



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

### LOCAL MARKET SURVEY

### JULY 2020

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:

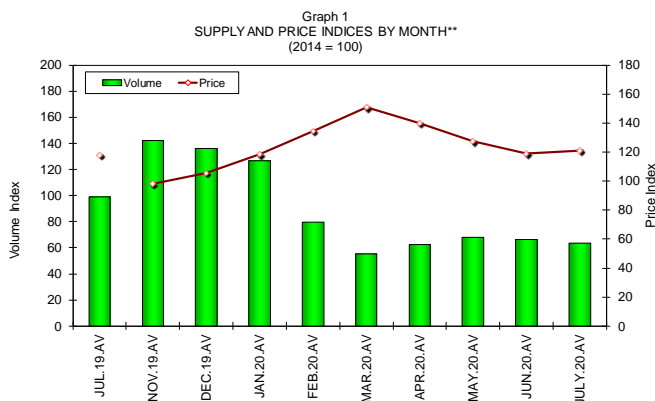
The Local Market Survey in July 2020 showed overall volume decrease 4 percent while limited supply pushed overall price up 2 percent when compared to June 2020.

- Significant reduction in the supply of taro, ta'amu, coconut, head cabbage and tomato largely impacted the overall decline in the volume index and the 2 percent rise in the price index.
- The value of supplies fell 6 percent to \$48,700 from the previous month.
- An average of 256 sellers trading at the Local Market was recorded in the month under review; 16 percent higher than the previous month and 13 percent lower when compared with the same month last year.

Issue: 01/07/20

#### OVERVIEW

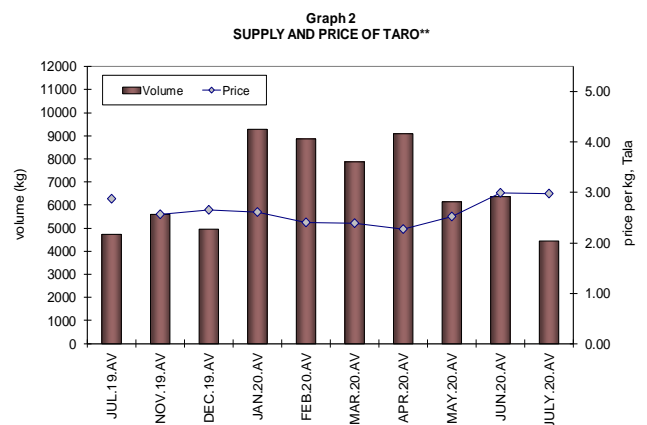
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in July 2020 showed overall volume decrease 4 percent from June 2020. Significant decreases were recorded for all agricultural produce with the exception of banana, breadfruit, yam and Chinese cabbage, cucumber and pumpkin supplies. When compared with the same month last year, current supply was 36 percent lower. (See Graph 1 and Tables 4 & 5)



A decline in overall supply pushed the price index up 2 percent with average prices of all produce increasing with the exception of taro, ta'amu, breadfruit, tomato and cucumber. When compared with July 2019, the current overall price was 2 percent higher.

#### TARO

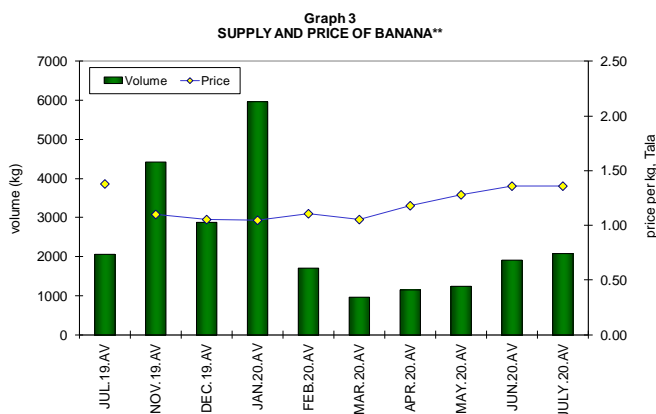
The volume of taro supplies in July 2020 decreased 30 percent (to 4,431 kilograms) from June 2020; a level that was 7 percent lower than the same month last year. Weakened domestic demand for taro in the Local Markets pushed its average price down 1 percent (to \$2.97 per kilogram). When compared with July 2019 current price was 3 percent higher. (See Graph 2 and Tables 1&2)



Current supply of taro in the month under review contributed to an 18 percent increase in volume when comparing the twelve months ending July 2020 over the twelve month ending July 2019. Price fell 2 percent.

## BANANA

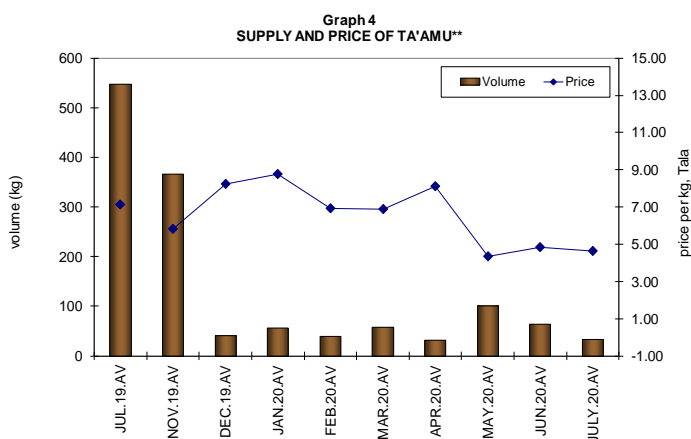
The supply of banana to the Local Markets in July 2020 rose 9 percent (to 2,072 kilograms) from June 2020; a level that was 1 percent higher than the same month a year ago. The average price of banana remained unchanged from June 2020, but when compared with the same month last year current price was 2 percent lower. (See Graph 3 and Tables 1&2)



When comparing the twelve months ending July 2020 over twelve months ending July 2019, banana supplies were 32 percent higher while increased demand pushed its average price up 1 percent.

## TA'AMU

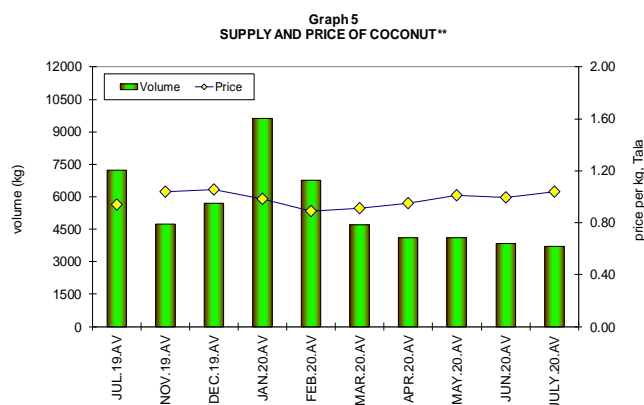
At an average of 33 kilograms, ta'amu supplies in July 2020 decreased 49 percent while weakened demand pushed its average price down 4 percent (to \$4.64 per kilogram). When compared with July 2019, current supply of ta'amu was 94 percent lower while its average price was 35 percent lower. (See Graph 4 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to a 56 percent decrease in ta'amu volume when comparing the twelve months ending July 2020 over twelve months ending July 2019 while limited availability pushed its average price up 2 percent.

## COCONUT

Coconut supplies in July 2020 declined 4 percent (to 3,696 kilograms) from the previous month, while limited availability pushed its average price up 4 percent (to \$1.04 per kilogram). When compared with July 2019 current supply of coconut was 49 percent lower while its average price increased 10 percent over the year. (See Graph 5 and Tables 1&2)



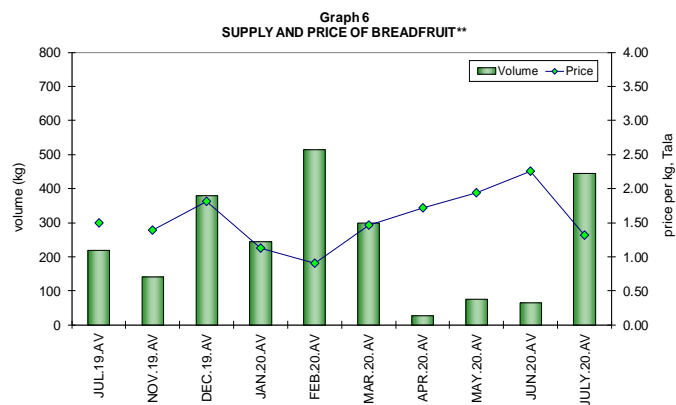
The volume of coconut recorded in the month under review contributed to a 20 percent decrease when comparing the twelve months ending July 2020 over the twelve months ending July 2019 while its average price also fell 4 percent.

## BREADFRUIT

At an average of 444 kilograms, breadfruit supply in July 2020 increased more than sixth folds from June 2020. Increase availabilities to the markets pushed its average price down 42 percent (to \$1.31 per kilogram). When compared with July 2019, current breadfruit supply was more than doubled while its average price was 12 percent lower. (See Graph 6 and Tables 1& 2)

## VEGETABLE PRODUCE

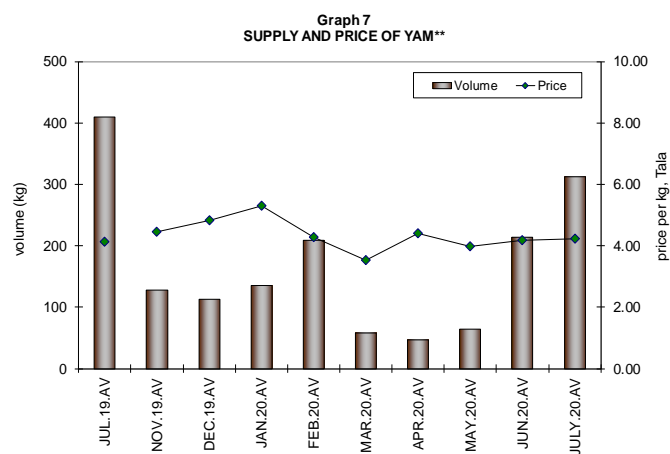
A general overview of all vegetable produce to the Local Markets in July 2020 experienced significant increases in all vegetable supplies with the exception of head cabbage and tomato whose volume fell 15 percent (to 319 kilograms) and 42 percent (to 35 kilograms) respectively from the previous month. Chinese cabbage supplies registered the largest increase at 55 percent (to 192 kilograms) while pumpkin and cucumber both increase 9 percent each (to 4,618 kilograms) and (to 729 kilograms) in that order when compared to the previous month. (See Graphs 8 to 12 and Tables 1 & 2)



Current supply of breadfruit contributed to a 2 percent decrease in volume when comparing the twelve months ending July 2020 over the twelve months ending July 2019 while its average price increased 1 percent.

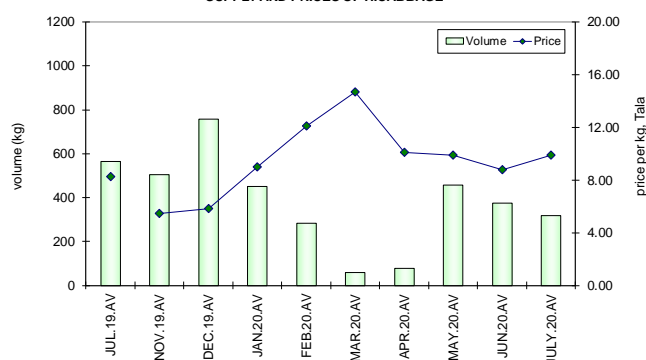
## YAM

The supply of yam in the month under review rose 47 percent (to 313 kilograms) from the previous month while increased demand pushed its average price up 1 percent (to \$4.22 per kilogram). When compared with the same month last year, current supply of yam was 24 percent lower while strong demand over the year pushed its average price up 2 percent. (See Graph 7 and Tables 1 & 2)

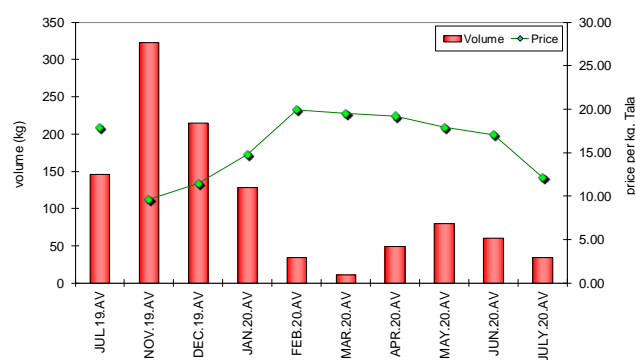


Current supply of yam in the month under review contributed to a 5 percent increase in volume in the twelve months ending July 2020 over the twelve months ending July 2019, while its average price fell 11 percent.

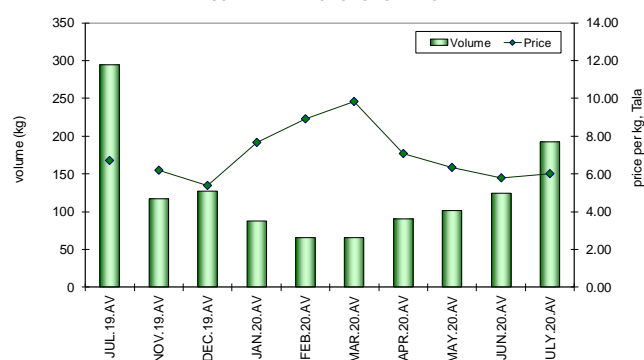
**Graph 8  
SUPPLY AND PRICES OF H.CABBAGE\*\***



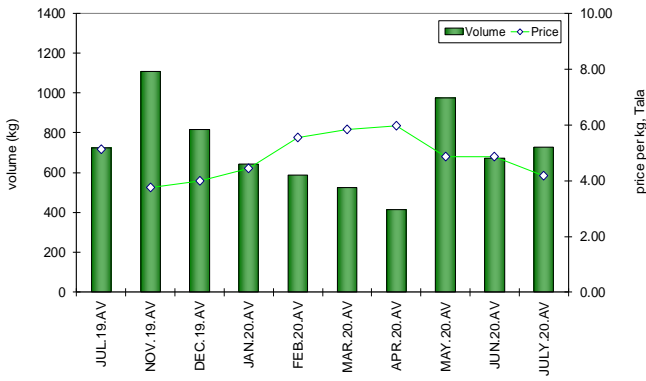
**Graph 9  
SUPPLY AND PRICE OF TOMATOES\*\***



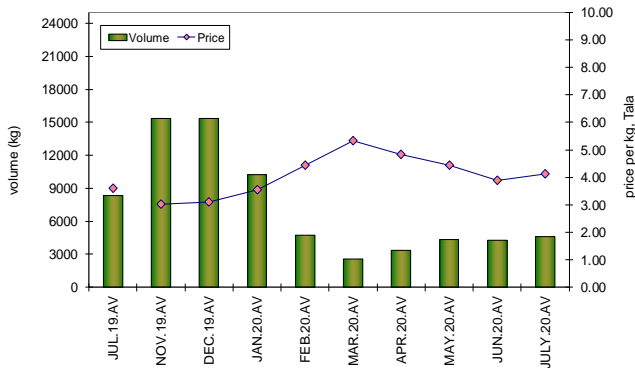
**Graph 10  
SUPPLY AND PRICE OF CH.CABBAGE\*\***



Graph 11  
SUPPLY AND PRICE OF CUCUMBER\*\*



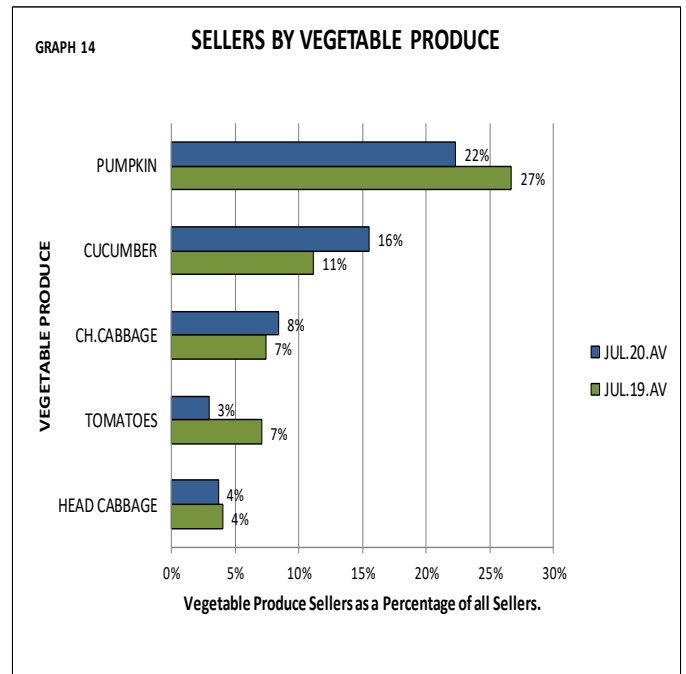
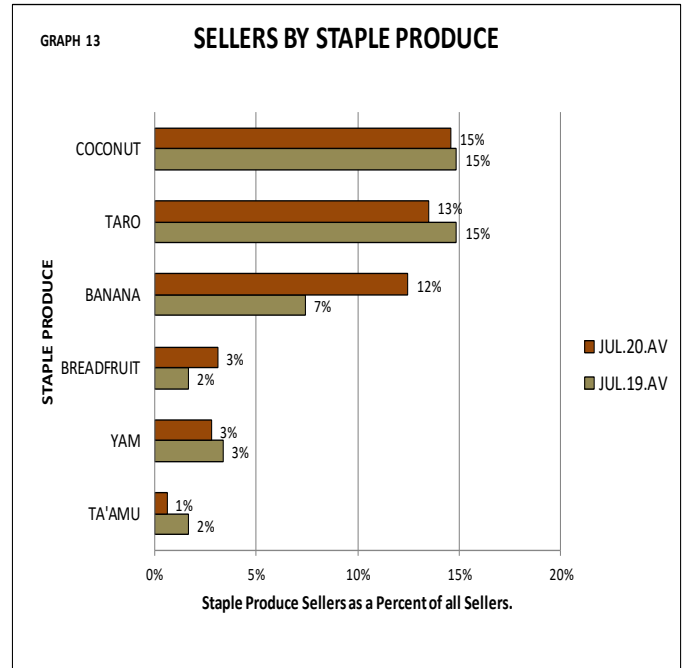
Graph 12  
SUPPLY AND PRICE OF PUMPKIN\*\*



Subsequent to the increase in the supply of most vegetable produce to the Local Markets, average prices in the month under review also increased due to strong domestic demand, with the exception of tomato and cucumber prices recording a decrease of 29 percent (to \$12.08 per kilogram) and 14 percent (to \$4.18 per kilogram). Average prices for head cabbage rose 12 percent (to \$9.89 per kilogram) followed by pumpkin prices increased 7 percent (to \$4.13 per kilogram) while Chinese cabbage increase 3 percent (to \$5.99 per kilogram) from the previous month.

## SELLERS

At 256, the number of sellers at the Local Markets on the days surveyed in July 2020 increased 16 percent from the previous month and was 13 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 13 and 14 and Table 6).



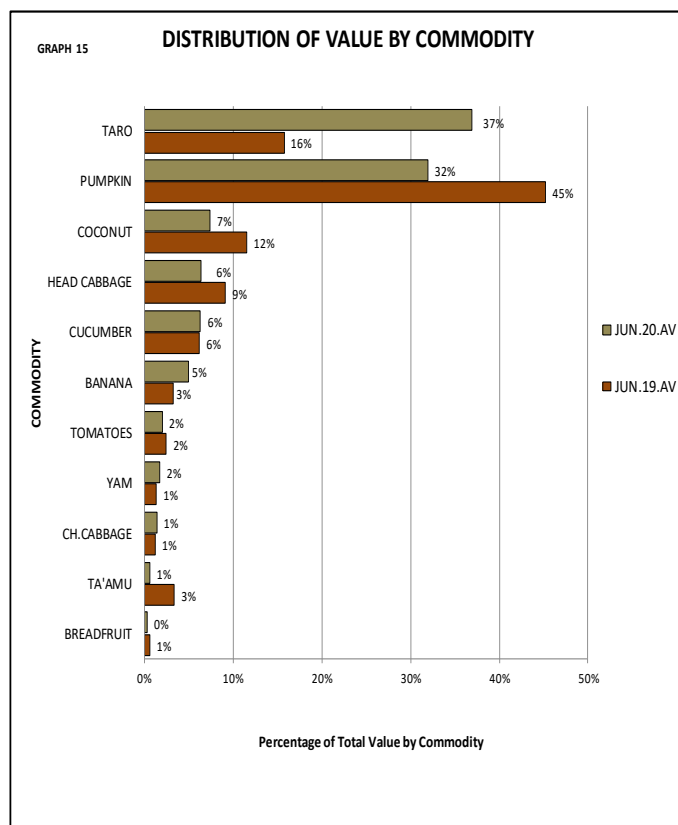
In July 2020, pumpkin sellers at 57 were the largest group at the local markets increasing from 51 in the previous month but were lower than 79 in the same month last year. Cucumber sellers followed recording an increasing total of 40 from 26 last month and 33 in the same month a year ago while coconut sellers decreased to 37 from 41 in the previous month and 44 a year ago. Taro sellers recorded a total of 35 decreasing from 39 last month and 44 in the same month last year. Sellers of banana recorded an increasing total of 32 from 24 in the previous month and 22 when compared

with July last year. Chinese cabbage sellers followed with an increasing total of 22 from 16 last month and the same month a year ago. Sellers of head cabbage recorded an increasing total of 9 from 6 in the previous month but were lower than 12 in the same month last year. Tomato and breadfruit sellers recorded an average of 8 each with tomato sellers decreasing from 11 in the previous month and 21 a year ago, and breadfruit sellers increased from 2 in June 2020 and 5 in July 2019. Sellers of yam recorded an increasing total of 7 from 5 in the previous month but were lower than 10 in a year ago, while sellers of ta'amu recorded an increasing total of 2 from 1 in June 2020 but were lower than 5 in July 2019.

### VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$48,700 in July 2020 decreased 6 percent from the previous month and was 33 percent lower when compared with July 2019.

Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 39 percent in July 2020; a level that was higher than 32 percent in June 2020 but were lower than 42 percent in July 2019. Taro supplies followed with a 27 percent contribution to total value decreasing from 37 percent in the previous month but were higher than 19 percent when compared with the same month a year ago. Supplies of coconut accounted for 8 percent of total value, increasing from 7 percent in the previous month but were lower than 9 percent in the same month a year ago. Supplies of head cabbage, cucumber and banana all contributed 6 percent each to total value; with head cabbage supplies remained unchanged from last month and the same month last year while cucumber supplies also remained the same from the previous month but were higher than 5 in the same month a year ago and banana supplies increasing from 5 percent in June 2020 and 4 percent in July 2019. Shares of yam accounted for 3 percent of total value increasing from 2 percent in the last month and the same month last year. Chinese cabbage supplies accounted for 2 percent of total value increasing from 1 percent in the previous month but were lower than 3 percent in the same month a year ago. Shares of breadfruit and tomato supplies accounted for 1 percent each to total value while lower shares were recorded for ta'amu in the month under review. (See Graph 15 & 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.

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**The Local Market Survey Report for August 2020 will be available on 13<sup>th</sup> September 2020.**

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

## SUMMARY OF MARKET SURVEY

**Table 1: Quantity Supplied (in kilograms)**

PRODUCE	2014 AVE	JUL.19.AV	NOV.19.AV	DEC.19.AV	JAN.20.AV	FEB.20.AV	MAR.20.AV	APR.20.AV	MAY.20.AV	JUN.20.AV	JULY.20.AV	Jul-20	
												% chng from prev mnth	%chng from JUL 19
TARO	7521	4747	5610	4959	9294	8862	7878	9082	6148	6361	4431	-30	-7
BANANA	2642	2062	4414	2886	5964	1707	968	1144	1243	1901	2072	9	1
TA'AMU	816	548	366	41	57	39	57	32	100	65	33	-49	-94
COCONUT	7993	7237	4753	5702	9611	6750	4708	4106	4109	3843	3696	-4	-49
BREADFRUIT	186	218	140	380	245	515	300	27	76	65	444	583	104
YAM	129	410	128	113	135	209	59	47	65	214	313	47	-24
HEAD CABBAGE	811	564	506	758	452	283	60	78	456	376	319	-15	-43
TOMATOES	256	146	323	215	128	35	11	49	80	60	35	-42	-76
CH.CABBAGE	129	294	117	128	88	66	66	91	102	124	192	55	-35
CUCUMBER	542	726	1109	817	643	587	526	415	976	671	729	9	1
PUMPKIN	6217	8327	15346	15385	10263	4722	2579	3341	4370	4246	4618	9	-45

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

PRODUCE	2014 AVE	JUL.19.AV	NOV.19.AV	DEC.19.AV	JAN.20.AV	FEB.20.AV	MAR.20.AV	APR.20.AV	MAY.20.AV	JUN.20.AV	JULY.20.AV	% chng from	
												prev mnth	JUL 19
TARO	1.48	2.87	2.56	2.65	2.60	2.41	2.39	2.27	2.52	2.99	2.97	-1	3
BANANA	0.76	1.38	1.10	1.06	1.05	1.11	1.06	1.18	1.28	1.36	1.36	0	-2
TA'AMU	2.78	7.12	5.83	8.25	8.78	6.91	6.89	8.12	4.34	4.82	4.64	-4	-35
COCONUT	0.62	0.94	1.04	1.06	0.98	0.89	0.91	0.95	1.01	0.99	1.04	4	10
BREADFRUIT	0.94	1.49	1.39	1.81	1.12	0.90	1.46	1.72	1.94	2.25	1.31	-42	-12
YAM	3.16	4.13	4.44	4.84	5.30	4.28	3.54	4.40	3.97	4.17	4.22	1	2
HEAD CABBAGE	5.40	8.27	5.48	5.84	9.02	12.11	14.71	10.09	9.90	8.80	9.89	12	20
TOMATOES	9.55	17.94	9.63	11.50	14.82	19.92	19.56	19.20	17.92	17.08	12.08	-29	-33
CH.CABBAGE	4.38	6.72	6.20	5.37	7.67	8.91	9.82	7.09	6.35	5.80	5.99	3	-11
CUCUMBER	2.99	5.11	3.75	3.98	4.45	5.55	5.84	5.97	4.85	4.85	4.18	-14	-18
PUMPKIN	2.61	3.60	3.01	3.10	3.56	4.43	5.32	4.84	4.44	3.88	4.13	7	15

**Table 3: Value of Supplies (in Tala thousands)**

PRODUCE	Total value 2014	JUL.19.AV	NOV.19.AV	DEC.19.AV	JAN.20.AV	FEB.20.AV	MAR.20.AV	APR.20.AV	MAY.20.AV	JUN.20.AV	JULY.20.AV	% chng from	
												prev mnth	JUL 19
TARO	126.6	13.6	14.4	13.2	24.2	21.4	18.8	20.6	15.5	19.0	13.2	-31	-3
BANANA	25.1	2.8	4.9	3.1	6.2	1.9	1.0	1.4	1.6	2.6	2.8	9	-1
TA'AMU	25.6	3.9	2.1	0.3	0.5	0.3	0.4	0.3	0.4	0.3	0.2	-52	-96
COCONUT	59.3	6.8	5.0	6.0	9.4	6.0	4.3	3.9	4.2	3.8	3.8	1	-44
BREADFRUIT	1.8	0.3	0.2	0.7	0.3	0.5	0.4	0.1	0.2	0.2	0.6	287	76
YAM	4.7	1.7	0.6	0.5	0.7	0.9	0.2	0.2	0.3	0.9	1.3	48	-22
HEAD CABBAGE	44.6	4.7	2.8	4.4	4.1	3.4	0.9	0.8	4.5	3.3	3.2	-5	-32
TOMATOES	21.5	2.6	3.1	2.5	1.9	0.7	0.2	0.9	1.4	1.0	0.4	-59	-84
CH.CABBAGE	5.9	2.0	0.7	0.7	0.7	0.6	0.6	0.6	0.7	0.7	1.2	60	-42
CUCUMBER	18.4	3.7	4.2	3.3	2.9	3.3	3.1	2.5	4.7	3.3	3.1	-6	-18
PUMPKIN	178.3	30.0	46.3	47.7	36.5	20.9	13.7	16.2	19.4	16.5	19.1	16	-36
	511.8	72.2	84.1	82.3	87.4	59.8	43.7	47.4	52.8	51.6	48.7	-6	-33

\*on the days surveyed  
@ new weights and base

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**Table 4: Volume Index (2014 = 100)**

PRODUCE	2014 Weights	JUL.19.AV	NOV.19.AV	DEC.19.AV	JAN.20.AV	FEB.20.AV	MAR.20.AV	APR.20.AV	MAY.20.AV	JUN.20.AV	JULY.20.AV	% chng from prev mnth	%chng from JUL 19
TARO	0.25	63	75	66	124	118	105	121	82	85	59	-30	-7
BANANA	0.05	78	167	109	226	65	37	43	47	72	78	9	1
TA'AMU	0.05	67	45	5	7	5	7	4	12	8	4	-48	-94
COCONUT	0.12	91	59	71	120	84	59	51	51	48	46	-4	-49
BREADFRUIT	0.004	117	75	204	132	277	161	15	41	35	239	583	104
YAM	0.01	317	99	87	105	162	45	37	50	166	243	47	-24
HEAD CABBAGE	0.09	70	62	93	56	35	7	10	56	46	39	-15	-44
TOMATOES	0.04	57	126	84	50	14	4	19	31	23	14	-42	-76
CH.CABBAGE	0.01	228	91	99	68	51	51	70	79	96	149	55	-35
CUCUMBER	0.04	134	205	151	119	108	97	77	180	124	135	9	1
PUMPKIN	0.35	134	247	247	165	76	41	54	70	68	74	9	-45
	1.00	99	142	136	127	79	55	62	68	66	63	-4	-36

**Table 5: Price Index (2014 = 100)**

PRODUCE	2014 Weights	JUL.19.AV	NOV.19.AV	DEC.19.AV	JAN.20.AV	FEB.20.AV	MAR.20.AV	APR.20.AV	MAY.20.AV	JUN.20.AV	JULY.20.AV	% chng from prev mnth	%chng from JUL 19
TARO	0.25	194	173	179	176	163	161	154	170	202	201	-1	3
BANANA	0.05	182	145	139	138	146	139	155	168	179	179	0	-2
TA'AMU	0.05	256	210	297	316	249	248	292	156	173	167	-4	-35
COCONUT	0.12	151	168	171	158	143	147	153	163	160	167	4	10
BREADFRUIT	0.004	159	148	192	120	96	156	183	207	240	140	-42	-12
YAM	0.01	131	141	153	168	135	112	139	126	132	134	1	2
HEAD CABBAGE	0.09	153	101	108	167	224	272	187	183	163	183	12	20
TOMATOES	0.04	188	101	120	155	209	205	201	188	179	127	-29	-33
CH.CABBAGE	0.01	153	142	123	175	204	224	162	145	132	137	3	-11
CUCUMBER	0.04	171	125	133	149	186	195	200	162	162	140	-14	-18
PUMPKIN	0.35	138	115	119	136	170	204	185	170	149	158	7	15
	1.00	118	98	106	119	134	151	140	128	119	121	2	2

**Table 6: Number of Sellers**

PRODUCE	2014 AVE	JUL.19.AV	NOV.19.AV	DEC.19.AV	JAN.20.AV	FEB.20.AV	MAR.20.AV	APR.20.AV	MAY.20.AV	JUN.20.AV	JULY.20.AV	% chng from prev mnth	%chng from JUL 19
TARO	46	44	51	47	57	64	51	55	51	39	35	-10	-21
BANANA	27	22	46	35	35	31	16	19	19	24	32	33	45
TA'AMU	7	5	3	1	1	1	1	2	2	1	2	28	-68
COCONUT	57	44	51	43	61	62	42	43	38	41	37	-9	-15
BREADFRUIT	4	5	3	8	4	8	5	2	2	2	8	300	60
YAM	5	10	4	2	3	5	2	2	3	5	7	44	-28
HEAD CABBAGE	12	12	16	9	9	5	2	3	8	6	9	71	-22
TOMATOES	39	21	45	28	21	9	4	10	13	11	8	-31	-64
CH.CABBAGE	13	22	16	17	10	8	11	11	13	16	22	33	-2
CUCUMBER	42	33	49	41	29	28	23	21	34	26	40	55	21
PUMPKIN	83	79	113	91	81	50	37	48	49	51	57	13	-28
	337	296	396	320	310	270	193	214	230	221	256	16	-13

\*on the days surveyed

@ new weights and base