

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY

JULY 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:

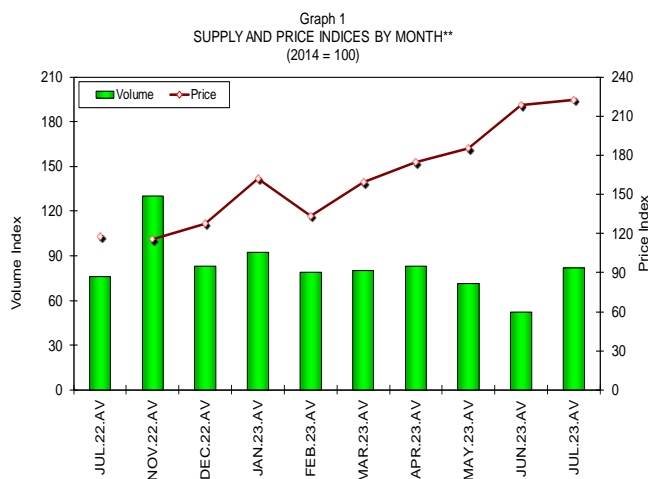
The Local Market Survey in July 2023 showed that the overall supply increased by 57 percent while overall price rose 2 percent when compared to June 2023 as a result of strong domestic demand.

- Increased domestic demand for most of the agricultural produce led to the increase in the price index.
- The total value of supplies rose 76 percent to \$117,100 from the previous month.
- The total number of sellers increased 42 percent to 238 in July 2023 from the 168 recorded in June 2023.

Issue: 01/07/23

OVERVIEW

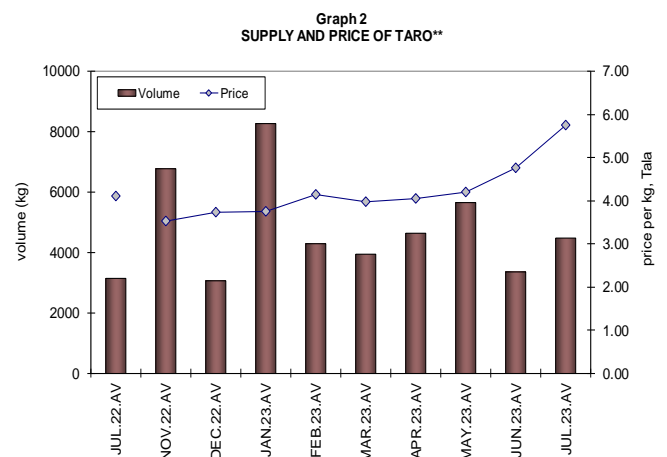
The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in July 2023 showed that overall volume increased 57 percent from June 2023. This reflects the significant increases in the supply of most agricultural produce at the markets with exception of breadfruit and head cabbage. When compared to July 2022, current supply also increased by 8 percent. (See Graph 1 and Tables 4 & 5)



The overall increase of 2 percent in the price index was driven by strong domestic demand for the majority of agricultural produce. When compared with July 2022, the current overall price level went up by 89 percent.

TARO

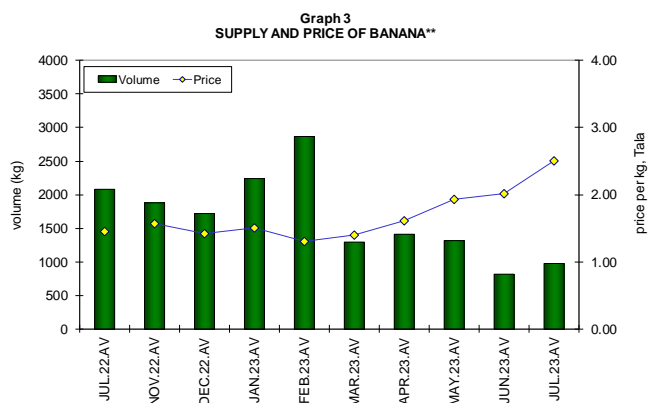
The volume of taro supply in July 2023 rose 34 percent (to 4,478 kilograms) from the previous month; a level that was 43 percent higher than the same month last year. The average price of taro increased 21 percent (to \$5.76 per kilogram) from the previous month. When compared to June 2022, price for taro also rose 40 percent. (See Graph 2 and Tables 1&2)



Taro supply and prices both increased by 25 percent each in the twelve-month period ending July 2023 in comparison to the twelve-month period ending July 2022.

BANANA

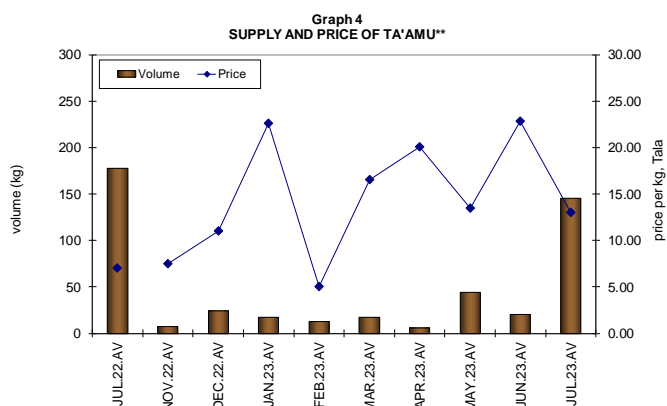
The supply of banana to the local markets in July 2023 increased 20 percent (to 973 kilograms) from June 2023 while its average price went up by 24 percent (to \$2.50 per kilogram). When compared with the same month last year, current supply of banana fell 53 percent while its average price increased 73 percent. (See Graph 3 and Tables 1&2).



Annually, banana supplies decreased 14 percent compared to the year ended July 2022, while its average price increased 28 percent.

TA'AMU

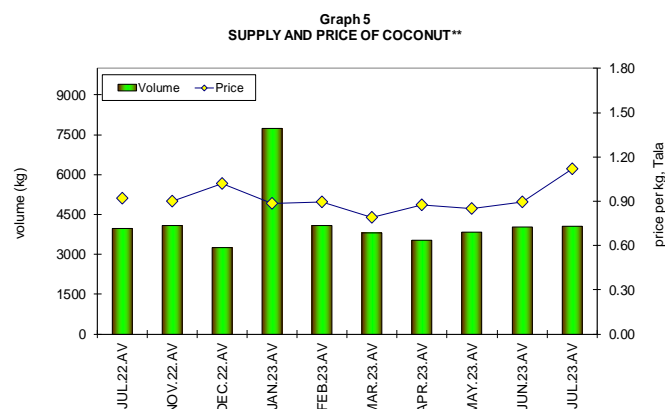
At an average of 145 kilograms, ta'amu supplied at the markets in July 2023 was seven times higher than its volume in the previous month while increased supply pushed its average price down by 43 percent (to \$13.04 per kilogram). In comparison to the same month last year, current supply of ta'amu fell 18 percent while its average price increased by 86 percent. (See Graph 4 and Tables 1&2)



In the year ending July 2023, volume of ta'amu supplied to the markets decreased 39 percent while its price increased more than double its price in the year ending July 2022.

COCONUT

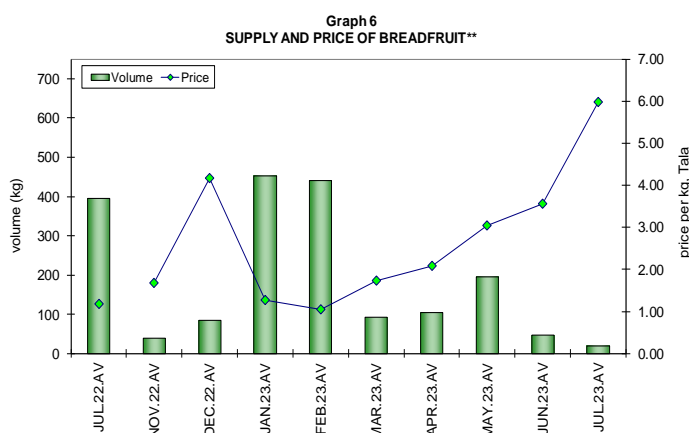
Coconut supply at 4,063 kilograms slightly increased by 1 percent from June 2023 while its average price increased by 25 percent (to \$1.12 per kilogram). In comparison to July 2022, current supply of coconut rose 2 percent while its average price also increased by 22 percent. (See Graph 5 and Tables 1&2)



In the twelve months ending July 2023, supply of coconut increased 2 percent while its average price rose 10 percent when compared to the twelve months ending July 2022.

BREADFRUIT

The supply of breadfruit in July 2023 dropped 58 percent (to 20 kilograms) from the previous month. Limited supply to the markets pushed its average price up 68 percent (to \$5.98 per kilogram). When compared to July 2022, current supply of breadfruit decreased by 95 percent while its average prices increased more than five times. (See Graph 6 and Tables 1&2)

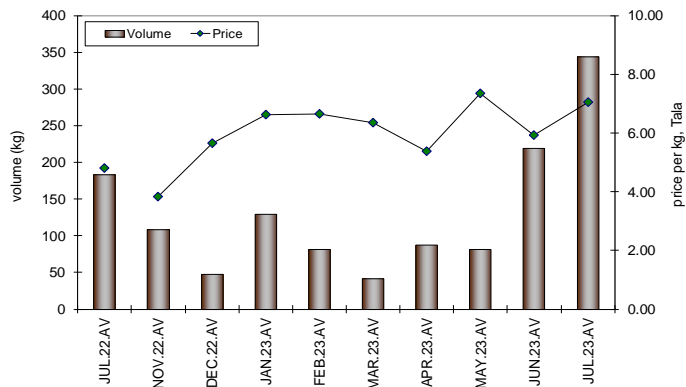


Annually, supply and price of breadfruit decreased 13 percent while average prices increased 77 percent over the year ended July 2022.

YAM

In the month under review, yam supplies increased 57 percent (to 344 kilograms) from the previous month, while strong demand pushed its average price up 19 percent (to \$7.06 per kilogram). In comparison to July 2022, current supply of yam rose 88 percent while its average price increased by 47 percent. (See Graph 7 and Tables 1 & 2)

Graph 7
SUPPLY AND PRICE OF YAM**

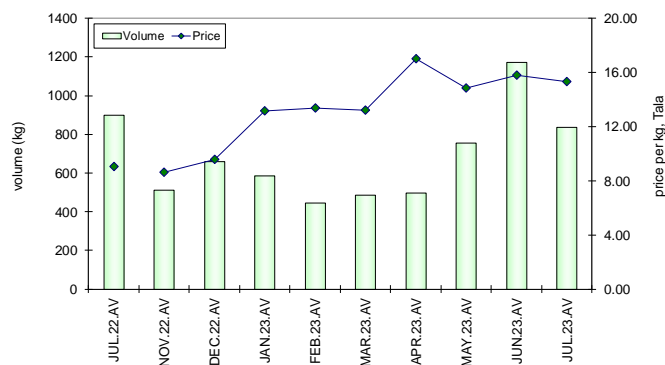


Supply of yam in the twelve months ending July 2023 increased 18 percent in comparison to the twelve months ending July 2022. Its average price rose 32 percent.

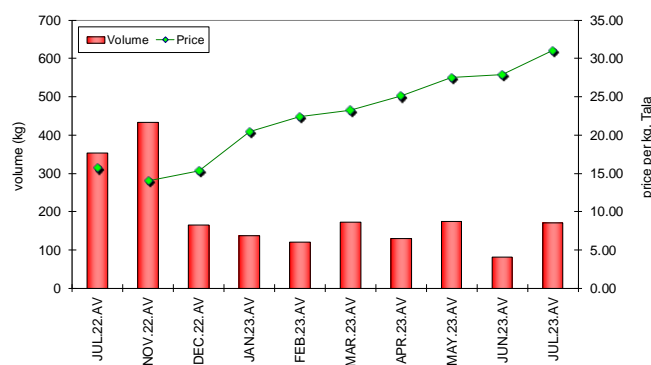
VEGETABLE PRODUCE

Most of the vegetable produce supplied to the local markets in July 2023 experienced significant increases with the exception of head cabbage which decreased 29 percent (to 835 kilograms) from the previous month. Supply of pumpkin, tomato and cucumber has more than doubled, to 6,123 kilograms, 170 kilograms and to 1,179 kilograms respectively. Chinese cabbage also increased by 57 percent (to 269 kilograms) when compared to the previous month. (See Graphs 8 to 12 and Tables 1 & 2)

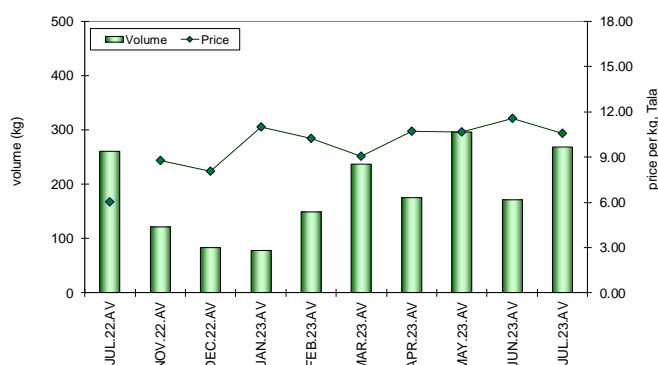
Graph 8
SUPPLY AND PRICES OF H.CABBAGE**



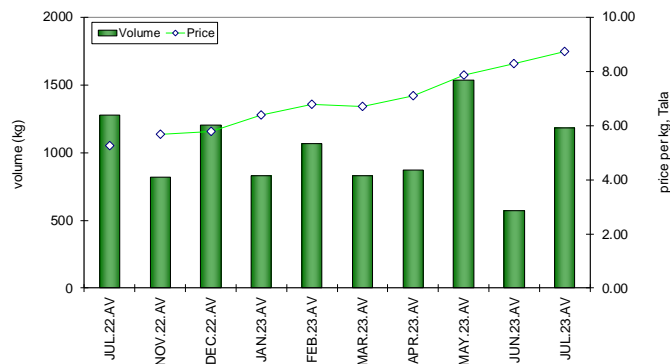
Graph 9
SUPPLY AND PRICE OF TOMATOES**

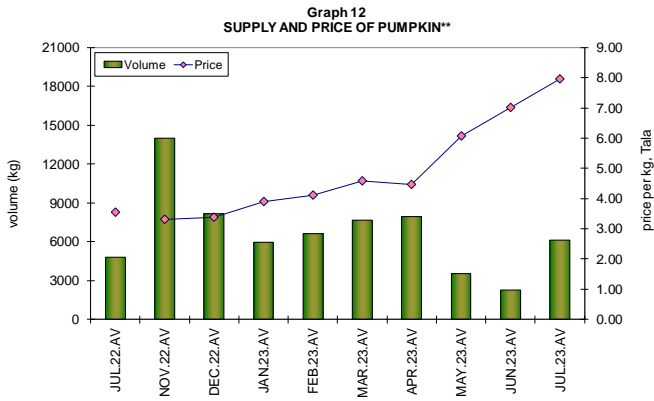


Graph 10
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 11
SUPPLY AND PRICE OF CUCUMBER**



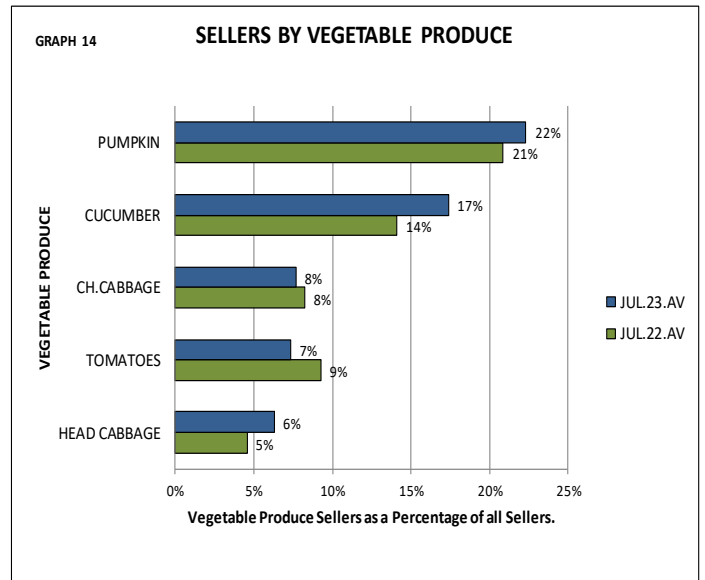
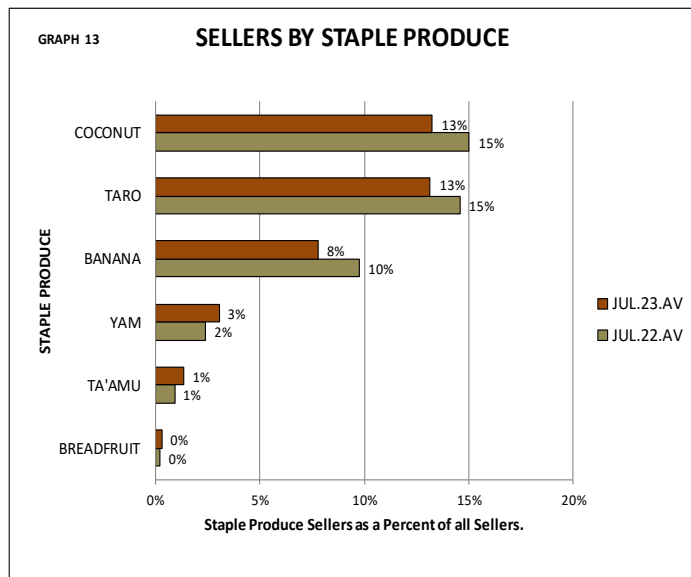


Subsequent to the increase in the majority of vegetable produce available at the local markets in the month under review, average prices for most of vegetable produce also increased due to strong domestic demand. Pumpkin and tomato prices recorded increases of 13 percent (to \$7.95 per kilogram) and 11 percent (to \$31.07 per kilogram) respectively. Average price for cucumber went up by 5 percent (to \$8.72 per kilogram) when compared to July 2022.

On the other hand, Chinese cabbage price dropped 9 percent (to \$10.55 per kilogram) and head cabbage price fell 3 percent (to \$15.29 per kilogram).

SELLERS

At 238, the average number of sellers at the local markets in July 2023 rose 42 percent from the previous month and up 9 percent when compared with the same month a year ago. (See Graphs 13 and 14 and Table 6).



In July 2023, pumpkin sellers at 53 were the largest group at the local markets, increasing from 31 in the previous month and 46 in the same month last year. Cucumber sellers followed with a total of 41, increasing from 22 last month and 31 in the same month a year ago.

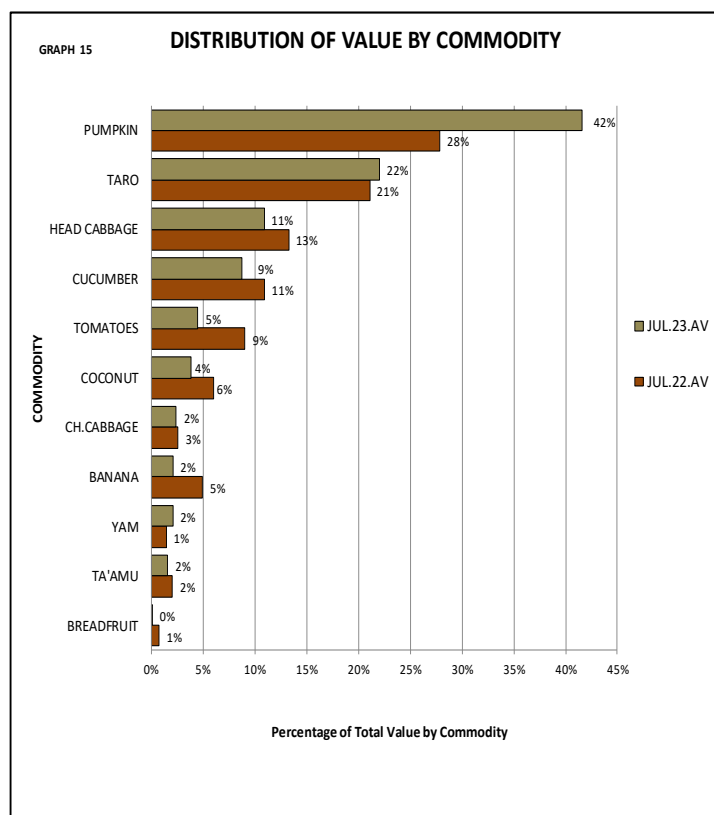
Coconut sellers recorded a total of 32, up from the 27 in the previous month but were lower than the 33 in the same month a year ago. The number of taro sellers was 31, decreasing from the 33 in the previous month and the 32 in the same month a year ago. Banana sellers recorded a total of 19, increasing from the 15 in the previous month but were lower than the 21 in the same month a year ago.

Sellers of Chinese cabbage and tomato both recorded a total of 18 each, with Chinese cabbage increasing from the 12 in the previous month and remained unchanged in the same month last year, while tomato sellers increased from the 10 in June 2023 but lower than the 20 in July 2022. Sellers of head cabbage recorded a total of 15 increasing from the 10 in the previous month and the same month last year.

Yam sellers at 7, increased from the 5 in the previous month and the same month a year ago, followed by ta'amu sellers which went up by 3 from 1 in the previous month and 2 in the same month a year ago, while breadfruit seller remained at 1 from June 2023 and July 2022.

VALUE OF SUPPLIES

The average value of selected produce supplied to the local markets in July 2023 stood at \$117,100, increasing 76 percent and 91 percent from the previous month and July 2022 respectively.



Coconut supplies recorded a share of 4 percent, decreasing from the 5 percent in the previous month and the 6 percent in the same month a year ago. Shares of Chinese cabbage, banana, yam and ta'amu all contributed 2 percent each to total value with breadfruit recording the least shares in the month under review. (See Graph 15 & Table 3)

Pumpkin supplies contributed the most to the total value of produce supplied to the markets with a share of 42 percent in July 2023; a level that was higher than the 24 percent in the previous month and the 28 percent in the same month a year ago.

Supplies of taro contributed 22 percent of total value decreasing from the 24 percent in the previous month but higher than the 21 percent in the same month a year ago. Head cabbage supplies followed with an 11 percent of total value, decreasing from the 28 percent in the previous month and 13 percent in the same month a year ago.

Cucumber shares rose to 9 percent from the 7 percent in the previous month but fell from the 11 percent in the same month a year ago. Tomato supplies contributed 5 percent to total value, increasing from the 3 percent in June 2023 but were lower than the 9 percent in July 2022.

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 August 2023 will be available on 20th September 2023.

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	JUL.22.AV	NOV.22.AV	DEC.22.AV	JAN.23.AV	FEB.23.AV	MAR.23.AV	APR.23.AV	MAY.23.AV	JUN.23.AV	JUL.23.AV	Jul-23	
												% chng from prev mnth	%chng from JUL 22
TARO	7521	3136	6784	3069	8268	4286	3942	4639	5658	3345	4478	34	43
BANANA	2642	2080	1879	1721	2235	2865	1297	1407	1311	813	973	20	-53
TA'AMU	816	178	7	24	18	13	17	6	44	20	145	612	-18
COCONUT	7993	3964	4079	3258	7747	4090	3796	3540	3845	4042	4063	1	2
BREADFRUIT	186	396	40	85	453	440	92	105	195	48	20	-58	-95
YAM	129	184	108	47	129	81	41	88	81	220	344	57	88
HEAD CABBAGE	811	898	511	661	584	443	487	498	753	1173	835	-29	-7
TOMATOES	256	353	433	166	138	121	173	130	174	82	170	108	-52
CH.CABBAGE	129	261	121	84	78	149	237	175	296	171	269	57	3
CUCUMBER	542	1279	821	1202	832	1063	830	870	1535	570	1179	107	-8
PUMPKIN	6217	4804	13983	8143	5941	6626	7660	7932	3523	2274	6123	169	27

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

PRODUCE	2014 AVE	JUL.22.AV	NOV.22.AV	DEC.22.AV	JAN.23.AV	FEB.23.AV	MAR.23.AV	APR.23.AV	MAY.23.AV	JUN.23.AV	JUL.23.AV	% chng from	
												prev mnth	JUL 22
TARO	1.48	4.11	3.53	3.73	3.74	4.15	3.97	4.04	4.20	4.75	5.76	21	40
BANANA	0.76	1.45	1.57	1.42	1.50	1.31	1.40	1.61	1.93	2.02	2.50	24	73
TA'AMU	2.78	7.00	7.51	11.05	22.60	5.04	16.51	20.11	13.44	22.83	13.04	-43	86
COCONUT	0.62	0.92	0.90	1.02	0.88	0.90	0.79	0.88	0.85	0.90	1.12	25	22
BREADFRUIT	0.94	1.17	1.67	4.17	1.27	1.06	1.72	2.07	3.04	3.57	5.98	68	409
YAM	3.16	4.81	3.84	5.66	6.64	6.65	6.34	5.37	7.35	5.92	7.06	19	47
HEAD CABBAGE	5.40	9.05	8.64	9.58	13.16	13.36	13.23	17.02	14.83	15.79	15.29	-3	69
TOMATOES	9.55	15.70	14.06	15.31	20.49	22.41	23.21	25.08	27.54	27.88	31.07	11	98
CH.CABBAGE	4.38	6.04	8.75	8.05	10.98	10.22	9.06	10.69	10.66	11.56	10.55	-9	75
CUCUMBER	2.99	5.24	5.67	5.77	6.38	6.77	6.70	7.09	7.85	8.29	8.72	5	66
PUMPKIN	2.61	3.55	3.32	3.37	3.91	4.11	4.59	4.47	6.06	7.01	7.95	13	124

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	JUL.22.AV	NOV.22.AV	DEC.22.AV	JAN.23.AV	FEB.23.AV	MAR.23.AV	APR.23.AV	MAY.23.AV	JUN.23.AV	JUL.23.AV	% chng from	
												prev mnth	JUL 22
TARO	126.6	12.9	24.0	11.5	31.0	17.8	15.7	18.8	23.8	15.9	25.8	62	100
BANANA	25.1	3.0	3.0	2.5	3.4	3.7	1.8	2.3	2.5	1.6	2.4	49	-19
TA'AMU	25.6	1.3	0.1	0.3	0.4	0.1	0.3	0.1	0.6	0.5	1.9	302	51
COCONUT	59.3	3.7	3.7	3.3	6.9	3.7	3.0	3.1	3.3	3.6	4.6	25	24
BREADFRUIT	1.8	0.5	0.1	0.4	0.6	0.5	0.2	0.2	0.6	0.2	0.1	-29	-74
YAM	4.7	0.9	0.4	0.3	0.9	0.5	0.3	0.5	0.6	1.3	2.4	87	176
HEAD CABBAGE	44.6	8.1	4.4	6.3	7.7	5.9	6.4	8.5	11.2	18.5	12.8	-31	57
TOMATOES	21.5	5.5	6.1	2.5	2.8	2.7	4.0	3.3	4.8	2.3	5.3	132	-5
CH.CABBAGE	5.9	1.6	1.1	0.7	0.9	1.5	2.2	1.9	3.2	2.0	2.8	43	80
CUCUMBER	18.4	6.7	4.7	6.9	5.3	7.2	5.6	6.2	12.1	4.7	10.3	118	53
PUMPKIN	178.3	17.0	46.4	27.4	23.2	27.2	35.1	35.5	21.4	15.9	48.7	205	186
	511.8	61.1	93.7	62.0	82.9	70.8	74.5	80.2	83.9	66.6	117.1	76	91

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	JUL.22.AV	NOV.22.AV	DEC.22.AV	JAN.23.AV	FEB.23.AV	MAR.23.AV	APR.23.AV	MAY.23.AV	JUN.23.AV	JUL.23.AV	% chng from prev mnth	%chng from JUL 22
TARO	0.25	42	90	41	110	57	52	62	75	44	60	34	43
BANANA	0.05	79	71	65	85	108	49	53	50	31	37	20	-53
TA'AMU	0.05	22	1	3	2	2	2	1	5	3	18	612	-18
COCONUT	0.12	50	51	41	97	51	48	44	48	51	51	1	2
BREADFRUIT	0.004	213	22	46	244	237	49	56	105	26	11	-58	-95
YAM	0.01	142	84	37	100	63	32	68	63	170	267	57	87
HEAD CABBAGE	0.09	111	63	82	72	55	60	61	93	145	103	-29	-7
TOMATOES	0.04	138	169	65	54	47	67	51	68	32	66	108	-52
CH.CABBAGE	0.01	202	94	65	61	116	184	136	230	133	209	57	3
CUCUMBER	0.04	236	151	222	153	196	153	160	283	105	218	107	-8
PUMPKIN	0.35	77	225	131	96	107	123	128	57	37	99	169	27
	1.00	76	130	83	93	79	80	83	71	52	82	57	8

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	JUL.22.AV	NOV.22.AV	DEC.22.AV	JAN.23.AV	FEB.23.AV	MAR.23.AV	APR.23.AV	MAY.23.AV	JUN.23.AV	JUL.23.AV	% chng from prev mnth	%chng from JUN 22
TARO	0.25	278	239	252	253	280	268	273	284	321	389	21	40
BANANA	0.05	191	207	187	198	172	185	212	254	266	329	24	73
TA'AMU	0.05	252	270	398	813	181	594	723	484	821	469	-43	86
COCONUT	0.12	149	145	164	143	145	128	141	137	145	181	25	22
BREADFRUIT	0.004	125	177	443	135	112	183	221	324	379	636	68	409
YAM	0.01	152	121	179	210	210	201	170	233	187	223	19	47
HEAD CABBAGE	0.09	168	160	177	244	247	245	315	275	292	283	-3	69
TOMATOES	0.04	164	147	160	215	235	243	263	288	292	325	11	98
CH.CABBAGE	0.01	138	200	184	251	233	207	244	243	264	241	-9	75
CUCUMBER	0.04	175	190	193	213	226	224	237	263	277	292	5	66
PUMPKIN	0.35	136	127	129	150	157	176	171	232	269	305	13	124
	1.00	118	116	128	162	134	159	175	185	218	223	2	89

Table 6: Number of Sellers

PRODUCE	2014 AVE	JUL.22.AV	NOV.22.AV	DEC.22.AV	JAN.23.AV	FEB.23.AV	MAR.23.AV	APR.23.AV	MAY.23.AV	JUN.23.AV	JUL.23.AV	% chng from prev mnth	%chng from JUN 22
TARO	46	32	49	32	45	41	37	34	33	33	31	-6	-2
BANANA	27	21	29	22	32	37	20	18	21	15	19	22	-13
TA'AMU	7	2	1	1	1	0	1	1	1	1	3	306	63
COCONUT	57	33	33	26	42	37	34	30	30	27	32	15	-4
BREADFRUIT	4	1	2	1	9	7	2	1	2	1	1	-6	50
YAM	5	5	2	1	3	3	1	2	2	5	7	51	38
HEAD CABBAGE	12	10	11	13	18	10	8	9	9.8	10.2	15	47	50
TOMATOES	39	20	54	22	15	16	17	13	14	10	18	82	-14
CH.CABBAGE	13	18	7	11	8	12	14	12	14	12	18	47	1
CUCUMBER	42	31	27	36	22	28	24	25	32	22	41	86	34
PUMPKIN	83	46	76	70	66	54	54	56	31	31	53	71	16
	337	218	291	234	262	245	212	198	189	168	238	42	9

*on the days surveyed

@ new weights and base