

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY

MARCH 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 March 2024 showed that the overall volume declined by 14 percent while average prices rose by 2 percent when compared to February 2024.

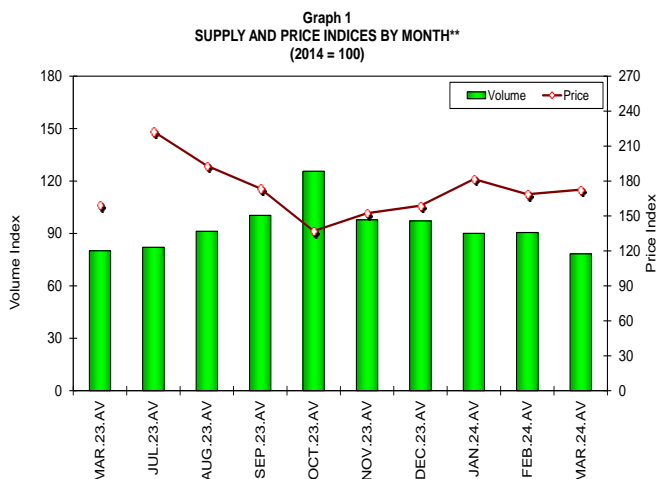
- A significant decrease in the supply of most agricultural produce supplied to the market strongly contributed to the decline in the volume index.
- The value of supplies fell 13 percent to \$84,500 from the previous month.
- The total number of sellers fell 4 percent to 242 in March 2024 from the 253 recorded in February 2024.

Issue: 01/03/24

OVERVIEW

The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in March 2024 showed a decrease of 14 percent in the overall volume from February 2024. This was due to the decline in the volume of most agricultural produce supplied to the markets. When compared to March 2023, the current supply decreased by 2 percent.

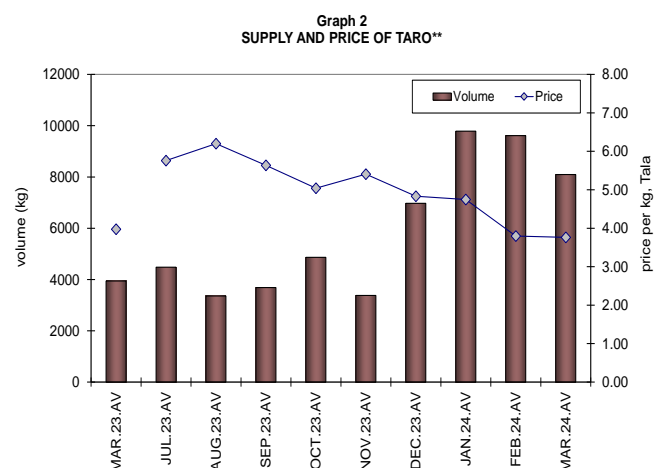
(See Graph 1 and Tables 4 & 5)



The overall price index rose by 2 percent from the previous month. Higher prices were recorded for the majority of agricultural produce except for banana, ta'amu, coconut and cucumber. When compared with March 2023, the overall price level went up by 8 percent.

TARO

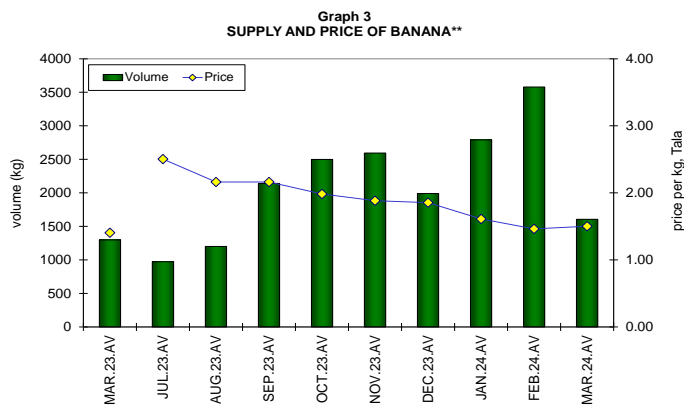
The volume of taro supplied to the local markets in March 2024 fell by 16 percent (to 8,094 kilograms) from February 2023; a level that was more than doubled its supply in the same month last year. The average price of taro slightly went down by 1 percent (to \$3.76 per kilogram). When compared to March 2023, the current price of taro fell 5 percent. (See Graph 2 and Tables 1&2)



Taro supply rose 12 percent in the twelve months period ending March 2024 in comparison to the twelve months period ending March 2023, while its price also increased 26 percent.

BANANA

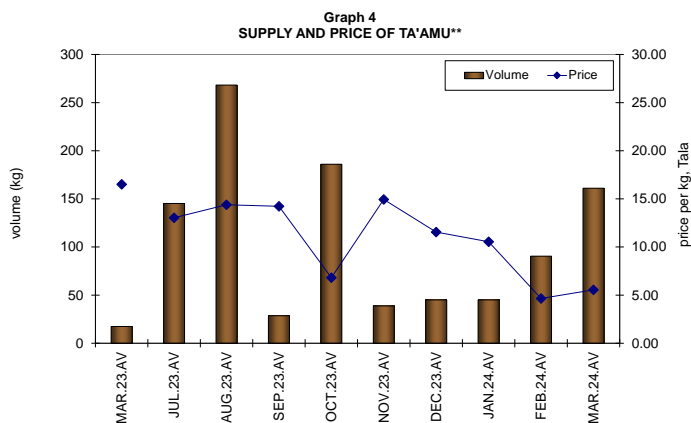
The supply of banana to the local markets in March 2024 fell 55 percent (to 1,607 kilograms) from February 2024 while average price increased by 3 percent (to \$1.50 per kilogram). When compared with the same month last year, the current supply and average price of banana increased by 24 percent and 7 percent respectively. (See Graph 3 and Tables 1&2).



Annually, banana supplies increased by 6 percent compared to the year ended March 2023, while its average price increased 26 percent.

TA'AMU

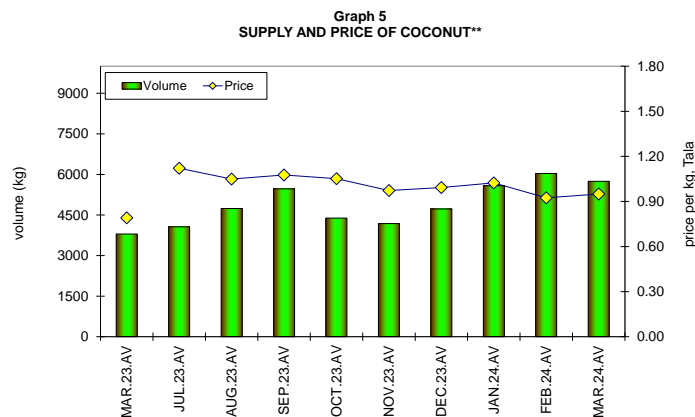
At an average of 161 kilograms, ta'amu supplied at the markets in March 2024 increased 48 percent from the previous month while its average price increased by 19 percent (to \$5.54 per kilogram). In comparison to the same month last year, current supply of ta'amu recorded a much higher volume while its average price decreased by 66 percent. (See Graph 4 and Tables 1&2)



In the year ending March 2024, the volume of ta'amu supplied to the markets increased 63 percent while its price increased 22 percent over the year ending March 2023.

COCONUT

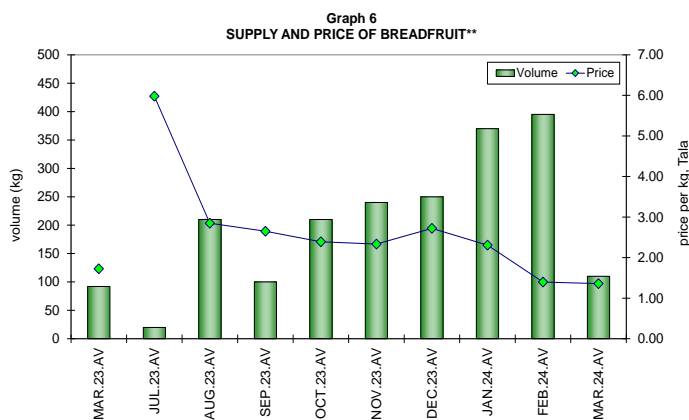
Coconut supplies at 5,744 kilograms decreased by 5 percent from February 2024, while its average price went up by 3 percent (to \$0.95 per kilogram). In comparison to March 2023, current supply of coconut increased by 51 percent while its average price increased by 20 percent. (See Graph 5 and Tables 1&2)



In the twelve months ending March 2024, supply and average price of coconut increased by 10 percent and 22 percent respectively when compared to the twelve months ending March 2023.

BREADFRUIT

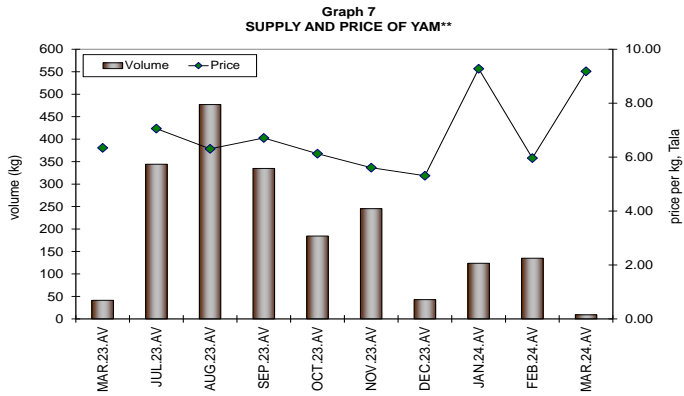
The volume of breadfruit supply in March 2024 dropped 72 percent (to 110 kilograms) from the previous month, while weakened demand led to the decline in average price by 3 percent (to \$1.36 per kilogram). When compared to March 2023, current supply of breadfruit increased by 20 percent while its average prices decreased by 21 percent. (See Graph 6 and Tables 1&2)



Annually, the supply of breadfruit decreased by 6 percent while average prices increased 55 percent over the year ended March 2023.

YAM

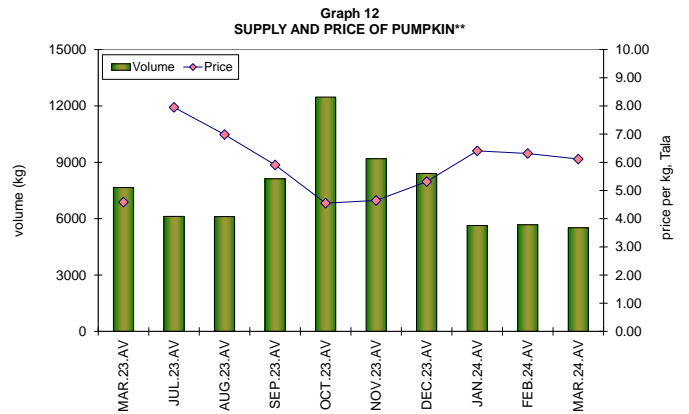
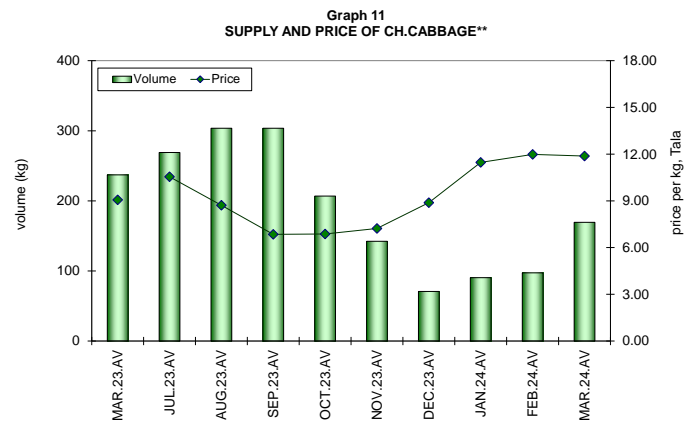
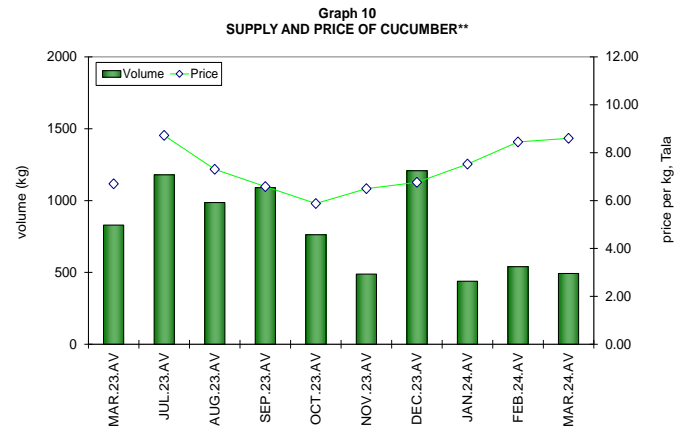
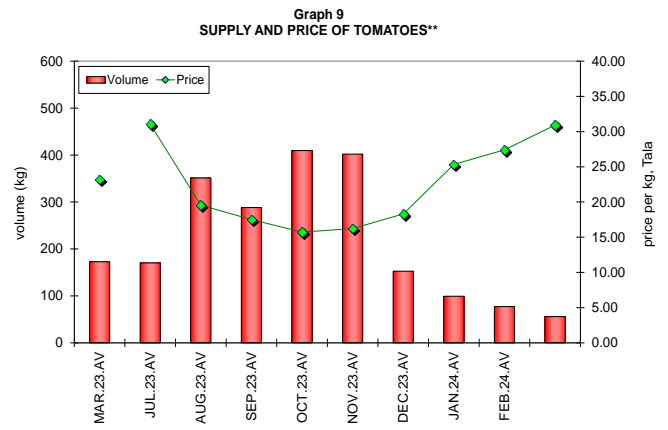
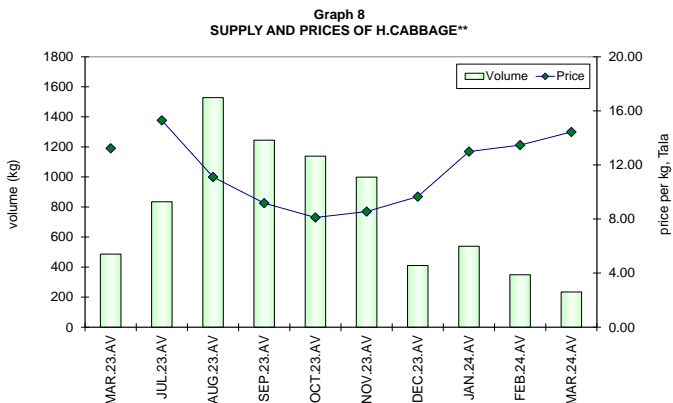
Yam supplies at 9 kilograms decreased 93 percent from the previous month, while its average price increased by 54 percent (to \$9.18 per kilogram). When compared with the same month last year, the current supply of yam decreased by 78 percent, while its average price increased by 45 percent. (See Graph 7 and Tables 1 & 2)



Supply of yam in the twelve months ending March 2024 increased 35 percent in comparison to the twelve months ending March 2023. Its average price rose 29 percent.

VEGETABLE PRODUCE

The supply of the majority of vegetable produce to the local markets in March 2024 experienced significant decreases with the exception of Chinese cabbage which increased 74 percent (to 169 kilograms). Head cabbage registered the largest decrease of 33 percent (to 234 kilograms), followed by tomato decreasing 28 percent (to 56 kilograms) and cucumber decreasing 9 percent (to 492 kilograms). Pumpkin supply also decreased by 3 percent (to 5,515 kilograms) when compared to the previous month. (See Graphs 8 to 12 and Tables 1 & 2)



The average prices for some of the produce such as taro, breadfruit and pumpkin fell by 1 percent (to \$3.76 per kilogram), 3 percent (to \$1.36 per kilogram) and 3 percent (to \$6.11 per kilogram) respectively. On the other hand, Yam prices recorded an increase of 54 percent (to \$9.18 per kilogram), ta'amu prices increasing by 19 percent (to \$5.54 per kilogram) while tomato prices increased by 13 percent (to \$30.91 per kilogram) Banana and coconut prices both increased by 3 percent each (to \$1.50 per kilogram) and (to \$0.95 per kilogram).

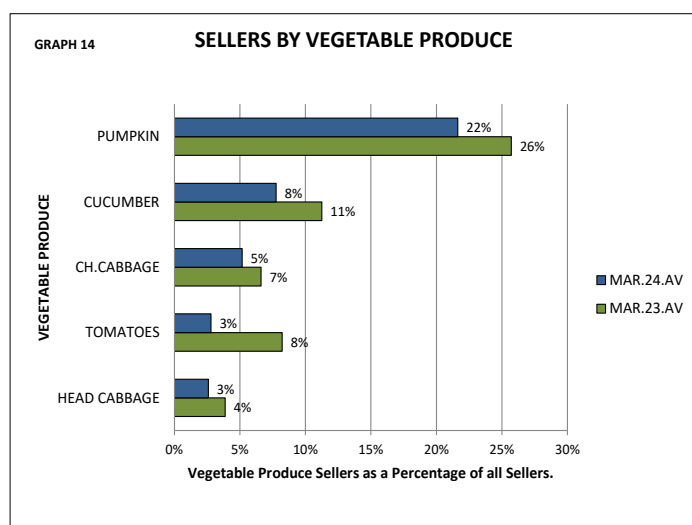
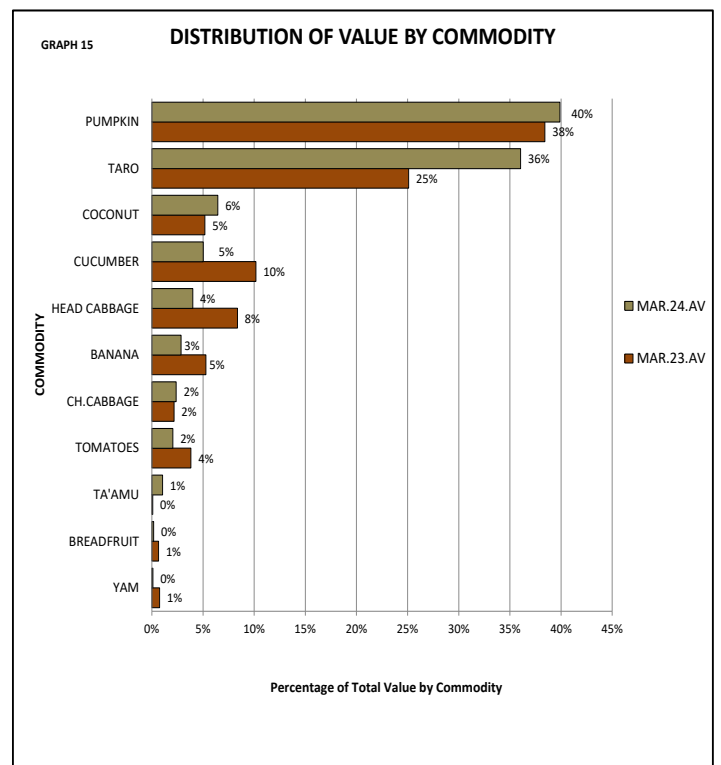
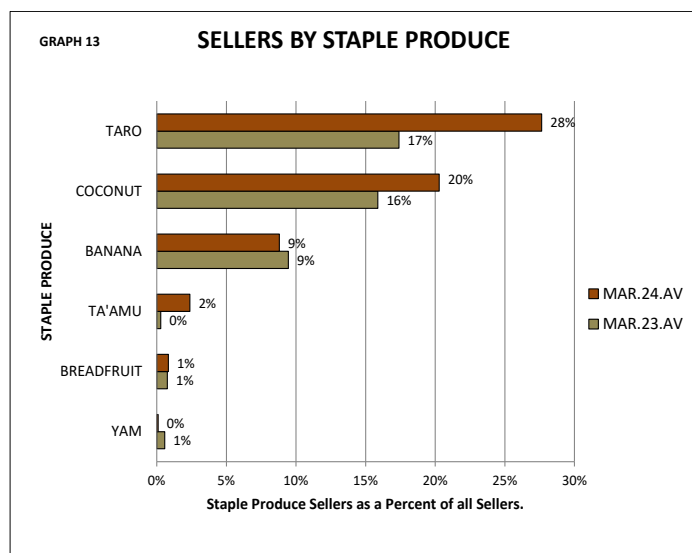
In March 2024, sellers of staple food at 60 percent were the largest group at the local markets, down from the 64 percent in the previous month but were higher than 44 percent in the same month last year. However, vegetable produce sellers which made up 40 percent of total sellers increased from the 36 percent in February 2024 but were lower than the 56 percent in March 2023.

SELLERS

At 242, the average number of sellers at the local markets in March 2024 fell 4 percent from the previous month but increased 14 percent when compared with the same month a year ago. (See Graphs 13 and 14 and Table 6).

VALUE OF SUPPLIES

The average value of selected produce supplied to the local markets in March 2024 stood at \$84,500, decreasing 13 percent from the previous month but rose 30 percent when compared to March 2023.



Pumpkin supplies contributed the most to the total value of produce supplied to the markets with a share of 40 percent in March 2024; a level that was higher than the 37 percent in the previous and 38 percent in the same month a year ago. Taro supplies contributed 36 percent to total value, decreasing from the 37 percent last month and the 25 percent in the same month a year ago. Coconut supplies followed with 6 percent of the total value, remaining

unchanged from the previous month but were higher than the 5 percent in March 2023. Cucumber supplies contributed 5 percent to total value, remaining unchanged from February 2024 but were lower than the 10 percent in March 2023, followed by head cabbage contributing 4 percent in the current period, down from the 5 percent last month and 8 percent in the same month last year. Banana, Chinese cabbage, tomato, ta'amu, breadfruit and yam supplies all 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 April 2024 will be available on 15th May 2024.

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	MAR.23.AV	JUL.23.AV	AUG.23.AV	SEP.23.AV	OCT.23.AV	NOV.23.AV	DEC.23.AV	JAN.24.AV	FEB.24.AV	MAR.24.AV	Mar-24	
												% chng from prev mnth	%chng from MAR 23
TARO	7521	3942	4478	3358	3688	4867	3376	6975	9788	9611	8094	-16	105
BANANA	2642	1297	973	1202	2141	2499	2594	1990	2789	3579	1607	-55	24
TA'AMU	816	17	145	268	29	186	39	45	45	91	161	78	825
COCONUT	7993	3796	4063	4741	5467	4384	4182	4724	5580	6034	5744	-5	51
BREADFRUIT	186	92	20	210	100	210	240	250	370	395	110	-72	20
YAM	129	41	344	477	335	185	245	43	124	135	9	-93	-78
HEAD CABBAGE	811	487	835	1528	1245	1139	999	410	539	349	234	-33	-52
TOMATOES	256	173	170	351	288	410	402	153	99	77	56	-28	-68
CH.CABBAGE	129	237	269	304	304	207	142	71	90	97	169	74	-29
CUCUMBER	542	830	1179	987	1090	762	488	1207	439	540	492	-9	-41
PUMPKIN	6217	7660	6123	6106	8125	12470	9192	8403	5633	5677	5515	-3	-28

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

PRODUCE	2014 AVE	MAR.23.AV	JUL.23.AV	AUG.23.AV	SEP.23.AV	OCT.23.AV	NOV.23.AV	DEC.23.AV	JAN.24.AV	FEB.24.AV	MAR.24.AV	% chng from	
												prev mnth	MAR 23
TARO	1.48	3.97	5.76	6.20	5.64	5.04	5.41	4.83	4.75	3.80	3.76	-1	-5
BANANA	0.76	1.40	2.50	2.16	2.16	1.98	1.88	1.85	1.61	1.46	1.50	3	7
TA'AMU	2.78	16.51	13.04	14.39	14.22	6.81	14.94	11.56	10.54	4.65	5.54	19	-66
COCONUT	0.62	0.79	1.12	1.05	1.08	1.05	0.97	0.99	1.02	0.92	0.95	3	20
BREADFRUIT	0.94	1.72	5.98	2.85	2.65	2.39	2.34	2.72	2.31	1.40	1.36	-3	-21
YAM	3.16	6.34	7.06	6.31	6.71	6.13	5.61	5.31	9.28	5.96	9.18	54	45
HEAD CABBAGE	5.40	13.23	15.29	11.10	9.18	8.11	8.55	9.65	12.99	13.47	14.44	7	9
TOMATOES	9.55	23.21	31.07	19.55	17.51	15.72	16.23	18.31	25.34	27.41	30.91	13	33
CH.CABBAGE	4.38	9.06	10.55	8.72	6.85	6.88	7.23	8.89	11.47	11.98	11.88	-1	31
CUCUMBER	2.99	6.70	8.72	7.30	6.59	5.88	6.50	6.76	7.53	8.45	8.60	2	28
PUMPKIN	2.61	4.59	7.95	6.98	5.91	4.55	4.65	5.31	6.41	6.31	6.11	-3	33

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	MAR.23.AV	JUL.23.AV	AUG.23.AV	SEP.23.AV	OCT.23.AV	NOV.23.AV	DEC.23.AV	JAN.24.AV	FEB.24.AV	MAR.24.AV	% chng from	
												prev mnth	MAR 23
TARO	126.6	15.7	25.8	20.8	20.8	24.5	18.3	33.7	46.5	36.5	30.5	-16	95
BANANA	25.1	1.8	2.4	2.6	4.6	5.0	4.9	3.7	4.5	5.2	2.4	-54	32
TA'AMU	25.6	0.3	1.9	3.9	0.4	1.3	0.6	0.5	0.5	0.4	0.9	112	207
COCONUT	59.3	3.0	4.6	5.0	5.9	4.6	4.1	4.7	5.7	5.6	5.5	-2	82
BREADFRUIT	1.8	0.2	0.1	0.6	0.3	0.5	0.6	0.7	0.9	0.6	0.2	-73	-6
YAM	4.7	0.3	2.4	3.0	2.3	1.1	1.4	0.2	1.2	0.8	0.1	-90	-69
HEAD CABBAGE	44.6	6.4	12.8	17.0	11.4	9.2	8.5	4.0	7.0	4.7	3.4	-28	-48
TOMATOES	21.5	4.0	5.3	6.9	5.0	6.4	6.5	2.8	2.5	2.1	1.7	-18	-57
CH.CABBAGE	5.9	2.2	2.8	2.7	2.1	1.4	1.0	0.6	1.0	1.2	2.0	72	-7
CUCUMBER	18.4	5.6	10.3	7.2	7.2	4.5	3.2	8.2	3.3	4.6	4.2	-7	-24
PUMPKIN	178.3	35.1	48.7	42.7	48.0	56.8	42.7	44.6	36.1	35.8	33.7	-6	-4
	511.8	74.5	117.1	112.2	107.9	115.4	91.7	103.7	109.1	97.5	84.5	-13	13

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	MAR.23.AV	JUL.23.AV	AUG.23.AV	SEP.23.AV	OCT.23.AV	NOV.23.AV	DEC.23.AV	JAN.24.AV	FEB.24.AV	MAR.24.AV	% chng from prev mnth	%chng from MAR 23
TARO	0.25	52	60	45	49	65	45	93	130	128	108	-16	105
BANANA	0.05	49	37	45	81	95	98	75	106	135	61	-55	24
TA'AMU	0.05	2	18	33	4	23	5	6	6	11	20	78	826
COCONUT	0.12	48	51	59	68	55	52	59	70	75	72	-5	51
BREADFRUIT	0.004	49	11	113	54	113	129	134	199	212	59	-72	20
YAM	0.01	32	267	370	260	143	190	33	96	105	7	-93	-78
HEAD CABBAGE	0.09	60	103	188	154	140	123	51	66	43	29	-33	-52
TOMATOES	0.04	67	66	137	113	160	157	60	39	30	22	-28	-68
CH.CABBAGE	0.01	184	209	235	235	160	110	55	70	75	131	74	-29
CUCUMBER	0.04	153	218	182	201	141	90	223	81	100	91	-9	-41
PUMPKIN	0.35	123	99	98	131	201	148	135	91	91	89	-3	-28
	1.00	80	82	91	100	126	98	97	90	91	78	-14	-2

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	MAR.23.AV	JUL.23.AV	AUG.23.AV	SEP.23.AV	OCT.23.AV	NOV.23.AV	DEC.23.AV	JAN.24.AV	FEB.24.AV	MAR.24.AV	% chng from prev mnth	%chng from MAR 23
TARO	0.25	268	389	419	381	341	365	327	321	257	254	-1	-5
BANANA	0.05	185	329	285	285	261	248	244	212	193	198	3	7
TA'AMU	0.05	594	469	518	512	245	537	416	379	167	199	19	-66
COCONUT	0.12	128	181	169	174	170	157	160	165	149	153	3	20
BREADFRUIT	0.004	183	636	303	282	254	248	289	245	149	145	-3	-21
YAM	0.01	201	223	200	212	194	177	168	294	189	291	54	45
HEAD CABBAGE	0.09	245	283	206	170	150	158	179	240	249	267	7	9
TOMATOES	0.04	243	325	205	183	165	170	192	265	287	324	13	33
CH.CABBAGE	0.01	207	241	199	156	157	165	203	262	274	271	-1	31
CUCUMBER	0.04	224	292	244	220	197	217	226	252	283	288	2	28
PUMPKIN	0.35	176	305	268	226	174	178	204	245	242	234	-3	33
	1.00	159	223	193	174	137	152	159	182	169	173	2	8

Table 6: Number of Sellers

PRODUCE	2014 AVE	MAR.23.AV	JUL.23.AV	AUG.23.AV	SEP.23.AV	OCT.23.AV	NOV.23.AV	DEC.23.AV	JAN.24.AV	FEB.24.AV	MAR.24.AV	% chng from prev mnth	%chng from MAR 23
TARO	46	37	31	47	43	48	44	48	59	59	67	13	81
BANANA	27	20	19	23	34	34	32	25	35	42	21	-49	6
TA'AMU	7	1	3	7	1	3	1	1	1	2	6	188	858
COCONUT	57	34	32	38	31	35	36	28	44	48	49	2	46
BREADFRUIT	4	2	1	4	3	5	4	4	6	7	2	-72	25
YAM	5	1	7	5	6	6	7	1	2	4	0	-93	-79
HEAD CABBAGE	12	8	15	11	22	17	14	7	10	9	6	-32	-24
TOMATOES	39	17	18	24	31	41	31	17	15	10	7	-34	-61
CH.CABBAGE	13	14	18	14	22	18	11	7	8	7	13	72	-11
CUCUMBER	42	24	41	30	39	31	20	28	21	20	19	-5	-21
PUMPKIN	83	54	53	65	67	85	74	64	50	44	52	18	-4
	337	212	238	271	301	321	272	228	250	253	242	-4	14

*on the days surveyed

@ new weights and base