



GOVERNMENT OF SAMOA

# SAMOA BUREAU OF STATISTICS

## LOCAL MARKET SURVEY

### JANUARY 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:

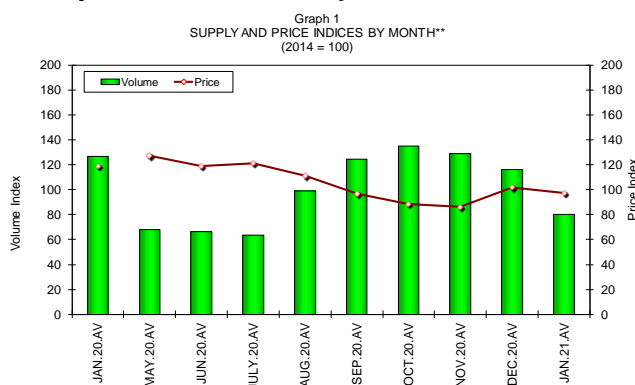
The Local Market Survey in January 2021 showed overall volume drop 31 percent while weak domestic demand pushed average prices down 4 percent when compared to December 2020.

- Significant decrease in the supply of most agriculture produce strongly contributed to the decline in the volume index.
- The value of supplies fell 30 percent to \$44,300 from the previous month while average number of sellers increased 14 percent to 266 from 232 in December 2020.

Issue: 01/01/21

## OVERVIEW

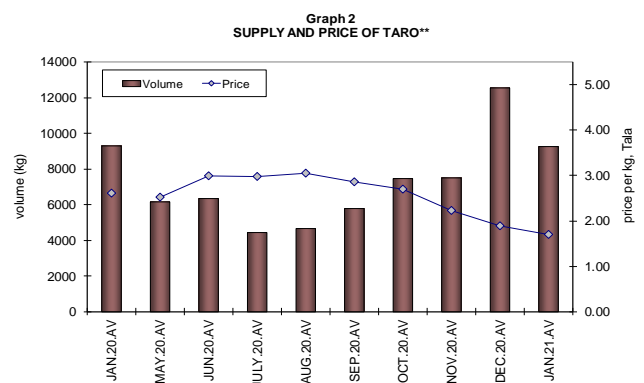
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in January 2021 showed overall volume decrease 31 percent from December 2020. Significant decreases were recorded for all agricultural produce with the exception of banana, coconut, yam and Chinese cabbage supplies. When compared with the same month last year, current supply was 37 percent lower. (See Graph 1 and Tables 4 & 5)



Driven by weakened domestic demand, the overall price level fell 4 percent from the previous month. Lower prices for taro, ta'amu, coconut and breadfruit contributed to the decline in the price index. When compared with January 2020, the current overall price level was 18 percent lower.

## TARO

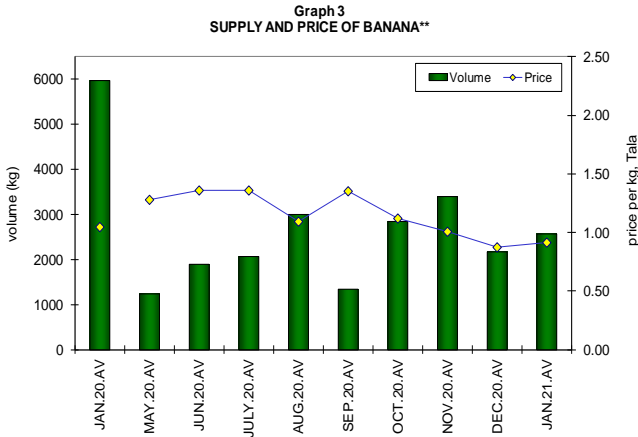
At 9,259 kilograms, the supply of taro to the market in January 2021 declined 26 percent from the previous month while weakened domestic demand pushed its average price down 10 percent (to \$1.71 per kilogram). When compared with December 2020, current supply of taro revealed no change while its average price dropped 34 percent. (See Graph 2 and Tables 1&2)



Despite the decline in supply of taro in the month under review, current supply contributed to a 13 percent rise in volume comparing the twelve months ending January 2021 over the twelve months ending January 2020. Price fell 3 percent.

## **BANANA**

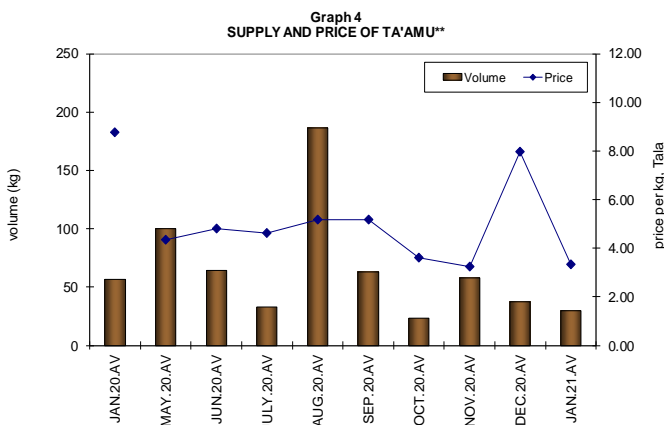
The volume of banana supplied to the Local Markets in January 2021 increased 19 percent (to 2,570 kilograms) from December 2020; a level that was 57 percent lower than the same month last year. The average price of banana rose 5 percent (to \$0.92 per kilogram) due to strong domestic demand. When compared with the same month last year current price was 13 percent lower. (See Graph 3 and Tables 1&2)



When comparing the twelve months ending January 2021 over twelve months ending January 2020, banana supplies were 30 percent lower while its average price slipped 1 percent.

## **TA'AMU**

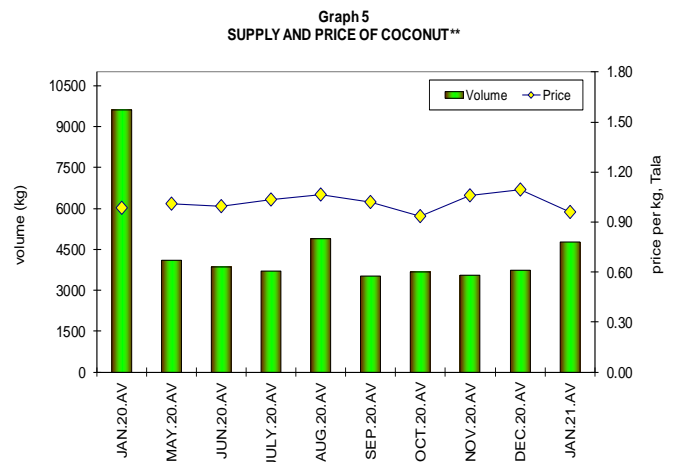
Ta'amu supplies in January 2021 declined 20 percent (to 30 kilograms) from the previous month while weakened domestic demand pushed its average price down 58 percent (to \$3.35 per kilogram). In comparison with January 2020, current supply of ta'amu was 47 percent lower while its average price was also 62 percent lower. (See Graph 4 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to an 81 percent decrease in ta'amu volume when comparing the twelve months ending January 2021 over twelve months ending January 2020 while decreased demand pushed its average price down 19 percent.

## **COCONUT**

In the month under review, the supply of coconut increased 28 percent (to 4,768 kilograms) from the previous month, while increased availability pushed its average price down 12 percent (to \$0.96 per kilogram). When compared with January 2020 current supply of coconut was 50 percent lower while its average price fell 2 percent over the year. (See Graph 5 and Tables 1&2)



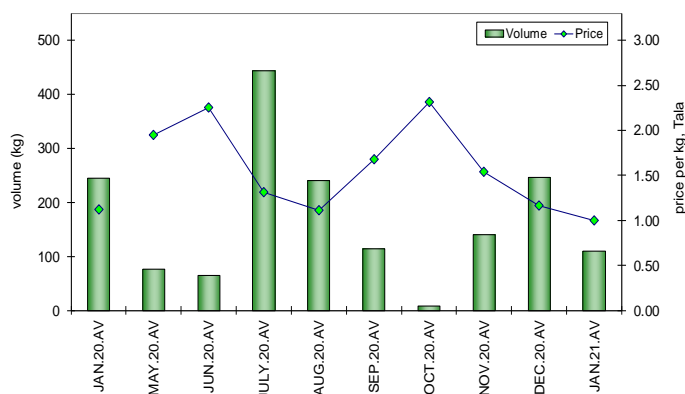
The volume of coconut recorded in the month under review contributed to a 37 percent decrease in supplies when comparing the twelve months ending January 2021 over the twelve months ending January 2020 while its average price also fell 1 percent.

## **BREADFRUIT**

At an average of 110 kilograms, breadfruit supply in January 2021 decreased 55 percent from the previous month. Weakened demand for breadfruit pushed its average price down 14 percent (to \$1.00 per kilogram). When compared with January 2020 current supply of breadfruit was 55 percent lower while its average price was 11 percent lower. (See Graph 6 and Tables 1& 2)

## VEGETABLE PRODUCE

Graph 6  
SUPPLY AND PRICE OF BREADFRUIT\*\*

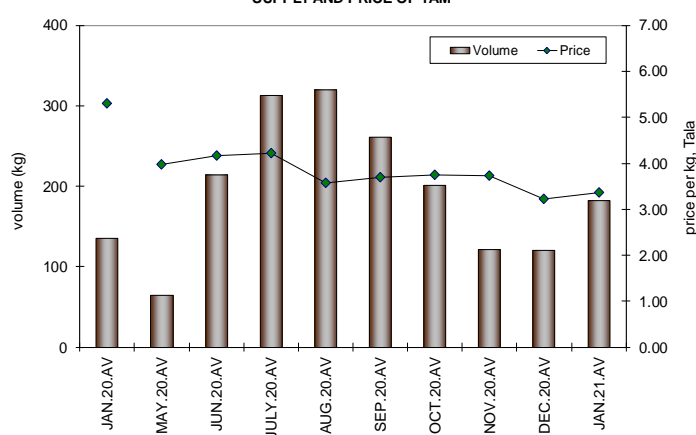


Current supply of breadfruit contributed to a 35 percent decrease in volume when comparing the twelve months ending January 2021 over the twelve months ending January 2020 while its average price increased 3 percent.

## YAM

The supply of yam in the month under review increased 52 percent (to 182 kilograms) from the previous month while strong domestic demand pushed its average price up 5 percent (to \$3.37 per kilogram). When compared with the same month last year, current supply of yam was 35 percent higher while weakened demand over the year pushed its average price down 36 percent. (See Graph 7 and Tables 1 & 2)

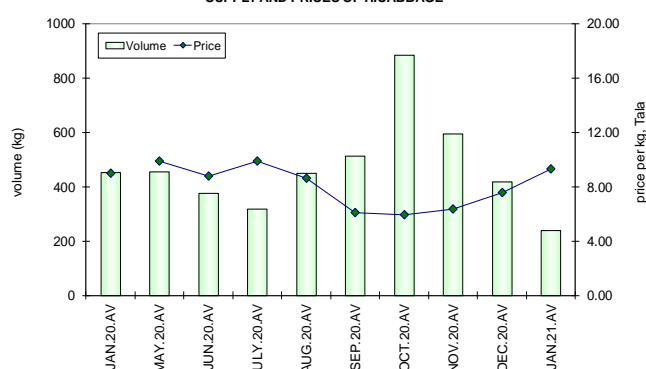
Graph 7  
SUPPLY AND PRICE OF YAM\*\*



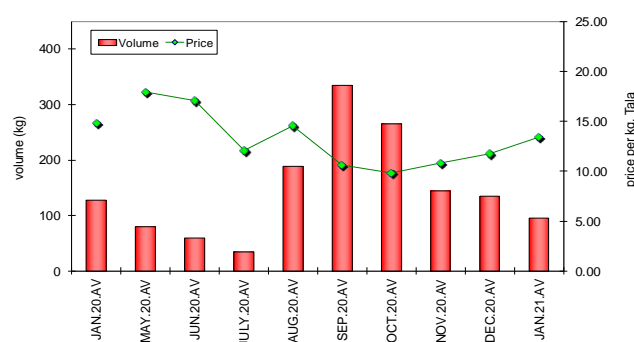
Current supply of yam in the month under review contributed to a 11 percent decline in volume in the twelve months ending January 2021 over the twelve months ending January 2020, while its average price fell 18 percent.

Wet weather conditions in January 2021 negatively affected the supply of vegetable produce to the Local Markets recording significantly losses to the supply of all vegetable with the exception of Chinese cabbage supplies recording a moderate increase of 162 percent (to 80 kilograms) from the previous month. Pumpkin supplies fell 47 percent (to 5,020 kilograms) while head cabbage volume fell 43 percent (to 238 kilogram). Supplies of tomato declined 30 percent (to 95 kilograms) from December 2020 while supplies of cucumber fell 6 percent (to 532 kilograms) when compared to the previous month. (See Graphs 8 to 12 and Tables 1 & 2)

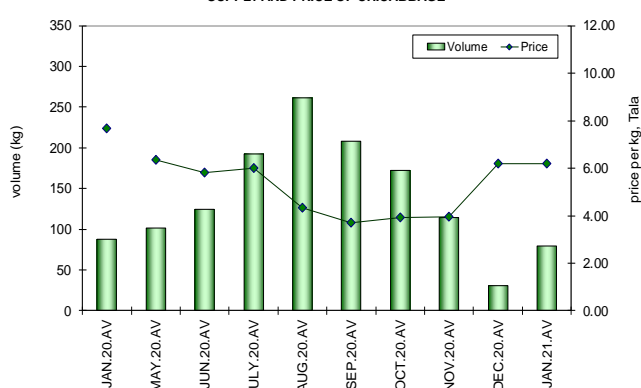
Graph 8  
SUPPLY AND PRICES OF H.CABBAGE\*\*



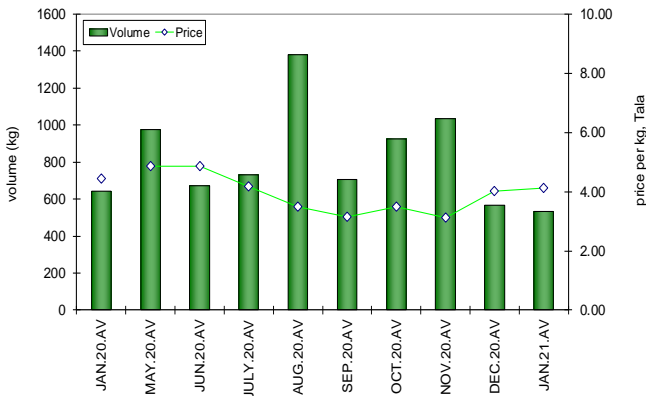
Graph 9  
SUPPLY AND PRICE OF TOMATOES\*\*



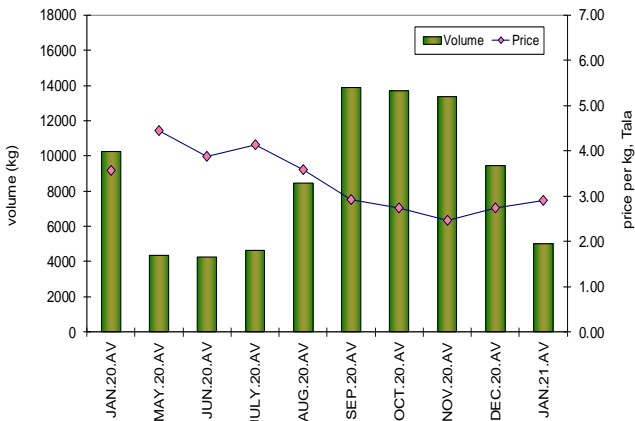
Graph 10  
SUPPLY AND PRICE OF CH.CABBAGE\*\*



Graph 11  
SUPPLY AND PRICE OF CUCUMBER\*\*



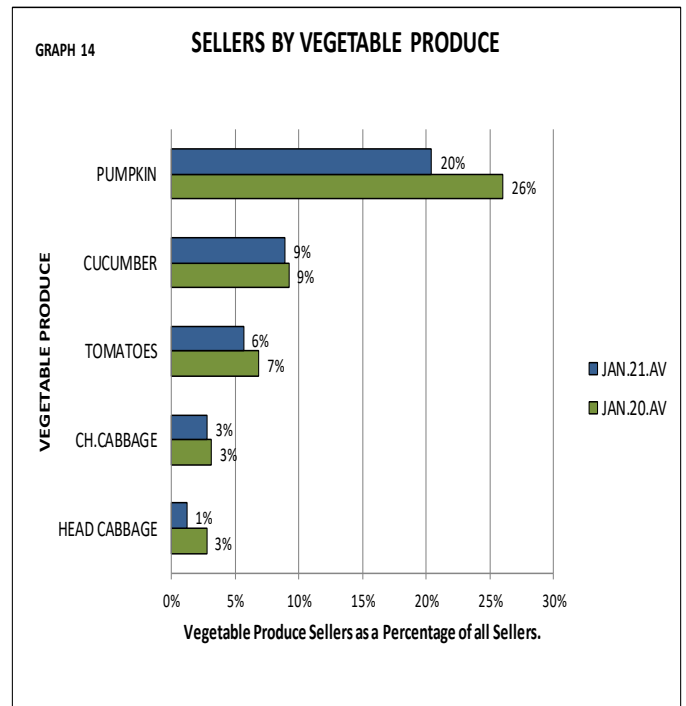
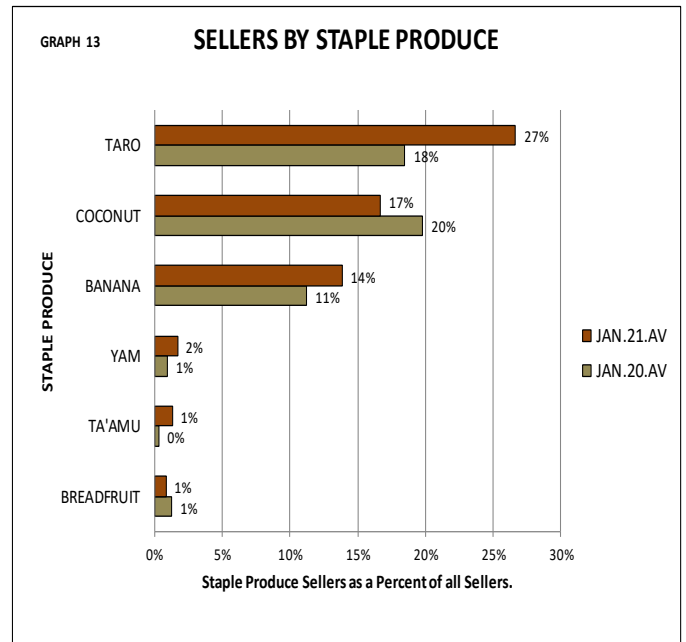
Graph 12  
SUPPLY AND PRICE OF PUMPKIN\*\*



Subsequent to the limited availability of most vegetable produce supplied to the Local Markets in the month under review, average prices for all vegetable increased with the exception of Chinese cabbage prices remaining unchanged at \$6.19 per kilogram. Head cabbage prices registered the largest increase of 23 percent (to \$9.33 per kilogram) while tomato prices grew 14 percent (to \$13.42 per kilogram) from the previous month, followed by pumpkin prices edging up 6 percent (to \$2.91 per kilogram) while average prices for cucumber rose 2 percent (to \$4.11 per kilogram).

## SELLERS

At 266, the number of sellers at the Local Markets on the days surveyed in January 2021 increased 14 percent from the previous month and was 14 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 13 and 14 and Table 6).



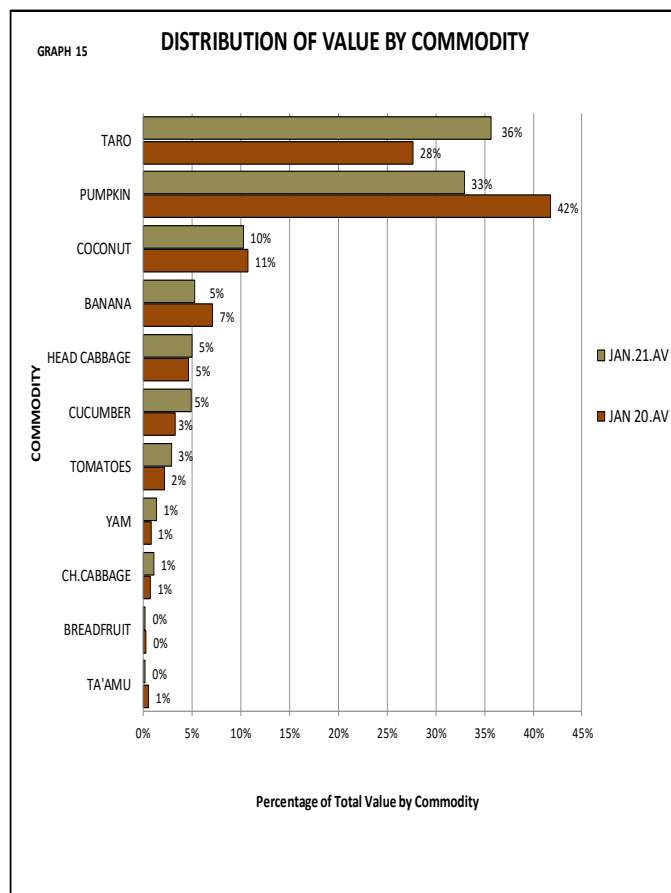
In January 2021, taro sellers at 71 were the largest group at the local markets remaining unchanged from the previous month but were higher than 57 in the same month last year. Pumpkin sellers followed recording a decreasing total of 54 from 57 in the previous month and 81 in the same month a year ago while coconut sellers increased to 44 from 29 in the previous month but were lower than 61 a year ago. Banana sellers recorded an increasing total of 37 from 27 in the previous month and 35 in the same month a year ago, while total sellers of cucumber increased to 24 from 14 in December

2020 but were lower than 29 in January 2020. Sellers of tomato remained at a total of 15 from the previous month but were lower than 21 a year ago, while sellers of Chinese cabbage recorded an increasing total of 8 from 4 in December 2020 but were lower than 10 in the same month last year. Yam sellers recorded an increasing total of 5 from 3 in the last month and the same month a year ago, followed by sellers of ta'amu recording an increasing total of 4 from 1 in the previous month and the same month last year. Total sellers of head cabbage recorded a decreasing total of 3 from 5 in the previous month and 9 in the same month a year ago, while breadfruit sellers recorded a decreasing total of 2 from 6 in the previous month and 4 in the same month a year ago.

### VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$44,300 in January 2021 decreased 30 percent from the previous month and was 49 percent lower when compared with January 2020.

Taro supplies contributed the most to the total value of produce surveyed with a share of 36 percent in January 2021; a level that was lower than 37 percent in the previous month but were higher than 28 percent in the same month a year ago. Pumpkin supplies followed with a 33 percent contribution to total value decreasing from 41 percent in the previous month and 42 percent in the same month a year ago. Supplies of coconut contributed 10 percent to total value increasing from 6 percent in the previous month and 4 percent in the same month a year ago. Supplies of coconut contributed 10 percent to total value increased from 6 percent last month but were lower than 11 percent in the same month a year ago. Shares of banana, head cabbage and cucumber all accounted for 5 percent each of total value with banana shares increasing from 3 percent in December 2020 but were lower than 7 percent when compared with January 2020, followed by head cabbage supplies showing no change from the previous month and the same month last year, while supplies of cucumber increased from 4 percent last month and 3 percent in the same month a year ago. Supplies of tomato contributed 3 percent to total value increasing from 2 percent last month and the same month a year ago. Yam and Chinese cabbage both 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**

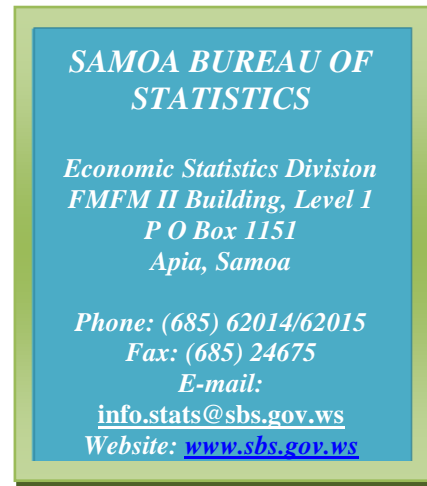
The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at **Fugalei, Taufusi, Vaitele, Afega, Saleimoa, Fasitoo Uta, Savaia, and Salelologa** every month. Prices for selected produce are taken from the Consumer Price Index.

\*\* 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 February 2021 will be available on 19<sup>th</sup> March 2021.**



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

## SUMMARY OF MARKET SURVEY

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

PRODUCE	2014 AVE	JAN.20.AV	MAY.20.AV	JUN.20.AV	JULY.20.AV	AUG.20.AV	SEP.20.AV	OCT.20.AV	NOV.20.AV	DEC.20.AV	JAN.21.AV	Jan-21	
												% chng from prev mnth	%chng from JAN 20
TARO	7521	9294	6148	6361	4431	4653	5775	7473	7506	12545	9259	-26	0
BANANA	2642	5964	1243	1901	2072	3000	1351	2853	3397	2168	2570	19	-57
TA'AMU	816	57	100	65	33	187	63	23	58	37	30	-20	-47
COCONUT	7993	9611	4109	3843	3696	4894	3515	3677	3539	3728	4768	28	-50
BREADFRUIT	186	245	76	65	444	240	115	8	140	247	110	-55	-55
YAM	129	135	65	214	313	320	261	202	122	120	182	52	35
HEAD CABBAGE	811	452	456	376	319	449	514	886	594	418	238	-43	-47
TOMATOES	256	128	80	60	35	189	335	265	145	135	95	-30	-26
CH.CABBAGE	129	88	102	124	192	261	208	173	115	30	80	162	-9
CUCUMBER	542	643	976	671	729	1381	705	923	1032	566	532	-6	-17
PUMPKIN	6217	10263	4370	4246	4618	8475	13906	13717	13350	9459	5020	-47	-51

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

PRODUCE	2014 AVE	JAN.20.AV	MAY.20.AV	JUN.20.AV	JULY.20.AV	AUG.20.AV	SEP.20.AV	OCT.20.AV	NOV.20.AV	DEC.20.AV	JAN.21.AV	% chng from	
												prev mnth	JAN 20
TARO	1.48	2.60	2.52	2.99	2.97	3.06	2.85	2.69	2.22	1.89	1.71	-10	-34
BANANA	0.76	1.05	1.28	1.36	1.36	1.09	1.36	1.12	1.01	0.87	0.92	5	-13
TA'AMU	2.78	8.78	4.34	4.82	4.64	5.17	5.18	3.62	3.25	7.96	3.35	-58	-62
COCONUT	0.62	0.98	1.01	0.99	1.04	1.06	1.02	0.93	1.06	1.09	0.96	-12	-2
BREADFRUIT	0.94	1.12	1.94	2.25	1.31	1.11	1.68	2.31	1.54	1.17	1.00	-14	-11
YAM	3.16	5.30	3.97	4.17	4.22	3.58	3.70	3.75	3.73	3.22	3.37	5	-36
HEAD CABBAGE	5.40	9.02	9.90	8.80	9.89	8.63	6.11	5.92	6.38	7.56	9.33	23	3
TOMATOES	9.55	14.82	17.92	17.08	12.08	14.57	10.63	9.82	10.81	11.74	13.42	14	-9
CH.CABBAGE	4.38	7.67	6.35	5.80	5.99	4.32	3.69	3.92	3.96	6.19	6.19	0	-19
CUCUMBER	2.99	4.45	4.85	4.85	4.18	3.48	3.15	3.48	3.13	4.01	4.11	2	-8
PUMPKIN	2.61	3.56	4.44	3.88	4.13	3.58	2.92	2.74	2.46	2.73	2.91	6	-18

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

PRODUCE	Total value 2014	JAN.20.AV	MAY.20.AV	JUN.20.AV	JULY.20.AV	AUG.20.AV	SEP.20.AV	OCT.20.AV	NOV.20.AV	DEC.20.AV	JAN.21.AV	% chng from	
												prev mnth	JAN 20
TARO	126.6	24.2	15.5	19.0	13.2	14.2	16.5	20.1	16.7	23.7	15.8	-33	-35
BANANA	25.1	6.2	1.6	2.6	2.8	3.3	1.8	3.2	3.4	1.9	2.4	24	-62
TA'AMU	25.6	0.5	0.4	0.3	0.2	1.0	0.3	0.1	0.2	0.3	0.1	-67	-80
COCONUT	59.3	9.4	4.2	3.8	3.8	5.2	3.6	3.4	3.8	4.1	4.6	12	-52
BREADFRUIT	1.8	0.3	0.2	0.2	0.6	0.3	0.2	0.0	0.2	0.3	0.1	-62	-61
YAM	4.7	0.7	0.3	0.9	1.3	1.1	1.0	0.8	0.5	0.4	0.6	56	-15
HEAD CABBAGE	44.6	4.1	4.5	3.3	3.2	3.9	3.1	5.2	3.8	3.2	2.2	-30	-46
TOMATOES	21.5	1.9	1.4	1.0	0.4	2.8	3.6	2.6	1.6	1.6	1.3	-19	-33
CH.CABBAGE	5.9	0.7	0.7	0.7	1.2	1.1	0.8	0.7	0.5	0.2	0.5	158	-27
CUCUMBER	18.4	2.9	4.7	3.3	3.1	4.8	2.2	3.2	3.2	2.3	2.2	-4	-23
PUMPKIN	178.3	36.5	19.4	16.5	19.1	30.3	40.6	37.6	32.8	25.9	14.6	-44	-60
	511.8	87.4	52.8	51.6	48.7	68.0	73.7	76.9	66.6	63.7	44.3	-30	-49

\*on the days surveyed  
@ new weights and base

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

PRODUCE	2014 Weights	JAN.20.AV	MAY.20.AV	JUN.20.AV	JULY.20.AV	AUG.20.AV	SEP.20.AV	OCT.20.AV	NOV.20.AV	DEC.20.AV	JAN.21.AV	% chng from prev mnth	%chng from JAN 20
TARO	0.25	124	82	85	59	62	77	99	100	167	123	-26	0
BANANA	0.05	226	47	72	78	114	51	108	129	82	97	19	-57
TA'AMU	0.05	7	12	8	4	23	8	3	7	5	4	-20	-47
COCONUT	0.12	120	51	48	46	61	44	46	44	47	60	28	-50
BREADFRUIT	0.004	132	41	35	239	129	62	4	75	133	59	-55	-55
YAM	0.01	105	50	166	243	248	202	156	94	93	141	52	35
HEAD CABBAGE	0.09	56	56	46	39	55	63	109	73	52	29	-43	-47
TOMATOES	0.04	50	31	23	14	74	131	104	56	53	37	-30	-26
CH.CABBAGE	0.01	68	79	96	149	203	161	134	89	24	62	162	-9
CUCUMBER	0.04	119	180	124	135	255	130	170	190	104	98	-6	-17
PUMPKIN	0.35	165	70	68	74	136	224	221	215	152	81	-47	-51
	1.00	127	68	66	63	99	125	135	129	116	80	-31	-37

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

PRODUCE	2014 Weights	JAN.20.AV	MAY.20.AV	JUN.20.AV	JULY.20.AV	AUG.20.AV	SEP.20.AV	OCT.20.AV	NOV.20.AV	DEC.20.AV	JAN.21.AV	% chng from prev mnth	%chng from JAN 20
TARO	0.25	176	170	202	201	206	193	182	150	128	115	-10	-34
BANANA	0.05	138	168	179	179	144	178	148	132	115	120	5	-13
TA'AMU	0.05	316	156	173	167	186	186	130	117	286	120	-58	-62
COCONUT	0.12	158	163	160	167	171	164	150	171	176	155	-12	-2
BREADFRUIT	0.004	120	207	240	140	118	179	246	163	124	106	-14	-11
YAM	0.01	168	126	132	134	113	117	119	118	102	107	5	-36
HEAD CABBAGE	0.09	167	183	163	183	160	113	110	118	140	173	23	3
TOMATOES	0.04	155	188	179	127	153	111	103	113	123	141	14	-9
CH.CABBAGE	0.01	175	145	132	137	99	84	89	90	141	141	0	-19
CUCUMBER	0.04	149	162	162	140	116	105	116	105	134	137	2	-8
PUMPKIN	0.35	136	170	149	158	137	112	105	94	105	111	6	-18
	1.00	119	128	119	121	111	97	89	86	102	98	-4	-18

**Table 6: Number of Sellers**

PRODUCE	2014 AVE	JAN.20.AV	MAY.20.AV	JUN.20.AV	JULY.20.AV	AUG.20.AV	SEP.20.AV	OCT.20.AV	NOV.20.AV	DEC.20.AV	JAN.21.AV	% chng from prev mnth	%chng from JAN 20
TARO	46	57	51	39	35	33	46	55	65	71	71	0	24
BANANA	27	35	19	24	32	34	20	34	45	27	37	36	6
TA'AMU	7	1	2	1	2	4	1	1	1	1	4	367	250
COCONUT	57	61	38	41	37	41	33	34	33	29	44	53	-28
BREADFRUIT	4	4	2	2	8	5	2	0	3	6	2	-64	-44
YAM	5	3	3	5	7	8	7	6	4	3	5	64	50
HEAD CABBAGE	12	9	8	6	9	8	7	11	7	5	3	-32	-62
TOMATOES	39	21	13	11	8	24	33	31	21	15	15	-2	-29
CH.CABBAGE	13	10	13	16	22	26	20	15	13	4	8	76	-23
CUCUMBER	42	29	34	26	40	44	24	38	41	14	24	67	-17
PUMPKIN	83	81	49	51	57	81	91	86	81	57	54	-5	-33
	337	310	230	221	256	306	282	311	312	232	266	14	-14

\*on the days surveyed

@ new weights and base