



GOVERNMENT OF SAMOA

# SAMOA BUREAU OF STATISTICS

## LOCAL MARKET SURVEY

### DECEMBER 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:

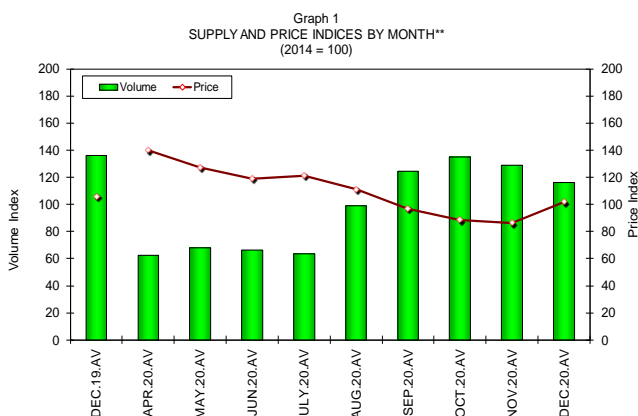
The Local Market Survey in December 2020 showed overall volume decline 10 percent while average prices increased 18 percent in response to lower availability of agricultural produce at the market, severe flooding and road closures negatively impacted availability of produce in the month under review.

- The value of supplies decreased 4 percent to \$63,600 from the previous month.
- An average of 232 sellers trading at the Local Market were recorded in the month under review; 26 percent lower than the previous month and 27 percent lower when compared with the same month last year.

Issue: 01/12/20

## OVERVIEW

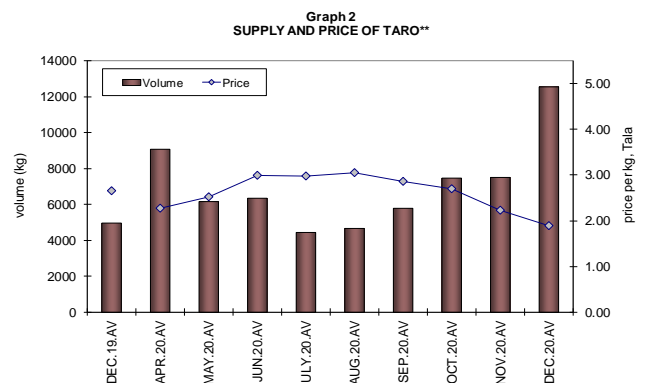
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in December 2020 showed overall volume decrease 10 percent from November 2020. This loss in volume was due to heavy rain and flooding which led to decrease in supplies of most agricultural produce with the exception of taro, coconut and breadfruit. When compared with the same month last year, current supply was 15 percent lower. (See Graph 1 and Tables 4 & 5)



The overall price index rose 18 percent from the previous month due to significant decreases in the supply of most agricultural produce. When compared with December 2019, the current overall price level was 3 percent lower.

## TARO

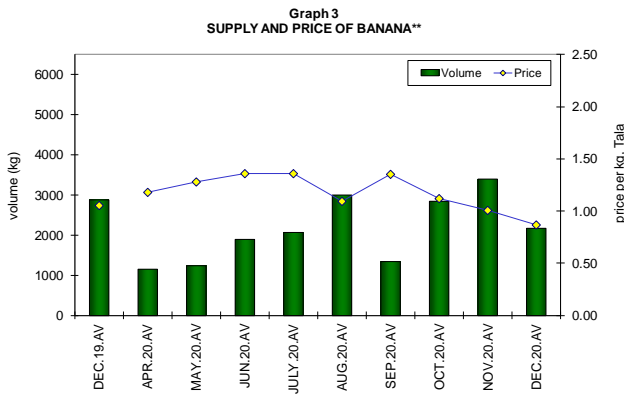
At 12,545 kilograms, the supply of taro to the Local Markets ended the calendar year at its highest volume recorded in 2020 increasing 67 percent from the previous month while increased availability led its average price to drop 15 percent to (\$1.88 per kilogram). When compared with December 2019, current supply of taro was more than doubled while increased supply over the year pushed its average price down 29 percent. (See Graph 2 and Tables 1&2)



Current supply of taro in the month under review contributed to a 18 percent rise in volume when comparing the twelve months ending December 2020 over the twelve months ending December 2019. Price dropped 1 percent.

## BANANA

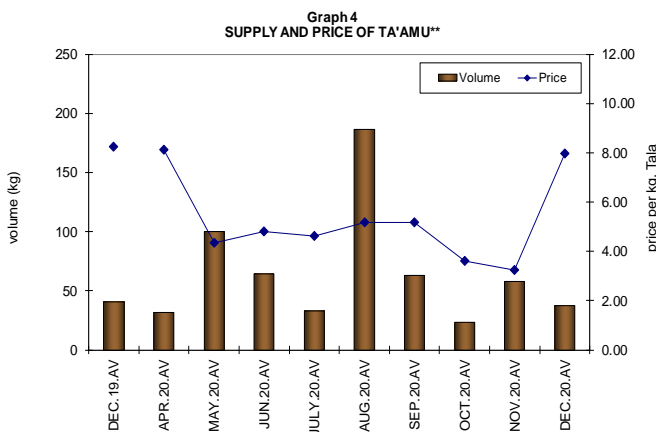
The volume of banana supplied to the Local Markets in December 2020 decreased 36 percent (to 2,168 kilograms) from November 2020; a level that was 25 percent lower than the same month last year. The average price of banana declined 13 percent (to \$0.87 per kilogram) due to weakened domestic demand. When compared with the same month last year current price was 17 percent lower. (See Graph 3 and Tables 1&2)



When comparing the twelve months ending December 2020 over twelve months ending December 2019, banana supplies were 13 percent lower while its average price slipped 1 percent.

## TA'AMU

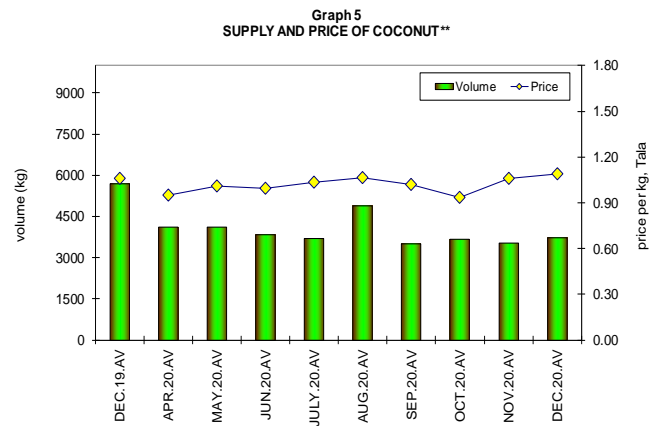
Ta'amu supplies in December 2020 declined 35 percent (to 37 kilograms) from the previous month while limited supply pushed its average price up 145 percent (to \$7.96 per kilogram). In comparison with December 2019, current supply of ta'amu was 9 percent lower while its average price was also 4 percent lower. (See Graph 4 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to an 81 percent decrease in ta'amu volume when comparing the twelve months ending December 2020 over twelve months ending December 2019 while decreased demand pushed its average price down 10 percent.

## COCONUT

In the month under review, the supply of coconut increased 5 percent (to 3,728 kilograms) from the previous month, while strong domestic demand pushed its average price up 3 percent (to \$1.09 per kilogram). When compared with December 2019 current supply of coconut was 35 percent lower while its average price rose 3 percent over the year. (See Graph 5 and Tables 1&2)



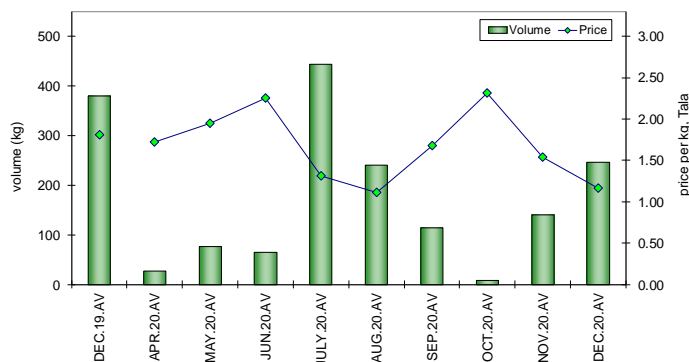
The volume of coconut recorded in the month under review contributed to a 29 percent decrease when comparing the twelve months ending December 2020 over the twelve months ending December 2019 while its average price also fell 2 percent.

## BREADFRUIT

At an average of 247 kilograms, breadfruit supply in December 2020 increased 76 percent from the previous month. Increased availability for breadfruit pushed its average price down 24 percent (to \$1.17 per kilogram). When compared with December 2019 current supply of breadfruit was 35 percent lower while its average price was 36 percent lower. (See Graph 6 and Tables 1&2)

## VEGETABLE PRODUCE

Graph 6  
SUPPLY AND PRICE OF BREADFRUIT\*\*

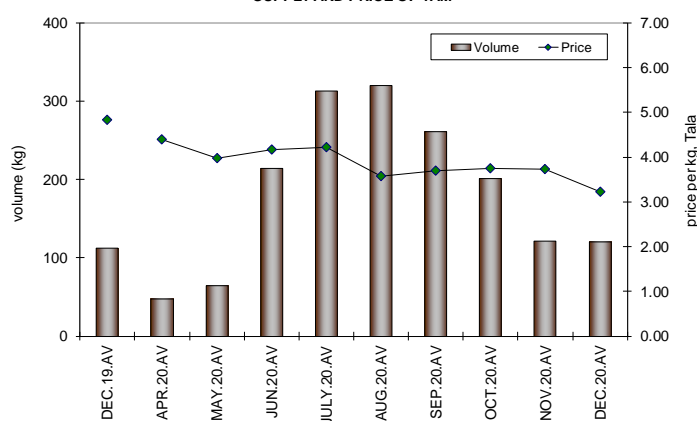


Current supply of breadfruit contributed to a 38 percent decrease in volume when comparing the twelve months ending December 2020 over the twelve months ending December 2019 while its average price increased 3 percent.

## YAM

The supply of yam in the month under review fell 1 percent (to 120 kilograms) from the previous month while weakened demand pushed its average price down 14 percent (to \$3.22 per kilogram). When compared with the same month last year, current supply of yam was 7 percent higher while weakened demand over the year pushed its average price down 33 percent. (See Graph 7 and Tables 1 & 2)

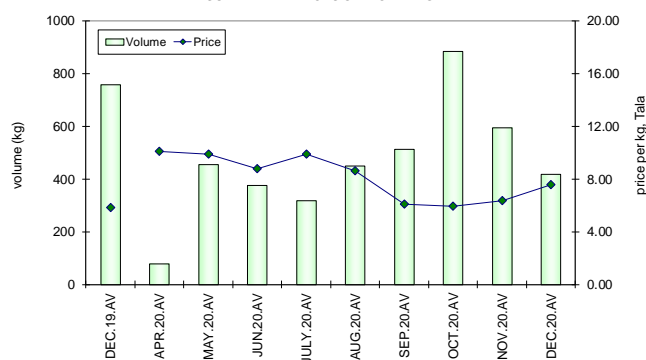
Graph 7  
SUPPLY AND PRICE OF YAM\*\*



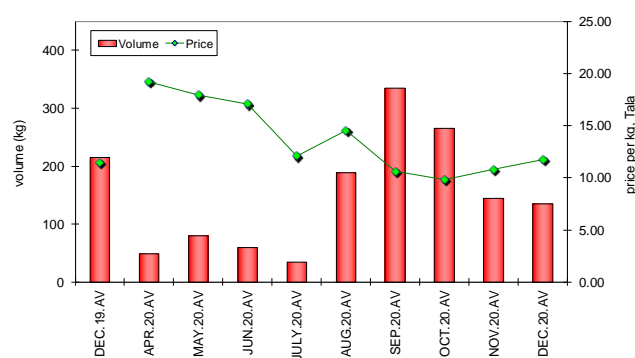
Current supply of yam in the month under review contributed to a 13 percent decline in volume in the twelve months ending December 2020 over the twelve months ending December 2019, while its average price fell 17 percent.

The continued wet weather conditions in December 2020 negatively affected the supply of vegetable produce to the Local Markets recording significantly losses to the supply of all vegetable produce. Chinese cabbage supplies fell 74 percent (to 30 kilograms) while cucumber supplies also decreased 45 percent (to 566 kilogram) from the previous month. Supplies of head cabbage dropped 30 percent (to 418 kilograms) followed by pumpkin supplies with a 29 percent decline in volume (to 9,459 kilograms), while tomato supplies also fell 6 percent (to 135 kilograms). (See Graphs 8 to 12 and Tables 1 & 2)

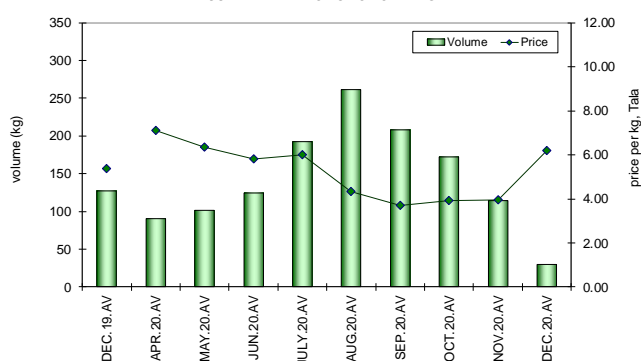
Graph 8  
SUPPLY AND PRICES OF H.CABBAGE\*\*

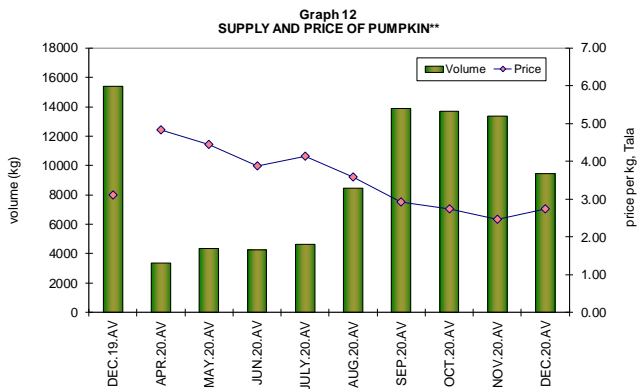
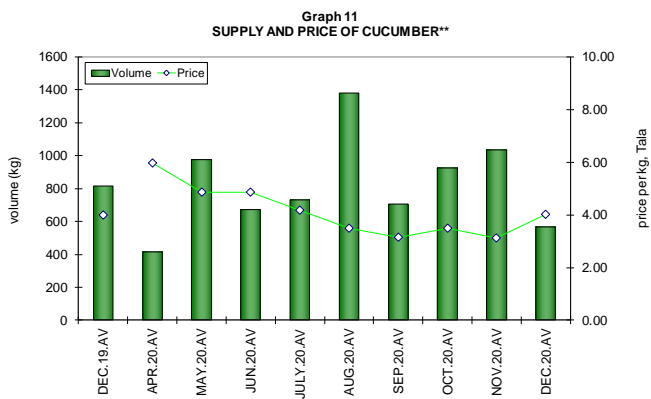


Graph 9  
SUPPLY AND PRICE OF TOMATOES\*\*



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

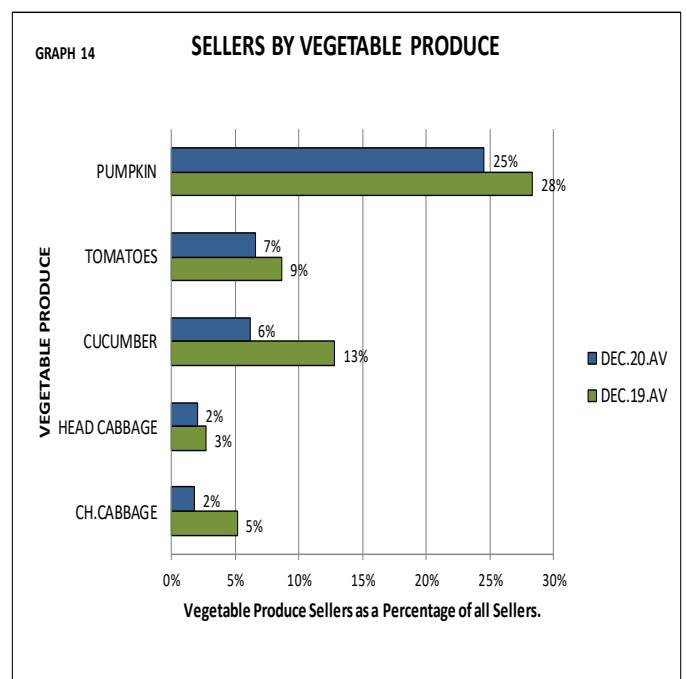
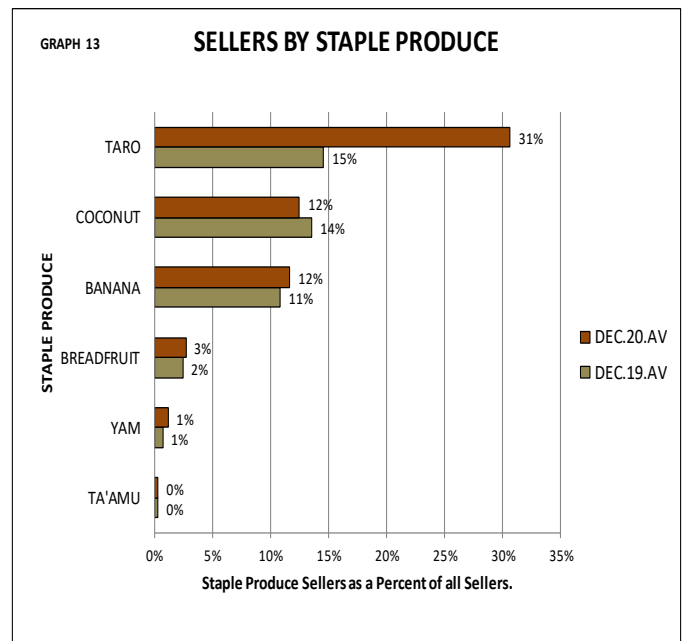




Subsequent to decreased availability of all vegetable produce to the Local Markets in the month under review, average prices for all vegetable increased. Chinese cabbage prices registered the largest increase of 56 percent (to \$6.19 per kilogram) while limited availability for cucumber drove its prices up 28 percent (to \$4.01 per kilogram) from the previous month. Average prices for head cabbage rose 18 percent (to \$7.56 per kilogram) while pumpkin prices increase 11 percent (to \$2.73 per kilogram). Average price for tomato edged up 9 percent (to \$11.74 per kilogram).

## **SELLERS**

At 232, the number of sellers at the Local Markets on the days surveyed in December 2020 dropped 26 percent from the previous month and was 27 percent lower when compared with the number of sellers in the same month a year ago as most agricultural produce sellers did not operate due to severe flooding and road closures on 18<sup>th</sup> December 2020. (See Graphs 13 and 14 and Table 6).



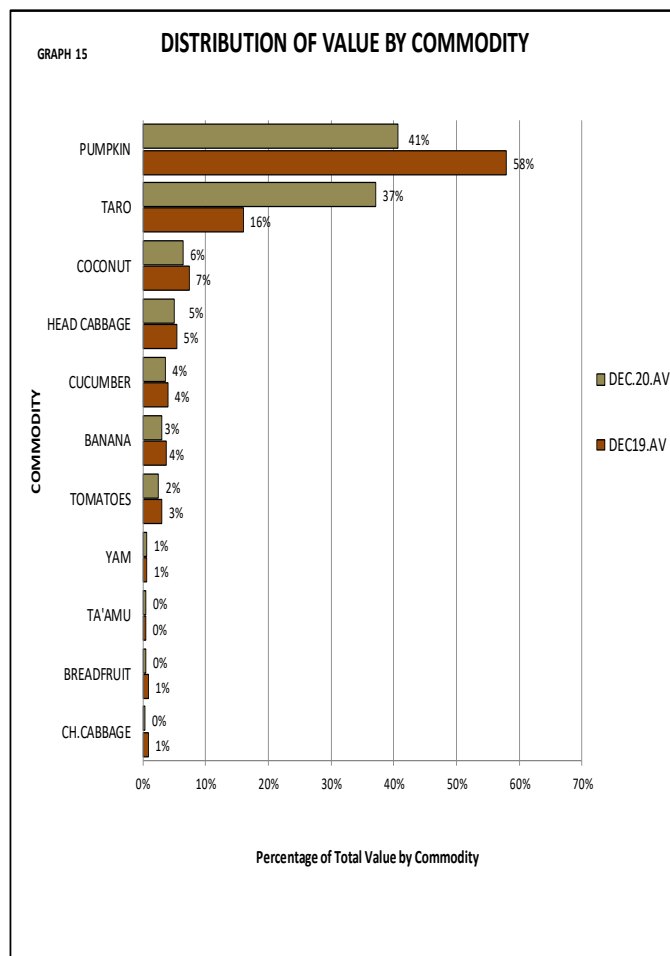
In December 2020, taro sellers at 71 were the largest group at the local markets increasing from 65 in the previous month and 47 in the same month last year. Pumpkin sellers followed recording a decreasing total of 57 from 81 in the previous month and 91 in the same month a year ago while coconut sellers decreased to 29 from 33 in the previous month and 43 a year ago. Banana sellers recorded a decreasing total of 27 from 45 in the previous month and 35 in the same month a year ago, while total sellers of tomato decreased to 15 from 21 in November 2020 and 28 in December 2019. Sellers of cucumber recorded a decreasing total of 14 from 41 in the previous month and a year

ago, while sellers of breadfruit recorded an increasing total of 6 from 3 in November 2020 but were lower than 8 in the same month last year. Head cabbage sellers recorded a decreasing total of 5 from 7 in the last month and 9 in the same month a year ago, followed by sellers of Chinese cabbage recording a decreasing total of 4 from 13 in the previous month and 17 in the same month last year. Total sellers of yam recorded a decreasing total of 3 from 4 in the previous month but were higher than 2 in the same month a year ago, while ta’amu sellers remained unchanged in the previous month and the same month a year ago.

## **VALUE OF SUPPLIES**

The average value of selected produce supplied to the Local Markets at \$63,600 in December 2020 decreased 4 percent from the previous month and was 23 percent lower when compared with December 2019.

Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 41 percent in December 2020; a level that was lower than 49 percent in the previous month and 58 percent in the same month a year ago. Taro supplies followed with a 37 percent contribution to total value increasing from 25 percent in the previous month and 16 percent in the same month a year ago. Supplies of coconut contributed 6 percent to total value remaining unchanged from the previous month but were lower than 7 percent in the same month a year ago. Shares of head cabbage accounted for 5 percent of total value decreasing from 6 percent in November 2020 and remained unchanged when compared with December 2019. Shares of cucumber contributed 4 percent to total value decreasing from 5 percent in the previous month but remained unchanged in the same month a year ago; while shares of banana accounted for 3 percent of total value decreasing from 5 percent in November 2020 and 4 percent in December 2019. Supplies of tomato contributed 2 percent to total value remaining unchanged from last month but were lower than 3 percent in the same month a year ago. Yam accounted for 1 percent of total value while lower shares were recorded for ta’amu, breadfruit and Chinese cabbage in the month under review. (See Graph 15 & Table 3)



### **Technical Notes**

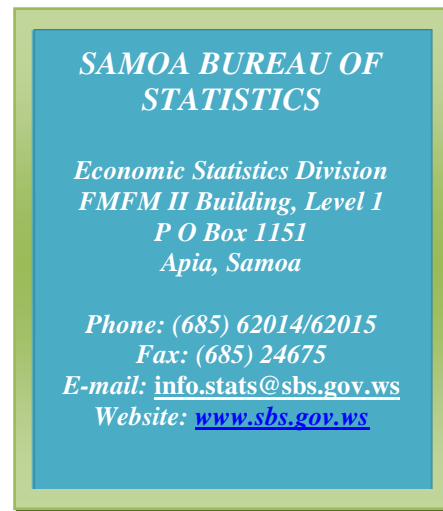
The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at **Fugalei, Taufusi, Vaitele, Afega, Saleimoa, Fasitoo Uta, Savaia, and Salelologa** every month. Prices for selected produce are taken from the Consumer Price Index.

*\*\* 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 January 2021 will be available on 19<sup>th</sup> February 2021.***



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**Aliimuamua Malaefono T Faasalaina  
GOVERNMENT STATISTICIAN (CEO)**

## SUMMARY OF MARKET SURVEY

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

PRODUCE	2014 AVE	DEC.19.AV	APR.20.AV	MAY.20.AV	JUN.20.AV	JULY.20.AV	AUG.20.AV	SEP.20.AV	OCT.20.AV	NOV.20.AV	DEC.20.AV	Dec-20	
												% chng from prev mnth	%chng from DEC 19
TARO	7521	4959	9082	6148	6361	4431	4653	5775	7473	7506	12545	67	153
BANANA	2642	2886	1144	1243	1901	2072	3000	1351	2853	3397	2168	-36	-25
TA'AMU	816	41	32	100	65	33	187	63	23	58	37	-35	-9
COCONUT	7993	5702	4106	4109	3843	3696	4894	3515	3677	3539	3728	5	-35
BREADFRUIT	186	380	27	76	65	444	240	115	8	140	247	76	-35
YAM	129	113	47	65	214	313	320	261	202	122	120	-1	7
HEAD CABBAGE	811	758	78	456	376	319	449	514	886	594	418	-30	-45
TOMATOES	256	215	49	80	60	35	189	335	265	145	135	-6	-37
CH.CABBAGE	129	128	91	102	124	192	261	208	173	115	30	-74	-76
CUCUMBER	542	817	415	976	671	729	1381	705	923	1032	566	-45	-31
PUMPKIN	6217	15385	3341	4370	4246	4618	8475	13906	13717	13350	9459	-29	-39

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

PRODUCE	2014 AVE	DEC.19.AV	APR.20.AV	MAY.20.AV	JUN.20.AV	JULY.20.AV	AUG.20.AV	SEP.20.AV	OCT.20.AV	NOV.20.AV	DEC.20.AV	% chng from	
												prev mnth	DEC 19
TARO	1.48	2.65	2.27	2.52	2.99	2.97	3.06	2.85	2.69	2.22	1.88	-15	-29
BANANA	0.76	1.06	1.18	1.28	1.36	1.36	1.09	1.36	1.12	1.01	0.87	-13	-17
TA'AMU	2.78	8.25	8.12	4.34	4.82	4.64	5.17	5.18	3.62	3.25	7.96	145	-4
COCONUT	0.62	1.06	0.95	1.01	0.99	1.04	1.06	1.02	0.93	1.06	1.09	3	3
BREADFRUIT	0.94	1.81	1.72	1.94	2.25	1.31	1.11	1.68	2.31	1.54	1.17	-24	-36
YAM	3.16	4.84	4.40	3.97	4.17	4.22	3.58	3.70	3.75	3.73	3.22	-14	-33
HEAD CABBAGE	5.40	5.84	10.09	9.90	8.80	9.89	8.63	6.11	5.92	6.38	7.56	18	29
TOMATOES	9.55	11.50	19.20	17.92	17.08	12.08	14.57	10.63	9.82	10.81	11.74	9	2
CH.CABBAGE	4.38	5.37	7.09	6.35	5.80	5.99	4.32	3.69	3.92	3.96	6.19	56	15
CUCUMBER	2.99	3.98	5.97	4.85	4.85	4.18	3.48	3.15	3.48	3.13	4.01	28	1
PUMPKIN	2.61	3.10	4.84	4.44	3.88	4.13	3.58	2.92	2.74	2.46	2.73	11	-12

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

PRODUCE	Total value 2014	DEC.19.AV	APR.20.AV	MAY.20.AV	JUN.20.AV	JULY.20.AV	AUG.20.AV	SEP.20.AV	OCT.20.AV	NOV.20.AV	DEC.20.AV	% chng from	
												prev mnth	DEC 19
TARO	126.6	13.2	20.6	15.5	19.0	13.2	14.2	16.5	20.1	16.7	23.6	42	79
BANANA	25.1	3.1	1.4	1.6	2.6	2.8	3.3	1.8	3.2	3.4	1.9	-45	-38
TA'AMU	25.6	0.3	0.3	0.4	0.3	0.2	1.0	0.3	0.1	0.2	0.3	58	-12
COCONUT	59.3	6.0	3.9	4.2	3.8	3.8	5.2	3.6	3.4	3.8	4.1	8	-33
BREADFRUIT	1.8	0.7	0.1	0.2	0.2	0.6	0.3	0.2	0.0	0.2	0.3	32	-58
YAM	4.7	0.5	0.2	0.3	0.9	1.3	1.1	1.0	0.8	0.5	0.4	-13	-28
HEAD CABBAGE	44.6	4.4	0.8	4.5	3.3	3.2	3.9	3.1	5.2	3.8	3.2	-17	-29
TOMATOES	21.5	2.5	0.9	1.4	1.0	0.4	2.8	3.6	2.6	1.6	1.6	2	-36
CH.CABBAGE	5.9	0.7	0.6	0.7	0.7	1.2	1.1	0.8	0.7	0.5	0.2	-58	-72
CUCUMBER	18.4	3.3	2.5	4.7	3.3	3.1	4.8	2.2	3.2	3.2	2.3	-30	-30
PUMPKIN	178.3	47.7	16.2	19.4	16.5	19.1	30.3	40.6	37.6	32.8	25.9	-21	-46
	511.8	82.3	47.4	52.8	51.6	48.7	68.0	73.7	76.9	66.6	63.6	-4	-23

\*on the days surveyed  
@ new weights and base

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

PRODUCE	2014 Weights											% chng from	%chng from
		DEC.19.AV	APR.20.AV	MAY.20.AV	JUN.20.AV	JULY.20.AV	AUG.20.AV	SEP.20.AV	OCT.20.AV	NOV.20.AV	DEC.20.AV	prev mnth	DEC 19
TARO	0.25	66	121	82	85	59	62	77	99	100	167	67	153
BANANA	0.05	109	43	47	72	78	114	51	108	129	82	-36	-25
TA'AMU	0.05	5	4	12	8	4	23	8	3	7	5	-36	-9
COCONUT	0.12	71	51	51	48	46	61	44	46	44	47	5	-35
BREADFRUIT	0.004	204	15	41	35	239	129	62	4	75	133	76	-35
YAM	0.01	87	37	50	166	243	248	202	156	94	93	-1	7
HEAD CABBAGE	0.09	93	10	56	46	39	55	63	109	73	52	-30	-45
TOMATOES	0.04	84	19	31	23	14	74	131	104	56	53	-6	-37
CH.CABBAGE	0.01	99	70	79	96	149	203	161	134	89	24	-74	-76
CUCUMBER	0.04	151	77	180	124	135	255	130	170	190	104	-45	-31
PUMPKIN	0.35	247	54	70	68	74	136	224	221	215	152	-29	-39
	1.00	136	62	68	66	63	99	125	135	129	116	-10	-15

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

PRODUCE	2014 Weights											% chng from	%chng from
		DEC.19.AV	APR.20.AV	MAY.20.AV	JUN.20.AV	JULY.20.AV	AUG.20.AV	SEP.20.AV	OCT.20.AV	NOV.20.AV	DEC.20.AV	prev mnth	DEC 19
TARO	0.25	179	154	170	202	201	206	193	182	150	127	-15	-29
BANANA	0.05	139	155	168	179	179	144	178	148	132	115	-13	-17
TA'AMU	0.05	297	292	156	173	167	186	186	130	117	286	145	-4
COCONUT	0.12	171	153	163	160	167	171	164	150	171	176	3	3
BREADFRUIT	0.004	192	183	207	240	140	118	179	246	163	124	-24	-36
YAM	0.01	153	139	126	132	134	113	117	119	118	102	-14	-33
HEAD CABBAGE	0.09	108	187	183	163	183	160	113	110	118	140	18	29
TOMATOES	0.04	120	201	188	179	127	153	111	103	113	123	9	2
CH.CABBAGE	0.01	123	162	145	132	137	99	84	89	90	141	56	15
CUCUMBER	0.04	133	200	162	162	140	116	105	116	105	134	28	1
PUMPKIN	0.35	119	185	170	149	158	137	112	105	94	105	11	-12
	1.00	106	140	128	119	121	111	97	89	86	102	18	-3

**Table 6: Number of Sellers**

PRODUCE	2014 AVE											% chng from	%chng from
		DEC.19.AV	APR.20.AV	MAY.20.AV	JUN.20.AV	JULY.20.AV	AUG.20.AV	SEP.20.AV	OCT.20.AV	NOV.20.AV	DEC.20.AV	prev mnth	DEC 19
TARO	46	47	55	51	39	35	33	46	55	65	71	9	53
BANANA	27	35	19	19	24	32	34	20	34	45	27	-39	-22
TA'AMU	7	1	2	2	1	2	4	1	1	1	1	50	-25
COCONUT	57	43	43	38	41	37	41	33	34	33	29	-11	-33
BREADFRUIT	4	8	2	2	2	8	5	2	0	3	6	150	-19
YAM	5	2	2	3	5	7	8	7	6	4	3	-21	22
HEAD CABBAGE	12	9	3	8	6	9	8	7	11	7	5	-32	-46
TOMATOES	39	28	10	13	11	8	24	33	31	21	15	-27	-45
CH.CABBAGE	13	17	11	13	16	22	26	20	15	13	4	-67	-74
CUCUMBER	42	41	21	34	26	40	44	24	38	41	14	-65	-65
PUMPKIN	83	91	48	49	51	57	81	91	86	81	57	-30	-37
	337	320	214	230	221	256	306	282	311	312	232	-26	-27

\*on the days surveyed

@ new weights and base