



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

# LOCAL MARKET SURVEY NOVEMBER 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:

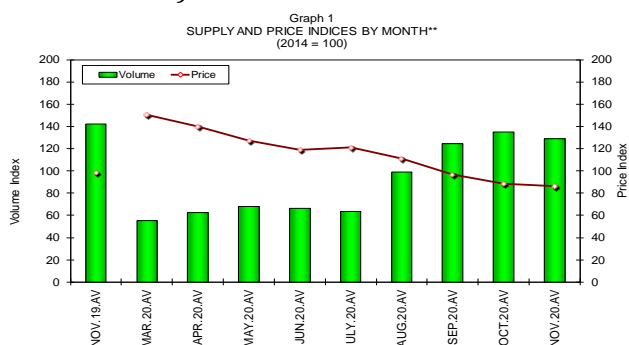
The Local Market Survey in November 2020 showed overall volume drop 5 percent while weak domestic demand pushed average prices down 3 percent when compared to October 2020.

- Significant decrease in the supplies of most of all agricultural produce strongly contributed to the decline in the volume index.
- The value of supplies fell 13 percent to \$66,600 from the previous month as total number of sellers revealed no change from October 2020

Issue: 01/11/20

## OVERVIEW

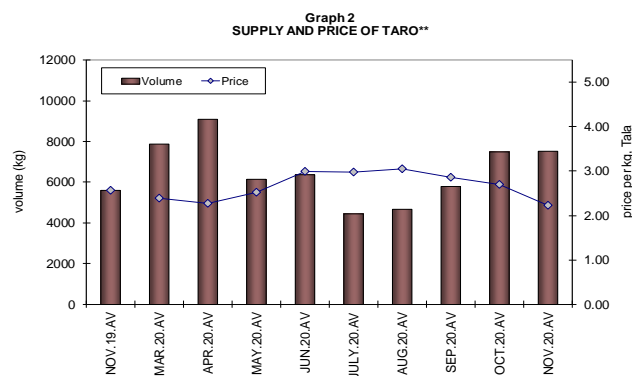
With the beginning of the wet season, monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in November 2020 showed overall volume decrease 5 percent from October 2020. This decrease stems from significant reduction of most of all agricultural produce supplied to the markets with the exception of banana, ta'amu, breadfruit and cucumber. When compared with the same month last year, current supply was 9 percent lower. (See Graph 1 and Tables 4 & 5)



Decreased domestic demand for most agricultural produce prompted overall price level to slip 3 percent from the previous month. Lower prices were recorded for all agricultural produce with the exception of coconut, tomato and head cabbage. When compared with November 2019, the current overall price level was 12 percent lower.

## TARO

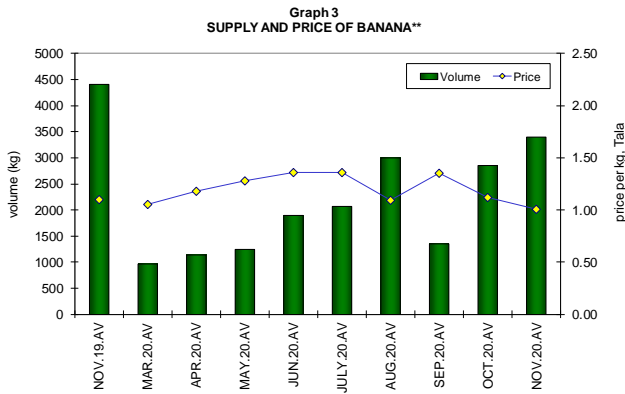
At 7,506 kilograms, the average supply of taro on the days surveyed revealed no changed from the previous month while its average price decreased 17 percent (to \$2.22 per kilogram). When compared with November 2019 current supply of taro was 34 percent higher while increased supply over the year pushed its average price down 13 percent. (See Graph 2 and Tables 1&2)



Current supply of taro in the month under review contributed to a 10 percent increase in volume when comparing the twelve months ending November 2020 over the twelve month ending November 2019 while its price remained unchanged.

## BANANA

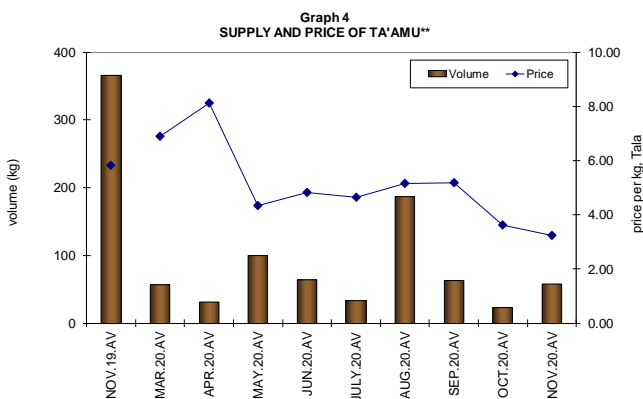
Banana supplies in the month under review increased 19 percent (to 3,397 kilograms) when compared to the previous month; while increased availability led its average price to fall 10 percent (to \$1.01 per kilogram). When compared with November 2019, current supply of banana was 23 percent lower while its average price was 9 percent lower. (See Graph 3 and Tables 1&2)



When comparing the twelve months ending November 2020 over twelve months ending November 2019, banana supplies were 9 percent lower while its average price revealed no change.

## TA'AMU

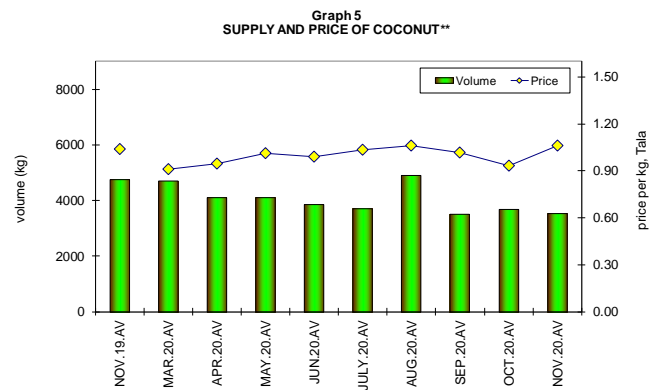
At an average of 58 kilograms ta'amu supply in November 2020 was more than doubled from the previous month while its average price decreased 10 percent (to \$3.25 per kilogram). Compared to November 2019, current supply of ta'amu was 84 percent lower while its average price was also 44 percent lower. (See Graph 4 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to an 82 percent decrease in ta'amu volume when comparing the twelve months ending November 2020 over twelve months ending November 2019 while decreased demand pushed its average price down 10 percent.

## COCONUT

In the month under review, the supply of coconut decreased 4 percent (to 3,539 kilograms) from the previous month, while strong domestic demand pushed its average price up 14 percent (to \$1.06 per kilogram). When compared with November 2019 current supply of coconut was 26 percent lower while its average price rose 2 percent over the year. (See Graph 5 and Tables 1&2)



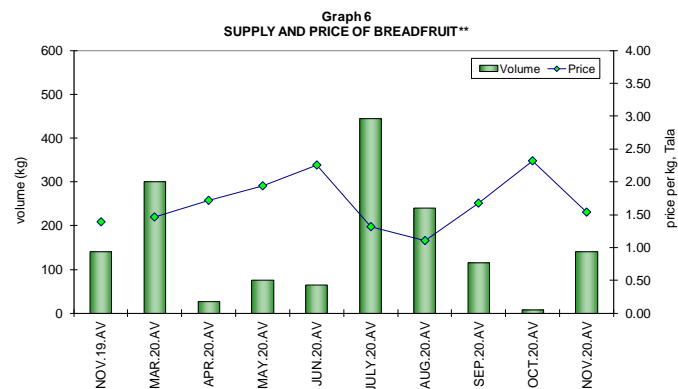
The volume of coconut recorded in the month under review contributed to a 27 percent decrease when comparing the twelve months ending November 2020 over the twelve months ending November 2019 while its average price also fell 2 percent.

## BREADFRUIT

The volume of breadfruit supplies in November 2020 was more than seventeen folds from the previous month. Weakened domestic demand for breadfruit pushed its average price down 34 percent (to \$1.54 per kilogram). When compared with November 2019 current supply of breadfruit remained unchanged while its average price was 11 percent higher. (See Graph 6 and Tables 1 & 2)

## VEGETABLE PRODUCE

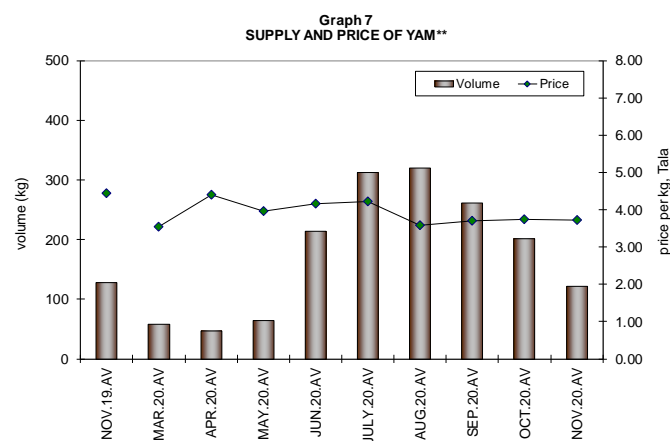
With the onset of rainy season, the supply of vegetable produce to the Local Markets in November 2020 experienced moderate losses in all vegetable supplies with the exception of cucumber whose volume rose 12 percent (to 1,032 kilograms) from the previous month. Tomato supplies dropped 45 percent (to 145 kilograms) while Chinese cabbage volume fell 34 percent (to 115 kilogram) respectively. Supplies of head cabbage declined 33 percent (to 594 kilograms) while pumpkin supplies also declined 3 percent (to 13,350 kilograms) when compared to the previous month. (See Graphs 8 to 12 and Tables 1 & 2)



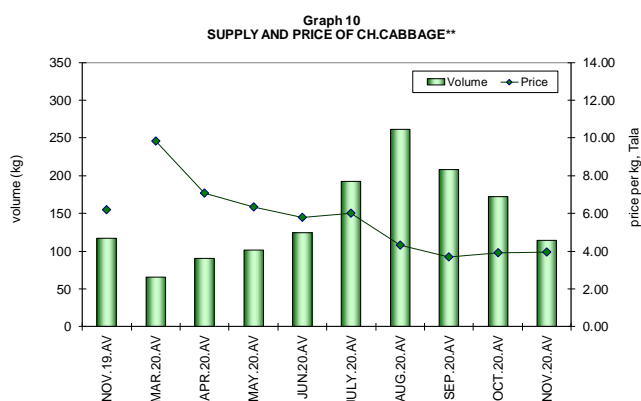
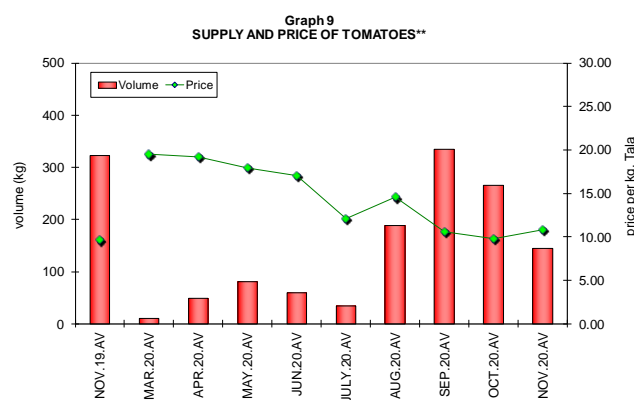
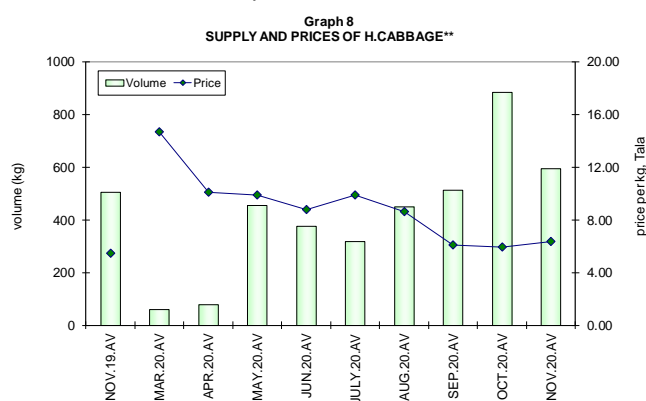
Current supply of breadfruit contributed to a 32 percent decrease in volume when comparing the twelve months ending November 2020 over the twelve months ending November 2019 while its average price increased 11 percent.

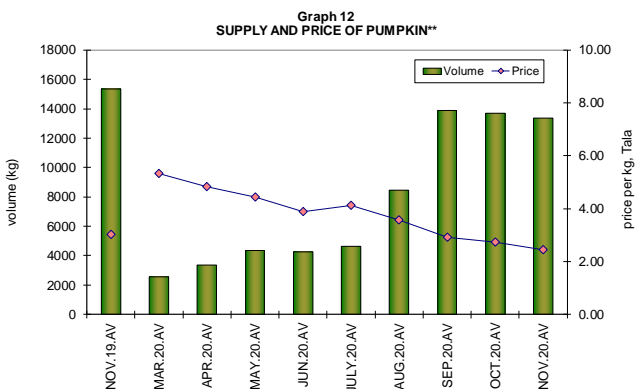
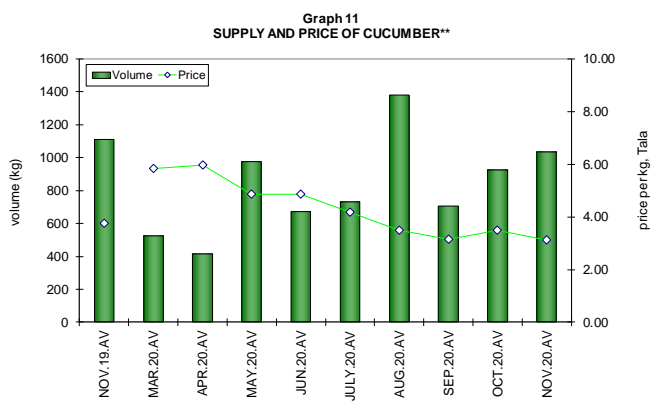
## YAM

The supply of yam in the month under review fell 40 percent (to 122 kilograms) from the previous month while decreased availability pushed its average price down 1 percent (to \$3.73 per kilogram). When compared with the same month last year, current supply of yam was 5 percent lower while weakened demand over the year pushed its average price down 16 percent. (See Graph 7 and Tables 1 & 2)



Current supply of yam in the month under review contributed to a 13 percent decline in volume in the twelve months ending November 2020 over the twelve months ending November 2019, while its average price fell 15 percent.

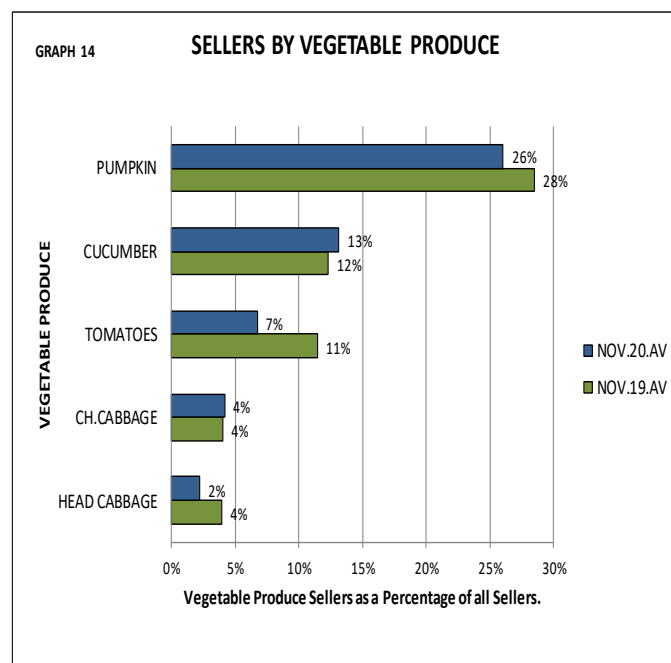
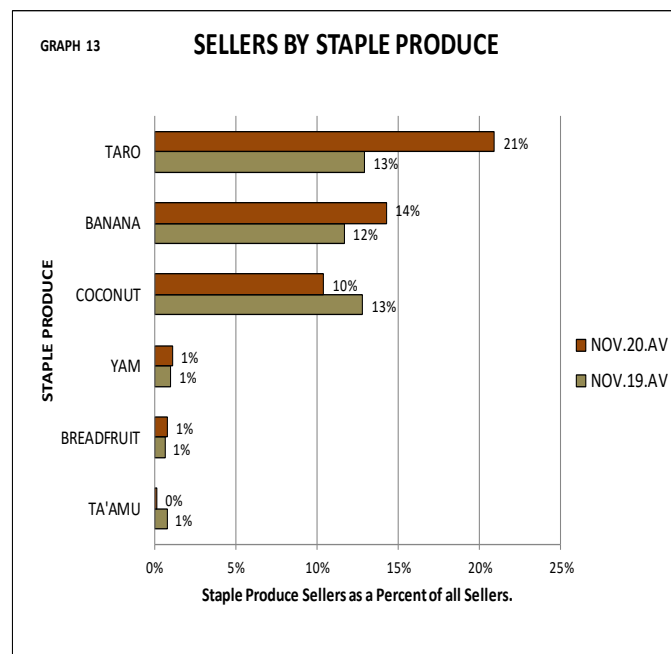




Subsequent to decreased availability of most vegetable produce to the Local Markets in the month under review, average prices for all vegetables rose with the exception of cucumber and pumpkin prices both decreased 10 percent each (to \$3.13 per kilogram) and (to \$2.46 per kilogram) respectively. Tomato prices registered the largest increase of 10 percent (to \$10.81 per kilogram) followed by head cabbage prices increasing 8 percent (to \$6.38 per kilogram) while price for Chinese cabbage rose 1 percent (to \$3.96 per kilogram) from the previous month.

## SELLERS

At 312, the number of sellers at the Local Markets on the days surveyed in November 2020 remained unchanged from the previous month and was 21 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 13 and 14 and Table 6).



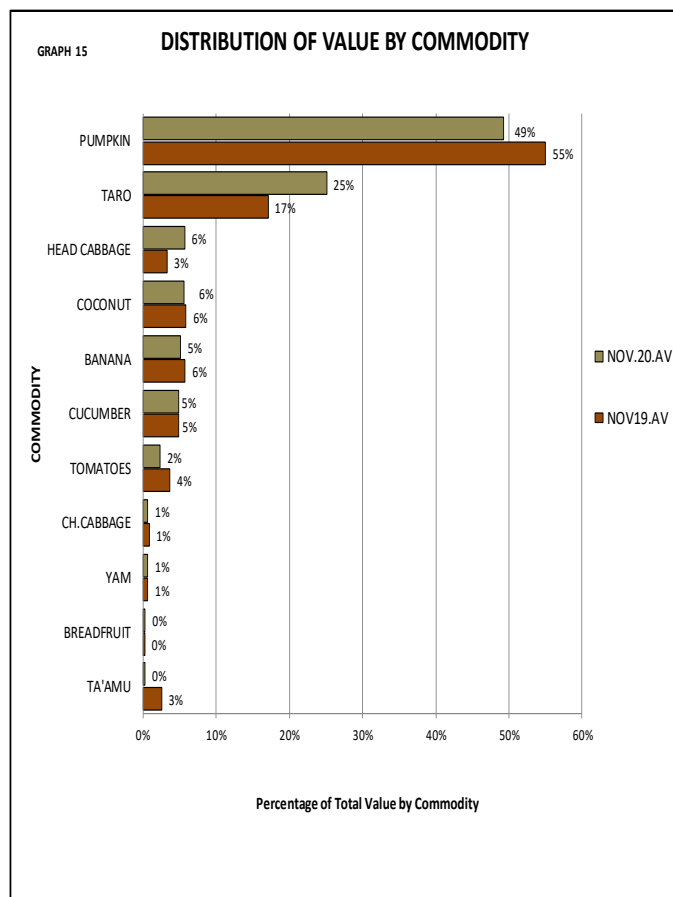
In November 2020, pumpkin sellers at 81 were the largest group at the local markets decreasing from 86 in the previous month and 113 in the same month last year. Taro sellers followed recording an increasing total of 65 from 55 in the previous month and 51 in the same month a year ago while banana sellers increased to 45 from 34 in the previous month but were lower than 46 a year ago. Cucumber sellers recorded an increasing total of 41 from 38 in the previous month but were lower than 49 in the same month a year ago, while total sellers of coconut decreased to 33 from 34 in October 2020 but were lower than 51 in the same month last year. Sellers of tomato recorded a decreasing total of 21

from 31 in the previous month and 45 a year ago, while sellers of Chinese cabbage also recorded a decreasing total of 13 from 15 in October 2020 and 16 in November 2019. Head cabbage sellers followed recording a decreasing total of 7 from 11 in the previous month and 16 in the same month a year ago. Total sellers of yam recorded a decreasing total of 4 from 6 in the previous month but remained unchanged in the same month a year ago, while breadfruit sellers recorded an increasing total of 3 from the previous month and remained the same when compared with the same month a year ago. Ta'amu recorded 1 seller in the month under review remaining the same from the previous month but were lower than 3 when compared with the same month a year ago.

### VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$66,600 in November 2020 decreased 13 percent from the previous month and was 21 percent lower when compared with November 2019.

Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 49 percent in November 2020 remained unchanged from October 2020 but were lower than 55 percent in November 2019. Taro supplies followed with a 25 percent contribution to total value decreasing from 26 percent in the previous month but were higher than 17 percent in the same month a year ago. Shares of head cabbage and coconut contributed 6 percent each of total value with head cabbage shares decreasing from 7 percent in the previous month but were higher than 3 percent in the same month a year ago, while coconut shares increasing from 4 percent in October 2020 and remained at 6 percent in November 2019. Supplies of banana and cucumber contributed 5 percent each to total value with banana shares increasing from 4 percent in the previous month but were lower than 6 percent when compared with November 2019 while shares of cucumber increased from 4 percent in the previous month but remained unchanged in November 2019. Supplies of tomato contributed 2 percent to total value decreasing from 3 percent last month and 4 percent in the same month a year ago. Chinese cabbage and yam accounted for 1 percent each of total value while lower shares were recorded for breadfruit and 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, 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 December 2020 will be available on 13<sup>th</sup> January 2021.**

### **SAMOA BUREAU OF STATISTICS**

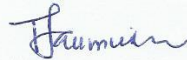
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## SUMMARY OF MARKET SURVEY

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

PRODUCE	2014 AVE	NOV.19.AV	MAR.20.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	Nov-20	
												% chng from prev mnth	%chng from NOV 19
TARO	7521	5610	7878	9082	6148	6361	4431	4653	5775	7473	7506	0	34
BANANA	2642	4414	968	1144	1243	1901	2072	3000	1351	2853	3397	19	-23
TA'AMU	816	366	57	32	100	65	33	187	63	23	58	147	-84
COCONUT	7993	4753	4708	4106	4109	3843	3696	4894	3515	3677	3539	-4	-26
BREADFRUIT	186	140	300	27	76	65	444	240	115	8	140	1650	0
YAM	129	128	59	47	65	214	313	320	261	202	122	-40	-5
HEAD CABBAGE	811	506	60	78	456	376	319	449	514	886	594	-33	17
TOMATOES	256	323	11	49	80	60	35	189	335	265	145	-45	-55
CH.CABBAGE	129	117	66	91	102	124	192	261	208	173	115	-34	-2
CUCUMBER	542	1109	526	415	976	671	729	1381	705	923	1032	12	-7
PUMPKIN	6217	15346	2579	3341	4370	4246	4618	8475	13906	13717	13350	-3	-13

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

PRODUCE	2014 AVE	NOV.19.AV	MAR.20.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	Nov-20	
												% chng from prev mnth	%chng from NOV 19
TARO	1.48	2.56	2.39	2.27	2.52	2.99	2.97	3.06	2.85	2.69	2.22	-17	-13
BANANA	0.76	1.10	1.06	1.18	1.28	1.36	1.36	1.09	1.36	1.12	1.01	-10	-9
TA'AMU	2.78	5.83	6.89	8.12	4.34	4.82	4.64	5.17	5.18	3.62	3.25	-10	-44
COCONUT	0.62	1.04	0.91	0.95	1.01	0.99	1.04	1.06	1.02	0.93	1.06	14	2
BREADFRUIT	0.94	1.39	1.46	1.72	1.94	2.25	1.31	1.11	1.68	2.31	1.54	-34	11
YAM	3.16	4.44	3.54	4.40	3.97	4.17	4.22	3.58	3.70	3.75	3.73	-1	-16
HEAD CABBAGE	5.40	5.48	14.71	10.09	9.90	8.80	9.89	8.63	6.11	5.92	6.38	8	16
TOMATOES	9.55	9.63	19.56	19.20	17.92	17.08	12.08	14.57	10.63	9.82	10.81	10	12
CH.CABBAGE	4.38	6.20	9.82	7.09	6.35	5.80	5.99	4.32	3.69	3.92	3.96	1	-36
CUCUMBER	2.99	3.75	5.84	5.97	4.85	4.85	4.18	3.48	3.15	3.48	3.13	-10	-17
PUMPKIN	2.61	3.01	5.32	4.84	4.44	3.88	4.13	3.58	2.92	2.74	2.46	-10	-18

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

PRODUCE	Total value 2014	NOV.19.AV	MAR.20.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	Nov-20	
												% chng from prev mnth	%chng from NOV 19
TARO	126.6	14.4	18.8	20.6	15.5	19.0	13.2	14.2	16.5	20.1	16.7	-17	16
BANANA	25.1	4.9	1.0	1.4	1.6	2.6	2.8	3.3	1.8	3.2	3.4	7	-30
TA'AMU	25.6	2.1	0.4	0.3	0.4	0.3	0.2	1.0	0.3	0.1	0.2	138	-91
COCONUT	59.3	5.0	4.3	3.9	4.2	3.8	3.8	5.2	3.6	3.4	3.8	10	-24
BREADFRUIT	1.8	0.2	0.4	0.1	0.2	0.2	0.6	0.3	0.2	0.0	0.2	1000	16
YAM	4.7	0.6	0.2	0.2	0.3	0.9	1.3	1.1	1.0	0.8	0.5	-41	-21
HEAD CABBAGE	44.6	2.8	0.9	0.8	4.5	3.3	3.2	3.9	3.1	5.2	3.8	-28	37
TOMATOES	21.5	3.1	0.2	0.9	1.4	1.0	0.4	2.8	3.6	2.6	1.6	-40	-50
CH.CABBAGE	5.9	0.7	0.6	0.6	0.7	0.7	1.2	1.1	0.8	0.7	0.5	-34	-38
CUCUMBER	18.4	4.2	3.1	2.5	4.7	3.3	3.1	4.8	2.2	3.2	3.2	1	-22
PUMPKIN	178.3	46.3	13.7	16.2	19.4	16.5	19.1	30.3	40.6	37.6	32.8	-13	-29
	511.8	84.1	43.7	47.4	52.8	51.6	48.7	68.0	73.7	76.9	66.6	-13	-21

\*on the days surveyed  
@ new weights and base



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

PRODUCE	2014 Weights	NOV.19.AV	MAR.20.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	% chng from prev mnth	%chng from NOV 19
TARO	0.25	75	105	121	82	85	59	62	77	99	100	0	34
BANANA	0.05	167	37	43	47	72	78	114	51	108	129	19	-23
TA'AMU	0.05	45	7	4	12	8	4	23	8	3	7	147	-84
COCONUT	0.12	59	59	51	51	48	46	61	44	46	44	-4	-26
BREADFRUIT	0.004	75	161	15	41	35	239	129	62	4	75	1650	0
YAM	0.01	99	45	37	50	166	243	248	202	156	94	-40	-5
HEAD CABBAGE	0.09	62	7	10	56	46	39	55	63	109	73	-33	17
TOMATOES	0.04	126	4	19	31	23	14	74	131	104	56	-45	-55
CH.CABBAGE	0.01	91	51	70	79	96	149	203	161	134	89	-34	-2
CUCUMBER	0.04	205	97	77	180	124	135	255	130	170	190	12	-7
PUMPKIN	0.35	247	41	54	70	68	74	136	224	221	215	-3	-13
	1.00	142	55	62	68	66	63	99	125	135	129	-5	-9

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

PRODUCE	2014 Weights	NOV.19.AV	MAR.20.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	% chng from prev mnth	%chng from NOV 19
TARO	0.25	173	161	154	170	202	201	206	193	182	150	-17	-13
BANANA	0.05	145	139	155	168	179	179	144	178	148	132	-10	-9
TA'AMU	0.05	210	248	292	156	173	167	186	186	130	117	-10	-44
COCONUT	0.12	168	147	153	163	160	167	171	164	150	171	14	2
BREADFRUIT	0.004	148	156	183	207	240	140	118	179	246	163	-34	11
YAM	0.01	141	112	139	126	132	134	113	117	119	118	-1	-16
HEAD CABBAGE	0.09	101	272	187	183	163	183	160	113	110	118	8	16
TOMATOES	0.04	101	205	201	188	179	127	153	111	103	113	10	12
CH.CABBAGE	0.01	142	224	162	145	132	137	99	84	89	90	1	-36
CUCUMBER	0.04	125	195	200	162	162	140	116	105	116	105	-10	-17
PUMPKIN	0.35	115	204	185	170	149	158	137	112	105	94	-10	-18
	1.00	98	151	140	128	119	121	111	97	89	86	-3	-12

**Table 6: Number of Sellers**

PRODUCE	2014 AVE	NOV.19.AV	MAR.20.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	% chng from prev mnth	%chng from NOV 19
TARO	46	51	51	55	51	39	35	33	46	55	65	20	27
BANANA	27	46	16	19	19	24	32	34	20	34	45	30	-4
TA'AMU	7	3	1	2	2	1	2	4	1	1	1	-58	-83
COCONUT	57	51	42	43	38	41	37	41	33	34	33	-5	-36
BREADFRUIT	4	3	5	2	2	2	8	5	2	0	3	1150	0
YAM	5	4	2	2	3	5	7	8	7	6	4	-45	-13
HEAD CABBAGE	12	16	2	3	8	6	9	8	7	11	7	-35	-56
TOMATOES	39	45	4	10	13	11	8	24	33	31	21	-31	-54
CH.CABBAGE	13	16	11	11	13	16	22	26	20	15	13	-12	-19
CUCUMBER	42	49	23	21	34	26	40	44	24	38	41	8	-16
PUMPKIN	83	113	37	48	49	51	57	81	91	86	81	-6	-28
	337	396	193	214	230	221	256	306	282	311	312	0	-21

\*on the days surveyed

@ new weights and base