



GOVERNMENT OF SAMOA
SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY
July 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:

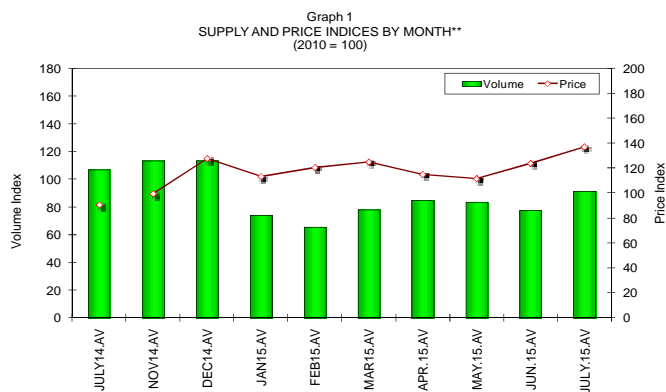
The Local Market Survey in July 2015 showed overall volume increase 18 percent driven by significant increases in the supply of most vegetable produce. The rise in the overall price index was driven by the reduction in supply of most staple produce pushing the index up 10 percent.

- The Value of supplies expanded 24 percent to \$45,100 from the previous month.
- The number of sellers rose to 300 from 242 in June 2015.

Issue: 1/07/15

OVERVIEW

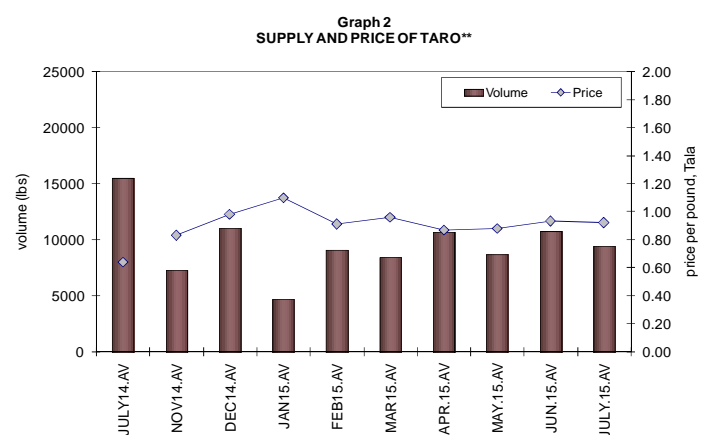
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in July 2015 showed overall volume increase 18 percent from June 2015. Significant increases were recorded for all agricultural produce with the exception of taro, banana, taro palagi, ta'amu and head cabbage supplies. When compared with the same month last year, current supply was 14 percent lower. (See Graph 1 and Tables 4 & 5)



The overall price index was driven up 10 percent due to significant decreases in the supply of most staple produce and head cabbage volume from the previous month. When compared with July 2014 the current overall price level was 51 percent higher.

TARO

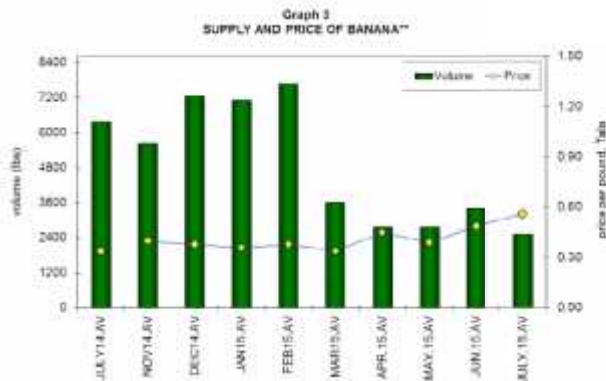
The supply of taro to the Local Market in July 2015 fell 12 percent (to 9,447 pounds) from June 2015; a level that was 39 percent lower than the same month last year. The average price of taro decreased 1 percent to \$0.92 per pound. When compared with July 2014, current price for taro was 44 percent higher. (See Graph 2 and Tables 1 & 2)



Decrease in the supply of taro in the month under review contributed to a 53 percent decline in taro volume when comparing the twelve months ending July 2015 over the twelve months ending July 2014. Average price was 33 percent higher.

BANANA

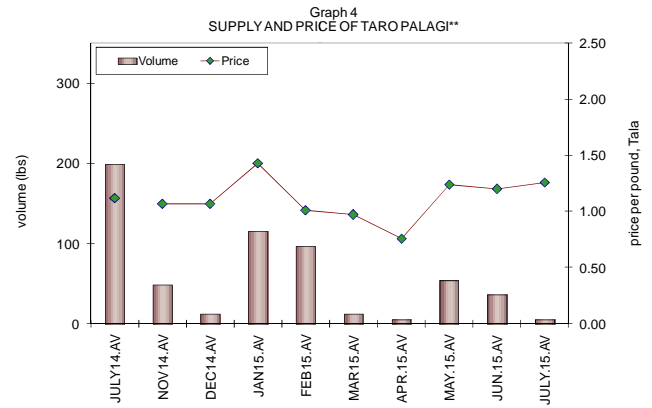
The volume of banana supplied to the local markets in July 2015 decreased 27 percent (to 2,513 pounds) from June 2015; a level that was 61 percent lower than the same month last year. As a result of limited supply, the average price of banana rose 14 percent (to \$0.56 per pound) a level that was also 65 percent higher when compared with July 2014. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending July 2015 over the twelve months ending July 2014, banana supplies were 6 percent lower while decreased availability pushed its average price up 9 percent.

TARO PALAGI

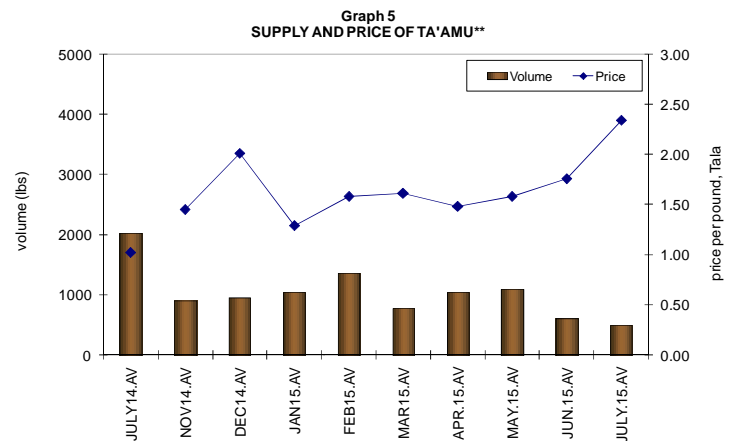
At an average of only 5 pounds, the supply of taro palagito the market in the month under review dropped 87 percent from the previous month while its scarce availability pushed its average price up 5 percent to \$1.26 per pound. Current volume of taro palagi was 98 percent lower than the same month last year while its average price was 13 percent higher. (See Graph 4 and Tables 1 & 2)



The twelve months ending July 2015 revealed taro palagi supplies were 65 percent lower than that of the twelve months ending July 2014 while its average price rose 5 percent.

TA'AMU

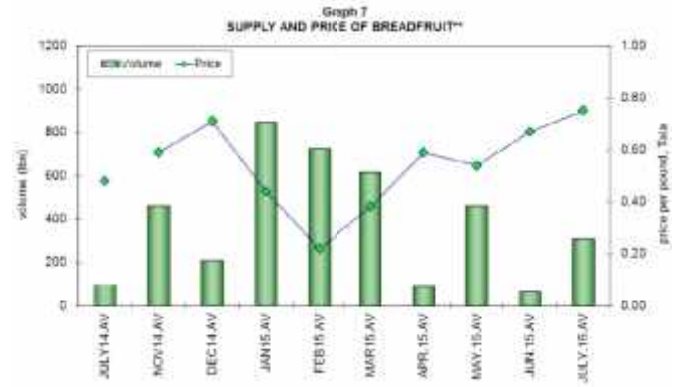
Ta'amu supplies in July 2015 declined 19 percent (to 495 pounds) from the previous month while decreased availability at the markets pushed its average price up 33 percent to \$2.34 per pound. When compared with the same month last year current supply of ta'amu was 76 percent lower while its average price more than doubled due to limited availability over the year. (See Graph 5 and Tables 1 & 2)



When comparing the twelve months ending July 2015 over the twelve months ending July 2014, ta'amu supplies were 48 percent lower while limited availability pushed its average price up 30 percent.

COCONUT

The volume of coconut in July 2015 rose 10 percent (to 14,279 pounds) from the previous month while its average price remained the same at \$0.25 per pound. Current availability of coconut was 10 percent lower than average availability in July 2014 while its price declined 19 percent. (See Graph 6 and Tables 1 & 2)

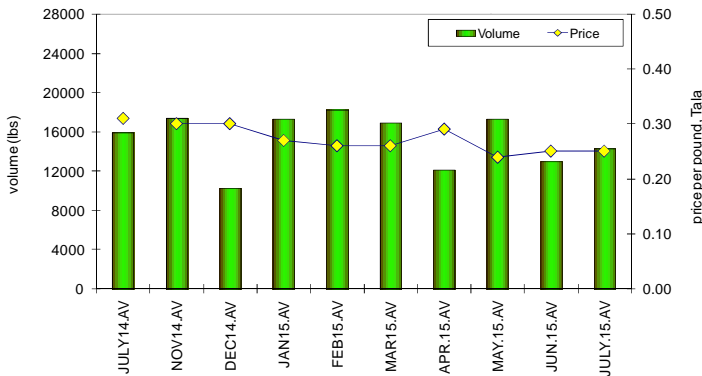


When comparing the twelve months ending July 2015 over the twelve months ending July 2014, breadfruit supplies were 55 percent higher while its average price fell 1 percent.

YAM

The supply of yam in the month under review increased 9 percent (to 452 pounds) from June 2015 while increased demand pushed its average price up 15 percent to \$1.65 per pound. When compared with the same month last year, current supply of yam was 65 percent higher while its average price was also 57 percent higher. (See Graph 8 and Tables 1 & 2)

Graph 6
SUPPLY AND PRICE OF COCONUT**

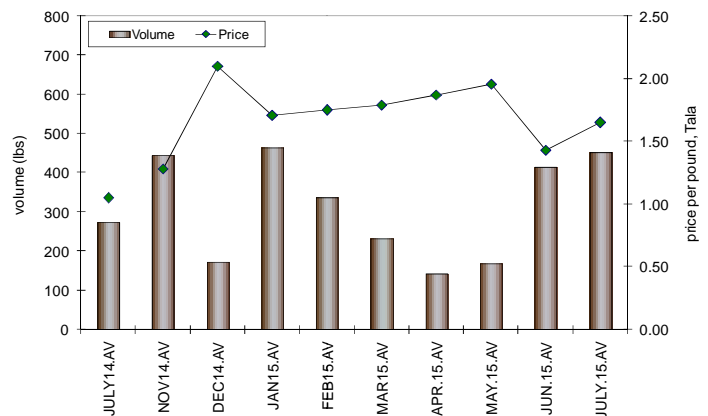


The volume of coconut recorded in the month under review contributed to a 1 percent increase in supply when comparing the twelve months ending July 2015 over the twelve months ending July 2014, while its average price fell 21 percent.

BREADFRUIT

At 308 pounds, breadfruit supply in July 2015 increased four-fold from the previous month. Increased availability together with strong demand for breadfruit pushed its average price up 12 percent to \$0.75 per pound. Current availability of breadfruit was two times higher than average availability in July 2014 while average price was also 56 percent higher. (See Graph 7 and Tables 1 & 2)

Graph 8
SUPPLY AND PRICE OF YAM**

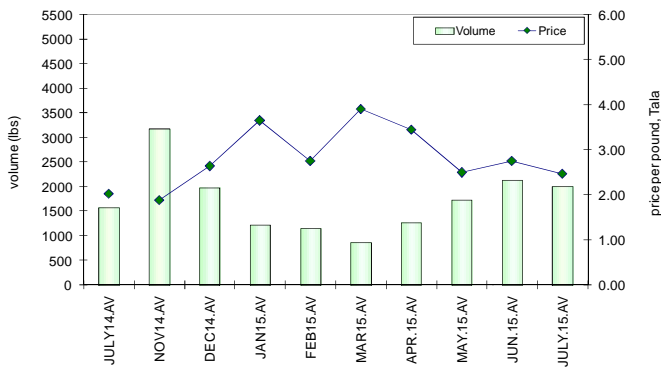


The volume of yam in the month under review contributed to a 71 percent increase in volume in the twelve months ending July 2015 over the twelve months ending July 2014 while its average price also increased 9 percent higher.

VEGETABLE PRODUCE

With an abundance of warm weather in July 2015, the supply of vegetable produce to the Local Markets in the month under review experienced significant increases in all vegetable produce with the exception of head cabbage supplies recording a 6 percent decline (to 2,008 pounds) from June 2015. Tomato supplies registered the greatest increase more than doubling its volume (to 427 pounds) followed by a 98 percent jump in pumpkin volume (to 14,925 pounds). Chinese cabbage and cucumber supplies rose 19 percent (to 377 pounds) and 2 percent (to 1,021 pounds) respectively. (See Graphs 9 to 13 and Tables 1 & 2)

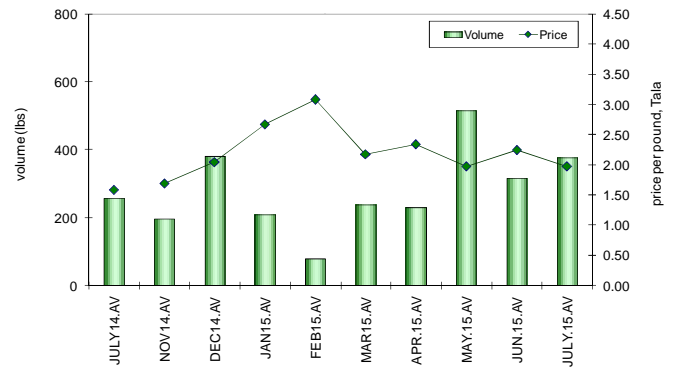
Graph 9
SUPPLY AND PRICES OF H.CABBAGE**



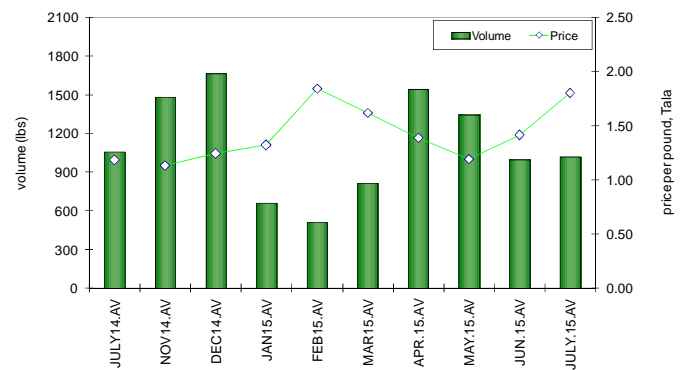
Graph 10
SUPPLY AND PRICE OF TOMATOES**



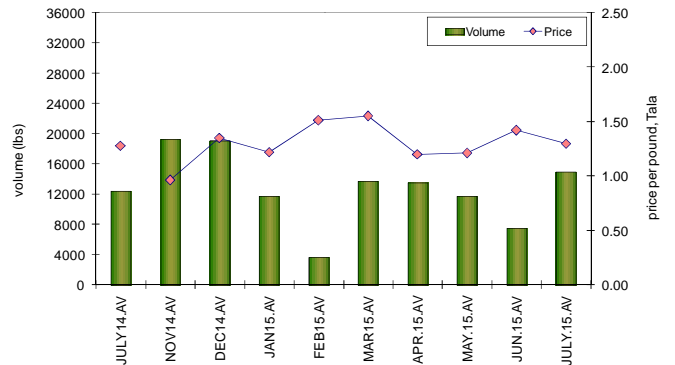
Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER**



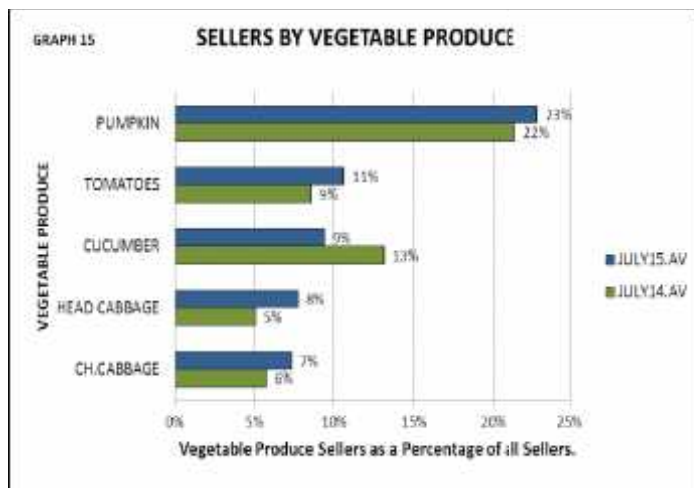
Graph 13
SUPPLY AND PRICE OF PUMPKIN**



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 cucumber prices, recording an increase of 28 percent (to \$1.80 per pound) driven by demand. An abundance of pumpkin, tomato, and Chinese cabbage supplies pushed their average prices down 8 percent (to \$1.30 per pound), 19 percent (to \$5.36 per pound), and 12 percent (to \$1.98 per pound) in that order. Weakened demand for head cabbage pushed its average price down 10 percent to \$2.47 per pound.

SELLERS

At 300; the number of sellers at the Local Markets on the days surveyed in July 2015 increased 24 percent from the previous month and was 19 percent higher when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6)

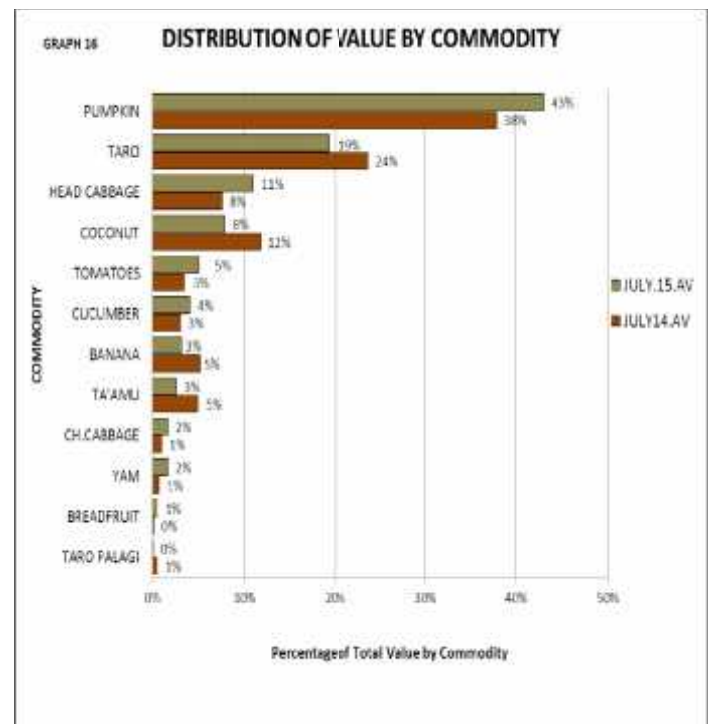


In July 2015, pumpkin sellers at 69 were the largest group at the local markets increasing from 46 in the previous month and 54 when compared to the same month a year ago. Sellers of coconut at 54 rose from 42 in June 2015 and 45 in July 2014 while sellers of taro at 42 increased from 40 in the previous month 35 a year ago. Tomatoes sellers followed with a total of 32 in the month under review increasing from 14 in the previous month and 22 in the same month a year ago. Sellers of cucumber at 28 fell from 35 in the previous month and 35 in July 2014 while head Cabbage sellers at 23 rose from 19 in June 2015 and

13 in the same month a year ago. Sellers of Chinese cabbage also recorded an increasing total of 22 from 19 in June 2015 and 15 a year ago. Banana sellers recorded an increasing total of 17 from 15 in June 2015 but were lower than 23 the same month a year ago while sellers of yam recorded an increasing total of 7 from 6 in the previous month and 4 in July 2014. Ta'amu and breadfruit sellers recorded a total of 3 each with ta'amu sellers decreasing from 4 in June 2015 and 7 a year ago, while breadfruit sellers increased from 1 in June 2015 and 2 in the same month last year. The presence of taro palagi sellers at the local markets was very insignificant in July 2015.

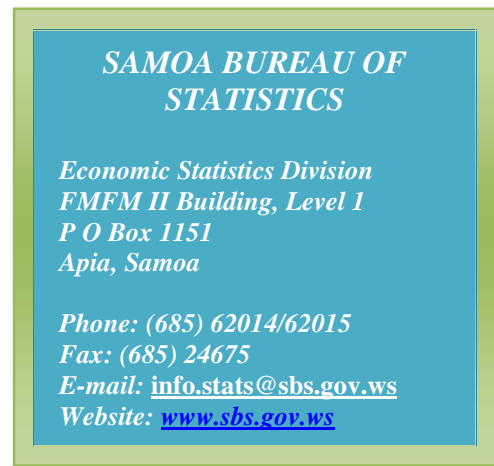
VALUE OF SUPPLIES

The average value of selected produce supplied to the market at \$45,100 in July 2015 increased 24 percent from the previous month and was 8 percent higher when compared with July 2014.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 43 percent in July 2015, a level that was higher than 29 percent in June 2015 and 38 percent in July 2014. Taro supplies followed with a 19 percent share decreasing from 27 percent in the previous month

and 24 percent in the same month a year ago. Supplies of head cabbage accounted for 11 percent of total value, decreasing from 16 percent in the previous month but higher than 8 percent in the same month last year. Coconut supplies contributed 8 percent to total value decreasing from 9 percent in June 2015 and 12 percent in July 2014 while supplies of tomato contributed 5 percent to total value rising from 3 percent in June 2015 and July 2014. Cucumber supplies recorded an unchanged contribution of 4 percent from the previous month but were slightly higher than 3 percent in the same month last year. Banana and ta'amu supplies accounted for 3 percent each of total value; banana contribution decreasing from 5 percent in June 2015 and July 2014 while ta'amu contribution remained unchanged from the previous month but was lower than a 5 percent share a year ago. Supplies of yam and Chinese cabbage both contributed 2 percent each to total value remaining unchanged from the previous month's contribution but were 1 percent higher than last year's contribution. Breadfruit supplies contributed 1 percent to total value while relatively lower shares were recorded for all other commodities. (See Graph 16 and Table 3)



Technical Notes

The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at Fugalei and Taufusi every month. Prices for selected produce are taken from the Consumer Price Index.

*** Data shown reflects the average availability and prices of selected produce. This survey is conducted on each Friday (Thursday where Friday is a public holiday) in the months under reference.*

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

The Local Market Survey Report for August 2015 will be available on the 14 September 2015

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)

PRODUCE	2010 AVE	JULY14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUN.15.AV	JULY.15.AV	Jul-15	
												% chng from prev mnth	%chng from JULY14
TARO	8422	15517	7278	10997	4687	9112	8435	10717	8714	10729	9447	-12	-39
BANANA	6349	6383	5621	7248	7116	7682	3590	2775	2770	3422	2513	-27	-61
TARO PALAGI	484	199	49	12	115	97	12	5	54	36	5	-87	-98
TA'AMU	10042	2032	907	952	1044	1360	775	1039	1091	612	495	-19	-76
COCONUT	9964	15918	17408	10293	17345	18227	16902	12142	17290	12999	14279	10	-10
BREADFRUIT	608	97	462	209	847	726	616	88	462	66	308	367	218
YAM	415	273	445	173	465	337	233	143	168	416	452	9	65
HEAD CABBAGE	1531	1571	3172	1981	1218	1156	863	1270	1727	2140	2008	-6	28
TOMATOES	300	314	844	827	326	62	63	87	142	157	427	172	36
CH.CABBAGE	720	258	197	382	210	79	240	231	515	317	377	19	46
CUCUMBER	978	1060	1481	1663	657	513	815	1545	1347	999	1021	2	-4
PUMPKIN	7508	12361	19309	19141	11770	3653	13745	13537	11772	7547	14925	98	21

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

PRODUCE	2010 AVE	JULY14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	Jul-15	
												% chng from prev mnth	%chng from JULY14
TARO	1.05	0.64	0.83	0.98	1.10	0.91	0.96	0.87	0.88	0.93	0.92	-1	44
BANANA	0.45	0.34	0.40	0.38	0.36	0.38	0.34	0.45	0.39	0.49	0.56	14	65
TARO PALAGI	0.76	1.12	1.07	1.07	1.43	1.01	0.97	0.76	1.24	1.20	1.26	5	13
TA'AMU	1.10	1.02	1.45	2.01	1.29	1.58	1.61	1.48	1.58	1.76	2.34	33	129
COCONUT	0.23	0.31	0.30	0.30	0.27	0.26	0.26	0.29	0.24	0.25	0.25	0	-19
BREADFRUIT	0.41	0.48	0.59	0.71	0.44	0.22	0.38	0.59	0.54	0.67	0.75	12	56
YAM	1.34	1.05	1.28	2.10	1.71	1.75	1.79	1.87	1.96	1.43	1.65	15	57
HEAD CABBAGE	2.86	2.02	1.88	2.63	3.64	2.75	3.90	3.45	2.49	2.75	2.47	-10	22
TOMATOES	4.55	4.66	2.16	3.39	4.33	6.23	7.43	7.56	6.15	6.62	5.36	-19	15
CH.CABBAGE	2.27	1.59	1.69	2.05	2.67	3.08	2.18	2.34	1.98	2.25	1.98	-12	25
CUCUMBER	1.49	1.18	1.13	1.24	1.32	1.84	1.62	1.39	1.19	1.41	1.80	28	53
PUMPKIN	1.00	1.28	0.96	1.35	1.22	1.51	1.55	1.20	1.21	1.42	1.30	-8	2

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2010	JULY14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	Jul-15	
												% chng from prev mnth	%chng from JULY14
TARO	103.1	9.9	6.0	10.8	5.2	8.3	8.1	9.3	7.7	10.0	8.7	-13	-12
BANANA	34.2	2.2	2.3	2.8	2.6	2.9	1.2	1.3	1.1	1.7	1.4	-16	-35
TARO PALAGI	4.6	0.2	0.1	0.0	0.2	0.1	0.0	0.0	0.1	0.0	0.0	-75	-95
TA'AMU	133.3	2.1	1.3	1.9	1.4	2.2	1.3	1.5	1.7	1.1	1.2	7	-44
COCONUT	27.2	4.9	5.2	3.1	4.7	4.7	4.4	3.5	4.2	3.3	3.6	10	-28
BREADFRUIT	2.5	0.1	0.3	0.2	0.4	0.2	0.2	0.1	0.3	0.0	0.2	475	360
YAM	6.6	0.3	0.6	0.4	0.8	0.6	0.4	0.3	0.3	0.6	0.8	27	159
HEAD CABBAGE	45.0	3.2	6.0	5.2	4.4	3.2	3.4	4.4	4.3	5.9	5.0	-16	56
TOMATOES	11.6	1.5	1.8	2.8	1.4	0.4	0.5	0.7	0.9	1.0	2.3	120	57
CH.CABBAGE	16.3	0.4	0.3	0.8	0.6	0.2	0.5	0.5	1.0	0.7	0.8	6	83
CUCUMBER	15.0	1.3	1.7	2.1	0.9	0.9	1.3	2.2	1.6	1.4	1.8	30	47
PUMPKIN	78.0	15.8	18.5	25.8	14.4	5.5	21.3	16.2	14.2	10.7	19.4	81	23
	477.5	41.8	44.0	55.7	36.7	29.2	42.6	39.9	37.3	36.4	45.1	24	8

*on the days surveyed
@new weights and base

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	JULY14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	%ching from prev mnth	%ching from JULY14
TARO	0.22	184	86	131	56	108	100	127	103	127	112	-12	-39
BANANA	0.07	101	89	114	112	121	57	44	44	54	40	-27	-61
TARO PALAGI	0.01	41	10	2	24	20	2	1	11	8	1	-87	-98
TAMU	0.28	20	9	9	10	14	8	10	11	6	5	-19	-76
COCONUT	0.06	160	175	109	174	183	170	122	174	130	143	10	-10
BREADFRUIT	0.01	16	76	34	139	119	101	14	76	11	51	366	218
YAM	0.01	66	107	42	112	81	56	34	40	100	109	9	65
HEAD CABBAGE	0.09	103	207	129	80	75	56	83	113	140	131	-6	28
TOMATOES	0.02	104	281	275	109	21	21	29	47	52	142	172	36
CH CABBAGE	0.03	36	27	53	29	11	33	32	71	44	52	19	46
CUCUMBER	0.03	108	151	170	67	53	83	158	138	102	104	2	-4
PUMPKIN	0.16	165	257	255	157	49	183	180	157	101	199	98	21
	1.00	107	114	113	74	66	78	85	84	78	92	18	-14

Table 5: Price Index (2010 = 100)

PRODUCE	2010 Weights	JULY14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	%ching from prev mnth	%ching from JUNE14
TARO	0.22	61	79	94	105	87	92	83	84	89	88	-1	44
BANANA	0.07	75	89	84	80	84	75	100	87	109	124	14	65
TARO PALAGI	0.01	147	140	140	187	132	127	99	162	157	165	5	13
TAMU	0.28	99	132	183	117	144	147	135	144	160	213	33	129
COCONUT	0.06	136	131	131	118	114	114	127	105	109	109	0	-19
BREADFRUIT	0.01	117	143	172	107	53	92	143	131	163	182	12	56
YAM	0.01	78	96	157	128	131	134	140	146	107	123	15	57
HEAD CABBAGE	0.09	71	66	92	127	96	136	121	87	96	86	-10	22
TOMATOES	0.02	102	48	75	95	137	163	166	135	146	118	-19	15
CH CABBAGE	0.03	70	74	90	118	136	96	103	87	99	87	-12	25
CUCUMBER	0.03	79	76	84	89	124	109	94	80	96	121	28	53
PUMPKIN	0.16	129	96	136	123	152	156	121	122	143	131	-8	2
	1.00	90	99	129	113	121	125	115	112	124	137	10	51

Table 6: Number of Sellers

PRODUCE	JULY14.AV	NOV14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	%ching from prev mnth	%ching from JULY14
TARO	36	29	43	26	37	38	46	33	40	42	7	22
BANANA	23	23	32	36	31	21	17	15	15	17	13	-25
TARO PALAGI	1	1	1	1	1	1	0	1	1	0	-80	-80
TAMU	7	4	5	2	4	5	4	4	4	3	-29	-55
COCONUT	45	43	30	47	56	50	45	45	42	54	28	20
BREADFRUIT	2	4	4	8	6	6	0	4	1	3	273	75
YAM	4	7	3	5	4	3	3	3	6	7	6	57
HEAD CABBAGE	13	13	17	10	12	8	8	18	19	23	24	81
TOMATOES	22	51	52	23	8	9	14	14	14	32	131	47
CH CABBAGE	15	11	13	6	4	7	11	17	19	22	16	51
CUCUMBER	33	46	52	28	22	29	38	36	35	28	-18	-15
PUMPKIN	54	100	89	65	34	56	66	58	46	69	49	26
	253	330	338	258	219	231	252	247	242	300	24	19

^n the days surveyed

@ the weights database

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