



SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY OCTOBER 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:

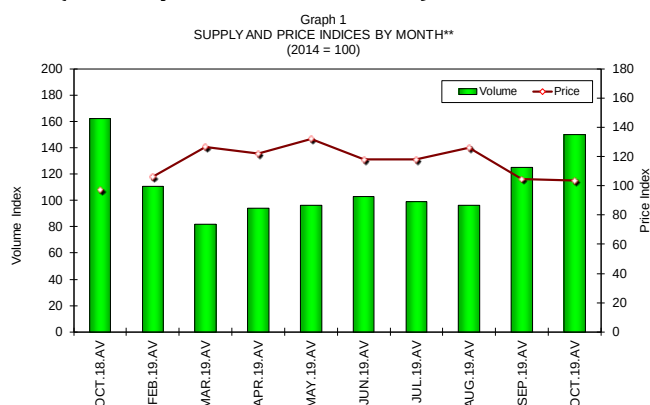
The Local Market Survey in October 2019 showed overall volume increase 20 percent while average price declined 1 percent when compared to September 2019.

- Significant increases in the supply of most of agricultural supplies to the Local Markets strongly contributed to the decline in the price index.
- The value of supplies increased 13 percent to \$91,300 from the previous month as total number of sellers also increased 10 percent to 371 from 338 in September 2019.

Issue: 01/10/19

OVERVIEW

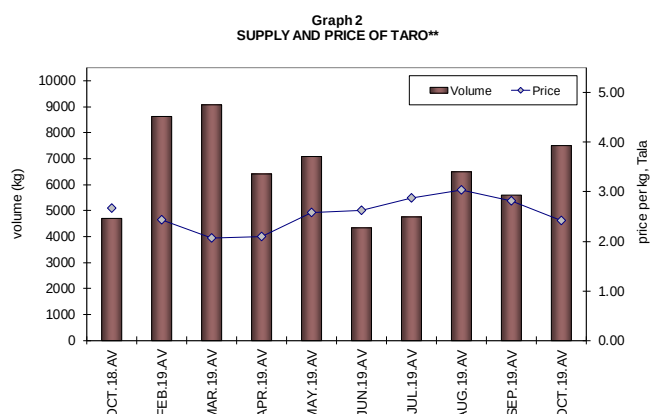
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in October 2019 showed overall volume increase 20 percent from September 2019. Significant increases were recorded for all agricultural products with the exception of coconut supplies. When compared with the same month last year, current supply was 7 percent lower. (See Graph 1 and Tables 4 & 5)



Increased availability in the overall supply of most agricultural produce pushed the price index down 1 percent with the average prices for all produce decreasing with the exception of banana, ta'amu, yam and head cabbage. When compared with October 2018 the current overall price level was 6 percent higher.

TARO

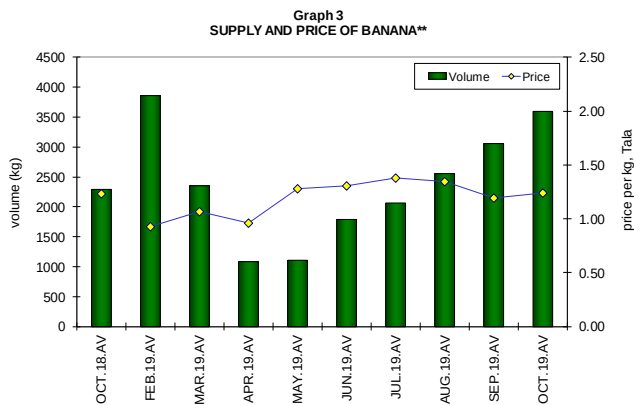
At 7,491 kilograms, the average supply of taro on the days surveyed expanded 34 percent from the previous month. With increased availability of taro in October 2019 its price fell 14 percent (to \$2.42 per kilogram). When compared with October 2018, current supply of taro was 59 percent higher while average price was 9 percent lower. (See Graph 2 and Tables 1&2)



The twelve months ending October 2019 over the twelve month ending October 2018, taro supplies were 20 percent lower while price rose 10 percent.

BANANA

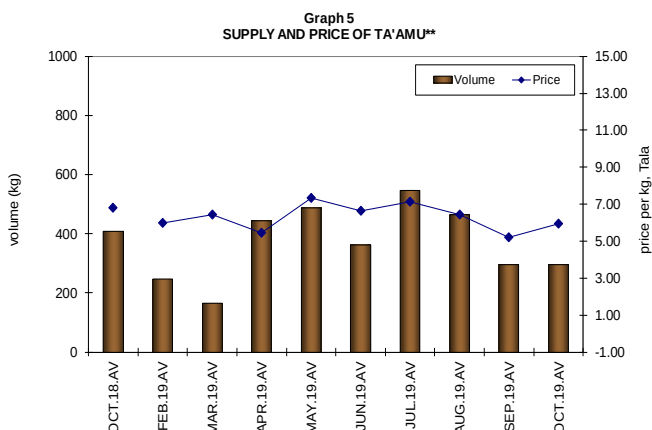
Banana supplies in the month under review rose 18 percent (to 3,596 kilograms) from the previous month while increased demand pushed its average price up 4 percent (to \$1.24 per kilogram). When compared with the same month last year current supply of banana was 57 percent higher while its average price revealed no change. (See Graph 3 and Tables 1&2)



When comparing the twelve months ending October 2019 over the twelve months ending October 2018, banana supplies were 61 percent higher while increased availability pushed its average price down 11 percent.

TA'AMU

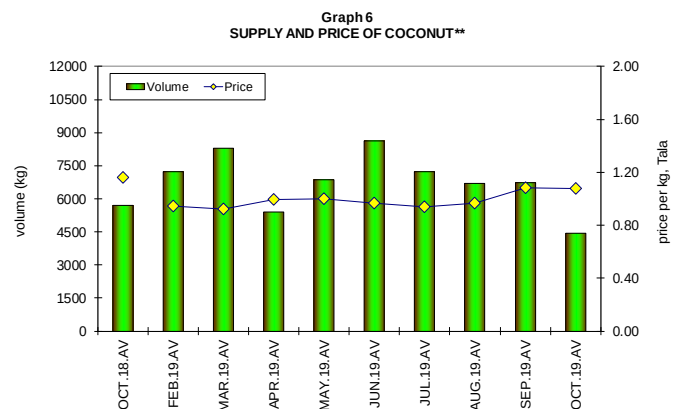
At an average of 296 kilograms, ta'amu supply in October 2019 remained unchanged from the previous month while its average price increased 14 percent (to \$5.92 per kilogram). Compared to October 2018, current supply of ta'amu was 28 percent lower while its average price was also 13 percent lower. (See Graph 5 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to a 38 percent decrease in ta'amu volume when comparing the twelve months ending October 2019 over twelve months ending October 2018 while limited availability pushed its average price up 18 percent.

COCONUT

In the month under review, the supply of coconut dropped 34 percent (to 4,443 kilograms) from the previous month while weakened demand pushed its average price down 1 percent (to \$1.07 per kilogram). Current availability of coconut was 22 percent lower than average availability in October 2018 while average price fell 7 percent over the year. (See Graph 6 and Tables 1&2)

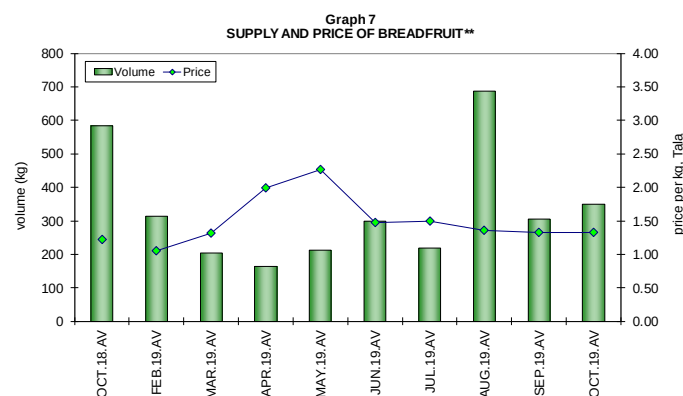


Comparing the twelve months ending October 2019 over the twelve months ending October 2018 supply of coconut was 7 percent higher while its average price also rose 14 percent.

BREADFRUIT

The volume of breadfruit supplies in October 2019 rose 15 percent (to 350 kilograms) from the previous month while its average price remained unchanged. When compared with October 2018, current availability of breadfruit supply was 40 percent lower while its average price was 9 percent higher. (See Graph 7 and Tables 1& 2)

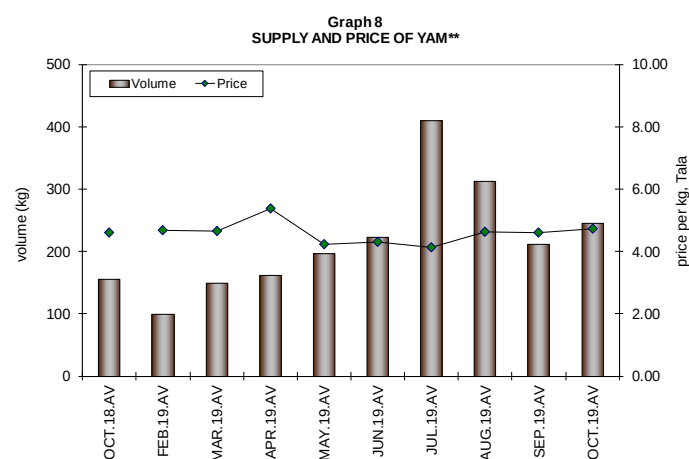
VEGETABLE PRODUCE



Current supply of breadfruit contributed to a 12 percent increase in volume when comparing the twelve months ending October 2019 over the twelve months ending October 2018 while its average price also increased 4 percent.

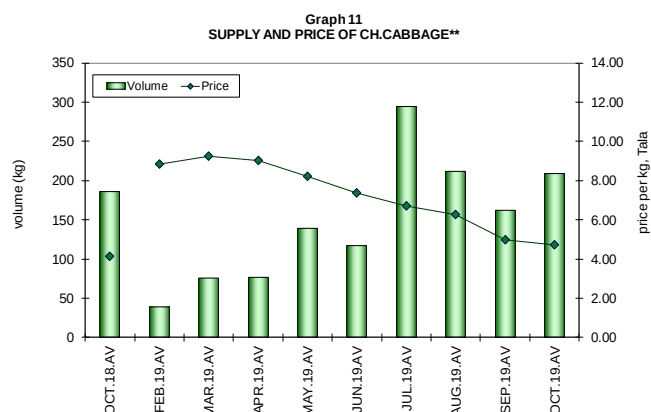
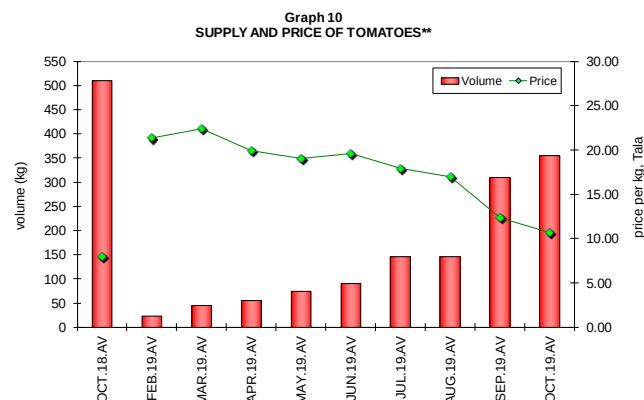
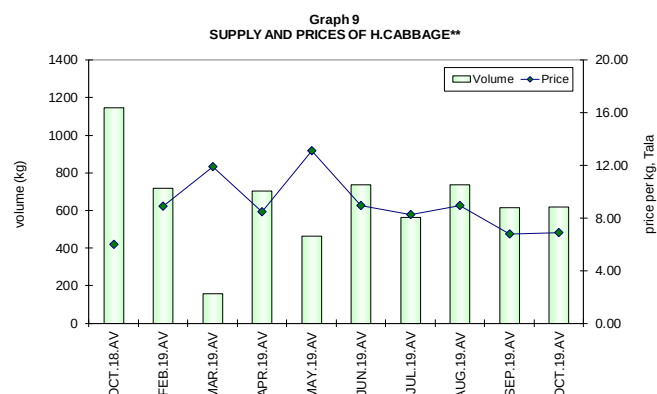
YAM

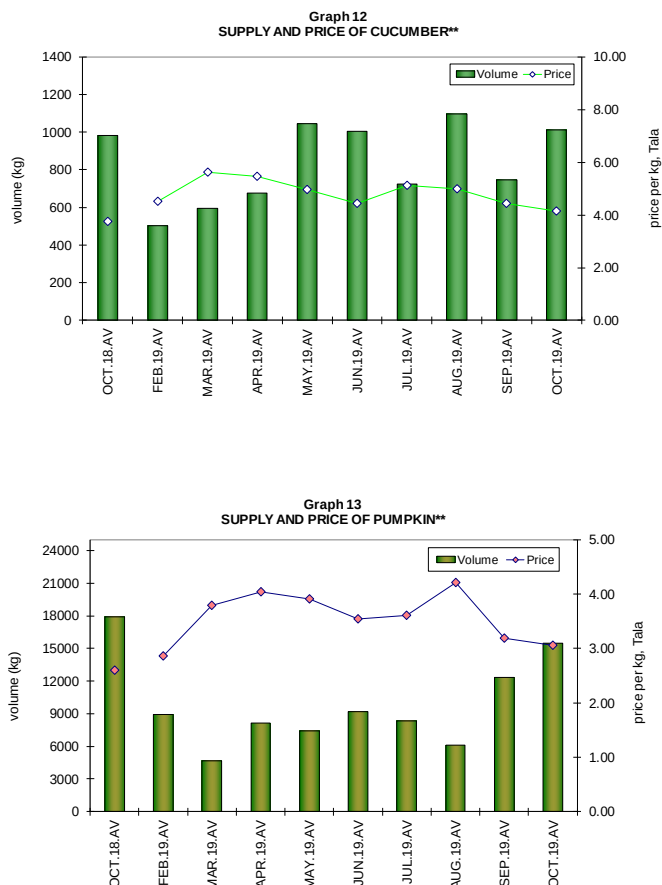
The supply of yam in the month under review increased 16 percent (to 245 kilograms) from the previous month while strong domestic demand pushed its average price up 3 percent (to \$4.74 per kilogram). When compared with the same month last year, current supply of yam was 58 percent higher while increased demand over the year pushed its average price up 3 percent. (See Graph 8 and Tables 1 & 2)



Current supply of yam in the month under review contributed to a 67 percent increase in volume in the twelve months ending October 2019 over the twelve months ending October 2018, while its average price rose 21 percent.

A general overview of all vegetable produce to the Local Markets in October 2019 revealed significant gains in all vegetable supplies with the exception of head cabbage supplies whose volume was remained unchanged from the previous month. Cucumber supplies registered the largest increase at 36 percent (to 1,010 kilograms) from September 2019 followed by Chinese cabbage supplies increasing 29 percent (to 209 kilograms) while pumpkin supplies rose 26 percent (to 15,484 kilograms) and a 15 percent increase in tomato supplies (to 356 kilograms) when compared to the previous month. (See Graphs 9 to 13 and Tables 1 & 2)

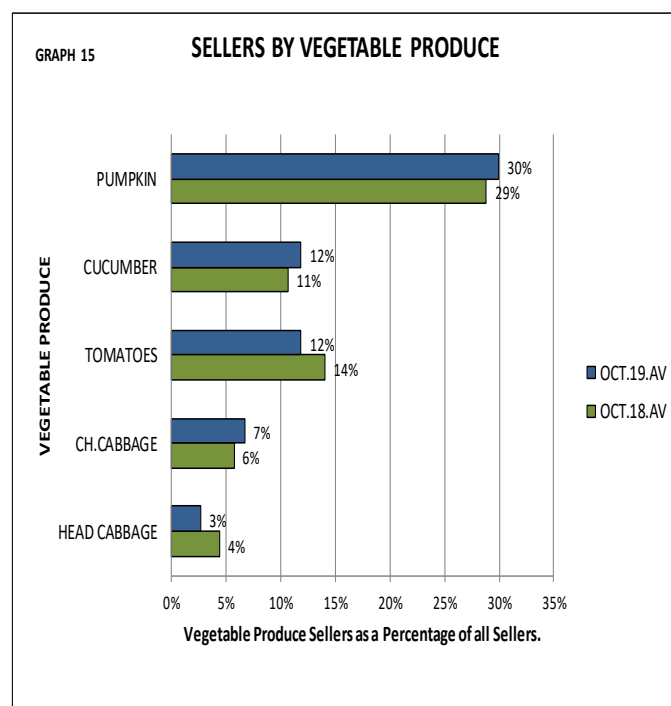
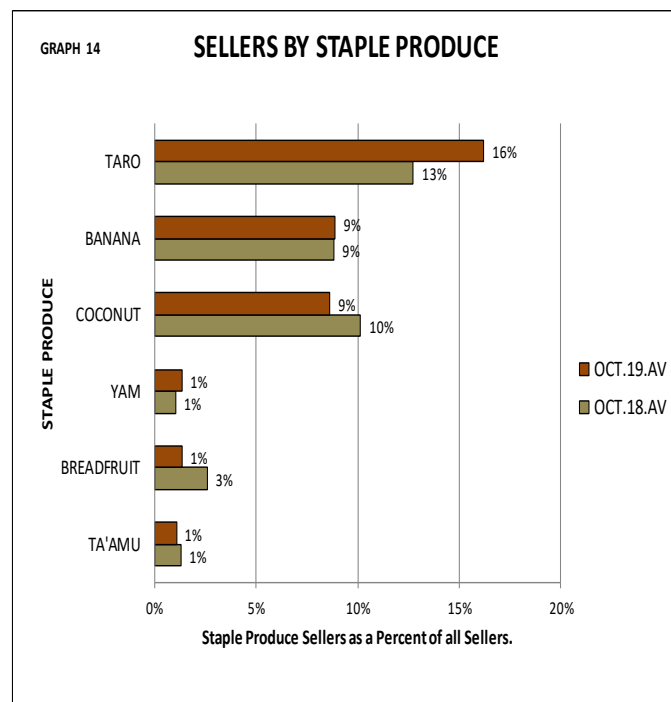




Subsequent to the increased in the supply of all vegetable produce to the Local Markets, average prices in the month under review decreased for all vegetable produce with the exception of head cabbage edging up 1 percent (to \$6.87 per kilogram). An abundance of tomato pushed its average price down 14 percent (to \$10.66 per kilogram) while cucumber prices declined 6 percent (to \$4.15 per kilogram) from the previous month. Increased availability of Chinese cabbage and pumpkin drove their average prices down 5 percent (to \$4.73 per kilogram) and 4 percent (to \$3.06 per kilogram) respectively.

SELLERS

At 371, the number of sellers at the Local Markets on the days surveyed in October 2019 increased 10 percent from the previous month and was 4 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6).



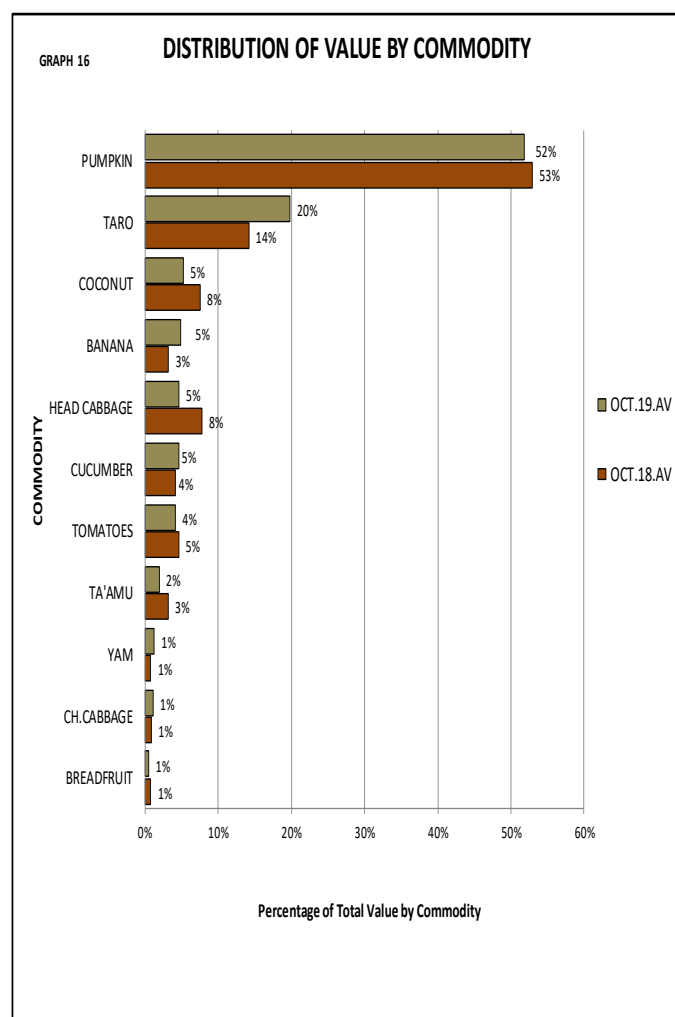
In October 2019, pumpkin sellers at 111 were the largest group at the local markets increasing from 103 in the previous month but remained unchanged in the same month last year. Taro sellers followed recorded an increasing total of 60 from 46 last month and 49 in the same month a year ago. Sellers of tomato increased to 44 from 37 in the previous month but were lower than 54 in the same month last year while cucumber sellers also increased to 44 from 36 in the last month and 41 in October 2018. Sellers of banana recorded an increasing total of 33 from 31 in September 2019 but were lower than 34

in October 2018 while total sellers of coconut fell to 32 from 39 last month and in October 2018 while sellers of head cabbage remained unchanged from last month but were lower than 17 in the same month last year. Breadfruit sellers recorded a decreasing total of 5 from 6 in September 2019 and 10 in October 2018, while sellers of yam remained at 5 from last month but were higher than 4 in the same month a year ago. Sellers of ta'amu recorded an increasing total of 4 from 3 in the previous month but were lower than 5 when compared with October 2018.

VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$91,300 in October 2019 increased 13 percent from the previous month and was 3 percent higher when compared with October 2018.

Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 52 percent in October 2019, a level that was higher than 49 percent in the previous month but were lower than 53 percent in the same month a year ago. Taro supplies followed with a 20 percent contribution to total value increasing from 19 percent in the previous month and 14 percent when compared with the same month last year. Supplies of coconut, banana, head cabbage and cucumber all contributed 5 percent each of total value with coconut contributions decreasing from 9 percent last month and 8 percent in the same month a year ago followed by banana contributions increasing from 4 percent in the previous month and 3 percent in a year ago while head cabbage remained unchanged from September 2019 but were lower than 8 percent in October 2018 and cucumber contributions increasing from 4 last month and the same month last year. Shares of tomato contributed 4 percent to total value decreasing from 5 percent last month and the same month last year while ta'amu supplies accounted for 2 percent of total value remained unchanged from last month but were lower than 3 percent in the same month last year. Yam and Chinese cabbage supplies 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.*

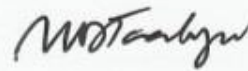
Weights for selected produce have been revised using 2014 as the base period and have been incorporated starting from June 2016 report.

The Local Market Survey Report for November 2019 will be available on 13th December 2019.

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 Tauā – T. Faasalaina
GOVERNMENT STATISTICIAN

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	OCT.18.AV	FEB.19.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	Oct-19	
												% chng from prev mnth	%chng from OCT 18
TARO	7521	4698	8622	9064	6399	7079	4327	4747	6484	5594	7491	34	59
BANANA	2642	2294	3865	2346	1084	1112	1791	2062	2552	3053	3596	18	57
TA'AMU	816	409	247	165	445	489	363	548	466	297	296	0	-28
COCONUT	7993	5709	7219	8279	5410	6860	8629	7237	6699	6717	4443	-34	-22
BREADFRUIT	186	585	315	204	165	212	300	218	688	305	350	15	-40
YAM	129	155	99	149	162	196	223	410	313	212	245	16	58
HEAD CABBAGE	811	1145	719	158	703	464	738	564	737	615	618	0	-46
TOMATOES	256	509	23	46	55	75	90	146	145	309	356	15	-30
CH.CABBAGE	129	186	39	76	76	139	117	294	212	162	209	29	12
CUCUMBER	542	982	503	596	675	1043	1002	726	1098	745	1010	36	3
PUMPKIN	6217	17911	8959	4663	8116	7427	9188	8327	6133	12327	15484	26	-14

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

PRODUCE	2014 AVE	OCT.18.AV	FEB.19.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	Oct-19	
												% chng from prev mnth	%chng from OCT 18
TARO	1.48	2.67	2.43	2.07	2.09	2.58	2.62	2.87	3.03	2.82	2.42	-14	-9
BANANA	0.76	1.23	0.93	1.06	0.96	1.28	1.30	1.38	1.34	1.19	1.24	4	0
TA'AMU	2.78	6.81	6.00	6.43	5.45	7.33	6.65	7.12	6.41	5.20	5.92	14	-13
COCONUT	0.62	1.16	0.95	0.92	1.00	1.00	0.97	0.94	0.97	1.09	1.07	-1	-7
BREADFRUIT	0.94	1.22	1.05	1.32	1.99	2.27	1.47	1.49	1.36	1.33	1.33	0	9
YAM	3.16	4.60	4.67	4.66	5.37	4.24	4.30	4.13	4.62	4.62	4.74	3	3
HEAD CABBAGE	5.40	5.98	8.88	11.89	8.47	13.12	8.92	8.27	8.93	6.77	6.87	1	15
TOMATOES	9.55	7.92	21.37	22.39	19.93	19.02	19.62	17.94	17.01	12.38	10.66	-14	35
CH.CABBAGE	4.38	4.15	8.84	9.26	9.02	8.23	7.39	6.72	6.28	4.97	4.73	-5	14
CUCUMBER	2.99	3.76	4.52	5.62	5.46	4.96	4.43	5.11	5.00	4.43	4.15	-6	10
PUMPKIN	2.61	2.60	2.87	3.79	4.04	3.92	3.55	3.60	4.21	3.19	3.06	-4	17

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	OCT.18.AV	FEB.19.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	Oct-19	
												% chng from prev mnth	%chng from OCT 18
TARO	126.6	12.5	21.0	18.7	13.4	18.3	11.4	13.6	19.6	15.8	18.1	15	44
BANANA	25.1	2.8	3.6	2.5	1.0	1.4	2.3	2.8	3.4	3.6	4.5	22	57
TA'AMU	25.6	2.8	1.5	1.1	2.4	3.6	2.4	3.9	3.0	1.5	1.8	14	-37
COCONUT	59.3	6.6	6.8	7.6	5.4	6.9	8.3	6.8	6.5	7.3	4.8	-35	-28
BREADFRUIT	1.8	0.7	0.3	0.3	0.3	0.5	0.4	0.3	0.9	0.4	0.5	18	-34
YAM	4.7	0.7	0.5	0.7	0.9	0.8	1.0	1.7	1.5	1.0	1.2	18	63
HEAD CABBAGE	44.6	6.8	6.4	1.9	6.0	6.1	6.6	4.7	6.6	4.2	4.2	2	-38
TOMATOES	21.5	4.0	0.5	1.0	1.1	1.4	1.8	2.6	2.5	3.8	3.8	-1	-6
CH.CABBAGE	5.9	0.8	0.4	0.7	0.7	1.1	0.9	2.0	1.3	0.8	1.0	22	29
CUCUMBER	18.4	3.7	2.3	3.4	3.7	5.2	4.5	3.7	5.5	3.3	4.2	27	14
PUMPKIN	178.3	46.7	25.7	17.7	32.8	29.1	32.6	30.0	25.8	39.4	47.3	20	1
	511.8	88.2	68.8	55.5	67.7	74.4	72.1	72.2	76.6	81.1	91.3	13	3

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	OCT.18.AV	FEB.19.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	% chng from prev mnth	%chng from OCT 18
TARO	0.25	62	115	121	85	94	58	63	86	74	100	34	59
BANANA	0.05	87	146	89	41	42	68	78	97	116	136	18	57
TA'AMU	0.05	50	30	20	55	60	45	67	57	36	36	0	-28
COCONUT	0.12	71	90	104	68	86	108	91	84	84	56	-34	-22
BREADFRUIT	0.004	315	169	110	89	114	161	117	370	164	188	15	-40
YAM	0.01	120	77	116	126	152	173	317	243	164	190	16	58
HEAD CABBAGE	0.09	141	89	20	87	57	91	70	91	76	76	0	-46
TOMATOES	0.04	199	9	18	22	29	35	57	57	121	139	15	-30
CH.CABBAGE	0.01	144	30	59	59	108	91	228	164	126	162	29	12
CUCUMBER	0.04	181	93	110	125	192	185	134	203	137	186	36	3
PUMPKIN	0.35	288	144	75	131	119	148	134	99	198	249	26	-14
	1.00	162	111	82	94	96	103	99	96	125	150	20	-7

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	OCT.18.AV	FEB.19.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	% chng from prev mnth	%chng from OCT 18
TARO	0.25	180	164	140	141	174	177	194	205	191	163	-14	-9
BANANA	0.05	162	122	140	126	168	172	182	177	157	163	4	0
TA'AMU	0.05	245	216	231	196	264	239	256	231	187	213	14	-13
COCONUT	0.12	187	153	148	161	162	156	151	156	175	173	-1	-7
BREADFRUIT	0.004	130	112	140	212	241	156	159	145	141	141	0	9
YAM	0.01	146	148	148	170	134	136	131	146	146	150	3	3
HEAD CABBAGE	0.09	111	164	220	157	243	165	153	165	125	127	1	15
TOMATOES	0.04	83	224	234	209	199	205	188	178	130	112	-14	35
CH.CABBAGE	0.01	95	202	211	206	188	169	153	143	113	108	-5	14
CUCUMBER	0.04	126	151	188	182	166	148	171	167	148	139	-6	10
PUMPKIN	0.35	100	110	145	155	150	136	138	161	122	117	-4	17
	1.00	97	106	126	122	132	118	118	126	105	103	-1	6

Table 6: Number of Sellers

PRODUCE	2014 AVE	OCT.18.AV	FEB.19.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	% chng from prev mnth	%chng from OCT 18
TARO	46	49	73	66	56	62	46	44	49	46	60	30	22
BANANA	27	34	40	26	22	17	24	22	28	31	33	6	-4
TA'AMU	7	5	4	3	4	3	4	5	3	3	4	25	-25
COCONUT	57	39	56	60	45	49	53	44	43	39	32	-17	-17
BREADFRUIT	4	10	7	5	3	3	5	5	13	6	5	-25	-55
YAM	5	4	3	3	4	7	7	10	9	5	5	5	31
HEAD CABBAGE	12	17	10	5	10	10	15	12	10	10	10	-5	-44
TOMATOES	39	54	7	7	11	12	16	21	23	37	44	18	-19
CH.CABBAGE	13	22	5	9	11	14	19	22	23	23	25	7	11
CUCUMBER	42	41	11	13	18	25	30	33	39	36	44	22	7
PUMPKIN	83	111	90	56	82	71	92	79	62	103	111	8	0
	337	385	304	252	265	273	310	296	301	338	371	10	-4

*on the days surveyed

@ new weights and base