



GOVERNMENT OF SAMOA
SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY
October 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:

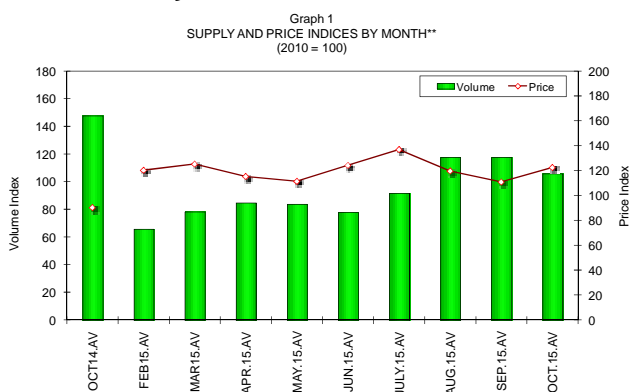
The Local Market Survey in October 2015 showed overall volume decreased 10 percent while limited availability pushed overall price up 11 percent when compared to September 2015.

- The Value of supplies decreased 4 percent to \$46,200 from the previous month.
- Although the number of sellers fell to 288 from 318 in September 2015 the largest number of sellers was recorded in the second week of October 2015 with 349 sellers in preparation for White Sunday holiday.

Issue: 1/10/15

OVERVIEW

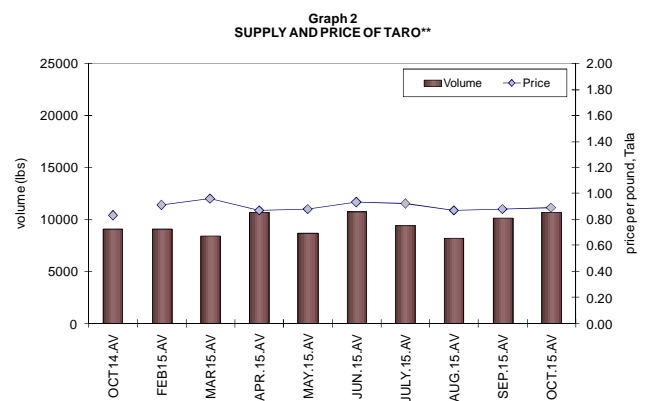
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in October 2015 showed overall volume decreased 10 percent from September 2015. Significant increases were recorded for most agricultural produce with the exception of ta'amu, breadfruit, head and Chinese cabbage, cucumber and pumpkin supplies which contributed the most to the decline in the volume index. When compared with the same month last year, current supply was also 28 percent lower. (See Graph 1 and Tables 4 & 5)



A decline in overall supply pushed the price index up 11 percent with average prices of all produce increasing with the exception of banana, taro palagi, and tomato. When compared with October 2014, the current overall price level was 36 percent higher.

TARO

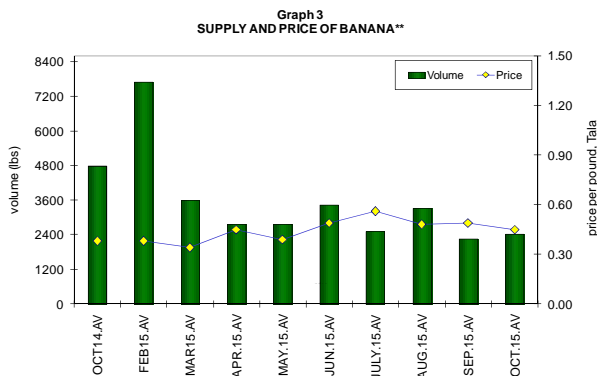
The supply of taro to the Local Market in October 2015 rose 5 percent (to 10,708 pounds) from September 2015; a level that was 17 percent higher than the same month last year. The average price of taro increased 1 percent to \$0.89 per pound. When compared with October 2014, current price for taro was 7 percent higher. (See Graph 2 and Tables 1 & 2)



Despite the increase in the supply of taro in the month under review taro volume declined 48 percent when comparing the twelve months ending October 2015 over the twelve months ending October 2014. Average price was 40 percent higher.

BANANA

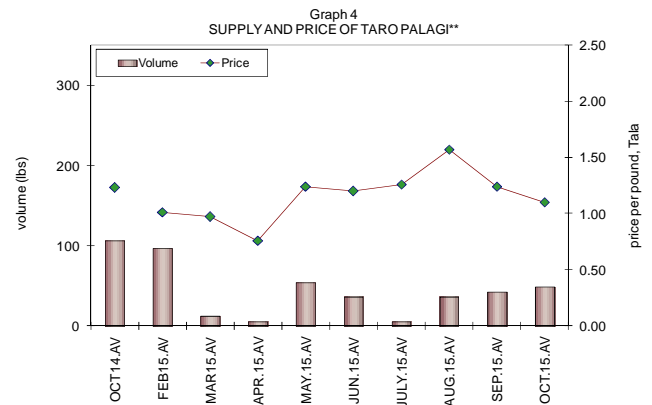
Banana supplies in October 2015 rose 7 percent (to 2,423 pounds) from the previous month, a level that was 49 percent lower than the same month last year. The average price of banana fell 8 percent to \$0.45 per pound, a level that was 18 percent higher when compared with October 2014. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending October 2015 over the twelve months ending October 2014, banana supplies were 15 percent lower while decreased availability pushed its average price up 28 percent.

TARO PALAGI

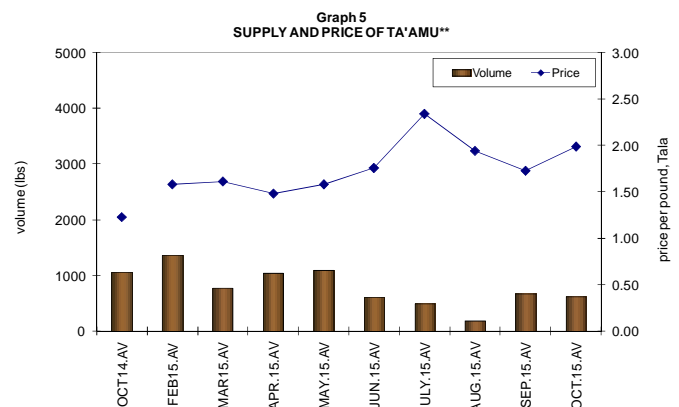
The volume of taro palagi available at the Local Markets in the month under review increased 15 percent (to 48 pounds) from September 2015 while its average price fell 11 percent to \$1.10 per pound. When compared with October 2014, current volume was 55 percent lower while weakened demand over the year pushed its average price down 11 percent. (See Graph 4 and Tables 1 & 2)



The twelve months ending October 2015 show that taro palagi supplies were 76 percent lower than volume in the twelve months ending October 2014 while its average price rose 14 percent.

TA'AMU

In the month under review ta'amu supplies fell 8 percent (to 620 pounds) from the previous month while limited availability pushed its average price up 15 percent to \$1.99 per pound. In comparison with October 2014, current supply of ta'amu was 41 percent lower while its average price was 62 percent higher. (See Graph 5 and Tables 1 & 2)

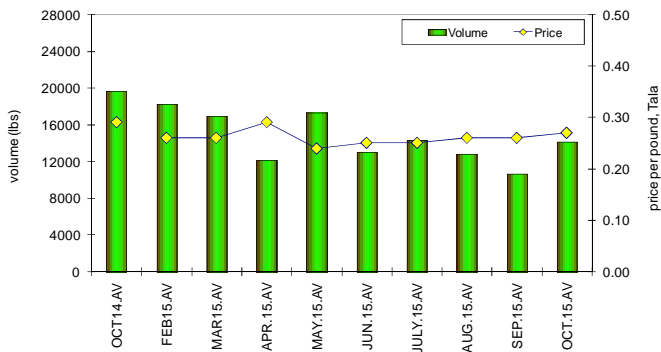


When comparing the twelve months ending October 2015 over the twelve months ending October 2014, ta'amu supplies were 60 percent lower while decreased availability pushed its average price up 45 percent.

COCONUT

At 14,168 pounds, supply of coconut to the Local Markets in October 2015 increased 33 percent from the previous month; a level that was 28 percent lower when compared with October 2014. Average price grew 4 percent to \$0.27 per pound but was 7 percent lower when compared with the same month a year ago. (See Graph 6 and Tables 1 & 2)

Graph 6
SUPPLY AND PRICE OF COCONUT**

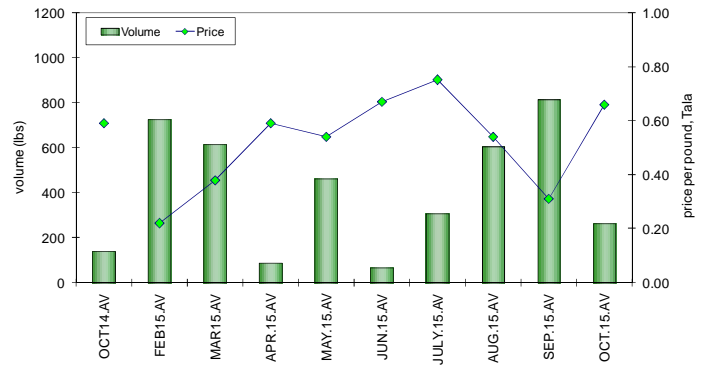


Despite the increase in the volume of coconut in the month under review, current supply contributed to a 7 percent decline in coconut availability when comparing the twelve months ending October 2015 over the twelve months ending October 2014, while its average price fell 17 percent.

BREADFRUIT

The supply of breadfruit in October 2015 fell 68 percent (to 264 pounds) from the previous month, while limited availability drove its average price up 133 percent (to \$0.66 per pound). When compared with the same month last year, current supply of breadfruit was 88 percent higher while demand over the year pushed its average price up 12 percent. (See Graph 7 and Tables 1 & 2)

Graph 7
SUPPLY AND PRICE OF BREADFRUIT**

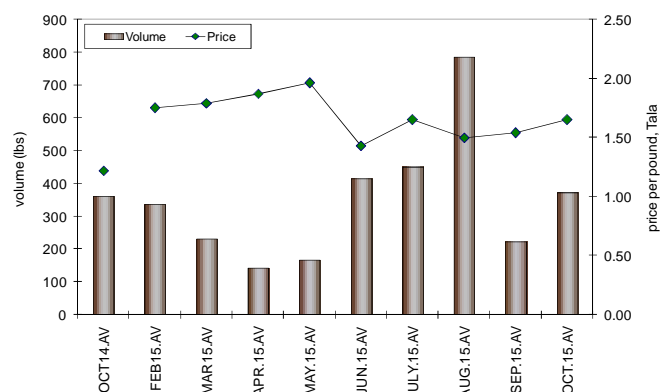


Despite the decrease in volume in the month under review, current supply of breadfruit contributed to a 32 percent increase in volume when comparing the twelve months ending October 2015 over the twelve months ending October 2014. Average breadfruit price was 23 percent higher.

YAM

Supply of yam to the Local Markets in the month under review increased 67 percent (to 372 pounds) from the previous month while increased demand pushed its average price up 7 percent to \$1.65 per pound. When compared with October 2014, current supply of yam was 3 percent higher while its average price was also 35 percent higher. (See Graph 8 and Tables 1 & 2)

Graph 8
SUPPLY AND PRICE OF YAM**



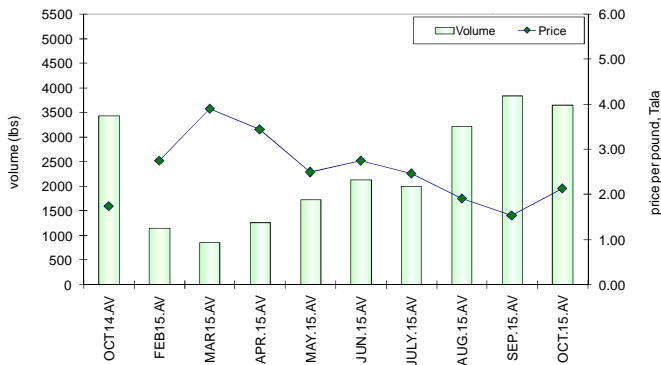
There is an increase in the supply of yam in the month under review contributed to a 43 percent increase in yam volume when comparing the twelve months ending October 2015 over the twelve months

ending October 2014, while its average price also increased 15 percent.

VEGETABLE PRODUCE

Significant reduction in vegetable produce supplied to the Local Markets were recorded for all vegetable produce in October 2015 with the exception of tomato whose volume rose 22 percent (to 761 pounds) from the previous month. Chinese cabbage supplies declined 36 percent (to 317 pounds) while pumpkin supplies fell 30 percent (to 14,104 pounds). Supplies of cucumber fell 35 percent (to 957 pounds) followed by head cabbage supplies with a 5 percent decline in volume (to 3,658 pounds). (See Graphs 9 to 13 and Tables 1 & 2)

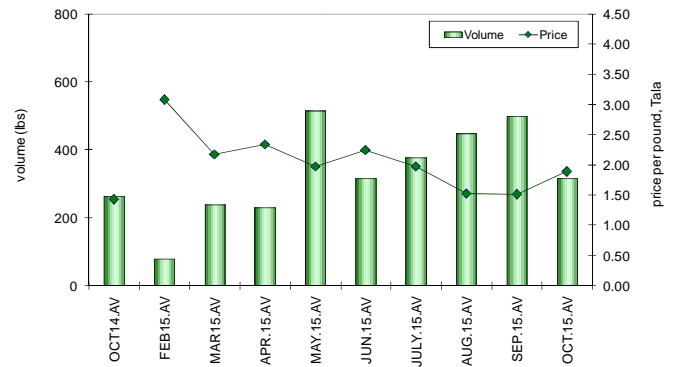
Graph 9
SUPPLY AND PRICES OF H.CABBAGE**



Graph 10
SUPPLY AND PRICE OF TOMATOES**



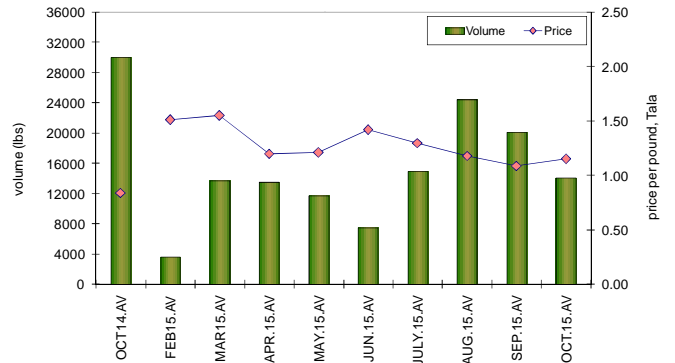
Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER**



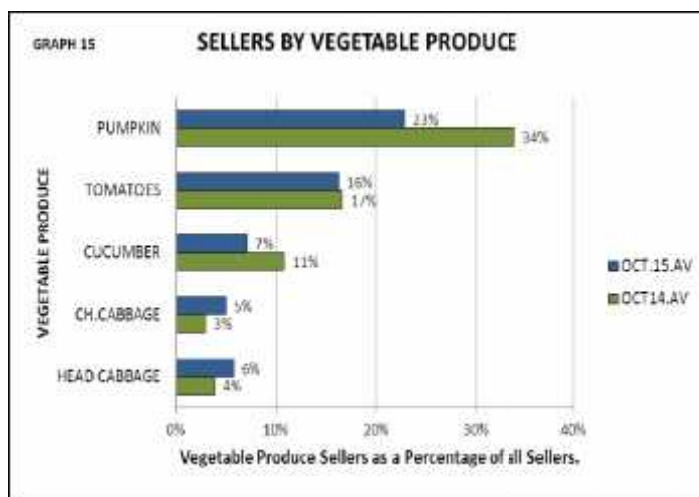
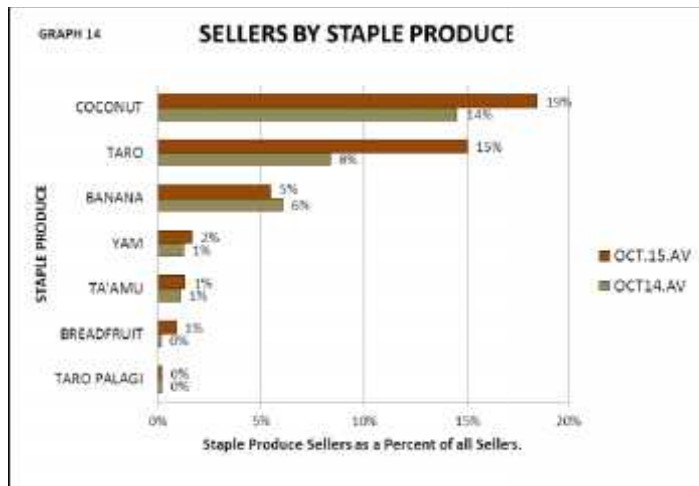
Graph 13
SUPPLY AND PRICE OF PUMPKIN**



Subsequent to decreased availability of most vegetable produce supplied to the Local Markets in the month under review, average prices for all vegetables increased with the exception of tomato prices recording an 8 percent decline (to \$3.43 per pound) from the previous month as a result of increased availability. Cucumber prices experienced the largest price increase to \$2.51 per pound (up 44 percent) while head cabbage prices rose 40 percent (to \$2.14 per pound). Average price for Chinese cabbage grew 25 percent (to \$1.89 per pound) while pumpkin prices edged up 6 percent (to \$1.15 per pound).

SELLERS

At 288, the number of sellers at the Local Markets on the days surveyed in October 2015 decreased 9 percent from the previous month and was 37 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6)

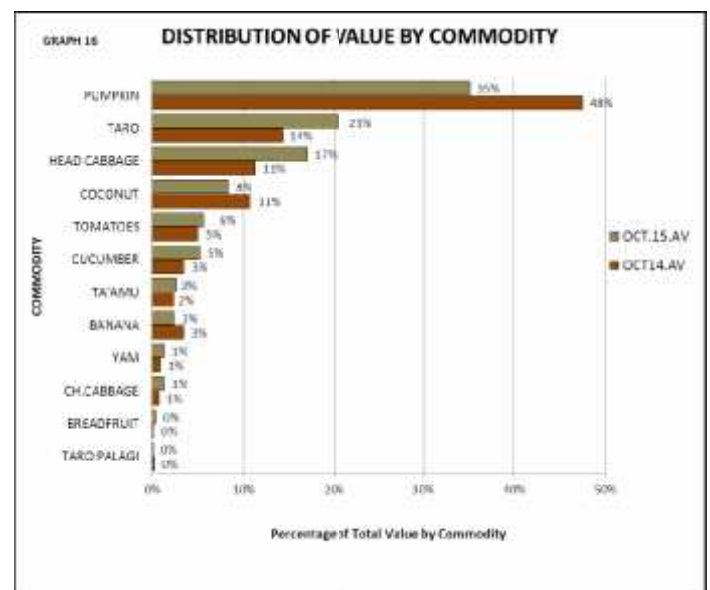


In October 2015, pumpkin sellers at 66 were the largest group at the local markets decreasing from 84 in the previous month and 157 the same month last year. Coconut sellers recorded an increasing total of 53 from 47 but was lower than 67 in October 2014. Tomato sellers followed with a decreasing total of 47 from 48 in the previous month and 76 from the same month last year. Sellers of taro recorded an increasing total of 43 from 35 in the September 2015 and 38 a year ago, while sellers of cucumber decreased to 21 from 37 in September 2015 and 50 a year ago. Head cabbage sellers also recorded a

decreasing total of 17 from 25 in the previous month and 18 the same month last year. Sellers of banana at 16 rose from 13 in the previous month but was lower than 28 in October 2014. Chinese cabbage sellers followed with a decreased total of 14 from 16 in the previous month but remained unchanged when compared with October 2014. Yam sellers recorded an increasing total of 5 from 3 in September 2015 but was lower than 6 in October 2014. Total number of sellers of ta'amu remained unchanged from the previous month but were lower than 5 in the same month last year. Breadfruit sellers recorded a decreasing total of 3 from 6 in the previous month but was higher than 1 in the same month last year while taro palagi recorded 1 seller in the month under review.

VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$46,200 in October 2015 was 4 percent lower than the previous month and 13 percent lower when compared with October 2014.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 35 percent in October 2015, a level that was lower than 46 percent in September 2015 and 48 percent when compared with October 2014. Taro supplies followed with a 21 percent share of total value; a level that was higher than 19 percent in the previous

month and 14 percent in the same month last year. Supplies of head cabbage accounted for 9 percent of total value, increasing from 12 percent in September 2015 and 11 percent in October 2014 followed by coconut supplies contributing 8 percent to total value, increasing from 6 percent in the previous month, but were lower than 11 percent in the same month a year ago. Tomato supplies contributed 6 percent to total value, increasing from 5 percent in September 2015 and October 2014. Supplies of cucumber contributed an unchanged share of 5 percent to total value from the previous month but were higher than 3 percent when compared with October 2014. Ta'amu supplies accounted for 3 percent of total value surging from 2 percent in September 2015 and October 2014 while banana supplies contributed an unchanged share of 2 percent from the previous month, but were lower than 3 percent in the same month last year. Supplies of yam and Chinese cabbage both contributed 1 percent each to total value while lower shares were recorded for all other commodities in October 2015. (See Graph 16 and Table 3)

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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 November 2015 will be available on 14 December 2015

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)

PRODUCE	2010 AVE	OCT14.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUN.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	Oct-15	
												%chng from prevmth	%chng from OCT14
TARO	8422	9123	9112	8435	10717	8714	10729	9447	8222	10189	10708	5	17
BANANA	6349	4772	7682	3680	2775	2770	3422	2513	3310	2265	2423	7	-49
TARO PALAGI	484	106	97	12	5	54	36	5	36	42	48	15	-55
TAIAMU	10042	1049	1360	775	1089	1091	612	485	185	672	620	-8	-41
COCONUT	9964	19647	18227	16902	12142	17290	12999	14279	12858	10648	14168	33	-28
BREADFRUIT	608	141	726	616	88	462	66	308	605	814	284	-68	88
YAM	415	361	337	233	143	168	416	452	787	223	372	67	3
HEAD CABBAGE	1531	3440	1156	863	1270	1727	2140	2008	3219	3637	3658	-5	6
TOMATOES	300	1283	62	63	87	142	157	427	405	624	761	22	-41
CH CABBAGE	720	264	79	240	231	515	317	377	448	498	317	-36	20
CUCUMBER	978	1538	513	815	1545	1347	999	1021	1050	1483	957	-35	-38
PUMPKIN	7508	29956	3653	13745	13637	11772	7547	14825	24492	20118	14104	-30	-53

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

PRODUCE	2010 AVE	OCT14.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	%chng from	
												prevmth	OCT 14
TARO	1.05	0.83	0.91	0.96	0.87	0.88	0.93	0.92	0.87	0.88	0.89	1	7
BANANA	0.45	0.38	0.38	0.34	0.45	0.39	0.49	0.56	0.48	0.49	0.45	-8	18
TARO PALAGI	0.76	1.23	1.01	0.97	0.76	1.24	1.20	1.26	1.57	1.24	1.10	-11	-11
TAIAMU	1.10	1.23	1.58	1.61	1.48	1.58	1.76	2.34	1.94	1.73	1.99	15	62
COCONUT	0.23	0.29	0.26	0.26	0.29	0.24	0.25	0.25	0.26	0.26	0.27	4	-7
BREADFRUIT	0.41	0.59	0.22	0.38	0.59	0.54	0.67	0.75	0.54	0.31	0.66	113	12
YAM	1.34	1.22	1.75	1.79	1.87	1.96	1.43	1.65	1.50	1.54	1.65	7	36
HEAD CABBAGE	2.86	1.74	2.75	3.90	3.45	2.49	2.75	2.47	1.91	1.53	2.14	40	23
TOMATOES	4.55	2.06	6.23	7.43	7.56	6.15	6.62	5.36	4.26	3.73	3.43	-8	67
CH CABBAGE	2.27	1.43	3.08	2.18	2.34	1.98	2.25	1.98	1.53	1.51	1.89	25	32
CUCUMBER	1.49	1.18	1.84	1.62	1.39	1.19	1.41	1.80	1.77	1.74	2.51	44	113
PUMPKIN	1.00	0.84	1.51	1.55	1.20	1.21	1.42	1.30	1.18	1.09	1.15	6	37

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2010	OCT14.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	%chng from	
												prevmth	OCT 14
TARO	103.1	7.6	8.3	8.1	9.3	7.7	10.0	8.7	7.2	9.0	9.5	6	26
BANANA	34.2	1.8	2.9	1.2	1.3	1.1	1.7	1.4	1.6	1.1	1.1	-2	-40
TARO PALAGI	4.6	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0	-62
TAIAMU	133.3	1.3	2.2	1.3	1.5	1.7	1.1	1.2	0.4	1.2	1.2	6	-5
COCONUT	27.2	5.7	4.7	4.4	3.5	4.2	3.3	3.6	3.3	2.8	3.8	38	-33
BREADFRUIT	2.5	0.1	0.2	0.2	0.1	0.3	0.0	0.2	0.3	0.3	0.2	-32	113
YAM	6.6	0.4	0.6	0.4	0.3	0.3	0.6	0.8	1.2	0.3	0.6	79	39
HEAD CABBAGE	45.0	6.0	3.2	3.4	4.4	4.3	5.9	5.0	6.2	5.9	7.8	33	31
TOMATOES	11.6	2.6	0.4	0.5	0.7	0.9	1.0	2.3	1.7	2.3	2.6	12	-1
CH CABBAGE	16.3	0.4	0.2	0.5	0.5	1.0	0.7	0.8	0.7	0.8	0.6	-20	58
CUCUMBER	15.0	1.8	0.9	1.3	2.2	1.6	1.4	1.8	1.9	2.6	2.4	-7	32
PUMPKIN	78.0	25.2	5.5	21.3	16.2	14.2	10.7	19.4	28.9	21.9	16.2	-26	-36
	477.5	53.1	29.2	42.6	39.9	37.3	36.4	45.1	53.3	48.1	46.2	-4	-13

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Table 4: Volume Index (2010=100)

PRODUCE	2010 Weights	OCT14.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	%chg from prevmth	%chg from OCT14
TARO	0.22	108	108	100	127	103	127	112	98	121	127	5	17
BANANA	0.07	75	121	57	44	44	54	40	52	36	38	7	-49
TARO PALAGI	0.01	22	20	2	1	11	8	1	8	9	10	15	-55
TAMU	0.28	10	14	8	10	11	6	5	2	7	6	-8	-41
COCONUT	0.06	197	183	170	122	174	130	143	129	107	142	33	-28
BREADFRUIT	0.01	23	119	101	14	76	11	51	100	134	43	-68	88
YAM	0.01	87	81	56	34	40	100	109	189	54	90	67	3
HEAD CABBAGE	0.09	225	75	56	83	113	140	131	210	251	239	-5	6
TOMATOES	0.02	427	21	21	29	47	52	142	135	208	253	22	-41
CH CABBAGE	0.03	37	11	33	32	71	44	52	62	69	44	-36	20
CUCUMBER	0.03	157	53	83	158	138	102	104	107	152	98	-35	-38
PUMPKIN	0.16	400	49	183	180	157	101	199	326	288	188	-30	-53
	1.00	148	66	78	85	84	78	92	118	118	106	-10	-28

Table 5: Price Index (2010=100)

PRODUCE	2010 Weights	OCT14.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	%chg from prevmth	%chg from OCT14
TARO	0.22	79	87	92	83	84	89	88	83	84	85	1	7
BANANA	0.07	84	84	75	100	87	103	124	106	109	100	-8	18
TARO PALAGI	0.01	161	132	127	99	162	157	165	205	162	144	-11	-11
TAMU	0.28	112	144	147	135	144	160	213	177	158	181	15	62
COCONUT	0.06	127	114	114	127	105	109	109	114	114	118	4	-7
BREADFRUIT	0.01	143	53	92	143	131	163	182	131	75	160	113	12
YAM	0.01	91	131	134	140	146	107	123	112	115	123	7	35
HEAD CABBAGE	0.09	61	96	136	121	87	96	86	67	53	75	40	23
TOMATOES	0.02	45	137	163	166	135	146	118	94	82	75	-8	66
CH CABBAGE	0.03	63	136	96	103	87	99	87	67	67	83	25	32
CUCUMBER	0.03	79	124	109	94	80	95	121	119	117	169	44	113
PUMPKIN	0.16	84	152	156	121	122	143	131	118	109	115	5	37
	1.00	90	121	125	115	112	124	137	120	111	123	11	36

Table 6: Number of Sellers

PRODUCE		OCT14.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	%chg from prevmth	%chg from OCT14
TARO		38	37	38	46	33	40	42	34	35	43	23	13
BANANA		28	31	21	17	15	15	17	19	13	16	22	-43
TARO PALAGI		1	1	1	0	1	1	0	0	1	1	-40	-40
TAMU		5	4	5	4	4	4	3	2	4	4	-5	-24
COCONUT		67	56	50	45	45	42	54	47	47	53	14	-20
BREADFRUIT		1	6	6	0	4	1	3	5	6	3	-57	225
YAM		6	4	3	3	3	6	7	7	3	5	60	-17
HEAD CABBAGE		18	12	8	8	18	19	23	28	25	17	-34	-7
TOMATOES		76	8	9	14	14	14	32	34	48	47	-2	-39
CH CABBAGE		14	4	7	11	17	19	22	20	16	14	-7	4
CUCUMBER		50	22	29	38	35	35	28	26	37	21	-44	-58
PUMPKIN		157	34	56	66	58	46	69	84	84	66	-21	-58
		460	219	231	252	247	242	300	306	318	288	-9	-37

^on the days surveyed

@ the weights database

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