



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

# LOCAL MARKET SURVEY

## SEPTEMBER 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:

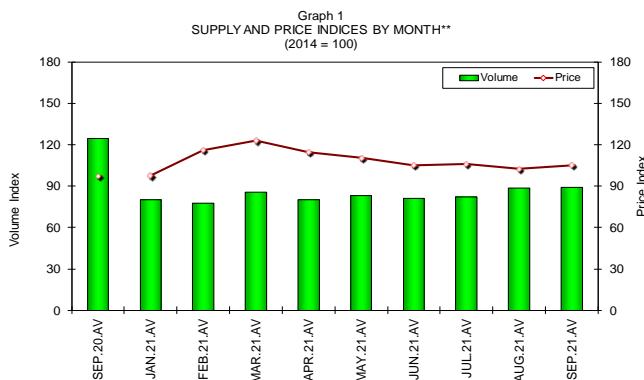
The Local Market Survey in September 2021 showed that overall volume surged 1 percent while increases in prices of most agricultural produce led to the increase of 2 percent in the overall average price when compared to August 2021.

- Significant increase in the supply of pumpkin to the Local Markets strongly contributed to the rise in the volume index.
- The value of supplies remained unchanged at \$56,500 from the previous month.
- An average of 270 sellers trading at the Local Market was recorded in the month under review; 3 percent lower than the previous month and further declined by 4 percent lower when compared with the same month last year.

Issue: 01/09/21

### OVERVIEW

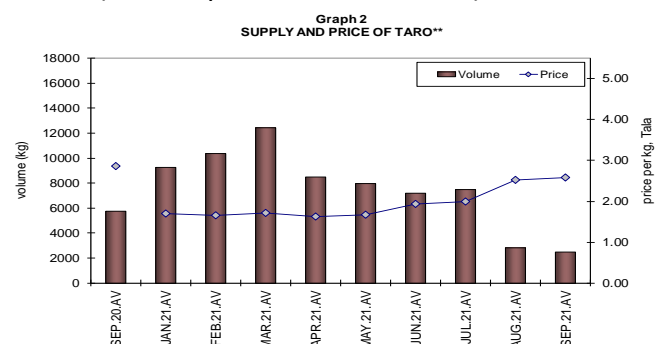
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in September 2021 showed that the overall volume increased by 1 percent from August 2021. This was due to the significant increase in the supply of pumpkin which pushed the volume index up despite the decrease in the volume of most agricultural produce. When compared with the same month last year, current supply was 28 percent lower. (See Graph 1 and Tables 4 & 5)



The overall price level increased 2 percent from the previous month with average prices for all agricultural produce increasing with the exception of coconut, breadfruit, tomato and pumpkin. When compared with September 2020, the current overall price level was 8 percent higher.

### TARO

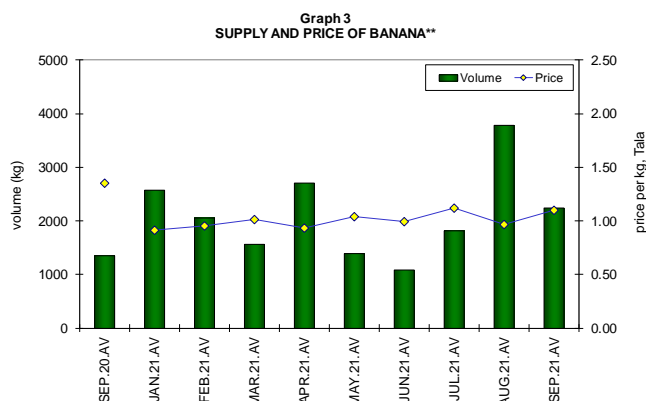
The supply of taro to the Local Markets in September 2021 fell 12 percent (to 2,485 kilograms) from August 2021; a level that was 57 percent lower than the same month last year. Limited taro supplied to the Local Markets pushed its average price up 3 percent (to \$2.58 per kilogram). When compared with September 2020, current price of taro was 10 percent lower. (See Graph 2 and Tables 1&2)



Despite the decrease in the volume of taro in the month under review, current supply of taro contributed to a 19 percent increase in volume when comparing the twelve months ending September 2021 over the twelve months ending September 2020. Price dropped 24 percent.

## BANANA

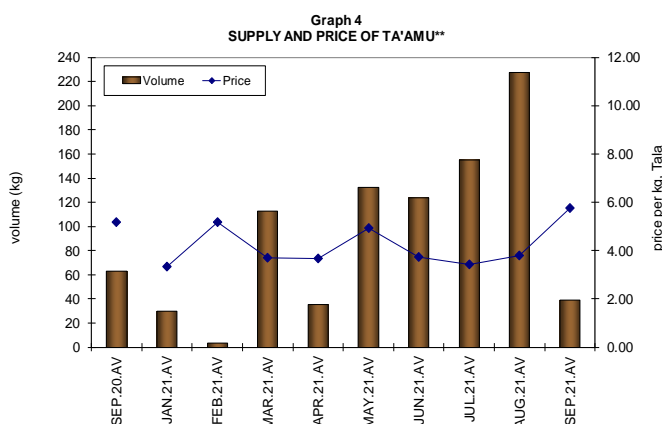
The volume of banana supplied to the Local Markets in September 2021 dropped 41 percent (to 2,246 kilograms) from the previous month but increased by 66 from the same month a year ago. Limited availability pushed its average price up 14 percent (to \$1.10 per kilogram). When compared with the same month last year, current price was 19 percent lower. (See Graph 3 and Tables 1&2).



When comparing the twelve months ending September 2021 over twelve months ending September 2020, banana supplies were 9 percent lower while its average price dropped 15 percent.

## TA'AMU

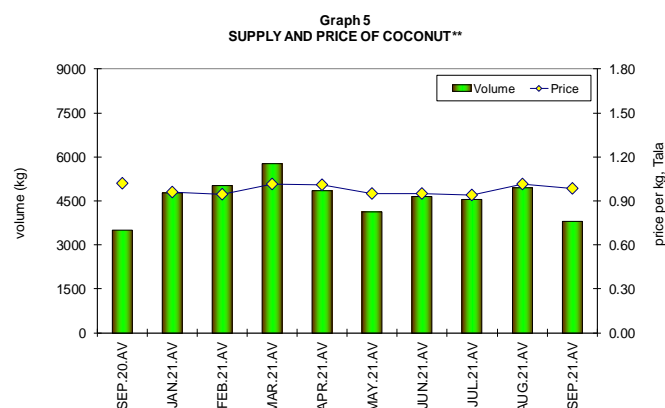
Ta'amu supplies in September 2021 decreased 83 percent (to 39 kilograms) from the previous month while limited availability pushed its average price up 52 percent (to \$5.77 per kilogram). In comparison with September 2020, current supply of ta'amu was 38 percent lower while its average price was 11 percent higher. (See Graph 4 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to a 27 percent decrease in ta'amu volume when comparing the twelve months ending September 2021 over twelve months ending September 2020 while decreased demand pushed its average price down 30 percent.

## COCONUT

Coconut supplies in September 2021 dropped 23 percent (to 3,804 kilograms) from the previous month while weakened domestic demand pushed its average price down 3 percent (to \$0.99 per kilogram). When compared with September 2020, current supply of coconut was 8 percent higher while its average price was 3 percent lower. (See Graph 5 and Tables 1&2)



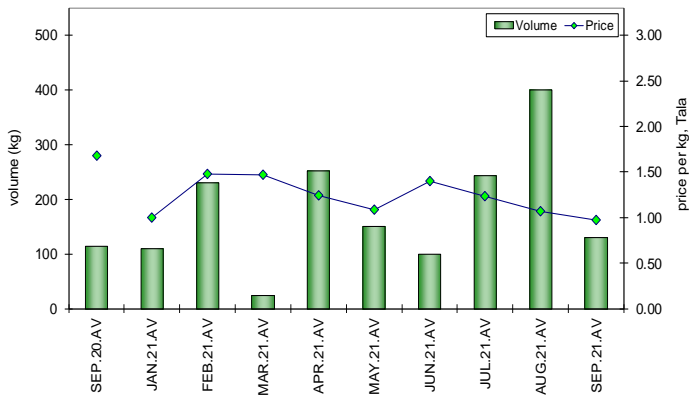
The volume of coconut recorded in the month under review contributed to an 11 percent decrease when comparing the twelve months ending September 2021 over the twelve months ending September 2020 while its average price fell 1 percent.

## BREADFRUIT

In the month under review, supply of breadfruit declined 68 percent (to 130 kilograms) from the previous month. Weakened domestic demand pushed its average price down 9 percent (to \$0.98 per kilogram). When compared with September 2020 current supply of breadfruit was 13 percent higher while its average price was 42 percent lower. (See Graph 6 and Tables 1 & 2)

## VEGETABLE PRODUCE

Graph 6  
SUPPLY AND PRICE OF BREADFRUIT\*\*

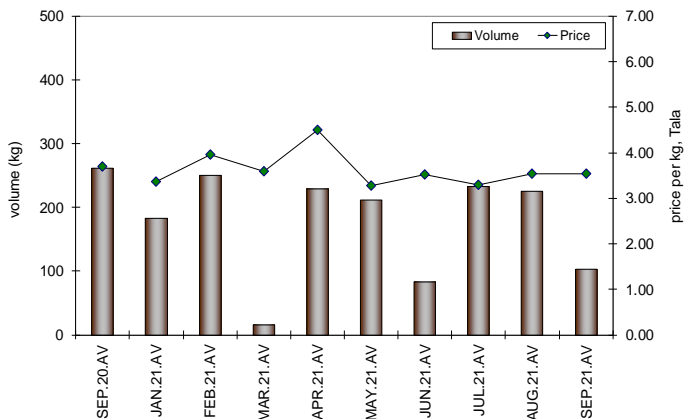


Current supply of breadfruit contributed to a 30 percent decrease in volume when comparing the twelve months ending September 2021 over the twelve months ending September 2020 while its average price also fell 11 percent.

## YAM

The supply of yam in the month under review fell 54 percent (to 104 kilograms) from August 2021, while its average price remained unchanged. When compared with the same month last year, current supply of yam was 60 percent lower while weakened demand led to the decline in its average price by 4 percent. (See Graph 7 and Tables 1 & 2)

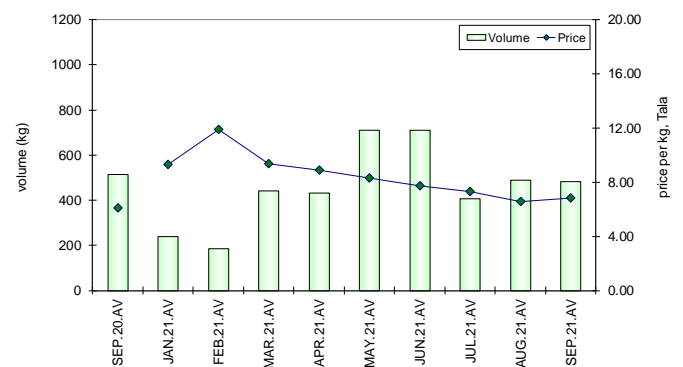
Graph 7  
SUPPLY AND PRICE OF YAM\*\*



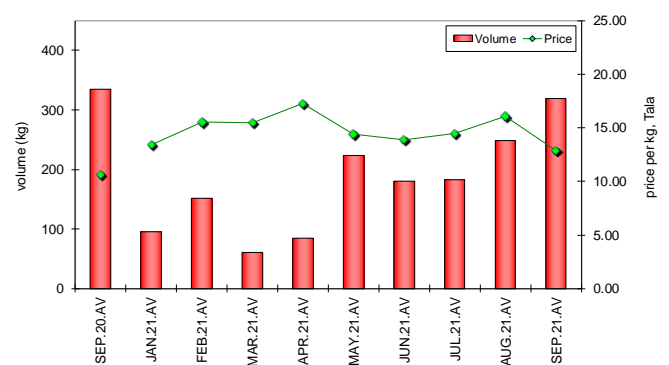
Current supply of yam in the month under review contributed to a 6 percent decrease in volume in the twelve months ending September 2021 over the twelve months ending September 2020, while its average price fell 15 percent.

Vegetable produce supplied to the Local Markets in September 2021 revealed significant reductions for most of the produce available in the month under review with the exception of tomato and pumpkin supplies whose volume rose 28 percent (to 319 kilograms) and 19 percent (to 9,487 kilograms) respectively from the previous month. Cucumber fell 10 percent (to 696 kilograms), followed by Chinese cabbage supplies decreasing 9 percent (to 207 kilograms) and head cabbages which also declined 1 percent (to 482 kilograms) when compared to the previous month. (See Graphs 8 to 12 and Tables 1 & 2)

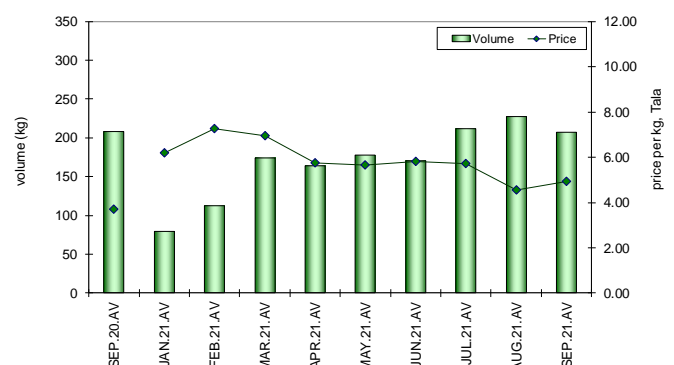
Graph 8  
SUPPLY AND PRICES OF H.CABBAGE\*\*



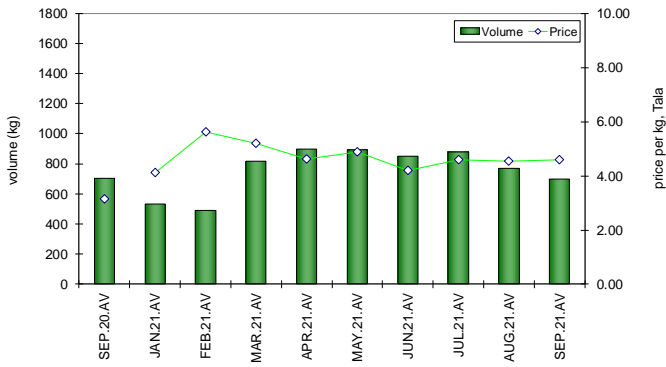
Graph 9  
SUPPLY AND PRICE OF TOMATOES\*\*



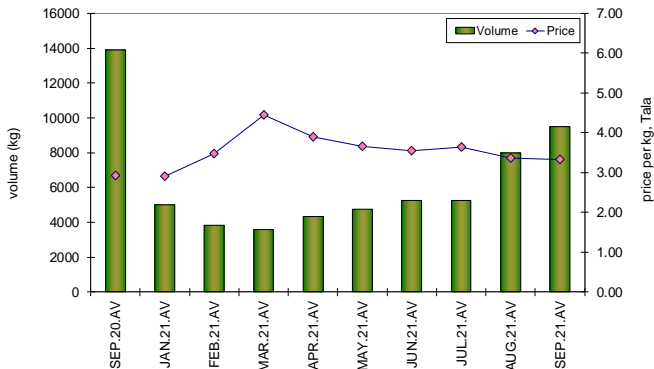
Graph 10  
SUPPLY AND PRICE OF CH.CABBAGE\*\*



Graph 11  
SUPPLY AND PRICE OF CUCUMBER\*\*



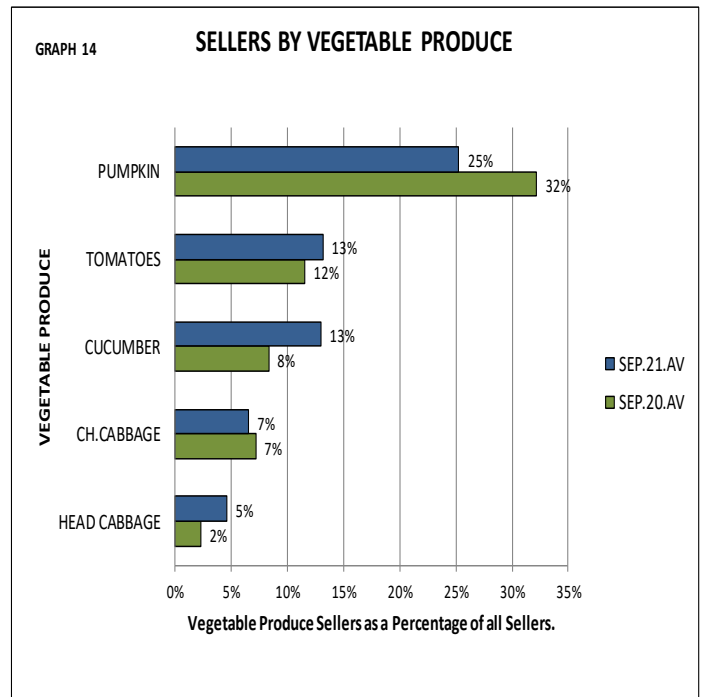
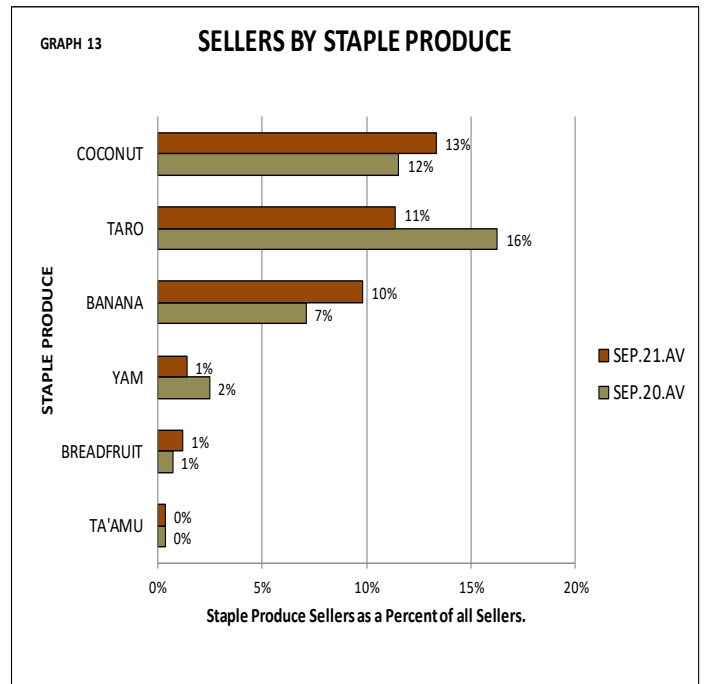
Graph 12  
SUPPLY AND PRICE OF PUMPKIN\*\*



Subsequent to the decline of the majority of vegetable produce available at the Local Markets in the month under review, average prices of most of these produce increased with the exception of tomato and pumpkin which both recorded decreases of 20 percent (to \$12.90 per kilogram) and 1 percent (to \$3.32 per kilogram) respectively over their prices in August 2021. Chinese cabbage prices registered the largest increase of 8 percent (to \$4.92 per kilogram) followed by head cabbage prices increasing 4 percent (to \$6.84 per kilogram) and price for cucumber also rose 1 percent (to \$4.59 per kilogram) from the previous month.

## SELLERS

At 270, the number of sellers at the Local Markets on the days surveyed in September 2021 decreased 3 percent from the previous month and was 4 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 13 and 14 and Table 6).



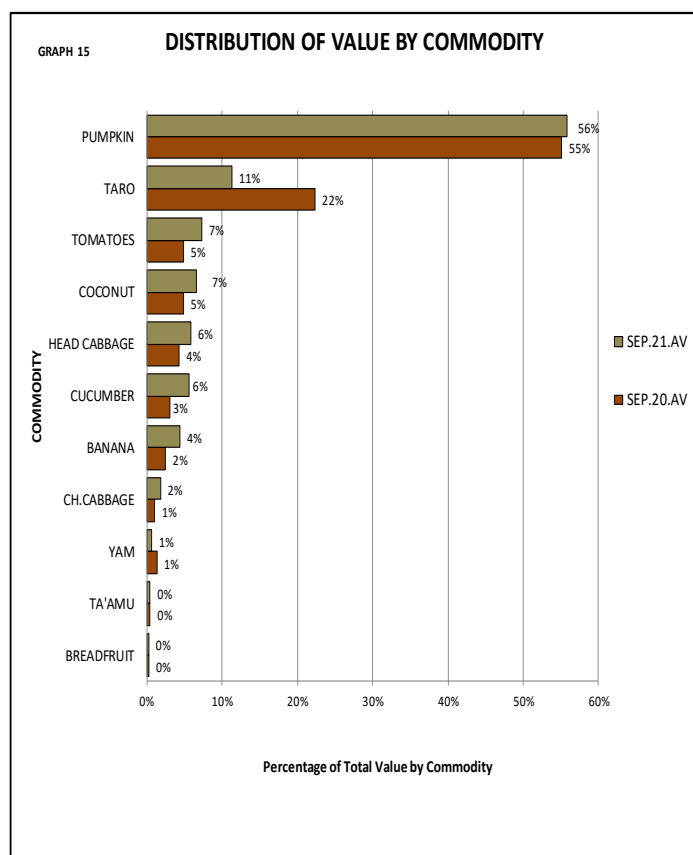
In September 2021, pumpkin sellers at 68 were the largest group at the local markets increasing from 66 in the previous month but were lower than 91 in the same month last year. Coconut and tomato both recorded an average of 36 each with coconut sellers decreasing from 38 in the previous month but were higher than 33 in the same month a year ago, while tomato sellers increased from 26 in August 2021 and 33 in September 2020. Sellers of cucumber recorded a decrease of 35 from 37 in the previous month but were higher than 24 in the same month last year. Taro sellers followed with a total of 31 increasing

from 29 in the previous month but were lower than 46 in the same month a year ago, while banana sellers with a total of 27 declined from 33 in the previous month but were higher than 20 in the same month a year ago. Sellers of Chinese cabbage recorded a total of 18 dropping from 22 in the previous month and 20 in the same month a year ago, while sellers of head cabbage remained at 13 from the previous month but were higher than 7 in the same month a year ago. Sellers of yam declined recording a total of 4 from 6 in August 2021 and 7 in September 2020, followed by sellers of breadfruit with a total of 3, decreasing from 8 in the previous month but were higher than 2 in the same month a year ago. Only 1 ta'amu seller in September 2021, dropping from its total of 3 in the previous month and remained unchanged when compared with the same month a year ago.

## VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets stood at \$56,500 in September 2021, it remained unchanged from the previous month and but was 23 percent lower when compared with September 2020.

Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 56 percent in September 2021; a level that was higher than the 48 percent in August 2021 and 55 percent in September 2020. Taro supplies followed with a 11 percent contribution to total value, decreasing from 13 percent in the previous month and 22 percent in the same month a year ago. Shares of coconut and tomato both accounted for 7 percent each of total value with coconut shares decreasing from 9 percent last month but were higher than 5 percent in the same month a year ago. Shares of tomato remained unchanged from the previous month but were higher than 5 percent in the same month last year. Supplies of head cabbage and cucumber both contributed 6 percent each to total value with head cabbage shares remaining unchanged from August 2021 but were higher than 4 percent in September 2020, while shares of cucumber also remained unchanged from the previous month but were higher than 3 percent in the same month a year ago. Banana which accounted for 4 percent of the total value of supplies dropped its share from 6 percent in the previous month but were higher than the 2 percent in the same month last year. Chinese cabbages registered a share of 2 percent of total value, it remained unchanged from the previous month but were higher than 1 percent in the same month a year ago. Supplies of yam accounted for 1 percent of total value while lower shares were recorded for ta'amu 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, Vaitele, Lotopa, Ululoloa, Afega, Saleimoa, Savaia, Vaoala, Faatoia 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 November 2021 will be available on 20<sup>th</sup> December 2021.**

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**GOVERNMENT STATISTICIAN/(CEO)**

## SUMMARY OF MARKET SURVEY

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

PRODUCE	2014 AVE	SEP.20.AV	JAN.21.AV	FEB.21.AV	MAR.21.AV	APR.21.AV	MAY.21.AV	JUN.21.AV	JUL.21.AV	AUG.21.AV	SEP.21.AV	Sep-21	
												% chng from prev mnth	%chng from SEP 20
TARO	7521	5775	9259	10383	12434	8496	7974	7198	7496	2820	2485	-12	-57
BANANA	2642	1351	2570	2051	1564	2707	1387	1088	1814	3777	2246	-41	66
TA'AMU	816	63	30	4	113	36	133	124	155	228	39	-83	-38
COCONUT	7993	3515	4768	5025	5763	4854	4135	4655	4550	4960	3804	-23	8
BREADFRUIT	186	115	110	230	25	252	150	100	244	400	130	-68	13
YAM	129	261	182	250	16	229	212	83	232	225	104	-54	-60
HEAD CABBAGE	811	514	238	186	442	432	711	710	405	489	482	-1	-6
TOMATOES	256	335	95	151	60	84	223	181	183	248	319	28	-5
CH.CABBAGE	129	208	80	112	174	164	178	170	211	228	207	-9	0
CUCUMBER	542	705	532	488	816	899	892	852	879	770	696	-10	-1
PUMPKIN	6217	13906	5020	3837	3581	4319	4771	5268	5247	7981	9487	19	-32

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

PRODUCE	2014 AVE	SEP.20.AV	JAN.21.AV	FEB.21.AV	MAR.21.AV	APR.21.AV	MAY.21.AV	JUN.21.AV	JUL.21.AV	AUG.21.AV	SEP.21.AV	% chng from	
												prev mnth	SEP 20
TARO	1.48	2.85	1.71	1.65	1.72	1.63	1.67	1.93	1.99	2.51	2.58	3	-10
BANANA	0.76	1.36	0.92	0.95	1.02	0.93	1.04	1.00	1.12	0.97	1.10	14	-19
TA'AMU	2.78	5.18	3.35	5.17	3.69	3.66	4.92	3.73	3.42	3.80	5.77	52	11
COCONUT	0.62	1.02	0.96	0.94	1.01	1.01	0.95	0.95	0.94	1.01	0.99	-3	-3
BREADFRUIT	0.94	1.68	1.00	1.47	1.47	1.25	1.09	1.40	1.23	1.07	0.98	-9	-42
YAM	3.16	3.70	3.37	3.96	3.59	4.51	3.28	3.52	3.29	3.53	3.54	0	-4
HEAD CABBAGE	5.40	6.11	9.33	11.89	9.37	8.90	8.30	7.75	7.31	6.56	6.84	4	12
TOMATOES	9.55	10.63	13.42	15.56	15.47	17.26	14.41	13.86	14.46	16.06	12.90	-20	21
CH.CABBAGE	4.38	3.69	6.19	7.27	6.94	5.75	5.66	5.82	5.72	4.54	4.92	8	33
CUCUMBER	2.99	3.15	4.11	5.61	5.21	4.62	4.88	4.20	4.58	4.54	4.59	1	46
PUMPKIN	2.61	2.92	2.91	3.47	4.45	3.90	3.65	3.55	3.65	3.37	3.32	-1	14

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

PRODUCE	Total value 2014	SEP.20.AV	JAN.21.AV	FEB.21.AV	MAR.21.AV	APR.21.AV	MAY.21.AV	JUN.21.AV	JUL.21.AV	AUG.21.AV	SEP.21.AV	% chng from	
												prev mnth	SEP 20
TARO	126.6	16.5	15.8	17.2	21.4	13.8	13.4	13.9	14.9	7.1	6.4	-10	-61
BANANA	25.1	1.8	2.4	2.0	1.6	2.5	1.5	1.1	2.0	3.7	2.5	-32	35
TA'AMU	25.6	0.3	0.1	0.0	0.4	0.1	0.7	0.5	0.5	0.9	0.2	-73	-30
COCONUT	59.3	3.6	4.6	4.8	5.8	4.9	3.9	4.4	4.3	5.0	3.8	-25	5
BREADFRUIT	1.8	0.2	0.1	0.3	0.0	0.3	0.2	0.1	0.3	0.4	0.1	-70	-32
YAM	4.7	1.0	0.6	1.0	0.1	1.0	0.7	0.3	0.8	0.8	0.4	-53	-62
HEAD CABBAGE	44.6	3.1	2.2	2.2	4.1	3.9	5.9	5.5	3.0	3.2	3.3	3	5
TOMATOES	21.5	3.6	1.3	2.4	0.9	1.5	3.2	2.5	2.6	4.0	4.1	3	15
CH.CABBAGE	5.9	0.8	0.5	0.8	1.2	0.9	1.0	1.0	1.2	1.0	1.0	-1	32
CUCUMBER	18.4	2.2	2.2	2.7	4.3	4.2	4.4	3.6	4.0	3.5	3.2	-9	44
PUMPKIN	178.3	40.6	14.6	13.3	15.9	16.9	17.4	18.7	19.1	26.9	31.5	17	-22
	511.8	73.7	44.3	46.7	55.8	50.0	52.1	51.6	52.8	56.5	56.5	0	-23

\*on the days surveyed  
@ new weights and base



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

PRODUCE	2014 Weights	SEP.20.AV	JAN.21.AV	FEB.21.AV	MAR.21.AV	APR.21.AV	MAY.21.AV	JUN.21.AV	JUL.21.AV	AUG.21.AV	SEP.21.AV	% chng from prev mnth	%chng from SEP 20
TARO	0.25	77	123	138	165	113	106	96	100	38	33	-12	-57
BANANA	0.05	51	97	78	59	102	53	41	69	143	85	-41	66
TA'AMU	0.05	8	4	0	14	4	16	15	19	28	5	-83	-38
COCONUT	0.12	44	60	63	72	61	52	58	57	62	48	-23	8
BREADFRUIT	0.004	62	59	124	13	135	81	54	131	215	70	-68	13
YAM	0.01	202	141	194	12	177	164	65	180	174	80	-54	-60
HEAD CABBAGE	0.09	63	29	23	55	53	88	87	50	60	59	-1	-6
TOMATOES	0.04	131	37	59	24	33	87	71	71	97	124	28	-5
CH.CABBAGE	0.01	161	62	87	135	127	138	132	164	176	161	-9	0
CUCUMBER	0.04	130	98	90	151	166	165	157	162	142	129	-10	-1
PUMPKIN	0.35	224	81	62	58	69	77	85	84	128	153	19	-32
	1.00	125	80	78	86	80	83	81	82	88	89	1	-28

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

PRODUCE	2014 Weights	SEP.20.AV	JAN.21.AV	FEB.21.AV	MAR.21.AV	APR.21.AV	MAY.21.AV	JUN.21.AV	JUL.21.AV	AUG.21.AV	SEP.21.AV	% chng from prev mnth	%chng from SEP 20
TARO	0.25	193	115	112	116	110	113	130	134	170	174	3	-10
BANANA	0.05	178	120	126	134	123	137	131	148	127	144	14	-19
TA'AMU	0.05	186	120	186	133	132	177	134	123	137	208	52	11
COCONUT	0.12	164	155	152	164	163	153	153	152	163	159	-3	-3
BREADFRUIT	0.004	179	106	157	156	133	116	149	131	114	104	-9	-42
YAM	0.01	117	107	125	114	143	104	111	104	112	112	0	-4
HEAD CABBAGE	0.09	113	173	220	174	165	154	144	135	121	127	4	12
TOMATOES	0.04	111	141	163	162	181	151	145	151	168	135	-20	21
CH.CABBAGE	0.01	84	141	166	158	131	129	133	131	104	112	8	33
CUCUMBER	0.04	105	137	188	174	155	163	141	153	152	154	1	46
PUMPKIN	0.35	112	111	133	171	150	140	136	140	129	127	-1	14
	1.00	97	98	116	123	114	111	105	106	103	105	2	8

**Table 6: Number of Sellers**

PRODUCE	2014 AVE	SEP.20.AV	JAN.21.AV	FEB.21.AV	MAR.21.AV	APR.21.AV	MAY.21.AV	JUN.21.AV	JUL.21.AV	AUG.21.AV	SEP.21.AV	% chng from prev mnth	%chng from SEP 20
TARO	46	46	71	57	57	58	55	52	48	29	31	5	-33
BANANA	27	20	37	32	22	31	21	19	20	33	27	-20	33
TA'AMU	7	1	4	0	2	1	2	3	3	3	1	-64	0
COCONUT	57	33	44	42	45	40	36	44	35	38	36	-4	11
BREADFRUIT	4	2	2	5	1	5	3	2	5	8	3	-59	63
YAM	5	7	5	5	1	4	7	4	7	6	4	-38	-46
HEAD CABBAGE	12	7	3	8	7	7	12	9	10	13	13	-2	92
TOMATOES	39	33	15	19	13	14	25	26	25	26	36	38	9
CH.CABBAGE	13	20	8	13	17	16	19	18	18	22	18	-17	-12
CUCUMBER	42	24	24	21	34	34	32	37	37	37	35	-5	49
PUMPKIN	83	91	54	41	37	44	53	59	54	66	68	3	-25
	337	282	266	242	237	255	265	271	261	280	270	-3	-4

\*on the days surveyed

@ new weights and base