



LOCAL MARKET SURVEY JULY 2026

MONTHLY HIGHLIGHTS:

July 2026 compared to June 2026

❖ Overall Volume increased by 67%.

- Pumpkin (up 287 %)
- Chinese Cabbage (up 175%)
- Tomatoes (up 95%)

❖ Overall Prices decreased by 4%.

- Chinese Cabbage (down 30%)
- Tomatoes (down 24%)
- Head Cabbage (down 15%)

❖ Value of Supplies increased by 71 percent to \$137,600.

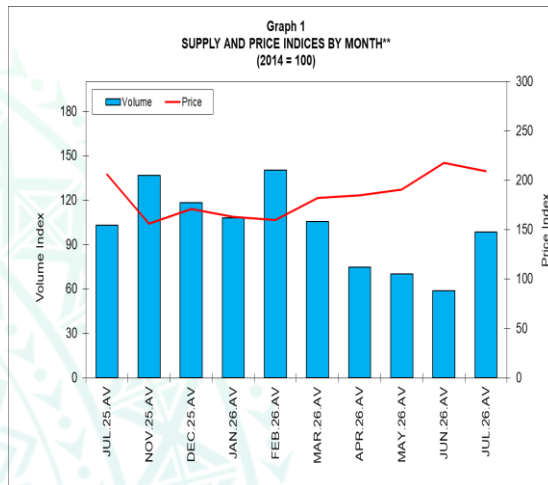
❖ Total number of sellers increased by 1 percent to 241.

Date of release:
21st August 2026

The next Local Market
Report will be released on the
18th September 2026

OVERVIEW

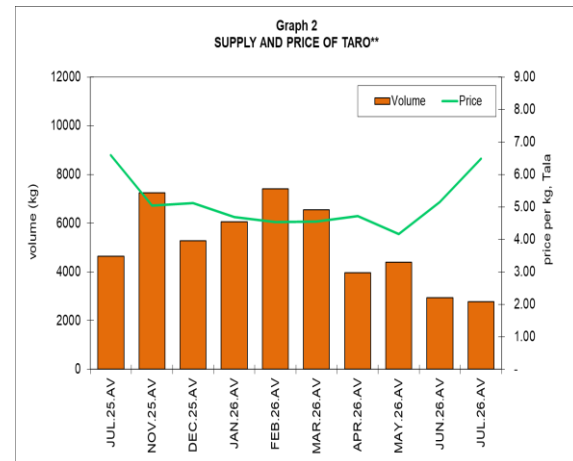
The monthly survey of agricultural food supplies at local markets in July 2026 showed that the overall volume rose by 67 percent compared with June 2026. This increase was mainly driven by higher supplies of pumpkin, Chinese cabbage, and tomatoes. Compared with July 2025, the total volume decreased by 4 percent.



The overall price index decreased by 4 percent compared with the previous month. The decline was mainly driven by lower prices for Chinese cabbage, tomatoes, and head cabbage. Compared with July 2025, the overall price level increased by 2 percent.

TARO

In July 2026, the supply of taro to local markets decreased by 6 percent to 2,779 kilograms, while the average price increased by 26 percent to \$6.48 per kilogram compared with the previous month. Compared with July 2025, the supply decreased by 40 percent, while the average price fell by 2 percent. (Refer to Graph 2 and Tables 1 & 2).

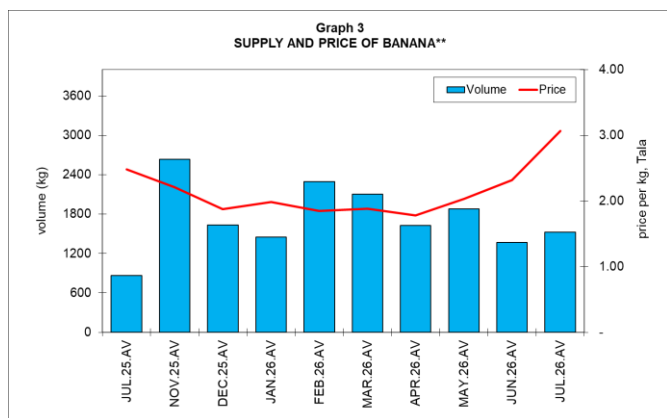


On an annual basis, the supply of taro decreased by 5 percent, while its average price fell by 8 percent compared with the year ending July 2025.

BANANA

In July 2026, the supply of bananas increased by 11 percent, while the average price increased by 32 percent compared with the previous month. Compared with July 2025, the supply increased by 76 percent, while the average price rose by 24 percent. (Refer to Graph 3 and Tables 1 & 2).

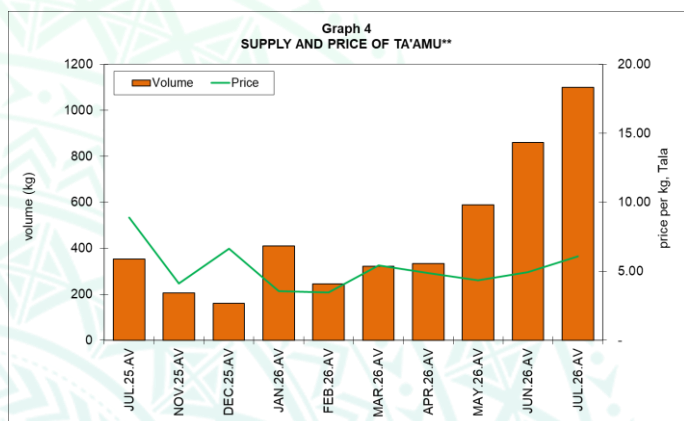




On an annual basis, the supply of bananas rose by 22 percent, while its average price fell by 4 percent compared with the year ending July 2025.

TA'AMU

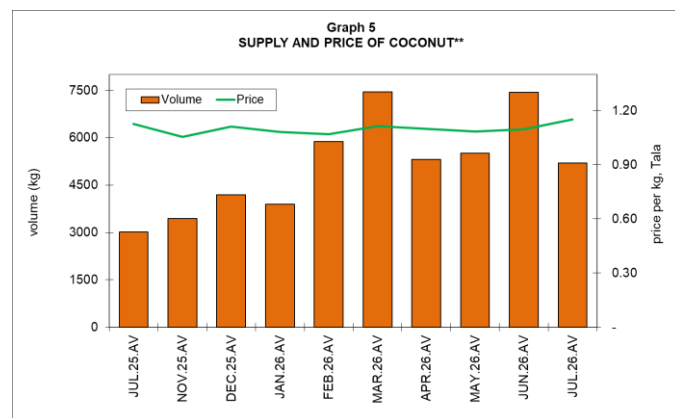
In July 2026, the supply of ta'amu totalled 1,099 kilograms, representing a 28 percent increase compared with the previous month, while the average price rose 23 percent to \$6.10 per kilogram. Compared with July 2025, the supply rose by more than threefold, while the average price decreased by 31 percent. (Refer to Graph 4 and Tables 1 & 2).



Over the 12 months ending July 2026, compared with the previous 12-month period, the overall supply of ta'amu decreased by 12 percent, while the average price fell by 30 percent.

COCONUT

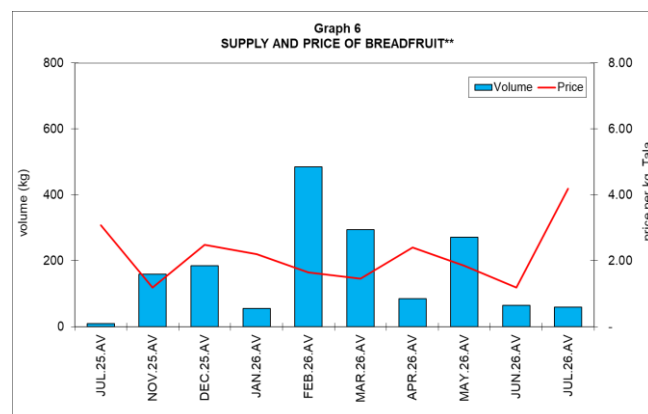
Coconut supply in July 2026 decreased by 30 percent to 5,206 kilograms compared with June 2026. The average price increased by 5 percent to \$1.15 per kilogram. Compared with July 2025, supply rose by 72 percent, while the average price rose by 2 percent. (Refer to Graph 5 and Tables 1 and 2).



On an annual basis, the supply of coconuts rose by 8 percent, while the average price also rose by 9 percent compared with the year ending July 2025.

BREADFRUIT

In July 2026, the supply of breadfruit decreased by 8 percent to 60 kilograms compared with the previous month, while the average price increased by 251 percent. Compared with July 2025, the supply increased sixfold, while the average price increased by 36 percent. (Refer to Graph 6 and Tables 1 & 2).

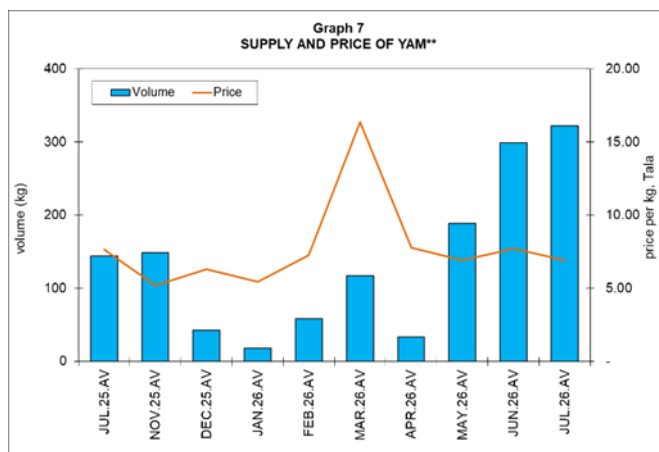


A comparison of the years ending July 2025 and July 2026 showed that the supply of breadfruit decreased by 8 percent, while the average price fell by 28 percent.

YAM

In July 2026, the supply of yams increased by 8 percent to 322 kilograms compared with the previous month, while the average price decreased by 10 percent to \$6.90 per kilogram. In comparison, the supply increased more than twice that of July 2025, while the average price fell by 10 percent. (Refer to Graph 7 and Tables 1 & 2).

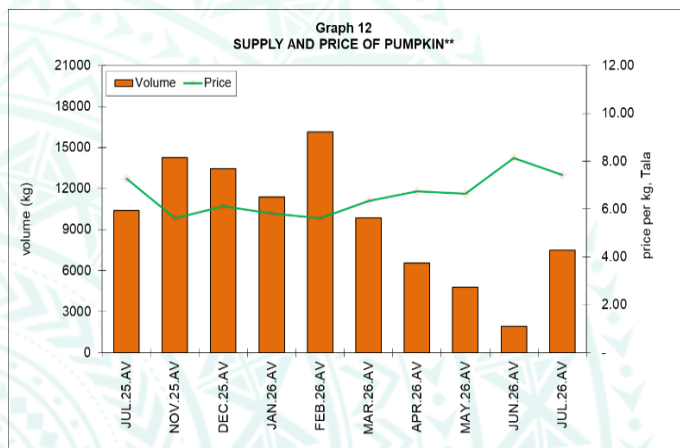




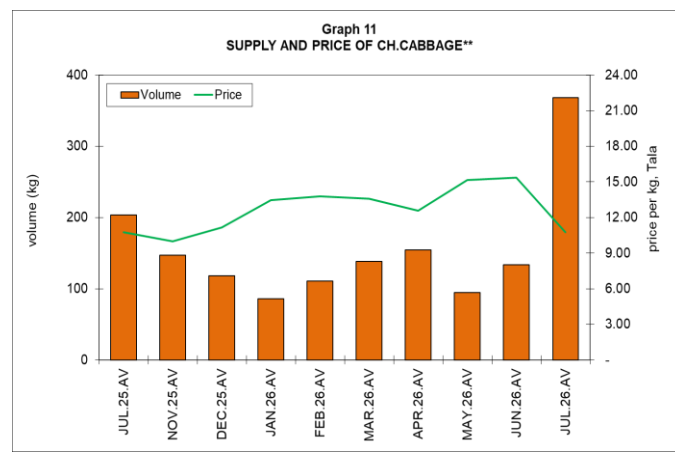
Over the 12-month period ending July 2026, compared with the corresponding 12-month period ending July 2025, the supply of yams decreased by 1 percent, while the average price increased by 5 percent.

VEGETABLE PRODUCE

In July 2026, the supply of most vegetables to local markets increased. Pumpkin recorded the largest increase of more than threefold, followed by Chinese cabbage, which rose by more than twofold. Supplies of tomatoes increased by 95 percent, head cabbage by 43 percent, and cucumber by 28 percent compared with the previous month. (Refer to Graphs 9 & 12 and Tables 1 & 2).

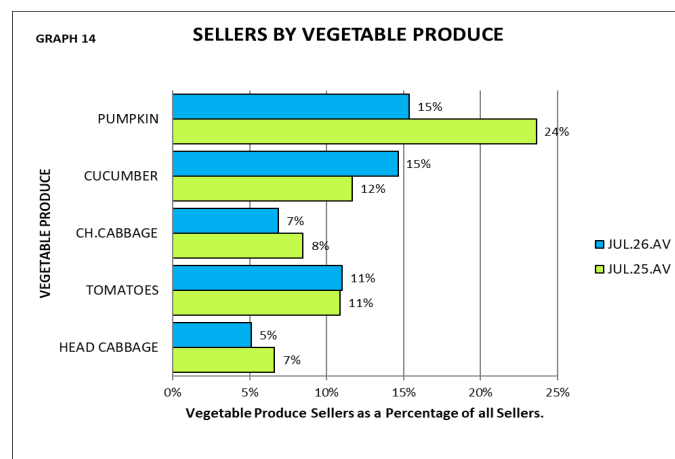
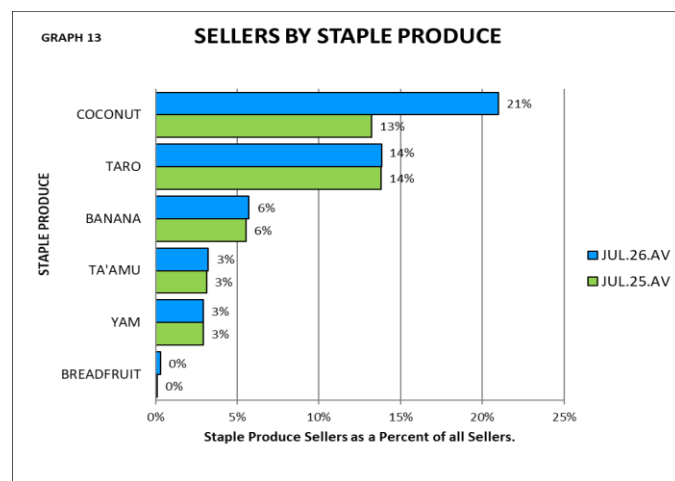


Prices for most vegetables sold in local markets decreased in July 2026. Chinese cabbage recorded the largest price decline of 30 percent, followed by tomatoes, which decreased by 24 percent; head cabbage prices fell by 15 percent, while pumpkin prices decreased by 9 percent. In contrast, cucumber prices increased by 10 percent.



SELLERS

The average number of sellers in July 2026 was 241, representing a 1 percent increase compared with June 2026 and a 6 percent decrease compared with July 2025. (Refer to Graphs 13 and 14 and Table 6).

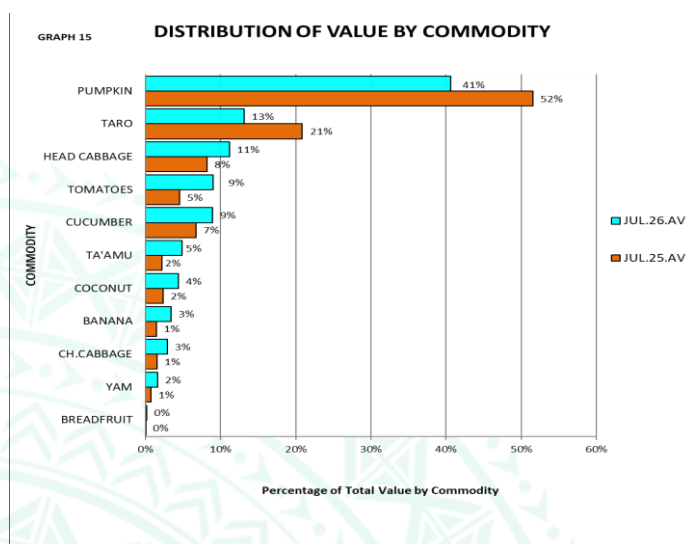


In July 2026, vegetable vendors dominated local markets, accounting for 53 percent of all sellers. This represented an increase from 50 percent in the previous month, but a decrease from 61 percent in the same month of the previous year. In contrast, staple food vendors accounted for 47 percent of all sellers, representing a decrease from 50 percent in June 2026 but an increase from 39 percent in July 2025.



VALUE OF SUPPLIES

In July 2026, the total estimated value of all produce supplied to local markets was \$137,600, representing a 71 percent increase compared with the previous month, but a 6 percent decrease compared with July 2025. Pumpkin remained the leading contributor, accounting for 41 percent of the total value, down from 52 percent in July 2025. Taro followed with a 13 percent share, down from 19 percent in June 2026 and 21 percent in July 2025. Head cabbage accounted for 11 percent of the total value, up from 8 percent in July 2025. Cucumber and tomatoes each accounted for 9 percent of the total value. Ta'amu and coconut contributed 5 percent and 4 percent, respectively. Chinese cabbage and yam accounted for 3 percent and 2 percent, respectively, while breadfruit contributed the smallest share during the month under review. (Refer to Graph 15 and Table 3).

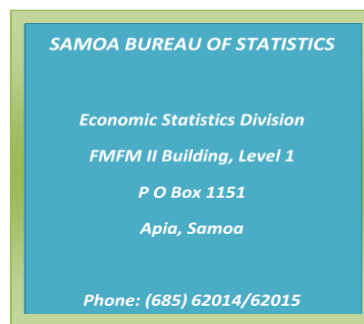


Technical Notes

The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at **Fugalei, Taufusi, Vaitele, Lotopa, Ululoloa, Afega, Saleimoo, Vaoala, Moata'a, Faatoia and Salelologa** every month. Prices for selected produce are taken from the Consumer Price Index.

The data presented reflect the average availability and prices of the selected produce. The survey is conducted every Thursday for rural markets on Upolu and Savaii, and every Friday for urban markets on Upolu during the referenced months.

The weights for the selected produce were revised using 2014 as the base period, with these adjustments incorporated starting from the June 2016 report.





SU'ESU'EGA O MAKETI FA'ALOTOIFALE IULAI 2026

ILOILOGA TAU O LE MASINA:

Iulai 2026 faatusa ia Luni 2026

❖ Siitia i le 67% le aofa'iga o fua o faatoaga.

- Maukeni (sii 287%)
- Kapisi Saina (sii 175 %)
- Tamato (sii 95%)

❖ E 4% na faaitiitia ai le tau aofai o fua o fa'atoaga.

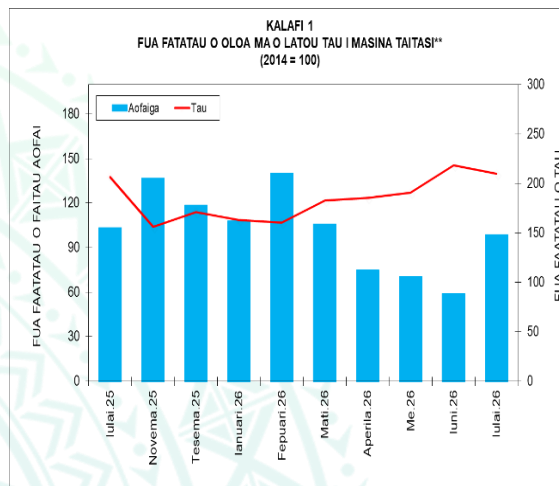
- Kapisi Saina (paū 30%)
- Tamato (paū 24%)
- Kapisi Lapotopoto (paū 15%)

❖ E 71% na siitia ai le tau aofai o fua o fa'atoaga i le \$137,600.

❖ E 241 le aofai o tagata na fa'atauina atu fua o faatoaga i maketi. E 1% ua siitia ai pe a faatusa ia Luni 2026.

AOTELEGA

O su'esu'ega faalēmasina mo fua o fa'atoaga mo maketi fa'alotoifale i le masina o Iulai 2026, na siitia ai le faitau aofai o fua o faatoaga i le 67 pasene pe a fa'atusa ia Luni 2026. O lena siitaga na mafua mai i le siitia o maukeni, kapisi saina, tamato, kapisi lapotopoto, kukama, taamu, 'aufai ma ufi. A faatusa ia Iulai 2025, e 4 pasene na faaitiitia ai fua o faatoaga i le maketi. (Kalafi 1)

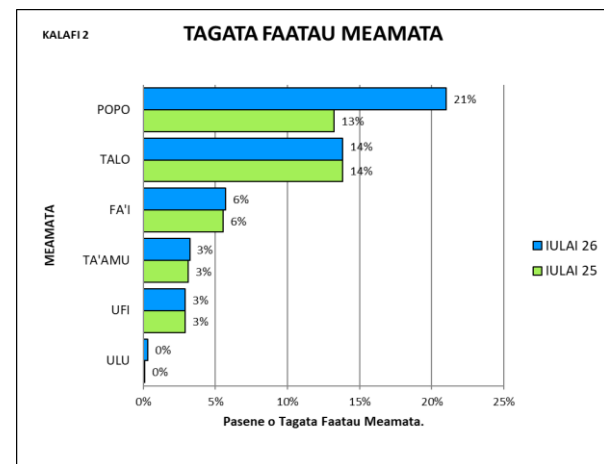


O le aotelega o tau o fua o fa'atoaga na faaitiitia i le 4 pasene pe a fa'atusa i le masina o Luni 2026. Na faamauina le paū o tau o kapisi saina, tamato, kapisi lapotopoto, ufi ma maukeni ae o le tele o isi fua o faatoaga sa auina atu i maketi na faamauina le siitia. E 2 pasene ua siitia ai pe a faatusa ia Iulai 2025.

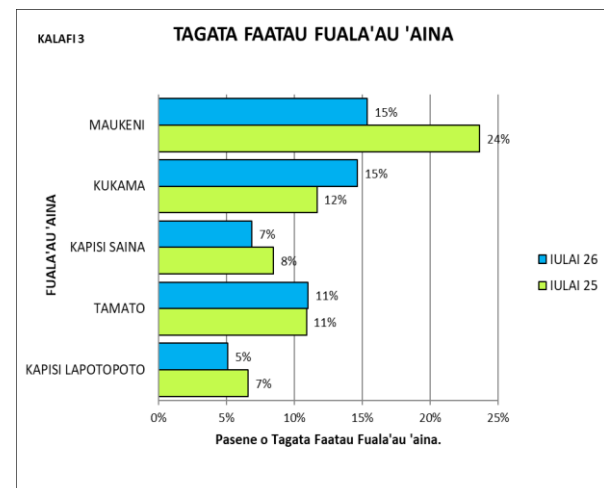
TAU AOFA'I O FUA O FAATOAGA

O le tau aofai o fua o fa'atoaga sa faatauina i maketi ia Iulai 2026 e \$137,600, na siitia i le 71 pasene mai ia Luni 2026, ae 6 pasene na faaitiitia ai foi pe a faatusa ia Iulai 2025.

E 241 le aofa'iga o tagata na fa'atauina atu fua o fa'atoaga i maketi i aso na faatautaia ai lena sutesuega ia Iulai 2026. E 1 pasene ua siitia ai pe a faatusa ia Luni 2026, ae 6 pasene ua faaitiitia ai pe a faatusa ia Iulai 2025. (Kalafi 2 & 3).



E 47 pasene le faitau aofai o tagata faatau meamata, ma e 53 pasene le aofai o tagata faatau fuala'au'aina i le masina o Iulai 2026.



Tuuina atu i le aso:
21 Aukuso 2026

