



GOVERNMENT OF SAMOA

# SAMOA BUREAU OF STATISTICS

## LOCAL MARKET SURVEY

### MARCH 2021

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:

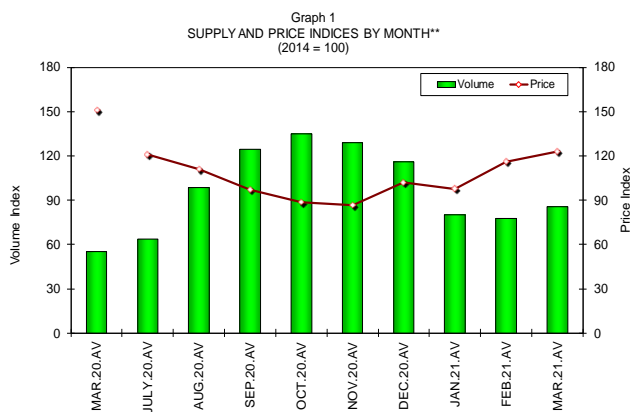
The Local Market Survey in March 2021 showed overall volume increase 10 percent while strong domestic demand pushed the overall prices up 6 percent when compared to February 2021.

- Increased domestic demand for taro and coconut together with the limited supplies for banana and pumpkin contributed to the rise in the price index.
- The value of supplies increased 20 percent to \$55,800 from the previous month.
- The total number of sellers fell 2 percent to 237 from 242 in February 2021.

Issue: 01/03/21

## OVERVIEW

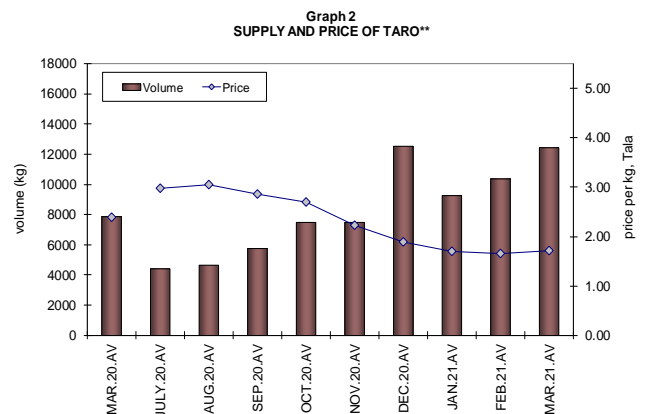
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in March 2021 showed overall volume increase 10 percent from February 2021. Significant increases were recorded for taro, coconut, ta'amu, head cabbage, Chinese cabbage and cucumber supplies. When compared with the same month last year, current supply was 55 percent higher. (See Graph 1 and Tables 4 & 5)



The overall price index was driven up 6 percent from the previous month due to strong domestic demand for taro and coconut. When compared with March 2020, the current overall price level was 18 percent lower.

## TARO

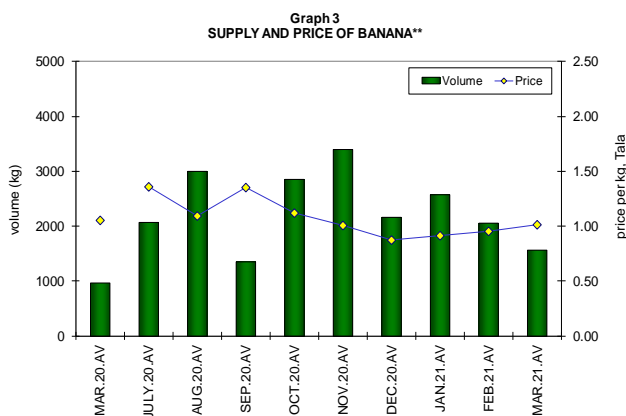
At 12,434 kilograms, the supply of taro in March 2021 rose 20 percent from the previous month while increased domestic demand pushed its average price up 4 percent (to \$1.72 per kilogram). When compared with March 2020, March 2021 supply of taro was 58 percent higher while its average price was 28 percent lower. (See Graph 2 and Tables 1&2)



Current supply of taro in the month under review contributed to a 22 percent rise in volume comparing the twelve months ending March 2021 over the twelve months ending March 2020. Price fell 8 percent.

## BANANA

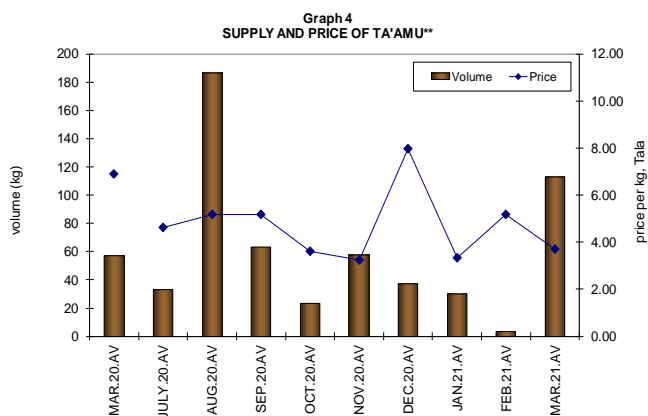
The supply of banana to the Local Markets in March 2021 fell 24 percent (to 1,564 kilograms) from February 2021; a level that was 62 percent higher than the same month last year. A reduction in the supply of banana to the Local Markets pushed its average price up 7 percent (to \$1.02 per kilogram). When compared with the same month last year current price was 4 percent lower. (See Graph 3 and Tables 1&2)



When comparing the twelve months ending March 2021 over twelve months ending March 2020, banana supplies were 19 percent lower while its average price dropped 4 percent.

## TA'AMU

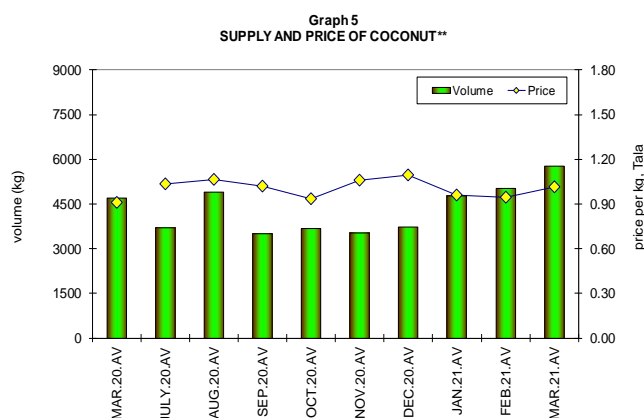
At an average of 113 kilograms, ta'amu supply in March 2021 increased more than twenty times from the previous month. An abundance of ta'amu to the Local Markets pushed its average down 29 percent (to \$3.69 per kilogram). When compared with the same month last year, current supply of ta'amu was 97 percent higher while its average price was also 46 percent lower. (See Graph 4 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to a 79 percent decrease in ta'amu volume when comparing the twelve months ending March 2021 over twelve months ending March 2020 while decreased demand pushed its average price down 27 percent.

## COCONUT

In the month under review, the supply of coconut increased 15 percent (to 5,763 kilograms) from the previous month, while increased demand pushed its average price up 7 percent (to \$1.01 per kilogram). When compared with March 2020 current supply of coconut was 22 percent higher while its average price rose 11 percent over the year. (See Graph 5 and Tables 1&2)



Comparing the twelve months ending March 2021 over the twelve months ending March 2020 supply of coconut was 35 percent lower while its average price increased 1 percent.

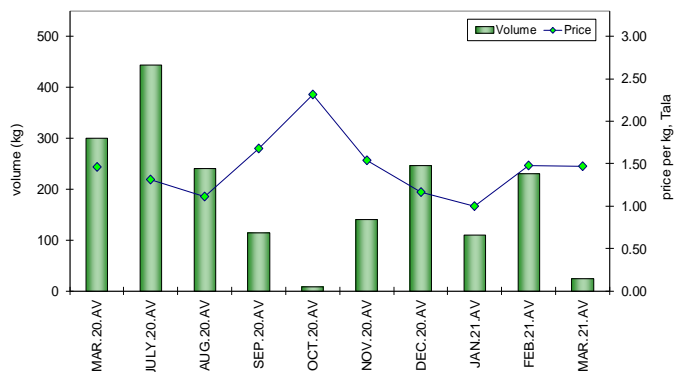
## BREADFRUIT

The volume of breadfruit supplied to the Local Markets in March 2021 dropped 89 percent (to 25 kilograms) when compared to the previous month, while its average price remained unchanged. When compared with March 2020 current supply of breadfruit was 92 percent lower while its average price revealed no change. (See Graph 6 and Tables 1 & 2)

## VEGETABLE PRODUCE

The supply of vegetable produce to the Local Markets in the month under review experienced significant increases in all vegetable produce with the exception of tomato and pumpkin recording a 60 (to 60 kilograms) and 7 percent (to 3,581 kilograms) decline respectively. Head cabbage supplies registered the largest increase of 138 percent (to 442 kilograms) while cucumber supplies also increased 67 percent (to 816 kilogram) followed by Chinese cabbage supplies with a 55 percent increase in volume (to 174 kilograms) when compared to the previous month. (See Graphs 8 to 12 and Tables 1 & 2)

Graph 6  
SUPPLY AND PRICE OF BREADFRUIT\*\*

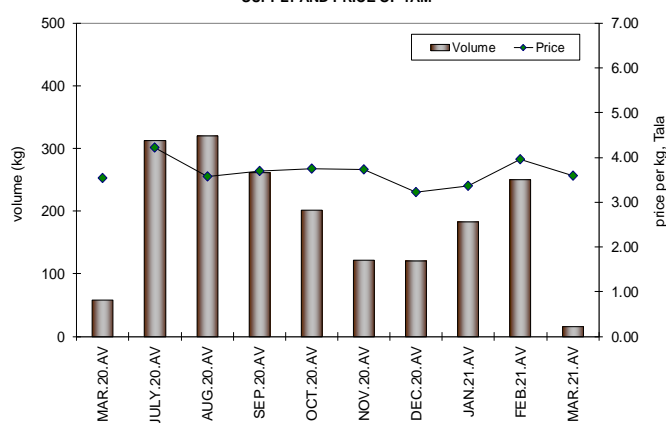


Current supply of breadfruit contributed to a 55 percent decrease in volume when comparing the twelve months ending March 2021 over the twelve months ending March 2020 while its average price increased 6 percent.

## YAM

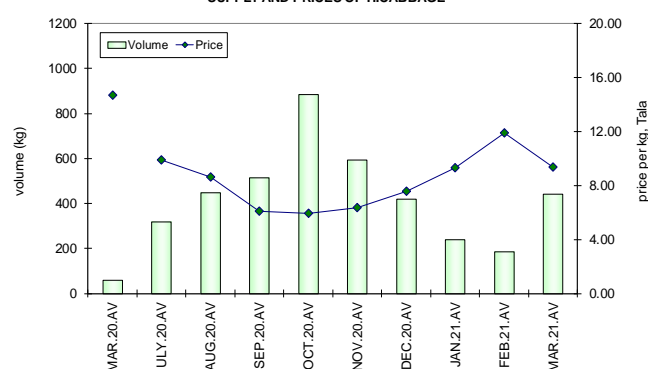
The supply of yam in the month under review decreased 94 percent (to 16 kilograms) from the previous month while weakened domestic demand pushed its average price down 9 percent (to \$3.59 per kilogram). When compared with the same month last year, current supply of yam was 73 percent lower while limited availability over the year pushed its average price up 2 percent. (See Graph 7 and Tables 1 & 2)

Graph 7  
SUPPLY AND PRICE OF YAM\*\*

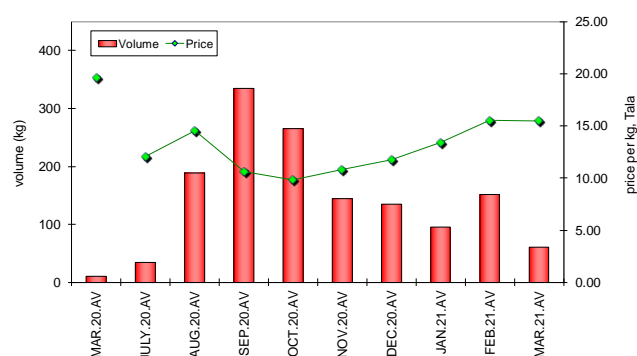


Current supply of yam in the month under review contributed to a 12 percent decline in volume in the twelve months ending March 2021 over the twelve months ending March 2020, while its average price fell 16 percent.

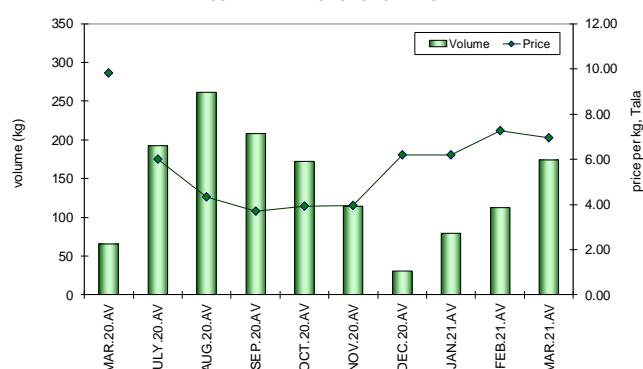
Graph 8  
SUPPLY AND PRICES OF H.CABBAGE\*\*

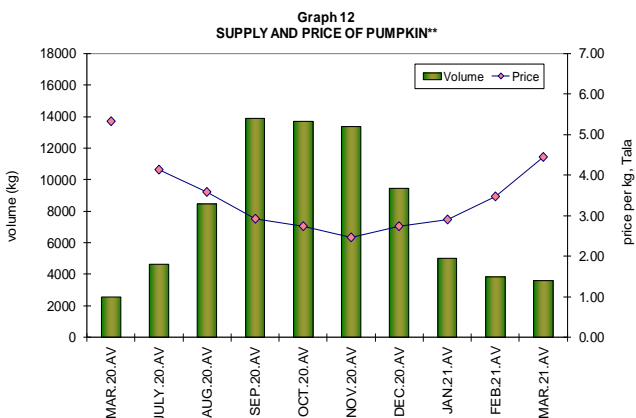
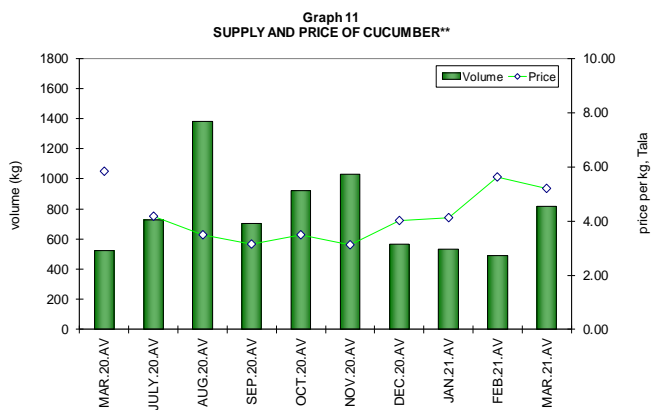


Graph 9  
SUPPLY AND PRICE OF TOMATOES\*\*



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

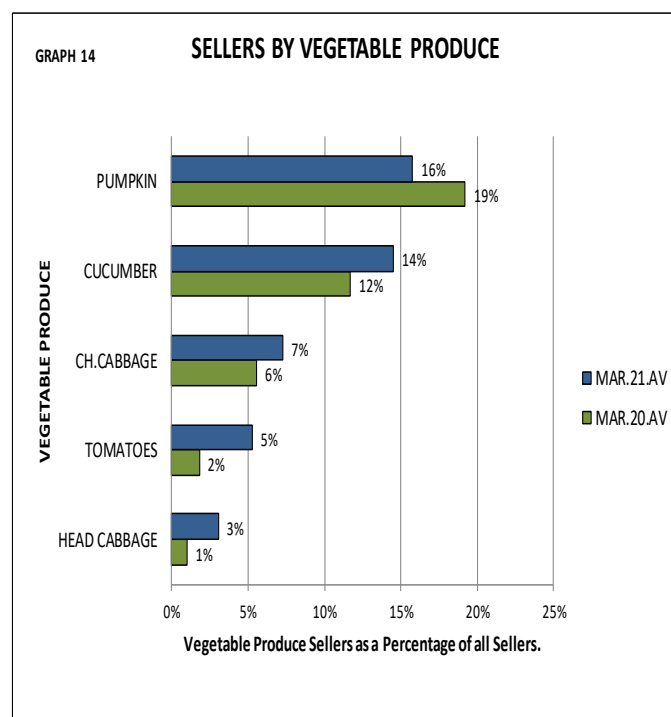
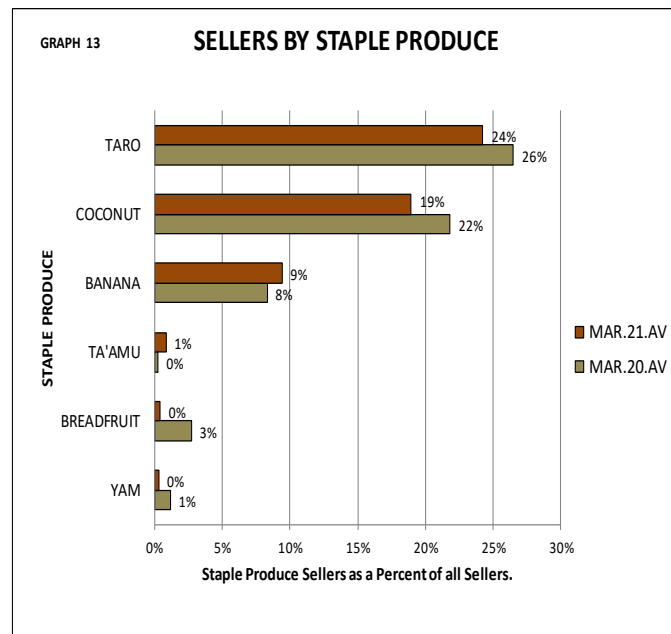




Subsequent to the increased availability of most vegetable produce supplied to the Local Markets in the month under review average prices for all vegetable decreased with the exception of pumpkin prices recording a 28 percent increase (to \$4.45 per kilogram). Head cabbage prices registered the largest decrease of 21 percent (to \$9.37 per kilogram), while cucumber prices declined 7 percent (to \$5.21 per kilogram) from the previous month, followed by Chinese cabbage prices decreased 5 percent (to \$6.94 per kilogram) and tomato prices also decreased 1 percent (to \$15.47 per kilogram).

**SELLERS**

At 237, the number of sellers at the Local Markets on the days surveyed in March 2021 decreased 2 percent from the previous month and was 23 percent higher when compared with the number of sellers in the same month a year ago. (See Graphs 13 and 14 and Table 6).



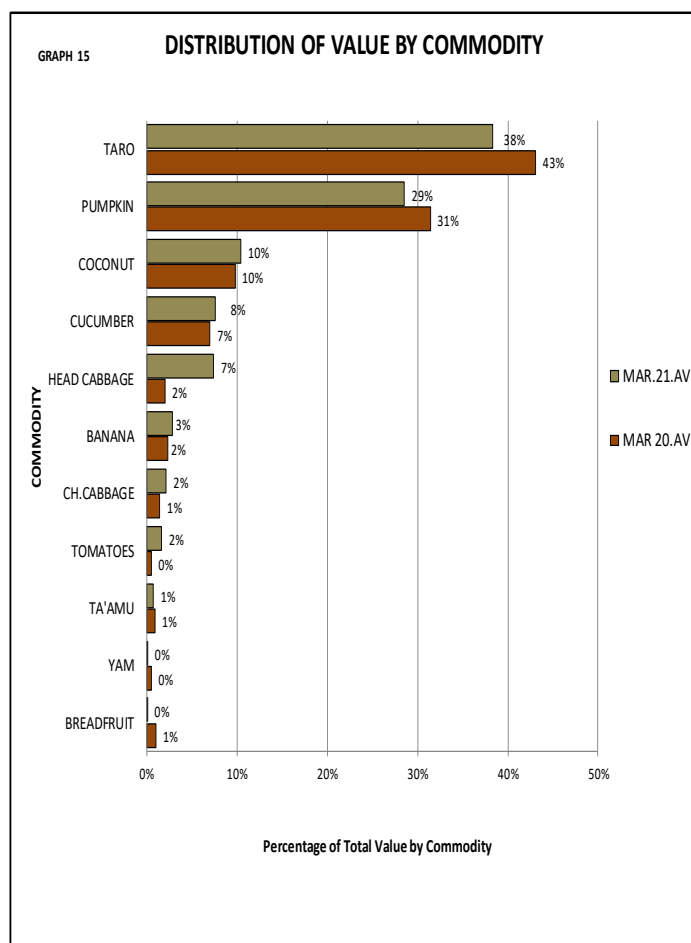
In March 2021, taro sellers at 57 were the largest group at the local markets remaining unchanged from the previous month but were higher than 51 in the same month last year. Coconut sellers followed recording an increasing total of 45 from 42 in the previous month and the same month a year ago while pumpkin sellers decreased to 37 from 41 in the previous month and remained unchanged from a year ago. Cucumber sellers recorded a total of 34 increasing from 21 in the previous month and 23 in March 2020. Sellers of banana recorded a decreasing total of 22 from 32 in the previous month but were higher than 16 in the same month

a year ago, while sellers of Chinese cabbage recorded an increasing total of 17 from 13 in the previous month and 11 a year ago. Sellers of tomato recorded a decreasing total of 13 from 19 in the previous month but were higher than 4 in the same month last year, while sellers of head cabbage also recorded a decreasing total of 7 from 8 in the last month but were higher than 2 in the same month a year ago. Sellers of ta'amu recorded an increasing total of 2 from the previous month and 1 in the same month a year ago. Breadfruit and yam sellers both recorded a total of 1 with breadfruit sellers decreasing from 5 in the previous month and the same month a year ago, while total seller of yam also decreasing from 5 in the previous month and 2 in the same month last year.

### VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$55,800 in March 2021 increased 20 percent from the previous month and was 28 percent higher when compared with March 2020.

Taro supplies contributed the most to the total value of produce surveyed with a share of 38 percent in March 2021; a level that was higher than 37 percent in the previous month but were lower than 43 in the same month a year ago. Pumpkin supplies followed with a 29 percent contribution to total value remaining unchanged from the previous month but were lower than 31 percent in the same month a year ago. Supplies of coconut contributed 10 percent to total value remaining unchanged from last month and the same month a year ago while supplies of cucumber accounted for 8 percent of total value, increasing from 6 percent in the previous month and 7 percent in the same month a year ago. Head cabbage supplies accounted for 7 percent of total value increasing from 5 percent last month and 2 percent in the same month a year ago, while shares of banana accounted for 3 percent of total value decreasing from 4 percent in the previous month but were higher than 2 percent in the same month last year. Supplies of Chinese cabbage and tomato accounted for 2 percent each of total value with Chinese cabbage shares remaining unchanged from the previous month but were higher than 1 percent in March 2020, while tomato supplies decreased 5 percent from the previous month but were higher than 1 percent in the same month last year. Shares of ta'amu accounted for 1 percent of total value while lower shares were recorded for yam and breadfruit in the month under review. (See Graph 15 & Table 3)



### **Technical Notes**

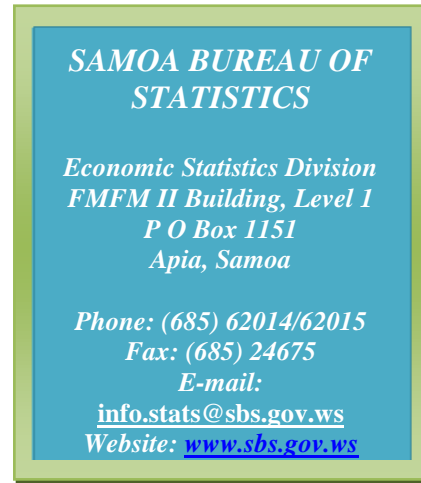
The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at **Fugalei, Taufusi, selected urban roadside stalls, Vaitele, Afega, Saleimoa, Fasitoo Uta, Savaia, and Salelologa** every month. Prices for selected produce are taken from the Consumer Price 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 April 2021 will be available on 24<sup>th</sup> May 2021.**



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

## SUMMARY OF MARKET SURVEY

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

PRODUCE	2014 AVE	MAR.20.AV	JULY.20.AV	AUG.20.AV	SEP.20.AV	OCT.20.AV	NOV.20.AV	DEC.20.AV	JAN.21.AV	FEB.21.AV	MAR.21.AV	Mar-21	
												% chng from prev mnth	%chng from MAR 20
TARO	7521	7878	4431	4653	5775	7473	7506	12545	9259	10383	12434	20	58
BANANA	2642	968	2072	3000	1351	2853	3397	2168	2570	2051	1564	-24	62
TA'AMU	816	57	33	187	63	23	58	37	30	4	113	3129	97
COCONUT	7993	4708	3696	4894	3515	3677	3539	3728	4768	5025	5763	15	22
BREADFRUIT	186	300	444	240	115	8	140	247	110	230	25	-89	-92
YAM	129	59	313	320	261	202	122	120	182	250	16	-94	-73
HEAD CABBAGE	811	60	319	449	514	886	594	418	238	186	442	138	638
TOMATOES	256	11	35	189	335	265	145	135	95	151	60	-60	452
CH.CABBAGE	129	66	192	261	208	173	115	30	80	112	174	55	165
CUCUMBER	542	526	729	1381	705	923	1032	566	532	488	816	67	55
PUMPKIN	6217	2579	4618	8475	13906	13717	13350	9459	5020	3837	3581	-7	39

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

PRODUCE	2014 AVE	MAR.20.AV	JULY.20.AV	AUG.20.AV	SEP.20.AV	OCT.20.AV	NOV.20.AV	DEC.20.AV	JAN.21.AV	FEB.21.AV	MAR.21.AV	% chng from	
												prev mnth	MAR 20
TARO	1.48	2.39	2.97	3.06	2.85	2.69	2.22	1.89	1.71	1.65	1.72	4	-28
BANANA	0.76	1.06	1.36	1.09	1.36	1.12	1.01	0.87	0.92	0.95	1.02	7	-4
TA'AMU	2.78	6.89	4.64	5.17	5.18	3.62	3.25	7.96	3.35	5.17	3.69	-29	-46
COCONUT	0.62	0.91	1.04	1.06	1.02	0.93	1.06	1.09	0.96	0.94	1.01	7	11
BREADFRUIT	0.94	1.46	1.31	1.11	1.68	2.31	1.54	1.17	1.00	1.47	1.47	0	0
YAM	3.16	3.54	4.22	3.58	3.70	3.75	3.73	3.22	3.37	3.96	3.59	-9	2
HEAD CABBAGE	5.40	14.71	9.89	8.63	6.11	5.92	6.38	7.56	9.33	11.89	9.37	-21	-36
TOMATOES	9.55	19.56	12.08	14.57	10.63	9.82	10.81	11.74	13.42	15.56	15.47	-1	-21
CH.CABBAGE	4.38	9.82	5.99	4.32	3.69	3.92	3.96	6.19	6.19	7.27	6.94	-5	-29
CUCUMBER	2.99	5.84	4.18	3.48	3.15	3.48	3.13	4.01	4.11	5.61	5.21	-7	-11
PUMPKIN	2.61	5.32	4.13	3.58	2.92	2.74	2.46	2.73	2.91	3.47	4.45	28	-16

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

PRODUCE	Total value 2014	MAR.20.AV	JULY.20.AV	AUG.20.AV	SEP.20.AV	OCT.20.AV	NOV.20.AV	DEC.20.AV	JAN.21.AV	FEB.21.AV	MAR.21.AV	% chng from	
												prev mnth	MAR 20
TARO	126.6	18.8	13.2	14.2	16.5	20.1	16.7	23.7	15.8	17.2	21.4	25	14
BANANA	25.1	1.0	2.8	3.3	1.8	3.2	3.4	1.9	2.4	2.0	1.6	-19	56
TA'AMU	25.6	0.4	0.2	1.0	0.3	0.1	0.2	0.3	0.1	0.0	0.4	2000	8
COCONUT	59.3	4.3	3.8	5.2	3.6	3.4	3.8	4.1	4.6	4.8	5.8	23	36
BREADFRUIT	1.8	0.4	0.6	0.3	0.2	0.0	0.2	0.3	0.1	0.3	0.0	-88	-91
YAM	4.7	0.2	1.3	1.1	1.0	0.8	0.5	0.4	0.6	1.0	0.1	-94	-71
HEAD CABBAGE	44.6	0.9	3.2	3.9	3.1	5.2	3.8	3.2	2.2	2.2	4.1	87	370
TOMATOES	21.5	0.2	0.4	2.8	3.6	2.6	1.6	1.6	1.3	2.4	0.9	-60	343
CH.CABBAGE	5.9	0.6	1.2	1.1	0.8	0.7	0.5	0.2	0.5	0.8	1.2	48	89
CUCUMBER	18.4	3.1	3.1	4.8	2.2	3.2	3.2	2.3	2.2	2.7	4.3	55	38
PUMPKIN	178.3	13.7	19.1	30.3	40.6	37.6	32.8	25.9	14.6	13.3	15.9	20	16
	511.8	43.7	48.7	68.0	73.7	76.9	66.6	63.7	44.3	46.7	55.8	20	28

\*on the days surveyed  
@ new weights and base

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

PRODUCE	2014 Weights	MAR.20.AV	JULY.20.AV	AUG.20.AV	SEP.20.AV	OCT.20.AV	NOV.20.AV	DEC.20.AV	JAN.21.AV	FEB.21.AV	MAR.21.AV	% chng from prev mnth	%chng from MAR 20
TARO	0.25	105	59	62	77	99	100	167	123	138	165	20	58
BANANA	0.05	37	78	114	51	108	129	82	97	78	59	-24	62
TA'AMU	0.05	7	4	23	8	3	7	5	4	0	14	3121	97
COCONUT	0.12	59	46	61	44	46	44	47	60	63	72	15	22
BREADFRUIT	0.004	161	239	129	62	4	75	133	59	124	13	-89	-92
YAM	0.01	45	243	248	202	156	94	93	141	194	12	-94	-73
HEAD CABBAGE	0.09	7	39	55	63	109	73	52	29	23	55	137	637
TOMATOES	0.04	4	14	74	131	104	56	53	37	59	24	-60	451
CH.CABBAGE	0.01	51	149	203	161	134	89	24	62	87	135	55	165
CUCUMBER	0.04	97	135	255	130	170	190	104	98	90	151	67	55
PUMPKIN	0.35	41	74	136	224	221	215	152	81	62	58	-7	39
	1.00	55	63	99	125	135	129	116	80	78	86	10	55

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

PRODUCE	2014 Weights	MAR.20.AV	JULY.20.AV	AUG.20.AV	SEP.20.AV	OCT.20.AV	NOV.20.AV	DEC.20.AV	JAN.21.AV	FEB.21.AV	MAR.21.AV	% chng from prev mnth	%chng from MAR 20
TARO	0.25	161	201	206	193	182	150	128	115	112	116	4	-28
BANANA	0.05	139	179	144	178	148	132	115	120	126	134	7	-4
TA'AMU	0.05	248	167	186	186	130	117	286	120	186	133	-29	-46
COCONUT	0.12	147	167	171	164	150	171	176	155	152	164	7	11
BREADFRUIT	0.004	156	140	118	179	246	163	124	106	157	156	0	0
YAM	0.01	112	134	113	117	119	118	102	107	125	114	-9	2
HEAD CABBAGE	0.09	272	183	160	113	110	118	140	173	220	174	-21	-36
TOMATOES	0.04	205	127	153	111	103	113	123	141	163	162	-1	-21
CH.CABBAGE	0.01	224	137	99	84	89	90	141	141	166	158	-5	-29
CUCUMBER	0.04	195	140	116	105	116	105	134	137	188	174	-7	-11
PUMPKIN	0.35	204	158	137	112	105	94	105	111	133	171	28	-16
	1.00	151	121	111	97	89	86	102	98	116	123	6	-18

**Table 6: Number of Sellers**

PRODUCE	2014 AVE	MAR.20.AV	JULY.20.AV	AUG.20.AV	SEP.20.AV	OCT.20.AV	NOV.20.AV	DEC.20.AV	JAN.21.AV	FEB.21.AV	MAR.21.AV	% chng from prev mnth	%chng from MAR 20
TARO	46	51	35	33	46	55	65	71	71	57	57	1	12
BANANA	27	16	32	34	20	34	45	27	37	32	22	-30	39
TA'AMU	7	1	2	4	1	1	1	1	4	0	2	700	300
COCONUT	57	42	37	41	33	34	33	29	44	42	45	6	7
BREADFRUIT	4	5	8	5	2	0	3	6	2	5	1	-79	-81
YAM	5	2	7	8	7	6	4	3	5	5	1	-85	-67
HEAD CABBAGE	12	2	9	8	7	11	7	5	3	8	7	-6	263
TOMATOES	39	4	8	24	33	31	21	15	15	19	13	-33	257
CH.CABBAGE	13	11	22	26	20	15	13	4	8	13	17	33	60
CUCUMBER	42	23	40	44	24	38	41	14	24	21	34	63	52
PUMPKIN	83	37	57	81	91	86	81	57	54	41	37	-9	1
	337	193	256	306	282	311	312	232	266	242	237	-2	23

\*on the days surveyed

@ new weights and base