

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY JANUARY 2024

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 January 2024 showed that the overall volume declined by 7 percent while average prices increased by 14 percent compared to December 2023.

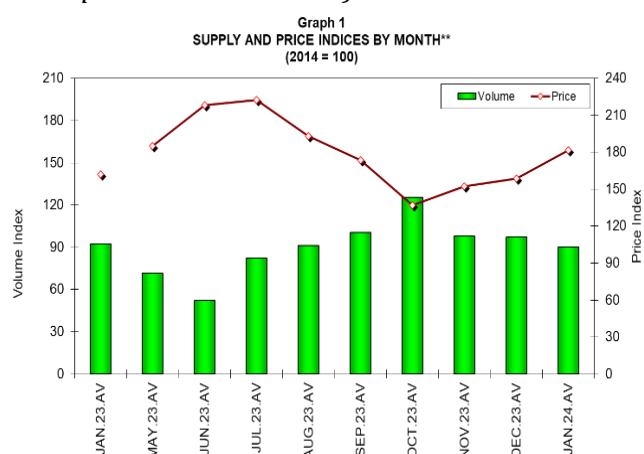
- The significant decreases in the supply of pumpkin, cucumber and tomatoes were the main contributors to the reduction in the volume index.
- The value of supplies increased 5 percent to \$109,100 from the previous month.
- The total number of sellers increased 10 percent to 250 in January 2024 from the 228 recorded in December 2023.

Issue: 01/01/24

OVERVIEW

The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in January 2024 showed a 7 percent decrease in the overall volume from December 2023. This was due to the significant decrease in the volume of pumpkins, cucumber, and tomatoes supplied to the markets. When compared to January 2023, the current supply decreased by 3 percent.

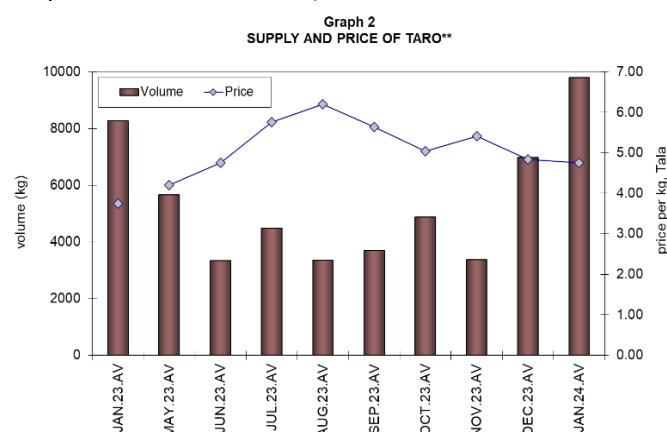
(See Graph 1 and Tables 4 & 5)



The overall price index rose by 14 percent from the previous month. Higher prices were recorded for the majority of agricultural produce except for taro, banana, ta'amu, and breadfruit. When compared with January 2023, the overall price level went up by 12 percent.

TARO

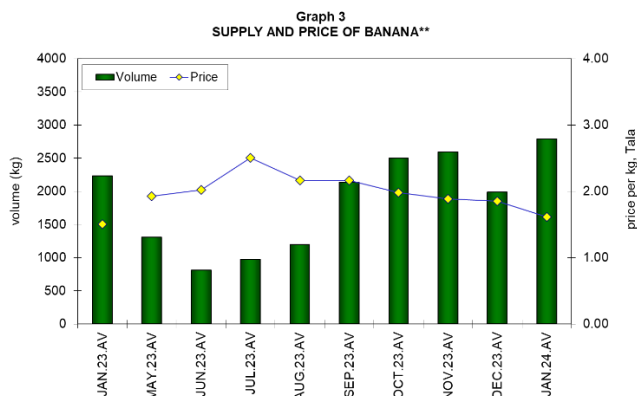
The supply of taro to the Local Markets in January 2024 increased by 40% (to 9,788 kilograms) from the previous month, leading to a decrease in prices by 2 percent (to \$4.75 per kilogram). When compared to January 2023, the current supply of taro increased 18 percent while its average price rose 27 percent. (See Graph 2 and Tables 1&2)



In the twelve months ending January 2024, the supply of taro fell 6 percent, while its average price increased 30 percent when compared to the twelve months ending January 2023.

BANANA

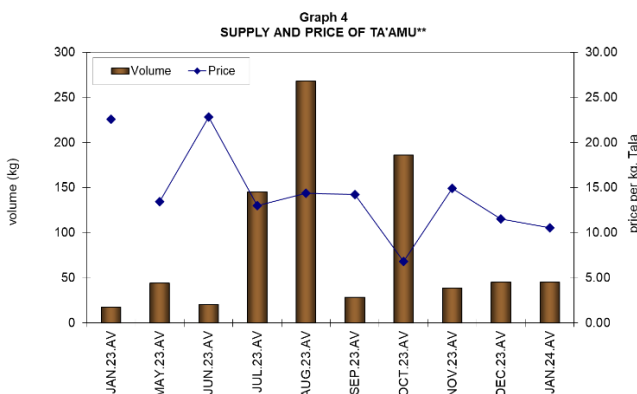
Banana supplies in the month under review increased 40 percent (to 2,789 kilograms) from December 2023 while the average price decreased by 13 percent (to \$1.61 per kilogram). When compared with the same month last year, the current supply and average price of banana both increased by 25 and 7 percent respectively. (See Graph 3 and Tables 1&2).



Annually, banana supplies increased by 4 percent compared to the year ended January 2024, while its average price also increased by 25 percent.

TA'AMU

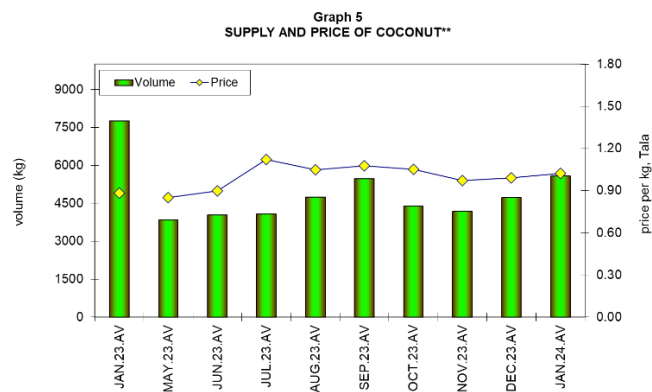
At an average of 45 kilograms, the supply of ta'amu at the markets in January 2024 remained unchanged compared to the previous month while its average price decreased by 9 percent (to \$10.54 per kilogram). In comparison to the same month last year, the current supply of ta'amu increased more than two times while its average price decreased by 53 percent. (See Graph 4 and Tables 1&2)



In the year ending January 2024, the volume of ta'amu supplied to the markets increased 32 percent while its price increased 45 percent over the year ending January 2023.

COCONUT

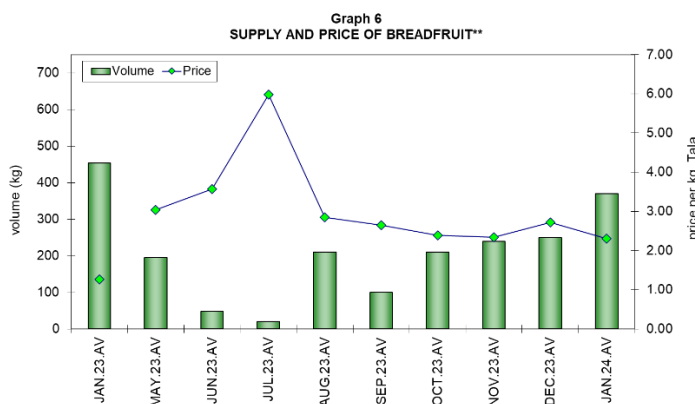
Coconut supplies at 5,580 kilograms increased by 18 percent from December 2023 and its average price increased by 3 percent (to \$1.02 per kilogram). In comparison to January 2023, the current supply decreased by 28 percent while the average price increased by 16 percent. (See Graph 5 and Tables 1&2)



In the twelve months ending January 2024, the supply of coconut increased by 2 percent while its average price rose 10 percent when compared to the twelve months ending January 2024.

BREADFRUIT

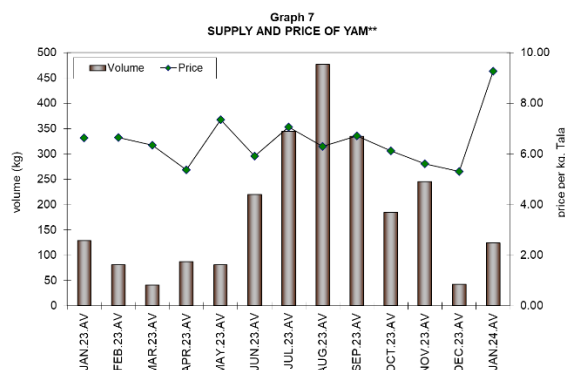
The supply of breadfruit in January 2024 increased 48 percent (to 370 kilograms) from the previous month, while its average price declined 15 percent (to \$2.31 per kilogram) due to the increase in supply. When compared to January 2023, the current supply of breadfruit decreased by 18 percent while its average prices increased by 82 percent. (See Graph 6 and Tables 1&2)



Annually, the supply of breadfruit decreased by 3 percent while average prices increased 59 percent over the year ended January 2023.

YAM

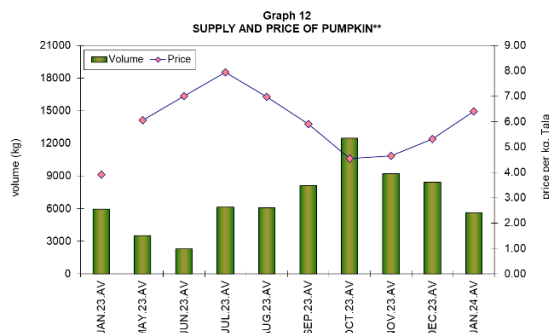
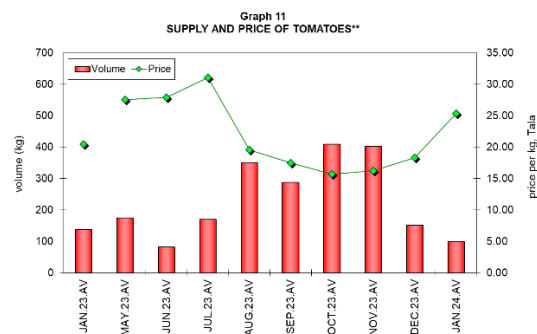
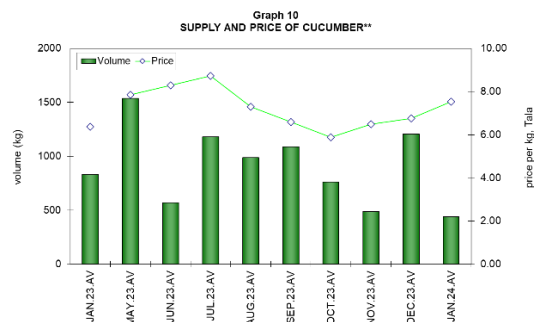
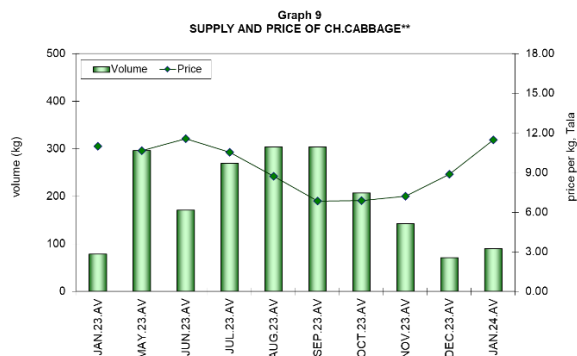
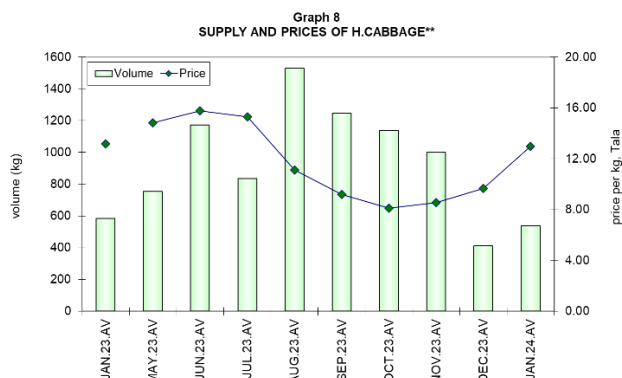
In the month under review, yam supply was more than doubled (to 124 kilograms) from the previous month, while its average price increased by 75 percent (to \$9.28 per kilogram). However, when compared to January 2023, the current supply of yam fell by 4 percent and its average price increased by 40 percent. (See Graph 7 and Tables 1 & 2)



Supply of yam in the twelve months ending January 2024 increased 37 percent in comparison to the twelve months ending January 2023. Its average price rose 35 percent.

VEGETABLE PRODUCE

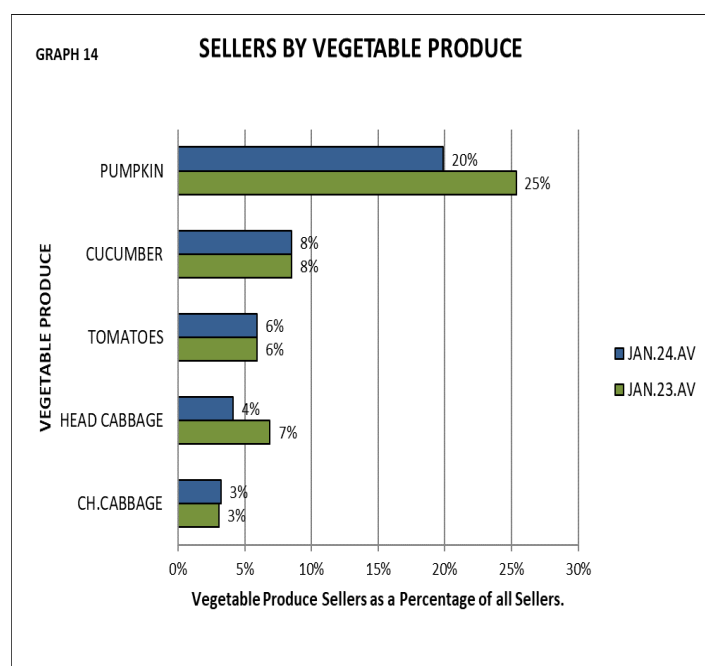
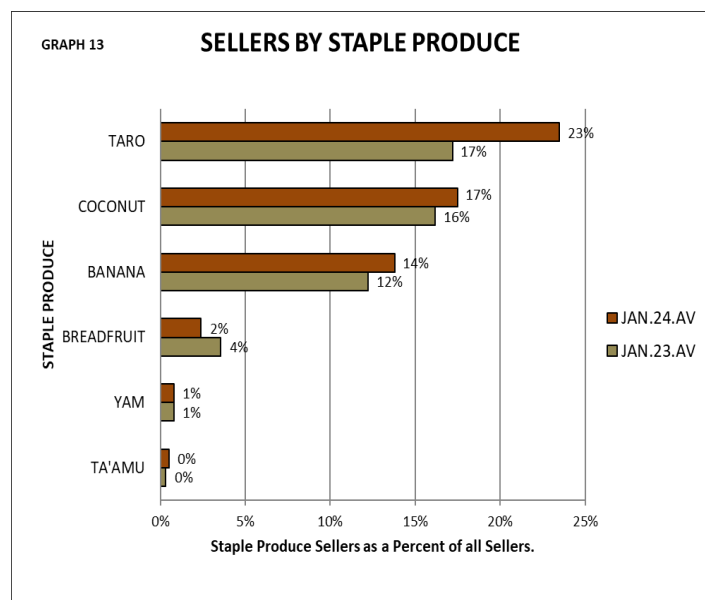
Most vegetable produce supplied to the local markets in January experienced decreases over the previous month except for head cabbage which rose 31 percent (to 539 kilograms) and Chinese cabbage which increased by 28 percent (to 90 kilograms) from the previous month. Cucumber supplies decreased by 64 percent (to 439 kilograms) followed by tomato supplies declining 35 percent (to 99 kilograms) and pumpkin supplies which also decreased by 33 percent (to 5633 kilograms) from the previous months. (See Graphs 8 to 12 and Tables 1 & 2)



Subsequent to the decline in the supply of most vegetables available at the local markets in the month under review, average prices for all vegetable produce increased. Tomatoes prices increased by 38 percent (to \$25.34 per kilogram), head cabbage increased by 35 percent (to \$12.99 per kilogram), Chinese cabbage increased by 29 percent (to \$11.47 per kilogram) Pumpkin increased by 21 percent (to \$6.41 per kilograms) and cucumber increased by 11 percent (to \$7.53 per kilogram) when compared to December 2023.

SELLERS

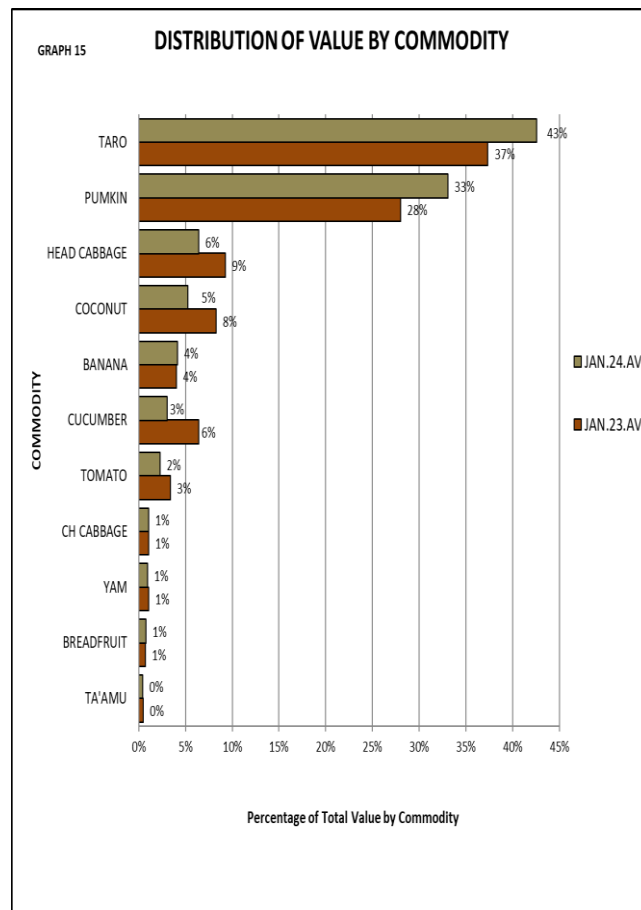
At 250, the average number of sellers at the local markets in January 2024 rose 10 percent from the previous month and was down 4 percent when compared with the same month a year ago. (See Graphs 13 and 14 and Table 6).



In January 2024, sellers of staple food at 58 percent were the largest group at the local markets, increasing from 47 percent in the previous month and 50 percent in the same month last year. However, vegetable produce sellers which made up 42 percent of total sellers decreased from 53 percent in December 2023 and 50 percent in January 2023.

VALUE OF SUPPLIES

The average value of selected produce supplied to the local markets was \$109,100 in January 2024. It increased 5 percent from the previous month and 32 percent when compared to January 2023.



Taro supplies contributed the most to the total value of produce supplied to the markets with a share of 43 percent in January 2023; a level that was higher than the 33 percent in the previous month and the 37 percent in the same month a year ago. Pumpkin supplies contributed 33 percent to total value, decreasing from 43 percent last month and 28 percent in the same month a year ago. Head cabbage supplies followed with 6 percent of the total value, up from 4 percent in December 2023 but were lower than 9 percent in January 2023. Coconut supplies contributed 5 percent, banana contributed 4 percent and tomato contributed 2 percent of the total value. Chinese cabbage, yam, and breadfruit all contributed 1 percent each while ta'amu 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.

The Local Market Survey Report for February 2024 will be available on 19th March 2024.

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	JAN.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	JAN.24.AV	Jan-24	
												% chng from prev mnth	%chng from JAN 23
TARO	7521	8268	5658	3345	4478	3358	3688	4867	3376	6975	9788	40	18
BANANA	2642	2235	1311	813	973	1202	2141	2499	2594	1990	2789	40	25
TA'AMU	816	18	44	20	145	268	29	186	39	45	45	0	155
COCONUT	7993	7747	3845	4042	4063	4741	5467	4384	4182	4724	5580	18	-28
BREADFRUIT	186	453	195	48	20	210	100	210	240	250	370	48	-18
YAM	129	129	81	220	344	477	335	185	245	43	124	189	-4
HEAD CABBAGE	811	584	753	1173	835	1528	1245	1139	999	410	539	31	-8
TOMATOES	256	138	174	82	170	351	288	410	402	153	99	-35	-28
CH.CABBAGE	129	78	296	171	269	304	304	207	142	71	90	28	15
CUCUMBER	542	832	1535	570	1179	987	1090	762	488	1207	439	-64	-47
PUMPKIN	6217	5941	3523	2274	6123	6106	8125	12470	9192	8403	5633	-33	-5

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

PRODUCE	2014 AVE	JAN.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	JAN.24.AV	% chng from	
												prev mnth	JAN 23
TARO	1.48	3.74	4.20	4.75	5.76	6.20	5.64	5.04	5.41	4.83	4.75	-2	27
BANANA	0.76	1.50	1.93	2.02	2.50	2.16	2.16	1.98	1.88	1.85	1.61	-13	7
TA'AMU	2.78	22.60	13.44	22.83	13.04	14.39	14.22	6.81	14.94	11.56	10.54	-9	-53
COCONUT	0.62	0.88	0.85	0.90	1.12	1.05	1.08	1.05	0.97	0.99	1.02	3	16
BREADFRUIT	0.94	1.27	3.04	3.57	5.98	2.85	2.65	2.39	2.34	2.72	2.31	-15	82
YAM	3.16	6.64	7.35	5.92	7.06	6.31	6.71	6.13	5.61	5.31	9.28	75	40
HEAD CABBAGE	5.40	13.16	14.83	15.79	15.29	11.10	9.18	8.11	8.55	9.65	12.99	35	-1
TOMATOES	9.55	20.49	27.54	27.88	31.07	19.55	17.51	15.72	16.23	18.31	25.34	38	24
CH.CABBAGE	4.38	10.98	10.66	11.56	10.55	8.72	6.85	6.88	7.23	8.89	11.47	29	4
CUCUMBER	2.99	6.38	7.85	8.29	8.72	7.30	6.59	5.88	6.50	6.76	7.53	11	18
PUMPKIN	2.61	3.91	6.06	7.01	7.95	6.98	5.91	4.55	4.65	5.31	6.41	21	64

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	JAN.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	JAN.24.AV	% chng from	
												prev mnth	JAN 23
TARO	126.6	31.0	23.8	15.9	25.8	20.8	20.8	24.5	18.3	33.7	46.5	38	50
BANANA	25.1	3.4	2.5	1.6	2.4	2.6	4.6	5.0	4.9	3.7	4.5	22	34
TA'AMU	25.6	0.4	0.6	0.5	1.9	3.9	0.4	1.3	0.6	0.5	0.5	-10	18
COCONUT	59.3	6.9	3.3	3.6	4.6	5.0	5.9	4.6	4.1	4.7	5.7	22	-17
BREADFRUIT	1.8	0.6	0.6	0.2	0.1	0.6	0.3	0.5	0.6	0.7	0.9	25	47
YAM	4.7	0.9	0.6	1.3	2.4	3.0	2.3	1.1	1.4	0.2	1.2	400	34
HEAD CABBAGE	44.6	7.7	11.2	18.5	12.8	17.0	11.4	9.2	8.5	4.0	7.0	77	-9
TOMATOES	21.5	2.8	4.8	2.3	5.3	6.9	5.0	6.4	6.5	2.8	2.5	-10	-11
CH.CABBAGE	5.9	0.9	3.2	2.0	2.8	2.7	2.1	1.4	1.0	0.6	1.0	65	21
CUCUMBER	18.4	5.3	12.1	4.7	10.3	7.2	7.2	4.5	3.2	8.2	3.3	-60	-38
PUMPKIN	178.3	23.2	21.4	15.9	48.7	42.7	48.0	56.8	42.7	44.6	36.1	-19	55
	511.8	82.9	83.9	66.6	117.1	112.2	107.9	115.4	91.7	103.7	109.1	5	32

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	JAN.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	JAN.24.AV	% chng from prev mnth	%chng from JAN 23
TARO	0.25	110	75	44	60	45	49	65	45	93	130	40	18
BANANA	0.05	85	50	31	37	45	81	95	98	75	106	40	25
TA'AMU	0.05	2	5	3	18	33	4	23	5	6	6	0	154
COCONUT	0.12	97	48	51	51	59	68	55	52	59	70	18	-28
BREADFRUIT	0.004	244	105	26	11	113	54	113	129	134	199	48	-18
YAM	0.01	100	63	170	267	370	260	143	190	33	96	189	-4
HEAD CABBAGE	0.09	72	93	145	103	188	154	140	123	51	66	31	-8
TOMATOES	0.04	54	68	32	66	137	113	160	157	60	39	-35	-28
CH.CABBAGE	0.01	61	230	133	209	235	235	160	110	55	70	28	15
CUCUMBER	0.04	153	283	105	218	182	201	141	90	223	81	-64	-47
PUMPKIN	0.35	96	57	37	99	98	131	201	148	135	91	-33	-5
	1.00	93	71	52	82	91	100	126	98	97	90	-7	-3

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	JAN.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	JAN.24.AV	% chng from prev mnth	%chng from JAN 23
TARO	0.25	253	284	321	389	419	381	341	365	327	321	-2	27
BANANA	0.05	198	254	266	329	285	285	261	248	244	212	-13	7
TA'AMU	0.05	813	484	821	469	518	512	245	537	416	379	-9	-53
COCONUT	0.12	143	137	145	181	169	174	170	157	160	165	3	16
BREADFRUIT	0.004	135	324	379	636	303	282	254	248	289	245	-15	82
YAM	0.01	210	233	187	223	200	212	194	177	168	294	75	40
HEAD CABBAGE	0.09	244	275	292	283	206	170	150	158	179	240	35	-1
TOMATOES	0.04	215	288	292	325	205	183	165	170	192	265	38	24
CH.CABBAGE	0.01	251	243	264	241	199	156	157	165	203	262	29	4
CUCUMBER	0.04	213	263	277	292	244	220	197	217	226	252	11	18
PUMPKIN	0.35	150	232	269	305	268	226	174	178	204	245	21	64
	1.00	162	185	218	223	193	174	137	152	159	182	14	12

Table 6: Number of Sellers

PRODUCE	2014 AVE	JAN.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	JAN.24.AV	% chng from prev mnth	%chng from JAN 23
TARO	46	45	33	33	31	47	43	48	44	48	59	23	31
BANANA	27	32	21	15	19	23	34	34	32	25	35	41	8
TA'AMU	7	1	1	1	3	7	1	3	1	1	1	0	88
COCONUT	57	42	30	27	32	38	31	35	36	28	44	59	3
BREADFRUIT	4	9	2	1	1	4	3	5	4	4	6	41	-36
YAM	5	3	2	5	7	5	6	6	7	1	2	60	-25
HEAD CABBAGE	12	18	9.8	10.2	15	11	22	17	14	7	10	46	-43
TOMATOES	39	15	14	10	18	24	31	41	31	17	15	-12	-4
CH.CABBAGE	13	8	14	12	18	14	22	18	11	7	8	23	0
CUCUMBER	42	22	32	22	41	30	39	31	20	28	21	-23	-3
PUMPKIN	83	66	31	31	53	65	67	85	74	64	50	-22	-25
	337	262	189	168	238	271	301	321	272	228	250	10	-4

*on the days surveyed

@ new weights and base