



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

# LOCAL MARKET SURVEY MARCH 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:

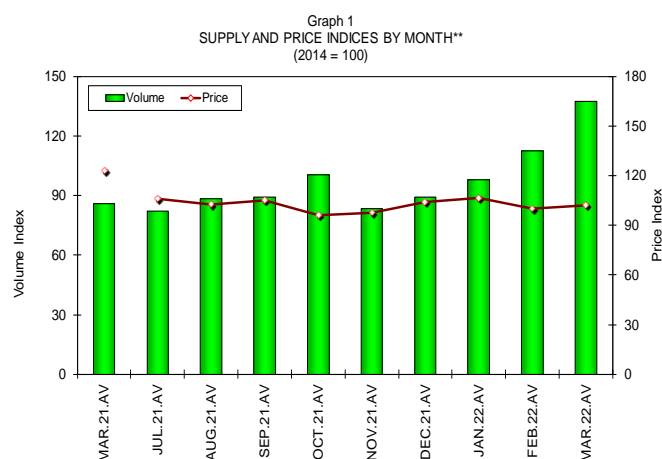
The Local Market Survey in March 2022 showed that overall volume increased by 22 percent while strong domestic demand pushed average prices up by 2 percent when compared to February 2022.

- Increase domestic demand for most agriculture produce contributed to the rise in the volume index.
- The value of supplies increased 25 percent to \$90,600 from the previous month.
- The total number of sellers increased 4 percent to 258 from the 248 in February 2022.

Issue: 01/03/22

## OVERVIEW

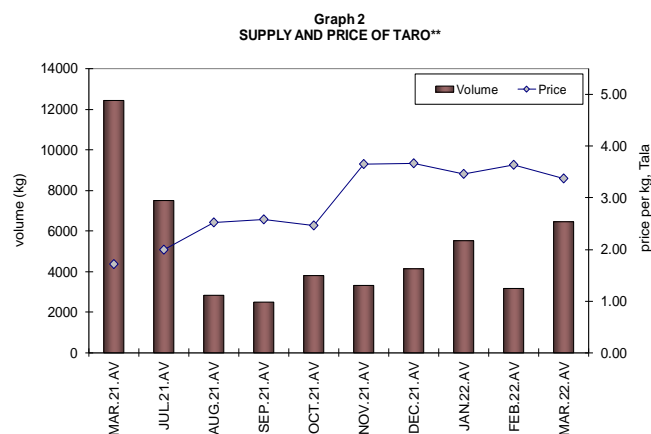
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in March 2022 showed a 22 percent increase in the overall volume from February 2022. This was due to the significant increases for most of agriculture produce supplied to the markets in March 2022. When compared to March 2021, current supply was 60 percent higher. (See Graph 1 and Tables 4 & 5)



The overall price index rose 2 percent from the previous month due to strong domestic demand for most of agricultural produce. When compared with March 2021, the current overall price level was 17 percent lower.

## TARO

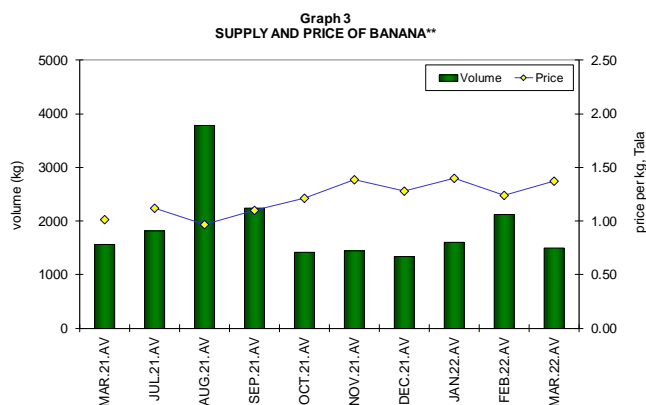
At 6,459 kilograms, the supply of taro was more than doubled from the previous month while increased availability led to the increase in its average price by 7 percent (to \$3.37 per kilogram). When compared with March 2021, the supply of taro was 48 percent lower while its average price was 96 percent higher. (See Graph 2 and Tables 1&2)



Taro supply dropped by 35 percent in the twelve month period ending March 2022 in comparison to the twelve month period ending March 2021. Price rose by 14 percent.

## BANANA

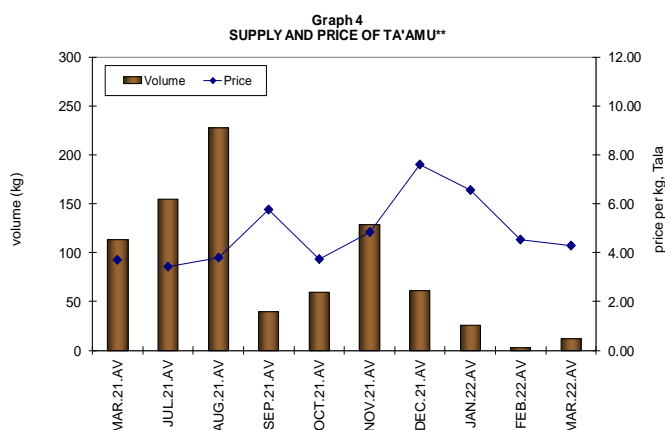
The supply of banana to the local markets in March 2022 fell 30 percent (to 1,500 kilograms) from February 2022 while a reduction in the supply to the Local Markets pushed its average price up 11 percent (to \$1.38 per kilogram). When compared with the same month last year, current supply of banana was 4 percent lower while its average price was 36 percent higher. (See Graph 3 and Tables 1&2).



Annually, banana supplies were 11 percent lower compared to the year ended March 2021. Its average price increased 4 percent.

## TA'AMU

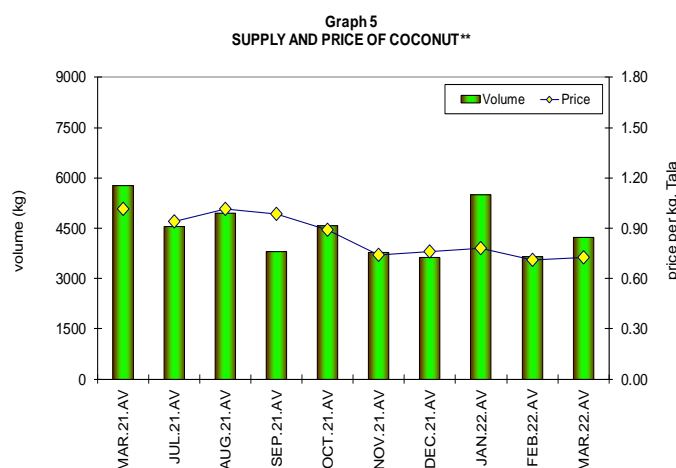
At an average of 12 kilograms, ta'amu supply in March 2022 increased four folds from the previous month. An abundance of ta'amu to the Local Markets led to the decline in its average price by 6 percent (to \$4.28 per kilogram). In comparison with March 2021, current supply of ta'amu was 90 percent lower while its average price went up by 16 percent. (See Graph 4 and Tables 1&2)



Volume of ta'amu supplied to the markets in the year ending March 2022 increased 35 percent while price declined by 4 percent in comparison to the year ending March 2021.

## COCONUT

Coconut supplies at 4,218 kilograms increased 16 percent from February 2022 while increased demand pushed its average price up 2 percent (to \$0.72 per kilogram). Current supply of coconut was 27 percent lower than its level in March 2021 while its average price fell 29 percent. (See Graph 5 and Tables 1&2)

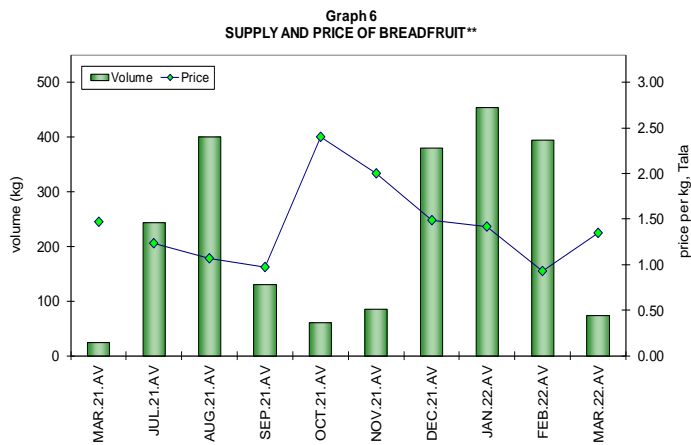


In the twelve months ending March 2022, supply of coconut was 3 percent higher while its average price fell 13 percent when compared to the twelve months ending March 2021.

## BREADFRUIT

The volume of breadfruit supplied to the Local Markets in March 2022 dropped 81 percent (to 73 kilograms) from February 2022, while limited availability led to the rise in average price by 46 percent (to \$1.35 per kilogram). When compared with March 2021, current breadfruit supply was more than doubled while its average price decreased by 8 percent. (See Graph 6 and Tables 1 & 2)

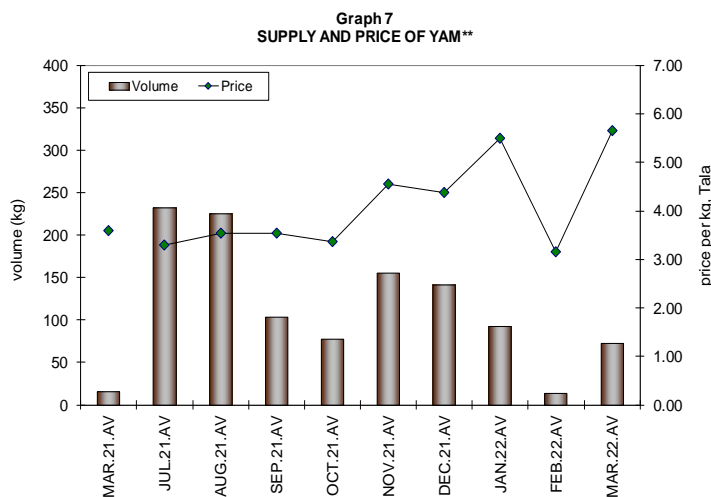
## VEGETABLE PRODUCE



Annually, supply of breadfruit rose 58 percent over the year ended March 2021, while its average price fell 13 percent.

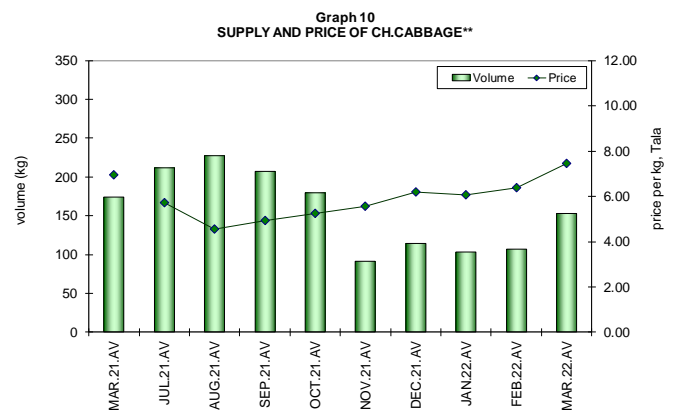
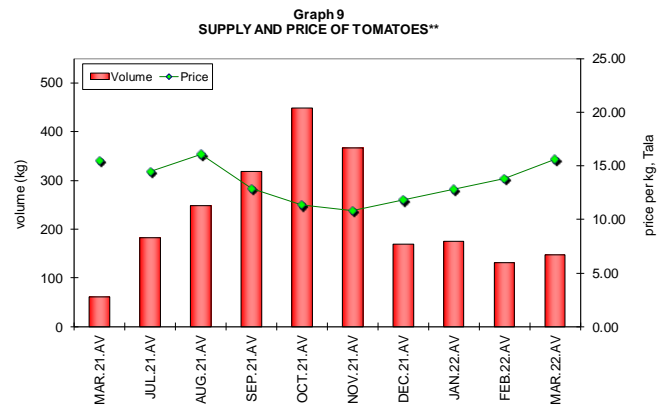
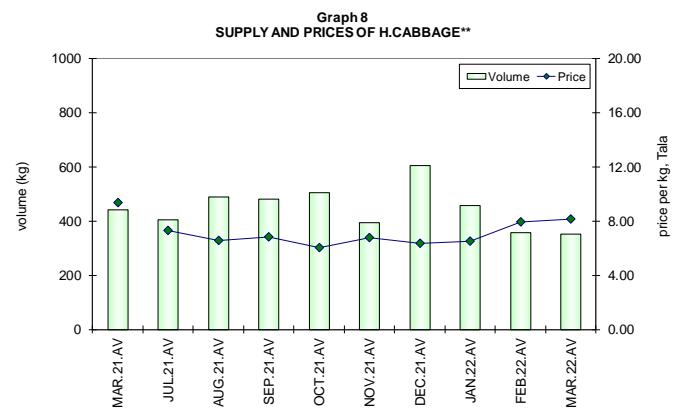
## YAM

Yam supplies at 72 kilograms were more than five times higher than the previous month while strong domestic demand pushed its average price up by 79 percent (to \$5.65 per kilogram). When compared with the same month last year, current supply of yam was more than four folds while increased demand led to the rise in its average price by 57 percent. (See Graph 7 and Tables 1 & 2)

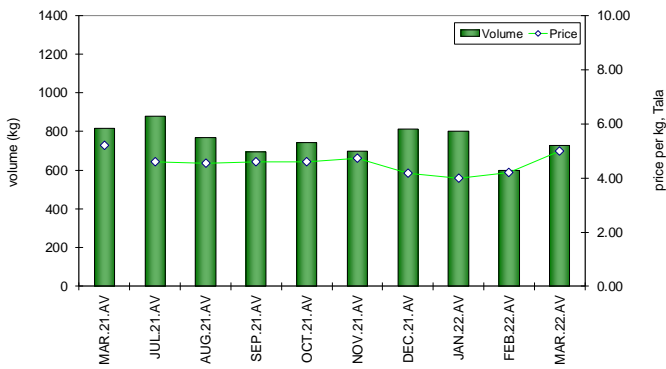


Supply of yam in the twelve months ending March 2022 decreased 22 percent over the twelve months ending March 2021, while its average price rose 6 percent.

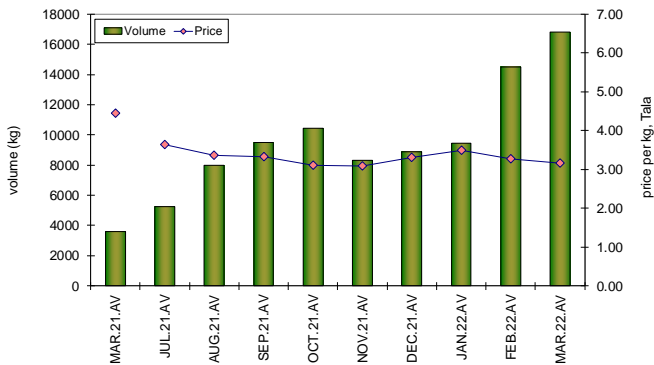
The supply of vegetable produce to the Local Markets in the month under review experienced significant increases for the majority of the produce with the exception of head cabbage which declined by 1 percent (to 353 kilograms) from the previous month. Chinese cabbage registered the largest increase of 42 percent (to 153 kilograms) followed by cucumber supplies increasing 22 percent (to 727 kilograms). Pumpkin and tomatoes supply rose 16 percent (to 16,806 kilograms) and 12 percent (to 147 kilograms) when compared to the previous month. (See Graphs 8 to 12 and Tables 1 & 2)



Graph 11  
SUPPLY AND PRICE OF CUCUMBER\*\*



Graph 12  
SUPPLY AND PRICE OF PUMPKIN\*\*



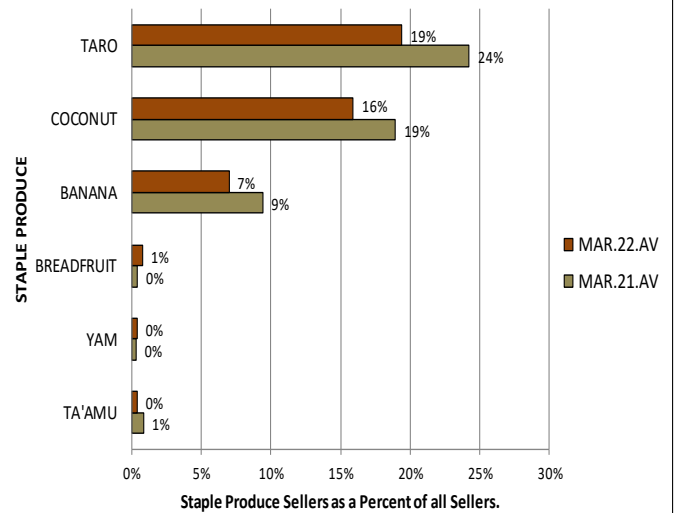
Subsequent to the increase in the supply of most vegetable produce supplied to the local markets, average prices in the month under review also increased due to strong domestic demand, with the exception of pumpkin recording a decrease of 3 percent (to \$3.16 per kilogram).

Average prices for cucumber rose 19 percent (to \$4.99 per kilogram) followed by Chinese cabbage prices increasing 17 percent (to \$7.44 per kilogram) and tomato prices increasing 13 percent (to \$15.62 per kilogram) from the previous month. Limited supply of head cabbage led to its average price increasing 2 percent (to \$8.13 per kilogram) when compared with February 2022.

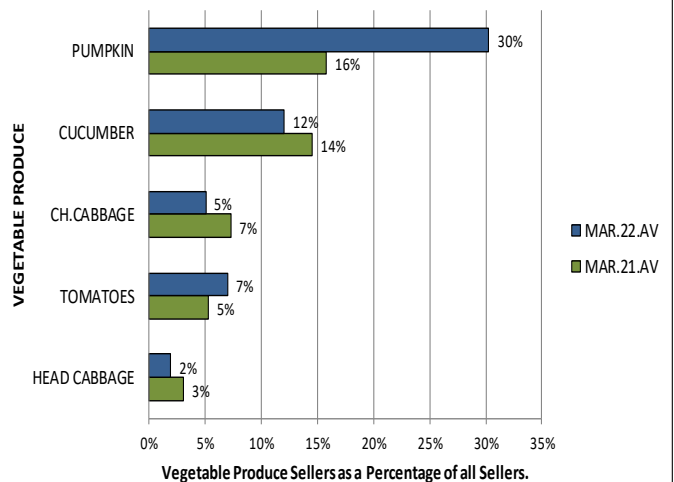
## SELLERS

At 258, the number of sellers at the Local Markets on the days surveyed in March 2022 increased 4 percent from the previous month and up 9 percent when compared with the number of sellers in the same month a year ago. (See Graphs 13 and 14 and Table 6).

GRAPH 13  
SELLERS BY STAPLE PRODUCE



GRAPH 14  
SELLERS BY VEGETABLE PRODUCE



In March 2022, pumpkin sellers at 78 were the largest group at the local markets increasing from 77 in the previous month and 37 in the same month last year. Taro sellers followed at 50 from 37 last month but were lower than the 57 in the same month a year ago. Coconut sellers remained at 41 from the previous month but were lower than 45 in the same month a year ago. Sellers of cucumber of 31 went up from the 25 in February 2022 but were lower than the 34 in March 2021. Banana and tomato sellers recorded an average of 18 each with banana sellers decreasing from 30 in the previous month and 22 in March 2021, while tomato sellers decreased from the 19 in

February 2022 but were higher than the 13 in March 2021. Sellers of Chinese cabbage recorded a total of 13, increased from 9 in the previous month but were lower than the 17 in the same month a year ago. Head cabbage sellers recorded a total of 5, slightly down from 8 in the previous month and 7 in the same month last year.

Breadfruit sellers recorded a total of 2 from the 6 in the previous month but were higher than the 1 in the same month a year ago. Ta’amu and yam both recorded 1 seller each with ta’amu sellers increasing from the previous month but were lower than the 2 in the same month a year ago while sellers of yam remained unchanged the previous month and the same month a year ago.

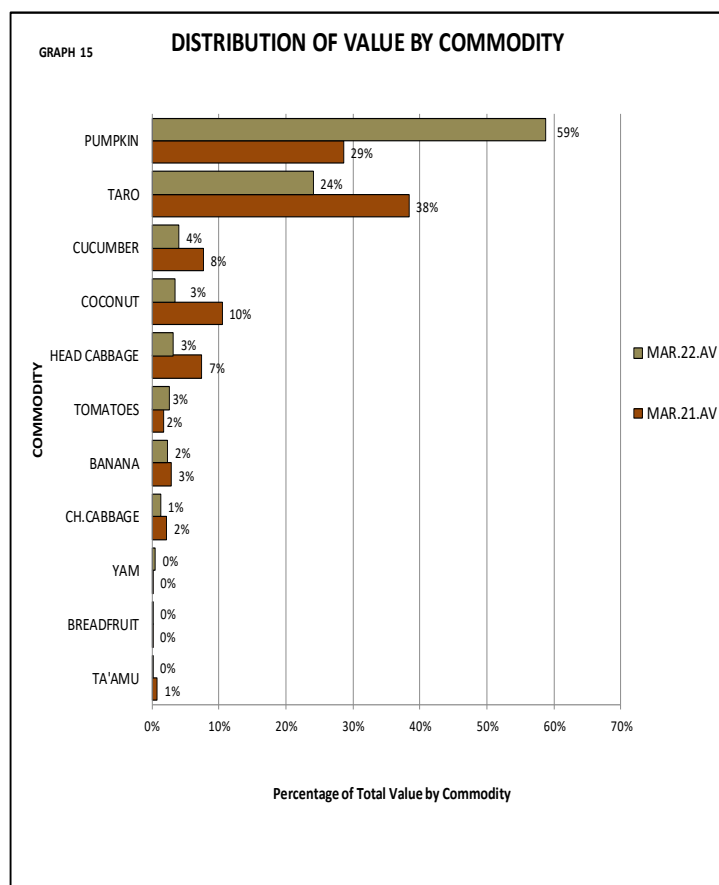
### VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets stood at \$90,600 in March 2022, increasing 25 percent from the previous month and further went up by 62 percent when compared with March 2021.

Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 59 percent in March 2022; a level that was lower than its share of 65 percent in February 2022 but higher than the 29 percent in March 2021. Taro supplies followed with a 24 percent of the total value, increasing from the 16 percent in the previous month but were lower than the 38 percent in the same month a year ago.

Cucumber contributed 4 percent to total value, increasing from the 3 percent in February 2022 but were lower than the 8 percent in the same month a year ago. Shares of coconut, head cabbage and tomato all contributed 3 percent each to total value with coconut supplies decreasing from 4 percent in the previous month and 10 percent in the same month a year ago, followed by head cabbage which also decreased from the 4 percent in February 2022 and 7 percent in March 2021, while tomato supplies decreased by 2 percent from the previous month and the same month last year.

Supplies of banana contributed 2 percent of total value decreasing from the 4 percent in the previous month and 3 percent in the same month last year. Supplies of Chinese cabbage contributed 1 percent to total value which remained unchanged from the previous month but were lower than 2 percent in the same month a year ago, while lower shares were recorded for yam, breadfruit and ta’amu in the month under review. (See Graph 15 & Table 3)



### **Technical Notes**

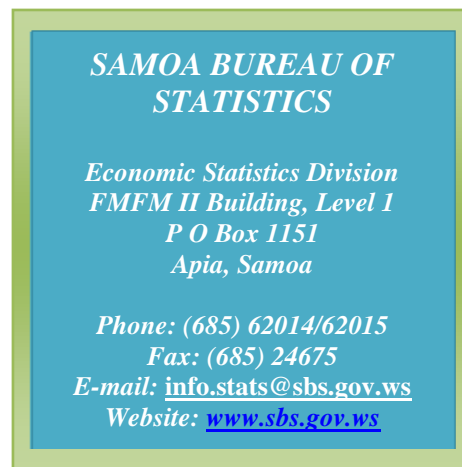
The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at **Fugalei, Taufusi, Vaitele, Lotopa, Ululoloa, Afega, Saleimoa, Savaia, Vaoala, Faatoia and Salelologa** every month. Prices for selected produce are taken from the Consumer Price Index.

*\*\* 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 April 2022 will be available on 20<sup>th</sup> May 2022.**



**Ta'ala Lilianetelani Hennemann-Leleimalefaga**  
**ACTING GOVERNMENT STATISTICIAN/(CEO)**

## SUMMARY OF MARKET SURVEY

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

PRODUCE	2014 AVE	MAR.21.AV	JUL.21.AV	AUG.21.AV	SEP.21.AV	OCT.21.AV	NOV.21.AV	DEC.21.AV	JAN.22.AV	FEB.22.AV	MAR.22.AV	Mar-22	
												% chng from prev mnth	%chng from MAR 21
TARO	7521	12434	7496	2820	2485	3793	3324	4153	5517	3168	6459	104	-48
BANANA	2642	1564	1814	3777	2246	1419	1438	1341	1609	2127	1500	-30	-4
TA'AMU	816	113	155	228	39	60	128	61	26	3	12	367	-90
COCONUT	7993	5763	4550	4960	3804	4567	3775	3636	5500	3651	4218	16	-27
BREADFRUIT	186	25	244	400	130	60	85	380	453	395	73	-81	193
YAM	129	16	232	225	104	77	155	142	92	14	72	433	357
HEAD CABBAGE	811	442	405	489	482	506	396	606	459	357	353	-1	-20
TOMATOES	256	60	183	248	319	449	367	170	176	131	147	12	143
CH.CABBAGE	129	174	211	228	207	180	91	115	103	107	153	42	-12
CUCUMBER	542	816	879	770	696	743	700	813	801	598	727	22	-11
PUMPKIN	6217	3581	5247	7981	9487	10441	8331	8882	9474	14488	16806	16	369

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

PRODUCE	2014 AVE	MAR.21.AV	JUL.21.AV	AUG.21.AV	SEP.21.AV	OCT.21.AV	NOV.21.AV	DEC.21.AV	JAN.22.AV	FEB.22.AV	MAR.22.AV	% chng from	
												prev mnth	MAR 21
TARO	1.48	1.72	1.99	2.51	2.58	2.47	3.65	3.67	3.46	3.64	3.37	-7	96
BANANA	0.76	1.02	1.12	0.97	1.10	1.21	1.38	1.28	1.40	1.24	1.38	11	36
TA'AMU	2.78	3.69	3.42	3.80	5.77	3.74	4.83	7.61	6.55	4.55	4.28	-6	16
COCONUT	0.62	1.01	0.94	1.01	0.99	0.89	0.74	0.76	0.78	0.71	0.72	2	-29
BREADFRUIT	0.94	1.47	1.23	1.07	0.98	2.40	2.00	1.49	1.42	0.93	1.35	46	-8
YAM	3.16	3.59	3.29	3.53	3.54	3.36	4.56	4.37	5.50	3.16	5.65	79	57
HEAD CABBAGE	5.40	9.37	7.31	6.56	6.84	6.06	6.80	6.36	6.54	7.95	8.13	2	-13
TOMATOES	9.55	15.47	14.46	16.06	12.90	11.37	10.84	11.84	12.84	13.79	15.62	13	1
CH.CABBAGE	4.38	6.94	5.72	4.54	4.92	5.25	5.56	6.20	6.07	6.38	7.44	17	7
CUCUMBER	2.99	5.21	4.58	4.54	4.59	4.58	4.72	4.17	4.00	4.19	4.99	19	-4
PUMPKIN	2.61	4.45	3.65	3.37	3.32	3.10	3.10	3.30	3.49	3.27	3.16	-3	-29

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

PRODUCE	Total value 2014	MAR.21.AV	JUL.21.AV	AUG.21.AV	SEP.21.AV	OCT.21.AV	NOV.21.AV	DEC.21.AV	JAN.22.AV	FEB.22.AV	MAR.22.AV	% chng from	
												prev mnth	MAR 21
TARO	126.6	21.4	14.9	7.1	6.4	9.4	12.1	15.3	19.1	11.5	21.8	89	2
BANANA	25.1	1.6	2.0	3.7	2.5	1.7	2.0	1.7	2.3	2.7	2.1	-22	30
TA'AMU	25.6	0.4	0.5	0.9	0.2	0.2	0.6	0.5	0.2	0.0	0.1	400	-88
COCONUT	59.3	5.8	4.3	5.0	3.8	4.1	2.8	2.8	4.3	2.6	3.1	17	-48
BREADFRUIT	1.8	0.0	0.3	0.4	0.1	0.1	0.2	0.6	0.6	0.4	0.1	-73	150
YAM	4.7	0.1	0.8	0.8	0.4	0.3	0.7	0.6	0.5	0.0	0.4	925	583
HEAD CABBAGE	44.6	4.1	3.0	3.2	3.3	3.1	2.7	3.9	3.0	2.8	2.9	1	-31
TOMATOES	21.5	0.9	2.6	4.0	4.1	5.1	4.0	2.0	2.3	1.8	2.3	27	147
CH.CABBAGE	5.9	1.2	1.2	1.0	1.0	0.9	0.5	0.7	0.6	0.7	1.1	65	-6
CUCUMBER	18.4	4.3	4.0	3.5	3.2	3.4	3.3	3.4	3.2	2.5	3.6	45	-15
PUMPKIN	178.3	15.9	19.1	26.9	31.5	32.4	25.8	29.4	33.1	47.5	53.2	12	234
	511.8	55.8	52.8	56.5	56.5	60.7	54.7	60.7	69.1	72.5	90.6	25	62

\*on the days surveyed  
@ new weights and base

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

PRODUCE	2014 Weights	MAR.21.AV	JUL.21.AV	AUG.21.AV	SEP.21.AV	OCT.21.AV	NOV.21.AV	DEC.21.AV	JAN.22.AV	FEB.22.AV	MAR.22.AV	% chng from prev mnth	%chng from MAR 21
TARO	0.25	165	100	38	33	50	44	55	73	42	86	104	-48
BANANA	0.05	59	69	143	85	54	54	51	61	81	57	-30	-4
TA'AMU	0.05	14	19	28	5	7	16	8	3	0	1	361	-90
COCONUT	0.12	72	57	62	48	57	47	45	69	46	53	16	-27
BREADFRUIT	0.004	13	131	215	70	32	46	204	244	212	39	-81	193
YAM	0.01	12	180	174	80	60	120	110	72	10	56	433	357
HEAD CABBAGE	0.09	55	50	60	59	62	49	75	57	44	44	-1	-20
TOMATOES	0.04	24	71	97	124	175	143	66	69	51	57	12	143
CH.CABBAGE	0.01	135	164	176	161	140	71	89	80	83	118	42	-12
CUCUMBER	0.04	151	162	142	129	137	129	150	148	110	134	22	-11
PUMPKIN	0.35	58	84	128	153	168	134	143	152	233	270	16	369
	1.00	86	82	88	89	101	84	89	98	113	137	22	60

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

PRODUCE	2014 Weights	MAR.21.AV	JUL.21.AV	AUG.21.AV	SEP.21.AV	OCT.21.AV	NOV.21.AV	DEC.21.AV	JAN.22.AV	FEB.22.AV	MAR.22.AV	% chng from prev mnth	%chng from MAR 21
TARO	0.25	116	134	170	174	167	247	248	234	246	228	-7	96
BANANA	0.05	134	148	127	144	160	182	168	184	164	182	11	36
TA'AMU	0.05	133	123	137	208	134	174	274	236	164	154	-6	16
COCONUT	0.12	164	152	163	159	144	120	122	126	115	117	2	-29
BREADFRUIT	0.004	156	131	114	104	255	212	158	151	99	144	46	-8
YAM	0.01	114	104	112	112	106	144	138	174	100	179	79	57
HEAD CABBAGE	0.09	174	135	121	127	112	126	118	121	147	150	2	-13
TOMATOES	0.04	162	151	168	135	119	113	124	135	144	164	13	1
CH.CABBAGE	0.01	158	131	104	112	120	127	142	138	146	170	17	7
CUCUMBER	0.04	174	153	152	154	153	158	140	134	140	167	19	-4
PUMPKIN	0.35	171	140	129	127	119	119	127	134	125	121	-3	-29
	1.00	123	106	103	105	96	98	104	107	100	102	2	-17

**Table 6: Number of Sellers**

PRODUCE	2014 AVE	MAR.21.AV	JUL.21.AV	AUG.21.AV	SEP.21.AV	OCT.21.AV	NOV.21.AV	DEC.21.AV	JAN.22.AV	FEB.22.AV	MAR.22.AV	% chng from prev mnth	%chng from MAR 21
TARO	46	57	48	29	31	30	31	41	42	33	50	52	-13
BANANA	27	22	20	33	27	18	18	22	22	30	18	-40	-19
TA'AMU	7	2	3	3	1	1	2	1	1	0	1	0	-50
COCONUT	57	45	35	38	36	37	36	37	40	41	41	0	-8
BREADFRUIT	4	1	5	8	3	1	2	6	7	6	2	-67	100
YAM	5	1	7	6	4	2	3	3	2	1	1	0	33
HEAD CABBAGE	12	7	10	13	13	11	10	13	12	8	5	-38	-31
TOMATOES	39	13	25	26	36	41	33	24	27	19	18	-5	44
CH.CABBAGE	13	17	18	22	18	16	9	10	10	9	13	44	-25
CUCUMBER	42	34	37	37	35	23	29	37	36	25	31	24	-9
PUMPKIN	83	37	54	66	68	70	58	54	69	77	78	1	109
	337	237	261	280	270	250	230	246	266	248	258	4	9

\*on the days surveyed

@ new weights and base