



GOVERNMENT OF SAMOA
SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY
March 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 March 2015 showed overall volume increase 19 percent while increased domestic demand pushed average price up 4 percent when compared to February 2015.

- Despite the decrease in volume of all staple produce, significant increase in pumpkin, Chinese cabbage, cucumber and tomato supplies strongly contributed to the rise in the volume index.
- Value of supplies expanded 46 percent to \$42,600 from the previous month.
- The total number of sellers rose to 231 from 219 in February 2015.

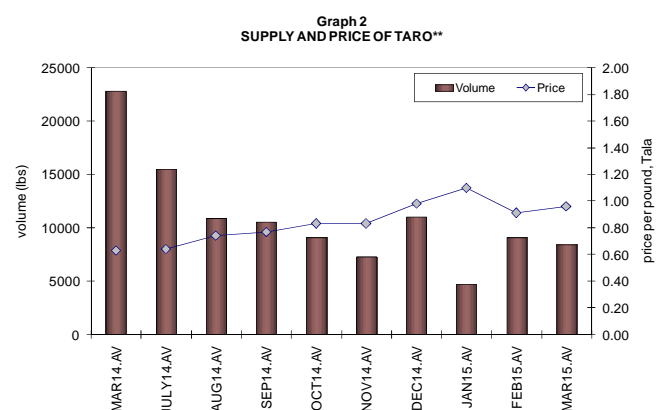
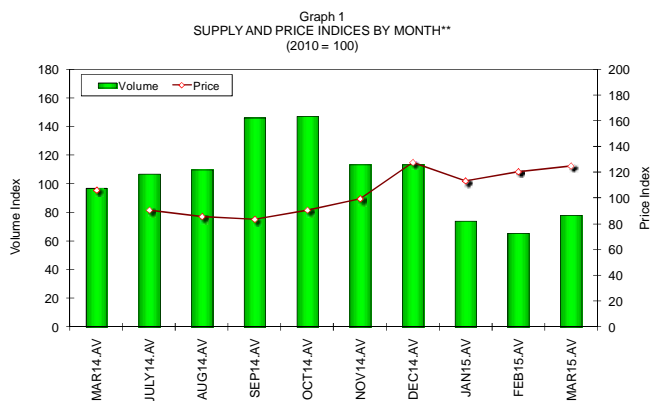
Issue: 1/03/15

OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in March 2015 showed overall volume increase 19 percent from February 2015. Despite the decrease in volume of all staple produce, significant increases in pumpkin, Chinese cabbage, cucumber and tomato supplies contributed positively to the rise in the index. When compared with the same month last year, current supply was 19 percent lower. (See Graph 1 and Tables 4 & 5)

TARO

The supply of taro to the Local Markets in March 2015 fell 7 percent (to 8,435 pounds) from February 2015; a level that was 63 percent lower than the same month last year. The average price of taro increased 5 percent to \$0.96 per pound due to limited availability at the markets. When compared with March 2014, current price was 52 percent higher. (See Graph 2 and Tables 1 & 2)

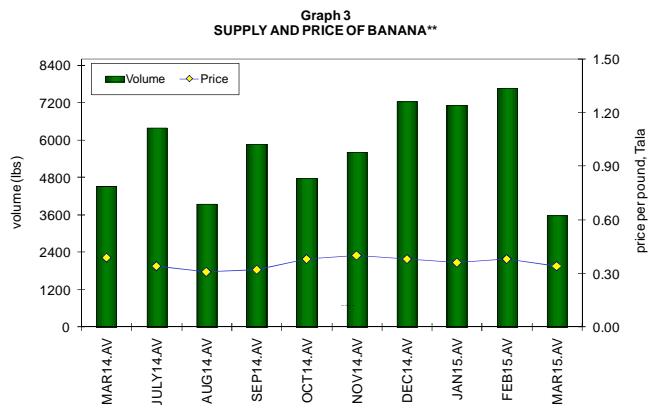


Driven by increased demand of most agricultural produce, overall price level rose 4 percent from the previous month. Higher prices of all agricultural produce with the exception of banana, taro palagi, Chinese cabbage and cucumber contributed to this increase. When compared with March 2014 the current overall price level was 18 percent higher.

Current supply of taro in the month under review contributed to a 49 percent decline in volume when comparing the twelve months ending March 2015 over the twelve months ending March 2014. Price rose 4 percent.

BANANA

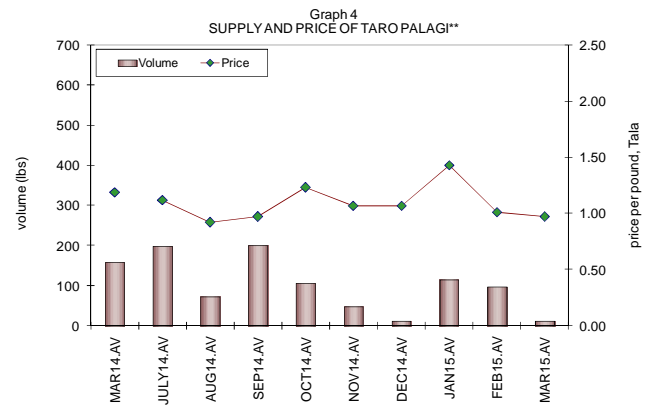
The volume of banana in March 2015 dropped 53 percent (to 3,590 pounds) from the previous month; a level that was 21 percent lower than the same month last year. The average price of banana decreased 11 percent to \$0.34 per pound, a level that was 13 percent lower than March 2014. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending March 2015 over the twelve months ending March 2014, banana supplies were 36 percent higher while increased availability pushed its average price down 27 percent.

TARO PALAGI

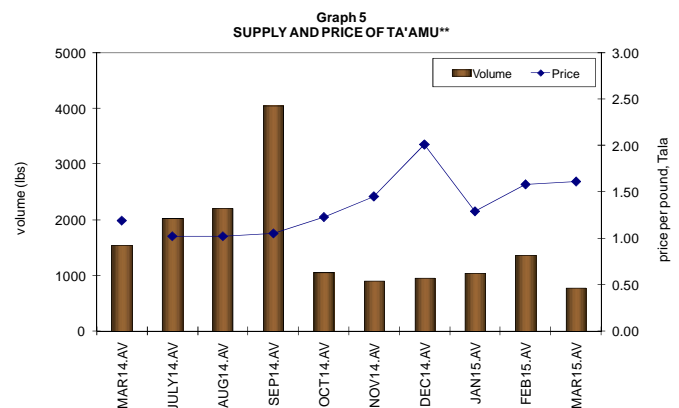
At an average of 12 pounds, the supply of taro palagito the market in the month under review declined 88 percent from the previous month while average price also fell 4 percent to \$0.97 per pound. Current volume of taro palagi was 92 percent lower than the same month last year while its average price was 18 percent lower. (See Graph 4 and Tables 1 & 2)



The twelve months ending March 2015 revealed taro palagi supplies were 43 percent lower than that of the twelve months ending March 2014 while its average price remained unchanged.

TA'AMU

Ta'amu supply in March 2015 declined 43 percent (to 775 pounds) from the previous month while decreased availability at the markets pushed its average price up 2 percent to \$1.61 per pound. When compared with the same month last year, current supply of ta'amu was 50 percent lower while its average price was 35 percent higher. (See Graph 5 and Tables 1 & 2)



When comparing the twelve months ending March 2015 over the twelve months ending March 2014, ta'amu supplies were 60 percent lower while limited availability pushed its average price up 11 percent.

COCONUT

In the month under review the supply of coconut decreased 7 percent (to 16,902 pounds) from the previous month. Despite the increase in supply of coconut its average price remained unchanged at \$0.26 per pound. Current availability of coconut was 13 percent higher than average availability in March 2014 while average price declined 19 percent. (See Graph 6 and Tables 1 & 2)

When comparing the twelve months ending March 2015 over the twelve months ending March 2014, breadfruit supplies were 11 percent lower while its average price fell 27 percent.

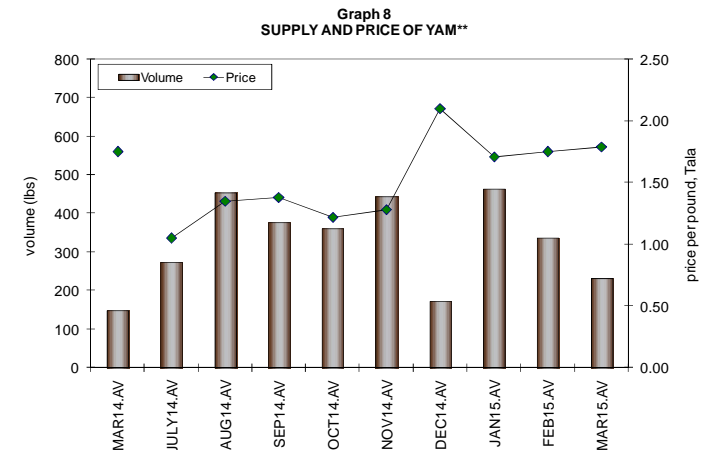
YAM

The supply of yam in the month under review decreased 31 percent (to 233 pounds) from the previous month while limited availability pushed its average price up 2 percent to \$1.79 per pound. When compared with the same month last year, current supply of yam was 57 percent higher while increased demand of over the year pushed its average price up 2 percent. (See Graph 8 and Tables 1 & 2)

No change was recorded for the supply of coconut when comparing the twelve months ending March 2015 over the twelve months ending March 2014. Average price fell 18 percent.

BREADFRUIT

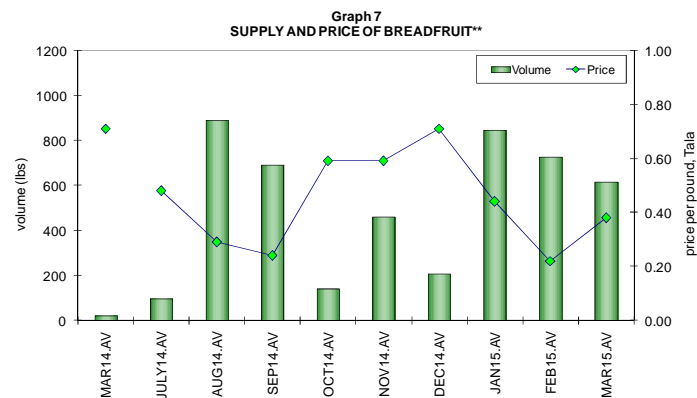
Breadfruit supply in March 2015 declined 15 percent (to 616 pounds) from the previous month while decreased availability pushed its average price up 73 percent to \$0.38 per pound. When compared with the same month last year, current breadfruit supply was exponentially higher while increased availability over the year pushed its average price down 46 percent. (See Graph 7 and Tables 1 & 2)



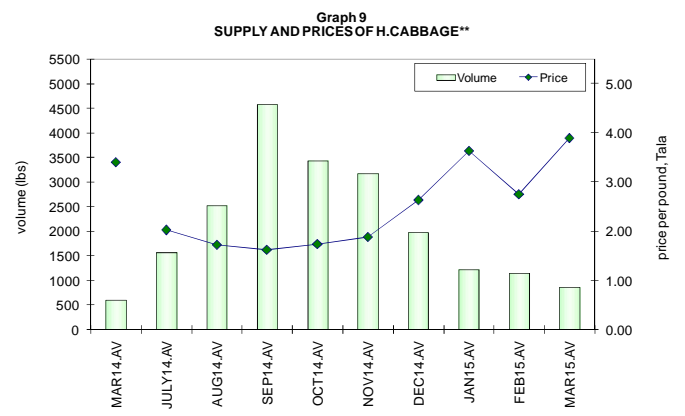
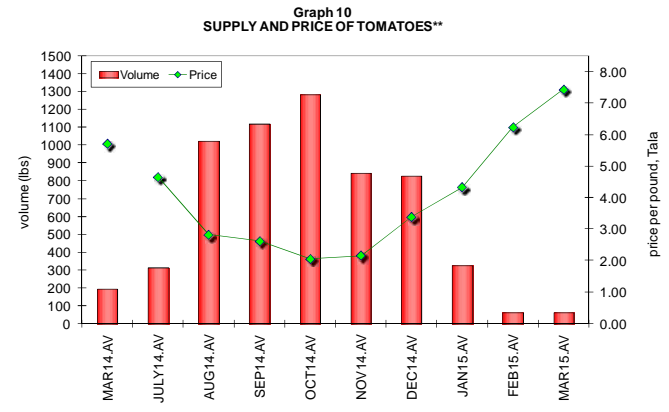
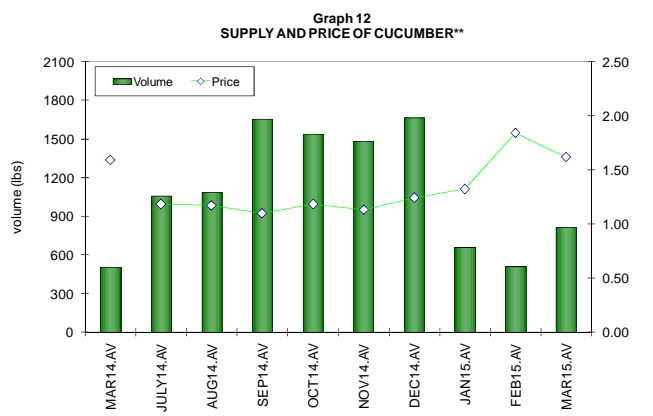
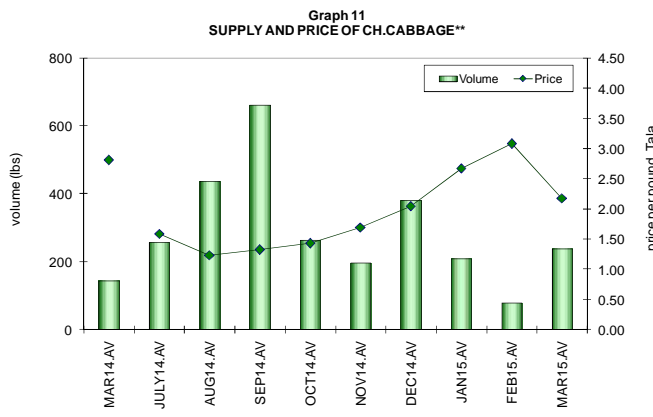
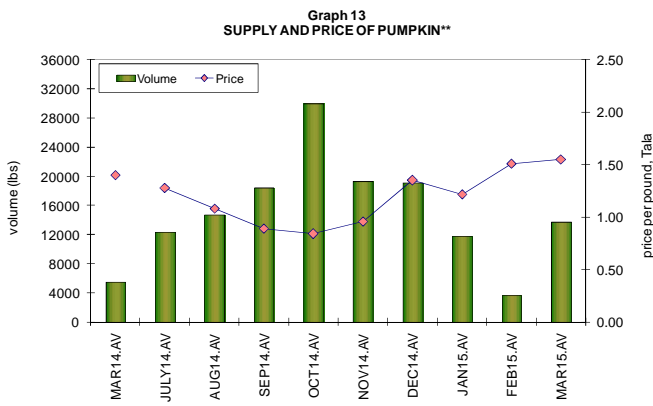
Current supply of yam in the month under review contributed to a 47 percent increase in volume in the twelve months ending March 2015 over the twelve months ending March 2014 while its average price remained unchanged.

VEGETABLE PRODUCE

Under more favorable weather conditions, the supply of vegetable produce to the Local Markets in March 2015 experienced moderate increase in all vegetable produce with the exception of head cabbage decreasing 25 percent (to 863 pounds) from February 2015. Pumpkin supplies expanded more than two times to 13,745 pounds while Chinese



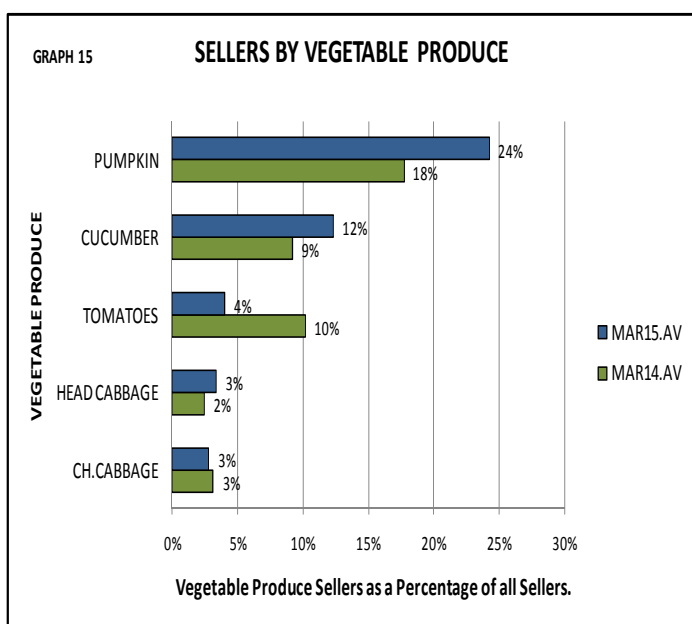
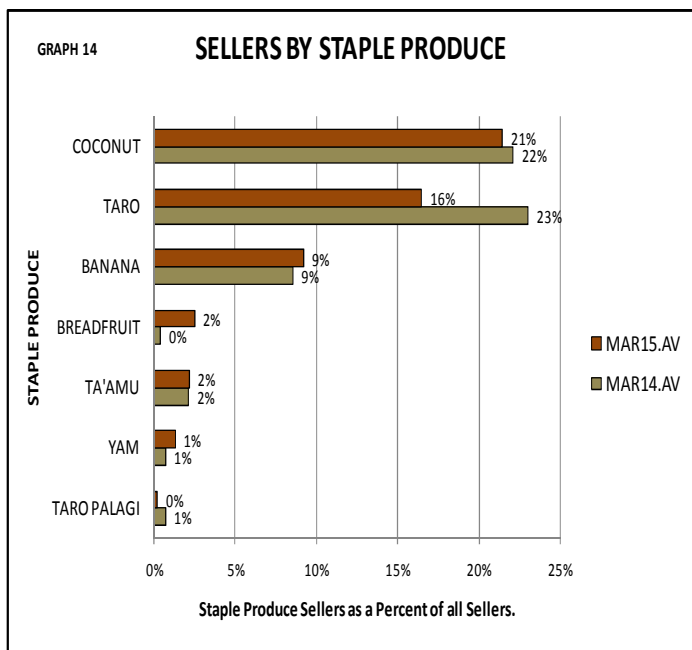
cabbagewolume wasmore than doubled(to 240 pounds). The supply of cucumber also increased59 percent (to 815 pounds) while tomato volume rose 1percentto 63 pounds.(See Graphs 9 to 13 and Tables 1 & 2)



Average price of most vegetable produce to the market in the month under review increased with the exception of Chinese cabbage and cucumber recording a 29 percent (to \$2.18 per pound) and 12 percent decline (to \$1.62 per pound) from the previous month. Subsequent to limited availability head cabbage prices rose 42 percent to \$3.90 per pound. Tomato and pumpkin proved to be vegetables choice in March 2015 with price increasing 19 percent (to \$7.4.3 per pound) and 3 percent (to \$1.55 per pound) respectively.

SELLERS

At 231; the number of sellers at the Local Markets on the days surveyed in March 2015 increased 6percent from the previous month but was 6percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6)

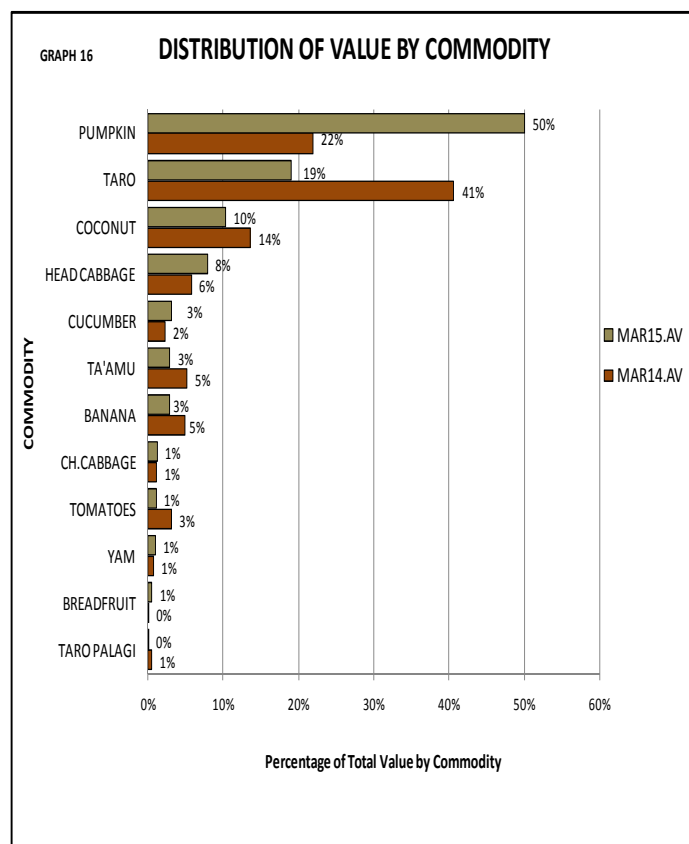


In March 2015, pumpkin sellers at 56 were the largest group at the local markets increasing from 34 in the previous month and 44 when compared to the same month a year ago. Sellers of coconut recorded a total of 50 decreasing from 56 in February 2015 and 54 in March 2014. Taro sellers followed with a total of 38 from 37 in February 2015 but was lower than 57 in the same month last year. Sellers of cucumber at 29 rose from 22 in the previous month and 23 in the same month a year ago. Banana sellers recorded a decreasing total of 21 from 31 in the previous month but remained unchanged when compared with March 2014. Tomatoes sellers recorded an increasing total of 9 from 8 in February 2015 but was much lower than 25 a year ago while

sellers of head cabbage at a total of 8 decreased from 12 in February 2015 but was higher than 6 in the same month last year. Chinese cabbage sellers recorded a total of 7 increasing from 4 in the previous month but was lower than 8 a year ago. Sellers of breadfruit recorded a total of 6 in March 2015 and February 2015 but were higher than 1 in March 2014 while sellers of ta'amurecorded an increasing total of 5 in March 2015 from 4 in the previous month and remained the same when compared with March 2014. Yam sellers recorded a decreasing total of 3 from 4 in the previous month but higher than 2 a year ago while taro palagi sellers recorded an unchanging total of 1 from February 2015 but fell from 2 in the same month last year.

VALUE OF SUPPLIES

The average value of selected produce supplied to the market at \$42,600 in March 2015 increased 46 percent from the previous month and was 20 percent higher when compared with March 2014.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 50 percent in March 2015, a level that was higher than

19 percent in February 2015 and 22 percent in March 2014. Taro supplies followed with a 19 percent share decreasing from 28 percent in the previous month and 41 percent a year ago. Supplies of coconut accounted for 10 percent of total value, decreasing from 16 percent in the previous month and 14 percent in the same month last year. Head cabbage supplies contributed 8 percent to total value decreasing from 11 percent in February 2015 but were higher than 6 percent in March 2014. Supplies of banana, ta'amu, and cucumber contributed 3 percent each to total value. Banana and ta'amu decreased from 10 percent 5 percent in February 2015 and 5 percent in March 2014. Cucumber share remained unchanged at 3 percent from the previous month but was higher than 2 percent in same month last year. Breadfruit, yam, tomato, Chinese cabbage contributed 1 percent each to total value while relatively lower shares were recorded for the rest of other commodities. (See Graph 16 and Table 3)

The Local Market Survey Report for April 2015 will be available on the 14th of May 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 Fugalei and Taufusi Market stalls. 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	MAR14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	Mar-15	
												% chng from prev mnth	%chng from MAR14
TARO	8422	22816	15517	10914	10573	9123	7278	10997	4687	9112	8435	-7	-63
BANANA	6349	4526	6383	3946	5871	4772	5621	7248	7116	7682	3590	-53	-21
TARO PALAGI	484	157	199	73	200	106	49	12	115	97	12	-88	-92
TA'AMU	10042	1542	2032	2202	4046	1049	907	952	1044	1360	775	-43	-50
COCONUT	9964	15019	15918	13236	23059	19647	17408	10293	17345	18227	16902	-7	13
BREADFRUIT	608	22	97	891	693	141	462	209	847	726	616	-15	2700
YAM	415	148	273	455	376	361	445	173	465	337	233	-31	57
HEAD CABBAGE	1531	597	1571	2527	4583	3440	3172	1981	1218	1156	863	-25	44
TOMATOES	300	196	314	1025	1118	1283	844	827	326	62	63	1	-68
CH.CABBAGE	720	144	258	438	664	264	197	382	210	79	240	205	66
CUCUMBER	978	508	1060	1083	1652	1538	1481	1663	657	513	815	59	60
PUMPKIN	7508	5531	12361	14681	18468	29995	19309	19141	11770	3653	13745	276	149

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

PRODUCE	2010 AVE	MAR14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	% chng from	
												prev mnth	MAR14
TARO	1.05	0.63	0.64	0.74	0.77	0.83	0.83	0.98	1.10	0.91	0.96	5	52
BANANA	0.45	0.39	0.34	0.31	0.32	0.38	0.40	0.38	0.36	0.38	0.34	-11	-13
TARO PALAGI	0.76	1.19	1.12	0.92	0.97	1.23	1.07	1.07	1.43	1.01	0.97	-4	-18
TA'AMU	1.10	1.19	1.02	1.02	1.05	1.23	1.45	2.01	1.29	1.58	1.61	2	35
COCONUT	0.23	0.32	0.31	0.29	0.28	0.29	0.30	0.30	0.27	0.26	0.26	0	-19
BREADFRUIT	0.41	0.71	0.48	0.29	0.24	0.59	0.59	0.71	0.44	0.22	0.38	73	-46
YAM	1.34	1.75	1.05	1.35	1.38	1.22	1.28	2.10	1.71	1.75	1.79	2	2
HEAD CABBAGE	2.86	3.40	2.02	1.73	1.62	1.74	1.88	2.63	3.64	2.75	3.90	42	15
TOMATOES	4.55	5.70	4.66	2.82	2.62	2.06	2.16	3.39	4.33	6.23	7.43	19	30
CH.CABBAGE	2.27	2.81	1.59	1.23	1.32	1.43	1.69	2.05	2.67	3.08	2.18	-29	-22
CUCUMBER	1.49	1.59	1.18	1.17	1.10	1.18	1.13	1.24	1.32	1.84	1.62	-12	2
PUMPKIN	1.00	1.40	1.28	1.08	0.89	0.84	0.96	1.35	1.22	1.51	1.55	3	11

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2010	MAR14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	% chng from	
												prev mnth	MAR14
TARO	103.1	14.4	9.9	8.1	8.1	7.6	6.0	10.8	5.2	8.3	8.1	-2	-44
BANANA	34.2	1.8	2.2	1.2	1.9	1.8	2.3	2.8	2.6	2.9	1.2	-58	-31
TARO PALAGI	4.6	0.2	0.2	0.1	0.2	0.1	0.1	0.0	0.2	0.1	0.0	-90	-95
TA'AMU	133.3	1.8	2.1	2.3	4.3	1.3	1.3	1.9	1.4	2.2	1.3	-42	-32
COCONUT	27.2	4.8	4.9	3.8	6.5	5.7	5.2	3.1	4.7	4.7	4.4	-7	-9
BREADFRUIT	2.5	0.0	0.1	0.3	0.2	0.1	0.3	0.2	0.4	0.2	0.2	44	1050
YAM	6.6	0.3	0.3	0.6	0.5	0.4	0.6	0.4	0.8	0.6	0.4	-29	62
HEAD CABBAGE	45.0	2.0	3.2	4.4	7.4	6.0	6.0	5.2	4.4	3.2	3.4	6	66
TOMATOES	11.6	1.1	1.5	2.9	2.9	2.6	1.8	2.8	1.4	0.4	0.5	18	-59
CH.CABBAGE	16.3	0.4	0.4	0.5	0.9	0.4	0.3	0.8	0.6	0.2	0.5	117	27
CUCUMBER	15.0	0.8	1.3	1.3	1.8	1.8	1.7	2.1	0.9	0.9	1.3	40	63
PUMPKIN	78.0	7.7	15.8	15.9	16.4	25.2	18.5	25.8	14.4	5.5	21.3	286	175
	477.5	35.4	41.8	41.3	51.1	53.1	44.0	55.7	36.7	29.2	42.6	46	20

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	MAR14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	% chng from prev mnth	%chng from MAR14
TARO	0.22	271	184	130	126	108	86	131	56	108	100	-7	-63
BANANA	0.07	71	101	62	92	75	89	114	112	121	57	-53	-21
TARO PALAGI	0.01	33	41	15	41	22	10	2	24	20	2	-88	-92
TA'AMU	0.28	15	20	22	40	10	9	9	10	14	8	-43	-50
COCONUT	0.06	151	160	133	231	197	175	103	174	183	170	-7	13
BREADFRUIT	0.01	4	16	147	114	23	76	34	139	119	101	-15	2699
YAM	0.01	36	66	110	91	87	107	42	112	81	56	-31	57
HEAD CABBAGE	0.09	39	103	165	299	225	207	129	80	75	56	-25	44
TOMATOES	0.02	65	104	341	372	427	281	275	109	21	21	1	-68
CH.CABBAGE	0.03	20	36	61	92	37	27	53	29	11	33	205	66
CUCUMBER	0.03	52	108	111	169	157	151	170	67	53	83	59	60
PUMPKIN	0.16	74	165	196	246	400	257	255	157	49	183	276	149
	1.00	97	107	110	146	148	114	113	74	66	78	19	-19

Table 5: Price Index (2010 = 100)

PRODUCE	2010 Weights	MAR14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	% chng from prev mnth	%chng from MAR14
TARO	0.22	60	61	71	74	79	79	94	105	87	92	6	52
BANANA	0.07	87	75	69	71	84	89	84	80	84	75	-11	-13
TARO PALAGI	0.01	156	147	120	127	161	140	140	187	132	127	-4	-18
TA'AMU	0.28	108	93	93	96	112	132	183	117	144	147	2	35
COCONUT	0.06	140	136	127	123	127	131	131	118	114	114	0	-19
BREADFRUIT	0.01	172	117	70	58	143	143	172	107	53	92	73	-46
YAM	0.01	131	78	101	103	91	96	157	128	131	134	2	2
HEAD CABBAGE	0.09	119	71	60	57	61	66	92	127	96	136	42	15
TOMATOES	0.02	125	102	62	58	45	48	75	95	137	163	19	30
CH.CABBAGE	0.03	124	70	54	58	63	74	90	118	136	96	-29	-22
CUCUMBER	0.03	107	79	79	74	79	76	84	89	124	109	-12	2
PUMPKIN	0.16	141	129	108	89	84	96	136	123	152	156	3	11
	1.00	106	90	86	83	90	99	128	113	121	125	4	18

Table 6: Number of Sellers

PRODUCE		MAR14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	% chng from prev mnth	%chng from MAR14
TARO		57	35	43	36	38	29	43	26	37	38	3	-33
BANANA		21	23	23	25	28	23	32	36	31	21	-31	1
TARO PALAGI		2	1	1	2	1	1	1	1	1	1	-60	-71
TA'AMU		5	7	9	11	5	4	5	2	4	5	25	-5
COCONUT		54	45	55	59	67	43	30	47	56	50	-11	-9
BREADFRUIT		1	2	7	6	1	4	4	8	6	6	-4	475
YAM		2	4	8	6	6	7	3	5	4	3	-29	71
HEAD CABBAGE		6	13	23	15	18	13	17	10	12	8	-34	29
TOMATOES		25	22	58	63	76	51	52	23	8	9	12	-63
CH.CABBAGE		8	15	18	22	14	11	13	6	4	7	63	-16
CUCUMBER		23	33	42	60	50	46	52	28	22	29	28	27
PUMPKIN		44	54	91	132	157	100	89	65	34	56	66	29
		246	253	377	436	460	330	338	258	219	231	6	-6

*on the days surveyed

@new weights and base