



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY

OCTOBER 2018

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:

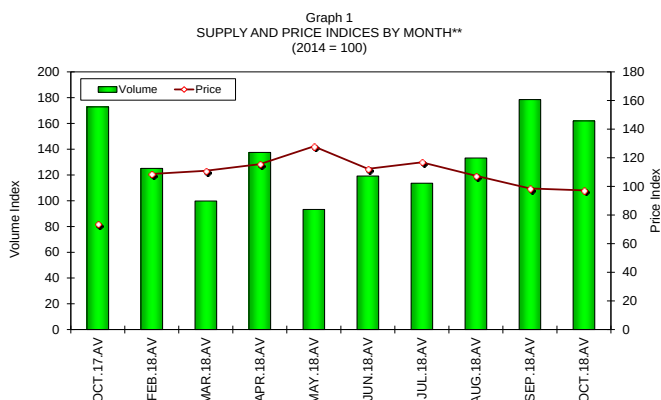
The Local Market Survey in October 2018 showed overall volume drop 9 percent while weak domestic demand pushed average prices down 1 percent when compared to September 2018.

- Significant reduction in the supply of taro, pumpkin, cucumber and yam largely impacted the overall decline in the volume index.
- The value of supplies fell 12 percent to \$88,200 from the previous month.
- An average of 385 sellers trading at the Local Market were recorded in the month under review; 5 percent lower than the previous month and 10 percent lower when compared with the same month last year.

Issue: 1/10/18

OVERVIEW

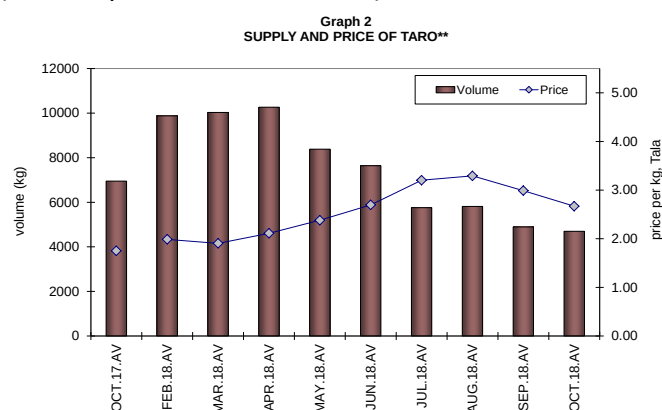
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in October 2018 showed overall volume decrease 9 percent from September 2018. This decrease in volume stem from significant reduction in the supply of taro, pumpkin, cucumber and yam. When compared with the same month last year, current supply was 6 percent lower. (See Graph 1 and Tables 4 & 5)



Decreased domestic demand for most agricultural produce prompted overall price level to slip 1 percent from the previous month. Lower prices were recorded for all agriculture produce with the exception of ta'amu, yam, head cabbage, Chinese cabbage and cucumber. When compared with September 2018 the current overall price level was 32 percent higher.

TARO

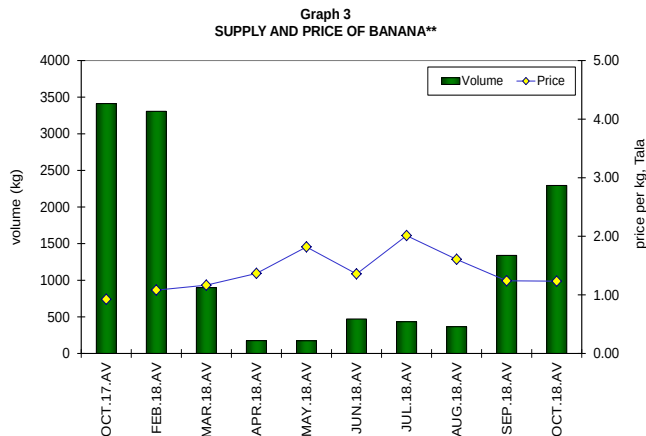
The volume of taro supplies in October 2018 fell 4 percent (to 4,698 kilograms) from September; a level that was 32 percent lower than October 2017. Driven by weak domestic demand and increased availability of its close substitutes led to an 11 percent price decrease (to \$2.67 per kilogram) from the previous month. When compared with October 2017 current price for taro was 52 percent higher. (See Graph 2 and Tables 1&2)



Current supply of taro in the month under review, contributed to a 31 percent decline in volume when comparing the twelve months ending October 2018 over the twelve months ending October 2017. Price rose 36 percent.

BANANA

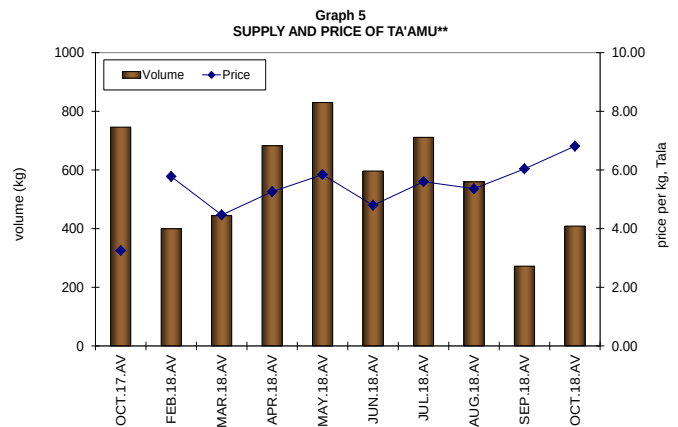
At 2,294 kilograms, the average supply of banana on the days surveyed increased 71 percent from the previous month; a level that was 33 percent lower than October 2017. Significant increase in the supply of banana led to its average price declining 1 percent (to \$1.23 per kilogram). When compared with the same month last year current price was 33 percent higher. (See Graph 3 and Tables 1&2)



When comparing the twelve months ending October 2018 over the twelve months ending October 2017, banana supplies were 35 percent lower while limited availability pushed its average price up 27 percent.

TA'AMU

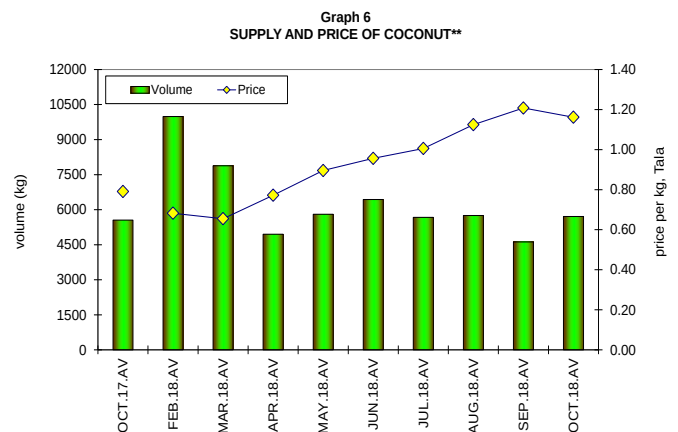
In the month under review ta'amu supplies rose 50 percent (to 409 kilograms) from the previous month, while strong domestic demand pushed its average price up 13 percent (to \$6.81 per kilogram). When compared with October 2017, current supply of ta'amu was 45 percent lower while its average price was 110 percent higher. (See Graph 5 and Tables 1&2)



When comparing the twelve months ending October 2018 over twelve months ending October 2017, ta'amu supplies were 4 percent higher while increased domestic demand pushed its average price up 18 percent.

COCONUT

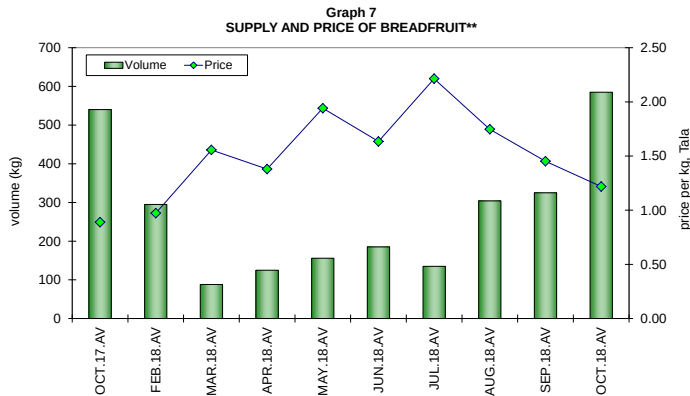
In the month under review average volume for coconut expanded 24 percent (to 5,709 kilograms) from September 2018 while increased availability pushed its average price down 4 percent (to \$1.16 per kilogram). Current availability of coconut was 3 percent higher than average availability in October 2017 while average price also increased 47 percent over the year. (See Graph 6 and Tables 1&2)



Comparing the twelve months ending October 2018 over the twelve months ending October 2017 supply of coconut was 15 percent higher while its average price also rose 25 percent.

BREADFRUIT

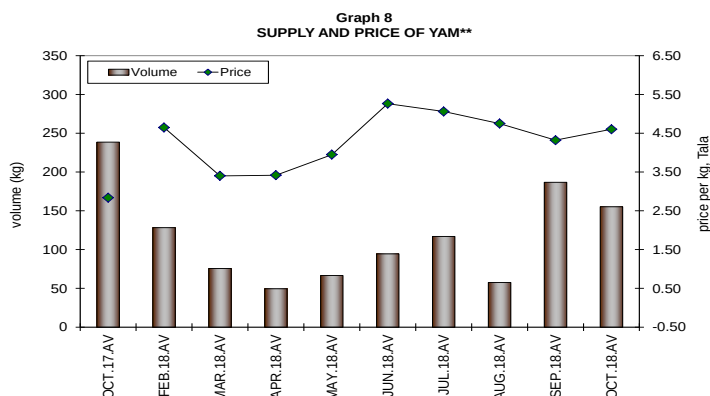
At an average of 585 kilograms, breadfruit supply in October 2018 rose 80 percent from the previous month. Increased availability of breadfruit to the markets pushed its average price down 16 percent (to \$1.22 per kilogram). When compared with the same month last year, current breadfruit supply was 8 percent higher while its average price increased 37 percent. (See Graph 7 and Tables 1 & 2)



When comparing the twelve months ending October 2018 over the twelve months ending October 2017, breadfruit supplies were 9 percent lower while its average price increased 27 percent.

YAM

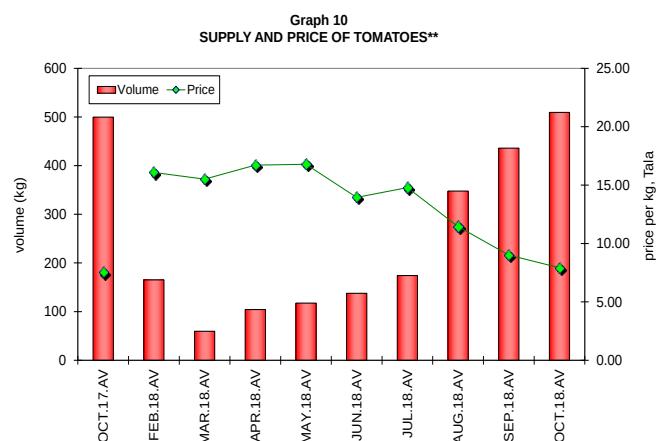
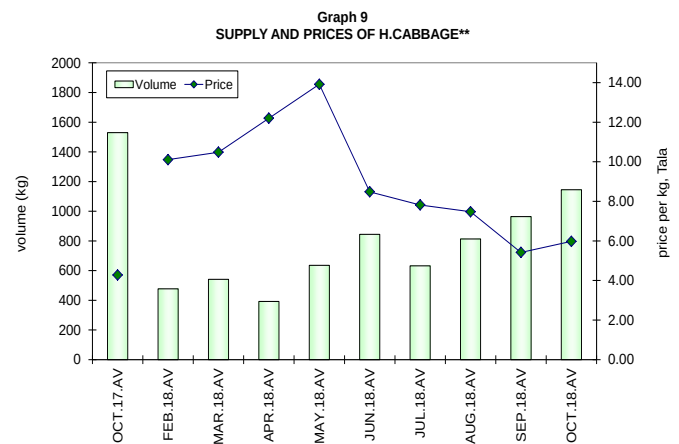
The supply of yam in the month under review dropped 17 percent (to 155 kilograms) from the previous month while limited availability pushed its average price up 7 percent (to \$4.60 per kilogram). When compared with the same month last year, current supply of yam was 35 percent lower while limited supply over the year pushed its average price up 62 percent. (See Graph 8 and Tables 1 & 2)



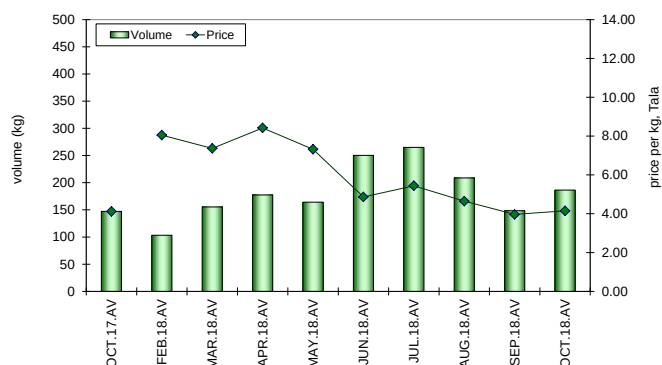
Current supply of yam in the month under review contributed to a 31 percent decrease in volume in the twelve months ending October 2018 over the twelve months ending October 2017, while its average price rose 29 percent.

VEGETABLE PRODUCE

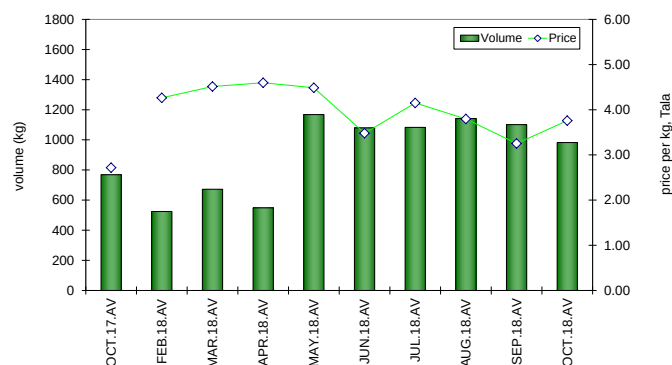
A general overview of all vegetable produce to the Local Markets in October 2018, revealed significant gains in all vegetable supplies with the exception of pumpkin and cucumber supplies whose volume dropped 19 percent (to 17,911 kilograms) and 11 percent (to 982 kilograms) respectively from the previous month. Chinese cabbage supplies registered the largest increase at 26 percent (to 186 kilograms) from September 2018 followed by head cabbage supplies increasing 19 percent (to 1,145 kilograms) while tomato supplies rose 17 percent (to 509 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**



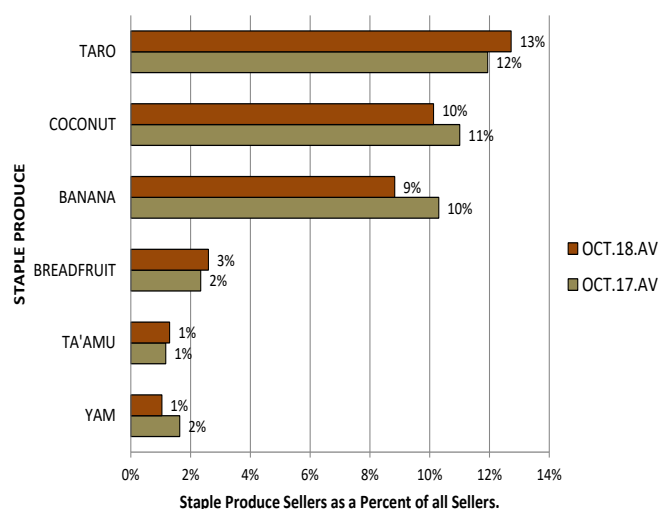
Despite the increase in the supply of most vegetable produce to the Local Markets in the month under review, strong domestic demand pushed average prices up for all vegetable produce with the exception of tomato and pumpkin recording a decrease of 12 percent (to \$7.92 per kilogram) and 8 percent (to \$2.60 per kilogram). Limited supplies of cucumber led to its average price increasing 16 percent (to \$3.76 per kilogram). Driven by demand, average price for head cabbage price rose 10 percent (to \$5.98 per kilogram) and Chinese cabbage prices increased 5 percent (to \$4.15 per kilogram) respectively.

SELLERS

At 385, the number of sellers at the Local Markets on the days surveyed in October 2018 fell 5 percent from the previous month and was 10 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6).

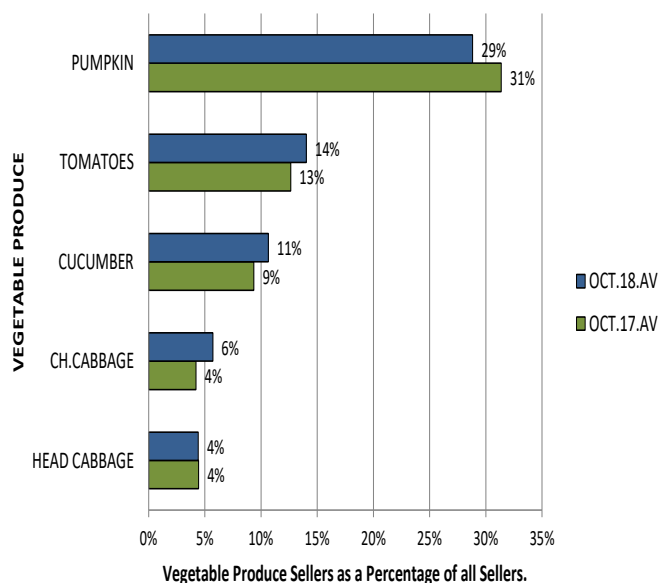
GRAPH 14

SELLERS BY STAPLE PRODUCE



GRAPH 15

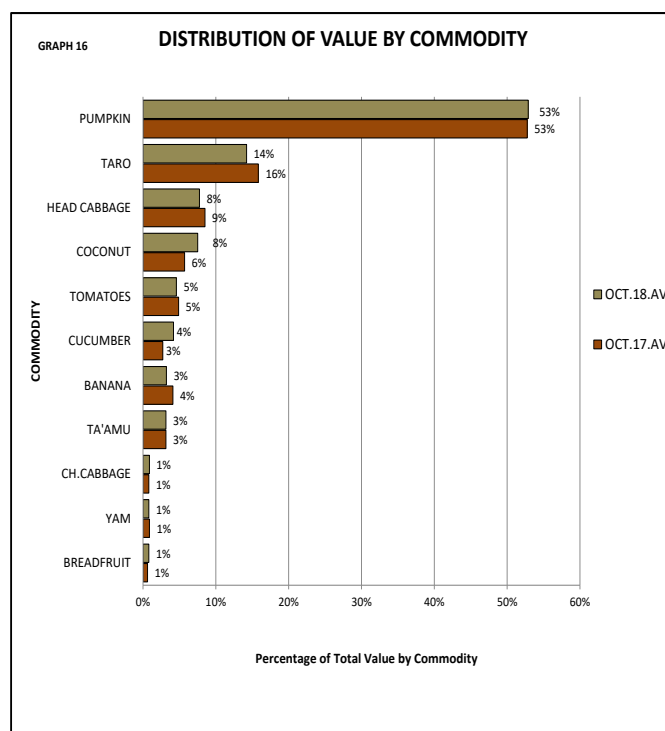
SELLERS BY VEGETABLE PRODUCE



In October 2018, pumpkin sellers at 111 were the largest group at the local markets decreasing from 126 in the previous month and 134 in the same month last year. Tomato sellers followed recording a decreasing total of 54 from 56 last month and remained unchanged in the same month a year ago while taro sellers also decreased to 49 from 58 in the previous month and 51 a year ago. Sellers of cucumber recorded a decreasing total of 41 from 55 in September 2018 but were higher than 40 in October 2017 while total sellers of coconut increased to 39 from 33 in the same month last year but were lower than 47 in October 2017. Sellers of banana recorded an increasing total of 34 from 23 in the previous month but were lower than 44 when compared with same month a year ago; while sellers of Chinese cabbage recorded an increasing total of 22 from 21 in September 2018 and 18 in October 2017. Head cabbage sellers followed with a decreasing total of 17 from 20 in the previous month and 19 in the same month a year ago. Breadfruit sellers recorded an increasing total of 10 from 6 in the previous month and revealed no change in the same month last year, while sellers of ta'amu recorded an increasing total of 5 from 3 in the previous month and the same month a year ago. Sellers of yam recorded a decreasing total of 4 from 5 last month and 7 when compared with October 2017.

VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$88,200 in October 2018 decreased 12 percent from the previous month and was 15 percent higher when compared with October 2017.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 53 percent in October 2018, a level that was lower than 62 percent in the previous month and remained unchanged in October 2017. Taro supplies followed with a 14 percent contribution to total value decreasing from 15 percent in the previous month and 16 percent when compared with the same month a year ago. Supplies of head cabbage and coconut contributed 8 percent each of total value; with head cabbage contributions increasing from 5 percent in the previous month but were lower than 9 percent in the same month a year ago, while coconut shares increased from 6 percent last month and the same month a year ago. Supplies of tomato contributed 5 percent to total value increasing from 4 percent in the previous month and remained unchanged when compared with October 2017. Supplies of cucumber contributed 4 percent to total value revealed no change from last month but were higher than 3 percent the same month a year ago. Banana and ta'amu accounted for 3 percent each of total value; with banana shares increasing from 2 percent in the previous month but were lower than 4 percent in October 2017, while ta'amu shares increased from 2 percent last month and remained unchanged in the same month a year ago. Supplies of Chinese cabbage, yam and breadfruit contributed 1 percent each to total value in the month under review. (See Graph 16 & 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, 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 each Friday for urban markets on Upolu and Savaii 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 November 2018 will be available on 13th December 2018.

SAMOA BUREAU OF STATISTICS

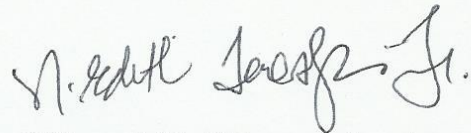
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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	OCT.17.AV	FEB.18.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	Oct-18	
												% chng from prev mnth	%chng from OCT17
TARO	7521	6948	9877	10030	10264	8383	7639	5757	5812	4891	4698	-4	-32
BANANA	2642	3412	3307	900	175	173	471	434	365	1340	2294	71	-33
TA'AMU	816	746	400	444	683	830	596	711	560	272	409	50	-45
COCONUT	7993	5556	9986	7882	4950	5804	6434	5671	5750	4620	5709	24	3
BREADFRUIT	186	540	295	88	125	156	185	135	304	325	585	80	8
YAM	129	239	128	76	50	67	95	117	58	187	155	-17	-35
HEAD CABBAGE	811	1529	477	541	392	636	844	632	813	964	1145	19	-25
TOMATOES	256	500	165	60	104	118	138	174	348	436	509	17	2
CH.CABBAGE	129	147	103	155	177	164	250	265	209	148	186	26	27
CUCUMBER	542	768	524	672	549	1168	1079	1083	1141	1101	982	-11	28
PUMPKIN	6217	17345	9962	6719	14331	5905	10432	10879	13703	22036	17911	-19	3

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

PRODUCE	2014 AVE	OCT.17.AV	FEB.18.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	% chng from	
												prev mnth	OCT17
TARO	1.48	1.75	1.99	1.91	2.11	2.38	2.70	3.20	3.29	2.99	2.67	-11	52
BANANA	0.76	0.93	1.08	1.17	1.37	1.82	1.36	2.01	1.61	1.24	1.23	-1	33
TA'AMU	2.78	3.25	5.78	4.47	5.26	5.84	4.80	5.60	5.36	6.04	6.81	13	110
COCONUT	0.62	0.79	0.68	0.65	0.77	0.90	0.96	1.01	1.12	1.21	1.16	-4	47
BREADFRUIT	0.94	0.89	0.97	1.56	1.38	1.94	1.63	2.21	1.75	1.45	1.22	-16	37
YAM	3.16	2.84	4.65	3.40	3.42	3.95	5.26	5.06	4.75	4.32	4.60	7	62
HEAD CABBAGE	5.40	4.28	10.11	10.48	12.20	13.92	8.48	7.82	7.47	5.42	5.98	10	40
TOMATOES	9.55	7.53	16.09	15.51	16.71	16.79	13.95	14.79	11.45	9.01	7.92	-12	5
CH.CABBAGE	4.38	4.12	8.05	7.37	8.42	7.32	4.87	5.44	4.65	3.97	4.15	5	1
CUCUMBER	2.99	2.72	4.26	4.51	4.60	4.49	3.48	4.15	3.79	3.25	3.76	16	38
PUMPKIN	2.61	2.34	3.47	3.78	3.49	3.74	3.72	3.53	3.10	2.82	2.60	-8	11

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	OCT.17.AV	FEB.18.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	% chng from	
												prev mnth	OCT17
TARO	126.6	12.2	19.6	19.1	21.7	20.0	20.6	18.4	19.1	14.6	12.5	-14	3
BANANA	25.1	3.2	3.6	1.1	0.2	0.3	0.6	0.9	0.6	1.7	2.8	70	-10
TA'AMU	25.6	2.4	2.3	2.0	3.6	4.9	2.9	4.0	3.0	1.6	2.8	70	15
COCONUT	59.3	4.4	6.8	5.2	3.8	5.2	6.2	5.7	6.5	5.6	6.6	19	51
BREADFRUIT	1.8	0.5	0.3	0.1	0.2	0.3	0.3	0.3	0.5	0.5	0.7	51	48
YAM	4.7	0.7	0.6	0.3	0.2	0.3	0.5	0.6	0.3	0.8	0.7	-12	4
HEAD CABBAGE	44.6	6.5	4.8	5.7	4.8	8.9	7.2	4.9	6.1	5.2	6.8	31	5
TOMATOES	21.5	3.8	2.7	0.9	1.7	2.0	1.9	2.6	4.0	3.9	4.0	3	7
CH.CABBAGE	5.9	0.6	0.8	1.1	1.5	1.2	1.2	1.4	1.0	0.6	0.8	31	26
CUCUMBER	18.4	2.1	2.2	3.0	2.5	5.2	3.8	4.5	4.3	3.6	3.7	3	77
PUMPKIN	178.3	40.5	34.5	25.4	50.0	22.1	38.8	38.4	42.5	62.2	46.7	-25	15
	511.8	76.8	78.3	63.9	90.2	70.2	83.9	81.7	87.9	100.3	88.2	-12	15

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	OCT.17.AV	FEB.18.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	% chng from prev mnth	%chng from OCT17
TARO	0.25	92	131	133	136	111	102	77	77	65	62	-4	-32
BANANA	0.05	129	125	34	7	7	18	16	14	51	87	71	-33
TA'AMU	0.05	91	49	54	84	102	73	87	69	33	50	50	-45
COCONUT	0.12	70	125	99	62	73	81	71	72	58	71	24	3
BREADFRUIT	0.004	290	159	47	67	84	99	73	163	175	315	80	8
YAM	0.01	185	99	59	38	52	73	91	45	145	120	-17	-35
HEAD CABBAGE	0.09	189	59	67	48	78	104	78	100	119	141	19	-25
TOMATOES	0.04	195	65	23	41	46	54	68	136	170	199	17	2
CH.CABBAGE	0.01	114	80	120	137	127	194	205	162	115	144	26	27
CUCUMBER	0.04	142	97	124	101	215	199	200	211	203	181	-11	28
PUMPKIN	0.35	279	160	108	231	95	168	175	220	354	288	-19	3
	1.00	173	125	100	137	93	119	114	133	179	162	-9	-6

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	OCT.17.AV	FEB.18.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	% chng from prev mnth	%chng from OCT17
TARO	0.25	118	134	129	143	161	182	216	222	202	180	-11	52
BANANA	0.05	122	142	153	180	239	179	265	211	163	162	-1	33
TA'AMU	0.05	117	208	161	189	210	173	201	193	217	245	13	110
COCONUT	0.12	128	110	106	125	144	154	162	181	195	187	-4	47
BREADFRUIT	0.004	95	103	166	147	207	174	236	186	154	130	-16	37
YAM	0.01	90	147	108	108	125	167	160	150	137	146	7	62
HEAD CABBAGE	0.09	79	187	194	226	258	157	145	138	100	111	10	40
TOMATOES	0.04	79	168	162	175	176	146	155	120	94	83	-12	5
CH.CABBAGE	0.01	94	184	168	192	167	111	124	106	91	95	5	1
CUCUMBER	0.04	91	143	151	154	150	116	139	127	109	126	16	38
PUMPKIN	0.35	90	133	145	134	143	142	135	119	108	100	-8	11
	1.00	74	109	111	116	128	112	117	107	99	97	-1	32

Table 6: Number of Sellers

PRODUCE	2014 AVE	OCT.17.AV	FEB.18.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	% chng from prev mnth	%chng from OCT17
TARO	46	51	65	65	65	65	54	47	52	58	49	-16	-4
BANANA	27	44	32	16	5	5	9	7	7	23	34	48	-23
TA'AMU	7	5	5	6	6	8	7	6	6	3	5	67	0
COCONUT	57	47	57	53	36	39	33	36	34	33	39	18	-17
BREADFRUIT	4	10	5	2	4	4	4	3	7	6	10	67	0
YAM	5	7	4	3	3	2	3	3	2	5	4	-20	-43
HEAD CABBAGE	12	19	8	10	13	11	18	13	14	20	17	-15	-11
TOMATOES	39	54	26	13	25	18	29	31	49	56	54	-4	0
CH.CABBAGE	13	18	11	17	16	22	25	28	27	21	22	5	22
CUCUMBER	42	40	29	32	31	44	46	43	49	55	41	-25	2
PUMPKIN	83	134	89	63	115	76	96	97	108	126	111	-12	-17
	337	427	330	280	318	294	322	312	356	405	385	-5	-10

*on the days surveyed

@ new weights and base