



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

# LOCAL MARKET SURVEY JULY 2022

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:

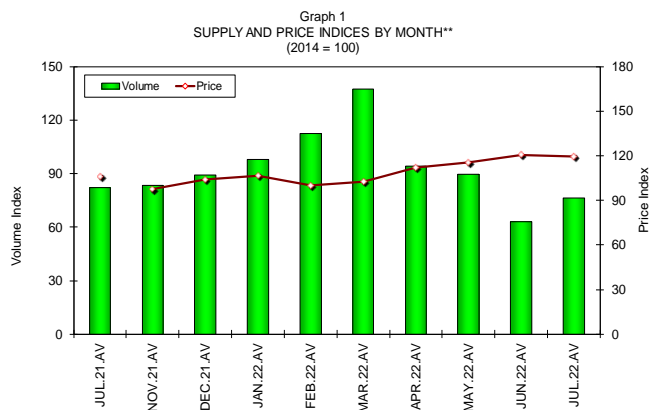
The Local Market Survey in July 2022 showed that the overall volume increased by 21 percent while increased supply led to the 2 percent decline in average prices when compared to June 2022.

- Increased in the supply of most of the agricultural produce supplied to the Local Markets strongly contributed to the rise in the volume index.
- The value of supplies rose 25 percent to \$61,100 from the previous month.
- The total number of sellers increased 2 percent to 218 from the 214 in June 2022.

Issue: 01/07/22

## OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in July 2022 showed an overall increase of 21 percent in volume from June 2022. This reflects the significant increases in volume of most of the agricultural produce supplied to the markets with the exception of yam. When compared to July 2021, current supply declined by 7 percent. (See Graph 1 and Tables 4 & 5)

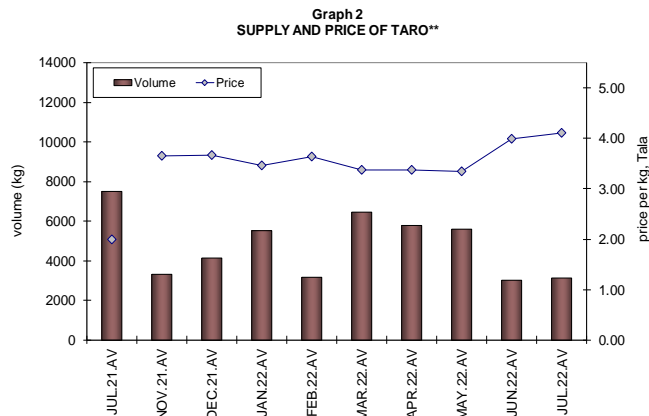


The overall increase in the supply of most agricultural produce led to the 2 percent decline in the price level from the previous month. This was mainly influenced by the decline in the majority of agricultural such as ta'amu, breadfruit, cabbages, tomatoes and cucumber.

When compared with July 2021, the current overall price level increased by 11 percent.

## TARO

The volume of taro supply in July 2022 increased 3 percent (to 3,136 kilograms) from June 2022; but fell 58 percent compared to the same month last year. The average price of taro increased 3 percent (to \$4.11 per kilogram) from the previous month due to the increase in demand. When compared with July 2021, price for taro has more than doubled. (See Graph 2 and Tables 1&2)



Taro supply dropped 51 percent in the twelve-month period ending July 2022 in comparison to the twelve-month period ending July 2021. Price rose by 61 percent.

## BANANA

The supply of banana to the local markets in July 2022 increased 44 percent (to 2,080 kilograms) from June 2022 while its average price slightly increased by 1 percent (to \$1.45 per kilogram). When compared with the same month last year, current supply of banana was 15 percent higher. Its average price also went up by 29 percent. (See Graph 3 and Tables 1&2).

Graph 3  
SUPPLY AND PRICE OF BANANA\*\*

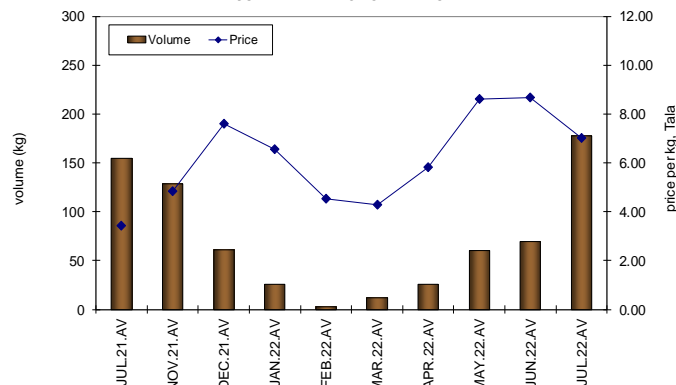


Annually, banana supplies were 14 percent lower compared to the year ended July 2021. Its average price increased 27 percent.

## TA'AMU

At an average of 178 kilograms, ta'amu supply in July 2022 has more than doubled its supply in the previous month. As a result, its average price fell 19 percent (to \$7.00 per kilogram). In comparison with July 2021, current supply of ta'amu rose 15 percent while its average price has more than doubled. (See Graph 4 and Tables 1&2)

Graph 4  
SUPPLY AND PRICE OF TA'AMU\*\*

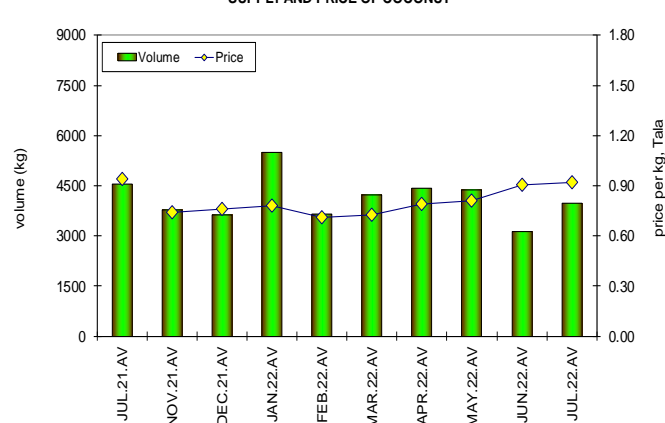


Volume of ta'amu supplied to the markets in the year ending July 2022 decreased 8 percent. Price increased by 34 percent in comparison to the year ending July 2021.

## COCONUT

Coconut supplies at 3,964 kilograms increased 27 percent from June 2022 with its average price up 2 percent (to \$0.92 per kilogram). In comparison to July 2021, current supply of coconut and its average price fell 13 percent and 2 percent respectively. (See Graph 5 and Tables 1&2)

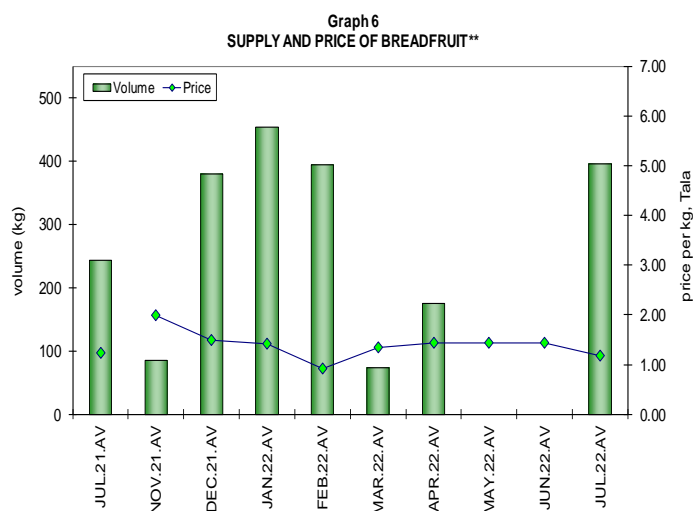
Graph 5  
SUPPLY AND PRICE OF COCONUT\*\*



In the twelve months ending July 2022, supply of coconut fell 6 percent. Its average price dropped 16 percent when compared to the twelve months ending July 2021.

## BREADFRUIT

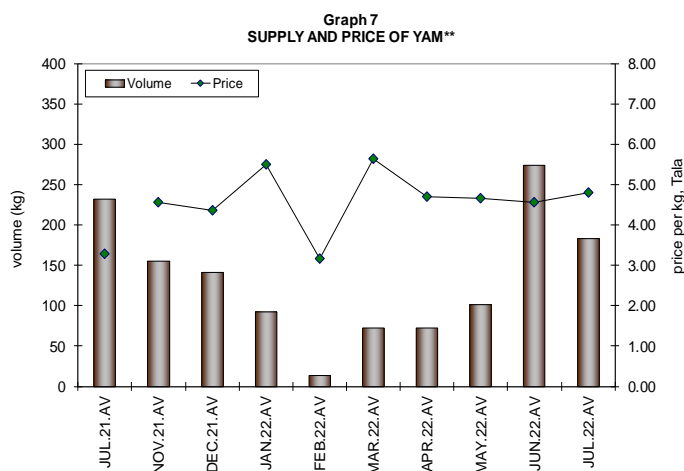
Following two consecutive months of no or low supply, breadfruit has once again flooded the markets in the month under review almost reaching its level in February 2022. Its average price fell 18 percent from June 2022. When compared to July 2021, current supply of breadfruit increased 62 percent while its average price dropped by 5 percent. (See Graph 6 and Tables 1 & 2)



Annually, supply of breadfruit rose 37 percent over the year ended July 2021; average price also rose 2 percent.

## YAM

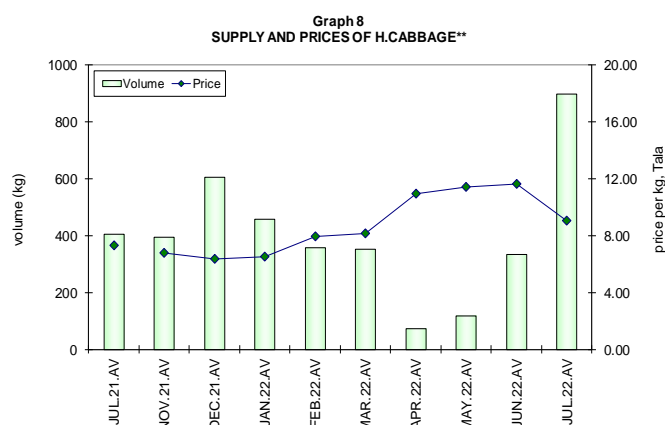
Yam supplies at 184 kilograms decreased by 33 percent compared to the previous month while limited supply pushed its average price up by 6 percent (to \$4.81 per kilogram). When compared with the same month last year, current supply of yam dropped by 21 percent while its average price increased by 46 percent. (See Graph 7 and Tables 1 & 2)



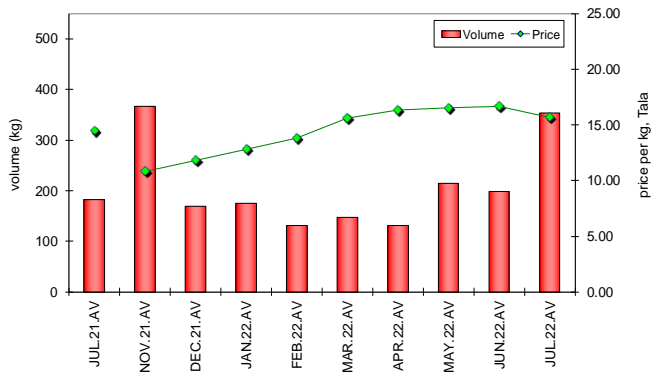
Supply of yam in the twelve months ending July 2022 decreased 32 percent from the twelve months ending July 2021, while its average price rose 20 percent.

## VEGETABLE PRODUCE

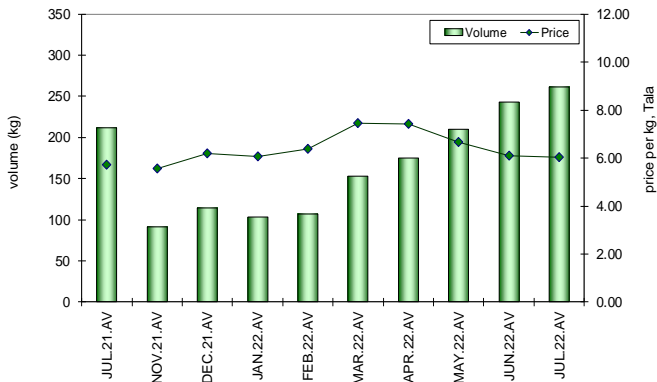
Vegetable produce supplied to the local markets in July 2022 experienced significant increases for all types of vegetables. Head cabbage registered the largest increase in the period, rising from the 335 kilograms in June 2022 to 898 kilograms, followed by tomato increasing 78 percent (to 353 kilograms). Cucumber increased 11 percent (to 1,279 kilograms) as well as Chinese cabbage which increased 7 percent (to 261 kilograms) while pumpkin slightly went up when compared to the previous month. (See Graphs 8 to 12 and Tables 1 & 2)



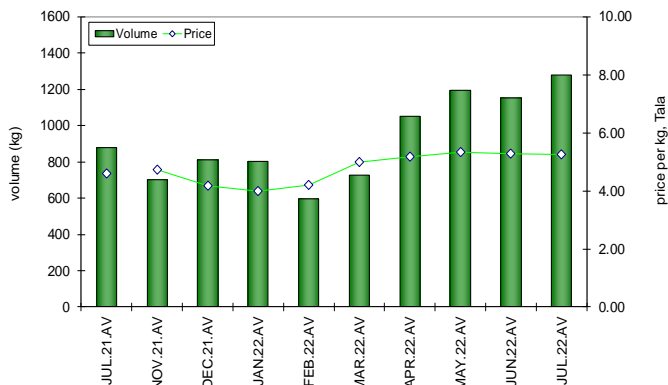
Graph 9  
SUPPLY AND PRICE OF TOMATOES\*\*



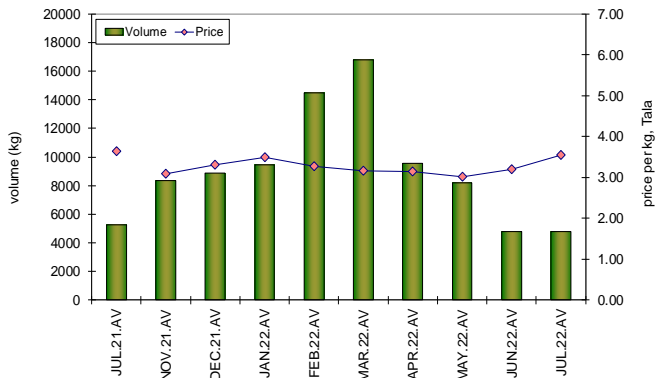
Graph 10  
SUPPLY AND PRICE OF CH.CABBAGE\*\*



Graph 11  
SUPPLY AND PRICE OF CUCUMBER\*\*



Graph 12  
SUPPLY AND PRICE OF PUMPKIN\*\*

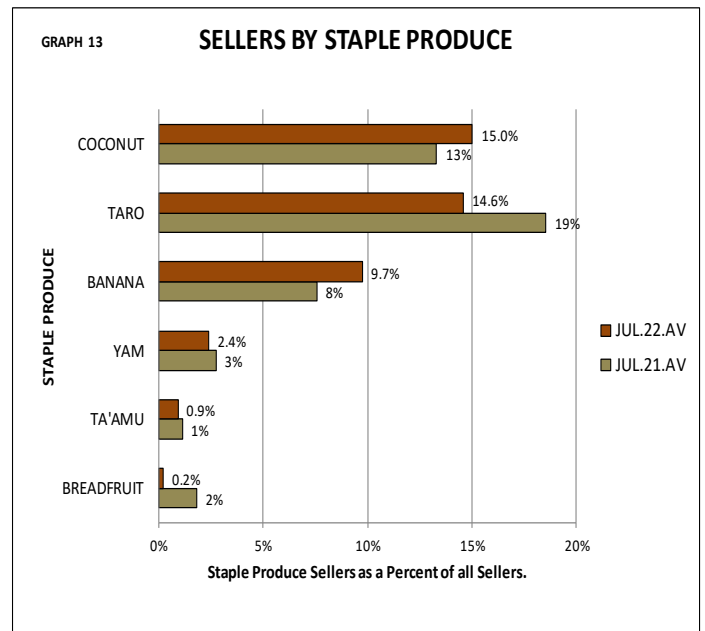


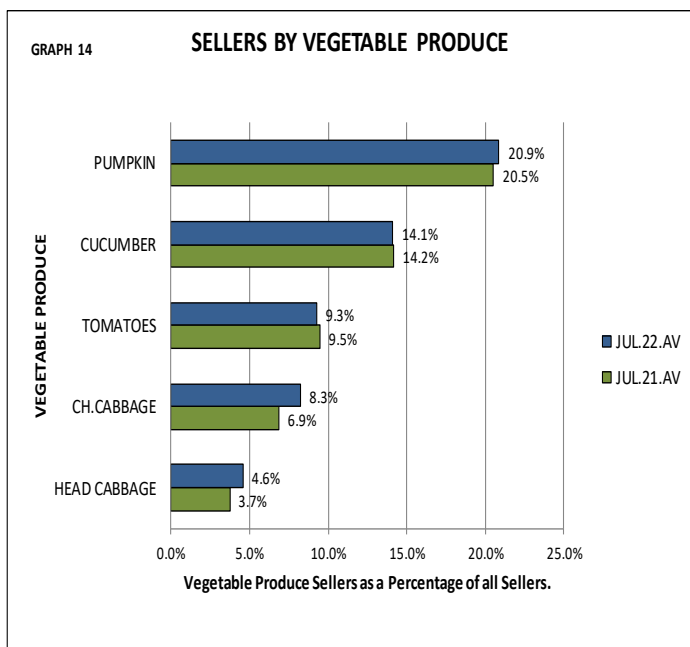
Subsequent to the increase in the supply of all vegetable produce available at the local markets, average prices in the month under review decreased for most of these produce with the exception of pumpkin prices which increased by 11 percent (to \$3.55 per kilogram).

Average prices for head cabbage fell 22 percent (to \$9.05 per kilogram). Tomato average prices decreased 6 percent (to \$15.70 per kilogram). Average prices for Chinese cabbage and cucumber both went down by 1 percent each (to \$6.04 per kilogram) and (to \$5.24 per kilogram) respectively when compared to June 2022.

## SELLERS

At 218, the number of sellers at the Local Markets on the days surveyed in July 2022 increased 2 percent from the previous month. It declined by 17 percent when compared with the number of sellers in the same month a year ago. (See Graphs 13 and 14 and Table 6).





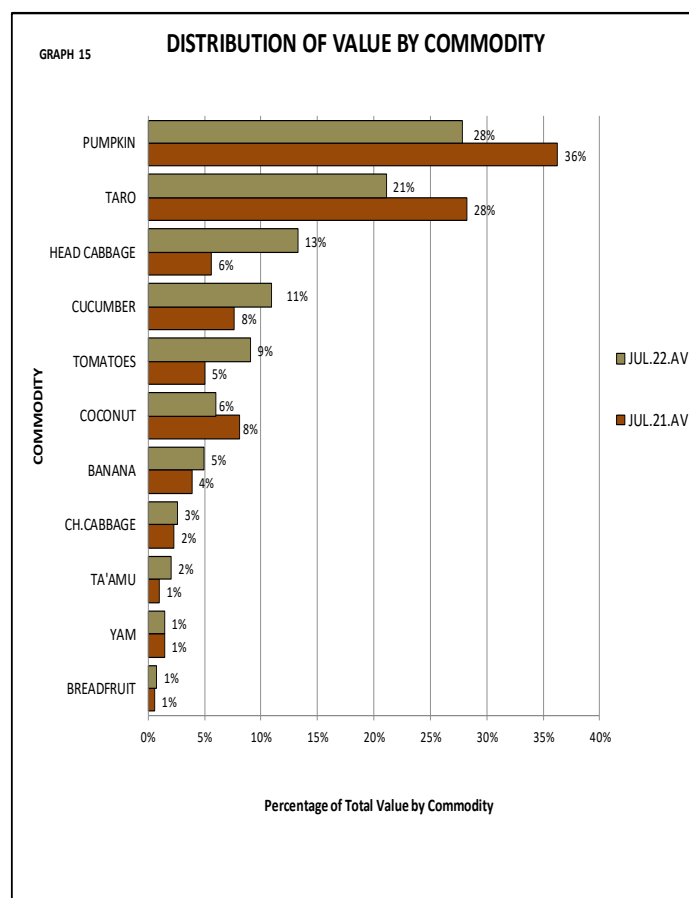
In July 2022, pumpkin sellers at 46 were the largest group at the local markets, decreasing from 49 in the previous month and 54 in the same month last year. Coconut sellers followed with a total of 33, decreased from the 34 last month and the 35 in the same month a year ago. Taro sellers recorded a total of 32, remained unchanged from the previous month but were lower than the 48 in the same month a year ago. Sellers of cucumber recorded a total of 31, increasing from the 29 in June 2022 but were lower than the 37 in July 2021. Sellers of banana recorded a total of 21 from the 20 in the previous month and the same month a year ago.

Tomato sellers recorded an average of 20, increasing from the 19 in the previous month but were lower than the 25 in July 2021. Chinese cabbage sellers remained at 18 from June 2022 and July 2021. Sellers of head cabbage recorded a total of 10, increasing from 8 in the previous month and remained unchanged when compared with the same month year ago.

Sellers of yam recorded a total of 5, decreasing from 6 in the previous month and 7 in the same month a year ago. Ta’amu sellers recorded an average of 2, rising from the 1 in the previous month but were lower than 3 in the same month last year. Breadfruit recorded only one seller increasing from the previous month but were lower than the 5 in July 2021.

## VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets in July 2022 stood at \$61,100, increasing 25 percent and 16 percent from the previous month and July 2021 respectively



Pumpkin supplies contributed the most to the total value of produce supplied to the markets with a share of 28 percent in July 2022; a level that was 31 percent and 36 percent lower than its shares in June 2022 and July 2021 respectively. Taro supplies followed with a 21 percent of the total value, decreasing from 25 percent in the previous month and 28 percent in the same month a year ago.

Head cabbage contributed 13 percent to total value, increasing from the 8 percent in June 2022 and 6 percent in July 2021. Cucumber contributed 11 percent to total value, decreasing from the 12 percent in the previous month but were higher than the 8 percent in the same month last year. Supplies of tomato contributed 9 percent to total value, increasing from 7 percent in the previous month and 5 percent in the same month a year ago.

Coconut supplies remained at 6 percent from the previous month but were lower than the 8 percent in the same month last year.

Banana supplies contributed 5 percent to total value, increasing from 4 percent in the previous month and the same month last year. Chinese cabbage supplies accounted for 3 percent of the total value in July 2022 remained unchanged from June 2022 but were higher than the 2 percent in July 2021, while supplies of ta'amu contributed 2 percent increasing from 1 percent last month and the same month last year. Yam and breadfruit both accounted for 1 percent each of the total value with yam decreasing from 3 percent in the previous month and remained unchanged when compared with the same month a year ago while breadfruit increased from the previous month and remained at 1 in the same month last year. (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 August 2022 will be available on 20<sup>th</sup> September 2022.***

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## SUMMARY OF MARKET SURVEY

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

PRODUCE	2014 AVE	JUL.21.AV	NOV.21.AV	DEC.21.AV	JAN.22.AV	FEB.22.AV	MAR.22.AV	APR.22.AV	MAY.22.AV	JUN.22.AV	JUL.22.AV	Jul-22	
												% chng from prev mnth	%chng from JULY 21
TARO	7521	7496	3324	4153	5517	3168	6459	5771	5585	3030	3136	3	-58
BANANA	2642	1814	1438	1341	1609	2127	1500	1490	1877	1445	2080	44	15
TA'AMU	816	155	128	61	26	3	12	26	60	70	178	156	15
COCONUT	7993	4550	3775	3636	5500	3651	4218	4429	4364	3133	3964	27	-13
BREADFRUIT	186	244	85	380	453	395	73	175	0	0	396	0	62
YAM	129	232	155	142	92	14	72	72	101	275	184	-33	-21
HEAD CABBAGE	811	405	396	606	459	357	353	74	118	335	898	168	122
TOMATOES	256	183	367	170	176	131	147	131	214	198	353	78	93
CH.CABBAGE	129	211	91	115	103	107	153	175	210	243	261	7	24
CUCUMBER	542	879	700	813	801	598	727	1052	1193	1153	1279	11	45
PUMPKIN	6217	5247	8331	8882	9474	14488	16806	9580	8191	4789	4804	0	-8

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

PRODUCE	2014 AVE	JUL.21.AV	NOV.21.AV	DEC.21.AV	JAN.22.AV	FEB.22.AV	MAR.22.AV	APR.22.AV	MAY.22.AV	JUN.22.AV	JUL.22.AV	Jul-22	
												% chng from prev mnth	%chng from JULY 21
TARO	1.48	1.99	3.65	3.67	3.46	3.64	3.37	3.37	3.35	3.99	4.11	3	107
BANANA	0.76	1.12	1.38	1.28	1.40	1.24	1.38	1.53	1.41	1.43	1.45	1	29
TA'AMU	2.78	3.42	4.83	7.61	6.55	4.55	4.28	5.83	8.62	8.69	7.00	-19	105
COCONUT	0.62	0.94	0.74	0.76	0.78	0.71	0.72	0.79	0.81	0.90	0.92	2	-2
BREADFRUIT	0.94	1.23	2.00	1.49	1.42	0.93	1.35	1.44	1.44	1.44	1.17	-18	-5
YAM	3.16	3.29	4.56	4.37	5.50	3.16	5.65	4.70	4.66	4.56	4.81	6	46
HEAD CABBAGE	5.40	7.31	6.80	6.36	6.54	7.95	8.13	10.92	11.40	11.64	9.05	-22	24
TOMATOES	9.55	14.46	10.84	11.84	12.84	13.79	15.62	16.37	16.54	16.64	15.70	-6	9
CH.CABBAGE	4.38	5.72	5.56	6.20	6.07	6.38	7.44	7.41	6.68	6.09	6.04	-1	6
CUCUMBER	2.99	4.58	4.72	4.17	4.00	4.19	4.99	5.16	5.34	5.28	5.24	-1	14
PUMPKIN	2.61	3.65	3.10	3.30	3.49	3.27	3.16	3.15	3.01	3.20	3.55	11	-3

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

PRODUCE	Total value 2014	JUL.21.AV	NOV.21.AV	DEC.21.AV	JAN.22.AV	FEB.22.AV	MAR.22.AV	APR.22.AV	MAY.22.AV	JUN.22.AV	JUL.22.AV	Jul-22	
												% chng from prev mnth	%chng from JULY 21
TARO	126.6	14.9	12.1	15.3	19.1	11.5	21.8	19.4	18.7	12.1	12.9	7	-13
BANANA	25.1	2.0	2.0	1.7	2.3	2.7	2.1	2.3	2.7	2.1	3.0	46	48
TA'AMU	25.6	0.5	0.6	0.5	0.2	0.0	0.1	0.2	0.5	0.6	1.3	108	136
COCONUT	59.3	4.3	2.8	2.8	4.3	2.6	3.1	3.5	3.5	2.8	3.7	29	-14
BREADFRUIT	1.8	0.3	0.2	0.6	0.6	0.4	0.1	0.3	0.0	0.0	0.5	0	57
YAM	4.7	0.8	0.7	0.6	0.5	0.0	0.4	0.3	0.5	1.3	0.9	-30	16
HEAD CABBAGE	44.6	3.0	2.7	3.9	3.0	2.8	2.9	0.8	1.3	3.9	8.1	108	174
TOMATOES	21.5	2.6	4.0	2.0	2.3	1.8	2.3	2.1	3.5	3.3	5.5	68	110
CH.CABBAGE	5.9	1.2	0.5	0.7	0.6	0.7	1.1	1.3	1.4	1.5	1.6	7	31
CUCUMBER	18.4	4.0	3.3	3.4	3.2	2.5	3.6	5.4	6.4	6.1	6.7	10	66
PUMPKIN	178.3	19.1	25.8	29.4	33.1	47.5	53.2	30.2	24.6	15.3	17.0	11	-11
	511.8	52.8	54.7	60.7	69.1	72.5	90.6	65.8	63.2	48.9	61.1	25	16

\*on the days surveyed  
@ new weights and base



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

PRODUCE	2014 Weights	JUL.21.AV	NOV.21.AV	DEC.21.AV	JAN.22.AV	FEB.22.AV	MAR.22.AV	APR.22.AV	MAY.22.AV	JUN.22.AV	JUL.22.AV	% chng from prev mnth	%chng from JULY 21
TARO	0.25	100	44	55	73	42	86	77	74	40	42	4	-58
BANANA	0.05	69	54	51	61	81	57	56	71	55	79	44	15
TA'AMU	0.05	19	16	8	3	0	1	3	7	9	22	156	15
COCONUT	0.12	57	47	45	69	46	53	55	55	39	50	27	-13
BREADFRUIT	0.004	131	46	204	244	212	39	94	0	0	213	0	62
YAM	0.01	180	120	110	72	10	56	56	78	213	142	-33	-21
HEAD CABBAGE	0.09	50	49	75	57	44	44	9	15	41	111	168	121
TOMATOES	0.04	71	143	66	69	51	57	51	84	77	138	78	93
CH.CABBAGE	0.01	164	71	89	80	83	118	136	163	188	202	7	24
CUCUMBER	0.04	162	129	150	148	110	134	194	220	213	236	11	45
PUMPKIN	0.35	84	134	143	152	233	270	154	132	77	77	0	-8
	1.00	82	84	89	98	113	137	94	90	63	76	21	-7

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

PRODUCE	2014 Weights	JUL.21.AV	NOV.21.AV	DEC.21.AV	JAN.22.AV	FEB.22.AV	MAR.22.AV	APR.22.AV	MAY.22.AV	JUN.22.AV	JUL.22.AV	% chng from prev mnth	%chng from JULY 21
TARO	0.25	134	247	248	234	246	228	228	226	270	278	3	107
BANANA	0.05	148	182	168	184	164	182	201	186	188	191	1	29
TA'AMU	0.05	123	174	274	236	164	154	210	310	313	252	-19	105
COCONUT	0.12	152	120	122	126	115	117	128	131	146	149	2	-2
BREADFRUIT	0.004	131	212	158	151	99	144	154	153	153	125	-18	-5
YAM	0.01	104	144	138	174	100	179	149	147	144	152	5	46
HEAD CABBAGE	0.09	135	126	118	121	147	150	202	211	215	168	-22	24
TOMATOES	0.04	151	113	124	135	144	164	171	173	174	164	-6	9
CH.CABBAGE	0.01	131	127	142	138	146	170	169	152	139	138	-1	6
CUCUMBER	0.04	153	158	140	134	140	167	173	178	177	175	-1	14
PUMPKIN	0.35	140	119	127	134	125	121	121	115	123	136	11	-3
	1.00	106	98	104	107	100	102	112	116	120	118	-2	11

**Table 6: Number of Sellers**

PRODUCE	2014 AVE	JUL.21.AV	NOV.21.AV	DEC.21.AV	JAN.22.AV	FEB.22.AV	MAR.22.AV	APR.22.AV	MAY.22.AV	JUN.22.AV	JUL.22.AV	% chng from prev mnth	%chng from JULY 21
TARO	46	48	31	41	42	33	50	44	40	32	32	-1	-34
BANANA	27	20	18	22	22	30	18	23	22	20	21	9	7
TA'AMU	7	3	2	1	1	0	1	1	2	1	2	60	-33
COCONUT	57	35	36	37	40	41	41	40	42	34	33	-2	-6
BREADFRUIT	4	5	2	6	7	6	2	3	0	0	1	0	-90
YAM	5	7	3	3	2	1	1	1	3	6	5	-16	-27
HEAD CABBAGE	12	10	10	13	12	8	5	3	2	8	10	21	2
TOMATOES	39	25	33	24	27	19	18	19	21	19	20	9	-18
CH.CABBAGE	13	18	9	10	10	9	13	17	19	18	18	1	0
CUCUMBER	42	37	29	37	36	25	31	31	30	29	31	8	-17
PUMPKIN	83	54	58	54	69	77	78	68	58	49	46	-7	-15
	337	261	230	246	266	248	258	248	238	214	218	2	-17

\*on the days surveyed

@ new weights and base