



GOVERNMENT OF SAMOA  
**SAMOA BUREAU OF STATISTICS**

**LOCAL MARKET SURVEY**  
**April 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 April 2015 showed overall volume increase 9 percent while increased availability pushed average price down 8 percent when compared to March 2015.

- Significant increase in the supplies of taro, ta'amu, cucumber, tomato and head cabbage strongly contributed to the rise in the volume index.
- An average of 252 sellers trading at the Local Market was recorded in the month under review; up 9 percent and 13 percent from the previous month and the same month last year respectively.

Issue: 1/04/15

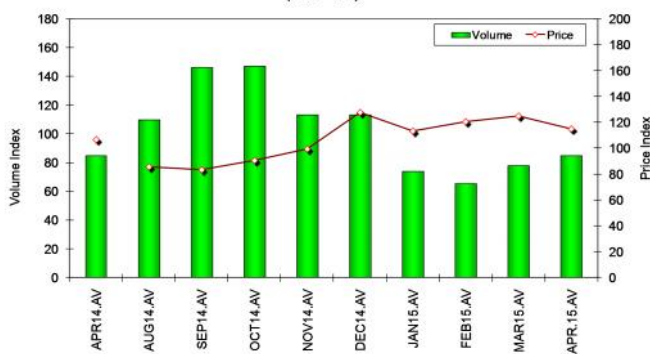
**OVERVIEW**

*The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in April 2015 showed overall volume increase 9 percent from March 2015. Despite the decrease in volume of all staple produce, significant increases in taro, ta'amu, cucumber, tomato and head cabbage supplies contributed positively to the rise in the volume index. When compared with the same month last year, current supply remained unchanged. (See Graph 1 and Tables 4 & 5)*

TARO

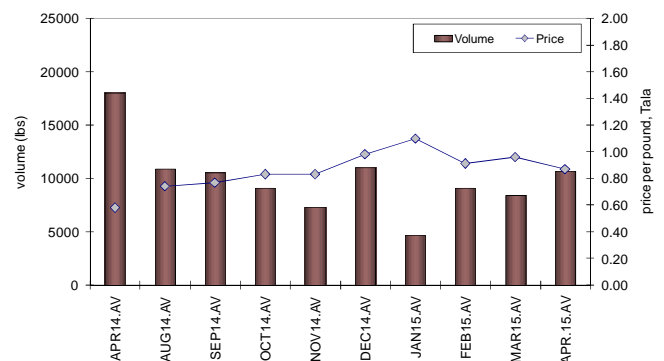
The volume of taro supplies in April 2015 rose 27 percent (to 10,717 pounds) from March 2015; a level that was 40 percent lower than the same month last year. The average price of taro decreased 9 percent to \$0.87 per pound due to increased availability to the markets. When compared with April 2014, current price was 50 percent higher. (See Graph 2 and Tables 1 & 2)

Graph 1  
SUPPLY AND PRICE INDICES BY MONTH\*\*  
(2010 = 100)



*Due to increased availability of most agricultural produce, overall price level declined 8 percent from the previous month. Lower prices recorded for pumpkin, taro palagi, cucumber, head cabbage, taro and ta'amu contributed to the decrease in the price index. When compared with April 2014 the current overall price level was 8 percent higher.*

Graph 2  
SUPPLY AND PRICE OF TARO\*\*

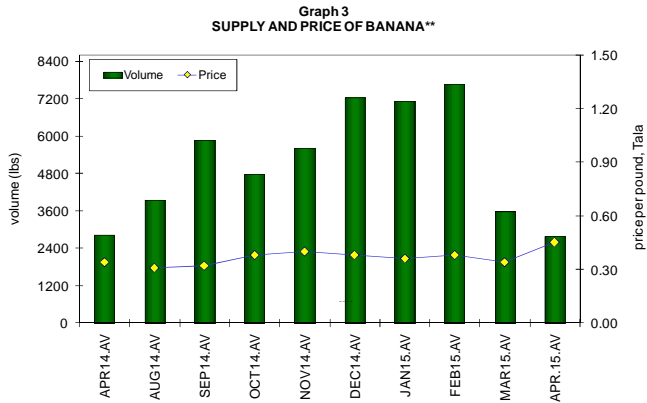


Current supply of taro in the month under review contributed to a 51 percent decline in volume when comparing the twelve months ending April 2015 over the twelve months ending April 2014. Price rose 10 percent.

## BANANA

The supply of banana to the Local Markets in April 2015 decreased 23 percent (to 2,775 pounds) from March 2015; a level that was 2 percent lower than the same month last year. As a result of limited supply, the average price of banana rose 32 percent to \$0.45 per pound, a level that was also 32 percent higher when compared with April 2014.

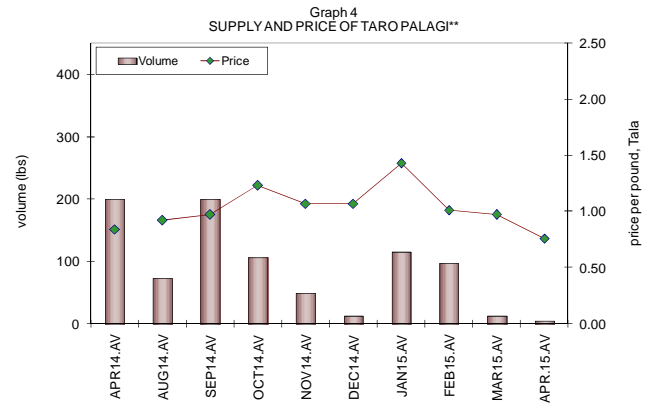
(See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending April 2015 over the twelve months ending April 2014, banana supplies were 29 percent higher while increased availability pushed its average price down 17 percent.

## TARO PALAGI

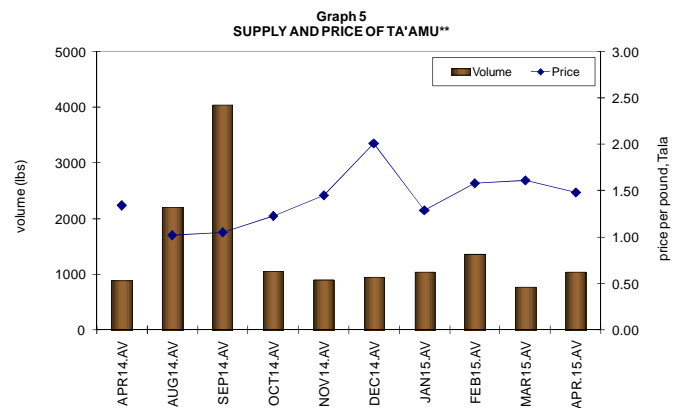
At an average of 5 pounds, the supply of taro palagi to the market in the month under review declined 60 percent from the previous month while average price also fell 22 percent to \$0.76 per pound. Current volume of taro palagi was 98 percent lower than the same month last year while its average price was also 10 percent lower. (See Graph 4 and Tables 1 & 2)



The twelve months ending April 2015 revealed taro palagi supplies were 54 percent lower than that of the twelve months ending April 2014 while its average price rose 8 percent.

## TA'AMU

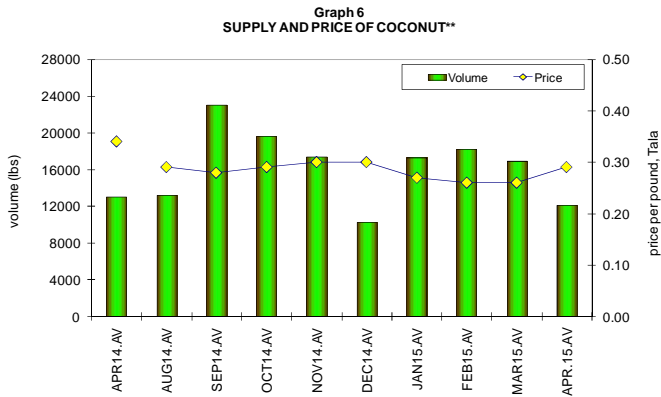
In the month under review ta'amu supplies expanded 34 percent (to 1,039 pounds) from the previous month. Increased availability pushed its average price down 8 percent to \$1.48 per pound. Current availability of ta'amu was 17 percent higher than average availability in April 2014 while price was also 10 percent higher over the year. (See Graph 5 and Tables 1 & 2)



When comparing the twelve months ending April 2015 over the twelve months ending April 2014, ta'amu supplies were 58 percent lower while limited availability pushed its average price up 15 percent.

## COCONUT

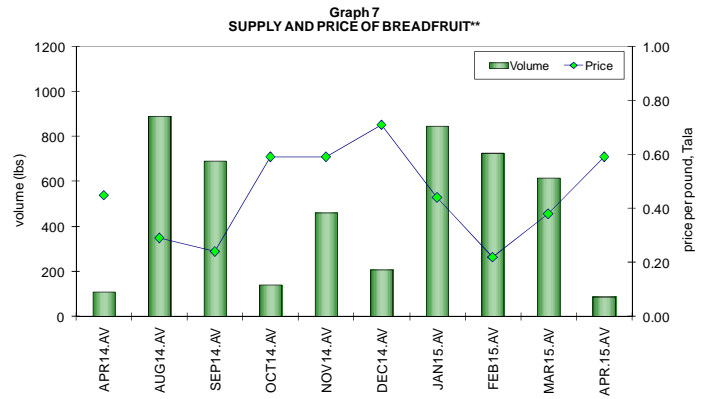
Coconut supplies in April 2015 declined 28 percent (to 12,142 pounds) from the previous month while limited availability pushed its average price up 12 percent (to \$0.29 per pound). Current availability of coconut was 7 percent lower than average availability in April 2014 while its price declined 15 percent. (See Graph 6 and Tables 1 & 2)



The decreased volume of coconut in the month under review contributed to a 3 percent decline in supply when comparing the twelve months ending April 2015 over the twelve months ending April 2014, while its average price fell 18 percent.

## BREADFRUIT

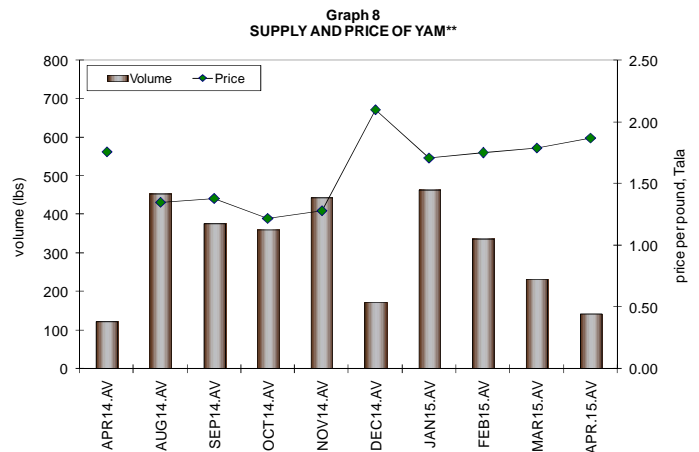
At 88 pounds, breadfruit supply in April 2015 declined 86 percent from the previous month. Limited availability to the markets pushed its average price up 55 percent to \$0.59 per pound. When compared with the same month last year, current breadfruit supply was 20 percent lower while average price rose 31 percent. (See Graph 7 and Tables 1 & 2)



When comparing the twelve months ending April 2015 over the twelve months ending April 2014, breadfruit supplies were 13 percent lower while its average price fell 21 percent.

## YAM

The supply of yam in the month under review decreased 39 percent (to 143 pounds) from the previous month while limited availability pushed its average price up 4 percent to \$1.87 per pound. When compared with the same month last year, current supply of yam was 15 percent higher while increased demand over the year pushed its average price up 6 percent. (See Graph 8 and Tables 1 & 2)

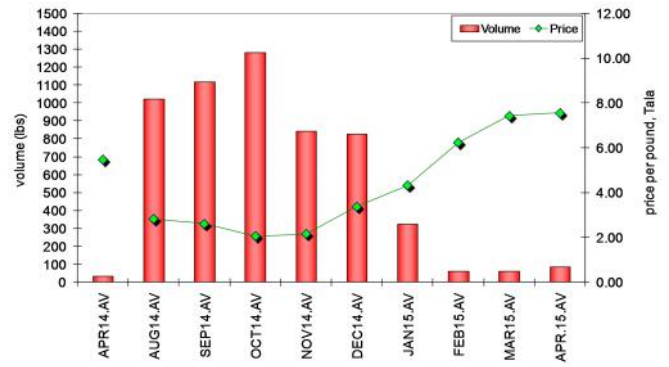


Despite the decline in the supply of yam, current volume in the month under review contributed to a 46 percent increase in volume in the twelve months ending April 2015 over the twelve months ending April 2014 while its average price slipped 1 percent.

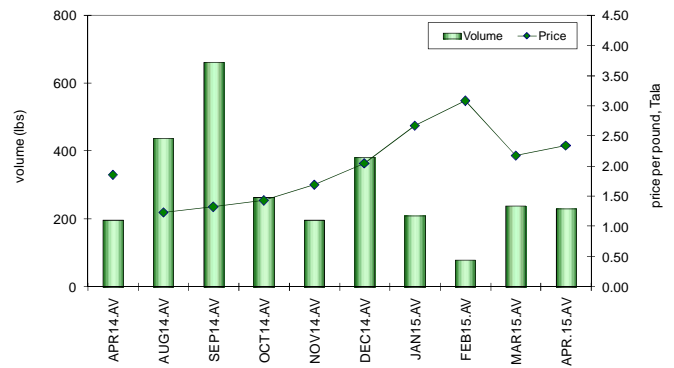
# VEGETABLE PRODUCE

The supply of vegetable produce to the Local Markets in April 2015 experienced significant increases in all vegetable produce with the exception of Chinese cabbage supplies recording a 4 percent decline (to 231 pounds) and the supply of pumpkin with a 2 percent decrease (to 13,537) from March 2015. Cucumber supplies registered the greatest increase rising 90 percent (to 1,545 pounds) while head cabbage and tomato volume rose 47 percent (to 1,270 pounds) and 39 percent (to 87 pounds) respectively. (See Graphs 9 to 13 and Tables 1 & 2)

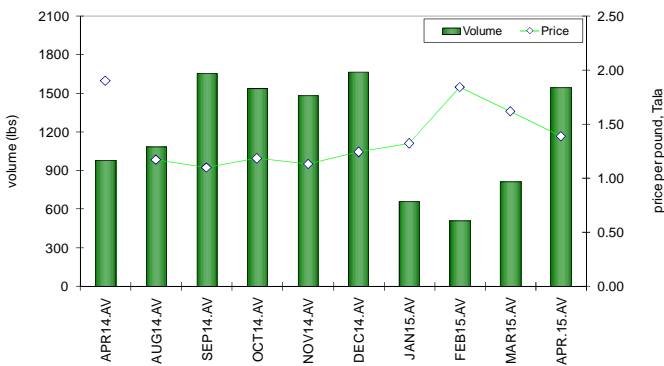
Graph 10  
SUPPLY AND PRICE OF TOMATOES\*\*



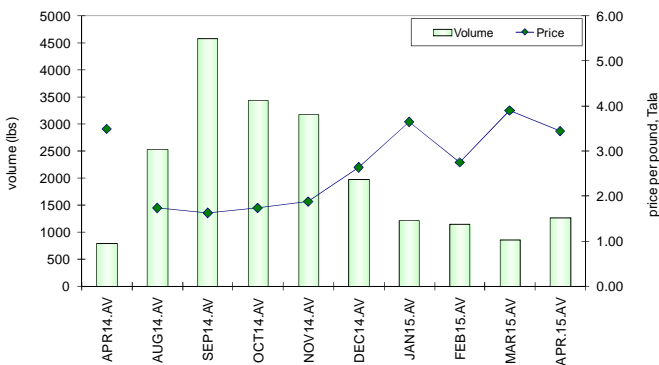
Graph 11  
SUPPLY AND PRICE OF CH.CABBAGE\*\*



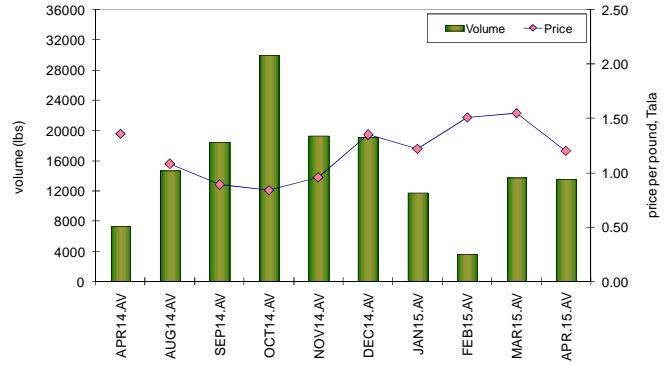
Graph 12  
SUPPLY AND PRICE OF CUCUMBER\*\*



Graph 9  
SUPPLY AND PRICES OF H.CABBAGE\*\*



Graph 13  
SUPPLY AND PRICE OF PUMPKIN\*\*

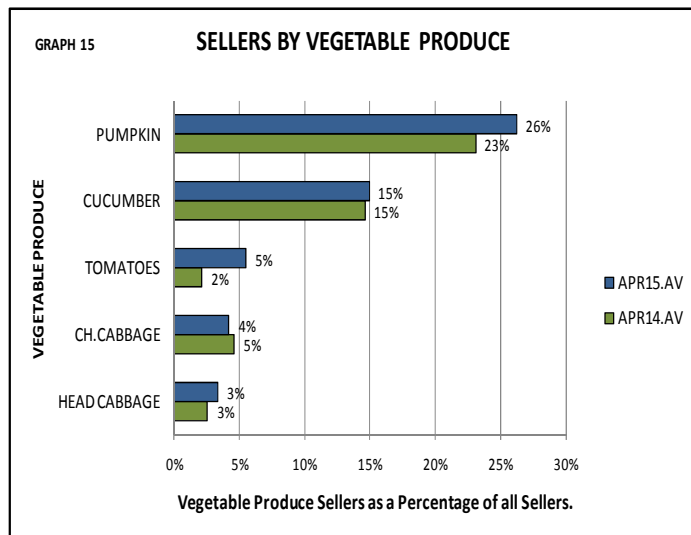
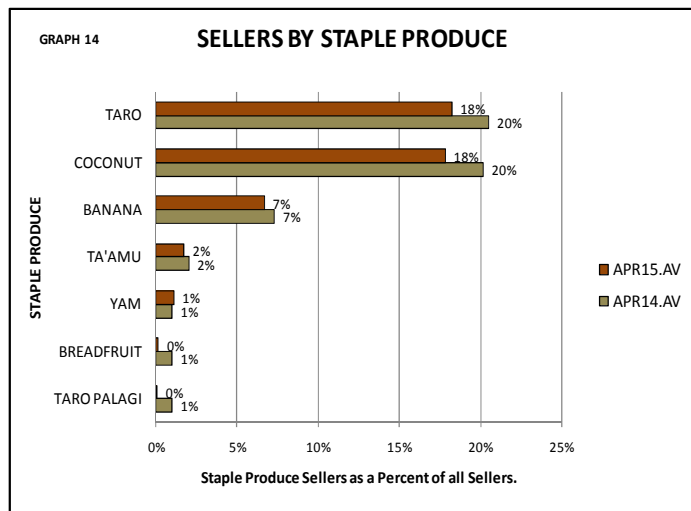


Subsequent to the increase in the supply of most vegetable produce to the markets, average prices in the month under review decreased with the exception of Chinese cabbage prices recording an increase of 7 percent (to \$2.34 per pound) due to limited availability while increased demand for tomato drove its price up 2 percent (to \$7.56 per pound) from the previous month. An abundance of head cabbage and cucumber supplies pushed average prices down 12 percent (to \$3.45 per pound) and 14 percent (to \$1.39 per pound) respectively. Weakened demand for pumpkin

resulted in its average price falling 23 percent to \$1.20 per pound.

## SELLERS

At 252; the number of sellers at the Local Markets on the days surveyed in April 2015 increased 9 percent from the previous month and was 13 percent higher when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6)

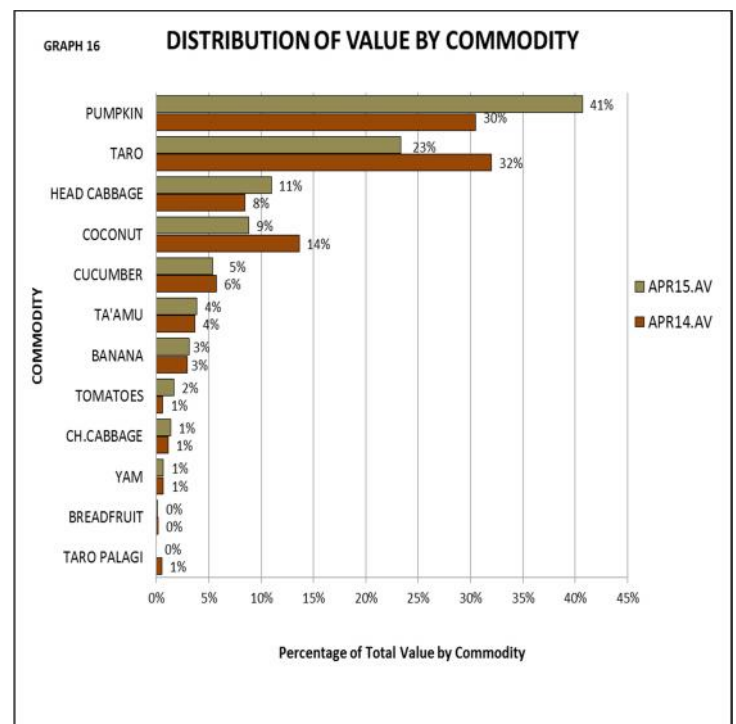


In April 2015, pumpkin sellers at 66 were the largest group at the local markets increasing from 56 in the previous month and 51 when compared to the same month a year ago. Sellers of taro recorded a total of 46 increasing from 38 in March 2015 and remained unchanged when compared with April 2014. Coconut sellers followed with a total of 45 in the

month under review and same month last year but was lower than 50 in the previous month. Sellers of cucumber at 38 rose from 29 in the previous month and 33 in the same month a year ago. Banana sellers recorded a decreasing total of 17 from 21 in the March 2015 but was higher than 16 when compared with April 2014. Tomato sellers recorded an increasing total of 14 from 9 in March 2015 and 5 a year ago while sellers of Chinese cabbage at a total of 11 increased from 7 in March 2015 and 10 in the same month last year. Head cabbage sellers recorded an unchanging total of 8 in April 2015 from March 2015 and was higher than 6 a year ago. Sellers of ta'amu recorded a decreasing total of 4 in April 2015 dropping from 5 in March 2015 and April 2014 while sellers of yam recorded an unchanging total of 3 from the previous month but was higher than 2 in the same month last year. The presence of taro palagi and breadfruit sellers at the local markets was very insignificant in April 2015 recording only 1 seller in two weeks of the month.

## VALUE OF SUPPLIES

The average value of selected produce supplied to the market at \$39,900 in April 2015 decreased 6 percent from the previous month but was 22 percent higher when compared with April 2014.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 41 percent in April 2015, a level that was lower than 50 percent in March 2015 but higher than 30 percent in April 2014. Taro supply followed with a 23 percent share increasing from 19 percent in the previous month but was lower than 32 percent a year ago. Supplies of head cabbage accounted for 11 percent of total value, increasing from 8 percent in the previous month and the same month last year. Coconut supplies contributed 9 percent to total value decreasing from 10 percent in March 2015 and 14 percent in April 2014. Supplies of cucumber contributed 5 percent to total value rising from 3 percent in March 2015 but were lower than 6 percent in April 2015. Ta'amu supplies recorded a 4 percent share in the month under review and same month last year but were higher than 3 percent in previous month while banana contributed an unchanging total of 3 percent from the previous month and a year ago. Supplies of tomato contributed 2 percent to total value increasing from 1 percent in the previous month and the same month last year. Chinese cabbage and yam supplies recorded an unchanging share of 1 percent each in the month under review. Relatively lower shares were recorded for the rest of the other commodities. (See Graph 16 and Table 3)

***The Local Market Survey Report for May 2015 will be available on the 12 of June 2015.***

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*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	APR14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	Apr-15	
												% chng from prev mnth	%chng from APR14
TARO	8422	18002	10914	10573	9123	7278	10997	4687	9112	8435	10717	27	-40
BANANA	6349	2836	3946	5871	4772	5621	7248	7116	7682	3590	2775	-23	-2
TARO PALAGI	484	200	73	200	106	49	12	115	97	12	5	-60	-98
TA'AMU	10042	887	2202	4046	1049	907	952	1044	1360	775	1039	34	17
COCONUT	9964	13077	13236	23059	19647	17408	10293	17345	18227	16902	12142	-28	-7
BREADFRUIT	608	110	891	693	141	462	209	847	726	616	88	-86	-20
YAM	415	124	455	376	361	445	173	465	337	233	143	-39	15
HEAD CABBAGE	1531	791	2527	4583	3440	3172	1981	1218	1156	863	1270	47	61
TOMATOES	300	36	1025	1118	1283	844	827	326	62	63	87	39	141
CH.CABBAGE	720	197	438	664	264	197	382	210	79	240	231	-4	17
CUCUMBER	978	979	1083	1652	1538	1481	1663	657	513	815	1545	90	58
PUMPKIN	7508	7309	14681	18468	29995	19309	19141	11770	3653	13745	13537	-2	85

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

PRODUCE	2010 AVE	APR14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	% chng from	
												prev mnth	APR14
TARO	1.05	0.58	0.74	0.77	0.83	0.83	0.98	1.10	0.91	0.96	0.87	-9	50
BANANA	0.45	0.34	0.31	0.32	0.38	0.40	0.38	0.36	0.38	0.34	0.45	32	32
TARO PALAGI	0.76	0.84	0.92	0.97	1.23	1.07	1.07	1.43	1.01	0.97	0.76	-22	-10
TA'AMU	1.10	1.34	1.02	1.05	1.23	1.45	2.01	1.29	1.58	1.61	1.48	-8	10
COCONUT	0.23	0.34	0.29	0.28	0.29	0.30	0.30	0.27	0.26	0.26	0.29	12	-15
BREADFRUIT	0.41	0.45	0.29	0.24	0.59	0.59	0.71	0.44	0.22	0.38	0.59	55	31
YAM	1.34	1.76	1.35	1.38	1.22	1.28	2.10	1.71	1.75	1.79	1.87	4	6
HEAD CABBAGE	2.86	3.49	1.73	1.62	1.74	1.88	2.63	3.64	2.75	3.90	3.45	-12	-1
TOMATOES	4.55	5.47	2.82	2.62	2.06	2.16	3.39	4.33	6.23	7.43	7.56	2	38
CH.CABBAGE	2.27	1.86	1.23	1.32	1.43	1.69	2.05	2.67	3.08	2.18	2.34	7	26
CUCUMBER	1.49	1.90	1.17	1.10	1.18	1.13	1.24	1.32	1.84	1.62	1.39	-14	-27
PUMPKIN	1.00	1.36	1.08	0.89	0.84	0.96	1.35	1.22	1.51	1.55	1.20	-23	-12

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

PRODUCE	Total value 2010	APR14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	% chng from	
												prev mnth	APR14
TARO	103.1	10.4	8.1	8.1	7.6	6.0	10.8	5.2	8.3	8.1	9.3	15	-11
BANANA	34.2	1.0	1.2	1.9	1.8	2.3	2.8	2.6	2.9	1.2	1.3	2	30
TARO PALAGI	4.6	0.2	0.1	0.2	0.1	0.1	0.0	0.2	0.1	0.0	0.0	-100	-100
TA'AMU	133.3	1.2	2.3	4.3	1.3	1.3	1.9	1.4	2.2	1.3	1.5	23	29
COCONUT	27.2	4.5	3.8	6.5	5.7	5.2	3.1	4.7	4.7	4.4	3.5	-20	-21
BREADFRUIT	2.5	0.1	0.3	0.2	0.1	0.3	0.2	0.4	0.2	0.2	0.1	-78	0
YAM	6.6	0.2	0.6	0.5	0.4	0.6	0.4	0.8	0.6	0.4	0.3	-36	23
HEAD CABBAGE	45.0	2.8	4.4	7.4	6.0	6.0	5.2	4.4	3.2	3.4	4.4	30	59
TOMATOES	11.6	0.2	2.9	2.9	2.6	1.8	2.8	1.4	0.4	0.5	0.7	43	230
CH.CABBAGE	16.3	0.4	0.5	0.9	0.4	0.3	0.8	0.6	0.2	0.5	0.5	4	46
CUCUMBER	15.0	1.9	1.3	1.8	1.8	1.7	2.1	0.9	0.9	1.3	2.2	63	16
PUMPKIN	78.0	9.9	15.9	16.4	25.2	18.5	25.8	14.4	5.5	21.3	16.2	-24	63
	477.5	32.6	41.3	51.1	53.1	44.0	55.7	36.7	29.2	42.6	39.9	-6	22

\*on the days surveyed  
@ new weights and base

**Table 4: Volume Index (2010 = 100)**

PRODUCE	2010 Weights	APR14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	% chng from prev mnth	%chng from APR14
TARO	0.22	214	130	126	108	86	131	56	108	100	127	27	-40
BANANA	0.07	45	62	92	75	89	114	112	121	57	44	-23	-2
TARO PALAGI	0.01	41	15	41	22	10	2	24	20	2	1	-60	-98
TA'AMU	0.28	9	22	40	10	9	9	10	14	8	10	34	17
COCONUT	0.06	131	133	231	197	175	103	174	183	170	122	-28	-7
BREADFRUIT	0.01	18	147	114	23	76	34	139	119	101	14	-86	-20
YAM	0.01	30	110	91	87	107	42	112	81	56	34	-39	15
HEAD CABBAGE	0.09	52	165	299	225	207	129	80	75	56	83	47	61
TOMATOES	0.02	12	341	372	427	281	275	109	21	21	29	39	141
CH.CABBAGE	0.03	27	61	92	37	27	53	29	11	33	32	-4	17
CUCUMBER	0.03	100	111	169	157	151	170	67	53	83	158	90	58
PUMPKIN	0.16	97	196	246	400	257	255	157	49	183	180	-2	85
	1.00	85	110	146	148	114	113	74	66	78	85	9	0

**Table 5: Price Index (2010 = 100)**

PRODUCE	2010 Weights	APR14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	% chng from prev mnth	%chng from APR14
TARO	0.22	55	71	74	79	79	94	105	87	92	83	-9	50
BANANA	0.07	75	69	71	84	89	84	80	84	75	100	32	32
TARO PALAGI	0.01	110	120	127	161	140	140	187	132	127	99	-22	-10
TA'AMU	0.28	122	93	96	112	132	183	117	144	147	135	-8	10
COCONUT	0.06	149	127	123	127	131	131	118	114	114	127	12	-15
BREADFRUIT	0.01	109	70	58	143	143	172	107	53	92	143	55	31
YAM	0.01	132	101	103	91	96	157	128	131	134	140	4	6
HEAD CABBAGE	0.09	122	60	57	61	66	92	127	96	136	121	-12	-1
TOMATOES	0.02	120	62	58	45	48	75	95	137	163	166	2	38
CH.CABBAGE	0.03	82	54	58	63	74	90	118	136	96	103	7	26
CUCUMBER	0.03	128	79	74	79	76	84	89	124	109	94	-14	-27
PUMPKIN	0.16	137	108	89	84	96	136	123	152	156	121	-23	-12
	1.00	107	86	83	90	99	128	113	121	125	115	-8	8

**Table 6: Number of Sellers**

PRODUCE		APR14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	% chng from prev mnth	%chng from APR14
TARO		46	43	36	38	29	43	26	37	38	46	21	1
BANANA		16	23	25	28	23	32	36	31	21	17	-21	3
TARO PALAGI		2	1	2	1	1	1	1	1	1	0	-60	-91
TA'AMU		5	9	11	5	4	5	2	4	5	4	-12	-2
COCONUT		45	55	59	67	43	30	47	56	50	45	-9	0
BREADFRUIT		2	7	6	1	4	4	8	6	6	0	-93	-82
YAM		2	8	6	6	7	3	5	4	3	3	-7	24
HEAD CABBAGE		6	23	15	18	13	17	10	12	8	8	8	46
TOMATOES		5	58	63	76	51	52	23	8	9	14	49	191
CH.CABBAGE		10	18	22	14	11	13	6	4	7	11	63	3
CUCUMBER		33	42	60	50	46	52	28	22	29	38	32	16
PUMPKIN		51	91	132	157	100	89	65	34	56	66	18	29
		222	377	436	460	330	338	258	219	231	252	9	13

\*on the days surveyed

@new weights and base

No sellers recorded for some of the weeks on days surveyed.