



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY JANUARY 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:

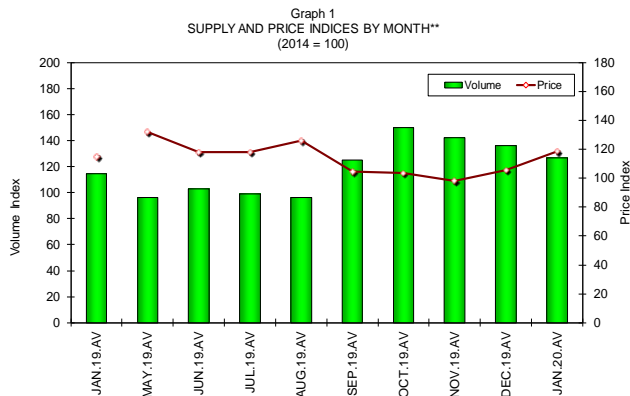
The Local Market Survey in January 2020 showed overall volume decrease 7 percent while limited supply of all vegetable produce pushed average prices up 13 percent when compared to December 2019.

- Rainy weather conditions in January 2020 led to the significant reduction in the supply of all vegetable produce.
- The value of supplies rose 6 percent to \$87,400 from the previous month.
- The total number of sellers fell 3 percent to 310 from 320 in December 2019.

Issue: 01/01/20

OVERVIEW

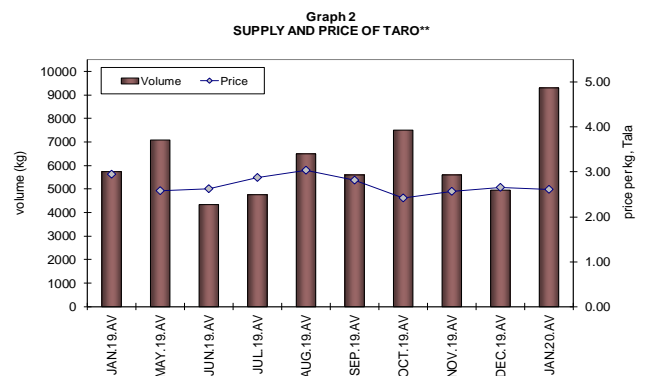
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in January 2020 showed overall volume decrease 7 percent from December 2019. Significant decreases were recorded for all agricultural produce with the exception of taro, banana, ta'amu, coconut and yam supplies. When compared with the same month last year, current supply was 11 percent higher. (See Graph 1 and Tables 4 & 5)



Limited availability of most local produce led the overall price level to increase 13 percent from the previous month. The rise in average prices of all local produce with the exception of taro, banana, coconut and breadfruit contributed to the rise in the price index. The current price level was 3 percent higher when compared with January 2019.

TARO

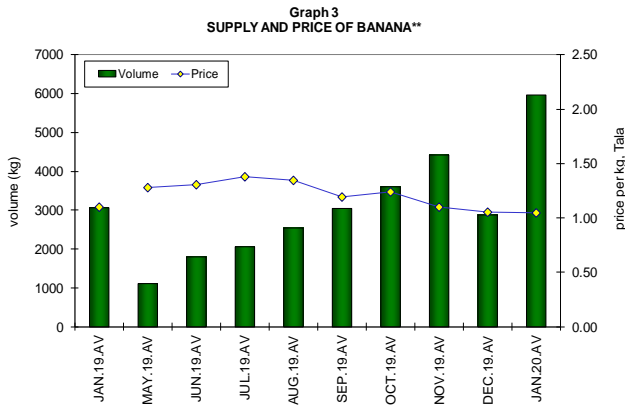
The supply of taro to the Local Markets in January 2020 increased 87 percent (to 9,294 kilograms) from December 2019; a level that was 62 percent higher than the same month a year ago. Increase availability pushed its average down 2 percent (to \$2.60 per kilogram). When compared with the same month last year current price was 12 percent lower. (See Graph 2 and Tables 1&2)



When comparing the twelve months ending January 2020 over twelve months ending January 2019, taro supplies were 2 percent lower while its average price decreased 4 percent.

BANANA

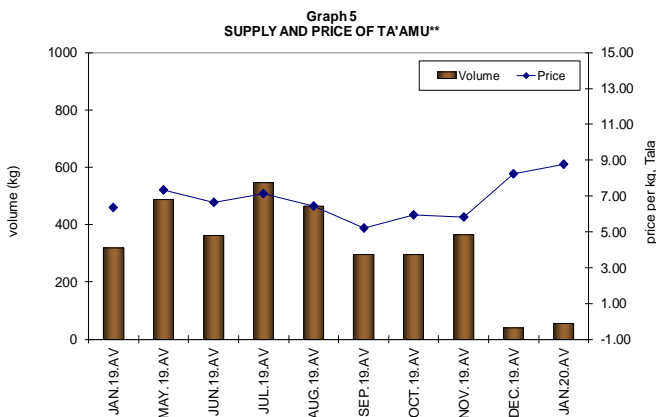
At 5,964 kilograms, the supply of banana to the Local Markets in January 2020 was more than doubled from the previous month while an abundance of supplies led its average price to slip 1 percent (to \$1.05 per kilogram. When compared with January 2019, current price was 5 percent lower. (See Graph 3 and Tables 1&2)



Current supply of banana in the month under review contributed to a 104 percent rise in volume when comparing the twelve months ending January 2020 over the twelve months ending January 2019. Price fell 14 percent.

TA'AMU

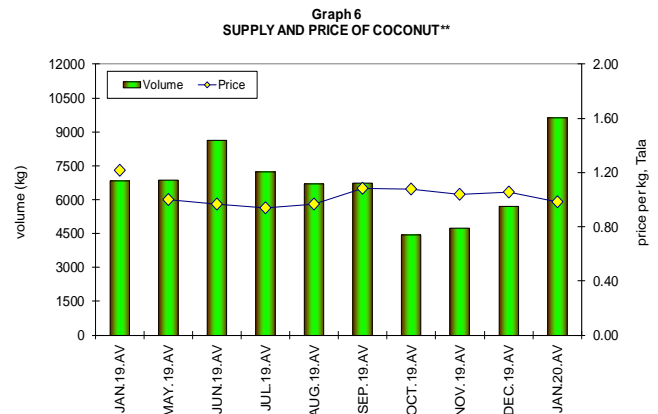
Ta'amu supplies in January 2020 increased 39 percent (to 57 kilograms) from the previous month while increased domestic demand pushed its average price up 6 percent (to \$8.78 per kilogram). In comparison with January 2019, current supply of ta'amu was 82 percent lower while its average price was 38 percent higher. (See Graph 5 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to a 32 percent decrease in ta'amu volume when comparing the twelve months ending January 2020 over twelve months ending January 2019 while limited availability pushed its average price up 12 percent.

COCONUT

In the month under review coconut supplies rose 69 percent (to 9,611 kilograms) from December 2019 while increase availability pushed its average price down 7 percent (to \$0.98 per kilogram). Current availability of coconut was 41 percent higher than average availability in January 2019 while average price decreased 19 percent over the year. (See Graph 6 and Tables 1&2)



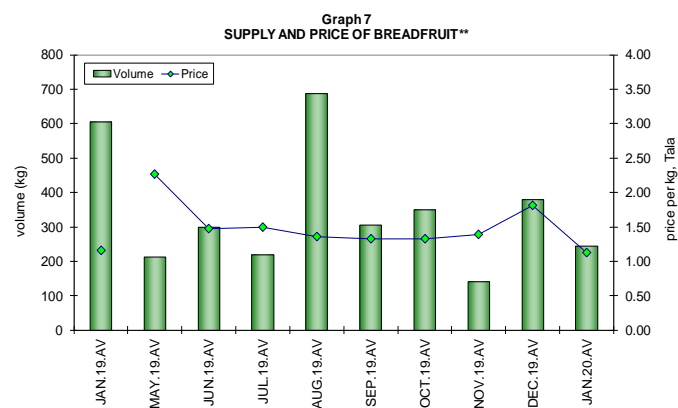
Comparing the twelve months ending January 2020 over the twelve months ending January 2019 supply of coconut was 5 percent higher while its average price also rose 2 percent.

BREADFRUIT

At an average of 245 kilograms, breadfruit supply in January 2020 declined 36 percent from the previous month. Decreased domestic demand for breadfruit drove its average price down 38 percent (to \$1.12 per kilogram). When compared with January 2019, current availability of breadfruit supply was 60 percent lower while its average price was also 3 percent lower. (See Graph 7 and Tables 1 & 2)

VEGETABLE PRODUCE

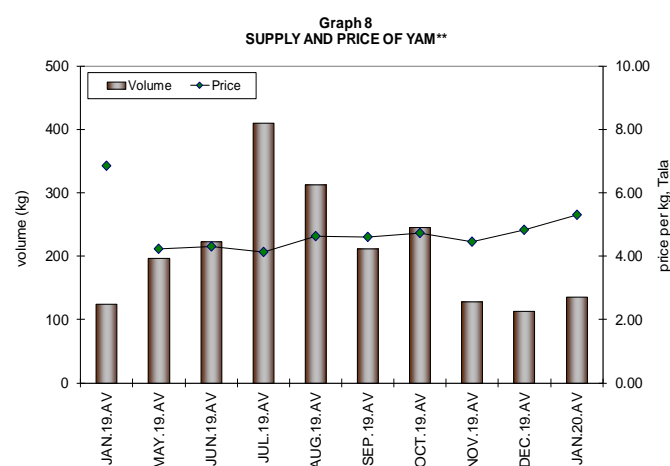
Wet weather conditions affected the supply of vegetable produce to the Local Markets in January 2020 resulting in substantial loss in the supply of all vegetable produce. Head cabbage and tomato supplies both dropped 40 percent (to 452 kilograms) and (to 128 kilograms) from December 2019 while pumpkin supplies decreased 33 percent (to 10,263 kilograms). Supplies of Chinese cabbage declined 31 percent (to 88 kilograms) while cucumber supplies fell 21 percent (to 643 kilograms) when compared to the previous month. (See Graphs 9 to 13 and Tables 1 & 2)



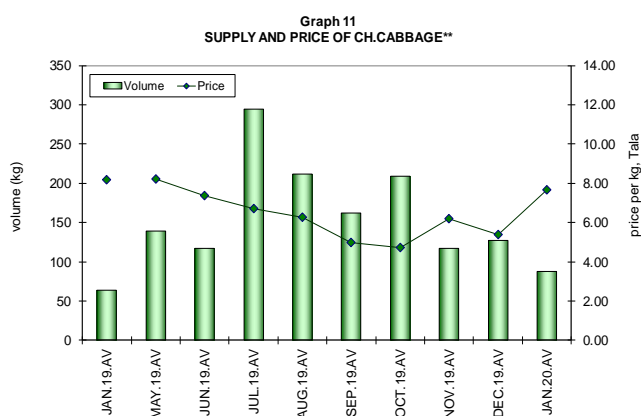
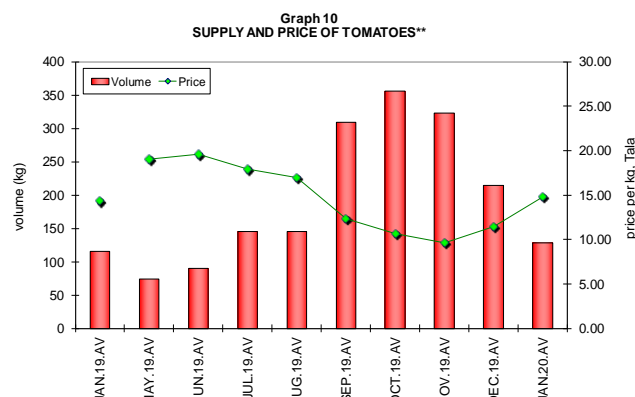
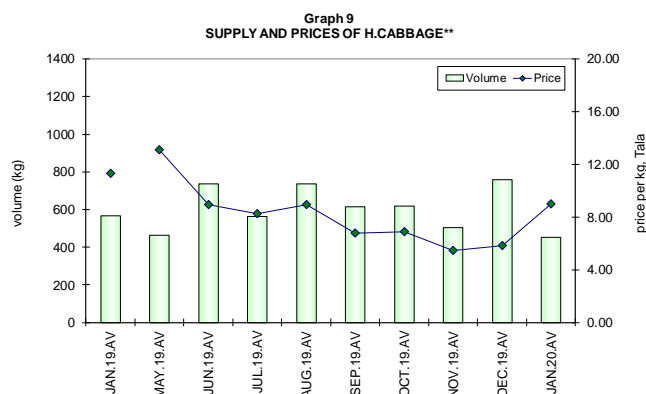
Current supply of breadfruit contributed to a 10 percent increase in volume when comparing the twelve months ending January 2020 over the twelve months ending January 2019 while its average price remained unchanged.

YAM

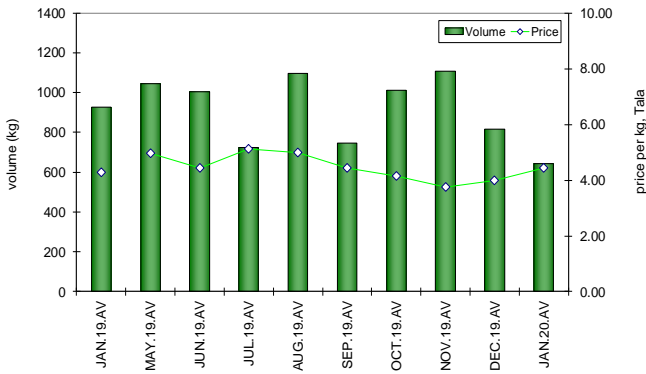
The supply of yam in the month under review increased 20 percent (to 135 kilograms) from the previous month while increase domestic demand pushed its average price up 10 percent (to \$5.30 per kilogram). When compared with the same month last year, current supply of yam was 9 percent higher while increased availability over the year pushed its average price down 23 percent. (See Graph 8 and Tables 1 & 2)



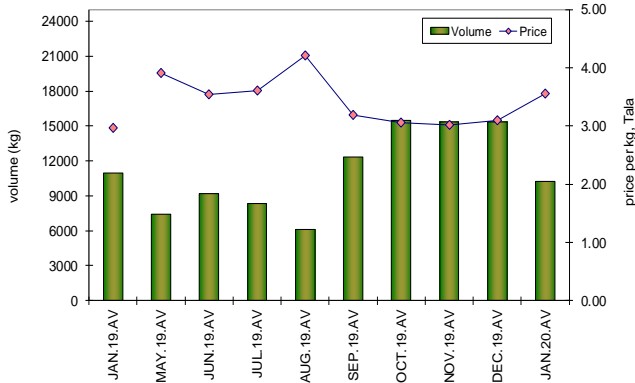
Current supply of yam in the month under review contributed to a 92 percent increase in volume in the twelve months ending January 2020 over the twelve months ending January 2019, while its average price fell 3 percent.



Graph 12
SUPPLY AND PRICE OF CUCUMBER**



Graph 13
SUPPLY AND PRICE OF PUMPKIN**

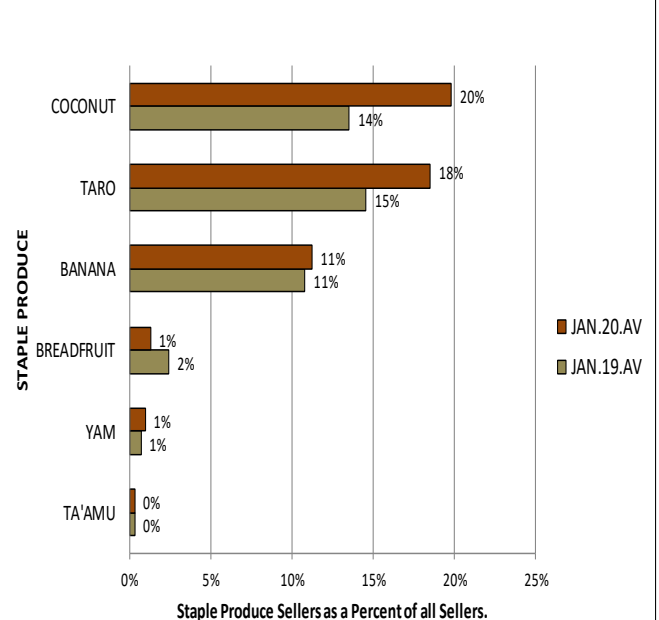


Subsequent to the limited availability of all vegetable produce supplied to the Local Markets in the month under review, average prices for all vegetable increased. Head cabbage experienced the largest price increase of 55 percent (to \$9.02 per kilogram) while Chinese cabbage prices grew 43 percent (\$7.67 per kilogram) from the previous month, followed by tomato prices increasing 29 percent (to \$14.82 per kilogram). Average prices for pumpkin rose 15 percent (to \$3.56 per kilogram) cucumber price went up 12 percent (to \$4.45 per kilogram).

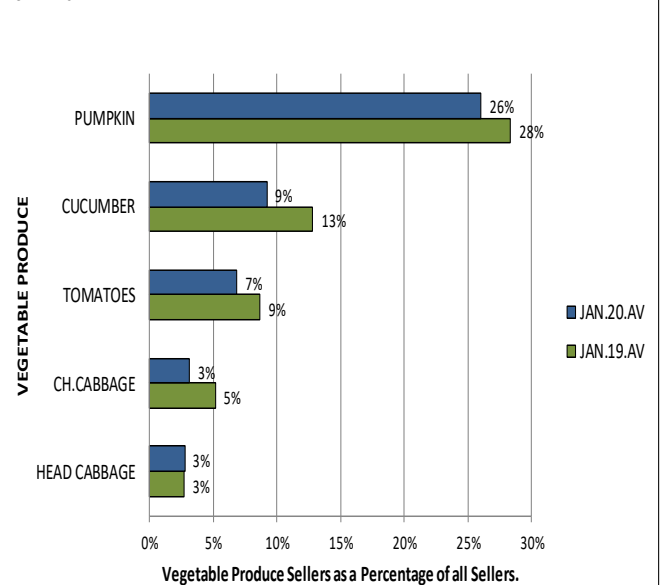
SELLERS

At 310, the number of sellers at the Local Markets on the days surveyed in January 2020 decreased 3 percent from the previous month and was 5 percent higher when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6).

GRAPH 14
SELLERS BY STAPLE PRODUCE



GRAPH 15
SELLERS BY VEGETABLE PRODUCE



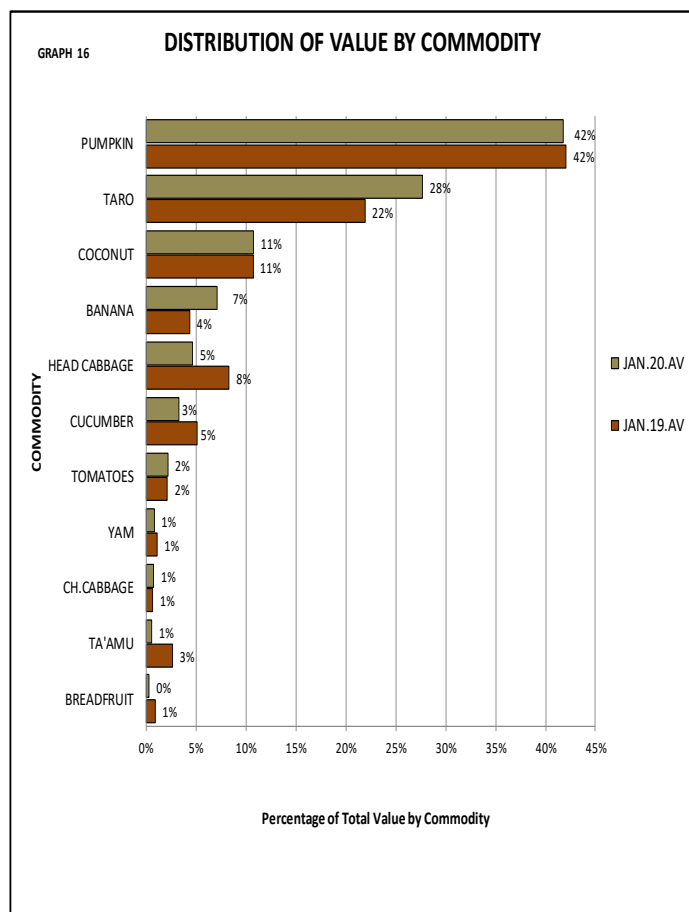
In January 2020, pumpkin sellers at 81 were the largest group at the local markets decreasing from 91 in the previous month and 89 in the same month last year. Coconut sellers followed recording an increasing total of 61 from 43 last month and 53 in the same month a year ago while taro sellers also increased to 57 from 47 in the previous month but were lower than 66 a year ago. Sellers of banana remained unchanged from last month but were lower than 41 in the same month last year. Cucumber sellers recorded a total of 29 decreasing

from 41 in December 2019 and 30 in January 2019 while total sellers of tomato decreased to 21 from 28 last month but were higher than 16 a year ago. Sellers of Chinese cabbage at 10 fell from 17 in the previous month but were higher than 7 in the same month last year while sellers of head cabbage remained at 9 from the previous month but were higher than 8 in the same month a year ago. Breadfruit sellers recorded a decreasing total of 4 from 8 in December 2019 and 10 in January 2019. Sellers of yam recorded an increasing total of 3 from 2 in the previous month and 3 when compared with January 2019 while sellers of ta'amu remained at 1 from last month but were lower than 3 in the same month a year ago.

Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 42 percent in January 2020, decreasing from 58 percent in the previous month but remained unchanged when compared with the same month a year ago. Taro supplies followed with a 28 percent contribution to total value increasing from 16 percent in the previous month and 22 percent in the same month a year ago. Supplies of coconut contributed 11 percent of total value increased from 7 percent last month and remained unchanged in the same month last year while supplies of banana contributed 7 percent to total value increased from 4 percent last month and the same month a year ago. Shares of head cabbage accounted for 5 percent of total value remaining unchanged from the previous month but were lower than 8 percent when compared with January 2019. Cucumber supplies accounted for 3 percent of total value decreasing from 4 percent in the previous month and 5 percent in the same month last year while tomato supplies contributed 2 percent to total value decreasing from 3 percent last month and remained unchanged in the same month last year. Shares of yam, Chinese cabbage and ta'amu supply all 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)

VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$87,400 in January 2020 increased 6 percent from the previous month and was 13 percent higher when compared with January 2019.



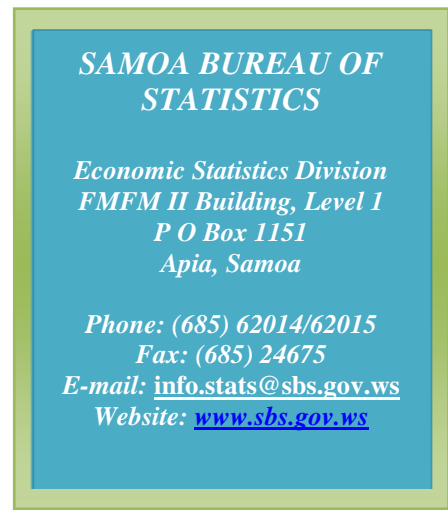
Technical Notes

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 February 2020 will be available on 13th March 2020.



Aliimuaamua Malaefono Tauā - T. Faasalaina
GOVERNMENT STATISTICIAN

Aliimuaamua Malaefono Tauā-T. Faasalaina
GOVERNMENT STATISTICIAN (CEO)

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	JAN.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	JAN.20.AV	Jan-20	
												% chng from prev mnth	%chng from JAN 19
TARO	7521	5727	7079	4327	4747	6484	5594	7491	5610	4959	9294	87	62
BANANA	2642	3061	1112	1791	2062	2552	3053	3596	4414	2886	5964	107	95
TA'AMU	816	319	489	363	548	466	297	296	366	41	57	39	-82
COCONUT	7993	6825	6860	8629	7237	6699	6717	4443	4753	5702	9611	69	41
BREADFRUIT	186	605	212	300	218	688	305	350	140	380	245	-36	-60
YAM	129	124	196	223	410	313	212	245	128	113	135	20	9
HEAD CABBAGE	811	566	464	738	564	737	615	618	506	758	452	-40	-20
TOMATOES	256	116	75	90	146	145	309	356	323	215	128	-40	11
CH.CABBAGE	129	63	139	117	294	212	162	209	117	128	88	-31	38
CUCUMBER	542	926	1043	1002	726	1098	745	1010	1109	817	643	-21	-31
PUMPKIN	6217	10948	7427	9188	8327	6133	12327	15484	15346	15385	10263	-33	-6

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

PRODUCE	2014 AVE	JAN.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	JAN.20.AV	Jan-20	
												% chng from prev mnth	%chng from JAN 19
TARO	1.48	2.95	2.58	2.62	2.87	3.03	2.82	2.42	2.56	2.65	2.60	-2	-12
BANANA	0.76	1.10	1.28	1.30	1.38	1.34	1.19	1.24	1.10	1.06	1.05	-1	-5
TA'AMU	2.78	6.37	7.33	6.65	7.12	6.41	5.20	5.92	5.83	8.25	8.78	6	38
COCONUT	0.62	1.21	1.00	0.97	0.94	0.97	1.09	1.07	1.04	1.06	0.98	-7	-19
BREADFRUIT	0.94	1.16	2.27	1.47	1.49	1.36	1.33	1.33	1.39	1.81	1.12	-38	-3
YAM	3.16	6.84	4.24	4.30	4.13	4.62	4.62	4.74	4.44	4.84	5.30	10	-23
HEAD CABBAGE	5.40	11.32	13.12	8.92	8.27	8.93	6.77	6.87	5.48	5.84	9.02	55	-20
TOMATOES	9.55	14.36	19.02	19.62	17.94	17.01	12.38	10.66	9.63	11.50	14.82	29	3
CH.CABBAGE	4.38	8.19	8.23	7.39	6.72	6.28	4.97	4.73	6.20	5.37	7.67	43	-6
CUCUMBER	2.99	4.27	4.96	4.43	5.11	5.00	4.43	4.15	3.75	3.98	4.45	12	4
PUMPKIN	2.61	2.96	3.92	3.55	3.60	4.21	3.19	3.06	3.01	3.10	3.56	15	20

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	JAN.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	JAN.20.AV	Jan-20	
												% chng from prev mnth	%chng from JAN 19
TARO	126.6	16.9	18.3	11.4	13.6	19.6	15.8	18.1	14.4	13.2	24.2	84	43
BANANA	25.1	3.4	1.4	2.3	2.8	3.4	3.6	4.5	4.9	3.1	6.2	105	86
TA'AMU	25.6	2.0	3.6	2.4	3.9	3.0	1.5	1.8	2.1	0.3	0.5	47	-75
COCONUT	59.3	8.3	6.9	8.3	6.8	6.5	7.3	4.8	5.0	6.0	9.4	57	14
BREADFRUIT	1.8	0.7	0.5	0.4	0.3	0.9	0.4	0.5	0.2	0.7	0.3	-59	-60
YAM	4.7	0.9	0.8	1.0	1.7	1.5	1.0	1.2	0.6	0.5	0.7	33	-15
HEAD CABBAGE	44.6	6.4	6.1	6.6	4.7	6.6	4.2	4.2	2.8	4.4	4.1	-8	-36
TOMATOES	21.5	1.7	1.4	1.8	2.6	2.5	3.8	3.8	3.1	2.5	1.9	-23	14
CH.CABBAGE	5.9	0.5	1.1	0.9	2.0	1.3	0.8	1.0	0.7	0.7	0.7	-3	29
CUCUMBER	18.4	4.0	5.2	4.5	3.7	5.5	3.3	4.2	4.2	3.3	2.9	-12	-28
PUMPKIN	178.3	32.4	29.1	32.6	30.0	25.8	39.4	47.3	46.3	47.7	36.5	-23	13
	511.8	77.1	74.4	72.1	72.2	76.6	81.1	91.3	84.1	82.3	87.4	6	13

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	JAN.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	JAN.20.AV	% chng from prev mnth	%chng from JAN 19
TARO	0.25	76	94	58	63	86	74	100	75	66	124	87	62
BANANA	0.05	116	42	68	78	97	116	136	167	109	226	107	95
TA'AMU	0.05	39	60	45	67	57	36	36	45	5	7	39	-82
COCONUT	0.12	85	86	108	91	84	84	56	59	71	120	69	41
BREADFRUIT	0.004	325	114	161	117	370	164	188	75	204	132	-36	-60
YAM	0.01	96	152	173	317	243	164	190	99	87	105	20	9
HEAD CABBAGE	0.09	70	57	91	70	91	76	76	62	93	56	-40	-20
TOMATOES	0.04	45	29	35	57	57	121	139	126	84	50	-40	11
CH.CABBAGE	0.01	49	108	91	228	164	126	162	91	99	68	-31	38
CUCUMBER	0.04	171	192	185	134	203	137	186	205	151	119	-21	-31
PUMPKIN	0.35	176	119	148	134	99	198	249	247	247	165	-33	-6
	1.00	114	96	103	99	96	125	150	142	136	127	-7	11

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	JAN.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	JAN.20.AV	% chng from prev mnth	%chng from JAN 19
TARO	0.25	199	174	177	194	205	191	163	173	179	176	-2	-12
BANANA	0.05	145	168	172	182	177	157	163	145	139	138	-1	-5
TA'AMU	0.05	229	264	239	256	231	187	213	210	297	316	6	38
COCONUT	0.12	196	162	156	151	156	175	173	168	171	158	-7	-19
BREADFRUIT	0.004	123	241	156	159	145	141	141	148	192	120	-38	-3
YAM	0.01	217	134	136	131	146	146	150	141	153	168	10	-23
HEAD CABBAGE	0.09	210	243	165	153	165	125	127	101	108	167	55	-20
TOMATOES	0.04	150	199	205	188	178	130	112	101	120	155	29	3
CH.CABBAGE	0.01	187	188	169	153	143	113	108	142	123	175	43	-6
CUCUMBER	0.04	143	166	148	171	167	148	139	125	133	149	12	4
PUMPKIN	0.35	113	150	136	138	161	122	117	115	119	136	15	20
	1.00	115	132	118	118	126	105	103	98	106	119	13	3

Table 6: Number of Sellers

PRODUCE	2014 AVE	JAN.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	JAN.20.AV	% chng from prev mnth	%chng from JAN 19
TARO	46	66	62	46	44	49	46	60	51	47	57	23	-13
BANANA	27	41	17	24	22	28	31	33	46	35	35	1	-15
TA'AMU	7	3	3	4	5	3	3	4	3	1	1	0	-67
COCONUT	57	53	49	53	44	43	39	32	51	43	61	42	16
BREADFRUIT	4	10	3	5	5	13	6	5	3	8	4	-48	-60
YAM	5	3	7	7	10	9	5	5	4	2	3	33	0
HEAD CABBAGE	12	8	10	15	12	10	10	10	16	9	9	-3	6
TOMATOES	39	16	12	16	21	23	37	44	45	28	21	-23	33
CH.CABBAGE	13	7	14	19	22	23	23	25	16	17	10	-41	39
CUCUMBER	42	30	25	30	33	39	36	44	49	41	29	-30	-5
PUMPKIN	83	89	71	92	79	62	103	111	113	91	81	-11	-10
	337	325	273	310	296	301	338	371	396	320	310	-3	-5

*on the days surveyed

@ new weights and base