



GOVERNMENT OF SAMOA  
**SAMOA BUREAU OF STATISTICS**

**LOCAL MARKET SURVEY**  
**November 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 November 2015 showed overall volume decreased 28 percent while limited availability pushed overall price up 11 percent when compared to October 2015.

- The value of supplies decreased 22 percent to \$36,100 from the previous month.
- An average of 240 sellers trading at the Local Market was recorded in the month under review, 17 percent and 27 percent lower from the previous month and the same month last year respectively.

Issue: 1/11/15

**OVERVIEW**

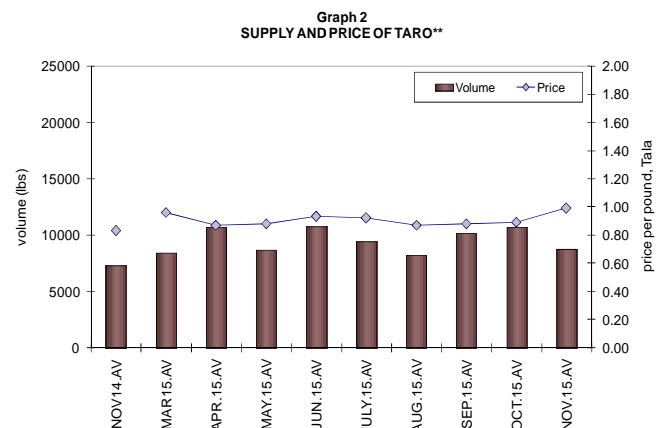
*With the beginning of the wet season, the monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in November 2015 showed a 28 percent decrease in overall volume from October 2015. The decrease in volume stems from the significant reduction of all agricultural produce supplied to the markets with the exception of yam. When compared with the same month last year, current supply was 33 percent lower. (See Graph 1 and Tables 4 & 5)*



*Limited availability of most local produce drove the overall price level up 11 percent from the previous month due to the rise in average prices of all local produce with the exception of coconut, breadfruit and cucumber. The current price level was 37 percent higher when compared with November 2014.*

**TARO**

At 8,737 pounds, the supply of taro in the month under review decreased 18 percent from the previous month while its average price rose 11 percent (to \$0.99 per pound). When compared with November 2014, current supply of taro was 20 percent higher while strong demand over the year pushed its average price up 19 percent. (See Graph 2 and Tables 1 & 2)

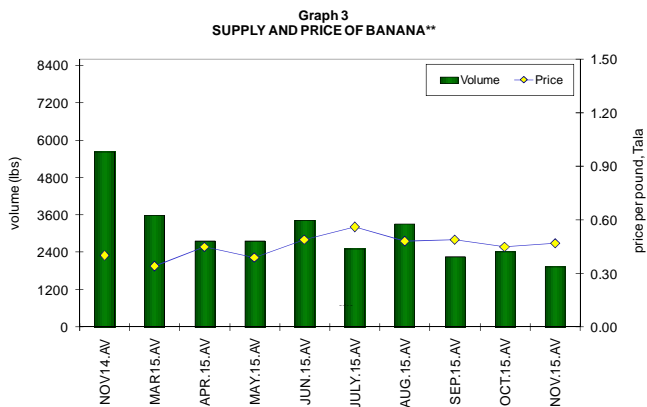


The decline in the current supply of taro in the month under review contributed to a 44 percent decrease in volume when comparing the twelve months ending November 2015 over the twelve

months ending November 2014. Price rose 39 percent.

## **BANANA**

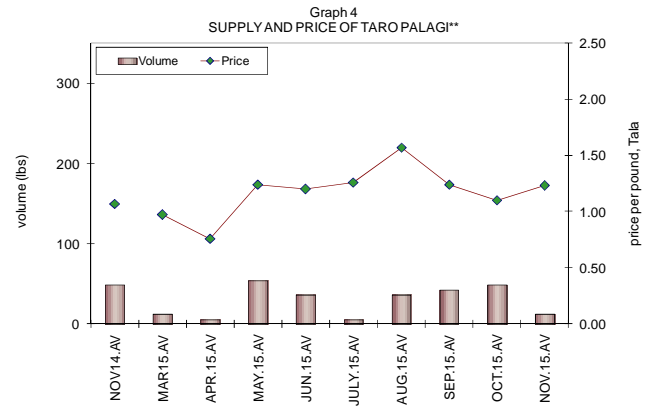
The supply of banana to the market in November 2015 dropped 20 percent (to 1,936 pounds) from the previous month while limited availability led to its average price increasing 4 percent (to \$0.47 per pound). Banana volume was 66 percent lower than the same month last year while its average price was 18 percent higher. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending November 2015 over the twelve months ending November 2014, banana supplies were 21 percent lower while decreased availability pushed its average price up 27 percent.

## **TARO PALAGI**

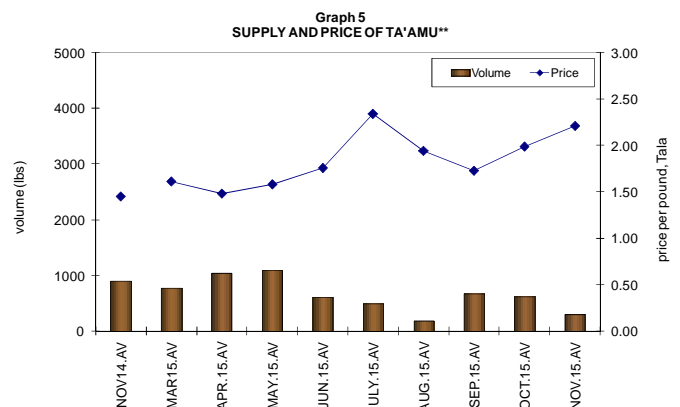
The volume of taro palagi available at the Local Markets in the month under review decreased 75 percent (to 12 pounds) from October 2015; a level that was also 75 percent lower than the same month last year. The average price of taro palagi rose 12 percent (to \$1.23 per pound); a level that was 15 percent higher when compared with November 2014. (See Graph 4 and Tables 1 & 2)



The twelve months ending November 2015 showed taro palagi supplies were 76 percent lower than volume in the twelve months ending November 2014 while its average price rose 12 percent.

## **TA'AMU**

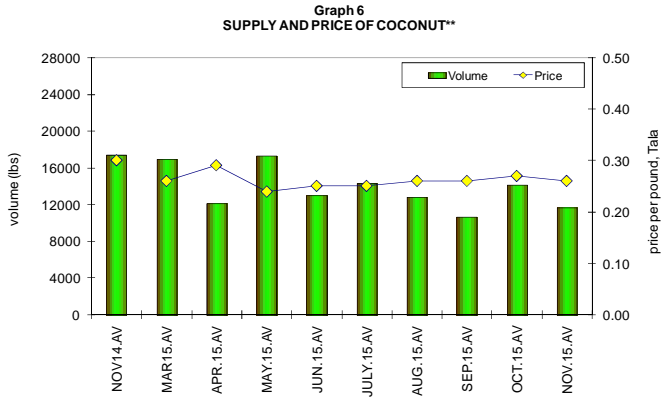
In the month under review ta'amu supplies declined 51 percent (to 303 pounds) from the previous month while limited availability pushed its average price up 11 percent (to \$2.21 per pound). In comparison with November 2014, current supply of ta'amu was 67 percent lower while its average price was 52 percent higher. (See Graph 5 and Tables 1 & 2)



Current supply of ta'amu in the month under review contributed to a 60 percent decline in ta'amu volume when comparing the twelve months ending November 2015 over the twelve months ending November 2014 while decreased availability pushed its average price up 47 percent.

## COCONUT

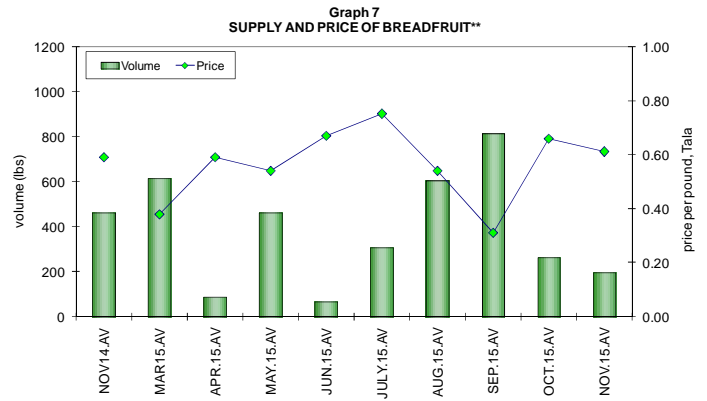
At 11,678 pounds, the supply of coconut in the month under review fell 18 percent from the previous month while weakened demand pushed its average price down 4 percent (to \$0.26 per pound). Current availability of coconut was 33 percent lower than average availability in November 2014 while average price was 13 percent lower. (See Graph 6 and Tables 1 & 2)



Current supply of coconut contributed to an 11 percent decrease in volume while weakened demand pushed its average price down 17 percent when comparing the twelve months ending November 2015 over the twelve months ending November 2014.

## BREADFRUIT

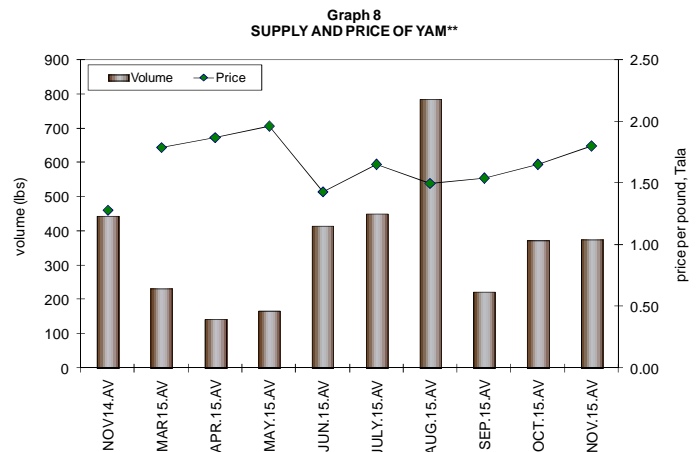
The supply of breadfruit in November 2015 declined 25 percent (to 198 pounds) from the previous month, while weakened demand drove its average price down 8 percent (to \$0.61 per pound). When compared with the same month last year, current supply of breadfruit was 57 percent lower while reduced availability over the year pushed its average price up 3 percent. (See Graph 7 and Tables 1 & 2)



Despite the decrease in volume in the month under review, current supply of breadfruit contributed to a 26 percent increase in volume when comparing the twelve months ending November 2015 over the twelve months ending November 2014. Average breadfruit price was also 24 percent higher.

## YAM

In the month under review the supply of yam increased 1 percent (to 376 pounds) from the previous month while increased demand pushed its average price up 9 percent (to \$1.80 per pound). When compared with November 2014, current supply of yam was 16 percent lower while its average price was 41 percent higher. (See Graph 8 and Tables 1 & 2)

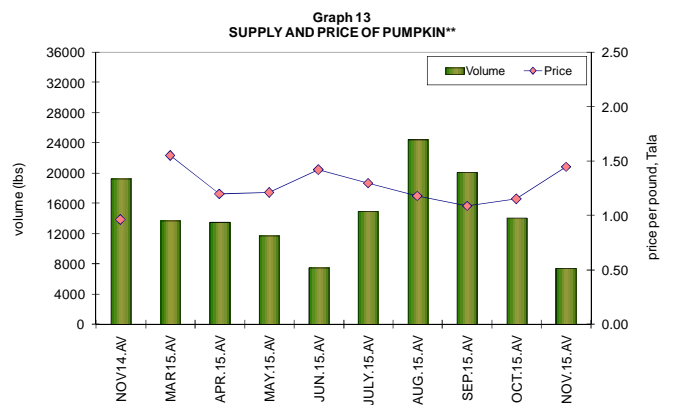
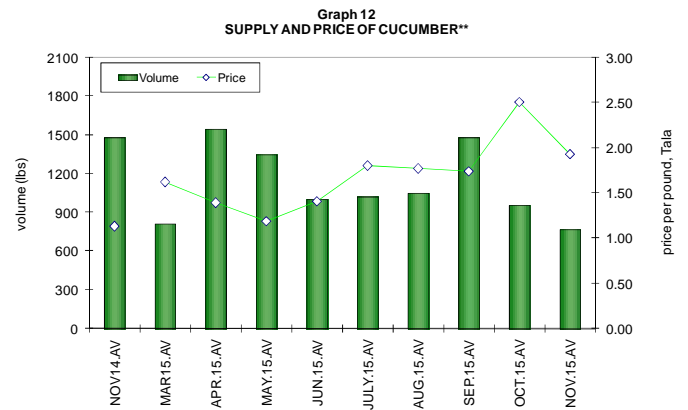
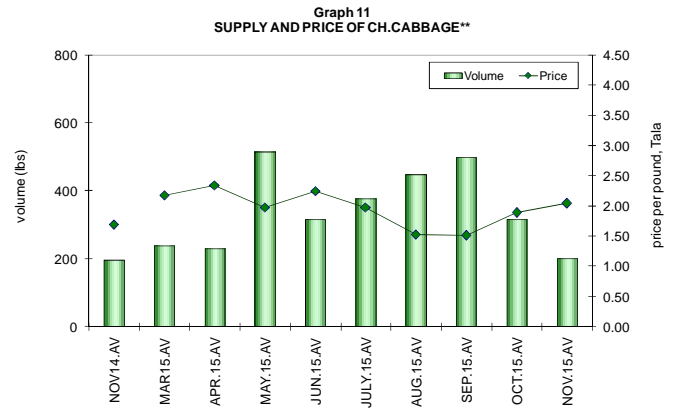
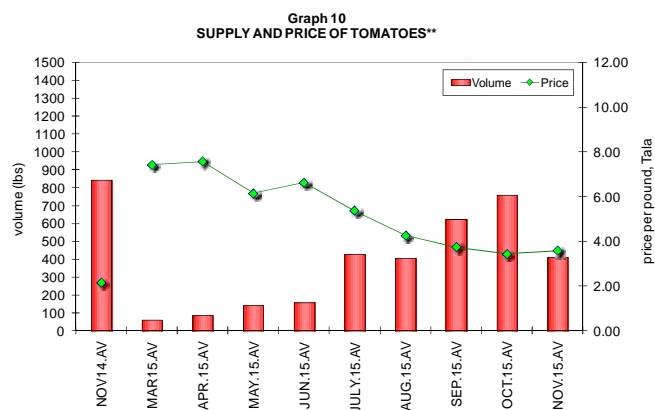
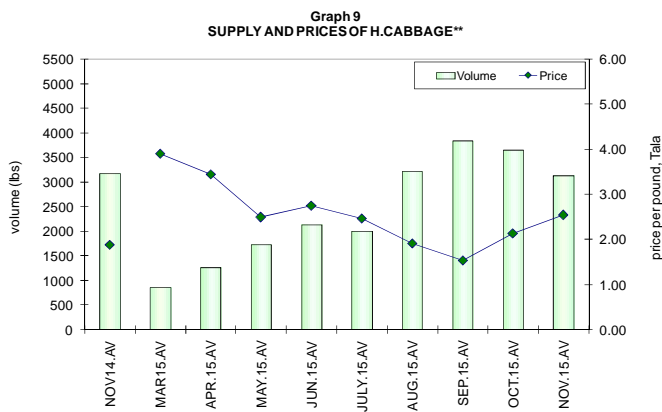


The slight rise in the supply of yam in the month under review contributed to a 30 percent increase in yam volume when comparing the twelve months ending November 2015 over the twelve months

ending November 2014, while its average price also increased 19 percent.

## VEGETABLE PRODUCE

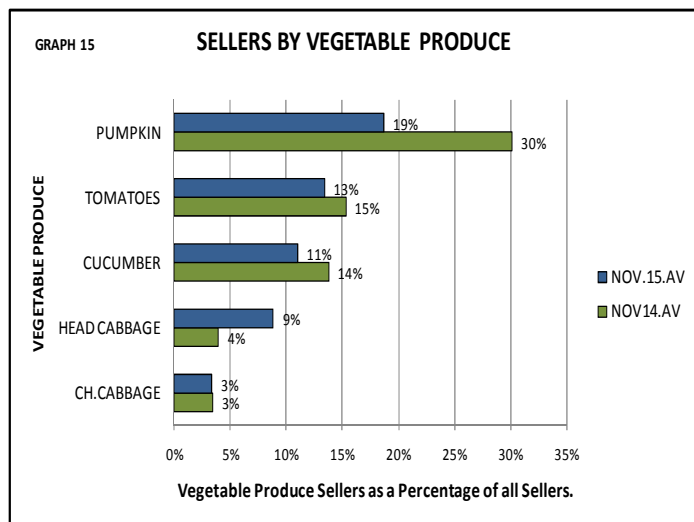
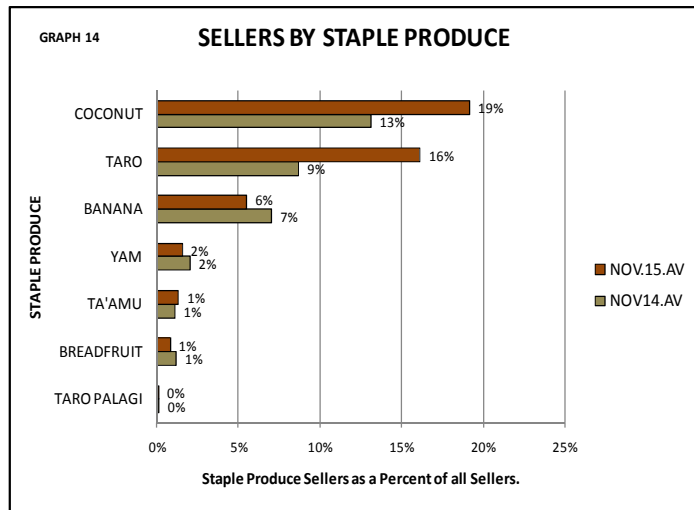
With the onset of rainy season, the supply of vegetable produce to the Local Markets in November 2015 experienced moderate losses in all vegetable produce from October 2015. Head cabbage supplies declined 14 percent (to 3,134 pounds) while tomato and Chinese cabbage supplies fell 46 percent (to 412 pounds) and 37 percent (to 201 pounds) respectively. The supplies of cucumber also fell 20 percent (to 769 pounds) while pumpkin volume decreased 47 percent (to 7,407 pounds). (See Graphs 9 to 13 and Tables 1 & 2)



Subsequent to decreased availability of all vegetables produce to the market in the month under review, average prices for all vegetable produce increased with the exception of cucumber recording a 23 percent decline (to \$1.93 per pound) from the previous month driven. Pumpkin prices experienced the largest price increase to \$1.45 per pound (up 26 percent) while head cabbage prices rose 19 percent (to \$2.54 per pound). Average price for Chinese cabbage grew 8 percent (to \$2.04 per pound) while tomato prices edged up 4 percent (to \$3.57 per pound).

## SELLERS

At 240, the number of sellers at the Local Markets on the days surveyed in November 2015 decreased 17 percent from the previous month and was 27 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6)

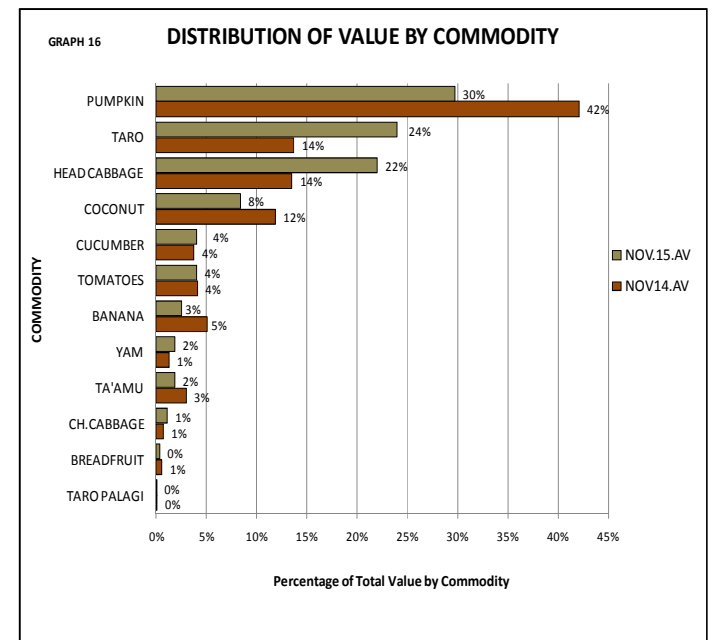


In November 2015, coconut sellers at 46 were the largest group at the local markets decreasing from 53 in the previous month and 43 the same month last year. Pumpkin sellers recorded a decreasing total of 45 from 66 and 100 in October 2015 and November 2014 respectively. Taro sellers followed with a decreasing total of 39 from 43 in the previous month but higher than 29 from the same month last year. Sellers of tomato also recorded a decreasing total of 32 from 47 in October 2015 and 51 a year ago; while sellers of cucumber increased to 27 from

21 in October 2015 but were lower than 46 a year ago. Head cabbage sellers recorded an increasing total of 21 from 17 in the previous month and 13 the same month last year. Sellers of banana at 13 fell from 16 in the previous month and 23 in October 2014. Chinese cabbage sellers followed with a decreasing total of 8 from 14 in the previous month and 11 in the same month last year while yam sellers also recorded a decreasing total of 4 from 5 in October 2015 and was lower than 7 in November 2014. Total number of sellers of ta'amu recorded a decreasing total of 3 from 4 in the previous month and the same month last year. Breadfruit sellers recorded a decreasing total of 2 from 3 in the previous month and 4 in November 2014. The presence of taro palagi sellers at the Local Markets was very insignificant in November 2015.

## VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$36,100 in November 2015 was 22 percent lower than the previous month and 18 percent lower when compared with November 2014.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 30 percent in November 2015, a level that was lower than 35 percent in October 2015 and 42 percent

when compared with November 2014. Taro supplies followed with a 24 percent share of total value; a level that was higher than 21 percent in the previous month and 14 percent in the same month last year. Supplies of head cabbage accounted for 22 percent of total value, increasing from 17 percent in October 2015 and 14 percent in November 2014 followed by the value coconut supplies at 8 percent remaining unchanged from the previous month, but were lower than 12 percent in the same month a year ago. Cucumber and tomato supplies contributed 4 percent each to total value; the value of cucumber contribution was lower than 5 percent in the previous month but remained unchanged when compared with November 2014. The value of tomato contribution fell from 6 percent in October 2015 but remained unchanged when compared with a year ago. Banana supplies accounted for 3 percent to total value, increasing from 2 percent in the previous month but were lower than 5 percent in the same month last year. Yam and ta'amu both contributed 2 percent each to total value, with yam increasing from 1 percent in October 2015 and November 2014, while ta'amu contribution fell from 3 percent in the previous month and a year ago. Chinese cabbage's contribution at 1 percent remained unchanged from October 2015 and November 2014. Relatively lower contributions 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 December 2015 will be available on 18 January 2016.***

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GOVERNMENT STATISTICIAN**



**SUMMARY OF MARKET SURVEY**

**Table 1: Quantity Supplied (in pounds)**

PRODUCE	2010 AVE	NOV14.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUN.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	NOV.15.AV	Nov-15	
												%chng from prev mth	%chng from NOV14
TARO	8422	7278	8435	10717	8714	10729	9447	8222	10189	10708	8737	-18	20
BANANA	6349	5621	3680	2775	2770	3422	2513	3310	2265	2423	1936	-20	-66
TARO PALAGI	484	49	12	5	54	36	5	36	42	48	12	-75	-75
TAVAMU	10042	907	775	1039	1091	612	495	185	672	620	303	-51	-67
COCONUT	9964	17408	16802	12142	17290	12999	14279	12359	10648	14168	11678	-18	-33
BREADFRUIT	608	462	616	88	462	66	308	605	814	264	198	-25	-57
YAM	415	445	233	143	168	416	452	787	223	372	376	1	-16
HEAD CABBAGE	1531	3172	863	1270	1727	2140	2008	3219	3837	3658	3134	-14	-1
TOMATOES	300	844	63	87	142	157	427	405	624	761	412	-46	-51
CH CABBAGE	720	197	240	231	515	317	377	449	498	317	201	-37	2
CUCUMBER	978	1481	815	1545	1347	999	1021	1060	1483	957	769	-20	-48
PUMPKIN	7508	19309	13745	13637	11772	7547	14925	24492	20118	14104	7407	-47	-62

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

PRODUCE	2010 AVE	NOV14.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	NOV.15.AV	%chng from	
												prev mth	NOV14
TARO	1.05	0.83	0.96	0.87	0.88	0.93	0.92	0.87	0.88	0.89	0.99	11	19
BANANA	0.45	0.40	0.34	0.45	0.39	0.49	0.56	0.48	0.49	0.45	0.47	4	18
TARO PALAGI	0.76	1.07	0.97	0.76	1.24	1.20	1.26	1.57	1.24	1.10	1.23	12	15
TAVAMU	1.10	1.45	1.61	1.48	1.58	1.76	2.34	1.94	1.73	1.99	2.21	11	52
COCONUT	0.23	0.30	0.26	0.29	0.24	0.25	0.25	0.26	0.26	0.27	0.26	-4	-13
BREADFRUIT	0.41	0.59	0.38	0.59	0.54	0.67	0.75	0.54	0.31	0.66	0.61	-8	3
YAM	1.34	1.28	1.79	1.87	1.96	1.43	1.65	1.50	1.54	1.65	1.80	9	41
HEAD CABBAGE	2.86	1.88	3.90	3.45	2.49	2.75	2.47	1.91	1.53	2.14	2.54	19	36
TOMATOES	4.55	2.16	7.43	7.56	6.15	6.62	5.36	4.26	3.73	3.43	3.57	4	65
CH CABBAGE	2.27	1.69	2.18	2.34	1.98	2.25	1.98	1.53	1.51	1.89	2.04	8	21
CUCUMBER	1.49	1.13	1.62	1.39	1.19	1.41	1.80	1.77	1.74	2.51	1.93	-23	71
PUMPKIN	1.00	0.96	1.55	1.20	1.21	1.42	1.30	1.18	1.09	1.15	1.45	26	51

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

PRODUCE	Total value 2010	NOV14.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	NOV.15.AV	%chng from	
												prev mth	NOV14
TARO	103.1	6.0	8.1	9.3	7.7	10.0	8.7	7.2	9.0	9.5	8.7	-9	43
BANANA	34.2	2.3	1.2	1.3	1.1	1.7	1.4	1.6	1.1	1.1	0.9	-17	-60
TARO PALAGI	4.6	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.0	-80	-80
TAVAMU	133.3	1.3	1.3	1.5	1.7	1.1	1.2	0.4	1.2	1.2	0.7	-46	-49
COCONUT	27.2	5.2	4.4	3.5	4.2	3.3	3.6	3.3	2.8	3.8	3.0	-21	-42
BREADFRUIT	2.5	0.3	0.2	0.1	0.3	0.0	0.2	0.3	0.3	0.2	0.1	-29	-66
YAM	6.6	0.6	0.4	0.3	0.3	0.6	0.8	1.2	0.3	0.6	0.7	11	19
HEAD CABBAGE	45.0	6.0	3.4	4.4	4.3	5.9	5.0	6.2	5.9	7.8	8.0	2	34
TOMATOES	11.6	1.8	0.5	0.7	0.9	1.0	2.3	1.7	2.3	2.6	1.5	-44	-19
CH CABBAGE	16.3	0.3	0.5	0.5	1.0	0.7	0.8	0.7	0.8	0.6	0.4	-32	24
CUCUMBER	15.0	1.7	1.3	2.2	1.6	1.4	1.8	1.9	2.6	2.4	1.5	-38	-11
PUMPKIN	78.0	18.5	21.3	16.2	14.2	10.7	19.4	28.9	21.9	16.2	10.7	-34	-42
	477.5	44.0	42.6	39.9	37.3	36.4	45.1	53.3	48.1	46.2	36.1	-22	-18

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Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	NOV14.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	NOV.15.AV	%chg from prev mth	%chg from NOV14
TARO	0.22	86	100	127	103	127	112	98	121	127	104	-18	20
BANANA	0.07	89	57	44	44	54	40	52	36	38	30	-20	-66
TARO PALAGI	0.01	10	2	1	11	8	1	8	9	10	2	-75	-75
TAMU	0.28	9	8	10	11	6	5	2	7	6	3	-51	-67
COCONUT	0.06	175	170	122	174	130	143	123	107	142	117	-18	-33
BREADFRUIT	0.01	76	101	14	76	11	51	100	134	43	33	-25	-57
YAM	0.01	107	56	34	40	100	109	189	54	90	91	1	-16
HEAD CABBAGE	0.09	207	56	83	113	140	131	210	251	238	205	-14	-1
TOMATOES	0.02	281	21	29	47	52	142	135	208	253	137	-46	-51
CH CABBAGE	0.03	27	33	32	71	44	52	62	69	44	28	-37	2
CUCUMBER	0.03	151	83	158	138	102	104	107	152	98	79	-20	-48
PUMPKIN	0.16	257	183	180	157	101	199	326	289	188	99	-47	-62
	1.00	114	78	85	84	78	92	118	118	106	76	-28	-33

Table 5: Price Index (2010 = 100)

PRODUCE	2010 Weights	NOV14.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	NOV.15.AV	%chg from prev mth	%chg from NOV14
TARO	0.22	79	92	83	84	89	88	83	84	86	95	11	19
BANANA	0.07	89	75	100	87	109	124	106	109	100	104	4	18
TARO PALAGI	0.01	140	127	99	162	157	165	205	162	144	161	12	15
TAMU	0.28	132	147	135	144	160	213	177	158	181	201	11	52
COCONUT	0.06	131	114	127	105	109	109	114	114	118	114	-4	-13
BREADFRUIT	0.01	143	92	143	131	163	182	131	75	160	148	-8	3
YAM	0.01	96	134	140	146	107	123	112	115	123	135	9	41
HEAD CABBAGE	0.09	66	136	121	87	96	86	67	53	75	89	19	35
TOMATOES	0.02	48	163	166	135	146	118	94	82	75	79	4	65
CH CABBAGE	0.03	74	96	103	87	99	87	67	67	83	90	8	21
CUCUMBER	0.03	76	109	94	80	95	121	119	117	169	130	-23	71
PUMPKIN	0.16	96	156	121	122	143	131	118	109	115	146	26	51
	1.00	99	125	115	112	124	137	120	111	123	136	11	37

Table 6: Number of Sellers

PRODUCE		NOV14.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	NOV.15.AV	%chg from prev mth	%chg from NOV14
TARO		29	38	46	33	40	42	34	35	43	39	-10	35
BANANA		23	21	17	15	15	17	19	13	16	13	-16	-43
TARO PALAGI		1	1	0	1	1	0	0	1	1	0	-58	-50
TAMU		4	5	4	4	4	3	2	4	4	3	-14	-13
COCONUT		43	50	45	45	42	54	47	47	53	46	-14	6
BREADFRUIT		4	6	0	4	1	3	5	6	3	2	-23	-50
YAM		7	3	3	3	6	7	7	3	5	4	-22	-44
HEAD CABBAGE		13	8	8	18	19	23	28	25	17	21	28	63
TOMATOES		51	9	14	14	14	32	34	48	47	32	-31	-36
CH CABBAGE		11	7	11	17	19	22	20	16	14	8	-44	-29
CUCUMBER		46	29	38	36	35	28	26	37	21	27	29	-42
PUMPKIN		100	56	66	58	46	69	84	84	66	45	-32	-55
		330	231	252	247	242	300	306	318	288	240	-17	-27

<sup>n</sup>the days surveyed

@ the weights database

No sellers recorded for some of the weeks on days surveyed