



GOVERNMENT OF SAMOA
SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY
January 2015

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:

The Local Market Survey in January 2015 showed overall volume decrease 35 percent while weakened demand pushed average prices down 11 percent when compared to December 2014.

- Significant reductions in supply of taro, banana, and all vegetable produce contributed to the decline of the volume index.
- Value of supplies dropped 34 percent to \$36,700 from the previous month.
- The number of sellers fell to 258 from 338 in December 2014.

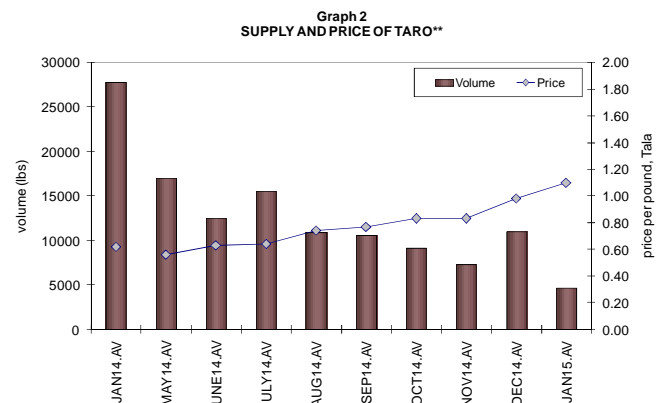
Issue: 1/01/15

TARO

OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in January 2015 showed overall volume decrease 35 from December 2014. Significant decreases were recorded for all agricultural produce with the exception of taro palagi, ta'amu, coconut, breadfruit and yam. When compared with the same month last year, current supply was 41 percent lower. (See Graph 1 and Tables 4 & 5)

Taro supplies in January 2015 decreased 57 percent (to 4,687 pounds) from December 2014; a level that was 83 percent lower than the same month last year. The average price of taro increased 12 percent to \$1.10 per pound due to the limited availability at the markets. When compared with January 2014, current price was 77 percent higher. Reviewing the performance of taro in the past 6 months shows the gradual and continuous decrease of taro being supplied to the markets. Consequent to the decline of taro supplied to the markets, it is worthy to note that the value of taro exports has increased significantly in the past six months. (See Graph 2 and Tables 1 & 2)

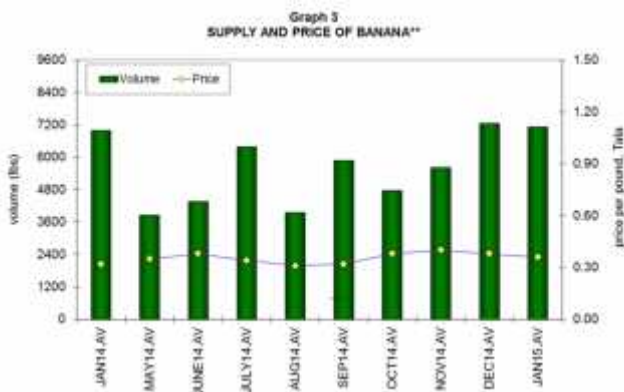


Driven by weakened domestic demand, the overall price level fell 11 percent from the previous month. Lower prices for ta'amu, banana, coconut, and pumpkin contributed to the decline in the price index. When compared with January 2014 the current overall price level was 17 percent higher.

Current supply of taro in the month under review contributed to a 38 percent decline in volume when comparing the twelve months ending January 2015 over the twelve months ending January 2014. Price fell 12 percent.

BANANA

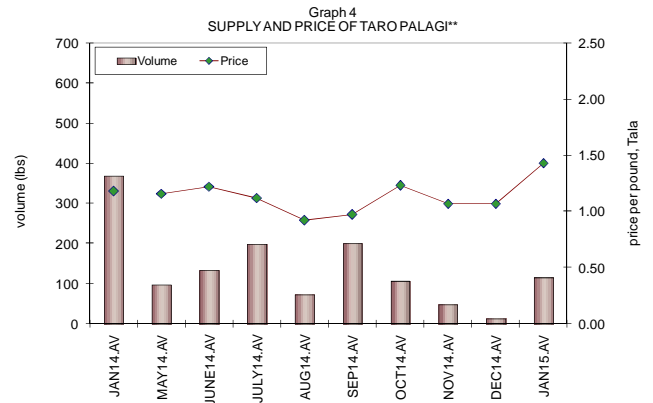
The volume of banana supplied to the Local Markets in January 2015 slipped 2 percent to 7,116 pounds from December 2014; a level that was 2 percent higher than the same month last year. The average price of banana also decreased 5 percent to \$0.36 per pound; a level that was 13 percent higher in January 2014. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending January 2015 over the twelve months ending January 2014, banana supplies were 69 percent higher while increased availability pushed its average price down 41 percent.

TARO PALAGI

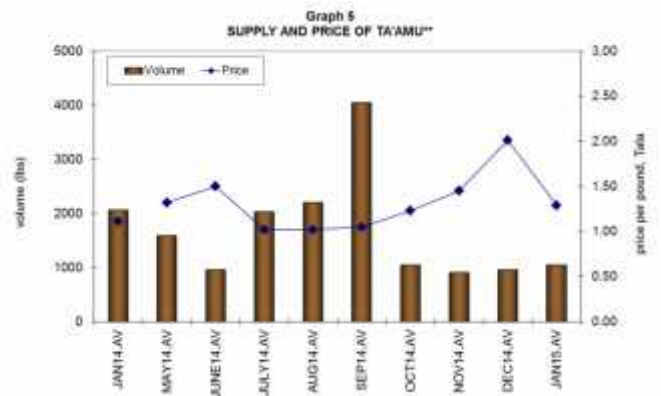
At 115 pounds, the supply of taro palagi to the market in January 2015 expanded more than nine times from the previous month while average price also rose 34 percent to \$1.43 per pound. Current volume of taro palagi was 69 percent lower than the same month last year while its average price was 21 percent higher. (See Graph 4 and Tables 1 & 2)



The twelve months ending January 2015 revealed taro palagi supplies were 15 percent lower than that of the twelve months ending January 2014 while its average price fell 8 percent.

TA'AMU

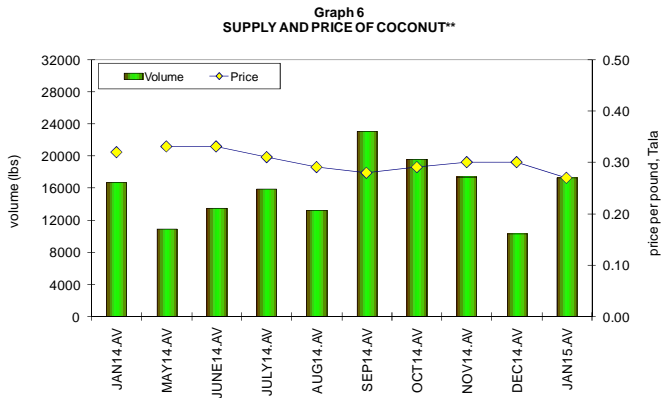
The supply of ta'amu in January 2015 increased 10 percent (to 1,044 pounds) from December 2014 while increased availability pushed its average price down 36 percent to \$1.29 per pound. When compared with the same month last year, current supply of ta'amu was 49 percent lower while its average price was 16 percent higher. (See Graph 5 and Tables 1 & 2)



When comparing the twelve months ending January 2015 over the twelve months ending January 2014, ta'amu supplies were 56 percent lower while weakened demand pushed its average price down 6 percent.

COCONUT

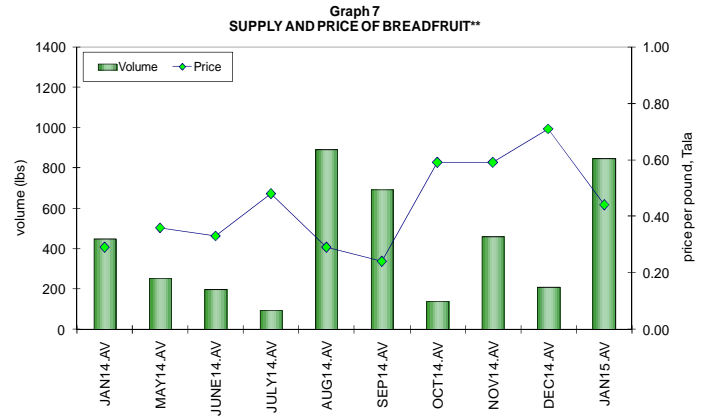
In the month under review the supply of coconut expanded 69 percent to 17,345 pounds from the previous month. Increased availability of coconut pushed its average price down 10 percent to \$0.27 per pound. Current availability of coconut was 4 percent higher than average availability in January 2014 while average price declined 16 percent. (See Graph 6 and Tables 1 & 2)



Current supply of coconut contributed to a 14 percent increase in volume while increased availability pushed its average price down 16 percent when comparing the twelve months ending January 2015 over the twelve months ending January 2014.

BREADFRUIT

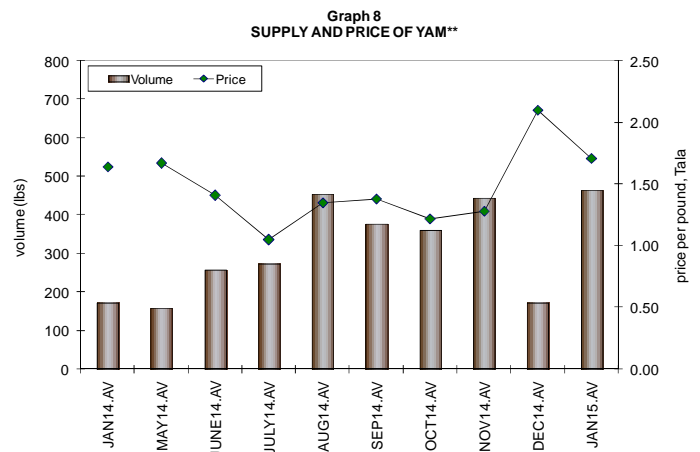
At 847 pounds, the supply of breadfruit in the month under review grew more than four times from the previous month while increased availability pushed its average price down 38 percent to \$0.44 per pound. When compared with the same month last year, current supply and price of breadfruit was 88 percent and 52 percent higher respectively. (See Graph 7 and Tables 1 & 2)



Despite the increase in breadfruit volume in the month under review, current supply contributed to a 28 percent decline when comparing the twelve months ending January 2015 over the twelve months ending January 2014. Its average price fell 24 percent.

YAM

Yam supplies in January 2015 expanded almost three times (to 465 pounds) from December 2014; a level that was also three times higher than the same month last year. Increased availability of yam pushed its average price down 19 percent to \$1.71 per pound. When compared with the same month last year, current average price of yam was 4 percent higher. (See Graph 8 and Tables 1 & 2)

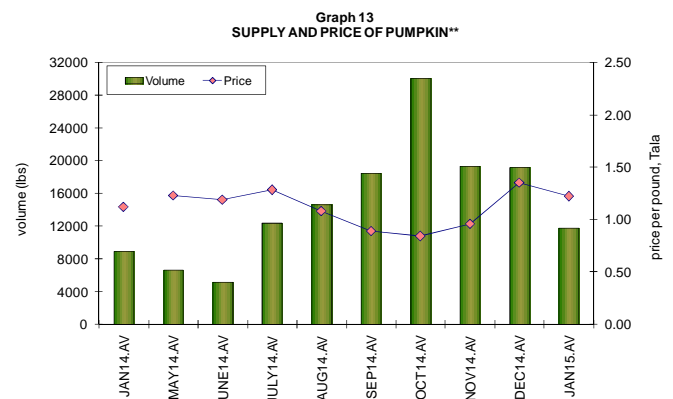
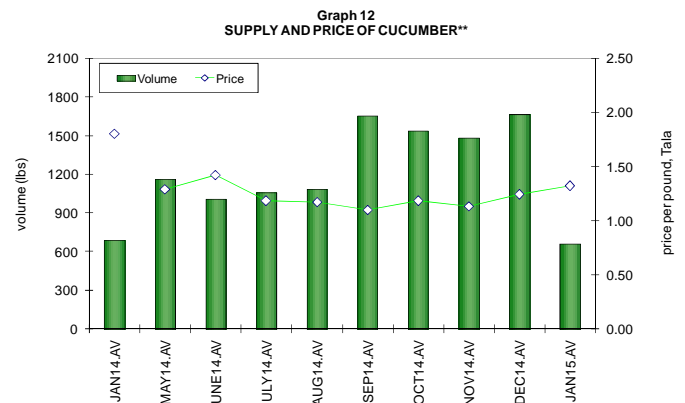
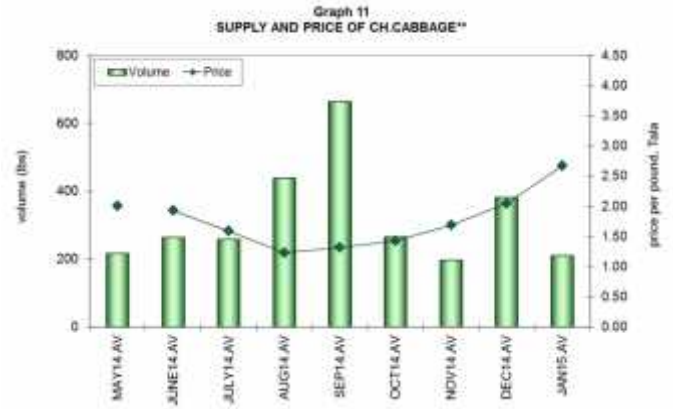
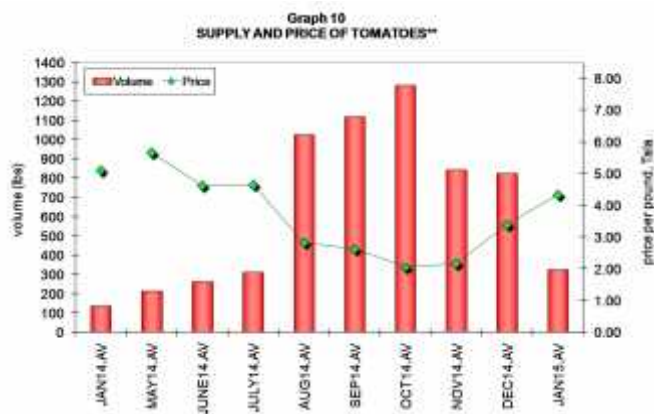
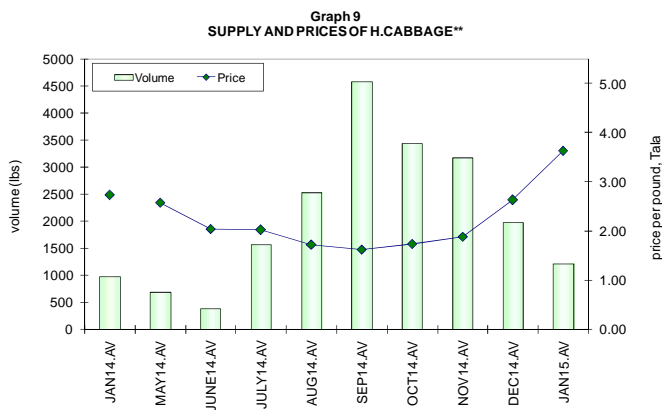


Current supply of yam in the month under review contributed to a 31 percent increase in volume in the twelve months ending January 2015 over the

twelve months ending January 2014 while its average price fell 3 percent.

VEGETABLE PRODUCE

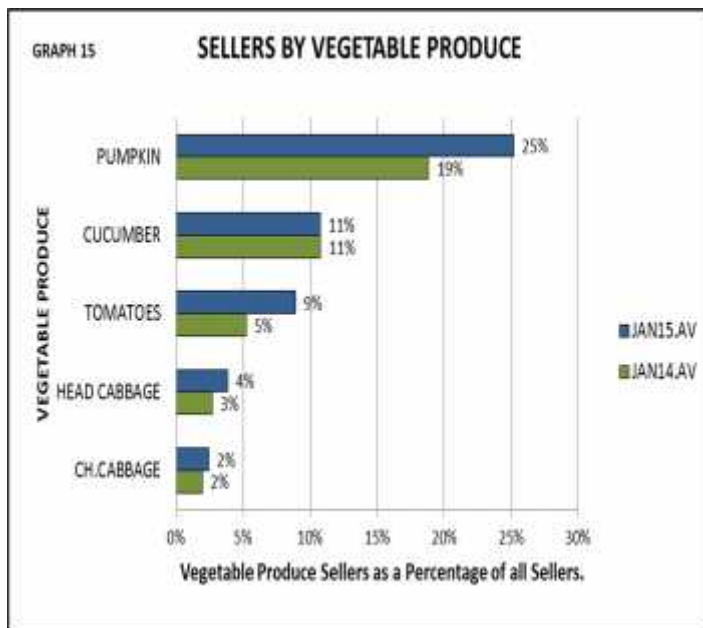
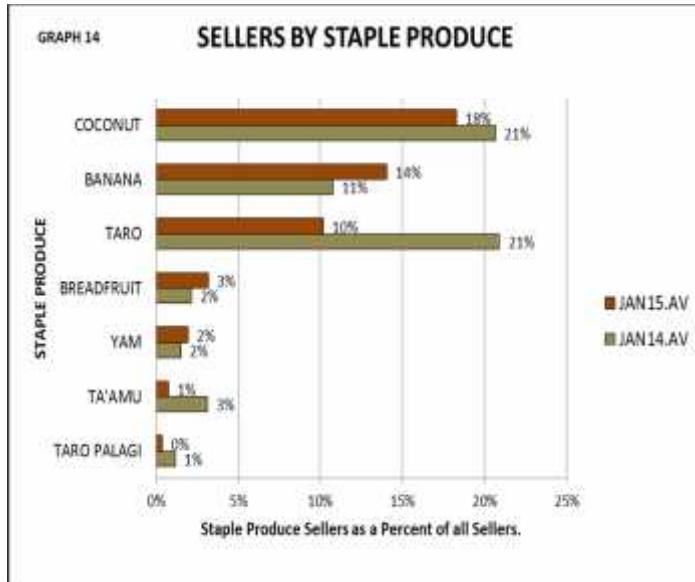
Wet weather conditions affected the supply of vegetable produce to the Local Markets in January 2015 resulting in substantial loss in the supply of all vegetable produce when compared with December 2014. Tomatoes supplies dropped 61 percent (to 326 pounds) while cucumber and Chinese cabbage volume fell 60 percent (to 657 pounds) and 45 percent (to 210 pounds) respectively. The volume of Head cabbage and pumpkin both declined 39 percent each to 1,218 pounds and 11,770 pounds in that order. (See Graphs 9 to 13 and Tables 1 & 2)



Subsequent to the limited availability of vegetables to the markets, average prices for all vegetable produce increased with the exception of pumpkin prices recording a 10 percent decline to \$1.22 per pound. Head cabbage prices rose 38 percent (to \$3.64 per pound) followed by Chinese cabbage prices increasing 30 percent (to \$2.67 per pound). Tomato and cucumber prices rose 28 percent (to \$4.33 per pound) and 6 percent (to \$1.32 per pound) respectively.

SELLERS

At 258; the number of sellers at the Local Markets on the days surveyed in January 2015 decreased 24 percent from the previous month but was 20 percent higher when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6)

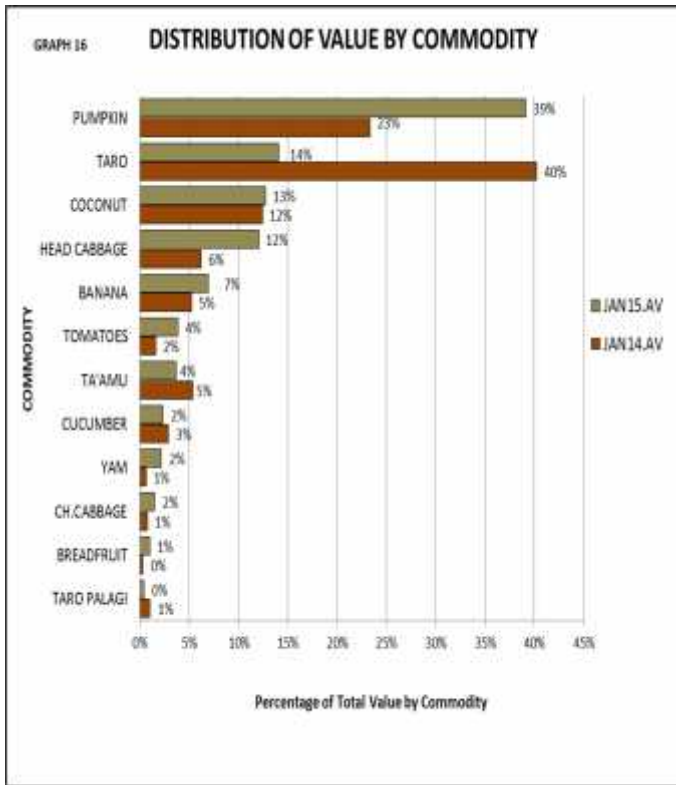


In January 2015, pumpkin sellers at 65 were the largest group at the local markets decreasing from 89 in the previous month but was higher than 43 in the same month a year ago. Sellers of coconut recorded a total of 47 increasing from 30 in December 2014 but was lower than 48 in January

2014. Banana sellers at 36 increased from 32 and 25 in December 2014 and January 2014 respectively. Sellers of cucumber at 28 fell from 52 in the previous month but was higher than 25 in the same month a year ago. With more and more farmers choosing to export their taro crop instead of selling at the market, the number of taro sellers recorded in January 2015 at 26 decreased from 43 in December 2014 and 48 in January 2014. Tomato sellers recorded 23 decreasing from 52 in the previous month but was much higher than 12 a year ago. Head cabbage sellers recorded a decreasing total of 10 from 17 in December 2014 but were higher than 6 in January 2014 while sellers of breadfruit at 8 increased from 4 in December 2014 and 5 in January 2014. Chinese cabbage sellers recorded a decreasing total of 6 from 13 in the previous month but was higher than 5 a year ago. Sellers of yam recorded an increasing total of 5 from 3 in the previous month and 4 a year ago. Ta'amu sellers at 2 fell from 5 in December 2014 and 7 in the same month a year ago while sellers of taro palagi recorded an unchanged total of 1 seller in January 2015.

VALUE OF SUPPLIES

The average value of selected produce supplied to the market at \$36,700 in January 2015 decreased 34 percent from the previous month and was 14 percent lower when compared with January 2014.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 39 percent in January 2015, a level that was lower than 46 percent in December 2014 but was higher than 23 percent in January 2014. Taro supplies followed with a 14 percent share decreasing from 19 percent in the previous month and 40 percent a year ago. Supplies of coconut accounted for 13 percent of total value, increasing from 6 percent in the previous month and 12 percent in the same month last year. Head cabbage supplies contributed 12 percent to total value increasing from 9 percent in December 2014 and 6 percent in January 2014. Supplies of banana contributed 7 percent to total value increasing from 5 percent in the previous month and a year ago. Ta’amu and tomato supplies accounted for 4 percent each of total value; ta’amu contribution increasing from 3 percent in December 2014 but was lower than 5 percent in January 2014 while tomato shares fell from 5 percent in the previous month but was higher than a 2 percent share a year ago. Cucumber, yam, and Chinese cabbage supplies contributed 2 percent each to total value with cucumber contribution decreasing from 4 percent and 3 percent in the previous month and a year ago and yam and Chinese cabbage contribution rising from a 1 percent. Breadfruit supplies

contributed 1 percent to total value in January 2015. Relatively lower shares were recorded for the rest of the other commodities. (See Graph 16 and Table 3)

The Local Market Survey Report for February 2015 will be available on the 13th of March 2015.

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 reconstructed 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	JAN14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	Jan-15	
												% chng from prev mnth	%chng from JAN14
TARO	8422	27795	16998	12499	15517	10914	10573	9123	7278	10997	4687	-57	-83
BANANA	6349	6988	3849	4358	6383	3946	5871	4772	5621	7248	7116	-2	2
TARO PALAGI	484	369	97	133	199	73	200	106	49	12	115	858	-69
TA'AMU	10042	2064	1587	954	2032	2202	4046	1049	907	952	1044	10	-49
COCONUT	9964	16668	10972	13475	15918	13236	23059	19647	17408	10293	17345	69	4
BREADFRUIT	608	451	255	198	97	891	693	141	462	209	847	305	88
YAM	415	173	158	257	273	455	376	361	445	173	465	169	169
HEAD CABBAGE	1531	975	689	390	1571	2527	4583	3440	3172	1981	1218	-39	25
TOMATOES	300	136	217	265	314	1025	1118	1283	844	827	326	-61	139
CH.CABBAGE	720	90	217	264	258	438	664	264	197	382	210	-45	134
CUCUMBER	978	688	1160	1006	1060	1083	1652	1538	1481	1663	657	-60	-4
PUMPKIN	7508	8926	6643	5191	12361	14681	18468	29995	19309	19141	11770	-39	32

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

PRODUCE	2010 AVE	JAN14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	% chng from	
												prev mnth	JAN14
TARO	1.05	0.62	0.56	0.63	0.64	0.74	0.77	0.83	0.83	0.98	1.10	12	77
BANANA	0.45	0.32	0.35	0.38	0.34	0.31	0.32	0.38	0.40	0.38	0.36	-5	13
TARO PALAGI	0.76	1.18	1.16	1.22	1.12	0.92	0.97	1.23	1.07	1.07	1.43	34	21
TA'AMU	1.10	1.11	1.32	1.50	1.02	1.02	1.05	1.23	1.45	2.01	1.29	-36	16
COCONUT	0.23	0.32	0.33	0.33	0.31	0.29	0.28	0.29	0.30	0.30	0.27	-10	-16
BREADFRUIT	0.41	0.29	0.36	0.33	0.48	0.29	0.24	0.59	0.59	0.71	0.44	-38	52
YAM	1.34	1.64	1.67	1.41	1.05	1.35	1.38	1.22	1.28	2.10	1.71	-19	4
HEAD CABBAGE	2.86	2.73	2.58	2.04	2.02	1.73	1.62	1.74	1.88	2.63	3.64	38	33
TOMATOES	4.55	5.09	5.66	4.62	4.66	2.82	2.62	2.06	2.16	3.39	4.33	28	-15
CH.CABBAGE	2.27	3.57	2.01	1.93	1.59	1.23	1.32	1.43	1.69	2.05	2.67	30	-25
CUCUMBER	1.49	1.80	1.29	1.42	1.18	1.17	1.10	1.18	1.13	1.24	1.32	6	-27
PUMPKIN	1.00	1.12	1.23	1.19	1.28	1.08	0.89	0.84	0.96	1.35	1.22	-10	9

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2010	JAN14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	% chng from	
												prev mnth	JAN14
TARO	103.1	17.2	9.5	7.9	9.9	8.1	8.1	7.6	6.0	10.8	5.2	-52	-70
BANANA	34.2	2.2	1.4	1.7	2.2	1.2	1.9	1.8	2.3	2.8	2.6	-7	14
TARO PALAGI	4.6	0.4	0.1	0.2	0.2	0.1	0.2	0.1	0.1	0.0	0.2	1500	-64
TA'AMU	133.3	2.3	2.1	1.4	2.1	2.3	4.3	1.3	1.3	1.9	1.4	-29	-41
COCONUT	27.2	5.3	3.6	4.5	4.9	3.8	6.5	5.7	5.2	3.1	4.7	51	-12
BREADFRUIT	2.5	0.1	0.1	0.1	0.1	0.3	0.2	0.1	0.3	0.2	0.4	147	185
YAM	6.6	0.3	0.3	0.4	0.3	0.6	0.5	0.4	0.6	0.4	0.8	122	186
HEAD CABBAGE	45.0	2.7	1.8	0.8	3.2	4.4	7.4	6.0	6.0	5.2	4.4	-15	67
TOMATOES	11.6	0.7	1.2	1.2	1.5	2.9	2.9	2.6	1.8	2.8	1.4	-50	104
CH.CABBAGE	16.3	0.3	0.4	0.5	0.4	0.5	0.9	0.4	0.3	0.8	0.6	-28	75
CUCUMBER	15.0	1.2	1.5	1.4	1.3	1.3	1.8	1.8	1.7	2.1	0.9	-58	-30
PUMPKIN	78.0	10.0	8.2	6.2	15.8	15.9	16.4	25.2	18.5	25.8	14.4	-44	44
	477.5	42.9	30.2	26.1	41.8	41.3	51.1	53.1	44.0	55.7	36.7	-34	-14

**on the days surveyed
@new weights and base*

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	JAN14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	% chng from	% chng from
												prev mnth	JAN14
TARO	0.22	330	202	148	184	130	126	108	86	131	56	-57	-83
BANANA	0.07	110	61	69	101	62	92	75	89	114	112	-2	2
TARO PALAGI	0.01	76	20	28	41	15	41	22	10	2	24	859	-69
TA'AMU	0.28	21	16	9	20	22	40	10	9	9	10	10	-49
COCONUT	0.06	167	110	135	160	133	231	197	175	103	174	68	4
BREADFRUIT	0.01	74	42	33	16	147	114	23	76	34	139	305	88
YAM	0.01	42	38	62	66	110	91	87	107	42	112	169	169
HEAD CABBAGE	0.09	64	45	25	103	165	299	225	207	129	80	-39	25
TOMATOES	0.02	45	72	88	104	341	372	427	281	275	109	-61	139
CH.CABBAGE	0.03	13	30	37	36	61	92	37	27	53	29	-45	134
CUCUMBER	0.03	70	119	103	108	111	169	157	151	170	67	-60	-4
PUMPKIN	0.16	119	88	69	165	196	246	400	257	255	157	-39	32
	1.00	125	85	69	107	110	146	148	114	113	74	-35	-41

Table 5: Price Index (2010 = 100)

PRODUCE	2010 Weights	JAN14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	% chng from	% chng from
												prev mnth	JAN14
TARO	0.22	59	53	60	61	71	74	79	79	94	105	12	77
BANANA	0.07	71	78	84	75	69	71	84	89	84	80	-5	12
TARO PALAGI	0.01	154	152	160	147	120	127	161	140	140	187	34	21
TA'AMU	0.28	101	120	137	93	93	96	112	132	183	117	-36	16
COCONUT	0.06	140	145	145	136	127	123	127	131	131	118	-10	-16
BREADFRUIT	0.01	70	87	80	117	70	58	143	143	172	107	-38	52
YAM	0.01	123	125	105	78	101	103	91	96	157	128	-19	4
HEAD CABBAGE	0.09	95	90	71	71	60	57	61	66	92	127	38	33
TOMATOES	0.02	112	124	102	102	62	58	45	48	75	95	28	-15
CH.CABBAGE	0.03	157	89	85	70	54	58	63	74	90	118	30	-25
CUCUMBER	0.03	121	87	96	79	79	74	79	76	84	89	6	-27
PUMPKIN	0.16	112	124	120	129	108	89	84	96	136	123	-10	9
	1.00	97	100	103	90	86	83	90	99	128	113	-11	17

Table 6: Number of Sellers

PRODUCE		JAN14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	% chng from	% chng from
												prev mnth	JAN14
TARO		48	47	38	35	43	36	38	29	43	26	-39	-45
BANANA		25	18	21	23	23	25	28	23	32	36	14	46
TARO PALAGI		3	1	1	1	1	2	1	1	1	1	0	-64
TA'AMU		7	6	6	7	9	11	5	4	5	2	-58	-72
COCONUT		48	41	44	45	55	59	67	43	30	47	59	-1
BREADFRUIT		5	1	3	2	7	6	1	4	4	8	136	65
YAM		4	3	4	4	8	6	6	7	3	5	100	43
HEAD CABBAGE		6	7	9	13	23	15	18	13	17	10	-42	60
TOMATOES		12	21	19	22	58	63	76	51	52	23	-55	92
CH.CABBAGE		5	10	13	15	18	22	14	11	13	6	-53	39
CUCUMBER		25	35	34	33	42	60	50	46	52	28	-46	12
PUMPKIN		43	48	34	54	91	132	157	100	89	65	-27	50
		230	239	224	253	377	436	460	330	338	258	-24	12

*on the days surveyed

@new weights and base

Revised Figure