

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY

OCTOBER 2023

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:

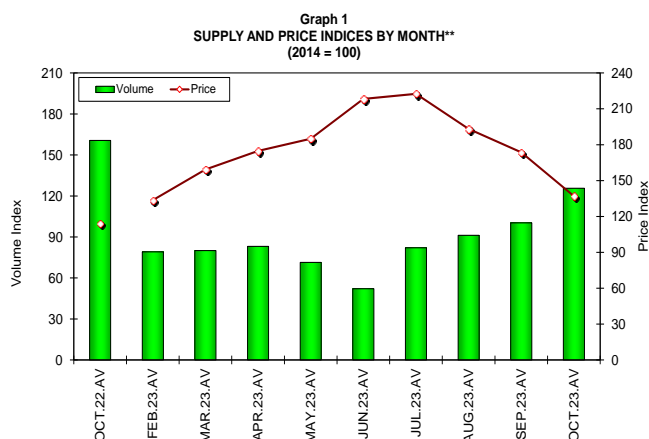
The Local Market Survey in October 2023 showed that the overall supply increased by 25 percent while average prices declined by 21 percent when compared to September 2023.

- A significant increase in the supply of most of the agricultural produce supplied to the local markets strongly contributed to the decline in the price index.
- The total value of supplies rose 7 percent to \$115,400 from the previous month.
- The total number of sellers increased 7 percent to 321 in October 2023 from the 301 recorded in September 2023.

Issue: 01/10/23

OVERVIEW

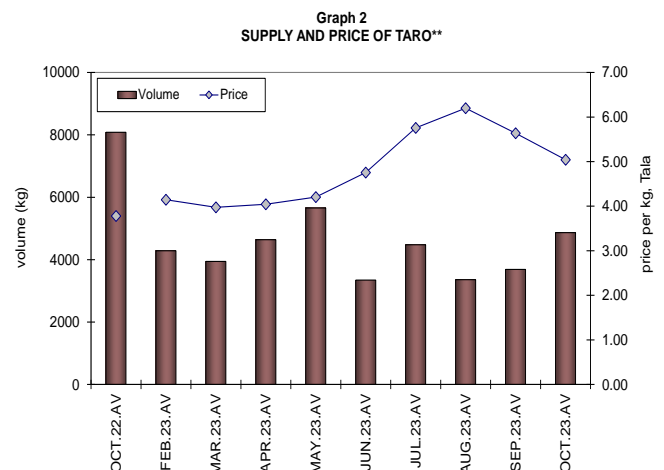
The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in October 2023 showed that the overall volume increased 25 percent from September 2023. This reflects the significant increases in the supply of most agricultural produce at the markets with the exception of coconut, yam, head cabbage, Chinese cabbage and cucumber. When compared to October 2022, current supply decreased by 22 percent. (See Graph 1 and Tables 4 & 5)



The overall price level fell 21 percent due to the increase in the overall supply of most agricultural produce. However, when compared with October 2022, the current overall price level went up by 20 percent.

TARO

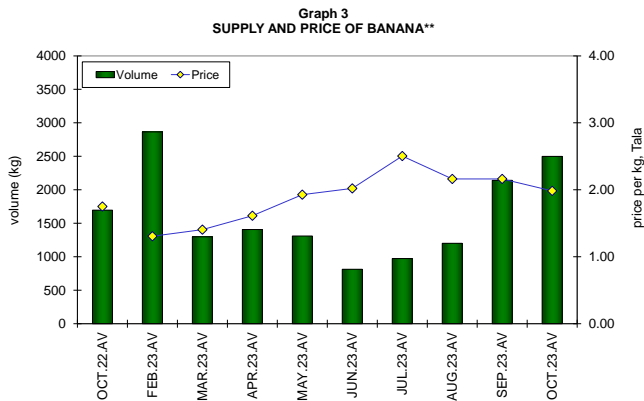
At 4,867 kilograms, the average supply of taro increased by 32 percent from the previous month leading to the decline in prices by 11 percent (to \$5.04 per kilogram). When compared to October 2022, current supply of taro declined by 40 percent while its average price rose 33 percent. (See Graph 2 and Tables 1&2)



In the twelve months ending October 2022, supply of taro slightly fell 1 percent, while its average price increased 22 percent when compared to the twelve months ending October 2023.

BANANA

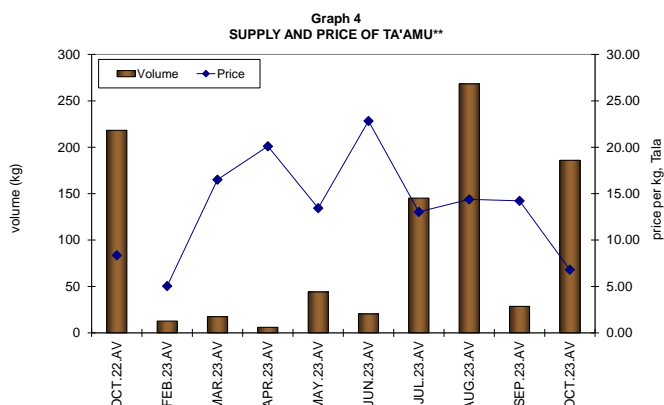
The supply of banana to the local markets in October 2023 increased 17 percent (to 2,499 kilograms) from September 2023 while its average price fell 8 percent (to \$1.98 per kilogram). When compared with the same month last year, current supply and average price of banana both increased by 47 and 13 percent respectively. (See Graph 3 and Tables 1&2).



Annually, banana supplies increased by 4 percent compared to the year ended October 2022, while its average price increased 23 percent.

TA'AMU

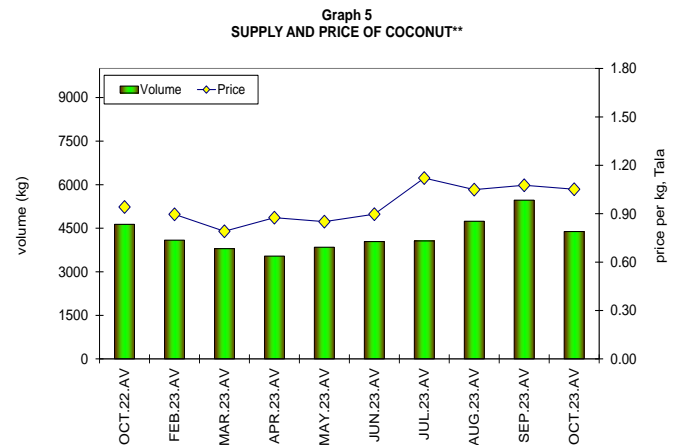
At an average of 186 kilograms, ta'amu supplied at the markets in October 2023 increased more than sixfold compared to its volume in the previous month while its average price fell 52 percent (to \$6.81 per kilogram). In comparison to the same month last year, current supply of ta'amu declined by 15 percent while its average price decreased by 19 percent. (See Graph 4 and Tables 1&2)



In the year ending October 2023, volume of ta'amu supplied to the markets decreased 24 percent while its price increased 86 percent over the year ending October 2022.

COCONUT

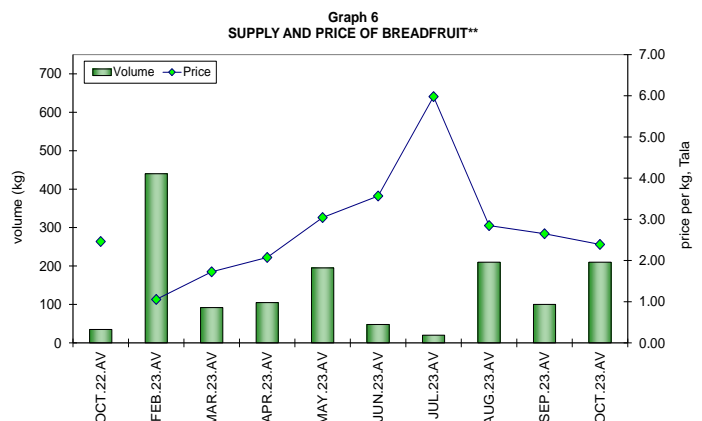
Coconut supplies at 4,384 kilograms decreased by 20 percent from September 2023 while its average price decreased by 2 percent (to \$1.05 per kilogram). In comparison to October 2022, current supply went down by 5 percent while average price increased by 12 percent. (See Graph 5 and Tables 1&2)



In the twelve months ending October 2023, supply of coconut increased 8 percent while its average price rose 14 percent when compared to the twelve months ending October 2022.

BREADFRUIT

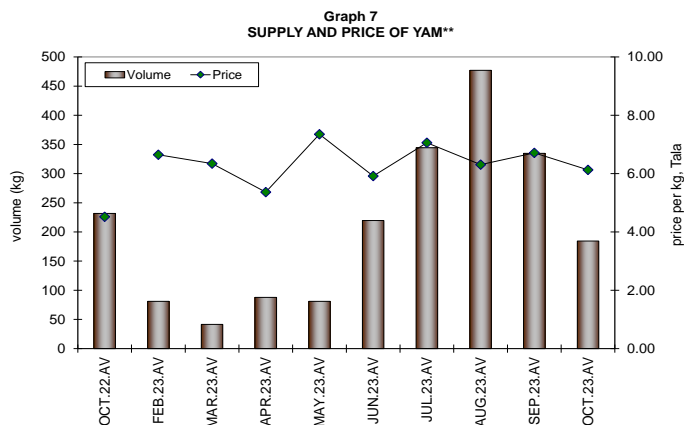
The supply of breadfruit in October 2023 has more than doubled from the previous month, while its average price fell 10 percent (to \$2.39 per kilogram) due to the increase in supply. When compared to October 2022, current supply of breadfruit has increased more than six times while its average prices declined 3 percent. (See Graph 6 and Tables 1&2)



Annually, supply of breadfruit decreased 26 percent while average prices increased 77 percent over the year ended October 2022.

YAM

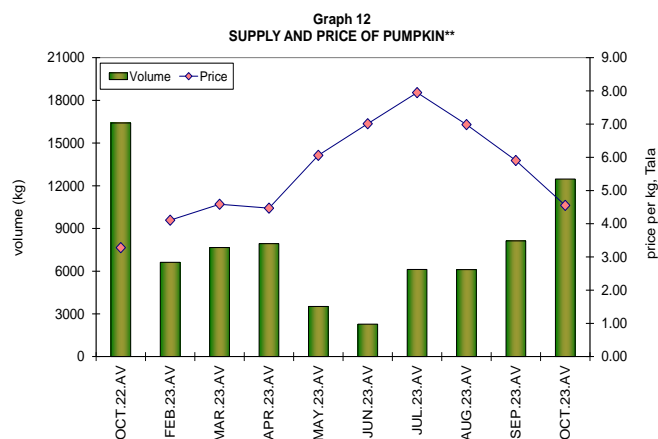
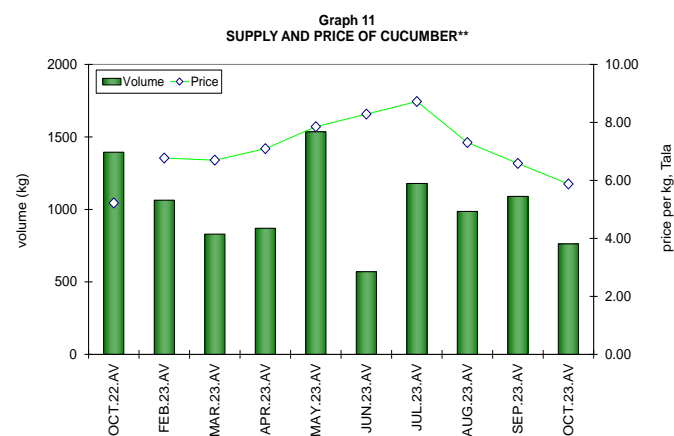
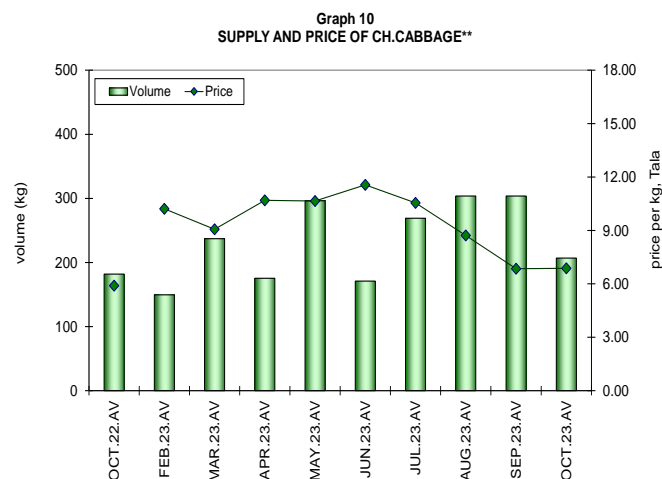
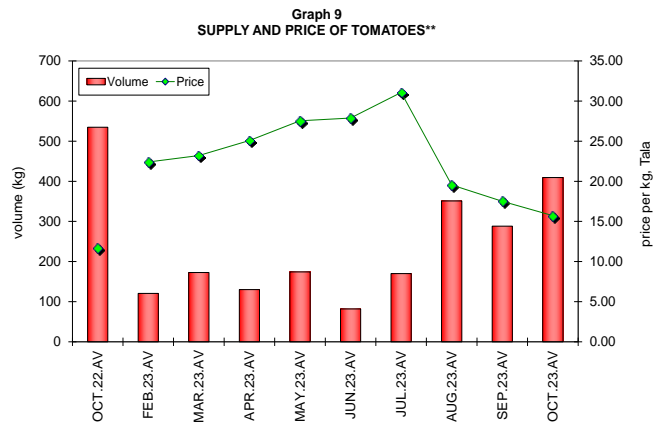
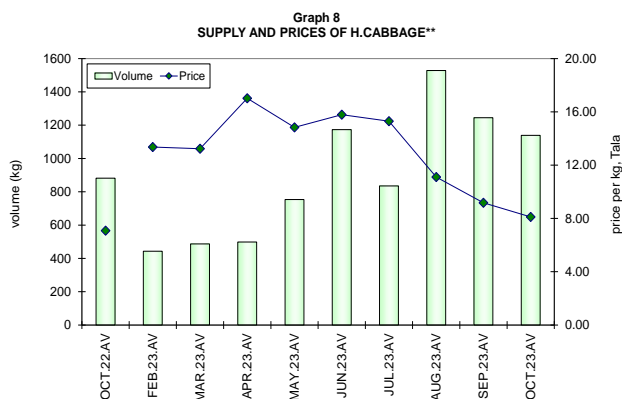
In the month under review, yam supplies decreased 45 percent (to 185 kilograms) from the previous month, while its average price fell 9 percent (to \$6.13 per kilogram). Current supply of yam decreased 20 percent from October 2022 while its average price increased by 36 percent. (See Graph 7 and Tables 1 & 2)



Supply of yam in the twelve months ending October 2023 increased 21 percent in comparison to the twelve months ending October 2022. Its average price rose 31 percent.

VEGETABLE PRODUCE

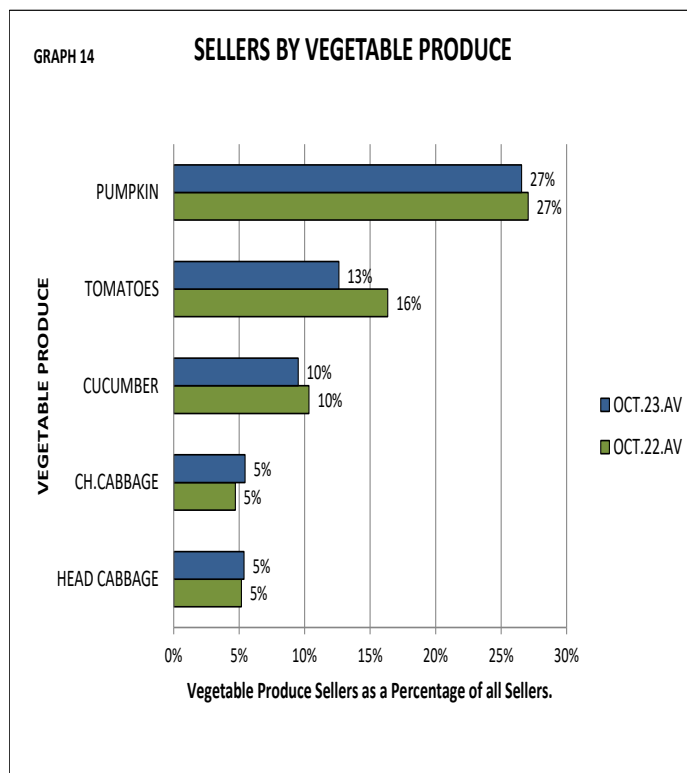
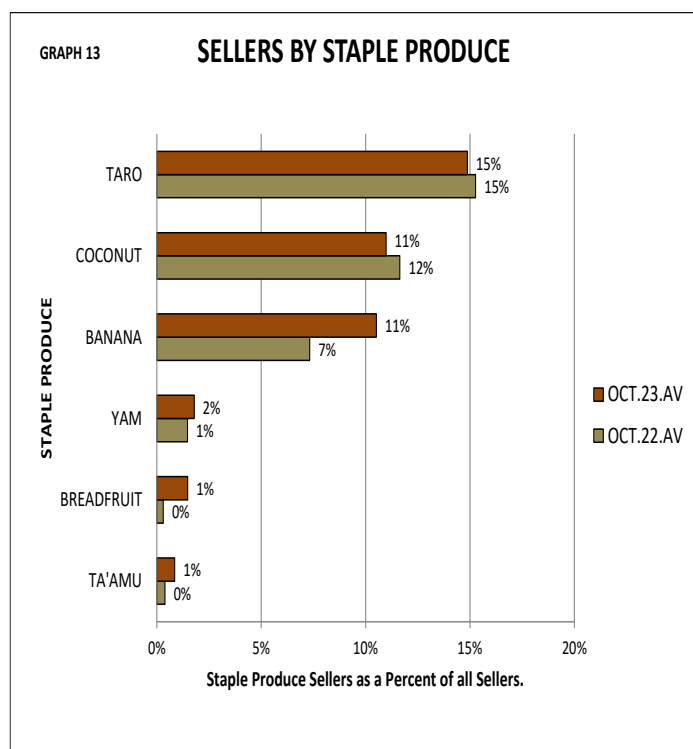
Vegetable produce supplied to the local markets in October 2023 experienced significant decreases except for pumpkin and tomato which rose 53 percent (to 12,470 kilograms) and 42 percent (to 410 kilograms) respectively. Chinese cabbage registered the largest decrease of 33 percent (to 207 kilograms) from the previous month, followed by cucumber which decreased 30 percent (to 762 kilograms) and head cabbage declining 9 percent (to 1,139 kilograms) when compared to the previous month. (See Graphs 8 to 12 and Tables 1 & 2)



Subsequent to the decline in the supply of most of the vegetables available at the local markets in the month under review, average prices for all produce fell. The increase in the supply for pumpkin and tomato have led to the decline in their average prices by 23 percent (to \$4.55 per kilogram) and 10 percent (to \$15.72 per kilogram) respectively. Average price for head cabbage fell 12 percent (to \$8.11 per kilogram) followed by cucumber price declining 11 percent (to \$5.88 per kilogram), while Chinese cabbage average price remained unchanged when compared to September 2023.

SELLERS

At 321, the average number of sellers at the local markets in October 2023 rose 7 percent from the previous month and down 1 percent when compared with the same month a year ago. (See Graphs 13 and 14 and Table 6).

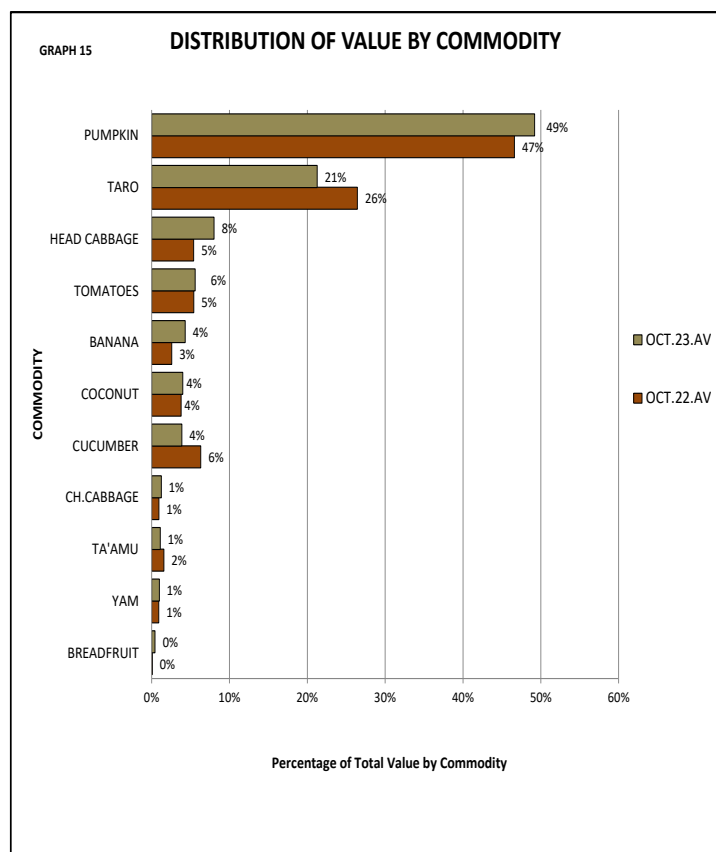


In October 2023, sellers of vegetables at 60 percent were the largest group at the local markets. It remained unchanged from the previous month but higher than the 64 percent in the same month last year.

However, staple food sellers which made up 40 percent of total sellers revealed no change from September 2023 but were higher than the 36 percent when compared to October 2022.

VALUE OF SUPPLIES

The average value of selected produce supplied to the local markets was \$115,400 in October 2023. It rose 7 percent from the previous month and remained unchanged when compared to October 2022.



Pumpkin supplies contributed the most to the total value of produce supplied to the markets with a share of 49 percent in October 2023; a level that was higher than the 44 percent in the previous and the 47 percent in the same month a year ago. Supplies of taro contributed 21 percent to total value, increasing from the 19 percent last month but were lower than the 26 percent in the same month a year ago. Head cabbage supplies followed with an 8 percent of total value, down from the 11 percent in September 2023 but were higher than the 5 percent when compared with October 2022. Shares of tomato accounted for 6 percent of total value, up from the 5 percent in the previous month and the same month a year ago. Banana, coconut and cucumber supplies all contributed 4 percent each to total value supplied to the markets while lower shares were recorded for Chinese cabbage, ta'amu, yam and breadfruit. (See Graph 15 & 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, Lotopa, Ululoloa, Afega, Saleimoa, Savaia, Vaoala, Faatoia 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 Savaii and each Friday for urban markets on Upolu 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 November 2023 will be available on 20th December 2023.

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

| PRODUCE | 2014 AVE | OCT.22.AV | FEB.23.AV | MAR.23.AV | APR.23.AV | MAY.23.AV | JUN.23.AV | JUL.23.AV | AUG.23.AV | SEP.23.AV | OCT.23.AV | Oct-23 | |
|--------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------------------|----------------------|
| | | | | | | | | | | | | % chng from prev mnth | %chng from OCT 22 |
| TARO | 7521 | 8082 | 4286 | 3942 | 4639 | 5658 | 3345 | 4478 | 3358 | 3688 | 4867 | 32 | -40 |
| BANANA | 2642 | 1696 | 2865 | 1297 | 1407 | 1311 | 813 | 973 | 1202 | 2141 | 2499 | 17 | 47 |
| TA'AMU | 816 | 218 | 13 | 17 | 6 | 44 | 20 | 145 | 268 | 29 | 186 | 550 | -15 |
| COCONUT | 7993 | 4634 | 4090 | 3796 | 3540 | 3845 | 4042 | 4063 | 4741 | 5467 | 4384 | -20 | -5 |
| BREADFRUIT | 186 | 35 | 440 | 92 | 105 | 195 | 48 | 20 | 210 | 100 | 210 | 110 | 500 |
| YAM | 129 | 232 | 81 | 41 | 88 | 81 | 220 | 344 | 477 | 335 | 185 | -45 | -20 |
| HEAD CABBAGE | 811 | 882 | 443 | 487 | 498 | 753 | 1173 | 835 | 1528 | 1245 | 1139 | -9 | 29 |
| TOMATOES | 256 | 535 | 121 | 173 | 130 | 174 | 82 | 170 | 351 | 288 | 410 | 42 | -23 |
| CH.CABBAGE | 129 | 182 | 149 | 237 | 175 | 296 | 171 | 269 | 304 | 304 | 207 | -32 | 14 |
| CUCUMBER | 542 | 1395 | 1063 | 830 | 870 | 1535 | 570 | 1179 | 987 | 1090 | 762 | -30 | -45 |
| PUMPKIN | 6217 | 16411 | 6626 | 7660 | 7932 | 3523 | 2274 | 6123 | 6106 | 8125 | 12470 | 53 | -24 |

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

| PRODUCE | 2014 AVE | OCT.22.AV | FEB.23.AV | MAR.23.AV | APR.23.AV | MAY.23.AV | JUN.23.AV | JUL.23.AV | AUG.23.AV | SEP.23.AV | OCT.23.AV | % chng from | |
|--------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|--------|
| | | | | | | | | | | | | prev mnth | OCT 22 |
| TARO | 1.48 | 3.78 | 4.15 | 3.97 | 4.04 | 4.20 | 4.75 | 5.76 | 6.20 | 5.64 | 5.04 | -11 | 33 |
| BANANA | 0.76 | 1.75 | 1.31 | 1.40 | 1.61 | 1.93 | 2.02 | 2.50 | 2.16 | 2.16 | 1.98 | -8 | 13 |
| TA'AMU | 2.78 | 8.35 | 5.04 | 16.51 | 20.11 | 13.44 | 22.83 | 13.04 | 14.39 | 14.22 | 6.81 | -52 | -19 |
| COCONUT | 0.62 | 0.94 | 0.90 | 0.79 | 0.88 | 0.85 | 0.90 | 1.12 | 1.05 | 1.08 | 1.05 | -2 | 12 |
| BREADFRUIT | 0.94 | 2.46 | 1.06 | 1.72 | 2.07 | 3.04 | 3.57 | 5.98 | 2.85 | 2.65 | 2.39 | -10 | -3 |
| YAM | 3.16 | 4.52 | 6.65 | 6.34 | 5.37 | 7.35 | 5.92 | 7.06 | 6.31 | 6.71 | 6.13 | -9 | 36 |
| HEAD CABBAGE | 5.40 | 7.08 | 13.36 | 13.23 | 17.02 | 14.83 | 15.79 | 15.29 | 11.10 | 9.18 | 8.11 | -12 | 15 |
| TOMATOES | 9.55 | 11.72 | 22.41 | 23.21 | 25.08 | 27.54 | 27.88 | 31.07 | 19.55 | 17.51 | 15.72 | -10 | 34 |
| CH.CABBAGE | 4.38 | 5.90 | 10.22 | 9.06 | 10.69 | 10.66 | 11.56 | 10.55 | 8.72 | 6.85 | 6.88 | 0 | 17 |
| CUCUMBER | 2.99 | 5.22 | 6.77 | 6.70 | 7.09 | 7.85 | 8.29 | 8.72 | 7.30 | 6.59 | 5.88 | -11 | 13 |
| PUMPKIN | 2.61 | 3.28 | 4.11 | 4.59 | 4.47 | 6.06 | 7.01 | 7.95 | 6.98 | 5.91 | 4.55 | -23 | 39 |

Table 3: Value of Supplies (in Tala thousands)

| PRODUCE | Total value 2014 | OCT.22.AV | FEB.23.AV | MAR.23.AV | APR.23.AV | MAY.23.AV | JUN.23.AV | JUL.23.AV | AUG.23.AV | SEP.23.AV | OCT.23.AV | % chng from | |
|--------------|---------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|--------|
| | | | | | | | | | | | | prev mnth | OCT 22 |
| TARO | 126.6 | 30.5 | 17.8 | 15.7 | 18.8 | 23.8 | 15.9 | 25.8 | 20.8 | 20.8 | 24.5 | 18 | -20 |
| BANANA | 25.1 | 3.0 | 3.7 | 1.8 | 2.3 | 2.5 | 1.6 | 2.4 | 2.6 | 4.6 | 5.0 | 7 | 67 |
| TA'AMU | 25.6 | 1.8 | 0.1 | 0.3 | 0.1 | 0.6 | 0.5 | 1.9 | 3.9 | 0.4 | 1.3 | 210 | -30 |
| COCONUT | 59.3 | 4.4 | 3.7 | 3.0 | 3.1 | 3.3 | 3.6 | 4.6 | 5.0 | 5.9 | 4.6 | -22 | 6 |
| BREADFRUIT | 1.8 | 0.1 | 0.5 | 0.2 | 0.2 | 0.6 | 0.2 | 0.1 | 0.6 | 0.3 | 0.5 | 85 | 456 |
| YAM | 4.7 | 1.1 | 0.5 | 0.3 | 0.5 | 0.6 | 1.3 | 2.4 | 3.0 | 2.3 | 1.1 | -50 | 8 |
| HEAD CABBAGE | 44.6 | 6.2 | 5.9 | 6.4 | 8.5 | 11.2 | 18.5 | 12.8 | 17.0 | 11.4 | 9.2 | -19 | 48 |
| TOMATOES | 21.5 | 6.3 | 2.7 | 4.0 | 3.3 | 4.8 | 2.3 | 5.3 | 6.9 | 5.0 | 6.4 | 28 | 3 |
| CH.CABBAGE | 5.9 | 1.1 | 1.5 | 2.2 | 1.9 | 3.2 | 2.0 | 2.8 | 2.7 | 2.1 | 1.4 | -32 | 33 |
| CUCUMBER | 18.4 | 7.3 | 7.2 | 5.6 | 6.2 | 12.1 | 4.7 | 10.3 | 7.2 | 7.2 | 4.5 | -38 | -38 |
| PUMPKIN | 178.3 | 53.9 | 27.2 | 35.1 | 35.5 | 21.4 | 15.9 | 48.7 | 42.7 | 48.0 | 56.8 | 18 | 5 |
| | 511.8 | 115.5 | 70.8 | 74.5 | 80.2 | 83.9 | 66.6 | 117.1 | 112.2 | 107.9 | 115.4 | 7 | 0 |

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

| PRODUCE | 2014 Weights | OCT.22.AV | FEB.23.AV | MAR.23.AV | APR.23.AV | MAY.23.AV | JUN.23.AV | JUL.23.AV | AUG.23.AV | SEP.23.AV | OCT.23.AV | % chng from prev mnth | %chng from OCT 22 |
|--------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------------------|----------------------|
| TARO | 0.25 | 107 | 57 | 52 | 62 | 75 | 44 | 60 | 45 | 49 | 65 | 32 | -40 |
| BANANA | 0.05 | 64 | 108 | 49 | 53 | 50 | 31 | 37 | 45 | 81 | 95 | 17 | 47 |
| TA'AMU | 0.05 | 27 | 2 | 2 | 1 | 5 | 3 | 18 | 33 | 4 | 23 | 551 | -15 |
| COCONUT | 0.12 | 58 | 51 | 48 | 44 | 48 | 51 | 51 | 59 | 68 | 55 | -20 | -5 |
| BREADFRUIT | 0.004 | 19 | 237 | 49 | 56 | 105 | 26 | 11 | 113 | 54 | 113 | 110 | 500 |
| YAM | 0.01 | 180 | 63 | 32 | 68 | 63 | 170 | 267 | 370 | 260 | 143 | -45 | -20 |
| HEAD CABBAGE | 0.09 | 109 | 55 | 60 | 61 | 93 | 145 | 103 | 188 | 154 | 140 | -9 | 29 |
| TOMATOES | 0.04 | 209 | 47 | 67 | 51 | 68 | 32 | 66 | 137 | 113 | 160 | 42 | -23 |
| CH.CABBAGE | 0.01 | 141 | 116 | 184 | 136 | 230 | 133 | 209 | 235 | 235 | 160 | -32 | 14 |
| CUCUMBER | 0.04 | 257 | 196 | 153 | 160 | 283 | 105 | 218 | 182 | 201 | 141 | -30 | -45 |
| PUMPKIN | 0.35 | 264 | 107 | 123 | 128 | 57 | 37 | 99 | 98 | 131 | 201 | 53 | -24 |
| | 1.00 | 161 | 79 | 80 | 83 | 71 | 52 | 82 | 91 | 100 | 126 | 25 | -22 |

Table 5: Price Index (2014 = 100)

| PRODUCE | 2014 Weights | OCT.22.AV | FEB.23.AV | MAR.23.AV | APR.23.AV | MAY.23.AV | JUN.23.AV | JUL.23.AV | AUG.23.AV | SEP.23.AV | OCT.23.AV | % chng from prev mnth | %chng from OCT 22 |
|--------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------------------|----------------------|
| TARO | 0.25 | 255 | 280 | 268 | 273 | 284 | 321 | 389 | 419 | 381 | 341 | -11 | 33 |
| BANANA | 0.05 | 230 | 172 | 185 | 212 | 254 | 266 | 329 | 285 | 285 | 261 | -8 | 13 |
| TA'AMU | 0.05 | 301 | 181 | 594 | 723 | 484 | 821 | 469 | 518 | 512 | 245 | -52 | -19 |
| COCONUT | 0.12 | 152 | 145 | 128 | 141 | 137 | 145 | 181 | 169 | 174 | 170 | -2 | 12 |
| BREADFRUIT | 0.004 | 262 | 112 | 183 | 221 | 324 | 379 | 636 | 303 | 282 | 254 | -10 | -3 |
| YAM | 0.01 | 143 | 210 | 201 | 170 | 233 | 187 | 223 | 200 | 212 | 194 | -9 | 36 |
| HEAD CABBAGE | 0.09 | 131 | 247 | 245 | 315 | 275 | 292 | 283 | 206 | 170 | 150 | -12 | 15 |
| TOMATOES | 0.04 | 123 | 235 | 243 | 263 | 288 | 292 | 325 | 205 | 183 | 165 | -10 | 34 |
| CH.CABBAGE | 0.01 | 135 | 233 | 207 | 244 | 243 | 264 | 241 | 199 | 156 | 157 | 0 | 17 |
| CUCUMBER | 0.04 | 175 | 226 | 224 | 237 | 263 | 277 | 292 | 244 | 220 | 197 | -11 | 13 |
| PUMPKIN | 0.35 | 126 | 157 | 176 | 171 | 232 | 269 | 305 | 268 | 226 | 174 | -23 | 39 |
| | 1.00 | 114 | 134 | 159 | 175 | 185 | 218 | 223 | 193 | 174 | 137 | -21 | 20 |

Table 6: Number of Sellers

| PRODUCE | 2014 AVE | OCT.22.AV | FEB.23.AV | MAR.23.AV | APR.23.AV | MAY.23.AV | JUN.23.AV | JUL.23.AV | AUG.23.AV | SEP.23.AV | OCT.23.AV | % chng from prev mnth | %chng from OCT 22 |
|--------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------------------|----------------------|
| TARO | 46 | 50 | 41 | 37 | 34 | 33 | 33 | 31 | 47 | 43 | 48 | 10 | -4 |
| BANANA | 27 | 24 | 37 | 20 | 18 | 21 | 15 | 19 | 23 | 34 | 34 | -2 | 42 |
| TA'AMU | 7 | 1 | 0 | 1 | 1 | 1 | 1 | 3 | 7 | 1 | 3 | 96 | 120 |
| COCONUT | 57 | 38 | 37 | 34 | 30 | 30 | 27 | 32 | 38 | 31 | 35 | 14 | -7 |
| BREADFRUIT | 4 | 1 | 7 | 2 | 1 | 2 | 1 | 1 | 4 | 3 | 5 | 70 | 375 |
| YAM | 5 | 5 | 3 | 1 | 2 | 2 | 5 | 7 | 5 | 6 | 6 | -10 | 21 |
| HEAD CABBAGE | 12 | 17 | 10 | 8 | 9 | 9.8 | 10.2 | 15 | 11 | 22 | 17 | -22 | 3 |
| TOMATOES | 39 | 53 | 16 | 17 | 13 | 14 | 10 | 18 | 24 | 31 | 41 | 30 | -24 |
| CH.CABBAGE | 13 | 15 | 12 | 14 | 12 | 14 | 12 | 18 | 14 | 22 | 18 | -20 | 15 |
| CUCUMBER | 42 | 34 | 28 | 24 | 25 | 32 | 22 | 41 | 30 | 39 | 31 | -23 | -9 |
| PUMPKIN | 83 | 88 | 54 | 54 | 56 | 31 | 31 | 53 | 65 | 67 | 85 | 28 | -3 |
| | 337 | 324 | 245 | 212 | 198 | 189 | 168 | 238 | 271 | 301 | 321 | 7 | -1 |

*on the days surveyed

@ new weights and base