

## SAMOA BUREAU OF STATISTICS

# LOCAL MARKET SURVEY DECEMBER 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:

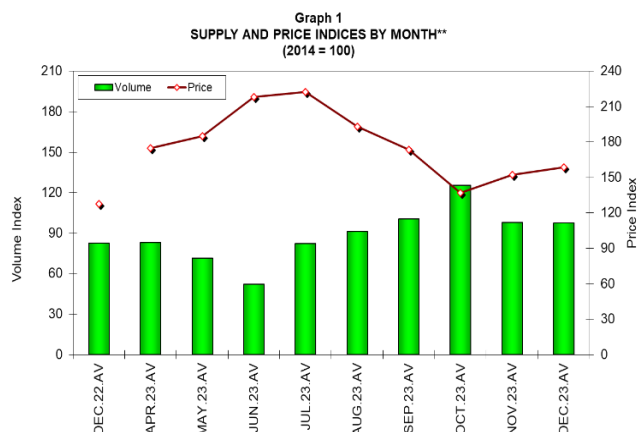
The Local Market Survey in December 2023 showed that the overall volume slightly declined 1 percent while average prices increased by 4 percent when compared to November 2023.

- The decrease in the supply of most of the agricultural produce to the local markets strongly contributed to the rise in the price index.
- The value of supplies increased 13 percent to \$103,700 from the previous month.
- The total number of sellers decreased 16 percent to 228 in December 2023 from the 272 recorded in November 2023.

Issue: 01/12/23

## OVERVIEW

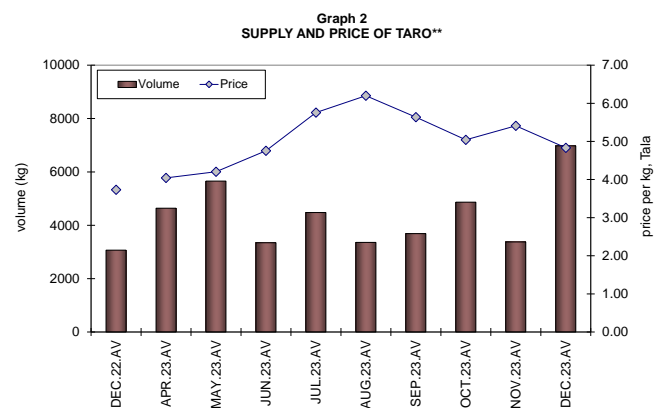
The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in December 2023 showed a 1 percent decrease in the overall volume from November 2023. This was due to the significant reductions in the supply of most agricultural produce at the markets with the exception of taro, ta'amu, coconut, breadfruit and cucumber. When compared to December 2022, current supply increased by 17 percent. (See Graph 1 and Tables 4 & 5)



Limited supply of agricultural produce prompted overall price level to rise 4 percent from the previous month. When compared with December 2022, the overall price level went up by 25 percent.

## TARO

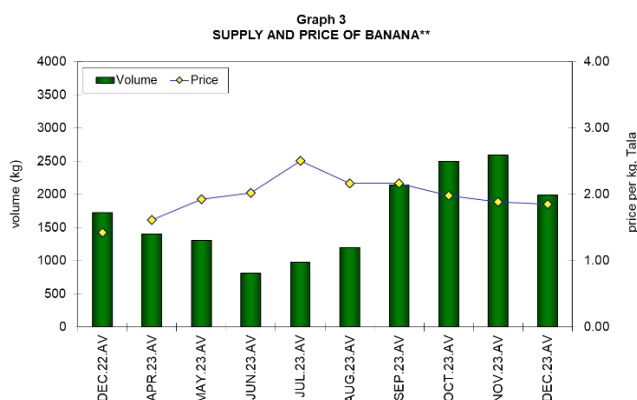
The supply of taro to the Local Markets in December 2023 increased to more than double (to 6,975 kilograms) from the previous month, leading to the decrease in prices by 11 percent (to \$4.83 per kilogram). When compared to December 2022, current supply of taro increased more than two times while its average price rose 29 percent. (See Graph 2 and Tables 1&2)



In the twelve months ending December 2023, supply of taro fell 4 percent, while its average price increased 29 percent when compared to the twelve months ending December 2022.

## BANANA

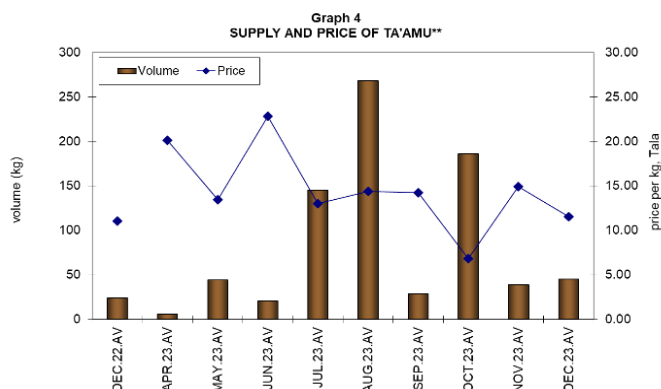
Banana supplies in the month under review decreased 23 percent (to 1,990 kilograms) from November 2023 while average price decreased by 2 percent (to \$1.85 per kilogram). When compared with the same month last year, current supply and average price of banana both increased by 16 and 30 percent respectively. (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 increased 25 percent.

## TA'AMU

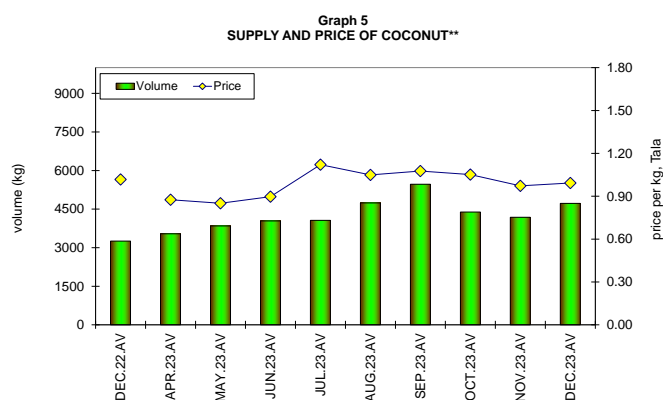
At an average of 45 kilograms, ta'amu supplied at the markets in December 2023 increased 16 percent compared to the previous month while its average price decreased by 23 percent (to \$11.56 per kilogram). In comparison to the same month last year, current supply of ta'amu rose 88 percent while its average price increased by 5 percent. (See Graph 4 and Tables 1&2)



In the year ending December 2023, volume of ta'amu supplied to the markets increased 27 percent while its price increased 82 percent over the year ending December 2022.

## COCONUT

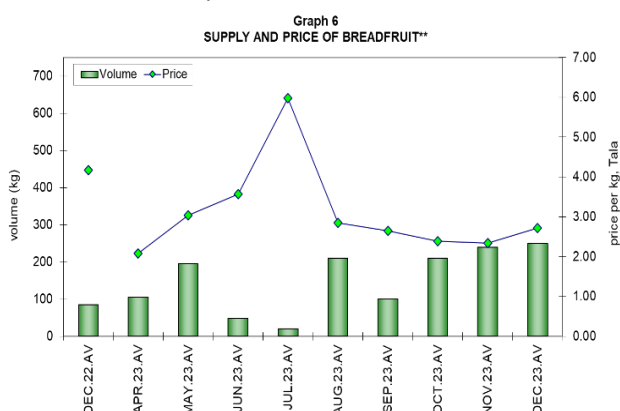
Coconut supplies at 4,724 kilograms increased by 13 percent from November 2023 and its average price increased by 2 percent (to \$0.99 per kilogram). In comparison to December 2022, current supply increased by 45 percent while average price decreased by 2 percent. (See Graph 5 and Tables 1&2)



In the twelve months ending December 2023, supply of coconut increased 11 percent while its average price rose 10 percent when compared to the twelve months ending December 2022.

## BREADFRUIT

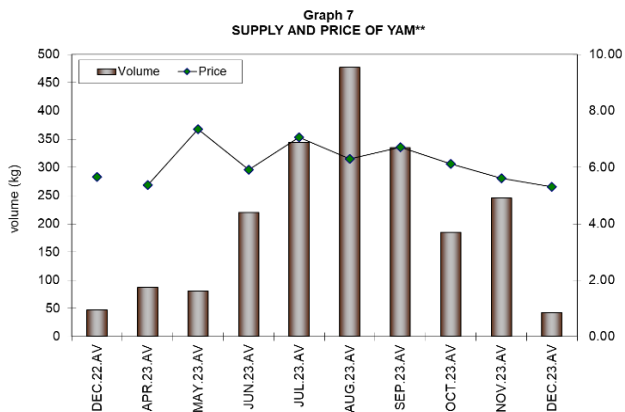
The supply of breadfruit in December 2023 increased 4 percent (to 250 kilograms) from the previous month, and its average price rose 17 percent (to \$2.72 per kilogram) due to the increase in supply. When compared to December 2022, current supply of breadfruit increased more than doubled while its average prices decreased 35 percent. (See Graph 6 and Tables 1&2)



Annually, supply of breadfruit increased 1 percent while average prices increased 53 percent over the year ended December 2022.

## YAM

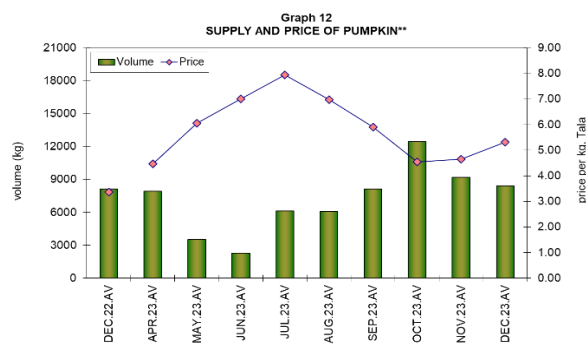
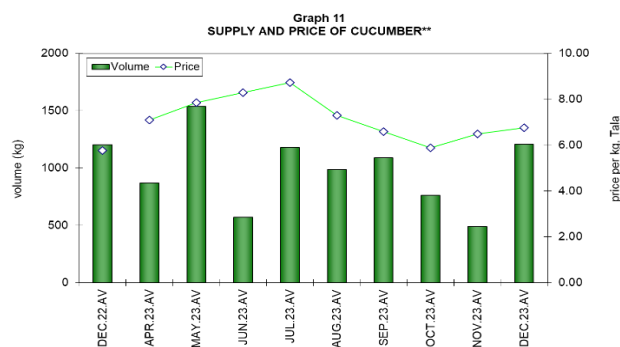
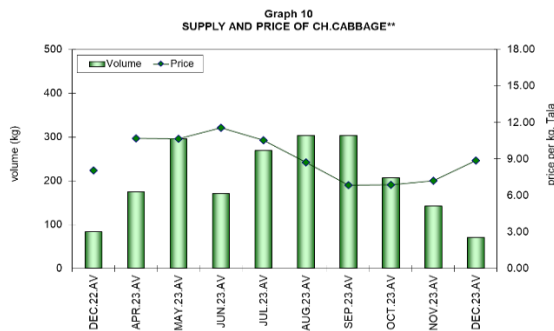
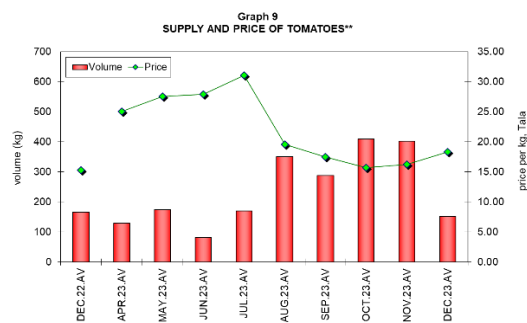
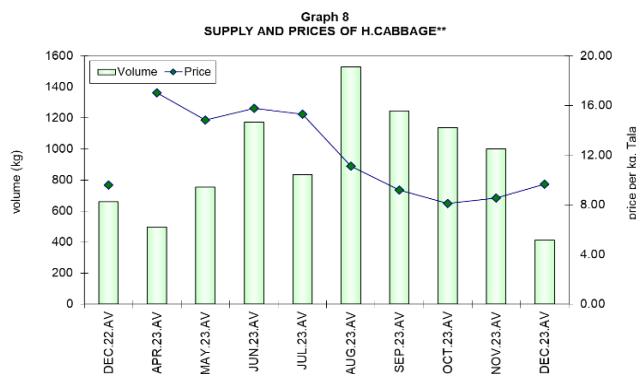
In the month under review, yam supplies decreased 83 percent (to 43 kilograms) from the previous month, while its average price fell 5 percent (to \$5.31 per kilogram). Current supply of yam decreased by 10 percent and its average price also decreased by 6 percent. (See Graph 7 and Tables 1 & 2)



Supply of yam in the twelve months ending December 2023 increased 40 percent in comparison to the twelve months ending December 2022. Its average price rose 33 percent.

## VEGETABLE PRODUCE

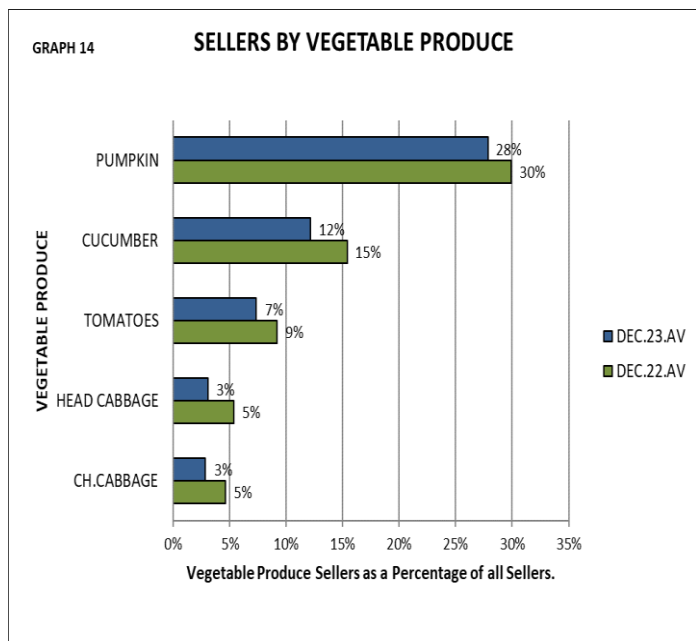
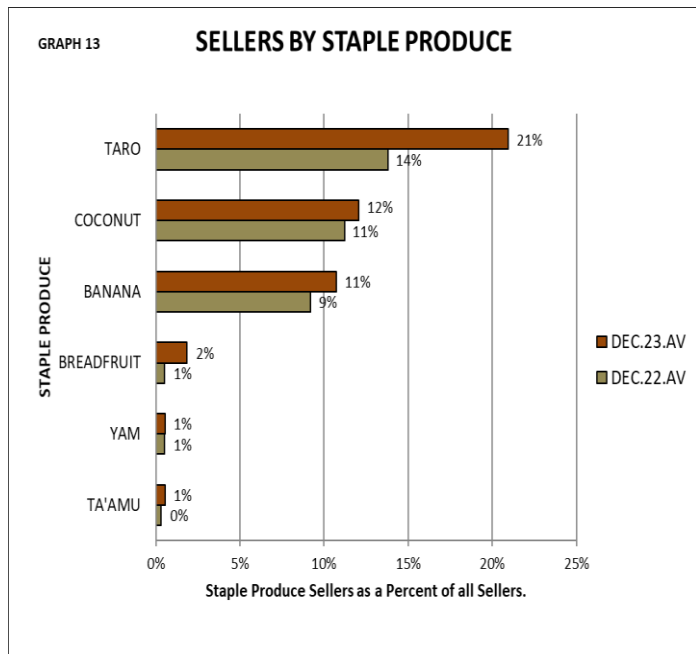
Vegetable produce supplied to the local markets in December 2023 all experienced decreases over the previous month except for cucumber which increased more than doubled (to 1207 kilograms) from the previous month. Tomatoes supplies fell 62 percent (to 153 kilograms), head cabbage supplies declined 59 percent (to 410 kilograms) followed by Chinese cabbage and pumpkin supplies which decreased by 50 percent (to 71 kilograms) and 9 percent (to 8,403 kilograms) respectively from the previous month. (See Graphs 8 to 12 and Tables 1 & 2)



Subsequent to the decline in the supply of almost all of the vegetables available at the local markets in the month under review, their average prices increased. Cucumber prices increased by 4 percent (to \$6.76 per kilogram), Chinese cabbage increased by 23 percent (to \$8.89 per kilogram), Head cabbage and tomatoes both increased by 13 percent each (to \$9.65 per kilogram and to \$18.31 per kilogram) and Pumpkin also increased by 14 percent (to \$5.31 per kilogram) when compared to November 2023.

## SELLERS

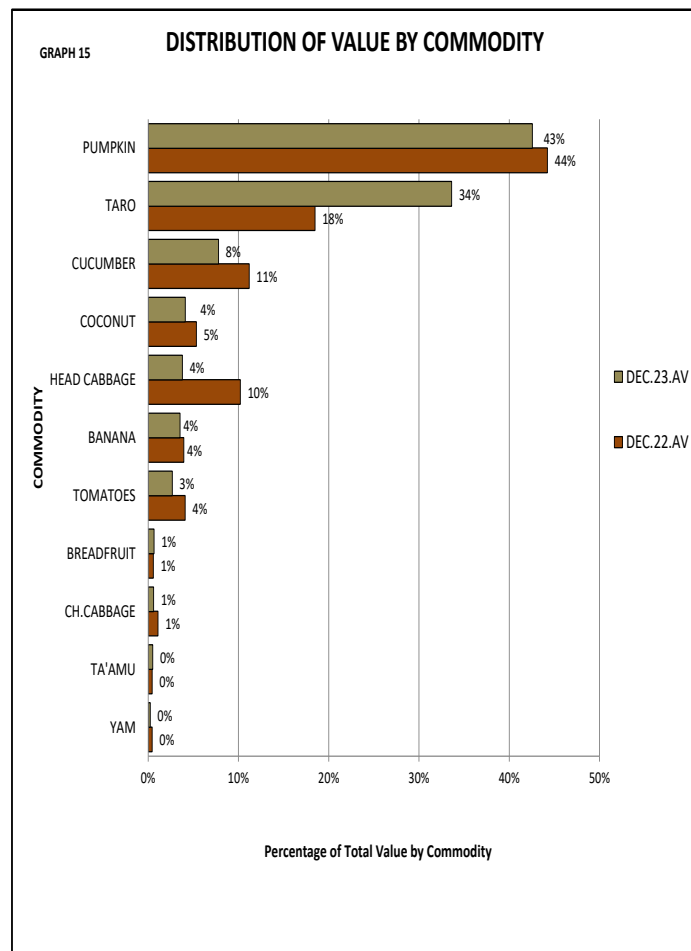
At 228, the average number of sellers at the local markets in December 2023 fell 16 percent from the previous month and down 3 percent when compared with the same month a year ago. (See Graphs 13 and 14 and Table 6).



In December 2023, sellers of vegetables at 53 percent were the largest group at the local markets, decreasing from the 55 percent in the previous month and 64 percent in the same month last year. However, staple food sellers which made up 47 percent of total sellers increased from the 45 percent in November 2023 and 36 percent in December 2022.

## VALUE OF SUPPLIES

The average value of selected produce supplied to the local markets was \$103,700 in December 2023. It increased 13 percent from the previous month and 67 percent when compared to December 2022.



Pumpkin supplies contributed the most to the total value of produce supplied to the markets with a share of 43 percent in December 2023; a level that was lower than the 47 percent in the previous month and the 44 percent in the same month a year ago. Supplies of taro contributed 33 percent to total value, increasing from the 20 percent last month and 18 percent in the same month a year ago. Cucumber supplies followed with 8 percent of total value, up from the 3 percent in November 2023 but were lower than the 11 percent in December 2022. Coconut, head cabbage and banana all contributed 4 percent each of total value, while tomato, breadfruit, Chinese cabbage, ta'amu and yam recorded the lowest shares in the month under review. (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 January 2024 will be available on 19<sup>th</sup> February 2024.**

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**SUMMARY OF MARKET SURVEY**

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

PRODUCE	2014 AVE	DEC.22.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	DEC.23.AV	Dec-23	
												% chng from prev mnth	%chng from DEC 22
TARO	7521	3069	4639	5658	3345	4478	3358	3688	4867	3376	6975	107	127
BANANA	2642	1721	1407	1311	813	973	1202	2141	2499	2594	1990	-23	16
TA'AMU	816	24	6	44	20	145	268	29	186	39	45	16	88
COCONUT	7993	3258	3540	3845	4042	4063	4741	5467	4384	4182	4724	13	45
BREADFRUIT	186	85	105	195	48	20	210	100	210	240	250	4	194
YAM	129	47	88	81	220	344	477	335	185	245	43	-83	-10
HEAD CABBAGE	811	661	498	753	1173	835	1528	1245	1139	999	410	-59	-38
TOMATOES	256	166	130	174	82	170	351	288	410	402	153	-62	-8
CH.CABBAGE	129	84	175	296	171	269	304	304	207	142	71	-50	-15
CUCUMBER	542	1202	870	1535	570	1179	987	1090	762	488	1207	147	0
PUMPKIN	6217	8143	7932	3523	2274	6123	6106	8125	12470	9192	8403	-9	3

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

PRODUCE	2014 AVE	DEC.22.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	DEC.23.AV	Dec-23	
												% chng from prev mnth	%chng from DEC 22
TARO	1.48	3.73	4.04	4.20	4.75	5.76	6.20	5.64	5.04	5.41	4.83	-11	29
BANANA	0.76	1.42	1.61	1.93	2.02	2.50	2.16	2.16	1.98	1.88	1.85	-2	30
TA'AMU	2.78	11.05	20.11	13.44	22.83	13.04	14.39	14.22	6.81	14.94	11.56	-23	5
COCONUT	0.62	1.02	0.88	0.85	0.90	1.12	1.05	1.08	1.05	0.97	0.99	2	-2
BREADFRUIT	0.94	4.17	2.07	3.04	3.57	5.98	2.85	2.65	2.39	2.34	2.72	17	-35
YAM	3.16	5.66	5.37	7.35	5.92	7.06	6.31	6.71	6.13	5.61	5.31	-5	-6
HEAD CABBAGE	5.40	9.58	17.02	14.83	15.79	15.29	11.10	9.18	8.11	8.55	9.65	13	1
TOMATOES	9.55	15.31	25.08	27.54	27.88	31.07	19.55	17.51	15.72	16.23	18.31	13	20
CH.CABBAGE	4.38	8.05	10.69	10.66	11.56	10.55	8.72	6.85	6.88	7.23	8.89	23	10
CUCUMBER	2.99	5.77	7.09	7.85	8.29	8.72	7.30	6.59	5.88	6.50	6.76	4	17
PUMPKIN	2.61	3.37	4.47	6.06	7.01	7.95	6.98	5.91	4.55	4.65	5.31	14	58

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

PRODUCE	Total value 2014	DEC.22.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	DEC.23.AV	Dec-23	
												% chng from prev mnth	%chng from DEC 22
TARO	126.6	11.5	18.8	23.8	15.9	25.8	20.8	20.8	24.5	18.3	33.7	85	194
BANANA	25.1	2.5	2.3	2.5	1.6	2.4	2.6	4.6	5.0	4.9	3.7	-25	51
TA'AMU	25.6	0.3	0.1	0.6	0.5	1.9	3.9	0.4	1.3	0.6	0.5	-10	93
COCONUT	59.3	3.3	3.1	3.3	3.6	4.6	5.0	5.9	4.6	4.1	4.7	15	42
BREADFRUIT	1.8	0.4	0.2	0.6	0.2	0.1	0.6	0.3	0.5	0.6	0.7	21	94
YAM	4.7	0.3	0.5	0.6	1.3	2.4	3.0	2.3	1.1	1.4	0.2	-83	-15
HEAD CABBAGE	44.6	6.3	8.5	11.2	18.5	12.8	17.0	11.4	9.2	8.5	4.0	-54	-37
TOMATOES	21.5	2.5	3.3	4.8	2.3	5.3	6.9	5.0	6.4	6.5	2.8	-57	10
CH.CABBAGE	5.9	0.7	1.9	3.2	2.0	2.8	2.7	2.1	1.4	1.0	0.6	-39	-6
CUCUMBER	18.4	6.9	6.2	12.1	4.7	10.3	7.2	7.2	4.5	3.2	8.2	158	18
PUMPKIN	178.3	27.4	35.5	21.4	15.9	48.7	42.7	48.0	56.8	42.7	44.6	5	63
	511.8	62.0	80.2	83.9	66.6	117.1	112.2	107.9	115.4	91.7	103.7	13	67

\*on the days surveyed  
@ new weights and base

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

PRODUCE	2014 Weights	DEC.22.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	DEC.23.AV	% chng from prev mnth	%chng from DEC 22
TARO	0.25	41	62	75	44	60	45	49	65	45	93	107	127
BANANA	0.05	65	53	50	31	37	45	81	95	98	75	-23	16
TA'AMU	0.05	3	1	5	3	18	33	4	23	5	6	16	87
COCONUT	0.12	41	44	48	51	51	59	68	55	52	59	13	45
BREADFRUIT	0.004	46	56	105	26	11	113	54	113	129	134	4	194
YAM	0.01	37	68	63	170	267	370	260	143	190	33	-83	-10
HEAD CABBAGE	0.09	82	61	93	145	103	188	154	140	123	51	-59	-38
TOMATOES	0.04	65	51	68	32	66	137	113	160	157	60	-62	-8
CH.CABBAGE	0.01	65	136	230	133	209	235	235	160	110	55	-50	-15
CUCUMBER	0.04	222	160	283	105	218	182	201	141	90	223	147	0
PUMPKIN	0.35	131	128	57	37	99	98	131	201	148	135	-9	3
	1.00	83	83	71	52	82	91	100	126	98	97	-1	17

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

PRODUCE	2014 Weights	DEC.22.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	DEC.23.AV	% chng from prev mnth	%chng from DEC 22
TARO	0.25	252	273	284	321	389	419	381	341	365	327	-11	29
BANANA	0.05	187	212	254	266	329	285	285	261	248	244	-2	30
TA'AMU	0.05	398	723	484	821	469	518	512	245	537	416	-23	5
COCONUT	0.12	164	141	137	145	181	169	174	170	157	160	2	-2
BREADFRUIT	0.004	443	221	324	379	636	303	282	254	248	289	17	-35
YAM	0.01	179	170	233	187	223	200	212	194	177	168	-5	-6
HEAD CABBAGE	0.09	177	315	275	292	283	206	170	150	158	179	13	1
TOMATOES	0.04	160	263	288	292	325	205	183	165	170	192	13	20
CH.CABBAGE	0.01	184	244	243	264	241	199	156	157	165	203	23	10
CUCUMBER	0.04	193	237	263	277	292	244	220	197	217	226	4	17
PUMPKIN	0.35	129	171	232	269	305	268	226	174	178	204	14	58
	1.00	128	175	185	218	223	193	174	137	152	159	4	25

**Table 6: Number of Sellers**

PRODUCE	2014 AVE	DEC.22.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	DEC.23.AV	% chng from prev mnth	%chng from DEC 22
TARO	46	32	34	33	33	31	47	43	48	44	48	10	48
BANANA	27	22	18	21	15	19	23	34	34	32	25	-24	14
TA'AMU	7	1	1	1	1	3	7	1	3	1	1	67	67
COCONUT	57	26	30	30	27	32	38	31	35	36	28	-24	5
BREADFRUIT	4	1	1	2	1	1	4	3	5	4	4	0	240
YAM	5	1	2	2	5	7	5	6	6	7	1	-81	0
HEAD CABBAGE	12	13	9	9.8	10.2	15	11	22	17	14	7	-48	-44
TOMATOES	39	22	13	14	10	18	24	31	41	31	17	-46	-22
CH.CABBAGE	13	11	12	14	12	18	14	22	18	11	7	-40	-40
CUCUMBER	42	36	25	32	22	41	30	39	31	20	28	42	-23
PUMPKIN	83	70	56	31	31	53	65	67	85	74	64	-14	-9
	337	234	198	189	168	238	271	301	321	272	228	-16	-3

\*on the days surveyed

@ new weights and base