



GOVERNMENT OF SAMOA
SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY
MAY 2019

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 May 2019 showed overall volume increase 2 percent while strong domestic demand pushed overall price up 8 percent when compared to April 2019.

- Increased domestic demand for most staple produce to the Local Markets strongly contributed to the rise of the price index.
- The value of supplies rose 10 percent to \$74,400 from the previous month.
- An average of 273 sellers trading at the Local Markets was recorded in the month under review, 3 percent higher than the previous month but 7 percent lower when compared with the same month last year.

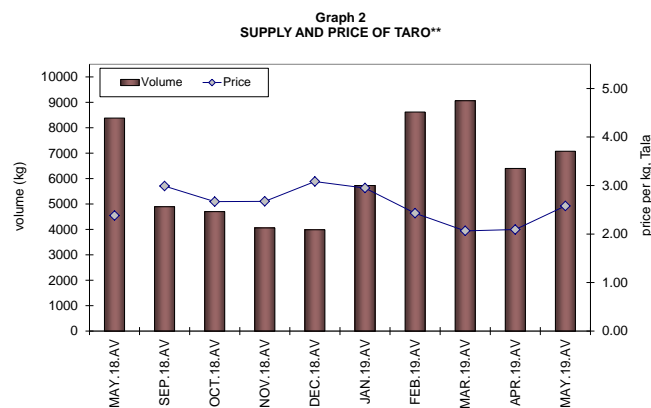
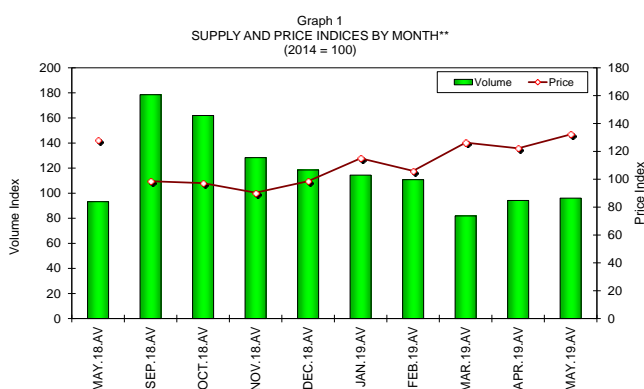
Issue: 01/05/19

OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in May 2019 showed overall volume increase 2 percent from April 2019. Significant increases were recorded for all agricultural products with the exception of head cabbage and pumpkin supplies. When compared with the same month last year, current supply was 3 percent higher. (See Graph 1 and Tables 4 & 5)

TARO

At 7,079 kilograms, the supply of taro to the market in May 2019 increased 11 percent from the previous month while strong demand led its average price to climb 23 percent (to \$2.58 per kilogram). When compared with May 2018 supply of taro was 16 percent lower while its average price was 8 percent higher. (See Graph 2 and Tables 1&2)

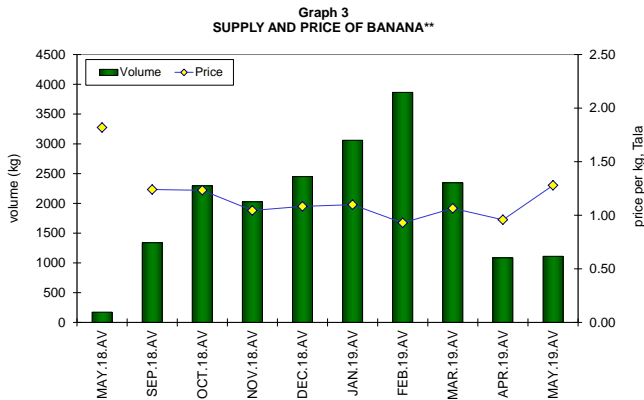


The overall price index was driven up 8 percent due to strong domestic demand for staple produce in the month under review. When compared with May 2018 the current overall price level was 3 percent higher.

Current supply of taro in the month under review contributed to a 36 percent decline in volume when comparing the twelve months ending May 2019 over the twelve month ending May 2018. Price rose 45 percent.

BANANA

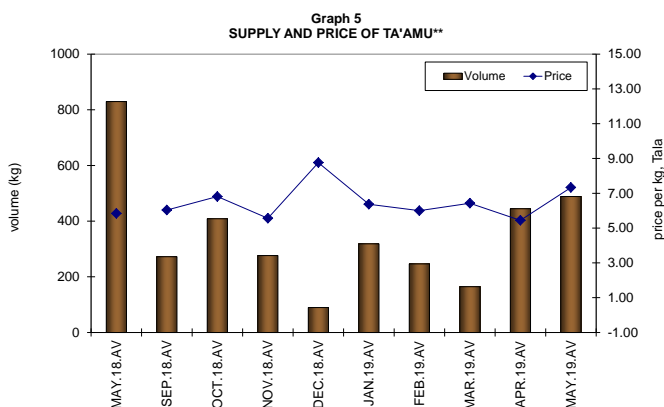
The supply of banana to the Local Markets in May 2019 rose 3 percent (to 1,112 kilograms) from April 2019; a level that was more than six times higher than the same month a year ago. Strong demand pushed its average price up 33 percent (to \$1.28 per kilogram). When compared with the same month last year current price was 30 percent lower. (See Graph 3 and Tables 1&2)



When comparing the twelve months ending May 2019 over the twelve months ending May 2018, banana supplies were 6 percent lower while limited availability pushed its average price up 11 percent.

TA'AMU

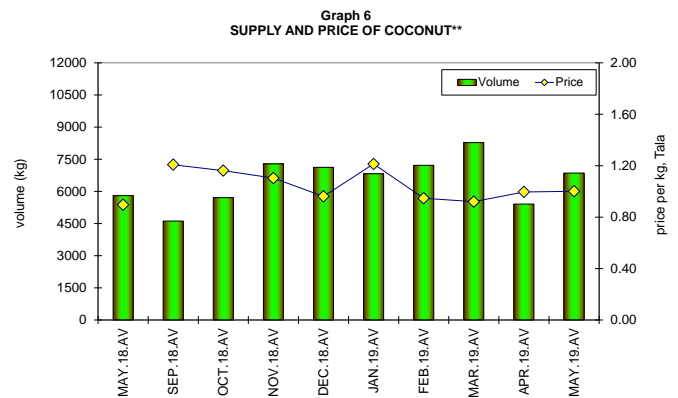
Ta'amu supplies in May 2019 increased 10 percent (to 489 kilograms) from the previous month while strong demand pushed its average price up 35 percent (to \$7.33 per kilogram). Compared to May 2018, current supply of ta'amu was 41 percent lower while its average price was 26 percent higher. (See Graph 5 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to a 34 percent decrease in ta'amu volume when comparing the twelve months ending May 2019 over twelve months ending May 2018 while limited availability pushed its average price up 33 percent.

COCONUT

In the month under review, the supply of coconut rose 27 percent (to 6,860 kilograms) from April 2019 while domestic demand pushed its average price up 1 percent (to \$1.00 per kilogram). Current availability of coconut was 18 percent higher than average availability in May 2018 while average price rose 12 percent over the year. (See Graph 6 and Tables 1&2)

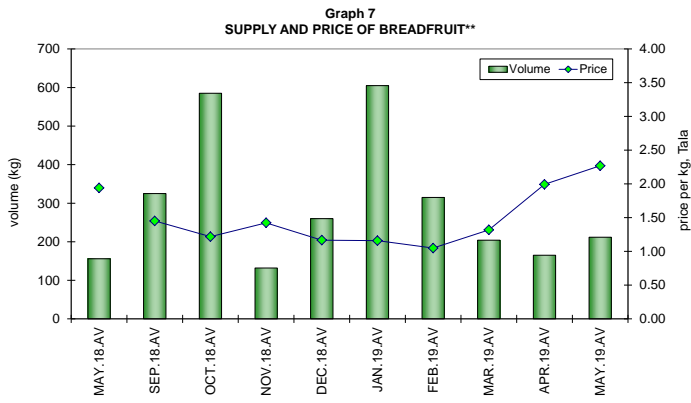


Comparing the twelve months ending May 2019 over the twelve months ending May 2018 supply of coconut was 4 percent higher while its average price also rose 41 percent.

BREADFRUIT

At an average of 212 kilograms, breadfruit supply in May 2019 rose 28 percent from the previous month. Increased demand to the markets pushed its average price up 14 percent (to \$2.27 per kilogram). Current availability of breadfruit supply was 36 percent higher while strong domestic demand pushed its average price up 17 percent. (See Graph 7 and Tables 1&2)

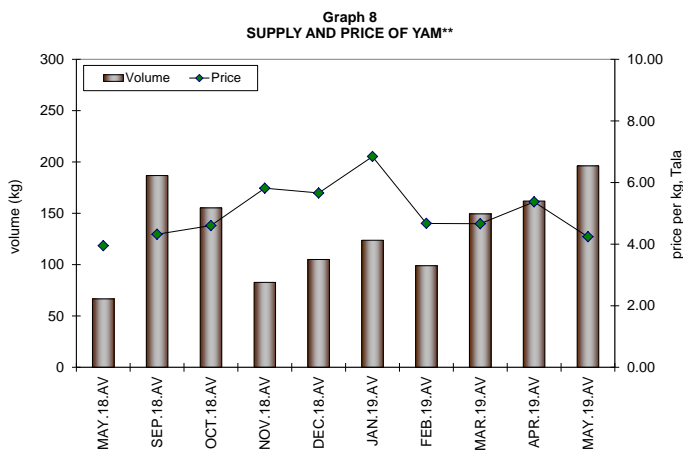
VEGETABLE PRODUCE



Current supply of breadfruit contributed to an 18 percent increase in volume when comparing the twelve months ending May 2019 over the twelve months ending May 2018 while its average price also increased 28 percent.

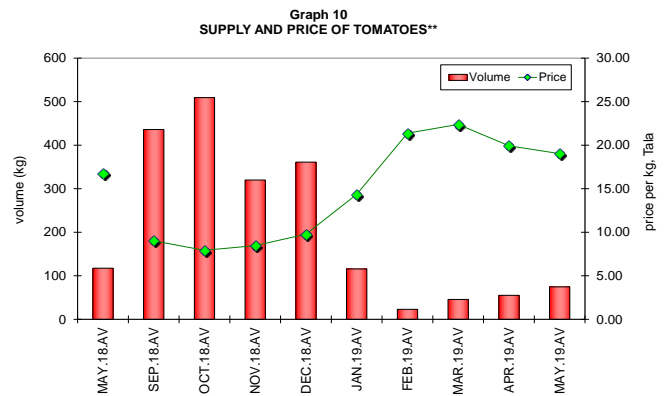
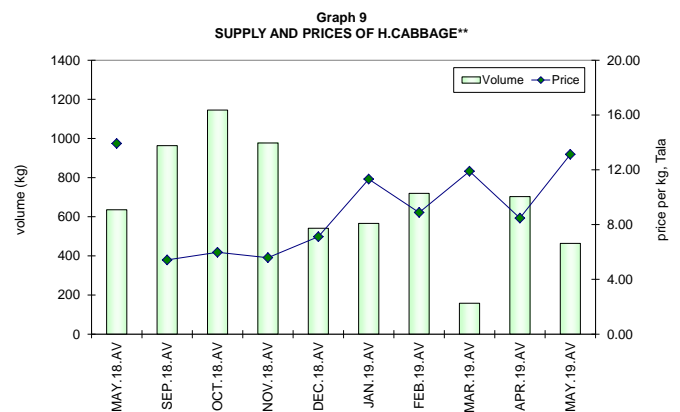
YAM

The supply of yam in the month under review rose 21 percent (to 196 kilograms) from the previous month while increased availability pushed its average price down 21 percent (to \$4.24 per kilogram). When compared with the same month last year, current supply of yam was more than doubled while strong domestic demand over the year pushed its average price up 7 percent. (See Graph 8 and Tables 1 & 2)

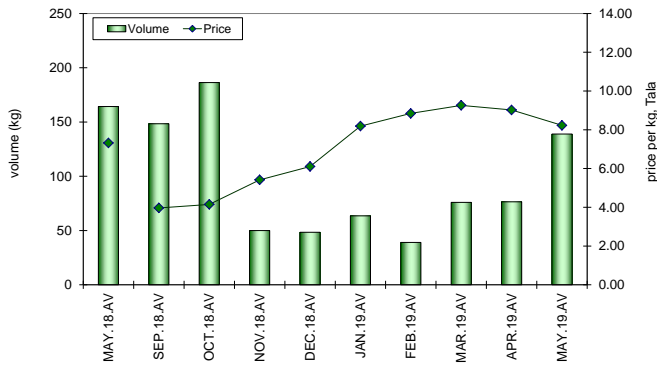


Despite the increase of yam in the month under review current supply contributed to a 23 percent decrease in volume in the twelve months ending May 2019 over the twelve months ending May 2018, while its average price rose 53 percent.

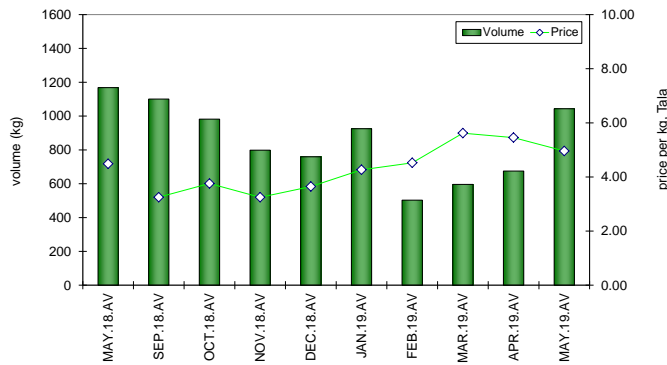
A general overview of all vegetable produce to the Local Markets in May 2019 revealed significant gains in all vegetables supplies with the exception of head cabbage and pumpkin whose volume dropped 34 percent (to 464 kilograms) and 8 percent (to 7,427 kilograms) respectively from the previous month. Chinese cabbage supplies registered the largest increase at 82 percent (to 139 kilograms) from April 2019 followed by cucumber supplies increasing 55 percent (to 1,043 kilograms) while tomato supplies also rose 35 percent (to 75 kilograms) when compared to the previous month. (See Graphs 9 to 13 and Tables 1 & 2)



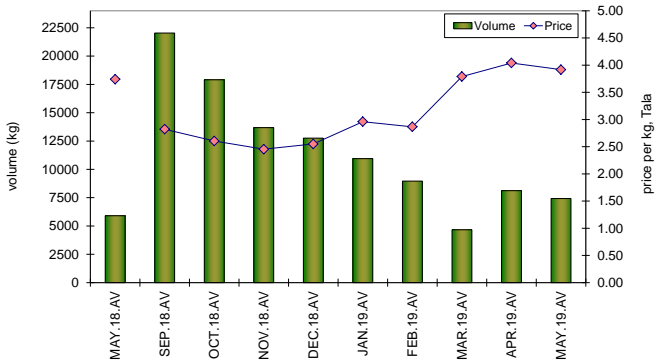
Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER**



Graph 13
SUPPLY AND PRICE OF PUMPKIN**

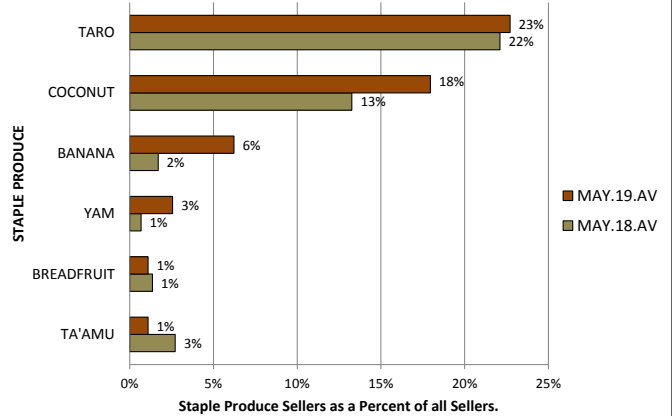


Subsequent to the increase in the supply of all vegetable produce to the Local Markets, average prices in the month under review decreased for all vegetable produce with the exception of head cabbage recorded an increase of 55 percent (to \$13.12 per kilogram) due to limited availability. Average prices for Chinese cabbage and cucumber both fell 9 percent (to \$8.23 per kilogram to \$4.96 per kilogram respectively). An abundance of tomato pushed its average price down 5 percent (to \$19.02 per kilogram) while weakened demand for pumpkin pushed its average down 3 percent (to \$3.92 per kilogram) from the previous month.

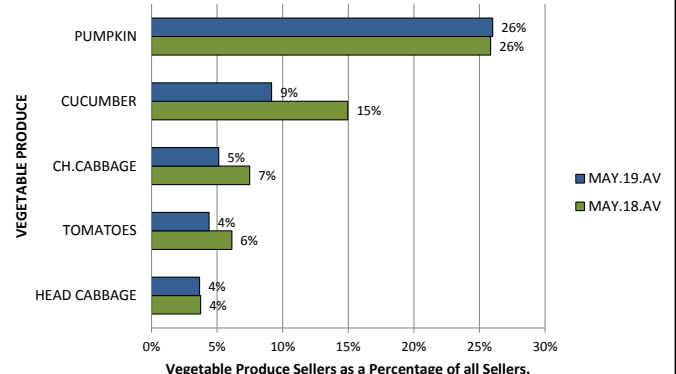
SELLERS

At 273, the number of sellers at the Local Markets on the days surveyed in May 2019 increased 3 percent from the previous month and was 7 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6).

GRAPH 14
SELLERS BY STAPLE PRODUCE



GRAPH 15
SELLERS BY VEGETABLE PRODUCE



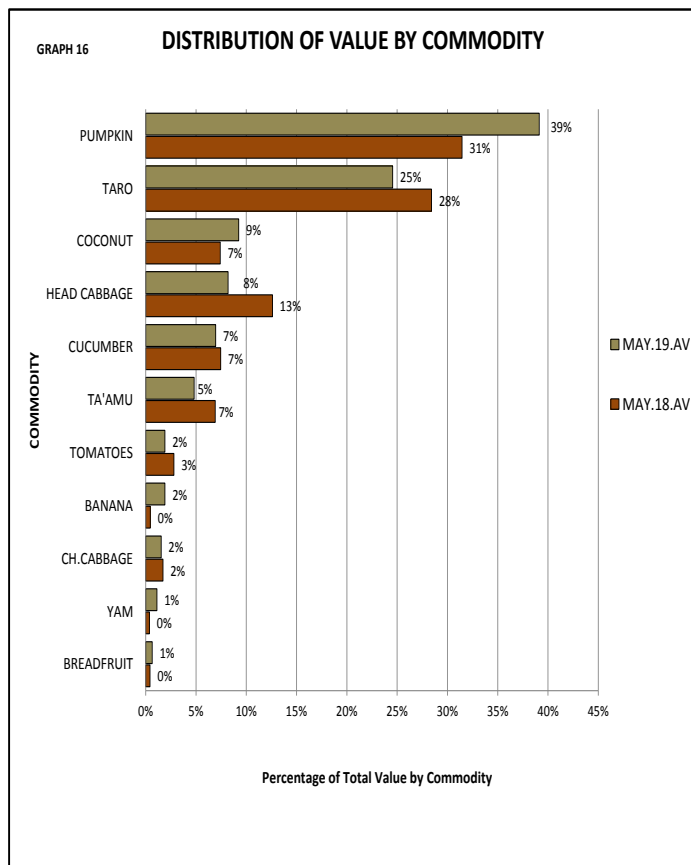
In May 2019, pumpkin sellers at 71 were the largest group at the local markets decreasing from 82 in the previous month and 76 in the same month last year. Taro sellers followed recorded an increasing total of 62 from 56 last month but were lower than 65 in the same month a year ago while coconut sellers increased to 49 from 45 in the previous month and 39 in the same month last year. Sellers of cucumber recorded an increasing total of 25 from 18 in April 2019 but were lower than 44 in May 2018 while total sellers of banana fell to 17 from 22 last month but were higher than 5 in May 2018. Sellers of

Chinese cabbage recorded an increasing total of 14 from 11 in the previous month but were lower than 22 in the same month last year while tomato sellers also increased to 12 from 11 in April 2019 but were lower than 18 in May 2018. Head cabbage sellers followed with a total of 10 remaining unchanged from the previous month but were lower than 11 in the same month a year ago. Sellers of yam recorded an increasing total of 7 from 4 in the previous month and 2 when compared with May 2018. Sellers of ta'amu and breadfruit both recorded a total of 3 each with ta'amu sellers decreasing from 4 in the previous month and 8 in the same month a year ago; while breadfruit sellers revealed no change from last month but were lower than 4 in the same month last year.

Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 39 percent in May 2019, a level that was lower than 48 percent in the previous month but was higher than 31 in the same month a year ago. Taro supplies followed with a 25 percent contribution to total value increasing from 20 percent in the previous month but were lower than 24 percent when compared with the same month last year. Supplies of coconut contributed 9 percent of total value increased from 8 percent last month and 7 percent in the same month a year ago while shares of head cabbage contributed 8 percent to total value decreased from 9 percent last month and 13 percent in the same month last year. Shares of cucumber accounted for 7 percent of total value increasing from 5 in the previous month and remained unchanged when compared with May 2018. Ta'amu supplies accounted for 5 percent of total value increasing from 4 percent last month but were lower than 7 percent in the same month last year. Supplies of tomato, banana and Chinese cabbage accounted for 2 percent each of total value with tomato shares remained unchanged from the previous month but were lower than 3 percent in the same month last year, while banana supplies also remained unchanged from April 2019 and Chinese cabbage contribution increased from 1 percent in the previous month but remained unchanged in May 2018. Yam and breadfruit supplies accounted for 1 percent each of total value in the month under review. (See Graph 16 & Table 3)

VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$74,400 in May 2019 increased 10 percent from the previous month and was 6 percent higher when compared with May 2018.



Technical Notes

The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at **Fugalei, Taufusi, Vaitele, Afega, Saleimoa, Fasitootai, Savaia, 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 June 2019 will be available on 13th July 2019.

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Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	MAY.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	MAY.19.AV	May-19	
												% chng from prev mnth	%chng from MAY18
TARO	7521	8383	4891	4698	4057	3985	5727	8622	9064	6399	7079	11	-16
BANANA	2642	173	1340	2294	2027	2450	3061	3865	2346	1084	1112	3	541
TA'AMU	816	830	272	409	276	89	319	247	165	445	489	10	-41
COCONUT	7993	5804	4620	5709	7284	7120	6825	7219	8279	5410	6860	27	18
BREADFRUIT	186	156	325	585	132	260	605	315	204	165	212	28	36
YAM	129	67	187	155	83	105	124	99	149	162	196	21	195
HEAD CABBAGE	811	636	964	1145	977	541	566	719	158	703	464	-34	-27
TOMATOES	256	118	436	509	320	361	116	23	46	55	75	35	-37
CH.CABBAGE	129	164	148	186	50	48	63	39	76	76	139	82	-15
CUCUMBER	542	1168	1101	982	798	759	926	503	596	675	1043	55	-11
PUMPKIN	6217	5905	22036	17911	13685	12761	10948	8959	4663	8116	7427	-8	26

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

PRODUCE	2014 AVE	MAY.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	MAY.19.AV	% chng from	
												prev mnth	MAY18
TARO	1.48	2.38	2.99	2.67	2.67	3.08	2.95	2.43	2.07	2.09	2.58	23	8
BANANA	0.76	1.82	1.24	1.23	1.04	1.08	1.10	0.93	1.06	0.96	1.28	33	-30
TA'AMU	2.78	5.84	6.04	6.81	5.56	8.76	6.37	6.00	6.43	5.45	7.33	35	26
COCONUT	0.62	0.90	1.21	1.16	1.10	0.96	1.21	0.95	0.92	1.00	1.00	1	12
BREADFRUIT	0.94	1.94	1.45	1.22	1.42	1.17	1.16	1.05	1.32	1.99	2.27	14	17
YAM	3.16	3.95	4.32	4.60	5.82	5.66	6.84	4.67	4.66	5.37	4.24	-21	7
HEAD CABBAGE	5.40	13.92	5.42	5.98	5.58	7.11	11.32	8.88	11.89	8.47	13.12	55	-6
TOMATOES	9.55	16.79	9.01	7.92	8.47	9.78	14.36	21.37	22.39	19.93	19.02	-5	13
CH.CABBAGE	4.38	7.32	3.97	4.15	5.41	6.10	8.19	8.84	9.26	9.02	8.23	-9	12
CUCUMBER	2.99	4.49	3.25	3.76	3.25	3.65	4.27	4.52	5.62	5.46	4.96	-9	11
PUMPKIN	2.61	3.74	2.82	2.60	2.45	2.55	2.96	2.87	3.79	4.04	3.92	-3	5

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	MAY.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	MAY.19.AV	% chng from	
												prev mnth	MAY18
TARO	126.6	20.0	14.6	12.5	10.9	12.3	16.9	21.0	18.7	13.4	18.3	36	-9
BANANA	25.1	0.3	1.7	2.8	2.1	2.7	3.4	3.6	2.5	1.0	1.4	37	344
TA'AMU	25.6	4.9	1.6	2.8	1.5	0.8	2.0	1.5	1.1	2.4	3.6	48	-26
COCONUT	59.3	5.2	5.6	6.6	8.0	6.8	8.3	6.8	7.6	5.4	6.9	27	32
BREADFRUIT	1.8	0.3	0.5	0.7	0.2	0.3	0.7	0.3	0.3	0.3	0.5	45	60
YAM	4.7	0.3	0.8	0.7	0.5	0.6	0.9	0.5	0.7	0.9	0.8	-5	219
HEAD CABBAGE	44.6	8.9	5.2	6.8	5.5	3.9	6.4	6.4	1.9	6.0	6.1	2	-31
TOMATOES	21.5	2.0	3.9	4.0	2.7	3.5	1.7	0.5	1.0	1.1	1.4	29	-28
CH.CABBAGE	5.9	1.2	0.6	0.8	0.3	0.3	0.5	0.4	0.7	0.7	1.1	65	-5
CUCUMBER	18.4	5.2	3.6	3.7	2.6	2.8	4.0	2.3	3.4	3.7	5.2	40	-1
PUMPKIN	178.3	22.1	62.2	46.7	33.6	32.6	32.4	25.7	17.7	32.8	29.1	-11	32
	511.8	70.2	100.3	88.2	67.8	66.5	77.1	68.8	55.5	67.7	74.4	10	6

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	MAY.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	MAY.19.AV	% chng from prev mnth	%chng from MAY18
TARO	0.25	111	65	62	54	53	76	115	121	85	94	11	-16
BANANA	0.05	7	51	87	77	93	116	146	89	41	42	3	541
TA'AMU	0.05	102	33	50	34	11	39	30	20	55	60	10	-41
COCONUT	0.12	73	58	71	91	89	85	90	104	68	86	27	18
BREADFRUIT	0.004	84	175	315	71	140	325	169	110	89	114	28	36
YAM	0.01	52	145	120	64	81	96	77	116	126	152	21	195
HEAD CABBAGE	0.09	78	119	141	120	67	70	89	20	87	57	-34	-27
TOMATOES	0.04	46	170	199	125	141	45	9	18	22	29	35	-37
CH.CABBAGE	0.01	127	115	144	39	38	49	30	59	59	108	82	-15
CUCUMBER	0.04	215	203	181	147	140	171	93	110	125	192	55	-11
PUMPKIN	0.35	95	354	288	220	205	176	144	75	131	119	-8	26
	1.00	93	179	162	128	118	114	111	82	94	96	2	3

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	MAY.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	MAY.19.AV	% chng from prev mnth	%chng from MAY18
TARO	0.25	161	202	180	181	208	199	164	140	141	174	23	8
BANANA	0.05	239	163	162	137	142	145	122	140	126	168	33	-30
TA'AMU	0.05	210	217	245	200	315	229	216	231	196	264	35	26
COCONUT	0.12	144	195	187	178	155	196	153	148	161	162	1	12
BREADFRUIT	0.004	207	154	130	151	124	123	112	140	212	241	14	17
YAM	0.01	125	137	146	184	179	217	148	148	170	134	-21	7
HEAD CABBAGE	0.09	258	100	111	103	132	210	164	220	157	243	55	-6
TOMATOES	0.04	176	94	83	89	102	150	224	234	209	199	-5	13
CH.CABBAGE	0.01	167	91	95	124	139	187	202	211	206	188	-9	12
CUCUMBER	0.04	150	109	126	109	122	143	151	188	182	166	-9	11
PUMPKIN	0.35	143	108	100	94	98	113	110	145	155	150	-3	5
	1.00	128	99	97	90	99	115	106	126	122	132	8	3

Table 6: Number of Sellers

PRODUCE	2014 AVE	MAY.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	APR.19.AV	MAY.19.AV	% chng from prev mnth	%chng from MAY18
TARO	46	65	58	49	42	42	66	73	66	56	62	11	-5
BANANA	27	5	23	34	29	28	41	40	26	22	17	-23	240
TA'AMU	7	8	3	5	4	1	3	4	3	4	3	-25	-63
COCONUT	57	39	33	39	38	41	53	56	60	45	49	9	26
BREADFRUIT	4	4	6	10	3	12	10	7	5	3	3	0	-25
YAM	5	2	5	4	2	3	3	3	3	4	7	75	250
HEAD CABBAGE	12	11	20	17	14	19	8	10	5	10	10	0	-9
TOMATOES	39	18	56	54	36	27	16	7	7	11	12	9	-33
CH.CABBAGE	13	22	21	22	9	8	7	5	9	11	14	27	-36
CUCUMBER	42	44	55	41	41	34	30	11	13	18	25	39	-43
PUMPKIN	83	76	126	111	107	96	89	90	56	82	71	-13	-7
	337	294	405	385	326	312	325	304	252	265	273	3	-7

*on the days surveyed

@ new weights and base