



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY

JULY 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:

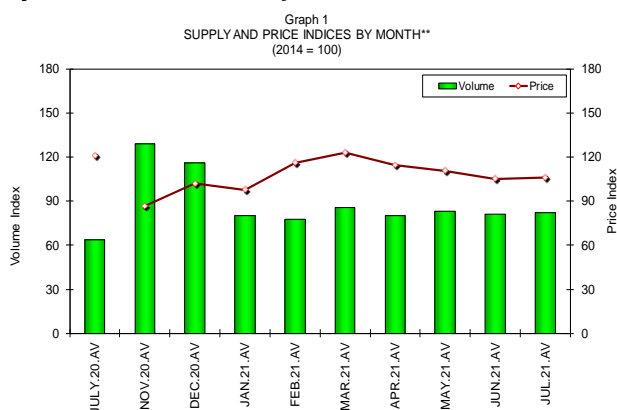
The Local Market Survey in July 2021 showed overall volume increase 1 percent while domestic demand for some produce pushed average prices up 1 percent when compared to June 2021.

- Significant increases in the supplies of most agricultural produce strongly contributed to the rise in the volume index.
- The value of supplies rose 2 percent to \$52,800 from the previous month.
- An average of 261 sellers trading at the Local Market was recorded in the month under review; 4 percent lower than the previous month and 2 percent higher when compared with the same month last year.

Issue: 01/07/21

OVERVIEW

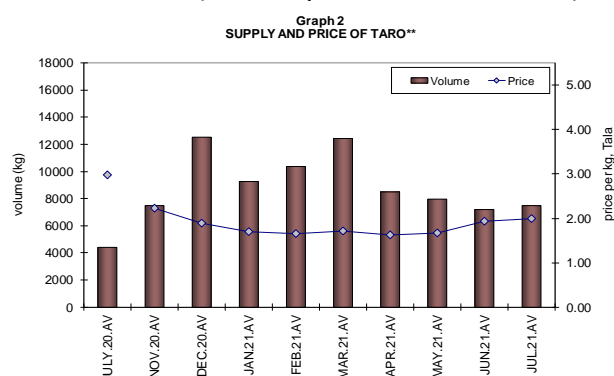
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in July 2021 showed overall volume increase 1 percent from June 2021. Significant increases in volume for all agricultural produce with the exception of coconut and head cabbage. When compared with the same month last year, current supply was 29 percent higher. (See Graph 1 and Tables 4 & 5)



The overall price index rose 1 percent from the previous month due to increase domestic demand for taro, banana, tomato and cucumber. When compared with July 2020, the current overall price level was 12 percent lower.

TARO

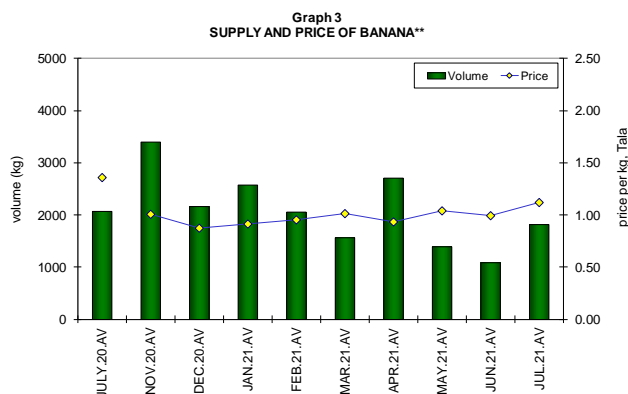
The volume of taro supplies to the Local Markets in July 2021 increased 4 percent (to 7,497 kilograms) from June 2021; a level that was 69 percent higher than the same month last year. The average price of taro also increased 3 percent (to \$1.99 per kilogram) driven by increased demand. When compared with July 2020 current price was 33 percent lower. (See Graph 2 and Tables 1&2)



Current supply of taro in the month under review contributed to a 23 percent increase in volume when comparing the twelve months ending July 2021 over the twelve months ending July 2020. Price dropped 21 percent.

BANANA

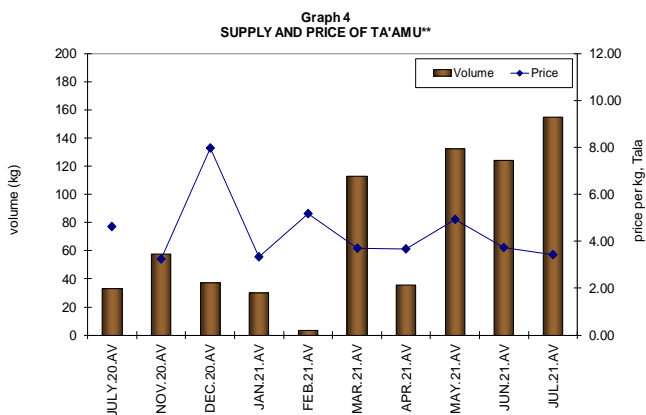
The supply of banana to the Local Markets in July 2021 increased 67 percent (to 1,814 kilograms) from June 2021; a level that was 12 percent lower than the same month last year. Strong domestic demand for banana pushed its average prices up 13 percent (to \$1.12 per kilogram). When compared with the same month last year current price was 17 percent lower. (See Graph 3 and Tables 1&2)



When comparing the twelve months ending July 2021 over twelve months ending July 2020, banana supplies were 18 percent lower while its average price dropped 13 percent.

TA'AMU

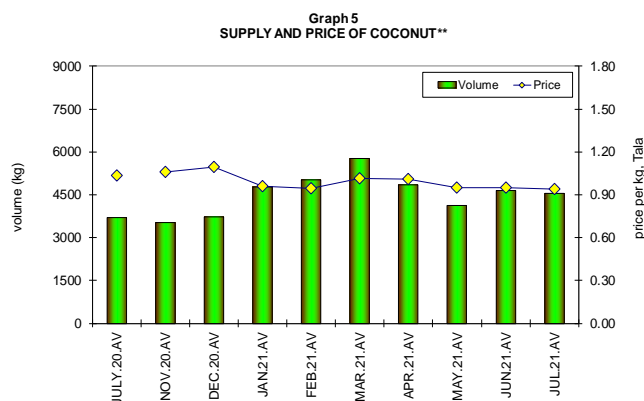
At an average of 155 kilograms ta'amu supplies in July 2021 increased 25 percent from the previous month while weakened demand pushed its average price down 8 percent (to \$3.42 per kilogram). When compared with July 2020, current supply of ta'amu was more than four folds while its average price was 26 percent lower. (See Graph 4 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to a 48 percent decrease in ta'amu volume when comparing the twelve months ending July 2021 over twelve months ending July 2020 while decreased demand pushed its average price down 30 percent.

COCONUT

Coconut supplies to the Local Markets in July 2021 declined 2 percent (to 4,550 kilograms) from June 2021; a level that was 23 percent higher than the same month a year ago. Weakened domestic demand pushed its average price down 1 percent (to \$0.94 per kilogram). When compared with the same month last year current price was 9 percent lower. (See Graph 5 and Tables 1&2)

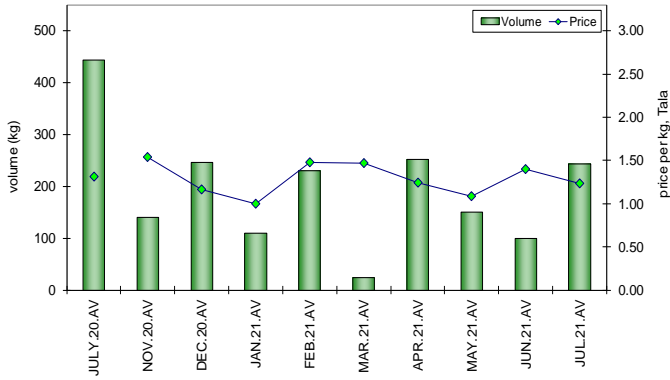


The volume of coconut recorded in the month under review contributed to an 18 percent decrease when comparing the twelve months ending July 2021 over the twelve months ending July 2020 while its average price fell 1 percent.

BREADFRUIT

At an average of 244 kilograms, breadfruit supply in July 2021 increased more than doubled from the previous month. Increase availability to the markets pushed its average price down 12 percent (to \$1.23 per kilogram). When compared with July 2020 current supply of breadfruit was 45 percent lower while its average price was 6 percent lower. (See Graph 6 and Tables 1&2)

Graph 6
SUPPLY AND PRICE OF BREADFRUIT**

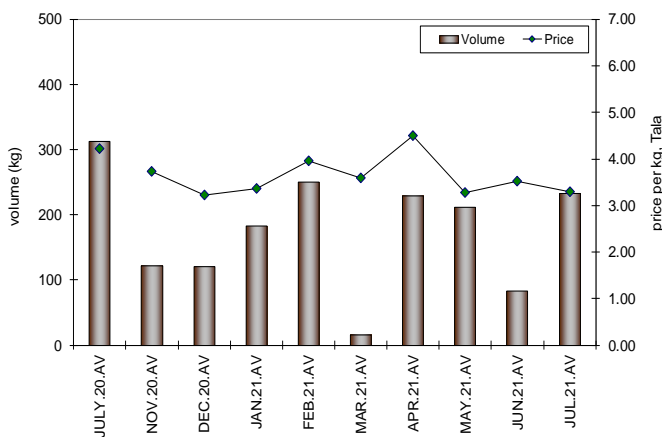


Current supply of breadfruit contributed to a 47 percent decrease in volume when comparing the twelve months ending July 2021 over the twelve months ending July 2020 while its average price also fell 7 percent.

YAM

The supply of yam in the month under review increased more than doubled from June 2021, while increased availability pushed its average price down 7 percent (to \$3.29 per kilogram). When compared with the same month last year, current supply of yam was 26 percent lower while weakened demand over the year pushed its average price down 22 percent. (See Graph 7 and Tables 1 & 2)

Graph 7
SUPPLY AND PRICE OF YAM**

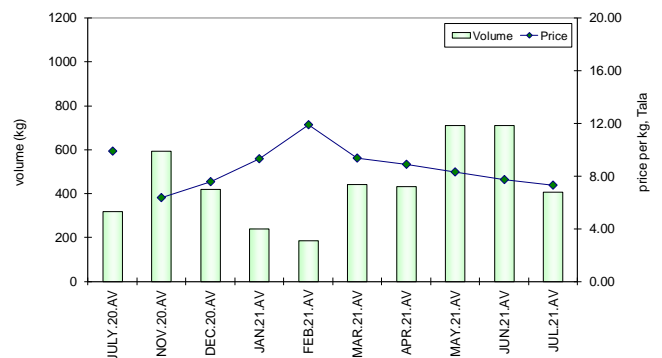


Current supply of yam in the month under review contributed to an 8 percent increase in volume in the twelve months ending July 2021 over the twelve months ending July 2020, while its average price fell 18 percent.

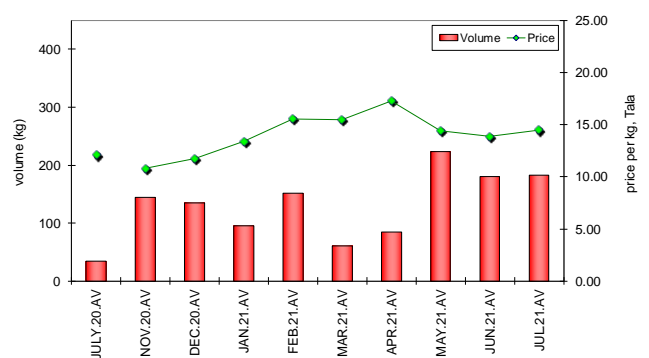
VEGETABLE PRODUCE

A general overview of all vegetable produce to the Local Markets in July 2021 experienced significant increases in all vegetable supplies with the exception of head cabbage supplies whose volume fell 43 percent (to 405 kilograms) from the previous month. Chinese cabbage supplies registered the largest increase at 24 percent (to 211 kilograms) follow by cucumber increase 3 percent (to 879 kilograms) while tomato also increase 1 percent (to 183 kilograms) from June 2021. Pumpkin supplies remained unchanged when compared to the previous month. (See Graphs 9 to 13 and Tables 1 & 2)

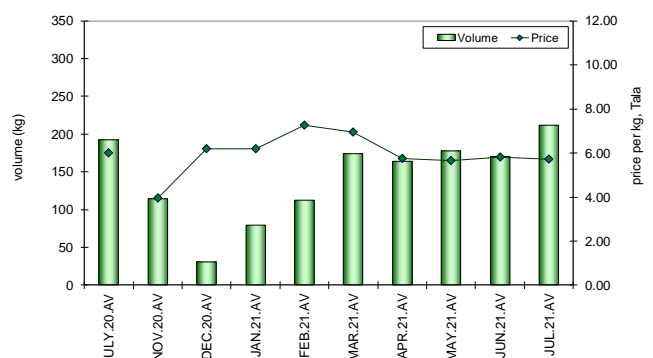
Graph 8
SUPPLY AND PRICES OF H.CABBAGE**

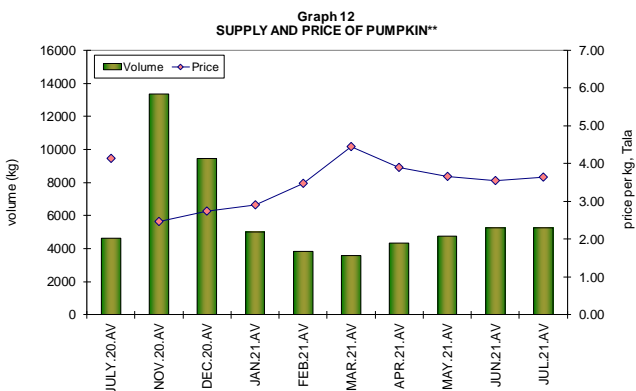
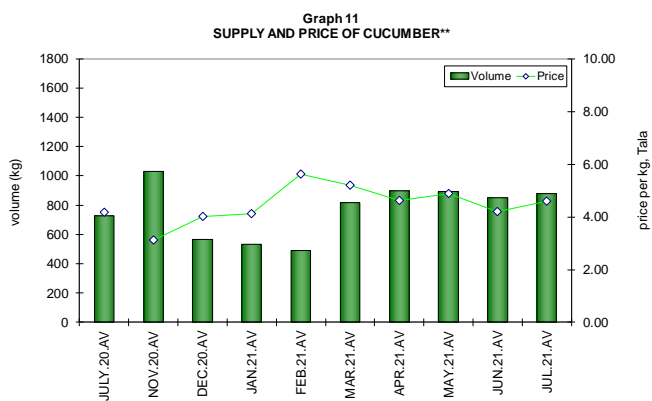


Graph 9
SUPPLY AND PRICE OF TOMATOES**



Graph 10
SUPPLY AND PRICE OF CH.CABBAGE**

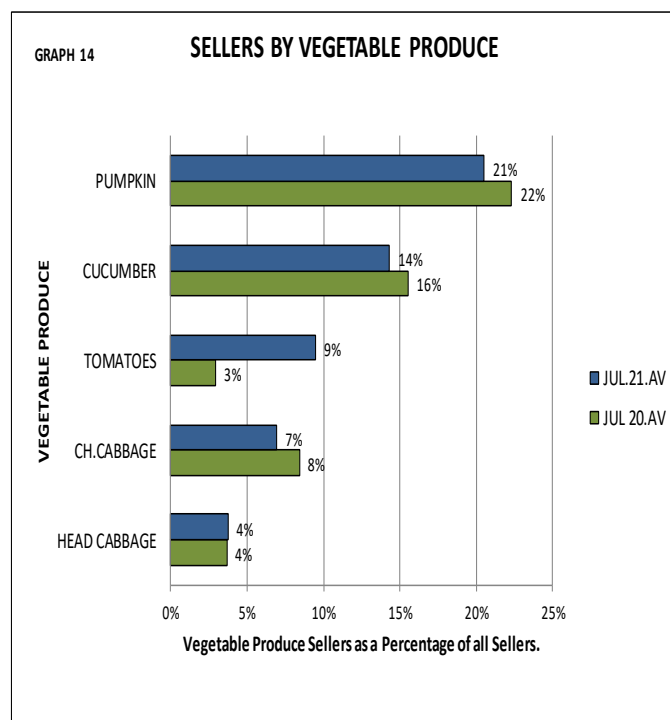
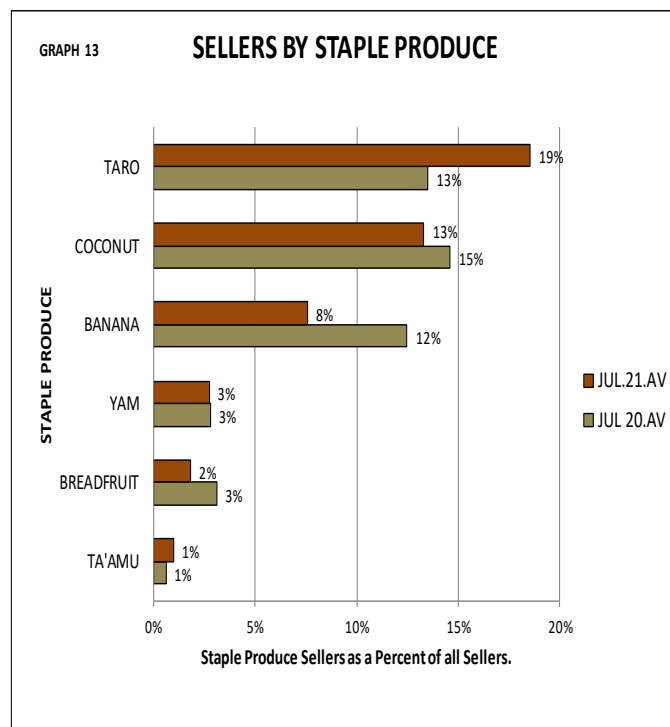




Subsequent to the increase in the supply of most vegetable produce to the Local Markets, average prices in the month under review also increased due to strong domestic demand, with the exception of head cabbage and Chinese cabbage prices recording a decrease of 6 percent (to \$7.31 per kilogram) and 2 percent (to \$5.72 per kilogram). Average prices for cucumber rose 9 percent (to \$4.58 per kilogram) followed by tomato prices increased 4 percent (to \$14.46 per kilogram) while price for pumpkin increase 3 percent (to \$3.65 per kilogram) from the previous month.

SELLERS

At 261, the number of sellers at the Local Markets on the days surveyed in July 2021 decreased 4 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).



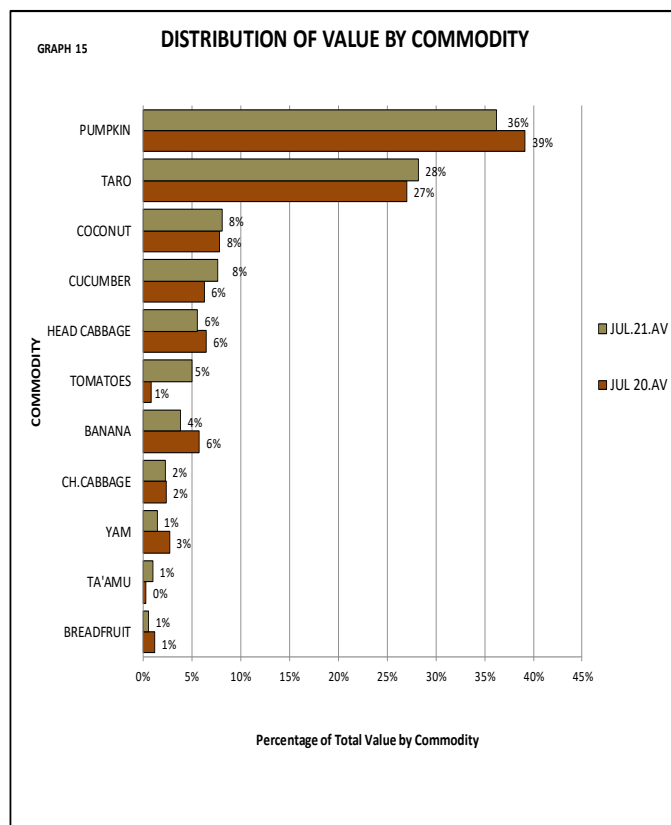
In July 2021, pumpkin sellers at 54 were the largest group at the local markets decreasing from 59 in the previous month and 57 in the same month last year. Taro sellers followed recorded a decreasing total of 48 from 52 in the previous month but were higher than 35 in the same month a year ago while sellers of cucumber remained at 37 from the previous month but were lower than 40 a year ago. Sellers of coconut recorded a decreasing total of 35 from 44 in June 2021 and 37 in July 2020, while total sellers of tomato fell to 25 from 26 last month but were

higher than 8 in July 2020. Sellers of banana recorded an increasing total of 20 from 19 in the previous month but were lower than 32 a year ago, while sellers of Chinese cabbage also recorded an increasing total of 18 from 17 in June 2021 but were lower than 22 in July 2020. Sellers of head cabbage recorded an increasing total of 10 from 9 in the previous month and the same month a year ago. Sellers of yam recorded an increasing total of 7 from 4 in the previous month and remained unchanged in the same month a year ago, followed by breadfruit sellers recorded an increasing total of 5 from 2 in June 2021 but were lower than 8 in the same month a year ago, while sellers of ta'amu remained unchanged when compared with last month but were higher than 2 in July 2020.

Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 36 percent remained unchanged from June 2021 but were lower than 39 percent in July 2020. Taro supplies followed with a 28 percent contribution to total value increasing from 27 percent in the previous month and the same month a year ago. Supplies of coconut and cucumber both contributed 8 percent each of total value; with coconut supplies decreasing from 9 percent in June 2021 and remained unchanged in July 2020, while cucumber supplies increasing from 7 percent in the previous month and 6 percent in the same month a year ago. Shares of head cabbage accounted for 6 percent of total value decreasing from 11 percent in the previous month and remained unchanged in the same month a year ago. Tomato supplies followed with a 5 percent contribution to total value remained unchanged from the previous month but were higher than 1 percent when compared with the same month last year. Supplies of banana accounted for 4 percent of total value increasing from 2 percent in the previous month but were lower than 6 percent in the same month a year ago, while shares of Chinese cabbage contributed 2 percent to total value, remained unchanged from the previous month and the same month a year ago. Supplies of yam, ta'amu and breadfruit all accounted for 1 percent each to total value 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 \$52,800 in July 2021 increased 2 percent from the previous month and was 8 percent higher when compared with July 2020.



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.

The Local Market Survey Report for August 2021 will be available on 20th September 2021.

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GOVERNMENT STATISTICIAN/(CEO)

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	JULY.20.AV	NOV.20.AV	DEC.20.AV	JAN.21.AV	FEB.21.AV	MAR.21.AV	APR.21.AV	MAY.21.AV	JUN.21.AV	JUL.21.AV	Jul-21	
												% chng from prev mnth	%chng from JUL 20
TARO	7521	4431	7506	12545	9259	10383	12434	8496	7974	7198	7497	4	69
BANANA	2642	2072	3397	2168	2570	2051	1564	2707	1387	1088	1814	67	-12
TA'AMU	816	33	58	37	30	4	113	36	133	124	155	25	366
COCONUT	7993	3696	3539	3728	4768	5025	5763	4854	4135	4655	4550	-2	23
BREADFRUIT	186	444	140	247	110	230	25	252	150	100	244	144	-45
YAM	129	313	122	120	182	250	16	229	212	83	232	179	-26
HEAD CABBAGE	811	319	594	418	238	186	442	432	711	710	405	-43	27
TOMATOES	256	35	145	135	95	151	60	84	223	181	183	1	429
CH.CABBAGE	129	192	115	30	80	112	174	164	178	170	211	24	10
CUCUMBER	542	729	1032	566	532	488	816	899	892	852	879	3	21
PUMPKIN	6217	4618	13350	9459	5020	3837	3581	4319	4771	5268	5247	0	14

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

PRODUCE	2014 AVE	JULY.20.AV	NOV.20.AV	DEC.20.AV	JAN.21.AV	FEB.21.AV	MAR.21.AV	APR.21.AV	MAY.21.AV	JUN.21.AV	JUL.21.AV	% chng from	
												prev mnth	JUL 20
TARO	1.48	2.97	2.22	1.89	1.71	1.65	1.72	1.63	1.67	1.93	1.99	3	-33
BANANA	0.76	1.36	1.01	0.87	0.92	0.95	1.02	0.93	1.04	1.00	1.12	13	-17
TA'AMU	2.78	4.64	3.25	7.96	3.35	5.17	3.69	3.66	4.92	3.73	3.42	-8	-26
COCONUT	0.62	1.04	1.06	1.09	0.96	0.94	1.01	1.01	0.95	0.95	0.94	-1	-9
BREADFRUIT	0.94	1.31	1.54	1.17	1.00	1.47	1.47	1.25	1.09	1.40	1.23	-12	-6
YAM	3.16	4.22	3.73	3.22	3.37	3.96	3.59	4.51	3.28	3.52	3.29	-7	-22
HEAD CABBAGE	5.40	9.89	6.38	7.56	9.33	11.89	9.37	8.90	8.30	7.75	7.31	-6	-26
TOMATOES	9.55	12.08	10.81	11.74	13.42	15.56	15.47	17.26	14.41	13.86	14.46	4	20
CH.CABBAGE	4.38	5.99	3.96	6.19	6.19	7.27	6.94	5.75	5.66	5.82	5.72	-2	-5
CUCUMBER	2.99	4.18	3.13	4.01	4.11	5.61	5.21	4.62	4.88	4.20	4.58	9	10
PUMPKIN	2.61	4.13	2.46	2.73	2.91	3.47	4.45	3.90	3.65	3.55	3.65	3	-12

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	JULY.20.AV	NOV.20.AV	DEC.20.AV	JAN.21.AV	FEB.21.AV	MAR.21.AV	APR.21.AV	MAY.21.AV	JUN.21.AV	JUL.21.AV	% chng from	
												prev mnth	JUL 20
TARO	126.6	13.2	16.7	23.7	15.8	17.2	21.4	13.8	13.4	13.9	14.9	7	13
BANANA	25.1	2.8	3.4	1.9	2.4	2.0	1.6	2.5	1.5	1.1	2.0	87	-27
TA'AMU	25.6	0.2	0.2	0.3	0.1	0.0	0.4	0.1	0.7	0.5	0.5	15	253
COCONUT	59.3	3.8	3.8	4.1	4.6	4.8	5.8	4.9	3.9	4.4	4.3	-4	11
BREADFRUIT	1.8	0.6	0.2	0.3	0.1	0.3	0.0	0.3	0.2	0.1	0.3	114	-48
YAM	4.7	1.3	0.5	0.4	0.6	1.0	0.1	1.0	0.7	0.3	0.8	162	-42
HEAD CABBAGE	44.6	3.2	3.8	3.2	2.2	2.2	4.1	3.9	5.9	5.5	3.0	-46	-6
TOMATOES	21.5	0.4	1.6	1.6	1.3	2.4	0.9	1.5	3.2	2.5	2.6	5	529
CH.CABBAGE	5.9	1.2	0.5	0.2	0.5	0.8	1.2	0.9	1.0	1.0	1.2	22	5
CUCUMBER	18.4	3.1	3.2	2.3	2.2	2.7	4.3	4.2	4.4	3.6	4.0	13	32
PUMPKIN	178.3	19.1	32.8	25.9	14.6	13.3	15.9	16.9	17.4	18.7	19.1	2	0
	511.8	48.7	66.6	63.7	44.3	46.7	55.8	50.0	52.1	51.6	52.8	2	8

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	JULY.20.AV	NOV.20.AV	DEC.20.AV	JAN.21.AV	FEB.21.AV	MAR.21.AV	APR.21.AV	MAY.21.AV	JUN.21.AV	JUL.21.AV	% chng from prev mnth	%chng from JUL 20
TARO	0.25	59	100	167	123	138	165	113	106	96	100	4	69
BANANA	0.05	78	129	82	97	78	59	102	53	41	69	67	-12
TA'AMU	0.05	4	7	5	4	0	14	4	16	15	19	25	366
COCONUT	0.12	46	44	47	60	63	72	61	52	58	57	-2	23
BREADFRUIT	0.004	239	75	133	59	124	13	135	81	54	131	144	-45
YAM	0.01	243	94	93	141	194	12	177	164	65	180	179	-26
HEAD CABBAGE	0.09	39	73	52	29	23	55	53	88	87	50	-43	27
TOMATOES	0.04	14	56	53	37	59	24	33	87	71	71	1	429
CH.CABBAGE	0.01	149	89	24	62	87	135	127	138	132	164	24	10
CUCUMBER	0.04	135	190	104	98	90	151	166	165	157	162	3	21
PUMPKIN	0.35	74	215	152	81	62	58	69	77	85	84	0	14
	1.00	63	129	116	80	78	86	80	83	81	82	1	29

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	JULY.20.AV	NOV.20.AV	DEC.20.AV	JAN.21.AV	FEB.21.AV	MAR.21.AV	APR.21.AV	MAY.21.AV	JUN.21.AV	JUL.21.AV	% chng from prev mnth	%chng from JUL 20
TARO	0.25	201	150	128	115	112	116	110	113	130	134	3	-33
BANANA	0.05	179	132	115	120	126	134	123	137	131	148	13	-17
TA'AMU	0.05	167	117	286	120	186	133	132	177	134	123	-8	-26
COCONUT	0.12	167	171	176	155	152	164	163	153	153	152	-1	-9
BREADFRUIT	0.004	140	163	124	106	157	156	133	116	149	131	-12	-6
YAM	0.01	134	118	102	107	125	114	143	104	111	104	-7	-22
HEAD CABBAGE	0.09	183	118	140	173	220	174	165	154	144	135	-6	-26
TOMATOES	0.04	127	113	123	141	163	162	181	151	145	151	4	20
CH.CABBAGE	0.01	137	90	141	141	166	158	131	129	133	131	-2	-5
CUCUMBER	0.04	140	105	134	137	188	174	155	163	141	153	9	10
PUMPKIN	0.35	158	94	105	111	133	171	150	140	136	140	3	-12
	1.00	121	86	102	98	116	123	114	111	105	106	1	-12

Table 6: Number of Sellers

PRODUCE	2014 AVE	JULY.20.AV	NOV.20.AV	DEC.20.AV	JAN.21.AV	FEB.21.AV	MAR.21.AV	APR.21.AV	MAY.21.AV	JUN.21.AV	JUL.21.AV	% chng from prev mnth	%chng from JUL 20
TARO	46	35	65	71	71	57	57	58	55	52	48	-7	40
BANANA	27	32	45	27	37	32	22	31	21	19	20	4	-38
TA'AMU	7	2	1	1	4	0	2	1	2	3	3	0	88
COCONUT	57	37	33	29	44	42	45	40	36	44	35	-20	-7
BREADFRUIT	4	8	3	6	2	5	1	5	3	2	5	140	-40
YAM	5	7	4	3	5	5	1	4	7	4	7	80	0
HEAD CABBAGE	12	9	7	5	3	8	7	7	12	9	10	15	4
TOMATOES	39	8	21	15	15	19	13	14	25	26	25	-4	226
CH.CABBAGE	13	22	13	4	8	13	17	16	19	18	18	0	-17
CUCUMBER	42	40	41	14	24	21	34	34	32	37	37	0	-7
PUMPKIN	83	57	81	57	54	41	37	44	53	59	54	-10	-6
	337	256	312	232	266	242	237	255	265	271	261	-4	2

*on the days surveyed

@ new weights and base