



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY DECEMBER 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:

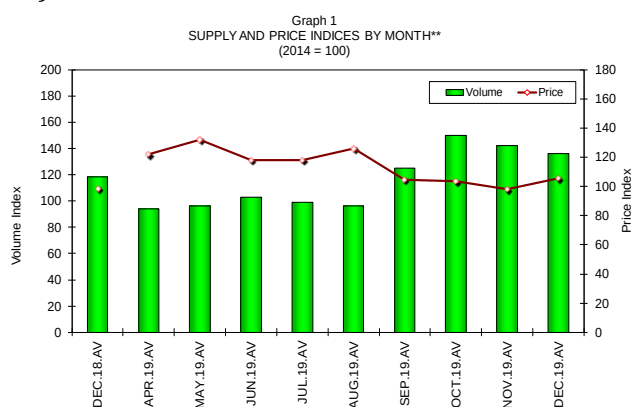
The Local Market Survey in December 2019 showed overall volume decline 4 percent while limited availability of most produce pushed average prices up 7 percent when compared to November 2019.

- The value of supplies decreased 2 percent to \$82,300 from the previous month.
- An average of 320 sellers trading at the Local Market were recorded in the month under review; 19 percent lower than the previous month but 24 percent higher when compared with the same month last year.

Issue: 01/12/19

OVERVIEW

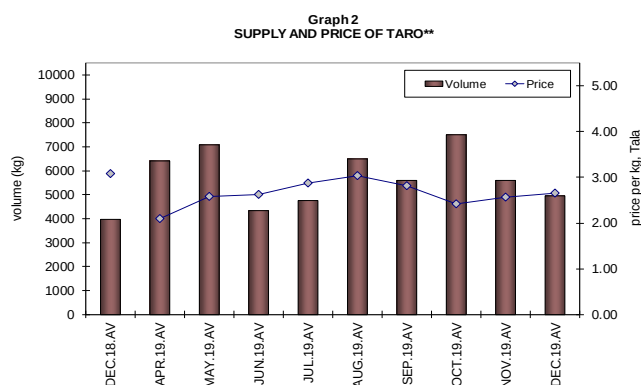
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in December 2019 showed overall volume decrease 4 percent from November 2019. This decrease in volume stem from significant reduction of all agricultural produce with the exception of coconut, breadfruit, head cabbage and Chinese cabbage supplies. When compared with the same month last year, current supply was 15 percent higher. (See Graph 1 and Tables 4 & 5)



A decline in overall supply pushed the price index up 7 percent with average prices of all produce increasing with the exception of banana and Chinese cabbage. When compared with December 2018 the current overall price level was 7 percent higher.

TARO

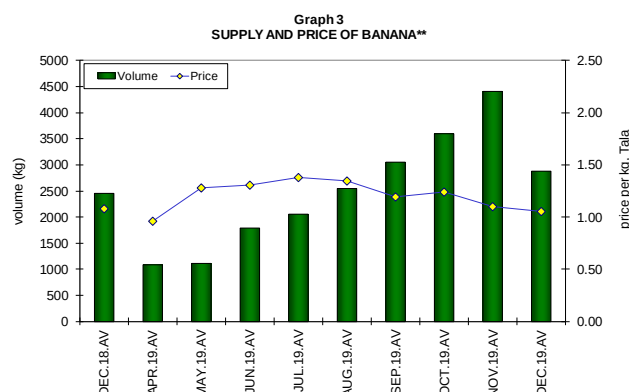
At 4,959 kilograms, the supply of taro to the Local Markets to end the calendar year in 2019 decreased 12 percent from the previous month while limited availability led its average price climb to 4 percent (to \$2.65 per kilogram). When compared with December 2018, current supply of taro was 24 percent higher while increased availability over the year pushed its average price down 14 percent. (See Graph 2 and Tables 1&2)



The twelve months ending December 2019 over the twelve months ending December 2018, taro supplies were 13 percent lower while price revealed no changed.

BANANA

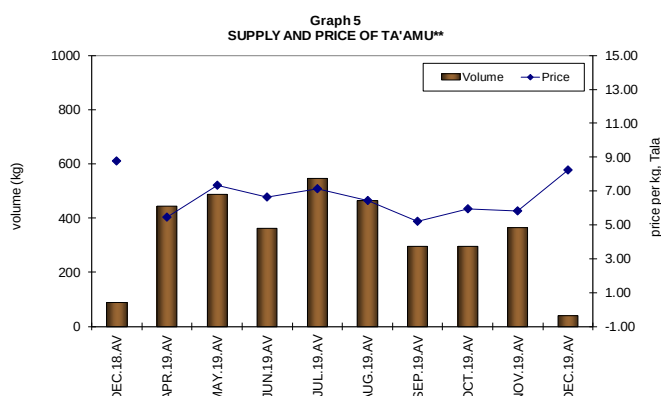
The volume of banana supplied to the Local Markets in December 2019 decreased 35 percent (to 2,886 kilograms) from November 2019; a level that was 18 percent higher than the same month last year. The average price of banana declined 4 percent (to \$1.60 per kilogram) due to weakened domestic demand. When compared with the same month last year current price was 3 percent lower. (See Graph 3 and Tables 1&2)



When comparing the twelve months ending December 2019 over the twelve months ending December 2018, banana supplies were 93 percent higher while increased availability pushed its average price down 12 percent.

TA'AMU

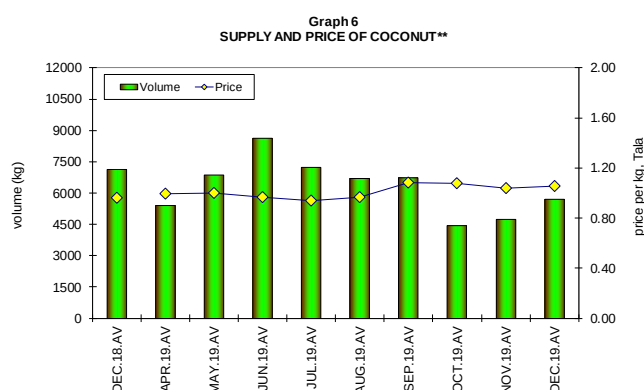
Ta'amu supplies in December 2019 declined 89 percent (to 41 kilograms) from the previous month while limited supply pushed its average price up 42 percent (to \$8.25 per kilogram). In comparison with December 2018, current supply of ta'amu was 54 percent lower while its average price was also 6 percent lower. (See Graph 5 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to a 28 percent decrease in ta'amu volume when comparing the twelve months ending December 2019 over twelve months ending December 2018 while limited availability pushed its average price up 10 percent.

COCONUT

In the month under review coconut supplies rose 20 percent (to 5,702 kilograms) from November 2019 while increased domestic demand pushed its average price up 2 percent (to \$1.06 per kilogram). Current availability of coconut was 20 percent lower than average availability in December 2018 while average price increased 10 percent over the year. (See Graph 6 and Tables 1&2)



Comparing the twelve months ending December 2019 over the twelve months ending December 2018 supply of coconut was 1 percent higher while its average price also rose 9 percent.

BREADFRUIT

At an average of 380 kilograms, breadfruit supply in December 2019 was more than doubled (to 380 kilograms) from the previous month. Increase domestic demand for breadfruit drove its average price up 30 percent (to \$1.81 per kilogram). When compared with December 2018, current availability of breadfruit supply was 46 percent higher while its average price was 55 percent higher. (See Graph 7 and Tables 1& 2)

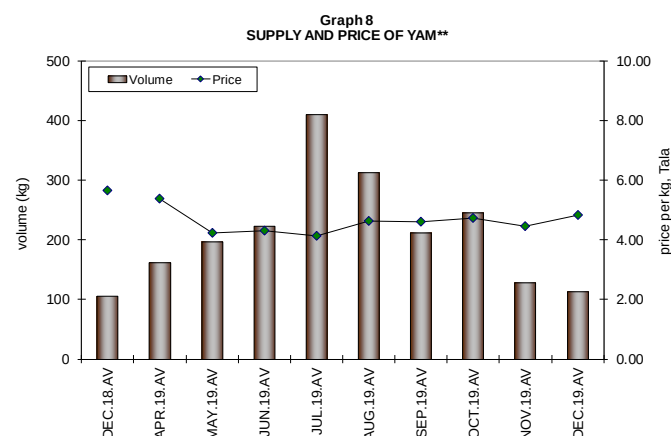
VEGETABLE PRODUCE

With the onset of rainy season, the supply of vegetable produce to the Local Markets in December 2019 experienced moderate losses in all vegetable supplies with the exception of head cabbage and Chinese cabbage supplies whose volume rose 50 percent (to 758 kilograms) and 9 percent (to 128 kilograms) from the previous month. Tomato supplies dropped 33 percent (to 215 kilograms) from November 2019 while cucumber supplies decreased 26 percent (to 817 kilograms). Pumpkin supplies remained unchanged when compared to the previous month. (See Graphs 9 to 13 and Tables 1 & 2)

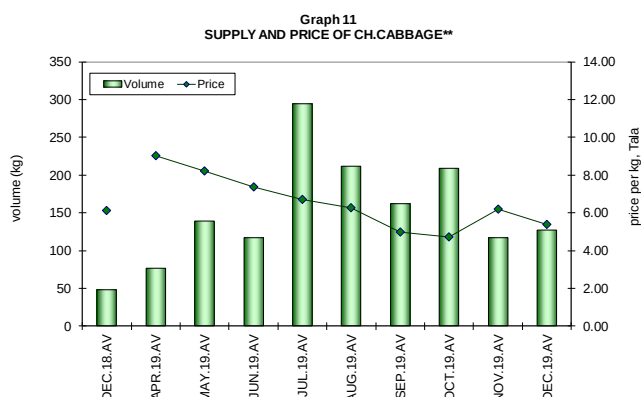
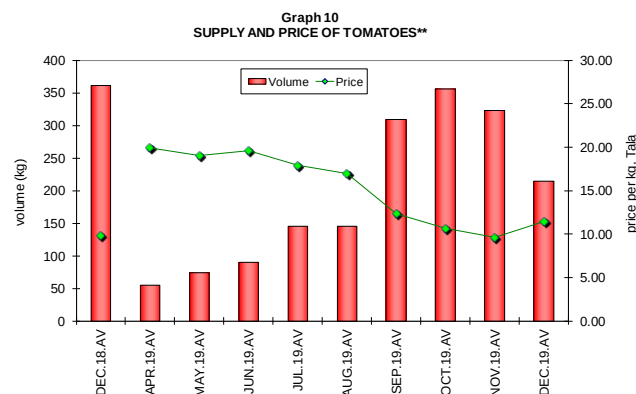
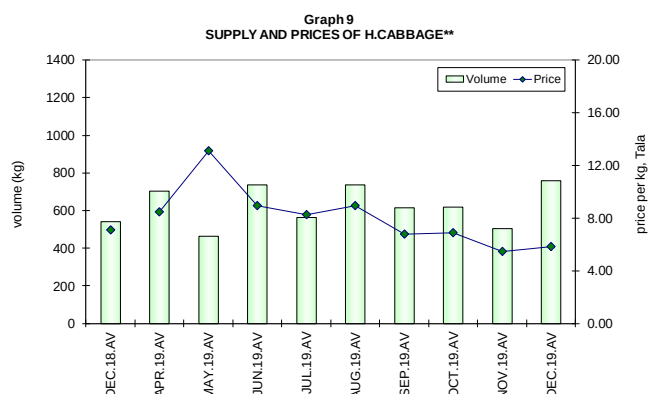
Current supply of breadfruit contributed to a 27 percent increase in volume when comparing the twelve months ending December 2019 over the twelve months ending December 2018 while its average price also increased 2 percent.

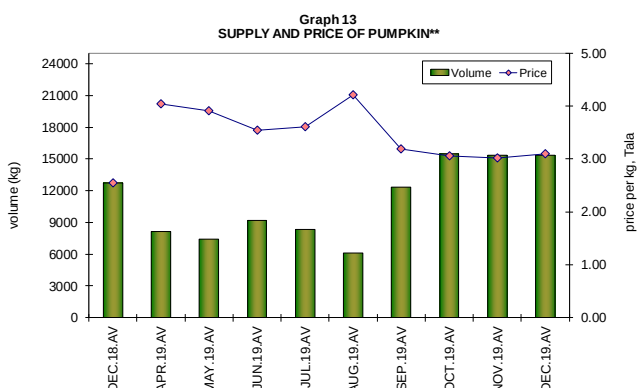
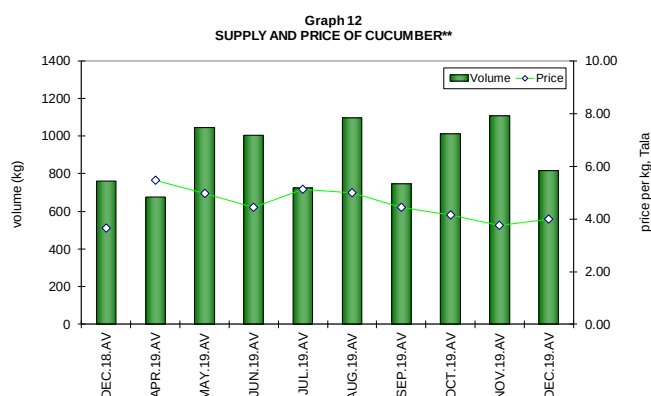
YAM

The supply of yam in the month under review decreased 12 percent (to 113 kilograms) from the previous month while limited availability pushed its average price up 9 percent (to \$4.84 per kilogram). When compared with the same month last year, current supply of yam was 7 percent higher while increased availability over the year pushed its average price down 15 percent. (See Graph 8 and Tables 1 & 2)



Current supply of yam in the month under review contributed to an 82 percent increase in volume in the twelve months ending December 2019 over the twelve months ending December 2018, while its average price rose 5 percent.

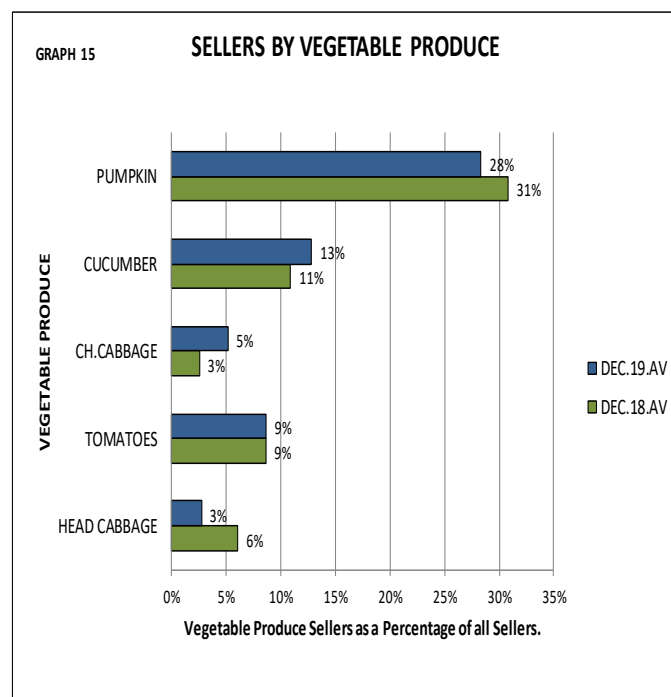
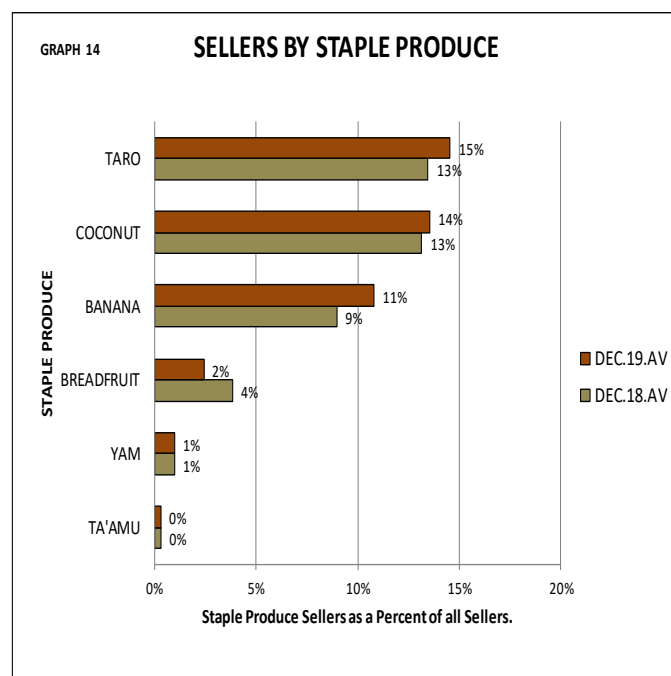




Subsequent to the limited availability of all vegetable produce supplied to the Local Markets in the month under review, average prices for all vegetable increased with the exception of Chinese cabbage whose prices were pushed down 13 percent (to \$5.37 per kilogram) due to increase availability in the markets. Average prices for tomato rose 19 percent (to \$11.50 per kilogram) while strong domestic demand for head cabbage pushed its average price up 7 percent (to \$5.84 per kilogram). Limited availability for cucumber pushed its average price up 6 percent (to \$3.98 per kilogram) while average price for pumpkin edged up 3 percent (to \$3.10 per kilogram).

SELLERS

At 320, the number of sellers at the Local Markets on the days surveyed in December 2019 decreased 19 percent from the previous month and was 2 percent higher when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6).



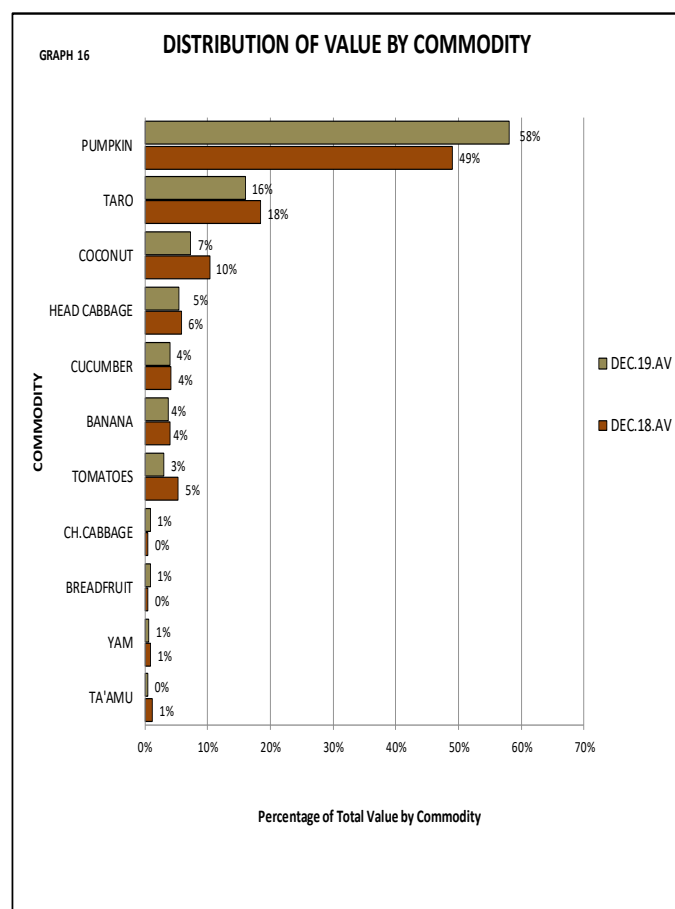
In December 2019, pumpkin sellers at 91 were the largest group at the local markets decreasing from 113 in the previous month and 96 in the same month last year. Taro sellers followed recording a decreasing total of 47 from 51 last month but were higher than 42 in the same month a year ago while coconut sellers also decreased to 43 from 51 in the previous month but were higher than 41 a year ago. Sellers of cucumber recorded a decreasing total of 41 from 49 in November 2019 but were higher than 34 in December 2018 while total sellers of banana also decreased to 35 from 46 last month but were higher than 28 a year ago. Tomato sellers followed

with a decreasing total of 28 from 45 in the previous month but were higher than 27 in the same month a year ago. Chinese cabbage sellers recorded an increasing total of 17 from 16 in November 2019 and 8 in December 2018. Head cabbage sellers followed with a decreasing total of 9 from 16 in the previous month and 19 in the same month last year while breadfruit sellers recorded an increasing total of 8 from 3 last month but were lower than 12 in the same month last year. Sellers of yam recorded a decreasing total of 2 from 4 in the previous month and 3 when compared with December 2018 while sellers of ta'amu recorded a decreasing total of 1 from 3 last month and remained unchanged in the same month a year ago.

VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$82,300 in December 2019 decreased 2 percent from the previous month but was 24 percent higher when compared with December 2018.

Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 58 percent in December 2019, a level that was higher than 55 percent in the previous month and 49 percent in the same month a year ago. Taro supplies followed with a 16 percent contribution to total value decreasing from 17 percent in the previous month and 18 percent in the same month a year ago. Supplies of coconut contributed 7 percent of total value increased from 6 percent last month but were lower than 10 percent in the same month last year while supplies of head cabbage contributed 5 percent to total value increased from 3 percent last month but were lower than 6 percent the same month a year ago. Cucumber and banana supplies both accounted for 4 percent each to total value; with cucumber supplies decreasing from 5 percent last month and remained unchanged in the same month last year while banana shares also decreased from 6 percent in November 2019 and remained unchanged in December 2018. Shares of tomato accounted for 3 percent of total value decreasing from 4 percent in the previous month and 5 percent in the same month a year ago. Chinese cabbage, breadfruit and Yam supply all accounted for 1 percent each of total value while lower shares were recorded for ta'amu 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 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 January 2020 will be available on 13th February 2020.

SAMOA BUREAU OF STATISTICS

*Economic Statistics Division
FMFM II Building, Level 1
P O Box 1151
Apia, Samoa*

*Phone: (685) 62014/62015
Fax: (685) 24675
E-mail: info.stats@sbs.gov.ws
Website: www.sbs.gov.ws*

**Aliimuamua Malaefono TauāT-Faasalaina
GOVERNMENT STATISTICIAN (CEO)**

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	DEC.18.AV	APR.19.AV	MAY.19.AV	JUN.19.AV	JUL.19.AV	AUG.19.AV	SEP.19.AV	OCT.19.AV	NOV.19.AV	DEC.19.AV	Dec-19	
												% chng from prev mnth	%chng from DEC 18
TARO	7521	3985	6399	7079	4327	4747	6484	5594	7491	5610	4959	-12	24
BANANA	2642	2450	1084	1112	1791	2062	2552	3053	3596	4414	2886	-35	18
TA'AMU	816	89	445	489	363	548	466	297	296	366	41	-89	-54
COCONUT	7993	7120	5410	6860	8629	7237	6699	6717	4443	4753	5702	20	-20
BREADFRUIT	186	260	165	212	300	218	688	305	350	140	380	171	46
YAM	129	105	162	196	223	410	313	212	245	128	113	-12	7
HEAD CABBAGE	811	541	703	464	738	564	737	615	618	506	758	50	40
TOMATOES	256	361	55	75	90	146	145	309	356	323	215	-33	-41
CH.CABBAGE	129	48	76	139	117	294	212	162	209	117	128	9	163
CUCUMBER	542	759	675	1043	1002	726	1098	745	1010	1109	817	-26	8
PUMPKIN	6217	12761	8116	7427	9188	8327	6133	12327	15484	15346	15385	0	21

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

PRODUCE	2014 AVE	DEC.18.AV	APR.19.AV	MAY.19.AV	JUN.19.AV	JUL.19.AV	AUG.19.AV	SEP.19.AV	OCT.19.AV	NOV.19.AV	DEC.19.AV	Dec-19	
												% chng from prev mnth	%chng from DEC 18
TARO	1.48	3.08	2.09	2.58	2.62	2.87	3.03	2.82	2.42	2.56	2.65	4	-14
BANANA	0.76	1.08	0.96	1.28	1.30	1.38	1.34	1.19	1.24	1.10	1.06	-4	-3
TA'AMU	2.78	8.76	5.45	7.33	6.65	7.12	6.41	5.20	5.92	5.83	8.25	42	-6
COCONUT	0.62	0.96	1.00	1.00	0.97	0.94	0.97	1.09	1.07	1.04	1.06	2	10
BREADFRUIT	0.94	1.17	1.99	2.27	1.47	1.49	1.36	1.33	1.33	1.39	1.81	30	55
YAM	3.16	5.66	5.37	4.24	4.30	4.13	4.62	4.62	4.74	4.44	4.84	9	-15
HEAD CABBAGE	5.40	7.11	8.47	13.12	8.92	8.27	8.93	6.77	6.87	5.48	5.84	7	-18
TOMATOES	9.55	9.78	19.93	19.02	19.62	17.94	17.01	12.38	10.66	9.63	11.50	19	18
CH.CABBAGE	4.38	6.10	9.02	8.23	7.39	6.72	6.28	4.97	4.73	6.20	5.37	-13	-12
CUCUMBER	2.99	3.65	5.46	4.96	4.43	5.11	5.00	4.43	4.15	3.75	3.98	6	9
PUMPKIN	2.61	2.55	4.04	3.92	3.55	3.60	4.21	3.19	3.06	3.01	3.10	3	21

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	DEC.18.AV	APR.19.AV	MAY.19.AV	JUN.19.AV	JUL.19.AV	AUG.19.AV	SEP.19.AV	OCT.19.AV	NOV.19.AV	DEC.19.AV	Dec-19	
												% chng from prev mnth	%chng from DEC 18
TARO	126.6	12.3	13.4	18.3	11.4	13.6	19.6	15.8	18.1	14.4	13.2	-8	7
BANANA	25.1	2.7	1.0	1.4	2.3	2.8	3.4	3.6	4.5	4.9	3.1	-37	15
TA'AMU	25.6	0.8	2.4	3.6	2.4	3.9	3.0	1.5	1.8	2.1	0.3	-84	-56
COCONUT	59.3	6.8	5.4	6.9	8.3	6.8	6.5	7.3	4.8	5.0	6.0	22	-12
BREADFRUIT	1.8	0.3	0.3	0.5	0.4	0.3	0.9	0.4	0.5	0.2	0.7	263	130
YAM	4.7	0.6	0.9	0.8	1.0	1.7	1.5	1.0	1.2	0.6	0.5	-5	-8
HEAD CABBAGE	44.6	3.9	6.0	6.1	6.6	4.7	6.6	4.2	4.2	2.8	4.4	60	15
TOMATOES	21.5	3.5	1.1	1.4	1.8	2.6	2.5	3.8	3.8	3.1	2.5	-21	-30
CH.CABBAGE	5.9	0.3	0.7	1.1	0.9	2.0	1.3	0.8	1.0	0.7	0.7	-4	130
CUCUMBER	18.4	2.8	3.7	5.2	4.5	3.7	5.5	3.3	4.2	4.2	3.3	-22	17
PUMPKIN	178.3	32.6	32.8	29.1	32.6	30.0	25.8	39.4	47.3	46.3	47.7	3	46
	511.8	66.5	67.7	74.4	72.1	72.2	76.6	81.1	91.3	84.1	82.3	-2	24

*on the days surveyed

@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	DEC.18.AV	APR.19.AV	MAY.19.AV	JUN.19.AV	JUL.19.AV	AUG.19.AV	SEP.19.AV	OCT.19.AV	NOV.19.AV	DEC.19.AV	% chng from prev mnth	%chng from DEC 18
TARO	0.25	53	85	94	58	63	86	74	100	75	66	-12	24
BANANA	0.05	93	41	42	68	78	97	116	136	167	109	-35	18
TA'AMU	0.05	11	55	60	45	67	57	36	36	45	5	-89	-54
COCONUT	0.12	89	68	86	108	91	84	84	56	59	71	20	-20
BREADFRUIT	0.004	140	89	114	161	117	370	164	188	75	204	171	46
YAM	0.01	81	126	152	173	317	243	164	190	99	87	-12	7
HEAD CABBAGE	0.09	67	87	57	91	70	91	76	76	62	93	50	40
TOMATOES	0.04	141	22	29	35	57	57	121	139	126	84	-33	-41
CH.CABBAGE	0.01	38	59	108	91	228	164	126	162	91	99	9	163
CUCUMBER	0.04	140	125	192	185	134	203	137	186	205	151	-26	8
PUMPKIN	0.35	205	131	119	148	134	99	198	249	247	247	0	21
	1.00	118	94	96	103	99	96	125	150	142	136	-4	15

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	DEC.18.AV	APR.19.AV	MAY.19.AV	JUN.19.AV	JUL.19.AV	AUG.19.AV	SEP.19.AV	OCT.19.AV	NOV.19.AV	DEC.19.AV	% chng from prev mnth	%chng from DEC 18
TARO	0.25	208	141	174	177	194	205	191	163	173	179	4	-14
BANANA	0.05	142	126	168	172	182	177	157	163	145	139	-4	-3
TA'AMU	0.05	315	196	264	239	256	231	187	213	210	297	42	-6
COCONUT	0.12	155	161	162	156	151	156	175	173	168	171	2	10
BREADFRUIT	0.004	124	212	241	156	159	145	141	141	148	192	30	55
YAM	0.01	179	170	134	136	131	146	146	150	141	153	9	-15
HEAD CABBAGE	0.09	132	157	243	165	153	165	125	127	101	108	7	-18
TOMATOES	0.04	102	209	199	205	188	178	130	112	101	120	19	18
CH.CABBAGE	0.01	139	206	188	169	153	143	113	108	142	123	-13	-12
CUCUMBER	0.04	122	182	166	148	171	167	148	139	125	133	6	9
PUMPKIN	0.35	98	155	150	136	138	161	122	117	115	119	3	21
	1.00	99	122	132	118	118	126	105	103	98	106	7	7

Table 6: Number of Sellers

PRODUCE	2014 AVE	DEC.18.AV	APR.19.AV	MAY.19.AV	JUN.19.AV	JUL.19.AV	AUG.19.AV	SEP.19.AV	OCT.19.AV	NOV.19.AV	DEC.19.AV	% chng from prev mnth	%chng from DEC 18
TARO	46	42	56	62	46	44	49	46	60	51	47	-9	11
BANANA	27	28	22	17	24	22	28	31	33	46	35	-25	23
TA'AMU	7	1	4	3	4	5	3	3	4	3	1	-67	0
COCONUT	57	41	45	49	53	44	43	39	32	51	43	-15	5
BREADFRUIT	4	12	3	3	5	5	13	6	5	3	8	210	-35
YAM	5	3	4	7	7	10	9	5	5	4	2	-44	-25
HEAD CABBAGE	12	19	10	10	15	12	10	10	10	16	9	-44	-54
TOMATOES	39	27	11	12	16	21	23	37	44	45	28	-39	3
CH.CABBAGE	13	8	11	14	19	22	23	23	25	16	17	3	106
CUCUMBER	42	34	18	25	30	33	39	36	44	49	41	-16	21
PUMPKIN	83	96	82	71	92	79	62	103	111	113	91	-20	-6
	337	312	265	273	310	296	301	338	371	396	320	-19	2

*on the days surveyed

@ new weights and base