



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

# LOCAL MARKET SURVEY AUGUST 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:

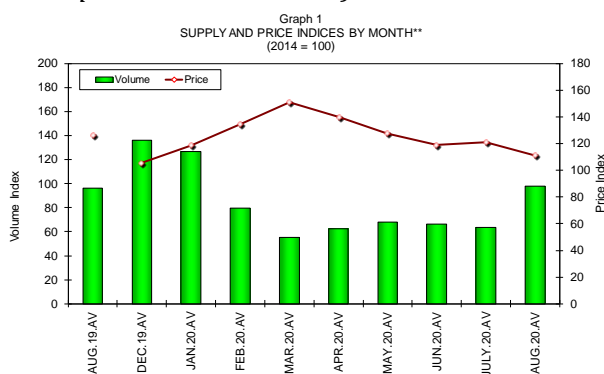
The Local Market Survey in August 2020 showed overall volume increase 56 percent while increased availability pushed average price down 8 percent when compared to July 2020.

- Increases in the volume of almost all produce supplied to the Local Markets strongly contributed to the rise in the volume index.
- The value of supplies rose 40 percent to \$68,000 from the previous month.
- An average of 306 sellers trading at the Local Market was recorded in the month under review; 19 percent higher than the previous month and 2 percent higher when compared with the same month last year.

Issue: 01/08/20

## OVERVIEW

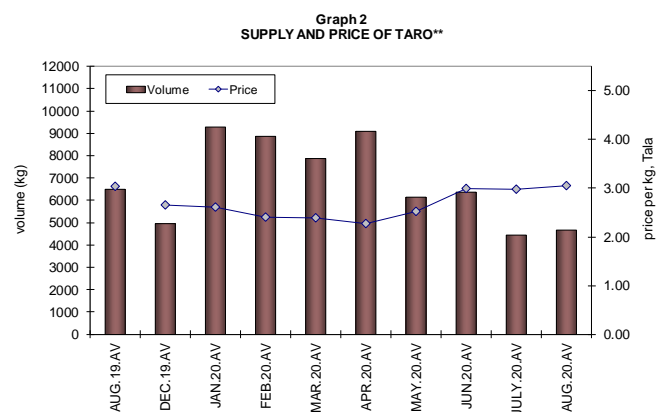
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in August 2020 showed overall volume increase 56 percent from July 2020. Significant increases were recorded for all agricultural produce with the exception breadfruit supplies. When compared with the same month last year, current supply was 3 percent higher. (See Graph 1 and Tables 4 & 5)



Due to the increased availability of most agricultural produce, overall price level declined 8 percent from the previous month. Lower prices recorded for all agricultural produce with the exception of taro, ta'amu, coconut and tomato contributed to the decline in the price index. When compared with August 2019, the current overall price was 12 percent lower.

## TARO

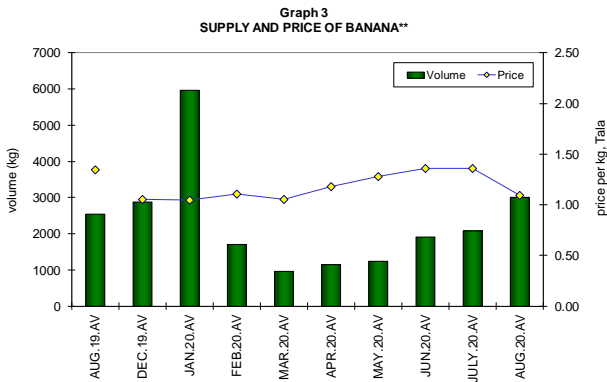
The supply of taro to the Local Market in August 2020 rose 5 percent (to 4,653 kilograms) from the previous month. At this current level, taro volume was 28 percent lower than the same month last year, while its average price increased 3 percent (to \$3.06 per kilogram). When compared with August 2019 current price was 1 percent higher. (See Graph 2 and Tables 1&2)



Current supply of taro in the month under review contributed to a 15 percent increase in volume when comparing the twelve months ending August 2020 over the twelve month ending August 2019. Price fell 1 percent.

## BANANA

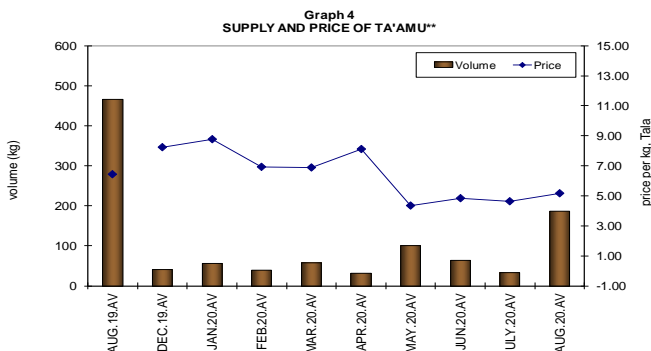
The volume of banana supplied to the Local Markets in August 2020 increased 45 percent (to 3,000 kilograms) from July 2020; a level that was 18 percent higher than the same month a year ago. Increased availability of banana pushed its average price down 19 percent (to \$1.09 per kilogram). When compared with the same month last year current price was 19 percent lower. (See Graph 3 and Tables 1&2)



When comparing the twelve months ending August 2020 over twelve months ending August 2019, banana supplies were 23 percent higher while increased demand pushed its average price up 1 percent.

## TA'AMU

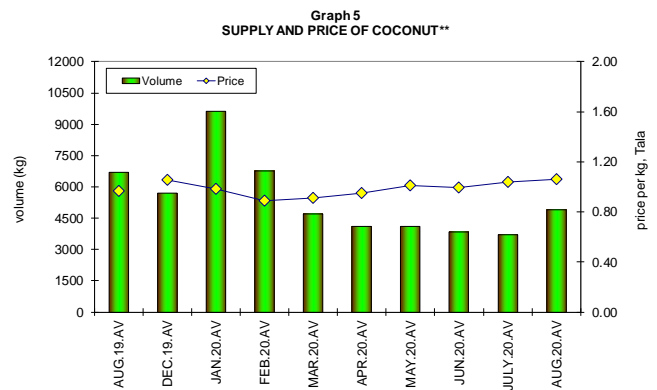
After many months of very limited supply of ta'amu to the markets, an average of 187 kilograms of ta'amu supply in August 2020 increased five-fold from the previous month. Increased domestic demand for ta'amu pushed its average price up 11 percent (to \$5.17 per kilogram). When compared with August 2019, current supply of ta'amu was 60 percent lower while its average price was 19 percent lower. (See Graph 4 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to a 62 percent decrease in ta'amu volume when comparing the twelve months ending August 2020 over twelve months ending August 2019 while decreased demand pushed its average price down 5 percent.

## COCONUT

Coconut supplies in August 2020 increased 32 percent (to 4,894 kilograms) from the previous month, while domestic demand pushed its average price up 2 percent (to \$1.06 per kilogram). When compared with August 2019 current supply of coconut was 27 percent lower while its average price increased 10 percent over the year. (See Graph 5 and Tables 1&2)

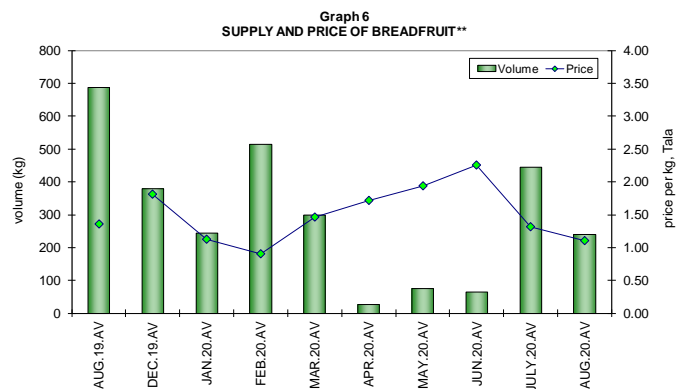


The volume of coconut recorded in the month under review contributed to a 23 percent decrease when comparing the twelve months ending August 2020 over the twelve months ending August 2019 while its average price also fell 2 percent.

## BREADFRUIT

Breadfruit supplies in August 2020 declined 46 percent (to 240 kilograms) from the previous month, while weakened domestic demand pushed its average price down 16 percent (to \$1.11 per kilogram). When compared with August 2019 current supply of breadfruit was 65 percent lower while its average price was 19 percent lower. (See Graph 6 and Tables 1 & 2)

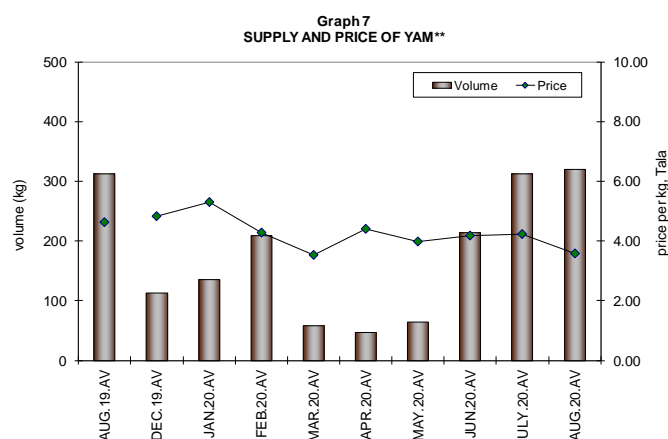
## VEGETABLE PRODUCE



Current supply of breadfruit contributed to a 23 percent decrease in volume when comparing the twelve months ending August 2020 over the twelve months ending August 2019 while its average price increased 2 percent.

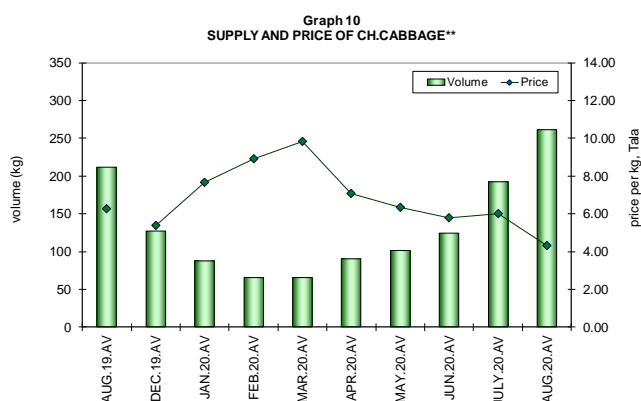
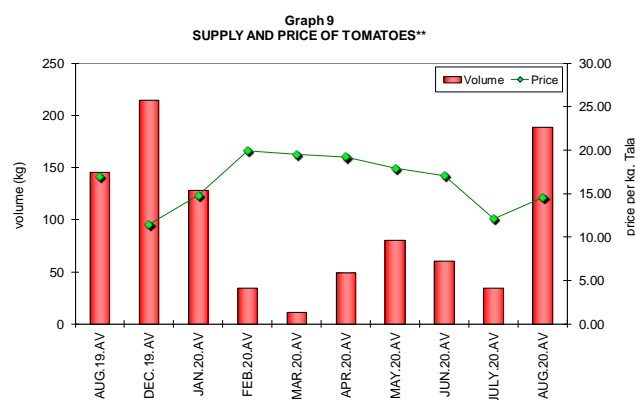
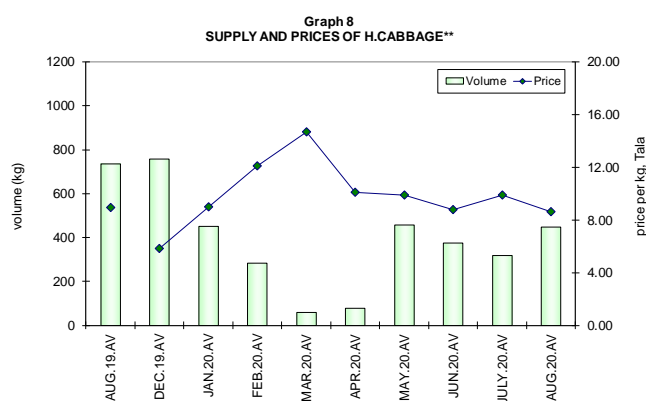
## YAM

The supply of yam in the month under review rose 2 percent (to 320 kilograms) from the previous month while increased availability pushed its average price down 15 percent (to \$3.58 per kilogram). When compared with the same month last year, current supply of yam was 2 percent higher while increased supplies over the year pushed its average price down 22 percent. (See Graph 7 and Tables 1 & 2)

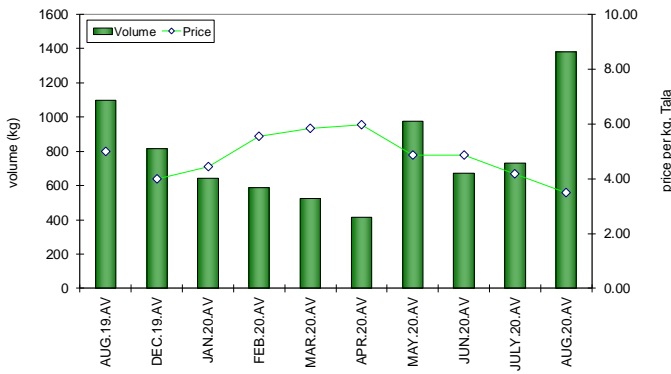


Despite the slight increase in yam volume in the month under review, current supply of yam contributed to a 7 percent decline in volume in the twelve months ending August 2020 over the twelve months ending August 2019, while its average price fell 12 percent.

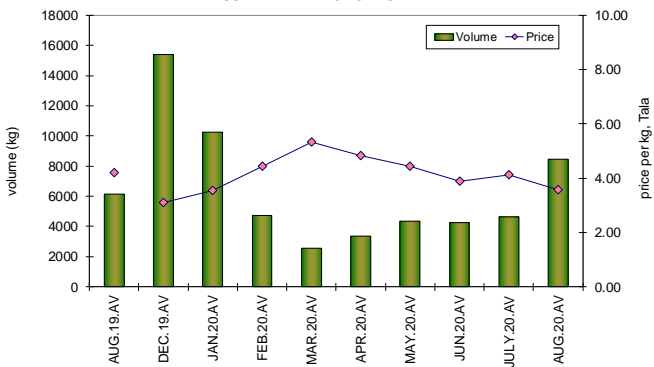
A general overview of all vegetable produce to the Local Markets in August 2020 recorded significant increases in all vegetable supplies. Tomato supplies registered the largest increase of fivefold (to 189 kilograms) from July 2020 followed by cucumber supplies increasing 89 percent (to 1,381 kilograms) while pumpkin supplies also rose 84 percent (to 8,475 kilograms) when compared to the previous month. Head cabbage supplies increased 41 percent (to 449 kilograms) while Chinese cabbage supplies rose 36 percent (to 261 kilograms). (See Graphs 8 to 12 and Tables 1 & 2)



Graph 11  
SUPPLY AND PRICE OF CUCUMBER\*\*



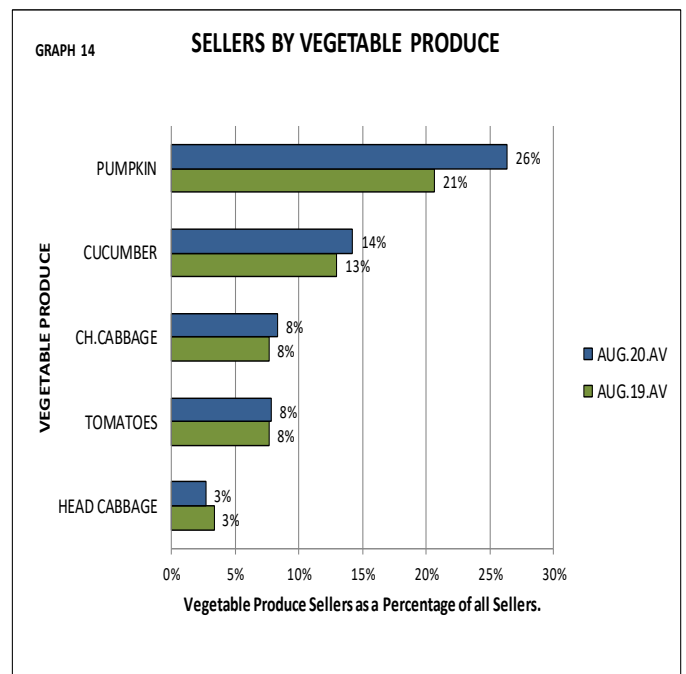
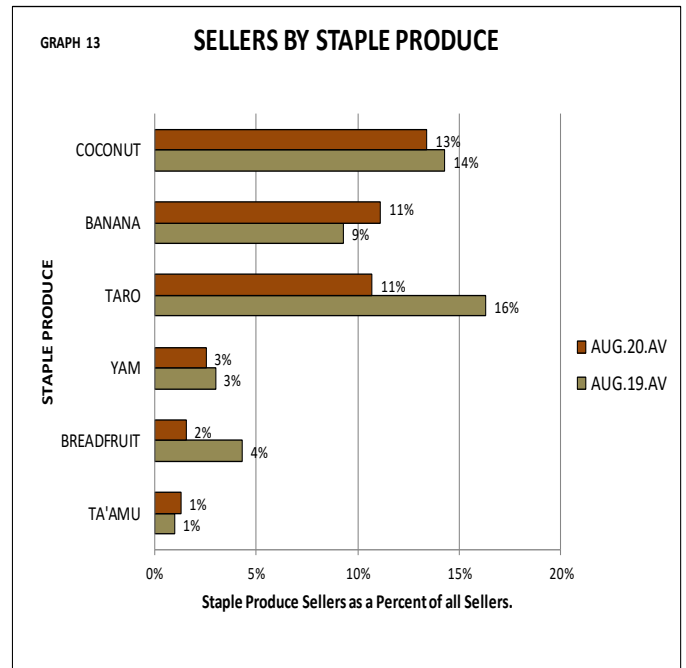
Graph 12  
SUPPLY AND PRICE OF PUMPKIN\*\*



Subsequent to the increase in the supply of all vegetable produce supplied to the Local Markets, average prices in the month under review decreased for all vegetables with the exception of tomato whose prices recorded an increase of 21 percent (to \$14.57 per kilogram) due to increased domestic demand. Average prices for Chinese cabbage fell 28 percent (to \$4.32 per kilogram) while cucumber prices declined 17 percent (to \$3.48 per kilogram) from the previous month. Head cabbage and pumpkin prices both fell 13 percent to \$8.63 per kilogram and to \$3.58 per kilogram respectively.

## SELLERS

At 306, the number of sellers at the Local Markets on the days surveyed in August 2020 increased 19 percent from the previous month and was 2 percent higher when compared with the number of sellers in the same month a year ago. (See Graphs 13 and 14 and Table 6).



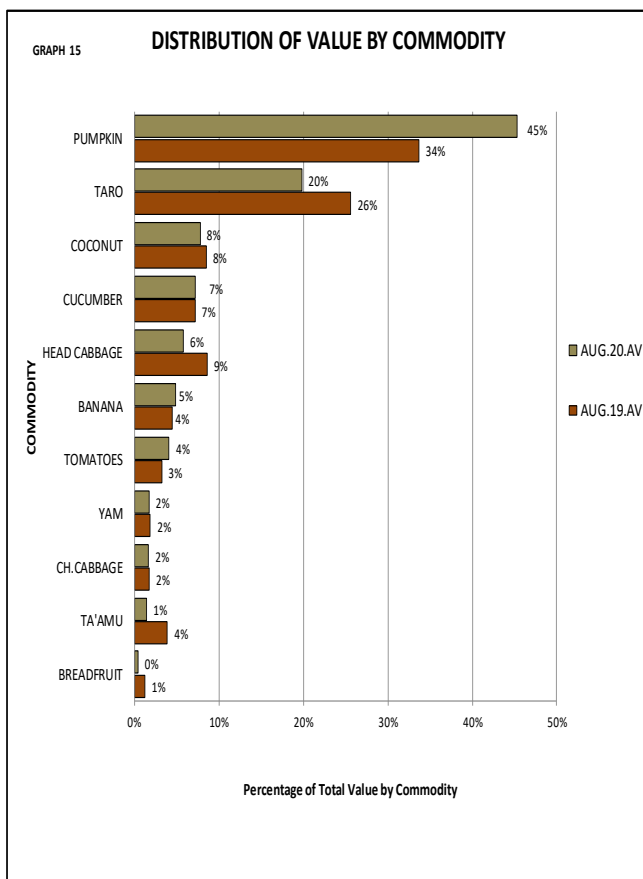
In August 2020, pumpkin sellers at 81 were the largest group at the local markets increasing from 57 in the previous month and 62 in the same month last year. Cucumber sellers followed recording an increasing total of 44 from 40 in the previous month and 39 in the same month a year ago while coconut sellers increased to 41 from 37 in the previous month but were lower than 43 a year ago. Banana sellers recorded a total of 34 increasing from 32 in the previous month and 28 in the same month last year. Sellers of taro recorded a decreasing total of 33 from 35 in the previous month and 49 when

compared with August last year. Chinese cabbage sellers followed with an increasing total of 26 from 22 in the previous month and 23 in the same month a year ago. Sellers of tomato recorded an increasing total of 24 from 8 in the previous month and 23 in the same month last year. Yam and head cabbage sellers recorded an average of 8 each with yam sellers increasing from 7 in the previous month but were lower than 9 a year ago, and head cabbage sellers decreased from 9 in July 2020 and 10 in August 2019. Sellers of breadfruit recorded a decreasing total of 5 from 8 in the previous month and 13 in a year ago, while sellers of ta’amu recorded an increasing total of 4 from 2 in July 2020 and 3 in August 2019.

Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 45 percent in August 2020; a level that was higher than 39 percent in August 2019. Taro supplies followed with a 21 percent contribution to total value decreasing from 27 percent in the previous month and 26 percent when compared with the same month a year ago. Supplies of coconut accounted for 8 percent of total value, remaining unchanged from the previous month and the same month a year ago. Supplies of cucumber contributed 7 percent to total value increasing from 6 percent in the previous month and remained unchanged in the same month a year ago while shares of head cabbage contributed 6 percent to total value remaining unchanged from the previous month but were lower than 9 percent in the same month last year. Shares of banana accounted for 5 percent of total value decreasing from 6 percent in the previous month but were higher than 4 percent in the same month a year ago followed by tomato shares accounting for 4 percent of total value increasing from 1 percent in the previous month and 3 percent in the same month last year. Supplies of yam and Chinese cabbage both contributed 2 percent each to total value; with yam supplies decreasing from 3 percent in July 2020 and remained unchanged when compared with August 2019, while Chinese cabbage supplies remained unchanged from the previous month and the same month a year ago. Shares of ta’amu supplies accounted for 1 percent of total value while lower shares were recorded for breadfruit in the month under review. (See Graph 15 & Table 3)

**VALUE OF SUPPLIES**

The average value of selected produce supplied to the Local Markets at \$68,000 in August 2020 increased 40 percent from the previous month but was 11 percent lower when compared with August 2019.



### **Technical Notes**

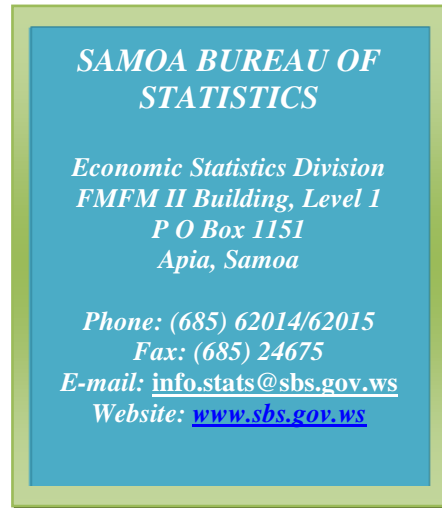
The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at **Fugalei, Taufusi, Vaitele, Afega, Saleimoa, Fasitootai, Savaia, and Salelologa** every month. Prices for selected produce are taken from the Consumer Price Index.

\*\* 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.

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



A handwritten signature in blue ink, appearing to read 'Aliimuamua Malaefono TauāT-Faasalaina'.

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

## SUMMARY OF MARKET SURVEY

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

PRODUCE	2014 AVE	AUG.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	AUG.20.AV	Aug-20	
												% chng from prev mnth	%chng from AUG 19
TARO	7521	6484	4959	9294	8862	7878	9082	6148	6361	4431	4653	5	-28
BANANA	2642	2552	2886	5964	1707	968	1144	1243	1901	2072	3000	45	18
TA'AMU	816	466	41	57	39	57	32	100	65	33	187	462	-60
COCONUT	7993	6699	5702	9611	6750	4708	4106	4109	3843	3696	4894	32	-27
BREADFRUIT	186	688	380	245	515	300	27	76	65	444	240	-46	-65
YAM	129	313	113	135	209	59	47	65	214	313	320	2	2
HEAD CABBAGE	811	737	758	452	283	60	78	456	376	319	449	41	-39
TOMATOES	256	145	215	128	35	11	49	80	60	35	189	446	30
CH.CABBAGE	129	212	128	88	66	66	91	102	124	192	261	36	24
CUCUMBER	542	1098	817	643	587	526	415	976	671	729	1381	89	26
PUMPKIN	6217	6133	15385	10263	4722	2579	3341	4370	4246	4618	8475	84	38

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

PRODUCE	2014 AVE	AUG.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	AUG.20.AV	Aug-20	
												% chng from prev mnth	%chng from AUG 19
TARO	1.48	3.03	2.65	2.60	2.41	2.39	2.27	2.52	2.99	2.97	3.06	3	1
BANANA	0.76	1.34	1.06	1.05	1.11	1.06	1.18	1.28	1.36	1.36	1.09	-19	-19
TA'AMU	2.78	6.41	8.25	8.78	6.91	6.89	8.12	4.34	4.82	4.64	5.17	11	-19
COCONUT	0.62	0.97	1.06	0.98	0.89	0.91	0.95	1.01	0.99	1.04	1.06	2	10
BREADFRUIT	0.94	1.36	1.81	1.12	0.90	1.46	1.72	1.94	2.25	1.31	1.11	-16	-19
YAM	3.16	4.62	4.84	5.30	4.28	3.54	4.40	3.97	4.17	4.22	3.58	-15	-22
HEAD CABBAGE	5.40	8.93	5.84	9.02	12.11	14.71	10.09	9.90	8.80	9.89	8.63	-13	-3
TOMATOES	9.55	17.01	11.50	14.82	19.92	19.56	19.20	17.92	17.08	12.08	14.57	21	-14
CH.CABBAGE	4.38	6.28	5.37	7.67	8.91	9.82	7.09	6.35	5.80	5.99	4.32	-28	-31
CUCUMBER	2.99	5.00	3.98	4.45	5.55	5.84	5.97	4.85	4.85	4.18	3.48	-17	-30
PUMPKIN	2.61	4.21	3.10	3.56	4.43	5.32	4.84	4.44	3.88	4.13	3.58	-13	-15

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

PRODUCE	Total value 2014	AUG.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	AUG.20.AV	Aug-20	
												% chng from prev mnth	%chng from AUG 19
TARO	126.6	19.6	13.2	24.2	21.4	18.8	20.6	15.5	19.0	13.2	14.2	8	-28
BANANA	25.1	3.4	3.1	6.2	1.9	1.0	1.4	1.6	2.6	2.8	3.3	17	-4
TA'AMU	25.6	3.0	0.3	0.5	0.3	0.4	0.3	0.4	0.3	0.2	1.0	540	-68
COCONUT	59.3	6.5	6.0	9.4	6.0	4.3	3.9	4.2	3.8	3.8	5.2	36	-20
BREADFRUIT	1.8	0.9	0.7	0.3	0.5	0.4	0.1	0.2	0.2	0.6	0.3	-53	-71
YAM	4.7	1.5	0.5	0.7	0.9	0.2	0.2	0.3	0.9	1.3	1.1	-14	-21
HEAD CABBAGE	44.6	6.6	4.4	4.1	3.4	0.9	0.8	4.5	3.3	3.2	3.9	23	-41
TOMATOES	21.5	2.5	2.5	1.9	0.7	0.2	0.9	1.4	1.0	0.4	2.8	555	11
CH.CABBAGE	5.9	1.3	0.7	0.7	0.6	0.6	0.6	0.7	0.7	1.2	1.1	-2	-15
CUCUMBER	18.4	5.5	3.3	2.9	3.3	3.1	2.5	4.7	3.3	3.1	4.8	58	-12
PUMPKIN	178.3	25.8	47.7	36.5	20.9	13.7	16.2	19.4	16.5	19.1	30.3	59	18
	511.8	76.6	82.3	87.4	59.8	43.7	47.4	52.8	51.6	48.7	68.0	40	-11

\*on the days surveyed  
@ new weights and base

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

PRODUCE	2014 Weights											% chng from	%chng from
		AUG.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	AUG.20.AV	prev mnth	AUG 19
TARO	0.25	86	66	124	118	105	121	82	85	59	62	5	-28
BANANA	0.05	97	109	226	65	37	43	47	72	78	114	45	18
TA'AMU	0.05	57	5	7	5	7	4	12	8	4	23	462	-60
COCONUT	0.12	84	71	120	84	59	51	51	48	46	61	32	-27
BREADFRUIT	0.004	370	204	132	277	161	15	41	35	239	129	-46	-65
YAM	0.01	243	87	105	162	45	37	50	166	243	248	2	2
HEAD CABBAGE	0.09	91	93	56	35	7	10	56	46	39	55	41	-39
TOMATOES	0.04	57	84	50	14	4	19	31	23	14	74	446	30
CH.CABBAGE	0.01	164	99	68	51	51	70	79	96	149	203	36	24
CUCUMBER	0.04	203	151	119	108	97	77	180	124	135	255	89	26
PUMPKIN	0.35	99	247	165	76	41	54	70	68	74	136	84	38
	1.00	96	136	127	79	55	62	68	66	63	99	56	3

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

PRODUCE	2014 Weights											% chng from	%chng from
		AUG.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	AUG.20.AV	prev mnth	AUG 19
TARO	0.25	205	179	176	163	161	154	170	202	201	206	3	1
BANANA	0.05	177	139	138	146	139	155	168	179	179	144	-19	-19
TA'AMU	0.05	231	297	316	249	248	292	156	173	167	186	11	-19
COCONUT	0.12	156	171	158	143	147	153	163	160	167	171	2	10
BREADFRUIT	0.004	145	192	120	96	156	183	207	240	140	118	-16	-19
YAM	0.01	146	153	168	135	112	139	126	132	134	113	-15	-22
HEAD CABBAGE	0.09	165	108	167	224	272	187	183	163	183	160	-13	-3
TOMATOES	0.04	178	120	155	209	205	201	188	179	127	153	21	-14
CH.CABBAGE	0.01	143	123	175	204	224	162	145	132	137	99	-28	-31
CUCUMBER	0.04	167	133	149	186	195	200	162	162	140	116	-17	-30
PUMPKIN	0.35	161	119	136	170	204	185	170	149	158	137	-13	-15
	1.00	126	106	119	134	151	140	128	119	121	111	-8	-12

**Table 6: Number of Sellers**

PRODUCE	2014 AVE											% chng from	%chng from
		AUG.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	AUG.20.AV	prev mnth	AUG 19
TARO	46	49	47	57	64	51	55	51	39	35	33	-5	-33
BANANA	27	28	35	35	31	16	19	19	24	32	34	6	21
TA'AMU	7	3	1	1	1	1	2	2	1	2	4	150	33
COCONUT	57	43	43	61	62	42	43	38	41	37	41	10	-5
BREADFRUIT	4	13	8	4	8	5	2	2	2	8	5	-41	-63
YAM	5	9	2	3	5	2	2	3	5	7	8	8	-14
HEAD CABBAGE	12	10	9	9	5	2	3	8	6	9	8	-12	-18
TOMATOES	39	23	28	21	9	4	10	13	11	8	24	216	4
CH.CABBAGE	13	23	17	10	8	11	11	13	16	22	26	18	11
CUCUMBER	42	39	41	29	28	23	21	34	26	40	44	9	12
PUMPKIN	83	62	91	81	50	37	48	49	51	57	81	41	30
	337	301	320	310	270	193	214	230	221	256	306	19	2

\*on the days surveyed

@ new weights and base