



GOVERNMENT OF SAMOA  
**SAMOA BUREAU OF STATISTICS**

**LOCAL MARKET SURVEY**  
**January 2016**

*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 January 2016 showed overall volume increase 11 percent while average price rose 46 percent when compared to December 2015.

- Substantial increases in average price of ta'amu contributed the most to the rise in the price index.
- The value of supplies expanded 4 percent to \$48,000 from the previous month.
- The total number of sellers fell 1 percent to 232 from 234 in December 2015.

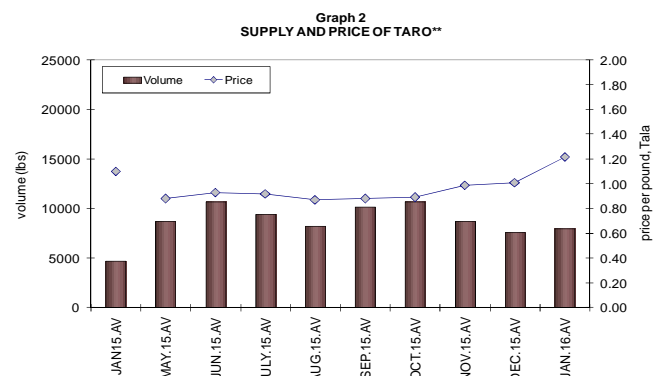
Issue: 1/01/16

TARO

**OVERVIEW**

*The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in January 2016 showed an 11 percent increase in overall volume from December 2015. The increase in volume stems from significant rise in the supply of all agricultural produce with the exception of taro palagi, yam, head cabbage and tomato supplies. When compared with the same month last year, current supply was 14 percent higher. (See Graph 1 and Tables 4 & 5)*

The supply of taro to the Local Market in January 2016 rose 5 percent (to 8,000 pounds) from the previous month. At this current level, taro volume was 71 percent higher than the same month last year. The average price of taro increased 21 percent (to \$1.22 per pound) driven by increased demand over the New Year holiday. When compared with January 2015, current price for taro was 11 percent higher. (See Graph 2 and Tables 1 & 2)

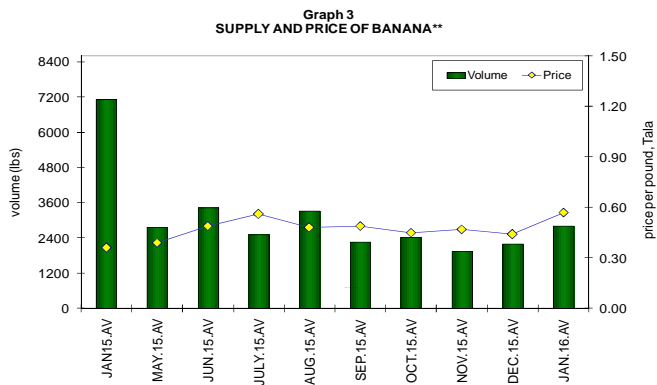


*Significant increase in average ta'amu prices in the month under review contributed to the sharp rise in the overall price level (up 46 percent) from the previous month. In addition, prices of all agricultural produce increased with the exception of breadfruit, cucumber and pumpkin prices. The current price level was 70 percent higher when compared with January 2015.*

Despite the increase in taro volume in the month under review, current supply contributed to a 48 percent decrease in volume when comparing the twelve months ending January 2016 over the twelve months ending January 2015. Price rose 12 percent.

## BANANA

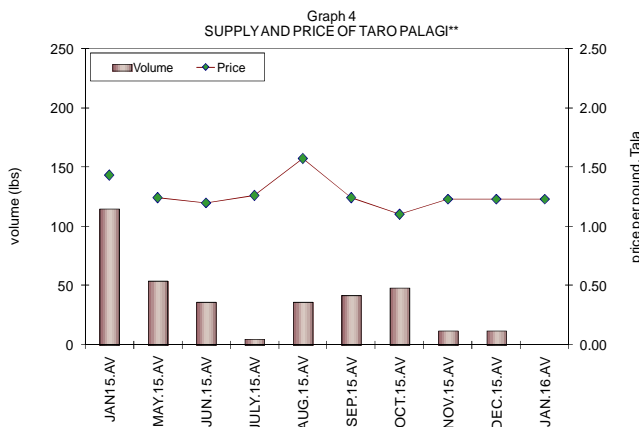
Banana supplies in January 2016 rose 28 percent (to 2,815 pounds) from December 2015; while increased demand drove its average price up 30 percent (to \$0.57 per pound). Banana volume was 60 percent lower than the same month last year while its average price was 58 percent higher. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending January 2016 over the twelve months ending January 2015, banana supplies were 49 percent lower while decreased availability pushed its average price up 13 percent.

## TARO PALAGI

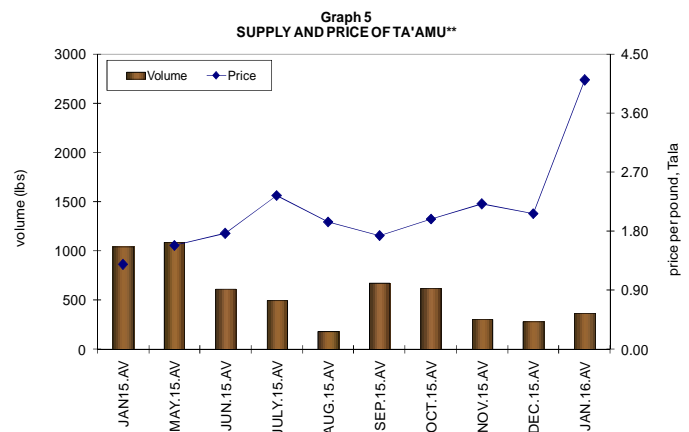
There was no supply of taro palagi available at the Local Markets in the month under review. The average price of taro palagi also remained unchanged at \$1.23 per pound; a level that was 14 percent lower when compared with January 2015. (See Graph 4 and Tables 1 & 2)



The twelve months ending January 2016 showed taro palagi supplies were 83 percent lower than volume in the twelve months ending January 2015 while its average price decreased 7 percent.

## TA'AMU

In the month under review ta'amu supplies surged 32 percent (to 368 pounds) from the previous month while its average price jumped 98 percent (to \$4.10 per pound) marking a record high in ta'amu prices. In comparison with January 2015, current supply of ta'amu was 65 percent lower while its average price was more than doubled. (See Graph 5 and Tables 1 & 2)

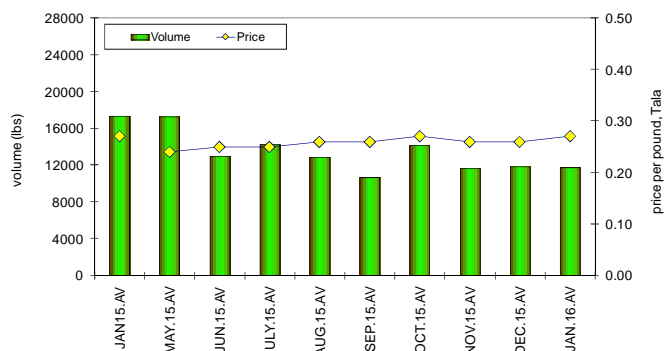


Despite the rise in the volume of ta'amu in the month under review, current supply contributed to a 69 percent decrease in ta'amu volume when comparing the twelve months ending January 2016 over the twelve months ending January 2015 while decreased availability pushed its average price up 36 percent.

## COCONUT

At 11,767 pounds, the supply of coconut in January 2016 recorded no change from December 2015 while its average price rose 4 percent to \$0.27 per pound. Current availability of coconut was 32 percent lower than average availability in January 2015 while average price remained unchanged. (See Graph 6 and Tables 1 & 2)

Graph 6  
SUPPLY AND PRICE OF COCONUT\*\*

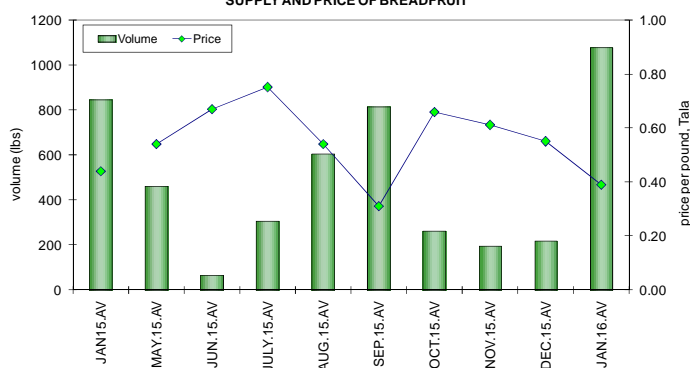


Current supply of coconut contributed to a 24 percent decrease in volume while weakened demand pushed its average price down 29 percent when comparing the twelve months ending January 2016 over the twelve months ending January 2015.

## **BREADFRUIT**

The supply of breadfruit to the market in January 2016 grew four fold (to 1,078 pounds) from the previous month, while increased availability drove its average price down 29 percent (to \$0.39 per pound). When compared with the same month last year, current supply of breadfruit was 27 percent higher while its average price was 11 percent lower. (See Graph 7 and Tables 1 & 2)

Graph 7  
SUPPLY AND PRICE OF BREADFRUIT\*\*

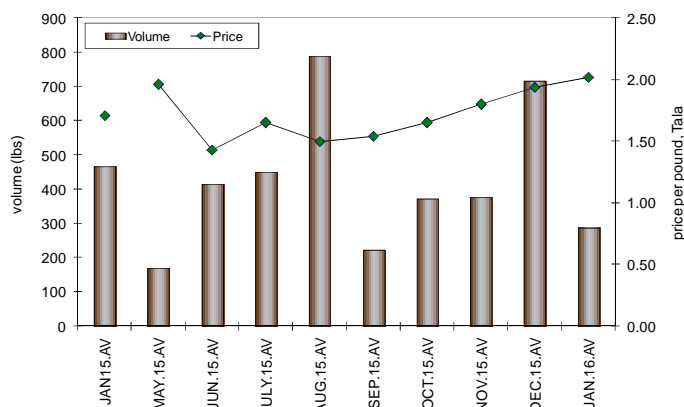


The rise in breadfruit supplies in the month under review, contributed to a 5 percent increase in volume when comparing the twelve months ending January 2016 over the twelve months ending January 2015. Average breadfruit prices declined 2 percent.

## **YAM**

Yam supplies, at 287 pounds decreased 60 percent from December 2015 while limited availability pushed its average price up 4 percent (to \$2.02 per pound). When compared with January 2015, current supply of yam was 38 percent lower while its average price was 18 percent higher. (See Graph 8 and Tables 1 & 2)

Graph 8  
SUPPLY AND PRICE OF YAM\*\*

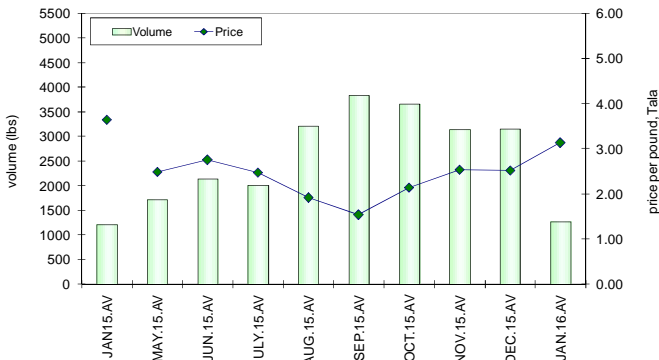


Despite the decrease in the volume of yam in the month under review, current supply contributed to an 18 percent increase in volume in the twelve months ending January 2016 over the twelve months ending January 2015, while its average price decreased 2 percent.

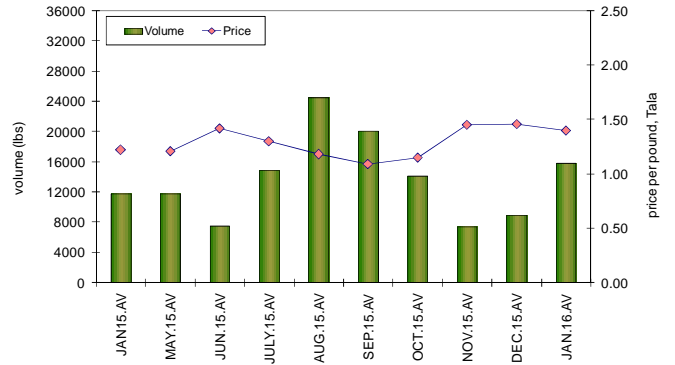
## **VEGETABLE PRODUCE**

The supply of vegetable produce to the Local Markets in January 2016 revealed all vegetable produce recording significant gains with the exception of head cabbage and tomato supplies recording a 60 percent (to 1,265 pounds) and 13 percent (to 371 pounds) decrease respectively from December 2015. Cucumber supplies experienced the greatest growth surging 3 fold (to 1,655 pounds) while pumpkin volume increased 76 percent (to 15,844 pounds). Chinese cabbage supplies rose 45 percent (to 191 pounds). (See Graphs 9 to 13 and Tables 1 & 2)

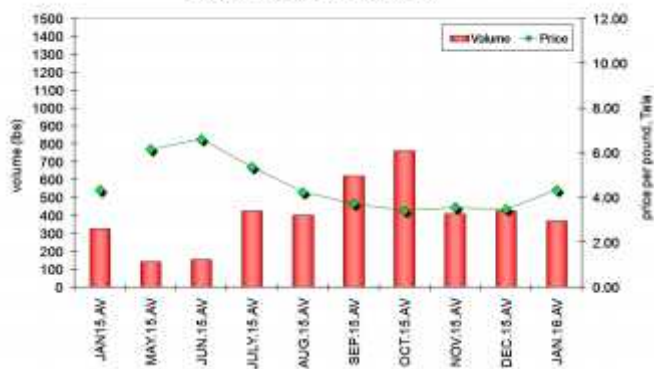
**Graph 9  
SUPPLY AND PRICES OF H.CABBAGE\*\***



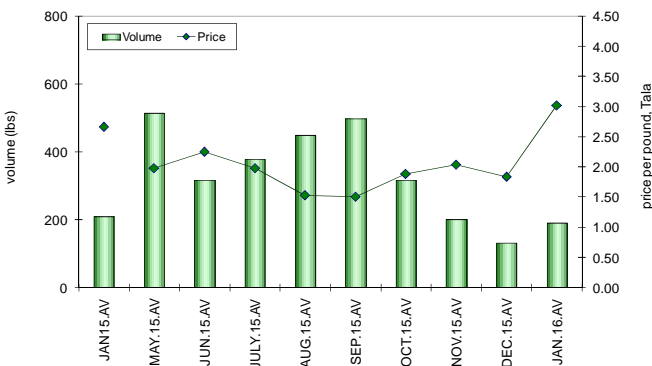
**Graph 13  
SUPPLY AND PRICE OF PUMPKIN\*\***



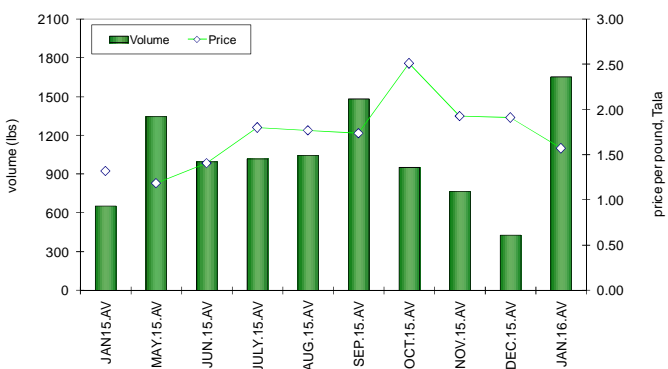
**Graph 10  
SUPPLY AND PRICE OF TOMATOES\*\***



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



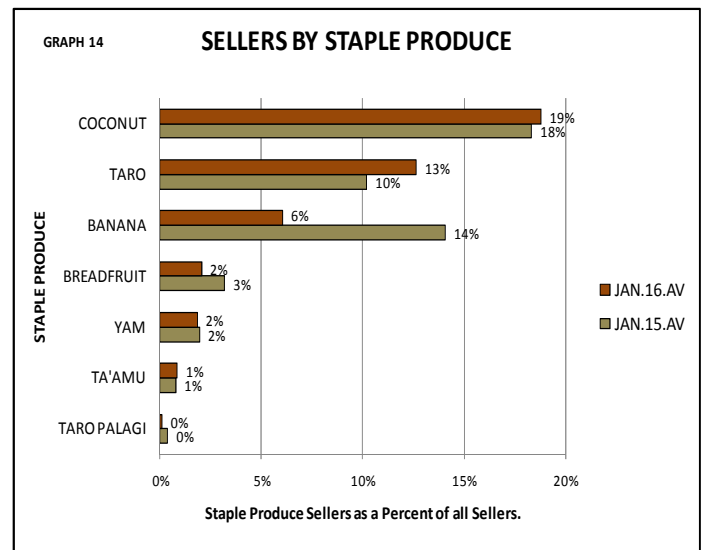
**Graph 12  
SUPPLY AND PRICE OF CUCUMBER\*\***

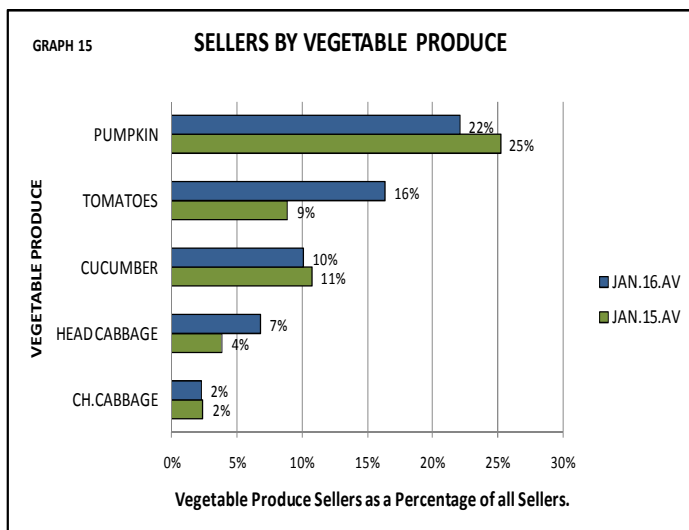


Chinese cabbage appeared to be the vegetable of choice in the month under review with strong demand driving its average price up 64 percent (to \$3.02 per pound). Consequent to increased availability of cucumber and pumpkin their average prices fell 18 percent (to \$1.57 per pound) and 4 percent (to \$1.40 per pound) respectively. On the contrary limited availability of head cabbage and tomato resulted in average prices increasing 24 percent (to \$3.13 per pound) and 25 percent (to \$4.35 per pound) in that order.

**SELLERS**

At 232, the number of sellers at the Local Markets on the days surveyed in January 2016 decreased 1 percent from the previous month and was 10 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6)

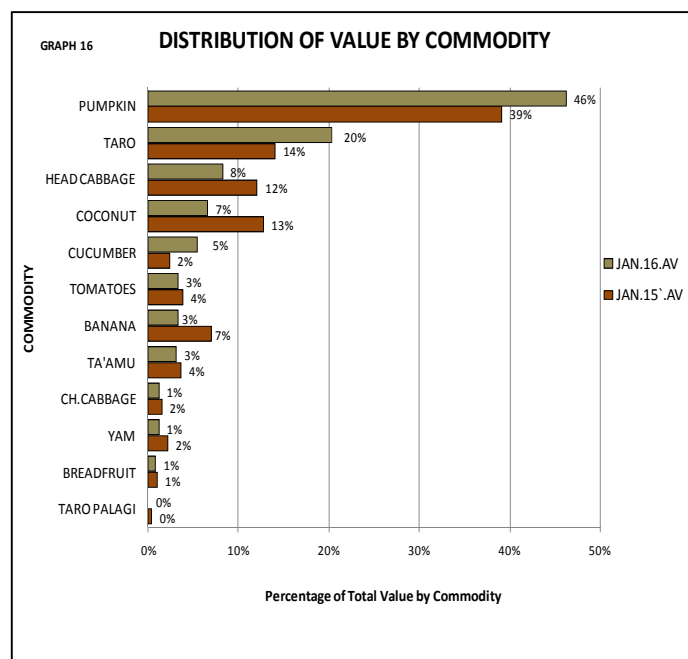




In January 2016, pumpkin sellers at 51 were the largest group at the local markets decreasing from 52 in the previous month and 65 in the same month last year. Coconut sellers recorded a decreasing total of 44 from 49 in December 2015 and 47 in January 2015 respectively. Tomato sellers followed with an increasing total of 38 from 32 in the previous month and 23 in the same month last year. Sellers of taro recorded a decreasing total of 29 from 37 in the previous month but were higher than 26 a year ago while sellers of cucumber increased to 24 from 18 in December 2015 but lower than 28 a year ago. Head cabbage sellers recorded a decreasing total of 16 from 17 in the previous month but were higher than 10 when compared with the same month last year. Sellers of banana at 14 fell from 15 in the previous month and 36 in January 2015 while sellers of Chinese cabbage decreased to 5 from 6 in the previous month and the same month a year ago. Breadfruit sellers followed with an increased total of 5 from 2 in the previous month but were lower than 8 in the same month last year. Yam sellers recorded an unchanged total of 4 from December 2015 but were slightly lower than 5 recorded in January 2015 while ta'amu sellers recorded a decreasing total of 2 from 3 in the previous month but remained unchanged when compared with the same month last year while the presence of taro palagi sellers at the Local Markets was very insignificant in January 2016.

## VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$48,000 in January 2016 was 4 percent higher than the previous month and 31 percent higher when compared with January 2015.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 46 percent in January 2016, a level that was higher than 35 percent in December 2015 and 39 percent when compared with January 2015. Taro supplies followed with a 20 percent contribution to total value falling from 21 percent in the previous month but were higher than 14 percent a year ago. Head cabbage supplies at an 8 percent contribution also fell from 21 percent in the previous month 12 percent in the same month last year. Supplies of coconut accounted for 7 percent of total value, decreasing from 8 percent in December 2015 and 13 percent in January 2015 followed by the value of cucumber supplies at 5 percent rising from 2 percent in December 2015 but remained unchanged when compared with the same month a year ago. Tomato banana and ta'amu supplies each contributed 3 percent to total value; tomato supplies falling from 4 percent in the previous month and a year ago, while banana remained unchanged from the previous month but were lower than 7 percent in January 2015 with ta'amu supplies rising from 2 percent in

the previous month but was lower than 4 percent a year ago. Chinese cabbage and yam contributed 1 percent each to total value with Chinese cabbage contribution remaining unchanged from December 2015 but was lower than 2 percent in January 2015 while yam contribution fell from 4 percent in the previous month and 2 percent in the same month last year. Breadfruit supplies accounted for 1 percent of 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.*

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***The Local Market Survey Report for February 2016 will be available on 16 March 2016.***

## **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](mailto:info.stats@sbs.gov.ws)  
Website: [www.sbs.gov.ws](http://www.sbs.gov.ws)*

**Mu gututi'a Sefuiva Reupena  
GOVERNMENT STATISTICIAN**

**SUMMARY OF MARKET SURVEY**

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

PRODUCE	2010 AVE	JAN15.AV	MAY.15.AV	JUN.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	NOV.15.AV	DEC.15.AV	JAN.16.AV	Jan-16	
												%chg from prev mth	%chg from JAN15
TARO	8422	4687	8714	10729	9447	8222	10189	10708	8737	7603	8000	5	71
BANANA	6349	7116	2770	3422	2513	3310	2265	2423	1906	2207	2815	28	-60
TARO PALAGI	484	115	54	36	5	36	42	48	12	12	0	-100	-100
TAYAMU	10042	1044	1091	612	495	185	672	620	308	278	368	32	-65
COCONUT	9664	17345	17290	12999	14279	12858	10648	14168	11678	11818	11767	0	-32
BREADFRUIT	608	847	462	66	308	605	814	264	198	220	1078	390	27
YAM	415	465	168	416	452	787	223	372	376	717	287	-60	-38
HEAD CABBAGE	1531	1218	1727	2140	2008	3219	3837	3658	3134	3158	1265	-60	4
TOMATOES	300	326	142	157	427	405	624	761	412	428	371	-13	14
CH CABBAGE	720	210	515	317	377	448	488	317	201	132	191	45	-9
CUCUMBER	978	657	1347	999	1021	1050	1483	957	769	428	1655	287	152
PUMPKIN	7508	11770	11772	7547	14925	24492	20118	14104	7407	8979	15844	76	35

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

PRODUCE	2010 AVE	JAN15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	NOV.15.AV	DEC.15.AV	JAN.16.AV	%chg from	
												prev mth	JAN15
TARO	1.05	1.10	0.88	0.93	0.92	0.87	0.88	0.88	0.99	1.01	1.22	21	11
BANANA	0.45	0.36	0.39	0.49	0.56	0.48	0.49	0.45	0.47	0.44	0.57	30	58
TARO PALAGI	0.76	1.43	1.24	1.20	1.26	1.57	1.24	1.10	1.23	1.23	1.23	0	-14
TAYAMU	1.10	1.29	1.58	1.76	2.34	1.94	1.73	1.99	2.21	2.07	4.10	98	218
COCONUT	0.23	0.27	0.24	0.25	0.25	0.26	0.26	0.27	0.26	0.26	0.27	4	0
BREADFRUIT	0.41	0.44	0.54	0.67	0.75	0.54	0.31	0.66	0.61	0.55	0.39	-29	-11
YAM	1.34	1.71	1.96	1.43	1.65	1.50	1.54	1.65	1.80	1.94	2.02	4	18
HEAD CABBAGE	2.86	3.64	2.49	2.75	2.47	1.91	1.53	2.14	2.54	2.52	3.13	24	-14
TOMATOES	4.55	4.33	6.15	6.62	5.36	4.26	3.73	3.43	3.57	3.48	4.35	25	0
CH CABBAGE	2.27	2.67	1.98	2.25	1.98	1.53	1.51	1.88	2.04	1.84	3.02	64	13
CUCUMBER	1.49	1.32	1.19	1.41	1.80	1.77	1.74	2.51	1.98	1.91	1.57	-18	19
PUMPKIN	1.00	1.22	1.21	1.42	1.30	1.18	1.09	1.15	1.45	1.46	1.40	-4	15

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

PRODUCE	Total value 2010	JAN15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	NOV.15.AV	DEC.15.AV	JAN.16.AV	%chg from	
												prev mth	JAN15
TARO	103.1	5.2	7.7	10.0	8.7	7.2	9.0	9.5	8.7	7.7	9.8	27	89
BANANA	34.2	2.6	1.1	1.7	1.4	1.6	1.1	1.1	0.9	1.0	1.6	65	-38
TARO PALAGI	4.6	0.2	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0	-100
TAYAMU	133.3	1.4	1.7	1.1	1.2	0.4	1.2	1.2	0.7	0.6	1.5	-13	12
COCONUT	27.2	4.7	4.2	3.3	3.6	3.3	2.8	3.8	3.0	3.1	3.2	1	-32
BREADFRUIT	2.5	0.4	0.3	0.0	0.2	0.3	0.3	0.2	0.1	0.1	0.4	0	14
YAM	6.6	0.8	0.3	0.6	0.8	1.2	0.3	0.6	0.7	1.4	0.6	104	-28
HEAD CABBAGE	45.0	4.4	4.3	5.9	5.0	6.2	5.9	7.8	8.0	8.0	4.0	0	-11
TOMATOES	11.6	1.4	0.9	1.0	2.3	1.7	2.3	2.6	1.5	1.5	1.6	1	14
CH CABBAGE	16.3	0.6	1.0	0.7	0.8	0.7	0.8	0.6	0.4	0.2	0.6	-41	4
CUCUMBER	15.0	0.9	1.6	1.4	1.8	1.9	2.6	2.4	1.5	0.8	2.6	-45	199
PUMPKIN	78.0	14.4	14.2	10.7	19.4	28.9	21.9	16.2	10.7	13.1	22.2	22	54
	477.5	36.7	37.3	36.4	45.1	53.3	48.1	46.2	36.1	37.4	48.0	4	31

\*in the days surveyed  
@reweights and base

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	JAN15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	NOV.15.AV	DEC.15.AV	JAN.16.AV	%ching from prev mth	%ching from JAN15
TARO	0.22	56	103	127	112	98	121	127	104	90	95	5	71
BANANA	0.07	112	44	54	40	52	36	38	30	35	44	28	-60
TARO PALAGI	0.01	24	11	8	1	8	9	10	2	2	0	-100	-100
TA'AMU	0.28	10	11	6	5	2	7	6	3	3	4	32	-65
COCONUT	0.06	174	174	130	143	129	107	142	117	119	118	0	-32
BREADFRUIT	0.01	139	76	11	51	100	134	43	33	36	177	380	27
YAM	0.01	112	40	100	109	189	54	90	91	173	69	-60	-38
HEAD CABBAGE	0.09	80	113	140	131	210	251	239	205	206	83	-60	4
TOMATOES	0.02	109	47	52	142	135	208	253	137	142	123	-13	14
CH CABBAGE	0.03	29	71	44	52	62	69	44	28	18	27	45	-9
CUCUMBER	0.03	67	138	102	104	107	152	98	79	44	169	287	152
PUMPKIN	0.16	157	157	101	199	326	268	188	99	120	211	76	35
	1.00	74	84	79	92	118	118	106	76	77	85	11	14

Table 5: Price Index (2010 = 100)

PRODUCE	2010 Weights	JAN15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	NOV.15.AV	DEC.15.AV	JAN.16.AV	%ching from prev mth	%ching from JAN15
TARO	0.22	105	84	89	88	83	84	85	95	96	116	21	11
BANANA	0.07	80	87	109	124	106	109	100	104	98	126	30	58
TARO PALAGI	0.01	187	162	157	165	205	162	144	161	161	161	0	-14
TA'AMU	0.28	117	144	160	213	177	158	181	201	188	373	98	218
COCONUT	0.06	118	105	109	109	114	114	118	114	114	118	4	0
BREADFRUIT	0.01	107	131	163	182	131	75	160	148	134	95	-29	-11
YAM	0.01	128	146	107	123	112	115	123	135	145	151	4	18
HEAD CABBAGE	0.09	127	87	96	86	67	53	75	89	88	109	24	-14
TOMATOES	0.02	95	135	146	118	94	82	75	79	77	96	25	0
CH CABBAGE	0.03	118	87	99	87	67	67	83	90	81	133	64	13
CUCUMBER	0.03	89	80	95	121	119	117	169	130	129	106	-18	19
PUMPKIN	0.16	123	122	143	131	118	109	115	146	147	141	-4	15
	1.00	113	112	124	137	120	111	123	136	132	193	46	70

Table 6: Number of Sellers

PRODUCE	JAN15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	SEP.15.AV	OCT.15.AV	NOV.15.AV	DEC.15.AV	JAN.16.AV	%ching from prev mth	%ching from JAN15
TARO	26	33	40	42	34	35	43	39	37	29	-20	2
BANANA	36	15	15	17	19	13	16	13	15	14	-8	-61
TARO PALAGI	1	1	1	0	0	1	1	0	0	0	0	-75
TA'AMU	2	4	4	3	2	4	4	3	3	2	-38	0
COCONUT	47	45	42	54	47	47	53	46	48	44	-11	-8
BREADFRUIT	8	4	1	3	5	6	3	2	2	5	111	-42
YAM	5	3	6	7	7	3	5	4	4	4	6	-15
HEAD CABBAGE	10	18	19	23	28	25	17	21	17	16	-9	58
TOMATOES	23	14	14	32	34	48	47	32	32	38	21	65
CH CABBAGE	6	17	19	22	20	16	14	8	6	5	-5	-16
CUCUMBER	28	36	35	28	26	37	21	27	18	24	31	-15
PUMPKIN	65	58	46	69	84	84	66	45	52	51	0	-21
	258	247	242	300	306	318	288	240	234	232	-1	-10

\*nifredysuved

@rewwightsandbase

No sellers recorded for some of the weeks on days surveyed