



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY

May 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 May 2015 showed overall volume decrease 2 percent while decreased domestic demand pushed average price down 3 percent when compared to April 2015.

- Significant decrease in the supplies of taro, cucumber and pumpkin strongly contributed to the decline in the volume index.
- Value of supplies dropped 7 percent to \$37,300 from the previous month.
- The number of sellers fell 2 percent from 252 in April 2015 to 247 in May 2015.

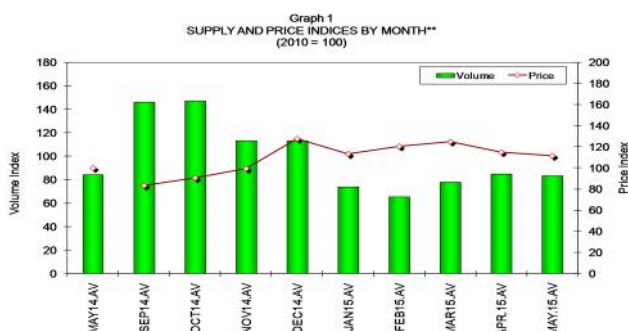
Issue: 1/05/15

TARO

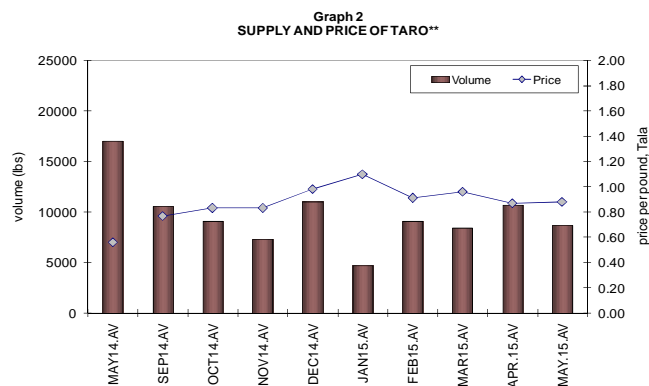
OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in May 2015 showed overall volume decrease 2 percent from April 2015. Despite the increase in volume of most staple produce, significant decreases in taro, cucumber and pumpkin supplies contributed to the decline in the volume index. When compared with the same month last year, current supply was 1 percent lower. (See Graph 1 and Tables 4 & 5)

The supply of taro to the Local Market in May 2015 fell 19 percent (to 8,714 pounds) from April 2015; a level that was 49 percent lower than the same month last year. The average price of taro increased 1 percent to \$0.88 per pound due to decreased availability to the markets. When compared with May 2014, current price for taro was 57 percent higher. (See Graph 2 and Tables 1 & 2)



Driven by decreased domestic demand of most agricultural produce, overall price level declined 3 percent from the previous month. Lower prices recorded for all agriculture produce with the exception of taro, taro palagi, taamu, yam and pumpkin contributed to the decrease in the price index. When compared with April 2014 the current price level was 12 percent higher.

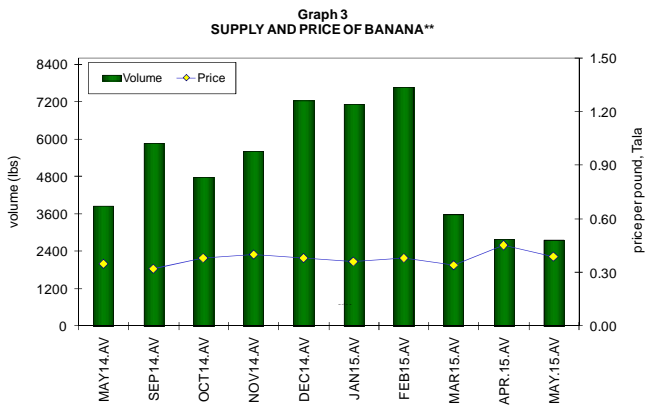


Current supply of taro in the month under review contributed to a 52 percent decline in volume when comparing the twelve months ending May 2015 over the twelve months ending May 2014. Price rose 18 percent.

BANANA

The volume of banana supplied to the markets in May 2015 remained unchanged at 2,770 pounds from April 2015; a level that was 28 percent lower than the same month last year. The average price of banana fell 13 percent to \$0.39 per pound, a level that was 11 percent higher when compared with May 2014.

(See Graph 3 and Tables 1 & 2)

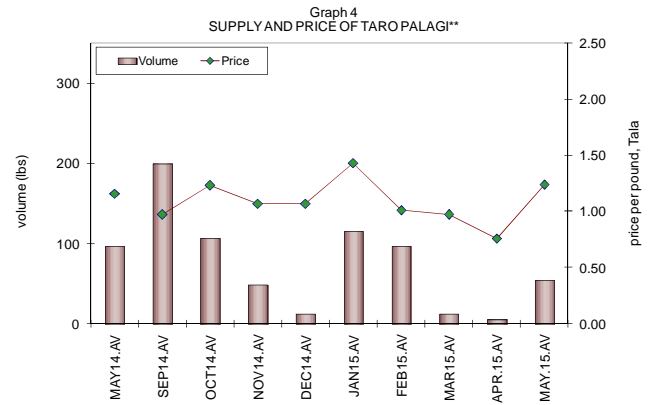


When comparing the twelve months ending May 2015 over the twelve months ending May 2014, banana supplies were 20 percent higher while increased availability pushed its average price down 10 percent.

TARO PALAGI

At an average of 54 pounds, the supply of taro palagi to the market in the month under review grew more than ten fold from the previous month while increased demand pushed its average price up 63 percent to \$1.24 per pound. Current volume of taro palagi was 44 percent lower than the same month last year while its average price was 7 percent higher.

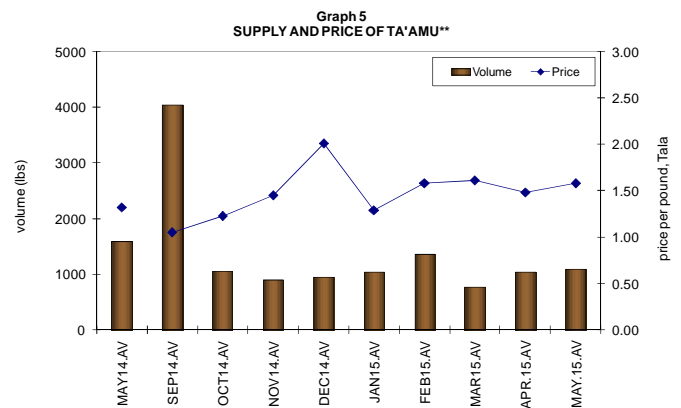
(See Graph 4 and Tables 1 & 2)



The twelve months ending May 2015 revealed taro palagi supplies were 45 percent lower than that of the twelve months ending May 2014 while its average price rose 5 percent.

TA'AMU

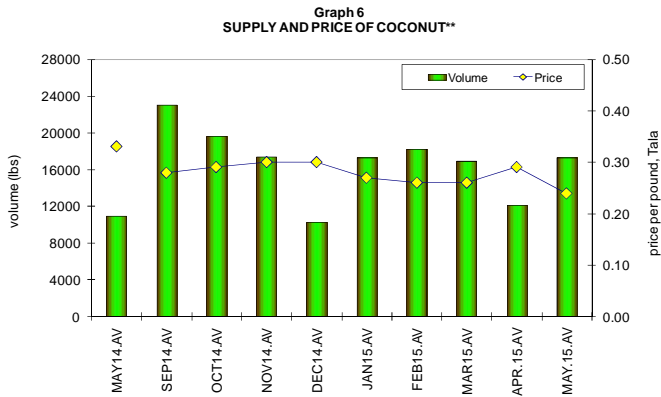
Ta'amu supplies in the month under review expanded 5 percent (to 1,091 pounds) from the previous month. Increased demand pushed its average price up 7 percent to \$1.58 per pound. Current availability of ta'amu was 31 percent lower than average availability in May 2014 while price was also 20 percent higher over the year. (See Graph 5 and Tables 1 & 2)



When comparing the twelve months ending May 2015 over the twelve months ending May 2014, ta'amu supplies were 56 percent lower while limited availability pushed its average price up 19 percent.

COCONUT

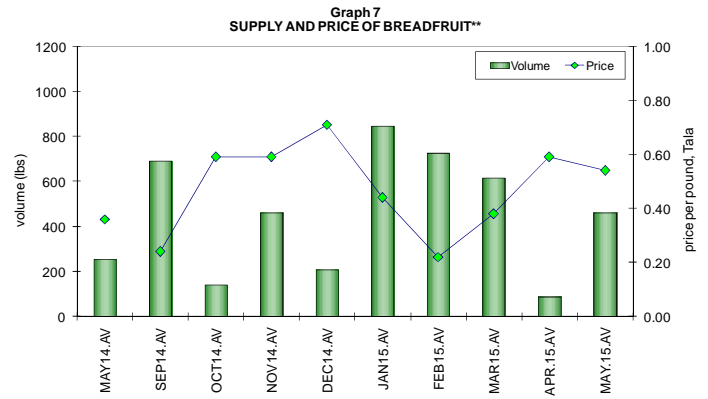
The volume of coconut in May 2015 rose 42 percent (to 17,290 pounds) from the previous month while increased availability pushed its average price down 17 percent (to \$0.24 per pound). Current availability of coconut was 58 percent higher than average availability in May 2014 while its price declined 27 percent. (See Graph 6 and Tables 1 & 2)



The volume of coconut decreased 1 percent when comparing the twelve months ending May 2015 over the twelve months ending May 2014, while its average price fell 19 percent.

BREADFRUIT

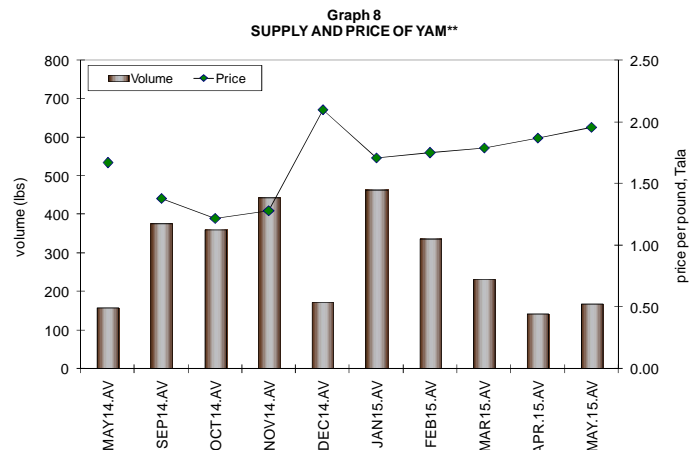
At 462 pounds, breadfruit supply in May 2015 expanded five times from the previous month. Increased availability together with weakened demand pushed its average price down 8 percent to \$0.54 per pound. When compared with the same month last year, current breadfruit supply was 81 percent higher while average price was also 50 percent higher. (See Graph 7 and Tables 1 & 2)



When comparing the twelve months ending May 2015 over the twelve months ending May 2014, breadfruit supplies were 4 percent lower while its average price fell 11 percent.

YAM

The supply of yam in the month under review increased 18 percent (to 168 pounds) from the previous month while increased demand pushed its average price up 5 percent to \$1.96 per pound. When compared with the same month last year, current supply of yam was 6 percent higher while its average price was also 17 percent higher. (See Graph 8 and Tables 1 & 2)

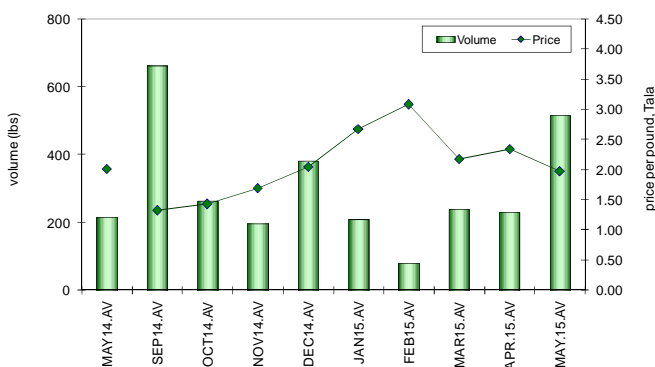


The current volume of yam in the month under review contributed to a 46 percent increase in volume in the twelve months ending May 2015 over the twelve months ending May 2014 while its average price remained unchanged.

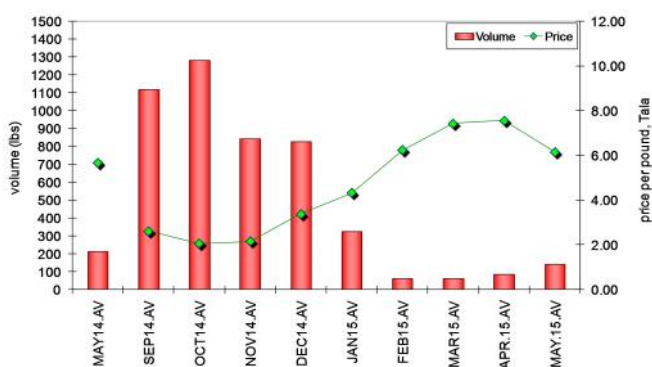
VEGETABLE PRODUCE

The supply of vegetable produce to the Local Markets in May 2015 experienced significant increases in all vegetable produce with the exception of cucumber and pumpkin supplies both recording a 13 percent decline to 1,347 pounds and to 11,772 pounds respectively from April 2015. Chinese cabbage supplies registered the greatest increasing two times (to 515 pounds) while tomato and head cabbage volume rose 63 percent (to 142 pounds) and 36 percent (to 1,727 pounds) respectively. (See Graphs 9 to 13 and Tables 1 & 2)

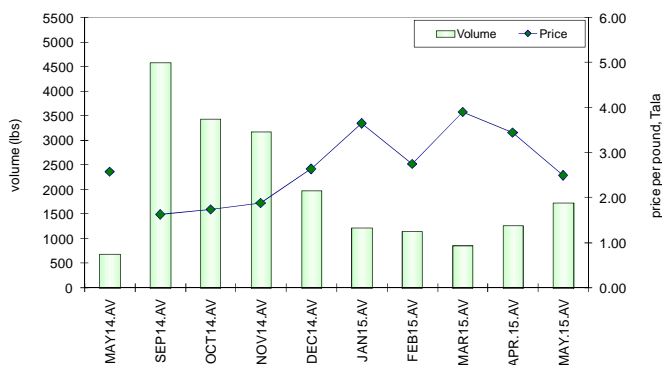
Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



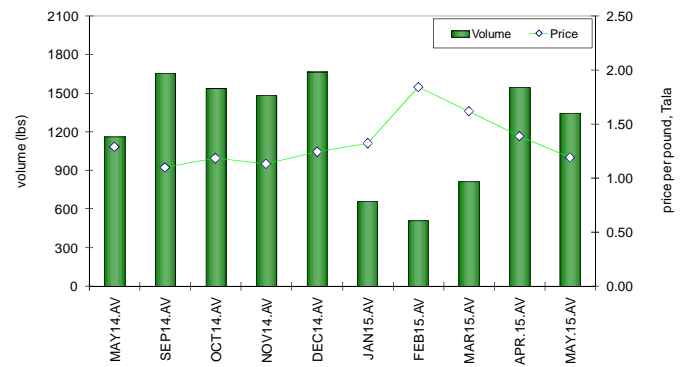
Graph 10
SUPPLY AND PRICE OF TOMATOES**



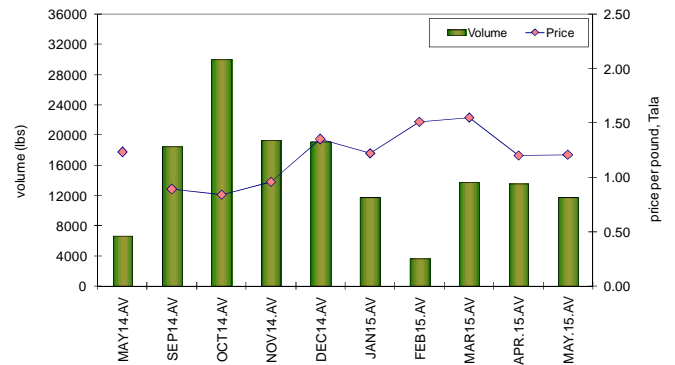
Graph 9
SUPPLY AND PRICES OF H.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER**



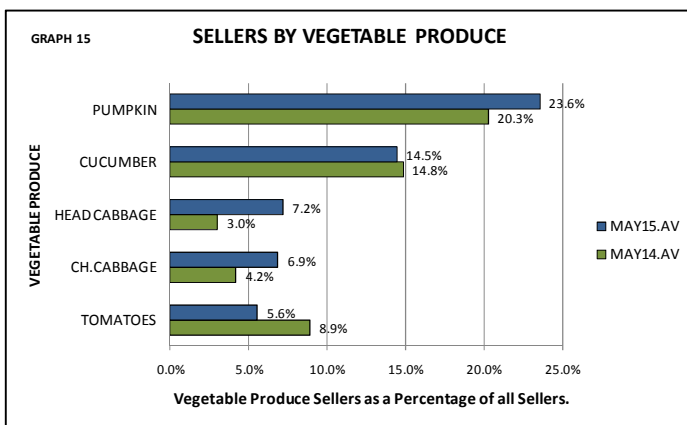
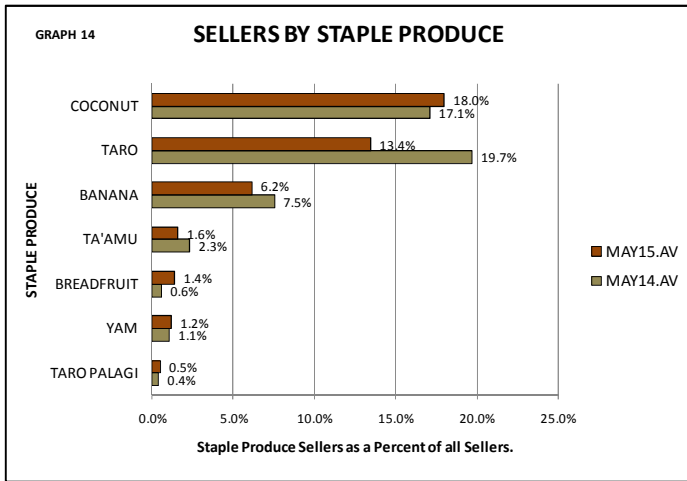
Graph 13
SUPPLY AND PRICE OF PUMPKIN**



Subsequent to the increase in the supply of most vegetable produce to the markets, average prices in the month under review decreased for all produce with the exception of pumpkin prices recording a slight increase of 1 percent (to \$1.21 per pound) due to limited availability. An abundance of Chinese cabbage, tomato and head cabbage supplies pushed average prices down 15 percent (to \$1.98 per pound), 19 percent (to \$6.15 per pound) and 28 percent (to \$2.49 per pound) in that order. Weakened demand for cucumber drove its average price down 14 percent to \$1.19 per pound.

SELLERS

At 247; the number of sellers at the Local Markets on the days surveyed in May 2015 decreased 2 percent from the previous month but was 4 percent higher when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6)

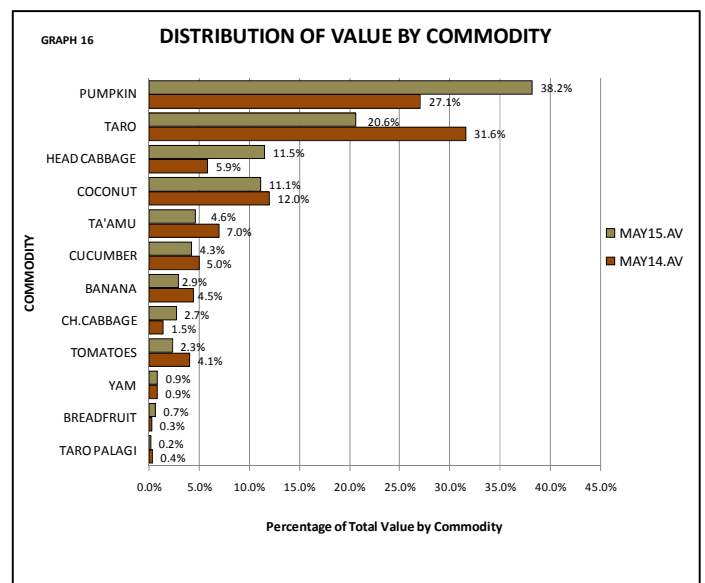


In the month under review, pumpkin sellers at 58 were the largest group at the local markets decreasing from 66 in the previous month but increased from 48 when compared to the same month a year ago. Sellers of coconut recorded an unchanged total of 45 in May 2015 from April 2015 but increased from 41 in May 2014. Cucumber sellers followed with a total of 36 in the month under review dropping from 38 in the previous month but was higher than 35 in the same month last year. Sellers of taro at 33 fell from 46 in the previous month and 47 in the same month a year ago. Head cabbage sellers recorded an increasing total of 18 from 8 in April 2015 and 7 when compared with May 2014. Chinese cabbage sellers recorded an increasing total of 17 from 11 in April 2015 and 10 a year ago while sellers of banana at a total of 15 decreased from 17 in April 2015 and 18 in the same month last year. Tomato sellers recorded an unchanging total of 14 in May 2015 from April 2015 and was lower than 21 a year ago. Sellers of ta'amu recorded an unchanged of 4 from previous month but dropping from 6 in the same month last

year and breadfruit sellers with a total of 4 sellers increased from April 2015 and May 2014 while sellers of yam recorded an unchanging total of 3 from the previous month and the same month last year. The presence of taro palagi sellers at the local markets was very insignificant in May 2015 recording only 1 seller.

VALUE OF SUPPLIES

The average value of selected produce supplied to the market at \$37,300 in May 2015 decreased 7 percent from the previous month but was 24 percent higher when compared with May 2014.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 38 percent in May 2015, a level that was lower than 41 percent in April 2015 but higher than 27 percent in May 2014. Taro supplies followed with a 21 percent share decreasing from 23 percent in the previous month and were lower than 32 percent a year ago. Supplies of head cabbage accounted for 12 percent of total value, increasing from 11 percent in the previous month and 6 percent in the same month last year. Coconut supplies contributed 11 percent to total value increasing from 9 percent in April 2015 but were slightly lower than 12 percent in May 2014. Supplies of ta'amu contributed 5 percent to total value rising from 4 percent in April 2015 but were lower than 7 percent in May 2014. Cucumber

supplies recorded a 4 percent share in the month under review decreasing from 5 percent in the previous month and same month last year. Supplies of banana and Chinese cabbage both contributed 3 percent each to total value; banana contribution remained unchanged from the previous month but was lower than 4 percent a year ago while the share of Chinese cabbage increased from 1 percent in April 2015 and May 2014. Tomato supplies contributed 2 percent to total value while breadfruit and yam supplies accounted for 1 percent each of total value in May 2015. (See Graph 16 and Table 3)

The Local Market Survey Report for June 2015 will be available on the 14 of July 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 Markets at Fugalei and Taufusi. This survey is conducted on each Friday (Thursday where Friday is a public holiday) in the months under reference.*

SAMOA BUREAU OF STATISTICS

*Economic Statistics Division
FMFM II Building, Level 1
P O Box 1151
Apia, Samoa*

*Phone: (685) 62014/62015
Fax: (685) 24675
E-mail: info.stats@sbs.gov.ws
Website: www.sbs.gov.ws*



Muagututi'a S Reupena.
GOVERNMENT STATISTICIAN

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)

PRODUCE	2010 AVE	MAY14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	May-15		12 over 12 months
												% chng from prev mth	%chng from MAY14	
TARO	8422	16998	10573	9123	7278	10997	4687	9112	8435	10717	8714	-19	-49	-52
BANANA	6349	3849	5871	4772	5621	7248	7116	7682	3590	2775	2770	0	-28	20
TARO PALAGI	484	97	200	106	49	12	115	97	12	5	54	1030	-44	-45
TA'AMU	10042	1587	4046	1049	907	952	1044	1360	775	1039	1091	5	-31	-56
COCONUT	9964	10972	23059	19647	17408	10293	17345	18227	16902	12142	17290	42	58	-1
BREADFRUIT	608	255	693	141	462	209	847	726	616	88	462	425	81	-4
YAM	415	158	376	361	445	173	465	337	233	143	168	18	6	46
HEAD CABBAGE	1531	689	4583	3440	3172	1981	1218	1156	863	1270	1727	36	151	29
TOMATOES	300	217	1118	1283	844	827	326	62	63	87	142	63	-35	58
CH.CABBAGE	720	217	664	264	197	382	210	79	240	231	515	123	137	29
CUCUMBER	978	1160	1652	1538	1481	1663	657	513	815	1545	1347	-13	16	38
PUMPKIN	7508	6643	18468	29995	19309	19141	11770	3653	13745	13537	11772	-13	77	30

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

PRODUCE	2010 AVE	MAY14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	May-15		12 over 12 months
												% chng from prev mth	%chng from MAY14	
TARO	1.05	0.56	0.77	0.83	0.83	0.98	1.10	0.91	0.96	0.87	0.88	1	57	18
BANANA	0.45	0.35	0.32	0.38	0.40	0.38	0.36	0.38	0.34	0.45	0.39	-13	11	-10
TARO PALAGI	0.76	1.16	0.97	1.23	1.07	1.07	1.43	1.01	0.97	0.76	1.24	63	7	5
TA'AMU	1.10	1.32	1.05	1.23	1.45	2.01	1.29	1.58	1.61	1.48	1.58	7	20	19
COCONUT	0.23	0.33	0.28	0.29	0.30	0.30	0.27	0.26	0.26	0.29	0.24	-17	-27	-19
BREADFRUIT	0.41	0.36	0.24	0.59	0.59	0.71	0.44	0.22	0.38	0.59	0.54	-8	50	-11
YAM	1.34	1.67	1.38	1.22	1.28	2.10	1.71	1.75	1.79	1.87	1.96	5	17	0
HEAD CABBAGE	2.86	2.58	1.62	1.74	1.88	2.63	3.64	2.75	3.90	3.45	2.49	-28	-3	7
TOMATOES	4.55	5.66	2.62	2.06	2.16	3.39	4.33	6.23	7.43	7.56	6.15	-19	9	0
CH.CABBAGE	2.27	2.01	1.32	1.43	1.69	2.05	2.67	3.08	2.18	2.34	1.98	-15	-1	1
CUCUMBER	1.49	1.29	1.10	1.18	1.13	1.24	1.32	1.84	1.62	1.39	1.19	-14	-8	-5
PUMPKIN	1.00	1.23	0.89	0.84	0.96	1.35	1.22	1.51	1.55	1.20	1.21	1	-2	6

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2010	MAY14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	May-15		12 over 12 months
												% chng from prev mth	%chng from MAY14	
TARO	103.1	9.5	8.1	7.6	6.0	10.8	5.2	8.3	8.1	9.3	7.7	-18	-19	-56
BANANA	34.2	1.4	1.9	1.8	2.3	2.8	2.6	2.9	1.2	1.3	1.1	-14	-20	14
TARO PALAGI	4.6	0.1	0.2	0.1	0.1	0.0	0.2	0.1	0.0	0.0	0.1	0	-36	-54
TA'AMU	133.3	2.1	4.3	1.3	1.3	1.9	1.4	2.2	1.3	1.5	1.7	12	-18	-61
COCONUT	27.2	3.6	6.5	5.7	5.2	3.1	4.7	4.7	4.4	3.5	4.2	18	15	-27
BREADFRUIT	2.5	0.1	0.2	0.1	0.3	0.2	0.4	0.2	0.2	0.1	0.3	400	178	-33
YAM	6.6	0.3	0.5	0.4	0.6	0.4	0.8	0.6	0.4	0.3	0.3	22	27	28
HEAD CABBAGE	45.0	1.8	7.4	6.0	6.0	5.2	4.4	3.2	3.4	4.4	4.3	-2	142	19
TOMATOES	11.6	1.2	2.9	2.6	1.8	2.8	1.4	0.4	0.5	0.7	0.9	32	-29	26
CH.CABBAGE	16.3	0.4	0.9	0.4	0.3	0.8	0.6	0.2	0.5	0.5	1.0	89	132	5
CUCUMBER	15.0	1.5	1.8	1.8	1.7	2.1	0.9	0.9	1.3	2.2	1.6	-26	7	14
PUMPKIN	78.0	8.2	16.4	25.2	18.5	25.8	14.4	5.5	21.3	16.2	14.2	-12	74	32
	477.5	30.2	51.1	53.1	44.0	55.7	36.7	29.2	42.6	39.9	37.3	-7	24	-19

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

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	MAY14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	% chng from prev mth	%chng from MAY14
TARO	0.22	202	126	108	86	131	56	108	100	127	103	-19	-49
BANANA	0.07	61	92	75	89	114	112	121	57	44	44	0	-28
TARO PALAGI	0.01	20	41	22	10	2	24	20	2	1	11	1033	-44
TA'AMU	0.28	16	40	10	9	9	10	14	8	10	11	5	-31
COCONUT	0.06	110	231	197	175	103	174	183	170	122	174	42	58
BREADFRUIT	0.01	42	114	23	76	34	139	119	101	14	76	425	81
YAM	0.01	38	91	87	107	42	112	81	56	34	40	18	6
HEAD CABBAGE	0.09	45	299	225	207	129	80	75	56	83	113	36	151
TOMATOES	0.02	72	372	427	281	275	109	21	21	29	47	63	-35
CH.CABBAGE	0.03	30	92	37	27	53	29	11	33	32	71	123	137
CUCUMBER	0.03	119	169	157	151	170	67	53	83	158	138	-13	16
PUMPKIN	0.16	88	246	400	257	255	157	49	183	180	157	-13	77
	1.00	85	146	148	114	113	74	66	78	85	84	-2	-1

Table 5: Price Index (2010 = 100)

PRODUCE	2010 Weights	MAY14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	% chng from prev mth	%chng from MAY14
TARO	0.22	53	74	79	79	94	105	87	92	83	84	1	57
BANANA	0.07	78	71	84	89	84	80	84	75	100	87	-13	11
TARO PALAGI	0.01	152	127	161	140	140	187	132	127	99	162	63	7
TA'AMU	0.28	120	96	112	132	183	117	144	147	135	144	7	20
COCONUT	0.06	145	123	127	131	131	118	114	114	127	105	-17	-27
BREADFRUIT	0.01	87	58	143	143	172	107	53	92	143	131	-8	50
YAM	0.01	125	103	91	96	157	128	131	134	140	146	5	17
HEAD CABBAGE	0.09	90	57	61	66	92	127	96	136	121	87	-28	-3
TOMATOES	0.02	124	58	45	48	75	95	137	163	166	135	-19	9
CH.CABBAGE	0.03	89	58	63	74	90	118	136	96	103	87	-15	-2
CUCUMBER	0.03	87	74	79	76	84	89	124	109	94	80	-14	-8
PUMPKIN	0.16	124	89	84	96	136	123	152	156	121	122	1	-2
	1.00	100	83	90	99	128	113	121	125	115	112	-3	12

Table 6: Number of Sellers

PRODUCE	MAY14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	% chng from prev mth	%chng from MAY14
TARO	47	36	38	29	43	26	37	38	46	33	-27	-29
BANANA	18	25	28	23	32	36	31	21	17	15	-9	-15
TARO PALAGI	1	2	1	1	1	1	1	1	0	1	525	25
TA'AMU	6	11	5	4	5	2	4	5	4	4	-9	-29
COCONUT	41	59	67	43	30	47	56	50	45	45	-1	9
BREADFRUIT	1	6	1	4	4	8	6	6	0	4	775	150
YAM	3	6	6	7	3	5	4	3	3	3	7	15
HEAD CABBAGE	7	15	18	13	17	10	12	8	8	18	111	147
TOMATOES	21	63	76	51	52	23	8	9	14	14	0	-35
CH.CABBAGE	10	22	14	11	13	6	4	7	11	17	60	70
CUCUMBER	35	60	50	46	52	28	22	29	38	36	-5	1
PUMPKIN	48	132	157	100	89	65	34	56	66	58	-12	20
	239	436	460	330	338	258	219	231	252	247	-2	4

on the days surveyed

@ new weights and base

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