



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY NOVEMBER 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:

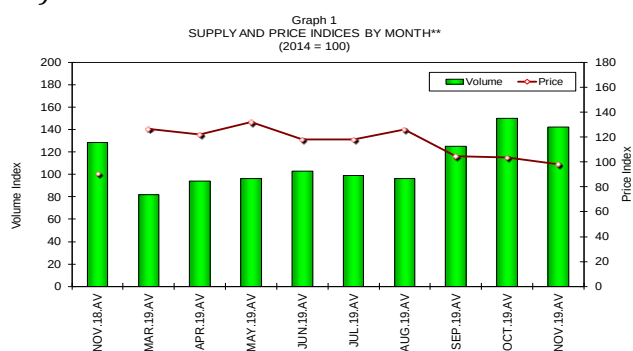
The Local Market Survey in November 2019 showed overall volume drop 5 percent while weak domestic demand pushed average prices down 5 percent when compared to October 2019.

- Significant decrease in the supply of taro and most vegetable produce strongly contributed to the decline in the volume index.
- The value of supplies fell 8 percent to \$84,100 from the previous month as average number of sellers increased 7 percent to 396 from 371 in October 2019.

Issue: 01/11/19

OVERVIEW

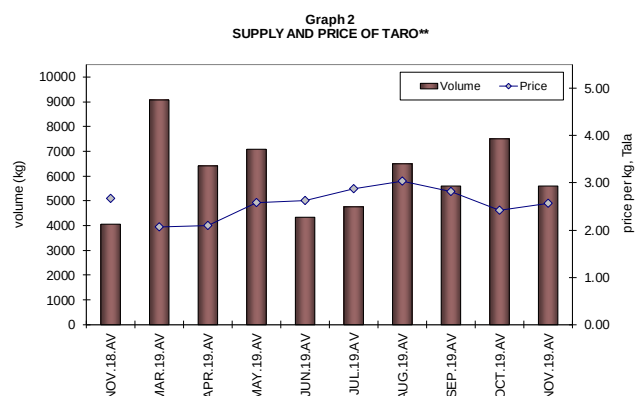
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in November 2019 showed overall volume decrease 5 percent from October 2019. Significant decreases were recorded for all agricultural produce with the exception of banana, ta'amu, coconut and cucumber supplies. When compared with the same month last year, current supply was 11 percent higher. (See Graph 1 and Tables 4 & 5)



Decreased domestic demand for most agricultural produce drove overall price level to slip 5 percent from the previous month. Lower prices were recorded for all agriculture produce with the exception of taro, breadfruit and Chinese cabbage. When compared with November 2018 the current overall price level was 9 percent higher.

TARO

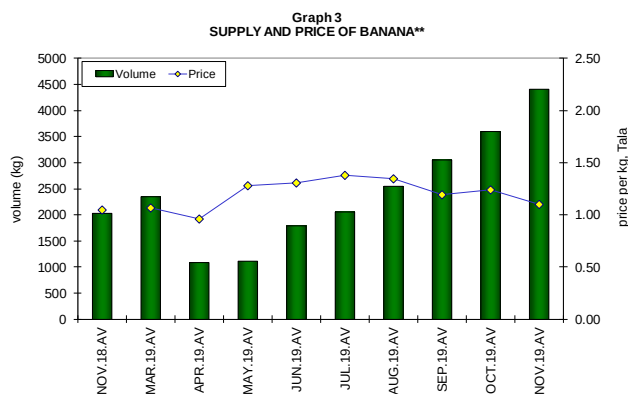
The supply of taro to the Local Markets in November 2019 fell 25 percent (to 5,610 kilograms) from October 2019; a level that was 38 percent higher when compare with the same month last year. The average price of taro increased 6 percent (to \$2.56 per kilogram) due to limited availability. When compared with October 2018, current price of taro was 4 percent lower. (See Graph 2 and Tables 1&2)



The twelve months ending November 2019 over the twelve month ending November 2018, taro supplies were 16 percent lower while price rose 5 percent.

BANANA

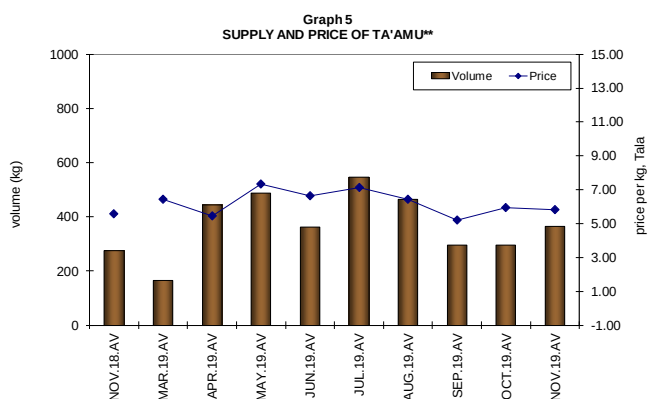
The supply of banana at 4,414 kilograms to the market in November 2019 rose 23 percent from the previous month while increased availability pushed its average price down 11 percent (to \$1.10 per kilogram). Banana volume was more than doubled in the same month last year while its average price was 5 percent higher. (See Graph 3 and Tables 1&2)



When comparing the twelve months ending November 2019 over the twelve months ending November 2018, banana supplies were 89 percent higher while increased availability pushed its average price down 12 percent.

TA'AMU

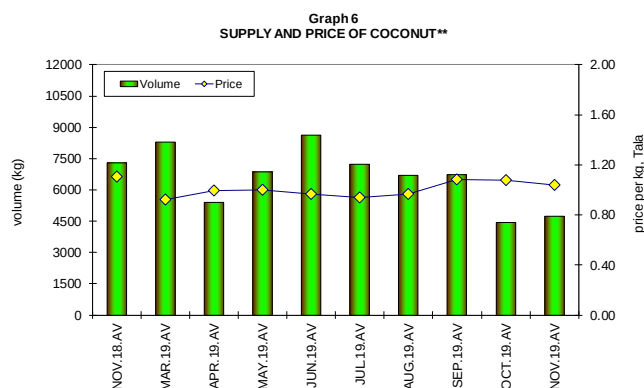
In the month under review ta'amu supplies rose 24 percent (to 366 kilograms) from the previous month while increased availability pushed its average price down 2 percent (to \$5.83 per kilogram). In comparison with November 2018, current supply of ta'amu was 32 percent higher while its average price was also 5 percent higher. (See Graph 5 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to a 35 percent decrease in ta'amu volume when comparing the twelve months ending November 2019 over twelve months ending November 2018 while limited availability pushed its average price up 18 percent.

COCONUT

Coconut supplies at 4,753 kilograms increased 7 percent from October 2019 while increased availability pushed its average price down 3 percent (to \$1.04 per kilogram). Current availability of coconut was 35 percent lower than average availability in November 2018 while average price fell 6 percent over the year. (See Graph 6 and Tables 1&2)



Comparing the twelve months ending November 2019 over the twelve months ending November 2018 supply of coconut was 1 percent higher while its average price also rose 10 percent.

BREADFRUIT

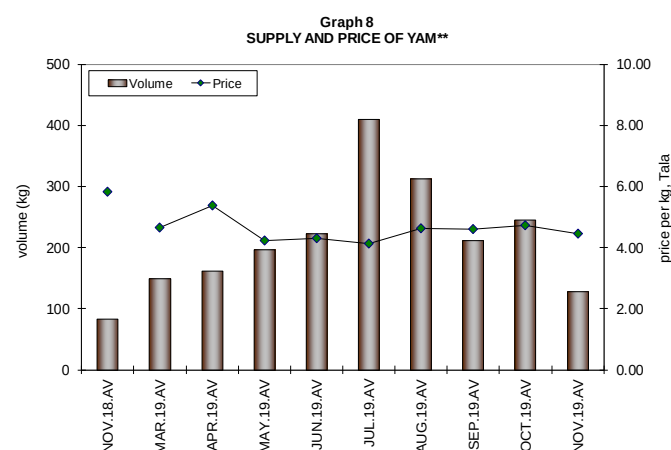
The volume of breadfruit supplies in November 2019 declined 60 percent (to 140 kilograms) from the previous month while limited availability drove its average price up 4 percent (to \$1.39 per kilogram). When compared with November 2018, current availability of breadfruit supply was 6 percent higher while its average price was 2 percent lower. (See Graph 7 and Tables 1& 2)

VEGETABLE PRODUCE

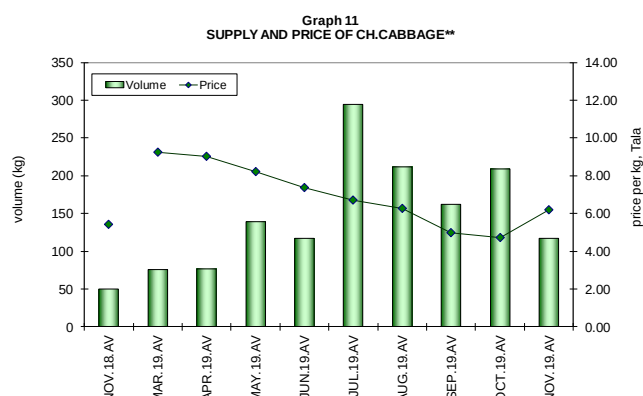
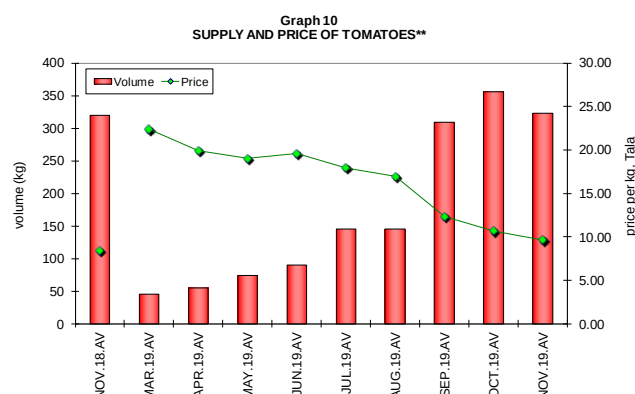
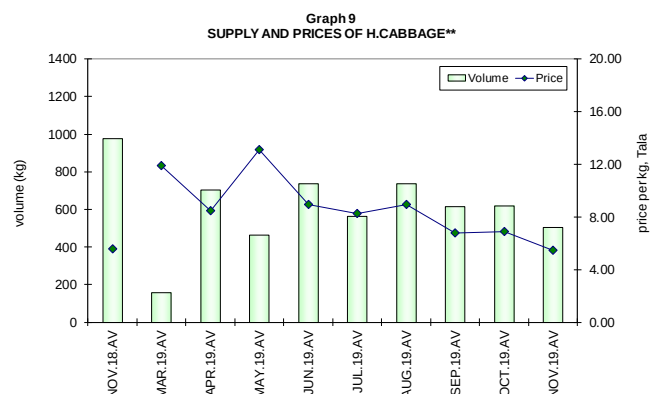
A general overview of all vegetable produce to the Local Markets in November 2019 experienced moderate losses in all vegetable supplies with the exception of cucumber supplies whose volume rose 10 percent (to 1,109 kilograms) from the previous month. Chinese cabbage supplies fell 44 percent (to 117 kilograms) from October 2019 while head cabbage supplies decreased 18 percent (to 506 kilograms). Tomato supplies fell 9 percent (to 323 kilograms) while pumpkin also dropped 1 percent (to 15,346 kilograms) when compared to the previous month. (See Graphs 9 to 13 and Tables 1 & 2)

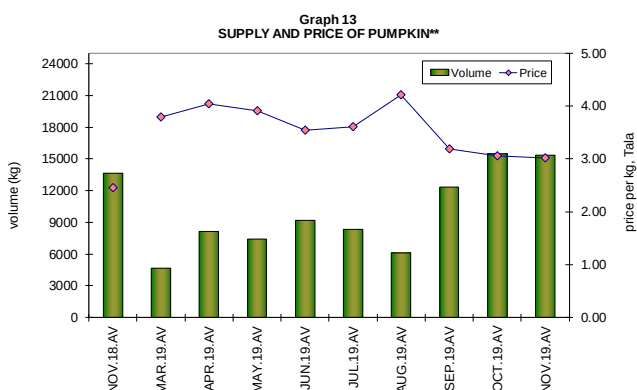
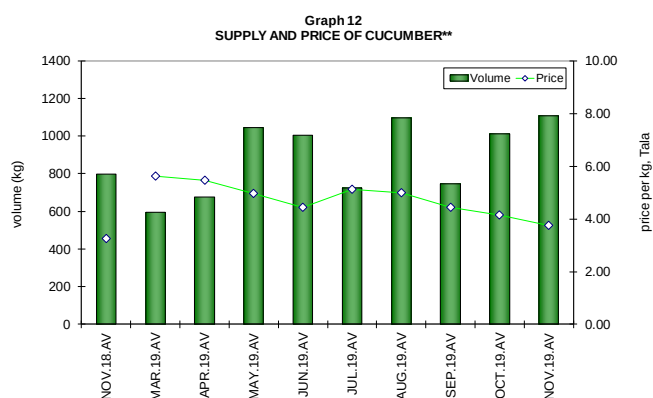
YAM

The supply of yam in the month under review decreased 48 percent (to 128 kilograms) from the previous month while weakened domestic demand pushed its average price down 6 percent (to \$4.44 per kilogram). When compared with the same month last year, current supply of yam was 55 percent higher while increased availability over the year pushed its average price down 24 percent. (See Graph 8 and Tables 1 & 2)



Current supply of yam in the month under review contributed to a 78 percent increase in volume in the twelve months ending November 2019 over the twelve months ending November 2018, while its average price rose 11 percent.

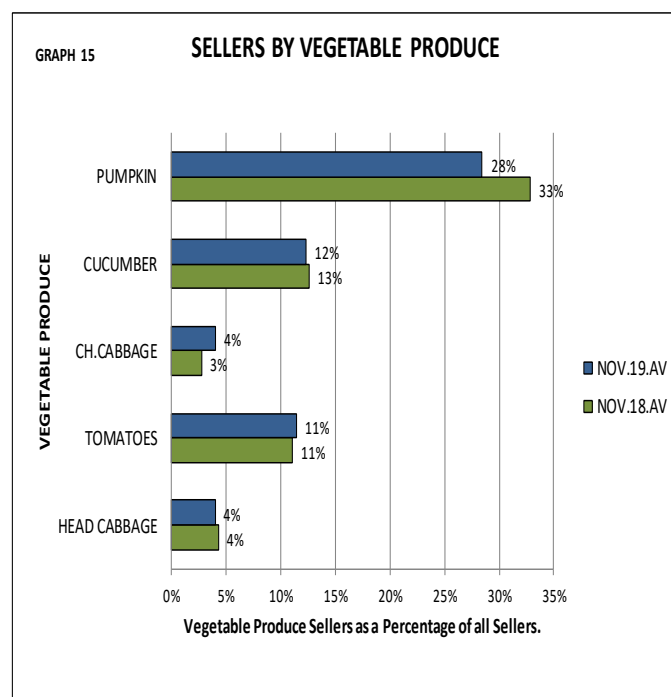
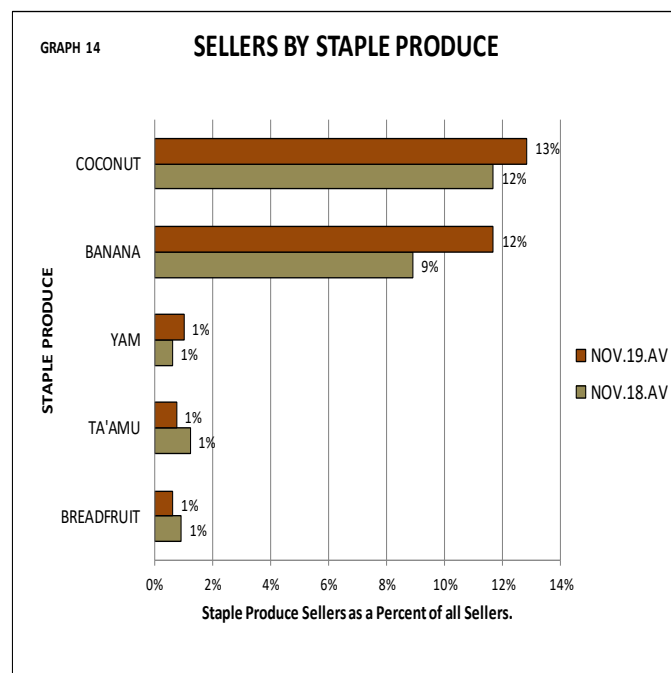




Subsequent to decreased availability of all vegetable produce to the Local Markets in the month under review, weakened domestic demand pushed average prices down for all vegetable produce with the exception of Chinese cabbage whose prices were pushed up 31 percent (to \$6.20 per kilogram) due to significant reduction in availability recording a respectively from the previous month. Average prices for head cabbage fell 20 percent (to \$5.48 per kilogram) while tomato and cucumber prices both declined 10 percent (to \$9.63 per kilogram) and (to \$3.75 per kilogram) respectively. Weakened demand for pumpkin pushed its average price down 1 percent (to \$3.01 per kilogram).

SELLERS

At 396, the number of sellers at the Local Markets on the days surveyed in November 2019 increased 7 percent from the previous month and was 22 percent higher when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6).



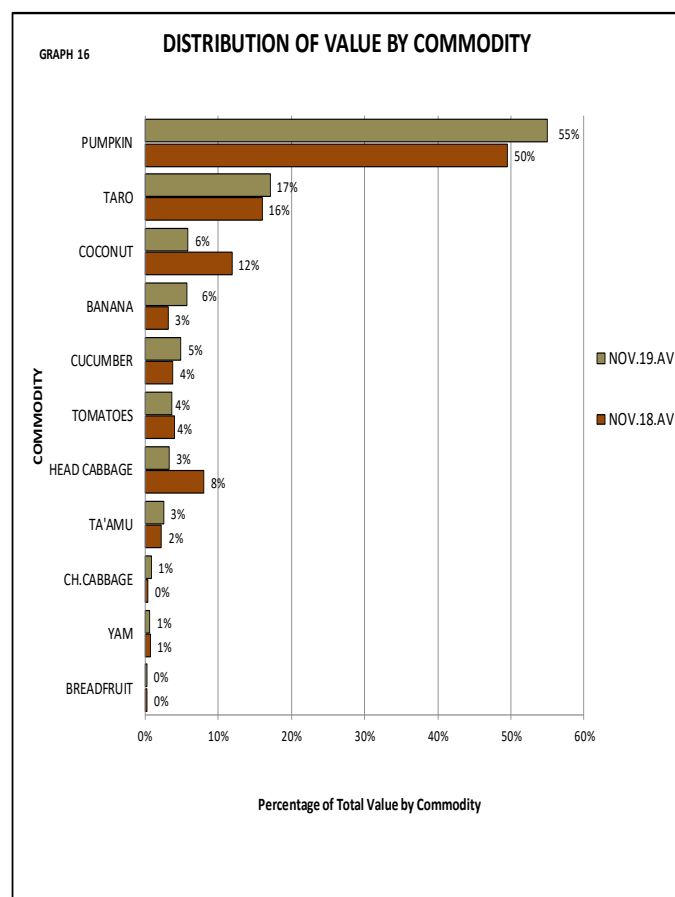
In November 2019, pumpkin sellers at 113 were the largest group at the local markets increasing from 111 in the previous month and 107 in the same month last year. Taro and coconut sellers followed both recording a total of 51 each with taro sellers decreasing from 60 last month but were higher than 42 in the same month a year ago while coconut sellers increased from 32 in October 2019 and 38 in November 2018. Sellers of cucumber increased to 49 from 44 in the previous month and 41 in the same month last year while banana sellers also increased to 46 from 33 in the last month and 29 in

November 2018. Sellers of tomato recorded an increasing total of 45 from 44 in October 2019 and 36 in November 2018. Sellers of head cabbage and Chinese cabbage both recorded a total of 16 with head cabbage sellers increasing from 10 in the previous month and 14 in the same month last year while Chinese cabbage sellers decreased from 25 last month but were higher than 9 in the same month a year ago. Sellers of yam recorded a decreasing total of 4 from 5 in the previous month but were higher than 2 when compared with November 2018. Ta'amu and breadfruit sellers both recorded a total of 3 with ta'amu sellers decreasing from 4 in October 2019 and November 2018 while breadfruit sellers also decreased from 5 in the last month and remained unchanged when compared with November 2018.

VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$84,100 in November 2019 decreased 8 percent from the previous month but was 24 percent higher when compared with November 2018.

Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 55 percent in November 2019, a level that was higher than 52 percent in the previous month and 50 percent in the same month a year ago. Taro supplies followed with a 17 percent contribution to total value decreasing from 20 percent in the previous month and was higher than 16 percent when compared with the same month last year. Supplies of coconut and banana both contributed 6 percent each to total value with coconut contributions increasing from 5 percent last month but were lower than 12 percent in the same month a year ago, while banana contributions also increased from 5 percent in the previous month and 3 percent a year ago. Shares of cucumber accounted for 5 percent of total value remaining unchanged from the previous month but were higher than 4 percent in the same month last year. The value of tomato contribution remained at 4 percent of total value from last month and the same month last year. Head cabbage and ta'amu supplies both contributed 3 percent each to total value; with head cabbage supplies decreasing from 5 percent last month and 8 percent in the same month last year while ta'amu supplies increased from 2 percent in October 2019 and November 2018. Chinese cabbage and Yam supply both accounted for 1 percent each of total value while lower shares were recorded for breadfruit 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 December 2019 will be available on 13th January 2019.

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	NOV.18.AV	MAR.19.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	Nov-19	
												% chng from prev mnth	%chng from NOV 18
TARO	7521	4057	9064	6399	7079	4327	4747	6484	5594	7491	5610	-25	38
BANANA	2642	2027	2346	1084	1112	1791	2062	2552	3053	3596	4414	23	118
TA'AMU	816	276	165	445	489	363	548	466	297	296	366	24	32
COCONUT	7993	7284	8279	5410	6860	8629	7237	6699	6717	4443	4753	7	-35
BREADFRUIT	186	132	204	165	212	300	218	688	305	350	140	-60	6
YAM	129	83	149	162	196	223	410	313	212	245	128	-48	55
HEAD CABBAGE	811	977	158	703	464	738	564	737	615	618	506	-18	-48
TOMATOES	256	320	46	55	75	90	146	145	309	356	323	-9	1
CH.CABBAGE	129	50	76	76	139	117	294	212	162	209	117	-44	134
CUCUMBER	542	798	596	675	1043	1002	726	1098	745	1010	1109	10	39
PUMPKIN	6217	13685	4663	8116	7427	9188	8327	6133	12327	15484	15346	-1	12

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

PRODUCE	2014 AVE	NOV.18.AV	MAR.19.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	Nov-19	
												% chng from prev mnth	%chng from NOV 18
TARO	1.48	2.67	2.07	2.09	2.58	2.62	2.87	3.03	2.82	2.42	2.56	6	-4
BANANA	0.76	1.04	1.06	0.96	1.28	1.30	1.38	1.34	1.19	1.24	1.10	-11	5
TA'AMU	2.78	5.56	6.43	5.45	7.33	6.65	7.12	6.41	5.20	5.92	5.83	-2	5
COCONUT	0.62	1.10	0.92	1.00	1.00	0.97	0.94	0.97	1.09	1.07	1.04	-3	-6
BREADFRUIT	0.94	1.42	1.32	1.99	2.27	1.47	1.49	1.36	1.33	1.33	1.39	4	-2
YAM	3.16	5.82	4.66	5.37	4.24	4.30	4.13	4.62	4.62	4.74	4.44	-6	-24
HEAD CABBAGE	5.40	5.58	11.89	8.47	13.12	8.92	8.27	8.93	6.77	6.87	5.48	-20	-2
TOMATOES	9.55	8.47	22.39	19.93	19.02	19.62	17.94	17.01	12.38	10.66	9.63	-10	14
CH.CABBAGE	4.38	5.41	9.26	9.02	8.23	7.39	6.72	6.28	4.97	4.73	6.20	31	15
CUCUMBER	2.99	3.25	5.62	5.46	4.96	4.43	5.11	5.00	4.43	4.15	3.75	-10	15
PUMPKIN	2.61	2.45	3.79	4.04	3.92	3.55	3.60	4.21	3.19	3.06	3.01	-1	23

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	NOV.18.AV	MAR.19.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	Nov-19	
												% chng from prev mnth	%chng from NOV 18
TARO	126.6	10.9	18.7	13.4	18.3	11.4	13.6	19.6	15.8	18.1	14.4	-21	32
BANANA	25.1	2.1	2.5	1.0	1.4	2.3	2.8	3.4	3.6	4.5	4.9	9	129
TA'AMU	25.6	1.5	1.1	2.4	3.6	2.4	3.9	3.0	1.5	1.8	2.1	22	38
COCONUT	59.3	8.0	7.6	5.4	6.9	8.3	6.8	6.5	7.3	4.8	5.0	4	-38
BREADFRUIT	1.8	0.2	0.3	0.3	0.5	0.4	0.3	0.9	0.4	0.5	0.2	-60	0
YAM	4.7	0.5	0.7	0.9	0.8	1.0	1.7	1.5	1.0	1.2	0.6	-51	19
HEAD CABBAGE	44.6	5.5	1.9	6.0	6.1	6.6	4.7	6.6	4.2	4.2	2.8	-35	-49
TOMATOES	21.5	2.7	1.0	1.1	1.4	1.8	2.6	2.5	3.8	3.8	3.1	-18	15
CH.CABBAGE	5.9	0.3	0.7	0.7	1.1	0.9	2.0	1.3	0.8	1.0	0.7	-27	167
CUCUMBER	18.4	2.6	3.4	3.7	5.2	4.5	3.7	5.5	3.3	4.2	4.2	-1	60
PUMPKIN	178.3	33.6	17.7	32.8	29.1	32.6	30.0	25.8	39.4	47.3	46.3	-2	38
	511.8	67.8	55.5	67.7	74.4	72.1	72.2	76.6	81.1	91.3	84.1	-8	24

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	NOV.18.AV	MAR.19.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	% chng from prev mnth	%chng from NOV 18
TARO	0.25	54	121	85	94	58	63	86	74	100	75	-25	38
BANANA	0.05	77	89	41	42	68	78	97	116	136	167	23	118
TA'AMU	0.05	34	20	55	60	45	67	57	36	36	45	24	32
COCONUT	0.12	91	104	68	86	108	91	84	84	56	59	7	-35
BREADFRUIT	0.004	71	110	89	114	161	117	370	164	188	75	-60	6
YAM	0.01	64	116	126	152	173	317	243	164	190	99	-48	55
HEAD CABBAGE	0.09	120	20	87	57	91	70	91	76	76	62	-18	-48
TOMATOES	0.04	125	18	22	29	35	57	57	121	139	126	-9	1
CH.CABBAGE	0.01	39	59	59	108	91	228	164	126	162	91	-44	134
CUCUMBER	0.04	147	110	125	192	185	134	203	137	186	205	10	39
PUMPKIN	0.35	220	75	131	119	148	134	99	198	249	247	-1	12
	1.00	128	82	94	96	103	99	96	125	150	142	-5	11

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	NOV.18.AV	MAR.19.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	% chng from prev mnth	%chng from NOV 18
TARO	0.25	181	140	141	174	177	194	205	191	163	173	6	-4
BANANA	0.05	137	140	126	168	172	182	177	157	163	145	-11	5
TA'AMU	0.05	200	231	196	264	239	256	231	187	213	210	-2	5
COCONUT	0.12	178	148	161	162	156	151	156	175	173	168	-3	-6
BREADFRUIT	0.004	151	140	212	241	156	159	145	141	141	148	4	-2
YAM	0.01	184	148	170	134	136	131	146	146	150	141	-6	-24
HEAD CABBAGE	0.09	103	220	157	243	165	153	165	125	127	101	-20	-2
TOMATOES	0.04	89	234	209	199	205	188	178	130	112	101	-10	14
CH.CABBAGE	0.01	124	211	206	188	169	153	143	113	108	142	31	15
CUCUMBER	0.04	109	188	182	166	148	171	167	148	139	125	-10	15
PUMPKIN	0.35	94	145	155	150	136	138	161	122	117	115	-1	23
	1.00	90	126	122	132	118	118	126	105	103	98	-5	9

Table 6: Number of Sellers

PRODUCE	2014 AVE	NOV.18.AV	MAR.19.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	% chng from prev mnth	%chng from NOV 18
TARO	46	42	66	56	62	46	44	49	46	60	51	-15	22
BANANA	27	29	26	22	17	24	22	28	31	33	46	41	59
TA'AMU	7	4	3	4	3	4	5	3	3	4	3	-20	-25
COCONUT	57	38	60	45	49	53	44	43	39	32	51	57	34
BREADFRUIT	4	3	5	3	3	5	5	13	6	5	3	-44	-17
YAM	5	2	3	4	7	7	10	9	5	5	4	-24	100
HEAD CABBAGE	12	14	5	10	10	15	12	10	10	10	16	66	13
TOMATOES	39	36	7	11	12	16	21	23	37	44	45	3	26
CH.CABBAGE	13	9	9	11	14	19	22	23	23	25	16	-35	78
CUCUMBER	42	41	13	18	25	30	33	39	36	44	49	11	19
PUMPKIN	83	107	56	82	71	92	79	62	103	111	113	2	5
	337	326	252	265	273	310	296	301	338	371	396	7	22

*on the days surveyed

@ new weights and base