

## SAMOA BUREAU OF STATISTICS

# LOCAL MARKET SURVEY NOVEMBER 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:

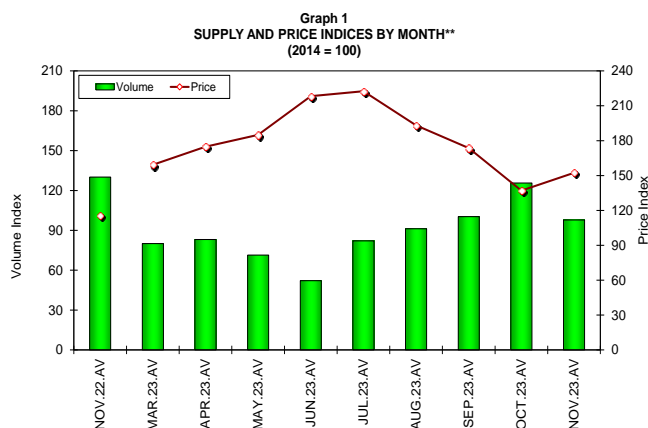
The Local Market Survey in November 2023 showed that the overall supply declined by 22 percent while average prices increased by 11 percent when compared to October 2023.

- A significant decrease in the supply of most of the agricultural produce supplied to the local markets strongly contributed to the rise in the price index.
- The total value of supplies fell 20 percent to \$91,700 from the previous month.
- The total number of sellers decreased 15 percent to 272 in November 2023 from the 321 recorded in October 2023.

Issue: 01/11/23

## OVERVIEW

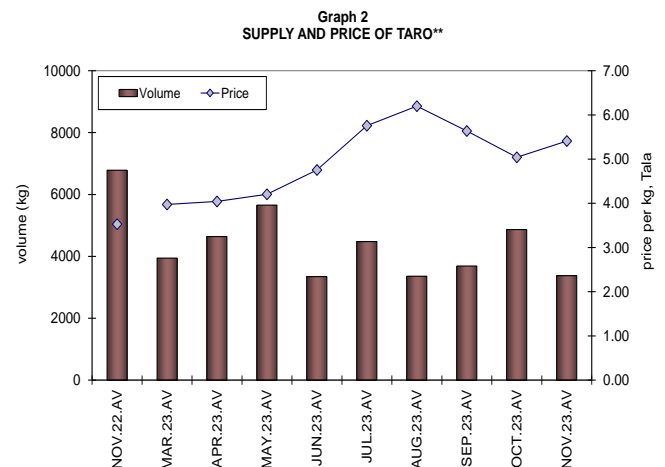
*The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in November 2023 showed that the overall volume decreased 22 percent from October 2023. This reflects the significant decreases in the supply of most agricultural produce at the markets with the exception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



*Limited supply of most agricultural produce prompted overall price level to rise 11 percent from the previous month. When compared with November 2022, the overall price level went up by 32 percent.*

## TARO

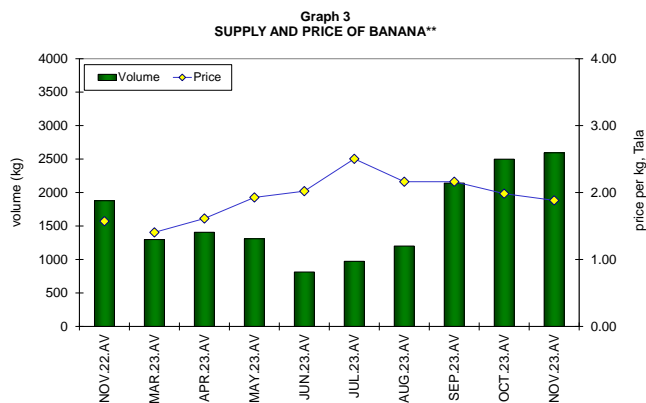
The supply of taro to the Local Markets in November 2023 fell 31 percent (to 3,376 kilograms) from the previous month, leading to the rise in prices by 7 percent (to \$5.41 per kilogram). When compared to November 2022, current supply of taro declined by 50 percent while its average price rose 53 percent. (See Graph 2 and Tables 1&2)



In the twelve months ending November 2023, supply of taro fell 12 percent, while its average price increased 26 percent when compared to the twelve months ending November 2022.

## BANANA

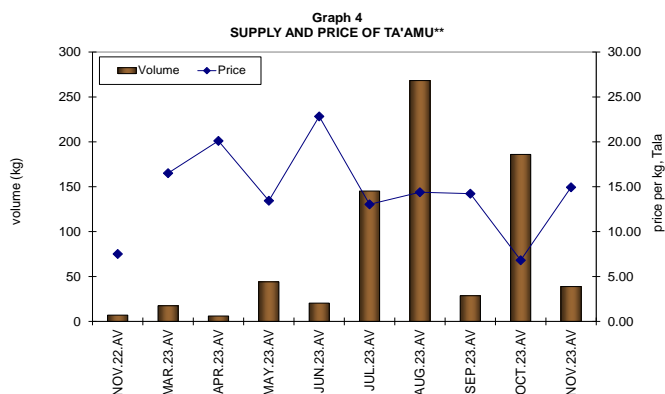
Banana supplies in the month under review increased 4 percent (to 2,594 kilograms) from October 2023 while increased supply led to the decline in its average price by 5 percent (to \$1.88 per kilogram). When compared with the same month last year, current supply and average price of banana both increased by 38 and 20 percent respectively. (See Graph 3 and Tables 1&2).



Annually, banana supplies increased by 5 percent compared to the year ended November 2022, while its average price also increased 20 percent.

## TA'AMU

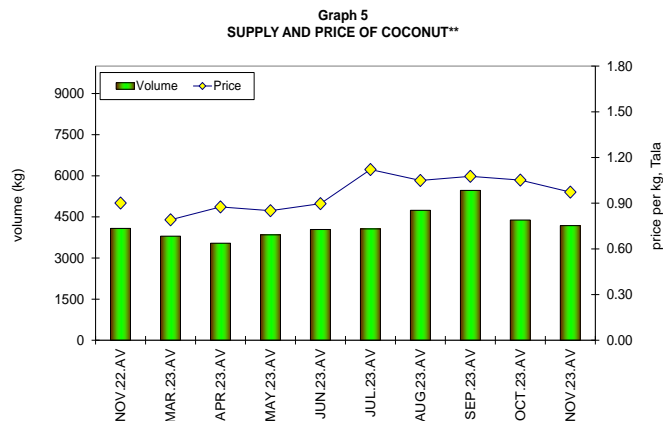
At an average of 39 kilograms, ta'amu supplied at the markets in November 2023 decreased 79 percent compared to its volume in the previous month while its average price increased to more than double. In comparison to the same month last year, current supply of ta'amu was more than five folds while its average price increased by 99 percent. (See Graph 4 and Tables 1&2)



In the year ending November 2023, volume of ta'amu supplied to the markets increased 17 percent while its price increased 88 percent over the year ending November 2022.

## COCONUT

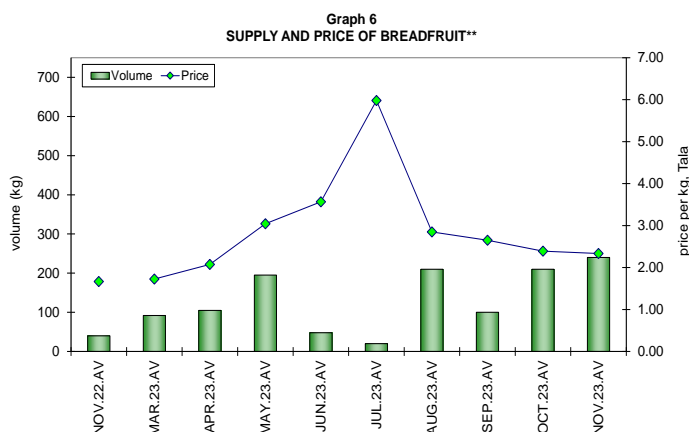
Coconut supplies at 4,182 kilograms decreased by 5 percent from October 2023 while its average price decreased by 8 percent (to \$0.97 per kilogram). In comparison to November 2022, current supply went down by 3 percent while average price increased by 8 percent. (See Graph 5 and Tables 1&2)



In the twelve months ending November 2023, supply of coconut increased 7 percent while its average price rose 13 percent when compared to the twelve months ending November 2022.

## BREADFRUIT

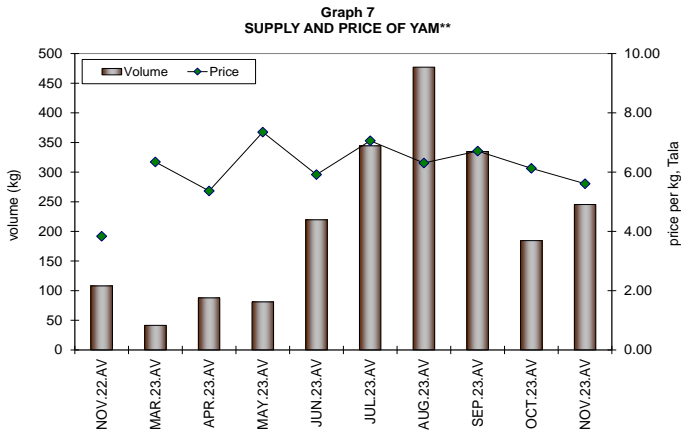
The supply of breadfruit in November 2023 increased 14 percent (to 240 kilograms) from the previous month, while its average price fell 2 percent (to \$2.34 per kilogram) due to the increase in supply. When compared to November 2022, current supply of breadfruit increased more than twelve times while its average prices increased 40 percent. (See Graph 6 and Tables 1&2)



Annually, supply of breadfruit decreased 17 percent while average prices increased 84 percent over the year ended November 2022.

# YAM

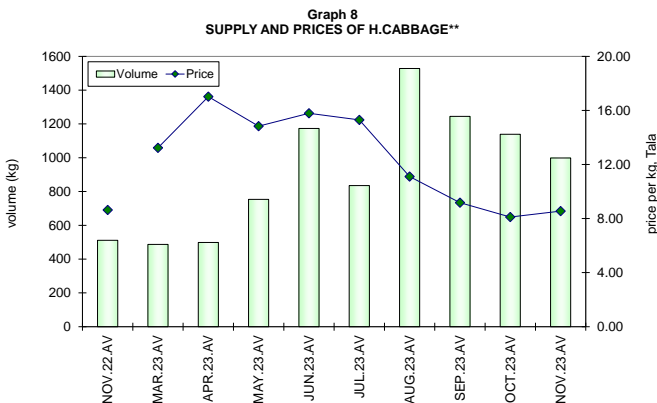
In the month under review, yam supplies increased 33 percent (to 245 kilograms) from the previous month, while its average price fell 9 percent (to \$5.61 per kilogram). Current supply of yam has more than doubled while its average price increased by 46 percent. (See Graph 7 and Tables 1 & 2)



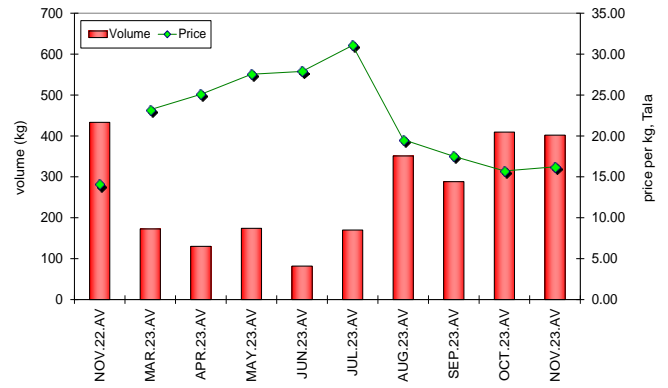
Supply of yam in the twelve months ending November 2023 increased 33 percent in comparison to the twelve months ending November 2022. Its average price rose 36 percent.

# VEGETABLE PRODUCE

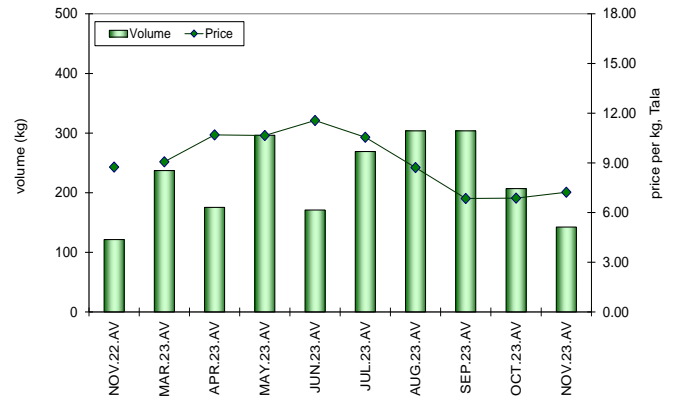
Vegetable produce supplied to the local markets in November 2023 all experienced decreases over the previous month. Cucumber registered the largest drop of 36 percent (to 488 kilograms) from the previous month, followed by Chinese cabbage supplies dropping 31 percent (to 142 kilograms) and pumpkin supplies declining 26 percent (to 9,192 kilograms). Head cabbage and tomato supplies both decreased 12 percent each (to 999 kilograms) and 2 percent (to 402 kilograms) respectively from the previous months. (See Graphs 8 to 12 and Tables 1 & 2)



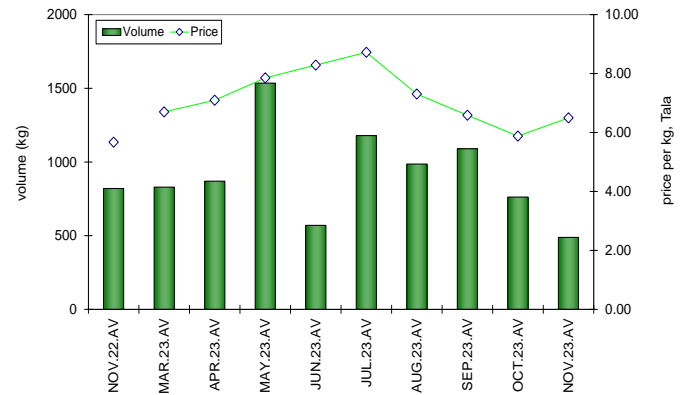
Graph 9  
SUPPLY AND PRICE OF TOMATOES\*\*



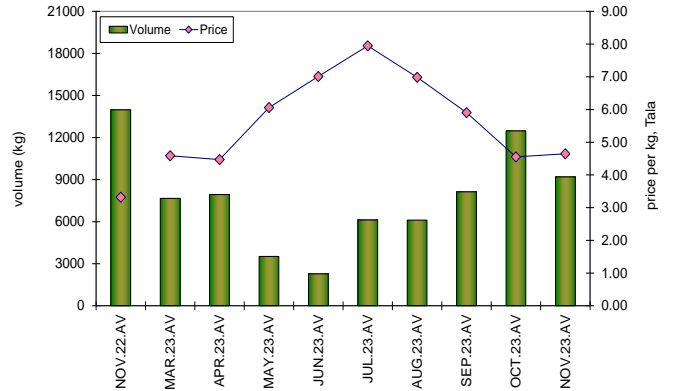
Graph 10  
SUPPLY AND PRICE OF CH.CABBAGE\*\*



Graph 11  
SUPPLY AND PRICE OF CUCUMBER\*\*



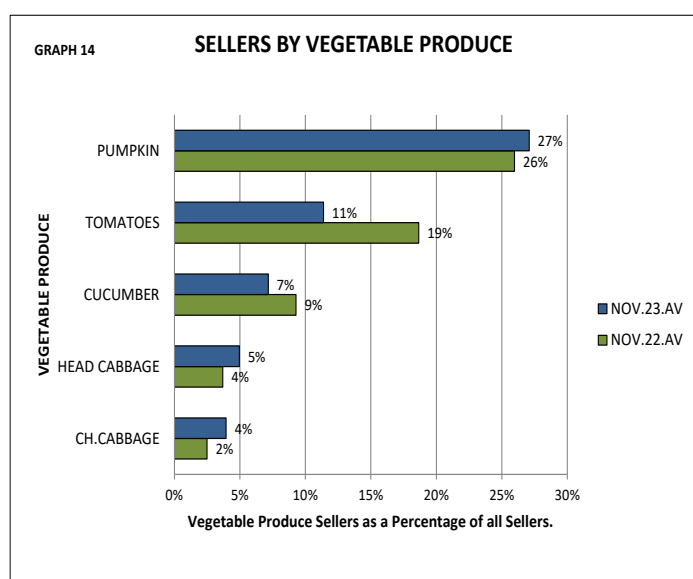
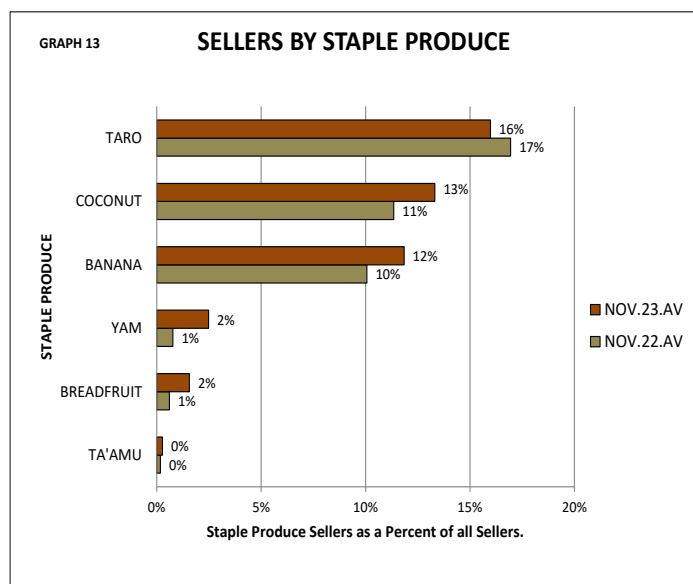
Graph 12  
SUPPLY AND PRICE OF PUMPKIN\*\*



Subsequent to the decline in the supply of all vegetables available at the local markets in the month under review, average prices for all vegetable produce increased. Cucumber prices increased by 11 percent (to \$6.50 per kilogram), Chinese cabbage and head cabbage both increased 5 percent each (to \$8.55 per kilogram) and (to \$7.23 per kilogram) respectively. Average prices for tomato rose 3 percent (to \$16.23 per kilogram) followed by pumpkin prices increasing 2 percent (to \$4.65 per kilogram) when compared to October 2023.

## SELLERS

At 372, the average number of sellers at the local markets in November 2023 fell 15 percent from the previous month and down 6 percent when compared with the same month a year ago. (See Graphs 13 and 14 and Table 6).

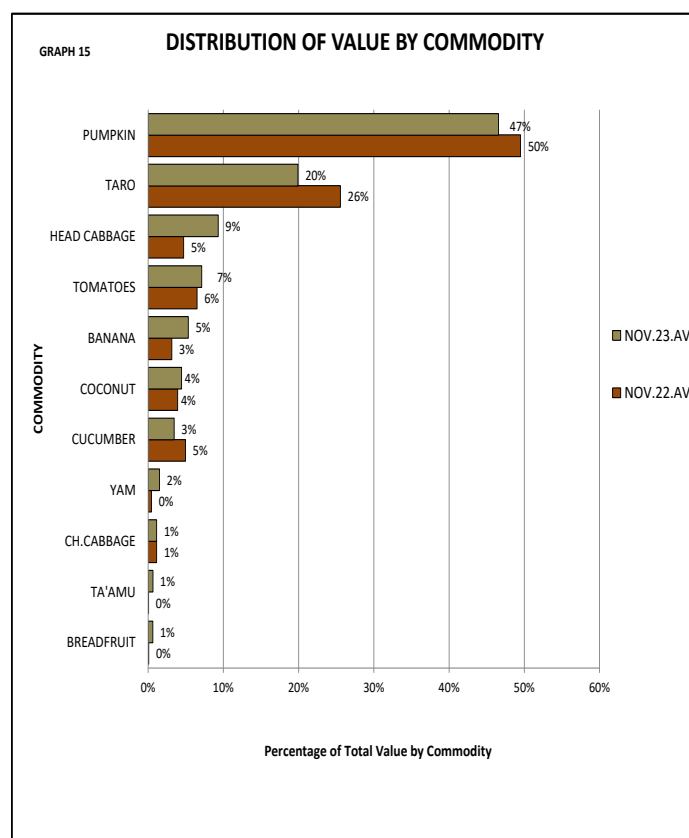


In November 2023, sellers of vegetables at 55 percent were the largest group at the local markets, decreasing 60 percent from the previous month and the same month last year.

However, staple food sellers which made up 45 percent of total sellers increased from the 40 percent in October 2023 and November 2022.

## VALUE OF SUPPLIES

The average value of selected produce supplied to the local markets was \$91,700 in November 2023. It fell 20 percent from the previous month and fell 2 percent when compared to November 2022.



Pumpkin supplies contributed the most to the total value of produce supplied to the markets with a share of 47 percent in November 2023; a level that was lower than the 49 percent in the previous and 50 percent in the same month a year ago. Supplies of taro contributed 20 percent to total value, decreasing from the 21 percent last month and 26 percent in the same month a year ago. Head cabbage supplies followed with a 9 percent of total value, up from the 8 percent in October 2023 and the 5 percent in November 2022. Shares of tomato accounted for 7 percent of total value, up from the 6 percent in the

previous month and the same month a year ago. Banana supplies followed with a share of 5 percent increasing from the 4 percent and 3 percent in the previous month and the same month a year ago, while coconut made up 4 percent of total value, it remained unchanged from October 2023 and November 2022. Lower shares were recorded for cucumber, yam, Chinese cabbage, ta'amu 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.*

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**The Local Market Survey Report for November 2023 will be available on 20<sup>th</sup> December 2023.**

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## SUMMARY OF MARKET SURVEY

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

PRODUCE	2014 AVE	NOV.22.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	NOV.23.AV	Nov-23	
												% chng from prev mnth	%chng from NOV 22
TARO	7521	6784	3942	4639	5658	3345	4478	3358	3688	4867	3376	-31	-50
BANANA	2642	1879	1297	1407	1311	813	973	1202	2141	2499	2594	4	38
TA'AMU	816	7	17	6	44	20	145	268	29	186	39	-79	454
COCONUT	7993	4079	3796	3540	3845	4042	4063	4741	5467	4384	4182	-5	3
BREADFRUIT	186	40	92	105	195	48	20	210	100	210	240	14	500
YAM	129	108	41	88	81	220	344	477	335	185	245	33	127
HEAD CABBAGE	811	511	487	498	753	1173	835	1528	1245	1139	999	-12	95
TOMATOES	256	433	173	130	174	82	170	351	288	410	402	-2	-7
CH.CABBAGE	129	121	237	175	296	171	269	304	304	207	142	-31	17
CUCUMBER	542	821	830	870	1535	570	1179	987	1090	762	488	-36	-41
PUMPKIN	6217	13983	7660	7932	3523	2274	6123	6106	8125	12470	9192	-26	-34

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

PRODUCE	2014 AVE	NOV.22.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	NOV.23.AV	Nov-23	
												% chng from prev mnth	%chng from NOV 22
TARO	1.48	3.53	3.97	4.04	4.20	4.75	5.76	6.20	5.64	5.04	5.41	7	53
BANANA	0.76	1.57	1.40	1.61	1.93	2.02	2.50	2.16	2.16	1.98	1.88	-5	20
TA'AMU	2.78	7.51	16.51	20.11	13.44	22.83	13.04	14.39	14.22	6.81	14.94	120	99
COCONUT	0.62	0.90	0.79	0.88	0.85	0.90	1.12	1.05	1.08	1.05	0.97	-8	8
BREADFRUIT	0.94	1.67	1.72	2.07	3.04	3.57	5.98	2.85	2.85	2.39	2.34	-2	40
YAM	3.16	3.84	6.34	5.37	7.35	5.92	7.06	6.31	6.71	6.13	5.61	-9	46
HEAD CABBAGE	5.40	8.64	13.23	17.02	14.83	15.79	15.29	11.10	9.18	8.11	8.55	5	-1
TOMATOES	9.55	14.06	23.21	25.08	27.54	27.88	31.07	19.55	17.51	15.72	16.23	3	15
CH.CABBAGE	4.38	8.75	9.06	10.69	10.66	11.56	10.55	8.72	6.85	6.88	7.23	5	-17
CUCUMBER	2.99	5.67	6.70	7.09	7.85	8.29	8.72	7.30	6.59	5.88	6.50	11	15
PUMPKIN	2.61	3.32	4.59	4.47	6.06	7.01	7.95	6.98	5.91	4.55	4.65	2	40

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

PRODUCE	Total value 2014	NOV.22.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	NOV.23.AV	Nov-23	
												% chng from prev mnth	%chng from NOV 22
TARO	126.6	24.0	15.7	18.8	23.8	15.9	25.8	20.8	20.8	24.5	18.3	-26	-24
BANANA	25.1	3.0	1.8	2.3	2.5	1.6	2.4	2.6	4.6	5.0	4.9	-1	66
TA'AMU	25.6	0.1	0.3	0.1	0.6	0.5	1.9	3.9	0.4	1.3	0.6	-54	1060
COCONUT	59.3	3.7	3.0	3.1	3.3	3.6	4.6	5.0	5.9	4.6	4.1	-12	11
BREADFRUIT	1.8	0.1	0.2	0.2	0.6	0.2	0.1	0.6	0.3	0.5	0.6	12	700
YAM	4.7	0.4	0.3	0.5	0.6	1.3	2.4	3.0	2.3	1.1	1.4	22	237
HEAD CABBAGE	44.6	4.4	6.4	8.5	11.2	18.5	12.8	17.0	11.4	9.2	8.5	-8	93
TOMATOES	21.5	6.1	4.0	3.3	4.8	2.3	5.3	6.9	5.0	6.4	6.5	1	7
CH.CABBAGE	5.9	1.1	2.2	1.9	3.2	2.0	2.8	2.7	2.1	1.4	1.0	-27	-3
CUCUMBER	18.4	4.7	5.6	6.2	12.1	4.7	10.3	7.2	7.2	4.5	3.2	-29	-32
PUMPKIN	178.3	46.4	35.1	35.5	21.4	15.9	48.7	42.7	48.0	56.8	42.7	-25	-8
	511.8	93.7	74.5	80.2	83.9	66.6	117.1	112.2	107.9	115.4	91.7	-20	-2

\*on the days surveyed  
@ new weights and base

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

PRODUCE	2014 Weights	NOV.22.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	NOV.23.AV	% chng from prev mnth	%chng from NOV 22
TARO	0.25	90	52	62	75	44	60	45	49	65	45	-31	-50
BANANA	0.05	71	49	53	50	31	37	45	81	95	98	4	38
TA'AMU	0.05	1	2	1	5	3	18	33	4	23	5	-79	452
COCONUT	0.12	51	48	44	48	51	51	59	68	55	52	-5	3
BREADFRUIT	0.004	22	49	56	105	26	11	113	54	113	129	14	500
YAM	0.01	84	32	68	63	170	267	370	260	143	190	33	127
HEAD CABBAGE	0.09	63	60	61	93	145	103	188	154	140	123	-12	95
TOMATOES	0.04	169	67	51	68	32	66	137	113	160	157	-2	-7
CH.CABBAGE	0.01	94	184	136	230	133	209	235	235	160	110	-31	17
CUCUMBER	0.04	151	153	160	283	105	218	182	201	141	90	-36	-41
PUMPKIN	0.35	225	123	128	57	37	99	98	131	201	148	-26	-34
	1.00	130	80	83	71	52	82	91	100	126	98	-22	-25

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

PRODUCE	2014 Weights	NOV.22.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	NOV.23.AV	% chng from prev mnth	%chng from NOV 22
TARO	0.25	239	268	273	284	321	389	419	381	341	365	7	53
BANANA	0.05	207	185	212	254	266	329	285	285	261	248	-5	20
TA'AMU	0.05	270	594	723	484	821	469	518	512	245	537	120	99
COCONUT	0.12	145	128	141	137	145	181	169	174	170	157	-8	8
BREADFRUIT	0.004	177	183	221	324	379	636	303	282	254	248	-2	40
YAM	0.01	121	201	170	233	187	223	200	212	194	177	-9	46
HEAD CABBAGE	0.09	160	245	315	275	292	283	206	170	150	158	5	-1
TOMATOES	0.04	147	243	263	288	292	325	205	183	165	170	3	15
CH.CABBAGE	0.01	200	207	244	243	264	241	199	156	157	165	5	-17
CUCUMBER	0.04	190	224	237	263	277	292	244	220	197	217	11	15
PUMPKIN	0.35	127	176	171	232	269	305	268	226	174	178	2	40
	1.00	116	159	175	185	218	223	193	174	137	152	11	32

**Table 6: Number of Sellers**

PRODUCE	2014 AVE	NOV.22.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	NOV.23.AV	% chng from prev mnth	%chng from NOV 22
TARO	46	49	37	34	33	33	31	47	43	48	44	-9	-12
BANANA	27	29	20	18	21	15	19	23	34	34	32	-4	10
TA'AMU	7	1	1	1	1	1	3	7	1	3	1	-73	50
COCONUT	57	33	34	30	30	27	32	38	31	35	36	3	10
BREADFRUIT	4	2	2	1	2	1	1	4	3	5	4	-11	143
YAM	5	2	1	2	2	5	7	5	6	6	7	17	200
HEAD CABBAGE	12	11	8	9	9.8	10.2	15	11	22	17	14	-22	26
TOMATOES	39	54	17	13	14	10	18	24	31	41	31	-23	-43
CH.CABBAGE	13	7	14	12	14	12	18	14	22	18	11	-39	48
CUCUMBER	42	27	24	25	32	22	41	30	39	31	20	-36	-28
PUMPKIN	83	76	54	56	31	31	53	65	67	85	74	-13	-2
	337	291	212	198	189	168	238	271	301	321	272	-15	-6

\*on the days surveyed

@ new weights and base