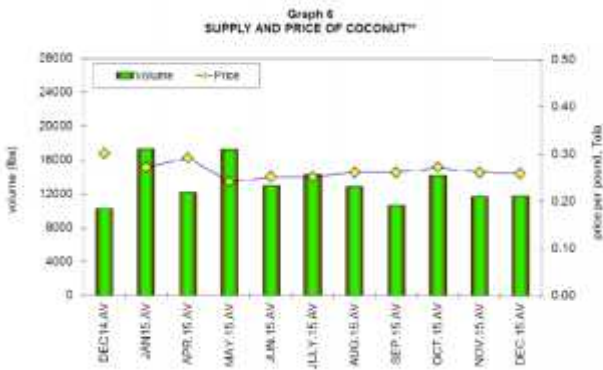
In the month under review ta'amu supplies declined 8 percent (to 278 pounds) from the previous month while weakened demand pushed its average price down 6 percent (to \$2.07 per pound). In comparison with December 2014, current supply of ta'amu was 71 percent lower while its average price was 3 percent higher. (See Graph 5 and Tables 1 & 2)



The decline in the supply of ta'amu in the month under review contributed to a 66 percent decrease in ta'amu volume when comparing the twelve months ending December 2015 over the twelve months ending December 2014 while decreased availability pushed its average price up 30 percent.

COCONUT

At 11,818 pounds, the supply of coconut in December 2015 rose 1 percent from November 2015 while its average price remained unchanged at \$0.26 per pound. Current availability of coconut was 15 percent higher than average availability in December 2014 while average price was 13 percent lower. (See Graph 6 and Tables 1 & 2)



Despite the slight increase in coconut volume in December 2015, current supply contributed to a 21 percent decrease in volume while weakened demand pushed its average price down 24 percent when comparing the twelve months ending December 2015 over the twelve months ending December 2014.

BREADFRUIT

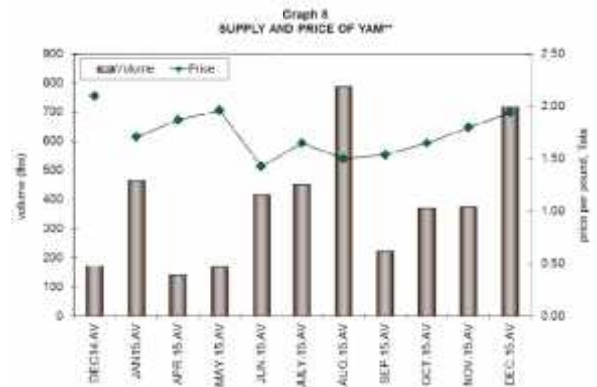
The supply of breadfruit in December 2015 increased 11 percent (to 220 pounds) from the previous month, while increased availability drove its average price down 10 percent (to \$0.55 per pound). When compared with the same month last year, current supply of breadfruit was 5 percent higher while its average price was 23 percent lower. (See Graph 7 and Tables 1 & 2)



The rise in breadfruit supplies in the month under review, contributed to a 15 percent increase in volume when comparing the twelve months ending December 2015 over the twelve months ending December 2014. Average breadfruit prices were also 6 percent higher.

YAM

In the month under review the supply of yam increased 91 percent (to 717 pounds) from November 2015 while strong demand pushed its average price up 8 percent (to \$1.94 per pound). When compared with December 2014, current supply of yam was four times greater while its average price was 8 percent lower. (See Graph 8 and Tables 1 & 2)

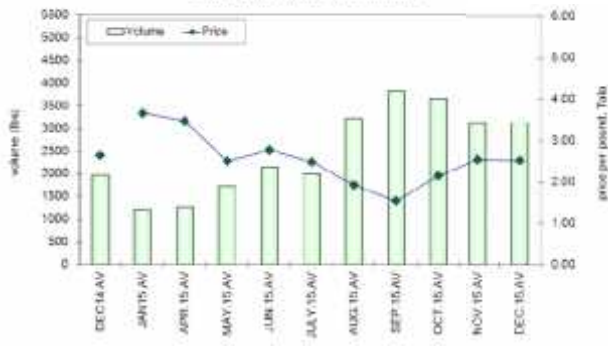


There is in the supply of yam in the month under review contributed to an 18 percent increase in yam volume when comparing the twelve months ending December 2015 over the twelve months ending December 2014, while its average price also increased 5 percent.

VEGETABLE PRODUCE

The supply of vegetable produce to the Local Markets in December 2015 experienced moderate gains in all vegetable produce from November 2015 with the exception of Chinese cabbage and cucumber supplies recording a 35 percent (to 132 pounds) and 44 percent (to 428 pounds) decline respectively. On the other hand, head cabbage supplies edged up 1 percent (to 3,158 pounds) while tomato and pumpkin supplies grew 4 percent (to 428 pounds) and 21 percent (to 8,979 pounds) respectively. (See Graphs 9 to 13 and Tables 1 & 2)

Graph 9
SUPPLY AND PRICES OF H.CABBAGE**



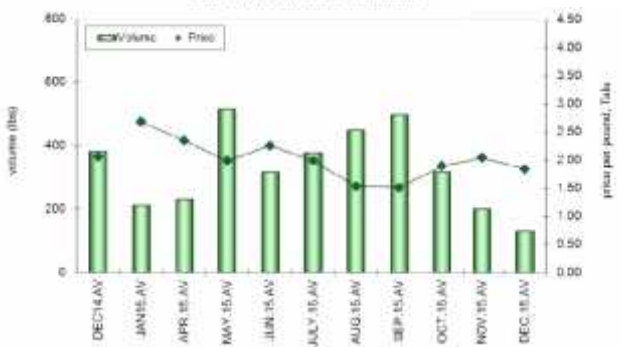
Graph 13
SUPPLY AND PRICE OF PUMPKIN**



Graph 10
SUPPLY AND PRICE OF TOMATOES**



Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



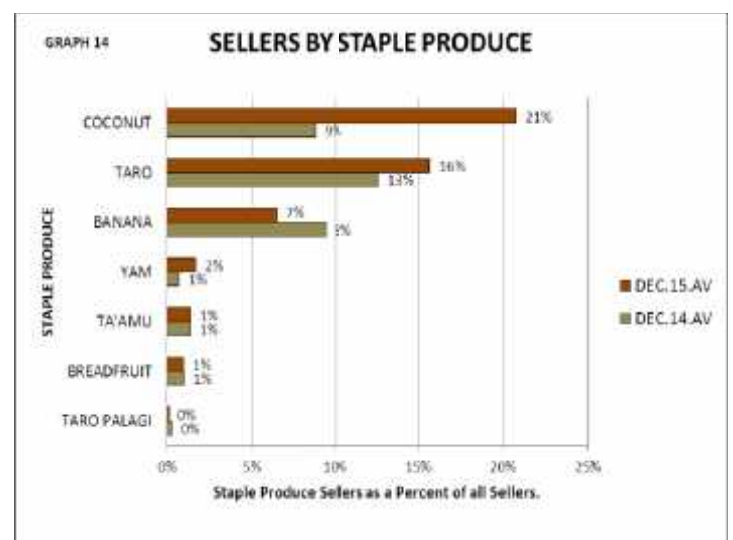
Graph 12
SUPPLY AND PRICE OF CUCUMBER**

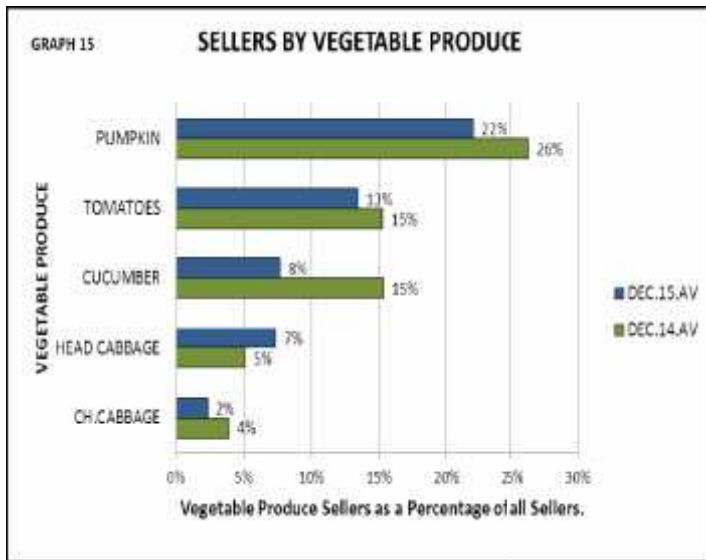


Pumpkin proved to be the vegetable of choice in December 2015 with consumer demand pushing its average price up 1 percent (to \$1.46 per pound). The rest of the vegetable produce recorded price decreases with Chinese cabbage and cucumber prices falling 10 percent (to \$1.84 per pound) and 1 percent (to \$1.91 per pound) in that order as a result of weakened demand while average prices for head cabbage and tomato decreased 1 percent (to \$2.52 per pound) and 3 percent (to \$3.48 per pound) respectively resulting from increased availability in the month under review.

SELLERS

At 234, the number of sellers at the Local Markets on the days surveyed in December 2015 decreased 2 percent from the previous month and was 31 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6)

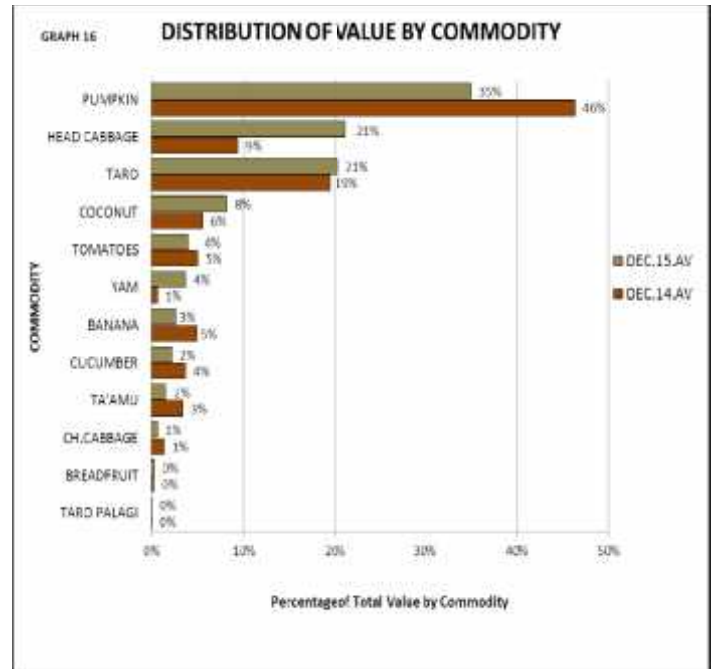




In December 2015, pumpkin sellers at 52 were the largest group at the local markets increasing from 45 in the previous month but falling from 89 in the same month last year. Coconut sellers recorded an increasing total of 49 from 46 and 30 in November 2015 and December 2014 respectively. Taro sellers followed with a decreasing total of 37 from 39 in the previous month and 43 in the same month last year. Sellers of tomato recorded an unchanged total of 32 from the previous month but lower than 52 a year ago while sellers of cucumber decreased to 18 from 27 in November 2015 and 52 a year ago. Head cabbage sellers also recorded a decreasing total of 17 from 21 in the previous month but remained unchanged when compared with the same month last year. Sellers of banana at 15 fell from 13 in the previous month and 32 in December 2014 while Chinese cabbage sellers followed with a decreased total of 6 from 8 in the previous month and 13 in the same month last year. Yam sellers recorded an unchanged total of 4 from November 2015 but were slightly higher than 3 in December 2014 while ta’amu sellers recorded an unchanged total of 3 from the previous month falling from 5 in the same month last year. Breadfruit sellers also recorded an unchanged total of 2 from November 2015 falling from 4 in December 2014 while the presence of taro palagi sellers at the Local Markets was very insignificant in December 2015.

VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$37,400 in December 2015 was 4 percent lower than the previous month and 33 percent lower when compared with December 2014.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 35 percent in December 2015, a level that was higher than 30 percent in November 2015 but lower than 46 percent when compared with December 2014. Taro and head cabbage supplies followed with a 21 percent share each of total value; taro supplies falling from 24 percent in the previous month but was higher than 19 percent a year ago. Head cabbage supplies also fell from 22 percent in the previous month but higher than 9 percent in the same month last year. Supplies of coconut accounted for 8 percent of total value, remaining unchanged from November 2015 but were higher than 6 percent in December 2014 followed by the value of tomato and yam supplies at 8 percent each with tomato contribution remaining unchanged from the previous month, but were lower than 5 percent in the same month a year ago. Yam contribution rose from 2 percent and 1 percent in November 2015 and December 2014 respectively. Banana supplies contributed an unchanging total of

3 percent to total value from the previous month but were lower than 5 percent in the same month last year. Supplies of cucumber and ta'amu accounted for 2 percent each of total value; with cucumber contribution falling from 4 percent in November 2015 and December 2014 while ta'amu contribution remained unchanged from November 2015 but was lower than its 3 percent contribution in December 2014. Chinese cabbage supplies accounted for 1 percent of total value, remaining unchanged from the previous month and a year ago. Relatively lower contributions were recorded for all other commodities. (See Graph 16 and 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
Website: www.sbs.gov.ws*

Technical Notes

The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at Fugalei and Taufusi 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 Friday (Thursday where Friday is a public holiday) in the months under reference.*

Weights for selected produce have been revised using 2010 as the base period and have been incorporated starting from January 2010 report.

The Local Market Survey Report for January 2016 will be available on 12 February 2016.



**Mu gututi'a Sefuiva Reupena
GOVERNMENT STATISTICIAN**

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)

PRODUCE	2010 AVE	DEC14.AV	JAN15.AV	APR.15.AV	MAY.15.AV	JUN.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	NOV.15.AV	DEC.15.AV	Dec-15	
													%chng from prevmth	%chng from DEC14
TARO	8422	10997	4687	10717	8714	10729	9447	8222	10189	10708	8737	7608	-13	-31
BANANA	6349	7248	7116	2775	2770	3422	2513	3310	2266	2423	1936	2207	14	-70
TARO PALAGI	484	12	115	5	54	36	5	36	42	48	12	12	0	0
TAVAMU	10042	952	1044	1039	1091	612	495	185	672	620	303	278	-8	-71
COCONUT	9964	10293	17345	12142	17290	12999	14279	12658	10648	14168	11678	11818	1	15
BREADFRUIT	608	209	847	88	462	66	308	605	814	264	198	220	11	5
YAM	415	173	465	143	168	416	452	787	223	372	376	717	91	314
HEADCABBAGE	1531	1981	1218	1270	1727	2140	2008	3219	3837	3688	3134	3158	1	59
TOMATOES	300	827	326	87	142	157	427	405	624	761	412	428	4	-48
CHCABBAGE	720	382	210	231	515	317	377	449	488	317	201	132	-35	-66
CUCUMBER	978	1663	657	1545	1347	998	1021	1050	1483	957	769	428	-44	-74
PUMPKIN	7508	19141	11770	13537	11772	7547	14925	24492	20118	14104	7407	8979	21	-53

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

PRODUCE	2010 AVE	DEC14.AV	JAN15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	NOV.15.AV	DEC.15.AV	%chng from	
													prevmth	DEC14
TARO	1.05	0.98	1.10	0.87	0.88	0.93	0.92	0.87	0.88	0.89	0.99	1.01	2	3
BANANA	0.45	0.38	0.36	0.45	0.39	0.48	0.56	0.48	0.49	0.45	0.47	0.44	-6	16
TARO PALAGI	0.76	1.07	1.43	0.76	1.24	1.20	1.26	1.57	1.24	1.10	1.23	1.23	0	15
TAVAMU	1.10	2.01	1.29	1.48	1.58	1.76	2.34	1.94	1.73	1.99	2.21	2.07	-6	3
COCONUT	0.23	0.30	0.27	0.29	0.24	0.25	0.25	0.26	0.26	0.27	0.26	0.26	0	-13
BREADFRUIT	0.41	0.71	0.44	0.58	0.54	0.67	0.75	0.54	0.31	0.66	0.61	0.55	-10	-23
YAM	1.34	2.10	1.71	1.87	1.96	1.43	1.65	1.50	1.54	1.65	1.80	1.94	8	-8
HEADCABBAGE	2.86	2.63	3.64	3.45	2.49	2.75	2.47	1.91	1.53	2.14	2.54	2.52	-1	-4
TOMATOES	4.55	3.39	4.33	7.56	6.15	6.62	5.36	4.26	3.73	3.43	3.57	3.48	-3	3
CHCABBAGE	2.27	2.05	2.67	2.34	1.98	2.25	1.98	1.53	1.51	1.89	2.04	1.84	-10	-10
CUCUMBER	1.49	1.24	1.32	1.39	1.19	1.41	1.80	1.77	1.74	2.51	1.93	1.91	-1	54
PUMPKIN	1.00	1.35	1.22	1.20	1.21	1.42	1.30	1.18	1.09	1.15	1.45	1.46	1	8

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2010	DEC14.AV	JAN15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	NOV.15.AV	DEC.15.AV	%chng from	
													prevmth	DEC14
TARO	103.1	10.8	5.2	9.3	7.7	10.0	8.7	7.2	9.0	9.5	8.7	7.7	-11	-29
BANANA	34.2	2.8	2.6	1.3	1.1	1.7	1.4	1.6	1.1	1.1	0.9	1.0	7	-65
TARO PALAGI	4.6	0.0	0.2	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0	0
TAVAMU	133.3	1.9	1.4	1.5	1.7	1.1	1.2	0.4	1.2	1.2	0.7	0.6	-13	-70
COCONUT	27.2	3.1	4.7	3.5	4.2	3.3	3.6	3.3	2.8	3.8	3.0	3.1	1	-1
BREADFRUIT	2.5	0.2	0.4	0.1	0.3	0.0	0.2	0.3	0.3	0.2	0.1	0.1	0	-20
YAM	6.6	0.4	0.8	0.3	0.3	0.6	0.8	1.2	0.3	0.6	0.7	1.4	104	286
HEADCABBAGE	45.0	5.2	4.4	4.4	4.3	5.9	5.0	6.2	5.9	7.8	8.0	8.0	0	53
TOMATOES	11.6	2.8	1.4	0.7	0.9	1.0	2.3	1.7	2.3	2.6	1.5	1.5	1	-47
CHCABBAGE	16.3	0.8	0.6	0.5	1.0	0.7	0.8	0.7	0.8	0.6	0.4	0.2	-41	-69
CUCUMBER	15.0	2.1	0.9	2.2	1.6	1.4	1.8	1.9	2.6	2.4	1.5	0.8	-45	-60
PUMPKIN	78.0	25.8	14.4	16.2	14.2	10.7	19.4	28.9	21.9	16.2	10.7	13.1	22	-49
	477.5	55.7	36.7	39.9	37.3	36.4	45.1	53.3	48.1	46.2	36.1	37.4	4	-33

tinifedjssuuejed
@raweigtsardbaæ

Table 4: Volume Index (2010=100)

PRODUCE	2010 Weights	DEC14.AV	JAN15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	NOV.15.AV	DEC.15.AV	%chg from prev mth	%chg from DEC14
TARO	0.22	131	56	127	103	127	112	98	121	127	104	90	-13	-31
BANANA	0.07	114	112	44	44	54	40	52	35	38	30	35	14	-70
TARO PALAGI	0.01	2	24	1	11	8	1	8	9	10	2	2	0	0
TA'AMU	0.28	9	10	10	11	6	5	2	7	6	3	3	-8	-71
COCONUT	0.06	103	174	122	174	130	143	123	107	142	117	119	1	15
BREADFRUIT	0.01	34	138	14	76	11	51	100	134	43	33	36	11	5
YAM	0.01	42	112	34	40	100	103	188	54	90	91	173	91	314
HEAD CABBAGE	0.09	123	80	83	113	140	131	210	251	239	205	206	1	59
TOMATOES	0.02	275	109	29	47	52	142	135	208	253	137	142	4	-48
CH CABBAGE	0.03	53	29	32	71	44	52	62	63	44	28	18	-35	-66
CUCUMBER	0.03	170	67	158	138	102	104	107	152	98	79	44	-44	-74
PUMPKIN	0.16	255	157	180	157	101	199	326	268	188	99	120	21	-53
	1.00	113	74	85	84	75	92	118	118	105	76	77	1	-32

Table 5: Price Index (2010 = 100)

PRODUCE	2010 Weights	DEC14.AV	JAN15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	NOV.15.AV	DEC.15.AV	%chg from prev mth	%chg from DEC14
TARO	0.22	94	105	83	84	89	88	83	84	85	95	96	2	3
BANANA	0.07	84	80	100	87	109	124	106	109	100	104	98	-6	16
TARO PALAGI	0.01	140	187	99	162	157	165	205	162	144	161	161	0	15
TA'AMU	0.28	183	117	135	144	160	213	177	158	181	201	188	-6	3
COCONUT	0.06	131	118	127	105	109	109	114	114	118	114	114	0	-13
BREADFRUIT	0.01	172	107	143	131	163	182	131	75	160	148	134	-10	-23
YAM	0.01	157	128	140	146	107	123	112	115	123	135	145	8	-8
HEAD CABBAGE	0.09	92	127	121	87	96	86	67	53	75	88	88	-1	-4
TOMATOES	0.02	75	95	166	135	146	118	94	82	75	79	77	-3	3
CH CABBAGE	0.03	90	118	103	87	99	87	67	67	83	90	81	-10	-10
CUCUMBER	0.03	84	89	94	80	95	121	119	117	169	130	129	-1	54
PUMPKIN	0.16	136	123	121	122	143	131	118	109	115	146	147	1	8
	1.00	128	113	115	112	124	137	120	111	123	136	132	-3	4

Table 6: Number of Sellers

PRODUCE		DEC14.AV	JAN15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	NOV.15.AV	DEC.15.AV	%chg from prev mth	%chg from DEC14
TARO		43	26	46	33	40	42	34	35	43	39	37	-5	-14
BANANA		32	36	17	15	15	17	19	13	16	13	15	15	-52
TARO PALAGI		1	1	0	1	1	0	0	1	1	0	0	0	-75
TA'AMU		5	2	4	4	4	3	2	4	4	3	3	0	-32
COCONUT		30	47	45	45	42	54	47	47	53	46	49	6	64
BREADFRUIT		4	8	0	4	1	3	5	6	3	2	2	13	-36
YAM		3	5	3	3	6	7	7	3	5	4	4	7	60
HEAD CABBAGE		17	10	8	18	19	23	28	25	17	21	17	-19	0
TOMATOES		52	23	14	14	14	32	34	48	47	32	32	-2	-39
CH CABBAGE		13	6	11	17	19	22	20	16	14	8	6	-31	-58
CUCUMBER		52	28	38	36	35	28	26	37	21	27	18	-32	-65
PUMPKIN		89	65	66	58	46	69	84	84	66	45	52	14	-42
		338	258	252	247	242	300	306	318	288	240	234	-2	-31

*nfrchdys.svejed

@rweigtisatbbe

No sellers recorded for some of the weeks on days surveyed.