



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

# LOCAL MARKET SURVEY NOVEMBER 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:

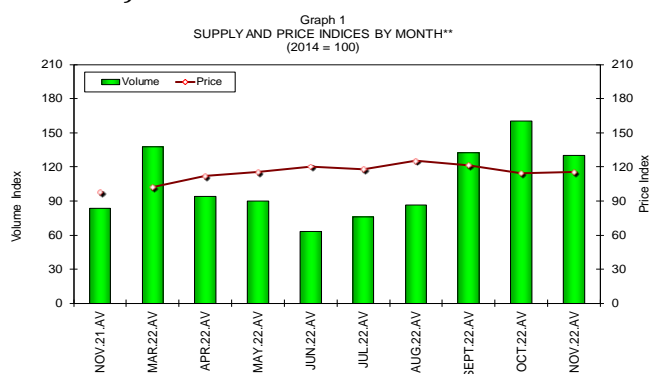
The Local Market Survey in November 2022 showed that the overall volume fell 19 percent while average prices surged 1 percent when compared to October 2022.

- A significant decrease in the supply of most of the agricultural produce strongly contributed to the decline in the volume index.
- The value of supplies decreased 19 percent to \$93,700 from the previous month.
- The total number of sellers decreased 10 percent to 291 in November 2022 from the 324 recorded in October 2022.

Issue: 01/11/22

## OVERVIEW

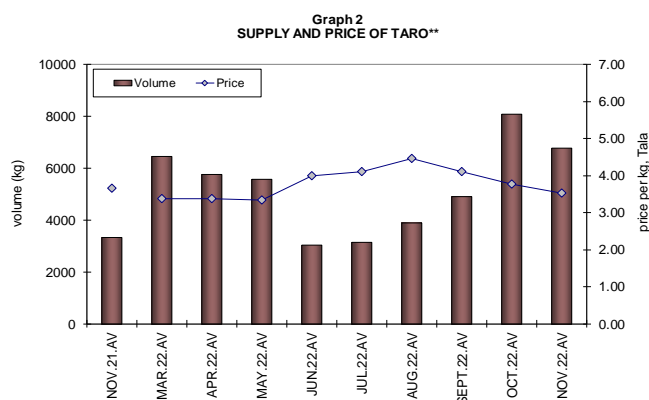
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in November 2022 showed a 19 percent decrease in the overall volume from October 2022. This decrease was due to the significant reductions of major agricultural produce supplied to the markets with the exception of banana and yam. When compared to November 2021, current supply increased by 56 percent. (See Graph 1 and Tables 4 & 5)



Limited supply of most agricultural produce prompted overall price level to rise 1 percent from the previous month. Higher prices were recorded for all vegetable produce with the exception of staple produce. When compared with November 2021, the current overall price level rose 18 percent.

## TARO

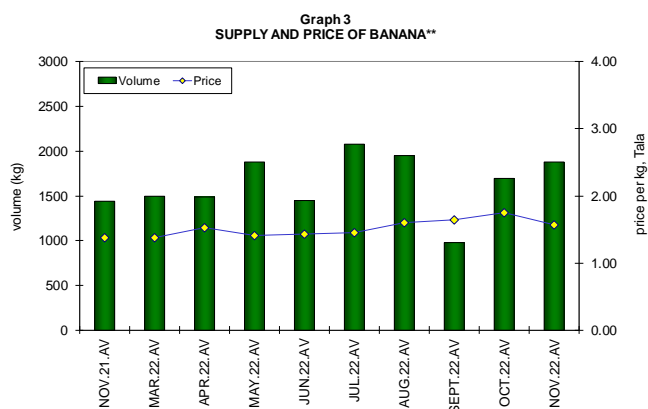
The supply of taro to the Local Markets in November 2022 fell 16 percent (to 6,784 kilograms) from the previous month but increased more than two times its supply in the same month last year. The average price of taro decreased 7 percent (to \$3.53 per kilogram). When compared with November 2021, current price of taro was 3 percent lower. (See Graph 2 and Tables 1&2)



Taro supply dropped 31 percent in the twelve-month period ending November 2022 in comparison to the twelve-month period ending November 2021. However, price rose by 77 percent.

## BANANA

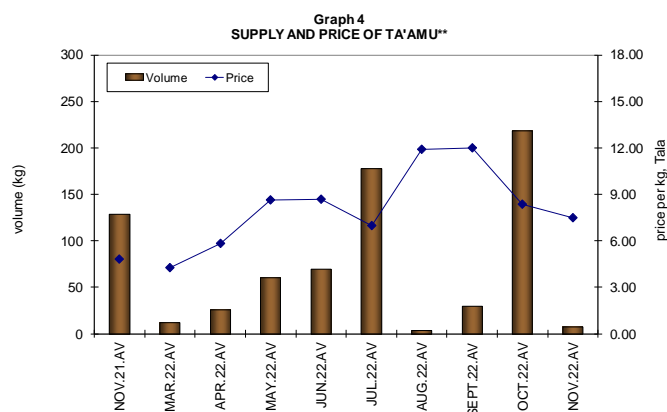
Banana supplies in the month under review increased 11 percent (to 1,879 kilograms) from October 2022 while increase supply led to the decline in its average price by 10 percent (to \$1.57 per kilogram). When compared with the same month last year, current supply and price of banana increased by 31 percent and 14 percent respectively. (See Graph 3 and Tables 1&2).



Annually, banana supplies were 18 percent lower compared to the year ended November 2021. Its average price increased 41 percent.

## TA'AMU

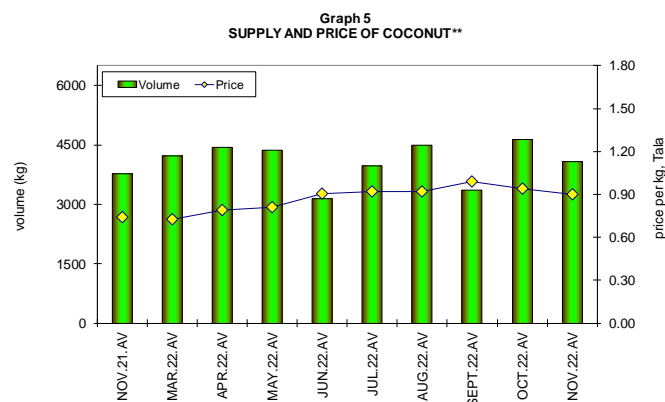
Ta'amu supply in November 2022 decreased by 97 percent (to 7 kilograms) from the previous month, its average price fell by 10 percent (to \$7.51 per kilogram). Current supply of ta'amu also decreased by 95 percent while average price increased 55 percent when compared to November 2021. (See Graph 4 and Tables 1&2)



In the year ending November 2022, volume of ta'amu supplied to the markets decreased 36 percent while its price increased by 72 percent in comparison to the year ending November 2021.

## COCONUT

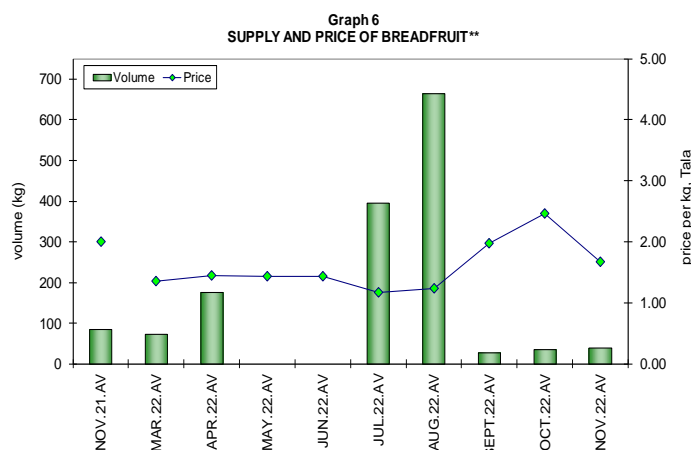
In the month under review, the supply of coconut declined by 12 percent (to 4,079 kilograms) from the previous month while low demand led to the decline in prices by 4 percent (to 0.90 per kilogram). In comparison to November 2021, current supply and average price of coconut increased by 8 and 21 percent respectively. (See Graph 5 and Tables 1&2)



In the twelve months ending November 2022, supply of coconut fell 9 percent. Its average price dropped 12 percent when compared to the twelve months ending November 2021.

## BREADFRUIT

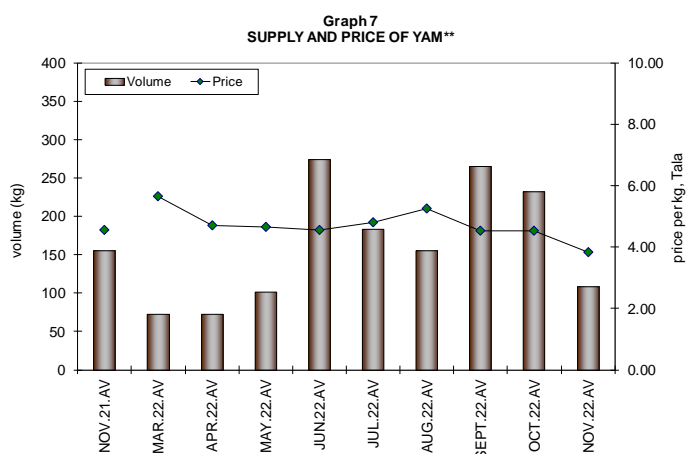
The volume of breadfruit supply in November 2022 increased 14 percent (to 40 kilograms) from the previous month while its average price went down 32 percent (to \$1.67 per kilogram). When compared to November 2021, current supply of breadfruit and its average price decreased 53 percent and 16 percent respectively. (See Graph 6 and Tables 1&2)



Annually, supply of breadfruit rose 30 percent over the year ended November 2022; average price also rose 9 percent.

## YAM

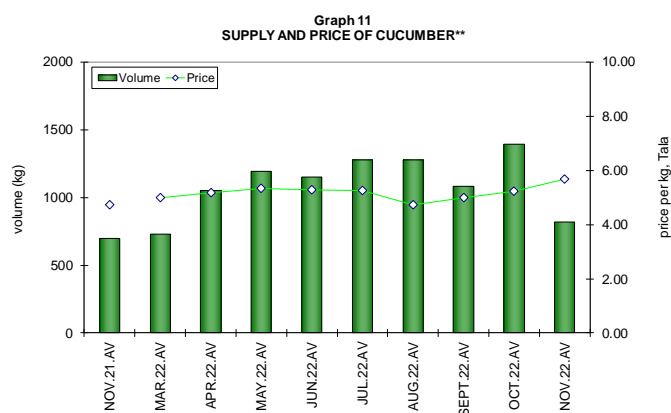
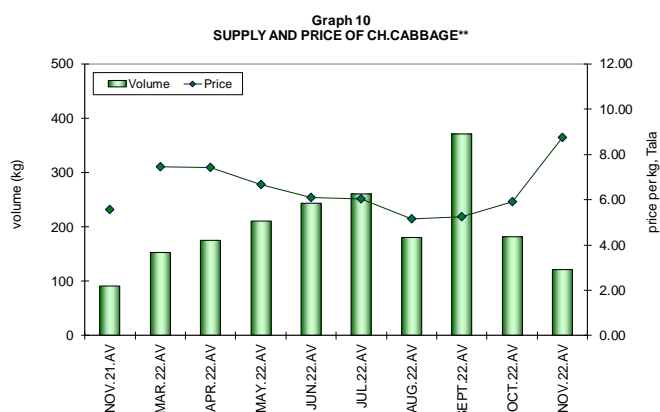
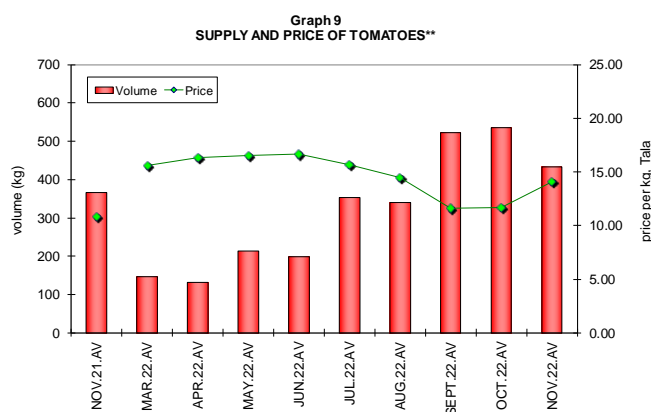
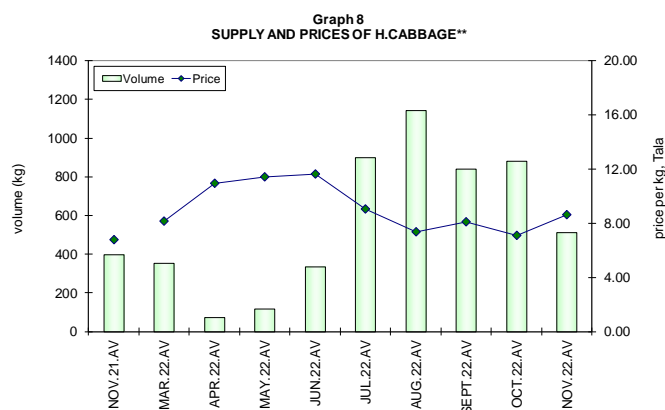
Yam supplies at 108 kilograms decreased by 53 percent compared to the previous month, its average price also decreased by 15 percent (to \$3.84 per kilogram). Current supply of yam decreased 30 percent over the same month last year with its average price decreasing by 16 percent. (See Graph 7 and Tables 1 & 2)

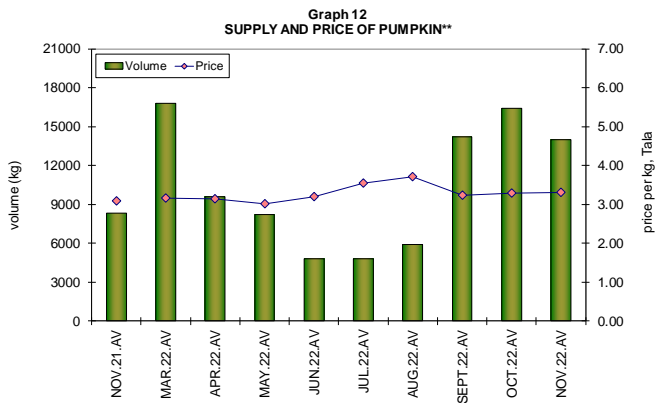


Supply of yam in the twelve months ending November 2022 decreased 9 percent from the twelve months ending November 2021, while its average price rose 27 percent.

## VEGETABLE PRODUCE

Vegetable produce supplied to the local markets in November 2022 all experienced decreases over the previous month. Head cabbage registered the largest drop of 42 percent (to 511 kilograms) followed by cucumber supplies dropping 41 percent (to 821 kilograms) and Chinese cabbage supplies decreasing 33 percent (to 121 kilograms). Tomato supplies went down by 19 percent (to 433 kilograms) and pumpkin declined 15 percent (to 13,983 kilograms) when compared to the previous month. (See Graphs 8 to 12 and Tables 1 & 2)



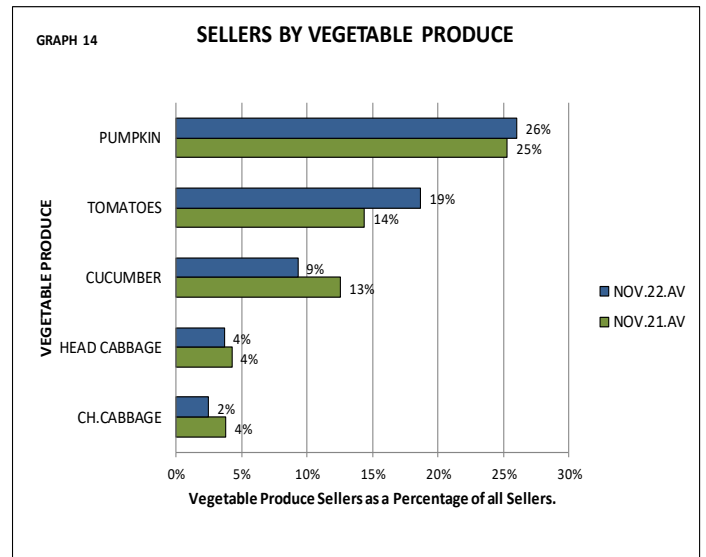
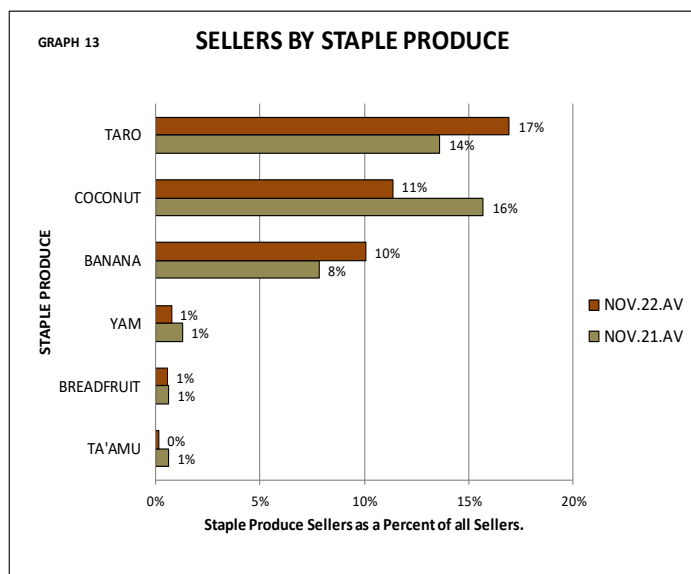


Subsequent to the decrease in the supply of all vegetable produce to the local markets in the month under review, average prices for all vegetables increased. Chinese cabbage price increased by 48 percent (to \$8.75 per kilogram) and head cabbage prices also increased by 22 percent (to \$8.64 per kilogram).

Average prices for tomato rose 20 percent (to \$14.06 per kilogram). Cucumber prices increased by 9 percent (to \$5.67 per kilogram) followed by pumpkin price increasing 1 percent (to \$3.32 per kilogram) when compared with October 2022.

## SELLERS

At 291, the number of sellers at the Local Markets on the days surveyed in November 2022 decreased 10 percent from the previous month. It rose by 27 percent when compared with the number of sellers in the same month a year ago. (See Graphs 13 and 14 and Table 6).



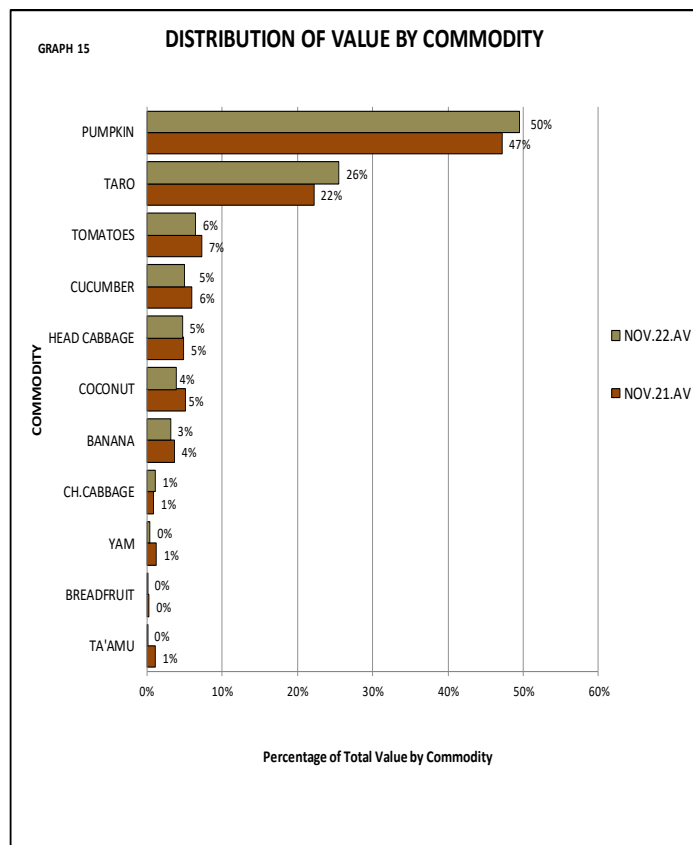
In November 2022, pumpkin sellers at 76 were the largest group at the local markets, decreasing from the 88 in the previous month but were higher than the 58 in the same month last year. Tomato sellers followed with a total of 54 from the 53 last month and 33 in the same month a year ago. Taro sellers recorded a total of 49, down from the 50 in the previous month but were higher than the 31 in the same month a year ago. The number of coconut sellers was 33, decreasing from the 38 in October 2022 and 36 in November 2021. Banana sellers went up by a total of 29 from the 24 in the previous month and the 18 in the same month a year ago.

Cucumber sellers recorded an average of 27, decreasing from the 34 in the previous month and 29 in November 2021. Head cabbage sellers recorded a total of 11, falling from the 17 in October 2022 but went up slightly compared to the 10 in November 2021. Sellers of Chinese cabbage recorded a total of 7, down from the 15 in the previous month and 9 in the same month a year ago.

Sellers of breadfruit and yam both recorded a total of 2, with breadfruit sellers increasing from the 1 in the previous month and remained unchanged compared to the same month a year ago, while yam sellers decreased from 5 in October 2022 and 3 in November 2021. Only one seller of ta'amu, it remained unchanged in comparison to the previous month but were lower than 2 in the same month a year ago.

## VALUE OF SUPPLIES

The average value of selected produce supplied to the local markets in November 2022 stood at \$93,700, decreasing 19 percent from the previous month but was much higher than the 71 percent from November 2021.



Pumpkin supplies contributed the most to the total value of produce supplied to the markets with a share of 50 percent in November 2022; a level that was higher than the 47 percent in the previous month and the same month a year ago. Taro supplies followed with 26 percent of the total value, remaining unchanged from the previous month but were higher than the 15 percent in the same month a year ago.

Supplies of tomato contributed 6 percent to total value increasing from 5 percent in the previous month but were lower than the 7 percent in the same month a year ago. Cucumber and head cabbage both contributed 5 percent each to total value, with cucumber recording a slight decline from the 6 percent in October 2022 and November 2021, while head cabbage remained unchanged from the previous month and the same month a year ago.

Supplies of coconut which accounted for 4 percent of total value remained unchanged from the previous month but were lower than the 5 percent in the same month last year. Banana supplies followed with a share of 3 percent, also remained the same as the previous month but were lower than the 4 percent in the same month a year ago.

Chinese cabbage contributed 1 percent to total value, it remained unchanged from the previous month and the same month last year, while yam, breadfruit and ta'amu recorded the least shares 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 December 2022 will be available on 20<sup>th</sup> January 2023.**

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## SUMMARY OF MARKET SURVEY

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

PRODUCE	2014 AVE	NOV.21.AV	MAR.22.AV	APR.22.AV	MAY.22.AV	JUN.22.AV	JUL.22.AV	AUG.22.AV	SEPT.22.AV	OCT.22.AV	NOV.22.AV	Nov-22	
												% chng from prev mnth	%chng from NOV 21
TARO	7521	3324	6459	5771	5585	3030	3136	3882	4901	8082	6784	-16	104
BANANA	2642	1438	1500	1490	1877	1445	2080	1951	976	1696	1879	11	31
TA'AMU	816	128	12	26	60	70	178	4	30	218	7	-97	-95
COCONUT	7993	3775	4218	4429	4364	3133	3964	4489	3364	4634	4079	-12	8
BREADFRUIT	186	85	73	175	0	0	396	665	28	35	40	14	-53
YAM	129	155	72	72	101	275	184	155	265	232	108	-53	-30
HEAD CABBAGE	811	396	353	74	118	335	898	1142	839	882	511	-42	29
TOMATOES	256	367	147	131	214	198	353	339	523	535	433	-19	18
CH.CABBAGE	129	91	153	175	210	243	261	181	370	182	121	-33	33
CUCUMBER	542	700	727	1052	1193	1153	1279	1276	1084	1395	821	-41	17
PUMPKIN	6217	8331	16806	9580	8191	4789	4804	5907	14218	16411	13983	-15	68

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

PRODUCE	2014 AVE	NOV.21.AV	MAR.22.AV	APR.22.AV	MAY.22.AV	JUN.22.AV	JUL.22.AV	AUG.22.AV	SEPT.22.AV	OCT.22.AV	NOV.22.AV	% chng from	
												prev mnth	NOV 21
TARO	1.48	3.65	3.37	3.37	3.35	3.99	4.11	4.46	4.11	3.78	3.53	-7	-3
BANANA	0.76	1.38	1.38	1.53	1.41	1.43	1.45	1.60	1.64	1.75	1.57	-10	14
TA'AMU	2.78	4.83	4.28	5.83	8.62	8.69	7.00	11.90	12.01	8.35	7.51	-10	55
COCONUT	0.62	0.74	0.72	0.79	0.81	0.90	0.92	0.92	0.99	0.94	0.90	-4	21
BREADFRUIT	0.94	2.00	1.35	1.44	1.44	1.44	1.17	1.24	1.98	2.46	1.67	-32	-16
YAM	3.16	4.56	5.65	4.70	4.66	4.56	4.81	5.26	4.54	4.52	3.84	-15	-16
HEAD CABBAGE	5.40	6.80	8.13	10.92	11.40	11.64	9.05	7.36	8.10	7.08	8.64	22	27
TOMATOES	9.55	10.84	15.62	16.37	16.54	16.64	15.70	14.50	11.62	11.72	14.06	20	30
CH.CABBAGE	4.38	5.56	7.44	7.41	6.68	6.09	6.04	5.15	5.25	5.90	8.75	48	57
CUCUMBER	2.99	4.72	4.99	5.16	5.34	5.28	5.24	4.73	4.99	5.22	5.67	9	20
PUMPKIN	2.61	3.10	3.16	3.15	3.01	3.20	3.55	3.71	3.23	3.28	3.32	1	7

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

PRODUCE	Total value 2014	NOV.21.AV	MAR.22.AV	APR.22.AV	MAY.22.AV	JUN.22.AV	JUL.22.AV	AUG.22.AV	SEPT.22.AV	OCT.22.AV	NOV.22.AV	% chng from	
												prev mnth	NOV 21
TARO	126.6	12.1	21.8	19.4	18.7	12.1	12.9	17.3	20.1	30.5	24.0	-22	97
BANANA	25.1	2.0	2.1	2.3	2.7	2.1	3.0	3.1	1.6	3.0	3.0	-1	48
TA'AMU	25.6	0.6	0.1	0.2	0.5	0.6	1.3	0.0	0.4	1.8	0.1	-97	-92
COCONUT	59.3	2.8	3.1	3.5	3.5	2.8	3.7	4.1	3.3	4.4	3.7	-16	31
BREADFRUIT	1.8	0.2	0.1	0.3	0.0	0.0	0.5	0.8	0.1	0.1	0.1	-22	-59
YAM	4.7	0.7	0.4	0.3	0.5	1.3	0.9	0.8	1.2	1.1	0.4	-61	-42
HEAD CABBAGE	44.6	2.7	2.9	0.8	1.3	3.9	8.1	8.4	6.8	6.2	4.4	-29	64
TOMATOES	21.5	4.0	2.3	2.1	3.5	3.3	5.5	4.9	6.1	6.3	6.1	-3	53
CH.CABBAGE	5.9	0.5	1.1	1.3	1.4	1.5	1.6	0.9	1.9	1.1	1.1	-1	108
CUCUMBER	18.4	3.3	3.6	5.4	6.4	6.1	6.7	6.0	5.4	7.3	4.7	-36	41
PUMPKIN	178.3	25.8	53.2	30.2	24.6	15.3	17.0	21.9	46.0	53.9	46.4	-14	80
	511.8	54.7	90.6	65.8	63.2	48.9	61.1	68.4	92.8	115.5	93.7	-19	71

\*on the days surveyed  
@ new weights and base

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

PRODUCE	2014 Weights	NOV.21.AV	MAR.22.AV	APR.22.AV	MAY.22.AV	JUN.22.AV	JUL.22.AV	AUG.22.AV	SEPT.22.AV	OCT.22.AV	NOV.22.AV	% chng from prev mnth	%chng from NOV 21
TARO	0.25	44	86	77	74	40	42	52	65	107	90	-16	104
BANANA	0.05	54	57	56	71	55	79	74	37	64	71	11	31
TA'AMU	0.05	16	1	3	7	9	22	0	4	27	1	-97	-95
COCONUT	0.12	47	53	55	55	39	50	56	42	58	51	-12	8
BREADFRUIT	0.004	46	39	94	0	0	213	358	15	19	22	14	-53
YAM	0.01	120	56	56	78	213	142	120	205	180	84	-53	-30
HEAD CABBAGE	0.09	49	44	9	15	41	111	141	103	109	63	-42	29
TOMATOES	0.04	143	57	51	84	77	138	133	204	209	169	-19	18
CH.CABBAGE	0.01	71	118	136	163	188	202	140	287	141	94	-33	33
CUCUMBER	0.04	129	134	194	220	213	236	235	200	257	151	-41	17
PUMPKIN	0.35	134	270	154	132	77	77	95	229	264	225	-15	68
	1.00	84	137	94	90	63	76	86	133	161	130	-19	56

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

PRODUCE	2014 Weights	NOV.21.AV	MAR.22.AV	APR.22.AV	MAY.22.AV	JUN.22.AV	JUL.22.AV	AUG.22.AV	SEPT.22.AV	OCT.22.AV	NOV.22.AV	% chng from prev mnth	%chng from NOV 21
TARO	0.25	247	228	228	226	270	278	301	277	255	239	-7	-3
BANANA	0.05	182	182	201	186	188	191	211	216	230	207	-10	14
TA'AMU	0.05	174	154	210	310	313	252	428	432	301	270	-10	55
COCONUT	0.12	120	117	128	131	146	149	148	159	152	145	-4	21
BREADFRUIT	0.004	212	144	154	153	153	125	132	211	262	177	-32	-16
YAM	0.01	144	179	149	147	144	152	166	144	143	121	-15	-16
HEAD CABBAGE	0.09	126	150	202	211	215	168	136	150	131	160	22	27
TOMATOES	0.04	113	164	171	173	174	164	152	122	123	147	20	30
CH.CABBAGE	0.01	127	170	169	152	139	138	117	120	135	200	48	57
CUCUMBER	0.04	158	167	173	178	177	175	158	167	175	190	9	20
PUMPKIN	0.35	119	121	121	115	123	136	142	124	126	127	1	7
	1.00	98	102	112	116	120	118	126	121	114	116	1	18

**Table 6: Number of Sellers**

PRODUCE	2014 AVE	NOV.21.AV	MAR.22.AV	APR.22.AV	MAY.22.AV	JUN.22.AV	JUL.22.AV	AUG.22.AV	SEPT.22.AV	OCT.22.AV	NOV.22.AV	% chng from prev mnth	%chng from NOV 21
TARO	46	31	50	44	40	32	32	33	35	50	49	-1	58
BANANA	27	18	18	23	22	20	21	26	14	24	29	23	63
TA'AMU	7	2	1	1	2	1	2	0	0	1	1	-60	-67
COCONUT	57	36	41	40	42	34	33	35	23	38	33	-13	-8
BREADFRUIT	4	2	2	3	0	0	1	5	1	1	2	75	17
YAM	5	3	1	1	3	6	5	3	6	5	2	-53	-25
HEAD CABBAGE	12	10	5	3	2	8	10	18	20	17	11	-36	10
TOMATOES	39	33	18	19	21	19	20	32	48	53	54	2	64
CH.CABBAGE	13	9	13	17	19	18	18	16	19	15	7	-52	-17
CUCUMBER	42	29	31	31	30	29	31	37	36	34	27	-19	-6
PUMPKIN	83	58	78	68	58	49	46	61	78	88	76	-14	30
	337	230	258	248	238	214	218	265	279	324	291	-10	27

\*on the days surveyed

@ new weights and base