



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY

September 2014

This report provides a monthly review of selected agricultural produce available at the Local Markets around the Apia town area based on the price data and volume index survey. Corresponding tables are attached for ease of reference.

Key findings:

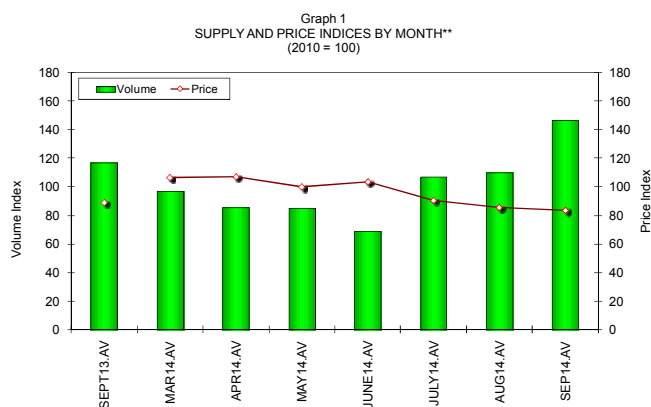
With the official opening of the newly constructed Fugalei Market on 18 August 2014, the Local Market Survey in September 2014 showed overall volume increase 33 percent while average price declined 3 percent when compared to August 2014.

- Sellers were gifted the opportunity of trading freely without paying stall fees for the entire month of September 2014. The number of sellers at the market increased 15 percent from the previous month and was 83 percent higher when compared with September 2013.
- All vegetable produce recorded significant gains in volume driving most vegetable prices down.

Issue: 1/09/14

OVERVIEW

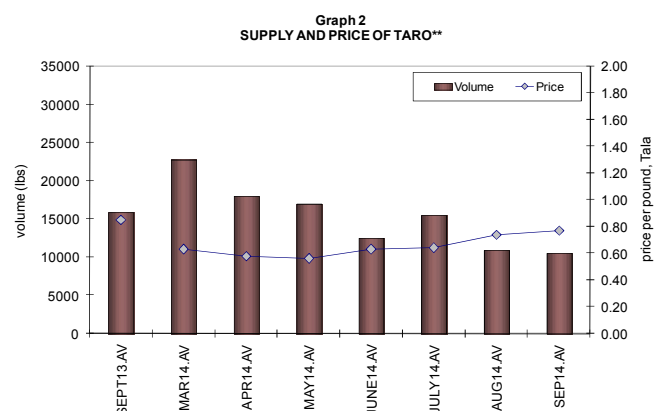
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in September 2014 showed a 33 percent increase in overall volume from August 2014. The increase in volume stems from significant rise in the supply of all agricultural produce with the exception of taro, breadfruit and yam. When compared with the same month last year, current supply was 25 percent higher. (See Graph 1 and Tables 4 & 5)



The overall price level declined 3 percent from the previous month due to decrease in the prices of pumpkin, breadfruit, tomatoes, head cabbage, cucumber and coconut. The current overall price level was 7percent lower when compared with September 2013.

TARO

At 10,573 pounds, the supply of taro in the month under review decreased 3 percent from the previous month while limited supply pushed its average price up 4 percent (to \$0.77per pound). In addition, increased availability of its close substitutes (banana, taro palagi, ta'amu) also contributed to the shift in demand away from taro. When compared with September 2013, current supply of taro was 33 percent lower while its average price was also 9 percent lower. (See Graph 2 and Tables 1 & 2)

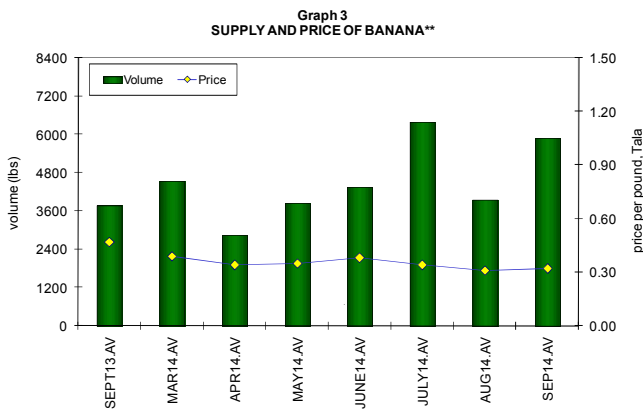


Current supply of taro in the month under review contributed to a 1 percent decrease in volume when comparing the twelve months ending September

2014 over the twelve months ending September 2013. Price fell 29 percent.

BANANA

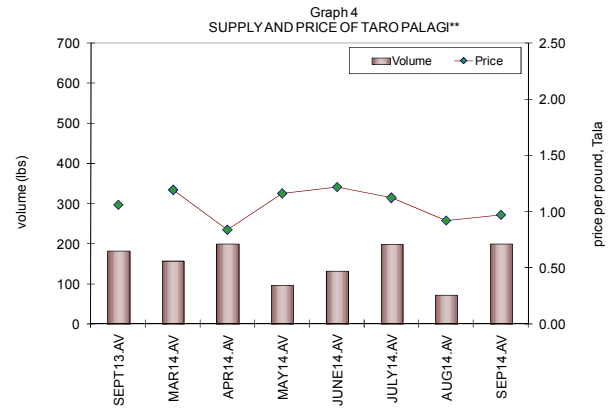
Banana supplies in September 2014 rose 49 percent (to 5,871 pounds) from August 2014, a level that was 55 percent higher than the same month last year. Increased demand led to its average price increasing 3 percent (to \$0.32 per pound). When compared with September 2013, current price was 32 percent lower. (See Graph 3 and Tables 1 & 2)



Current supply of banana contributed to a 179 percent increase in volume in the twelve months ending September 2014 over the twelve months ending September 2013 while its average price declined 50 percent.

TARO PALAGI

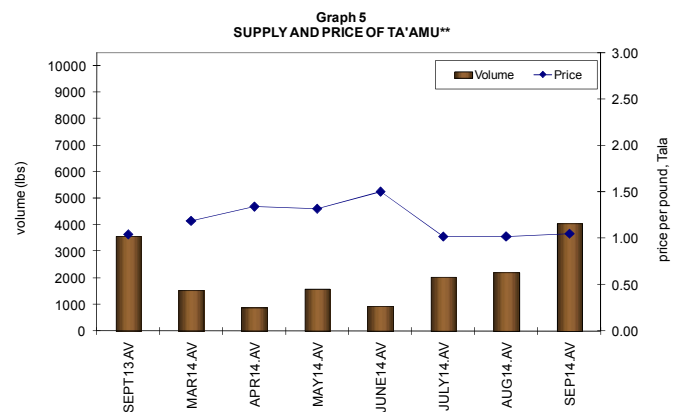
The volume of taro palagi available at the Local Markets in September 2014 increased almost three fold (to 200 pounds) from the previous month; a level that was 10 percent higher in the same month of 2013. The average price of taro palagi rose 5 percent to \$0.97 per pound; a level that was 8 percent lower when compared with September 2013. (See Graph 4 and Tables 1 & 2)



The twelve months ending September 2014 revealed taro palagi supplies were 33 percent higher than that of the twelve months ending September 2013 while its average price fell 23 percent.

TA'AMU

In the month under review ta'amu supplies rose 84 percent (to 4,046 pounds) from August 2014 while its average price also increased 3 percent to \$1.05 per pound. In comparison with September 2013, current ta'amu supply was 13 percent higher while its average price also increased 1 percent. (See Graph 5 and Tables 1 & 2)

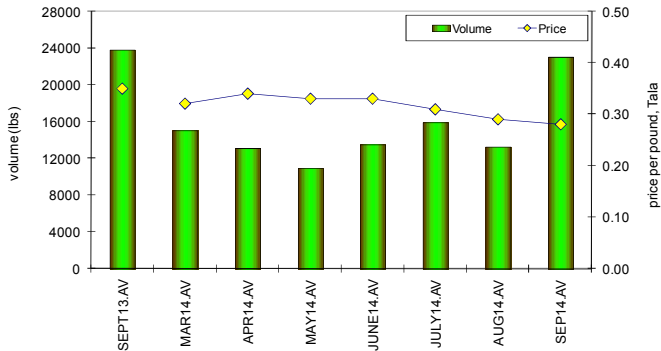


Despite the increase in volume in the month under review, supply of ta'amu in the twelve months ending September 2014 was 36 percent lower than supply of ta'amu in the twelve months ending September 2013 while its average price also dropped to 22 percent.

COCONUT

At 23,059 pounds, the supply of coconut in the month under review increased 74 percent from the previous month while its average price fell 3 percent to \$0.28 per pound. Current availability of coconut was 3 percent lower than average availability in September 2013 while average price declined 20 percent. (See Graph 6 and Tables 1 & 2)

Graph 6
SUPPLY AND PRICE OF COCONUT**

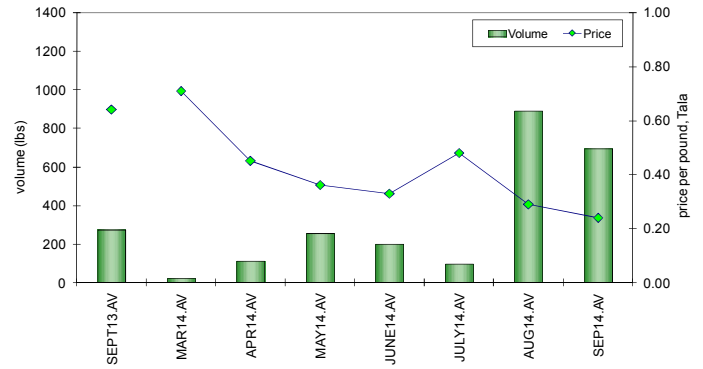


Current supply of coconut contributed to a 30 percent increase in volume while average price fell 2 percent when comparing the twelve months ending September 2014 over the twelve months ending September 2013.

BREADFRUIT

The supply of breadfruit in September 2014 declined 22 percent to 693 pounds from August 2014 while decreased availability pushed its average price down 17 percent to \$0.24 per pound. When compared with the same month last year, current supply of breadfruit was almost two times greater higher while its average price was 63 percent lower. (See Graph 7 and Tables 1 & 2)

Graph 7
SUPPLY AND PRICE OF BREADFRUIT**

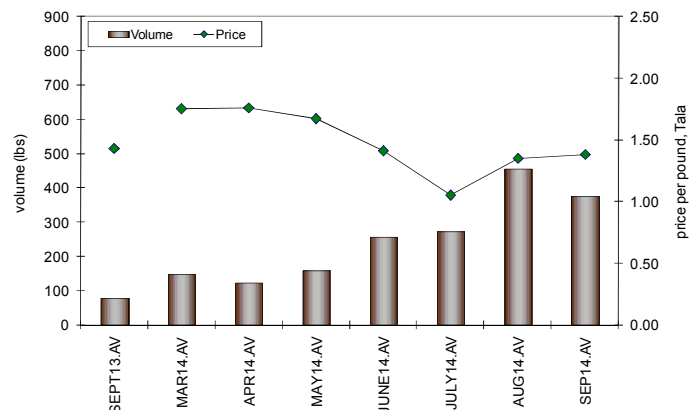


Comparing the twelve months ending September 2014 over the twelve months ending September 2013, the supply of breadfruit in the month under review contributed to a 29 percent decrease in volume while its average price fell 25 percent.

YAM

In the month under review the supply of yam decreased 17 percent to 376 pounds from the previous month. Limited availability drove its average price up 2 percent to \$1.38 per pound. When compared with the same month last year, current supply of yam was almost five times greater while its average price was 3 percent lower. (See Graph 8 and Tables 1 & 2)

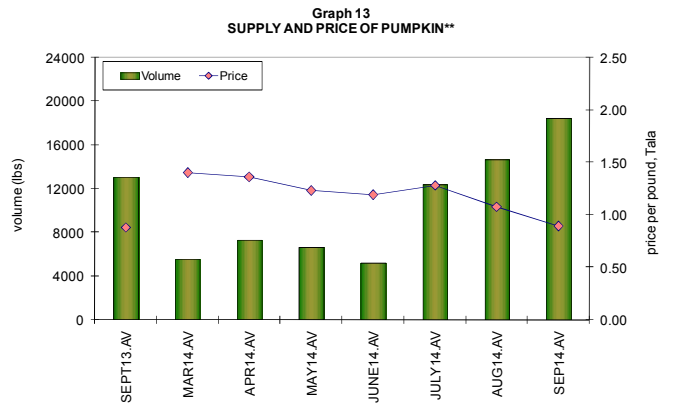
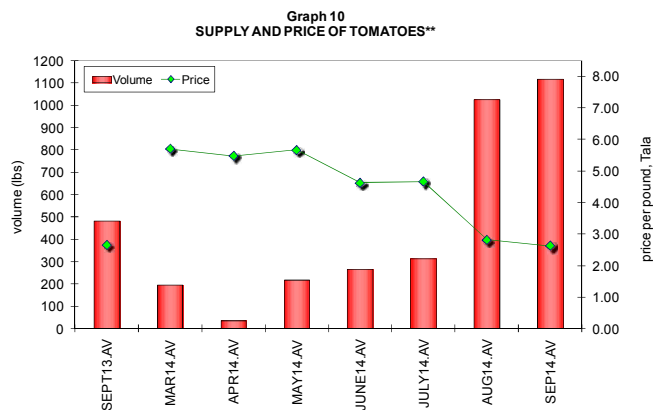
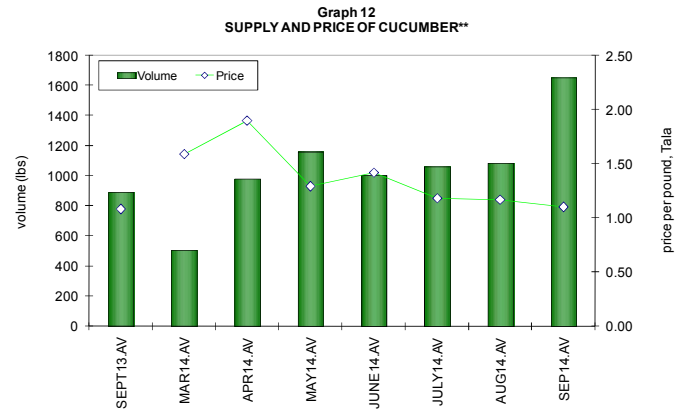
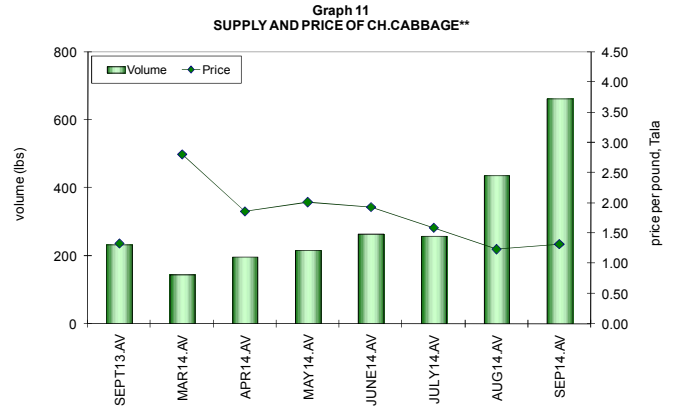
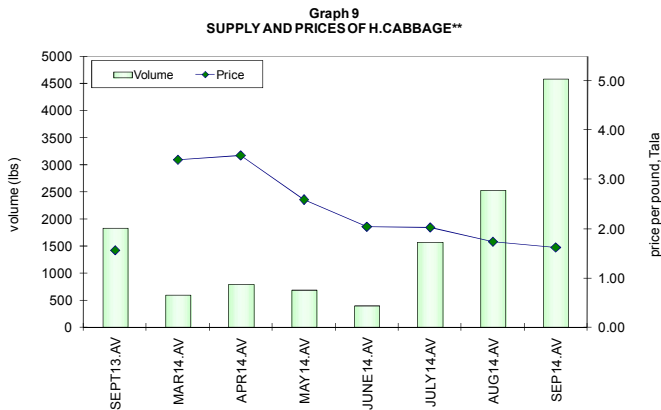
Graph 8
SUPPLY AND PRICE OF YAM**



The current supply of yam contributed to a 4 percent increase in volume in the twelve months ending September 2014 over the twelve months ending September 2013 while its average price slipped 1 percent.

VEGETABLE PRODUCE

Favorable weather conditions in September 2014 contributed to a surge of all vegetable supplies to the Local Markets from the previous month. Head cabbage supplies experienced the greatest gains expanding 81 percent (to 4,583 pounds). Cucumber followed with a 53 percent increase in supply (to 1,652 pounds) while Chinese cabbage volume grew 52 percent (to 664 pounds). Pumpkin and tomato supplies both rose 26 percent (to 18,468 pounds) and 9 percent (to 1,118 pounds) respectively. (See Graphs 9 to 13 and Tables 1 & 2)

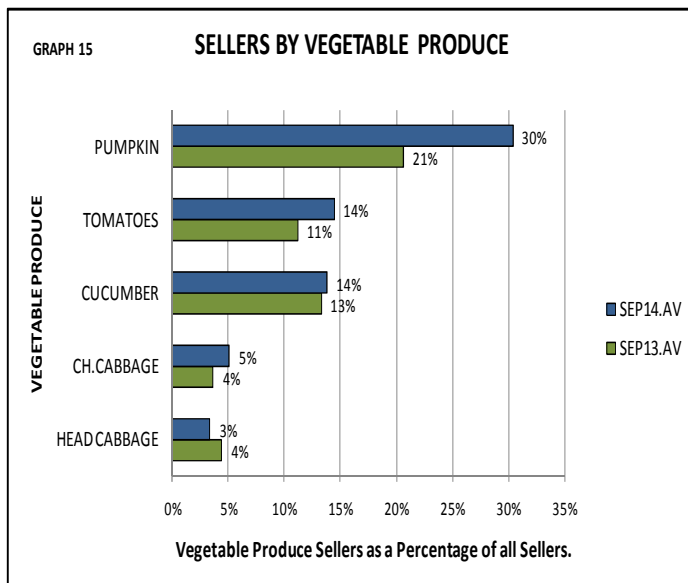
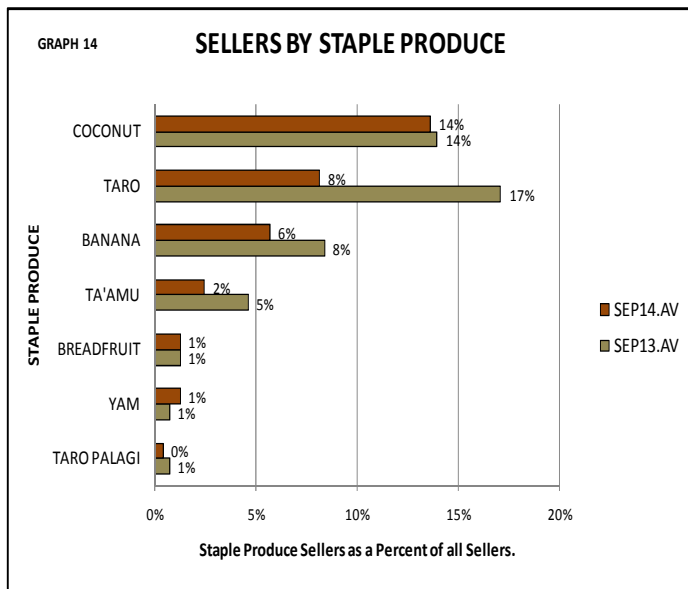


With increased availability of all vegetable produce supplied to the local markets, average price of vegetable produce declined from the previous month with the exception of Chinese cabbage. Driven by demand the price of Chinese cabbage edged up 7 percent (to \$1.32 per pound) thus making Chinese cabbage the vegetable of choice in September 2014. Pumpkin prices dropped 18 percent (to \$0.89 per pound) while average price for tomato fell 7 percent (to \$2.62 per pound). Head cabbage and cucumber prices both fell 6 percent to

\$1.62 per pound and \$1.10 per pound respectively to round up vegetable produce for September 2014.

SELLERS

At 436; the number of sellers at the Local Markets on the days surveyed in September 2014 increased 15 percent from the previous month and was 83 percent higher when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6)

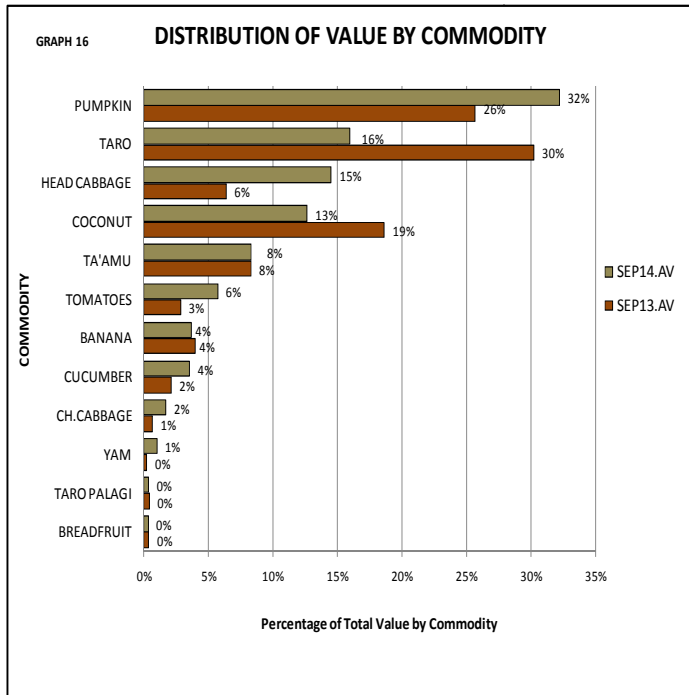


In September 2014, pumpkin sellers at 132 were the largest group at the local markets increasing from 91 and 49 in the previous month and the same month

last year respectively. Sellers of tomato at 63 grew from 58 in August 2014 and 27 in September 2013. Cucumber sellers recorded an increasing total of 60 from 42 and 32 in August 2014 and September 2013 respectively. Coconut sellers followed with an increasing total of 59 from 55 in August 2014 and 33 in September 2013. Sellers of taro recorded a decreasing total of 36 from 43 in the previous month and 41 a year ago. Sellers of banana recorded an increasing total of 25 from 23 and 20 in August 2014 and September 2013 in that order. The number of Chinese cabbage sellers at 22 increased from 18 in August 2014 and 9 in September 2014. Sellers of head cabbage at 15 fell from 23 in the previous month and 11 a year ago. Ta'amu sellers recorded an increasing total of 11 from 9 in August 2014 but remained unchanged when compared with September 2013. Sellers of breadfruit and yam both recorded decreasing totals of 6 from 7 and 8 in the previous month respectively but were higher than 3 and 2 year ago in that order. Taro palagi sellers recorded an increasing total of 2 from 1 in August 2014 but remained unchanged when compared with the same month last year.

VALUE OF SUPPLIES

The average value of selected produce supplied to the market at \$51,100 in September 2014 was 24 percent higher than the previous month and was 14 percent higher when compared with September 2013.



Pumpkin contributed the most to the total value of produce surveyed with a share of 32 percent in September 2014, a level that was lower than 38 percent in August 2014 but was higher than 26 percent in the same month last year. Taro followed with a 16 percent share, a level that was lower than 20 percent in the previous month and 30 percent in the same month last year. Head cabbage produce accounted for 15 percent of total value rising from 11 percent in August 2014 and 6 percent in September 2013. Supplies of coconut contributed 13 percent to total value, increasing from 9 percent in the previous month but were lower than 19 percent from a year ago. Ta’amu supplies accounted for 8 percent of total value increasing from 5 percent in August 2014 but remained unchanged when compared with September 2013 contribution. Supplies of tomato contributed 6 percent to total value decreasing from 7 percent in the previous month but were higher than 3 percent in September 2013. Shares of banana and cucumber accounted for 4 percent each of total value both increased from 3 percent in August 2014. Banana contribution remained unchanged when compared with a year ago while cucumber contribution was higher than 2 percent in September 2013. Supplies of Chinese cabbage accounted for 2 percent of total value increasing from 1 percent in the previous month and the same month last year. Supplies of yam

contributed 1 percent to total value while relatively lower shares were recorded for the rest of the other commodities. (See Graph 16 and Table 3)

The Local Market Survey Report for September 2014 will be available on the 15th of October 2014.

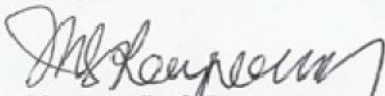
@ Weights for the selected produce have been revised using 2010 as the base period and have been incorporated starting from January 2010 report.

** Data shown reflects the average availability and prices of the selected produce at the Local Market stalls at the Toleafoa and Vaai compound, Taufusi Market, and the newly constructed Fugalei Market. This survey is conducted on each Friday (Thursday where Friday is a public holiday) in the months under reference.

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)

PRODUCE	2010 AVE	SEPT13.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	Sep-14	
										% chng from prev mnth	%chng from SEP13
TARO	8422	15864	22816	18002	16998	12499	15517	10914	10573	-3	-33
BANANA	6349	3779	4526	2836	3849	4358	6383	3946	5871	49	55
TARO PALAGI	484	181	157	200	97	133	199	73	200	176	10
TA'AMU	10042	3565	1542	887	1587	954	2032	2202	4046	84	13
COCONUT	9964	23778	15019	13077	10972	13475	15918	13236	23059	74	-3
BREADFRUIT	608	275	22	110	255	198	97	891	693	-22	152
YAM	415	79	148	124	158	257	273	455	376	-17	375
HEAD CABBAGE	1531	1832	597	791	689	390	1571	2527	4583	81	150
TOMATOES	300	482	196	36	217	265	314	1025	1118	9	132
CH.CABBAGE	720	234	144	197	217	264	258	438	664	52	184
CUCUMBER	978	890	508	979	1160	1006	1060	1083	1652	53	86
PUMPKIN	7508	13019	5531	7309	6643	5191	12361	14681	18468	26	42

Table 2: Weighted Average Price Per Pound (in Tala)

PRODUCE	2010 AVE	SEPT13.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	Sep-14	
										% chng from prev mnth	%chng from SEP13
TARO	1.05	0.85	0.63	0.58	0.56	0.63	0.64	0.74	0.77	4	-9
BANANA	0.45	0.47	0.39	0.34	0.35	0.38	0.34	0.31	0.32	3	-32
TARO PALAGI	0.76	1.06	1.19	0.84	1.16	1.22	1.12	0.92	0.97	5	-8
TA'AMU	1.10	1.04	1.19	1.34	1.32	1.50	1.02	1.02	1.05	3	1
COCONUT	0.23	0.35	0.32	0.34	0.33	0.33	0.31	0.29	0.28	-3	-20
BREADFRUIT	0.41	0.64	0.71	0.45	0.36	0.33	0.48	0.29	0.24	-17	-63
YAM	1.34	1.43	1.75	1.76	1.67	1.41	1.05	1.35	1.38	2	-3
HEAD CABBAGE	2.86	1.56	3.40	3.49	2.58	2.04	2.02	1.73	1.62	-6	4
TOMATOES	4.55	2.66	5.70	5.47	5.66	4.62	4.66	2.82	2.62	-7	-2
CH.CABBAGE	2.27	1.33	2.81	1.86	2.01	1.93	1.59	1.23	1.32	7	-1
CUCUMBER	1.49	1.08	1.59	1.90	1.29	1.42	1.18	1.17	1.10	-6	2
PUMPKIN	1.00	0.88	1.40	1.36	1.23	1.19	1.28	1.08	0.89	-18	1

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2010	SEPT13.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	Sep-14	
										% chng from prev mnth	%chng from SEP13
TARO	103.1	13.5	14.4	10.4	9.5	7.9	9.9	8.1	8.1	0	-40
BANANA	34.2	1.8	1.8	1.0	1.4	1.7	2.2	1.2	1.9	54	6
TARO PALAGI	4.6	0.2	0.2	0.2	0.1	0.2	0.2	0.1	0.2	171	0
TA'AMU	133.3	3.7	1.8	1.2	2.1	1.4	2.1	2.3	4.3	89	15
COCONUT	27.2	8.3	4.8	4.5	3.6	4.5	4.9	3.8	6.5	68	-22
BREADFRUIT	2.5	0.2	0.0	0.1	0.1	0.1	0.1	0.3	0.2	-35	-6
YAM	6.6	0.1	0.3	0.2	0.3	0.4	0.3	0.6	0.5	-15	373
HEAD CABBAGE	45.0	2.9	2.0	2.8	1.8	0.8	3.2	4.4	7.4	70	159
TOMATOES	11.6	1.3	1.1	0.2	1.2	1.2	1.5	2.9	2.9	1	129
CH.CABBAGE	16.3	0.3	0.4	0.4	0.4	0.5	0.4	0.5	0.9	63	184
CUCUMBER	15.0	1.0	0.8	1.9	1.5	1.4	1.3	1.3	1.8	43	90
PUMPKIN	78.0	11.5	7.7	9.9	8.2	6.2	15.8	15.9	16.4	4	43
	477.5	44.6	35.4	32.6	30.2	26.1	41.8	41.3	51.1	24	14

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	SEPT13.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	% chng from prev mnth	%chng from SEP13
TARO	0.22	188	271	214	202	148	184	130	126	-3	-33
BANANA	0.07	60	71	45	61	69	101	62	92	49	55
TARO PALAGI	0.01	37	33	41	20	28	41	15	41	176	10
TA'AMU	0.28	35	15	9	16	9	20	22	40	84	13
COCONUT	0.06	239	151	131	110	135	160	133	231	74	-3
BREADFRUIT	0.01	45	4	18	42	33	16	147	114	-22	152
YAM	0.01	19	36	30	38	62	66	110	91	-17	375
HEAD CABBAGE	0.09	120	39	52	45	25	103	165	299	81	150
TOMATOES	0.02	160	65	12	72	88	104	341	372	9	132
CH.CABBAGE	0.03	32	20	27	30	37	36	61	92	52	184
CUCUMBER	0.03	91	52	100	119	103	108	111	169	53	86
PUMPKIN	0.16	173	74	97	88	69	165	196	246	26	42
	1.00	117	97	85	85	69	107	110	146	33	25

Table 5: Price Index (2010 = 100)

PRODUCE	2010 Weights	SEPT13.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	% chng from prev mnth	%chng from SEP13
TARO	0.22	81	60	55	53	60	61	71	74	4	-9
BANANA	0.07	104	87	75	78	84	75	69	71	3	-32
TARO PALAGI	0.01	139	156	110	152	160	147	120	127	5	-8
TA'AMU	0.28	95	108	122	120	137	93	93	96	3	1
COCONUT	0.06	153	140	149	145	145	136	127	123	-3	-20
BREADFRUIT	0.01	155	172	109	87	80	117	70	58	-17	-63
YAM	0.01	107	131	132	125	105	78	101	103	2	-4
HEAD CABBAGE	0.09	55	119	122	90	71	71	60	57	-6	4
TOMATOES	0.02	59	125	120	124	102	102	62	58	-7	-2
CH.CABBAGE	0.03	59	124	82	89	85	70	54	58	7	-1
CUCUMBER	0.03	73	107	128	87	96	79	79	74	-6	2
PUMPKIN	0.16	88	141	137	124	120	129	108	89	-18	1
	1.00	89	106	107	100	103	90	86	83	-3	-7

Table 6: Number of Sellers

PRODUCE		SEPT13.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	% chng from prev mnth	%chng from SEP13
TARO		41	57	46	47	38	35	43	36	-17	-13
BANANA		20	21	16	18	21	23	23	25	9	24
TARO PALAGI		2	2	2	1	1	1	1	2	75	0
TA'AMU		11	5	5	6	6	7	9	11	26	-2
COCONUT		33	54	45	41	44	45	55	59	8	78
BREADFRUIT		3	1	2	1	3	2	7	6	-15	83
YAM		2	2	2	3	4	4	8	6	-33	214
HEAD CABBAGE		11	6	6	7	9	13	23	15	-36	40
TOMATOES		27	25	5	21	19	22	58	63	9	136
CH.CABBAGE		9	8	10	10	13	15	18	22	24	154
CUCUMBER		32	23	33	35	34	33	42	60	43	90
PUMPKIN		49	44	51	48	34	54	91	132	45	169
		239	246	222	239	224	253	377	436	15	83

*on the days surveyed

@ new weights and base