



GOVERNMENT OF SAMOA  
**SAMOA BUREAU OF STATISTICS**

**LOCAL MARKET SURVEY**  
**AUGUST 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:**

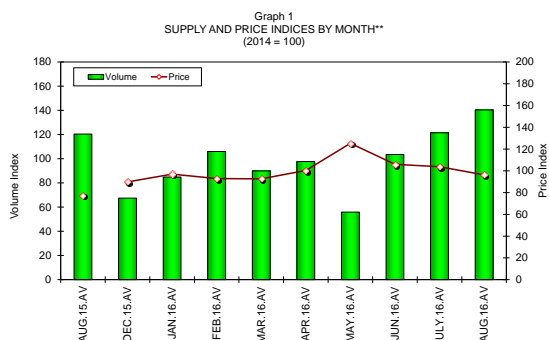
The Local Market Survey in August 2016 showed overall volume increase 16 percent while average price declined 7 percent when compared to July 2016.

- Banana volume was more than tripled when compared to the previous month.
- The value of supplies increased 8 percent to \$82,700 from the previous month as total number of sellers also increased 8 percent to 371 from 344 in July 2016.

Issue: 1/08/16

**OVERVIEW**

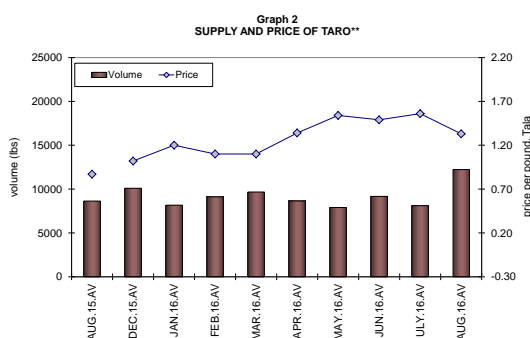
*The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in August 2016 showed overall volume increase 16 percent from July 2016. Significant increases were recorded for all agricultural products with the exception of ta'amu and breadfruit supplies. When compared with the same month last year, current supply was 17 percent higher. (See Graph 1 and Tables 4 & 5)*



*The overall price level fell 7 percent from the previous month with the increased availability of most agricultural produce pushing the price level down. Lower prices were recorded for all agricultural produce with the exception of ta'amu and coconut whose price increases were influenced by limited supply and strong demand respectively. The current overall price level is 24 percent higher when compared with July 2015.*

**TARO**

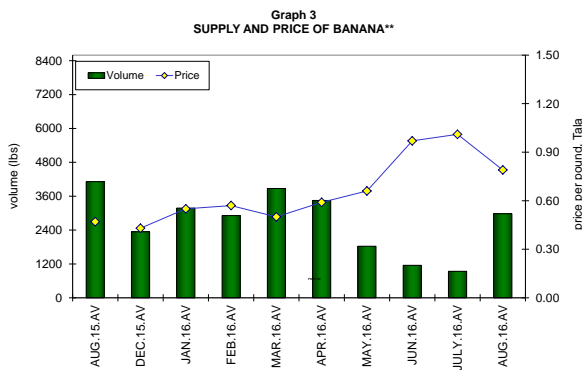
At 12,226 pounds, the average supply of taro on the days surveyed expanded 51 percent from the previous month. With increased availability of taro in August 2016 its price fell 15 percent (to \$1.33 per pound). When compared with August 2015, August 2016 supply of taro is 42 percent higher while its average price is also 53 percent higher. (See Graph 2 and Tables 1&2)



Despite the significant increase in taro volume, current supply of taro contributed to a 1 percent decline in volume when comparing the twelve months ending August 2016 over the twelve months ending July 2015. Price rose 36 percent.

## BANANA

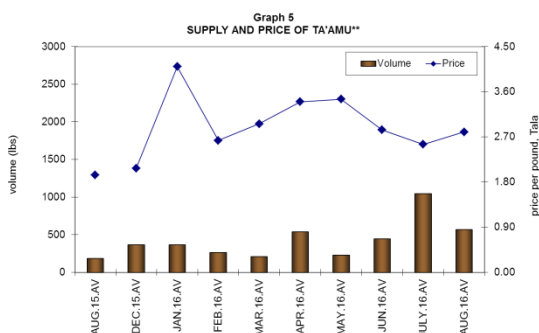
Banana supplies in the month under review was more than tripled (to 2,979 pounds) from July 2016; a level that was 28 percent lower than the same month a year ago. Significant increase in the supply of banana to the Local Markets led to its average price declining 22 percent (to \$0.79 per pound). When compared with August 2015, current price was 68 percent higher. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending August 2016 over the twelve months ending August 2015, banana supplies were 53 percent lower while decreased availability pushed its average price up 52 percent.

## TA'AMU

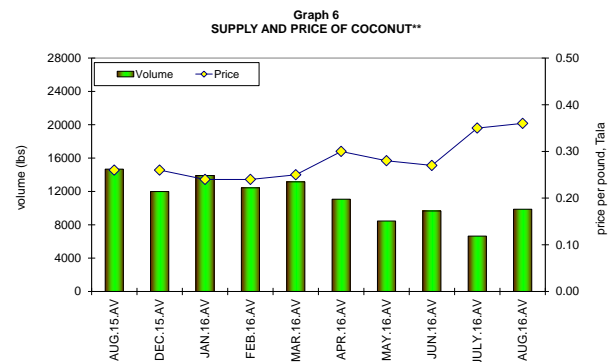
In the month under review average volume for ta'amu supplies fell 46 percent (to 566 pounds) from the previous month while limited availability pushed its average price up 10 percent to \$2.80 per pound. In comparison with August 2015, current supply of ta'amu was more than doubled while strong demand over the year drove its average price up 44 percent. (See Graph 5 and Tables 1 & 2)



A comparison of the twelve months ending August 2016 over the twelve months ending August 2015, show ta'amu supplies were 59 percent lower while limited availability pushed its average price up 70 percent.

## COCONUT

The volume of coconut in August 2016 rose 48 percent (to 9,865 pounds) from July 2016 while increased demand pushed its average price up 3 percent to \$0.36 per pound. Current availability of coconut was 33 percent lower than average availability in August 2015 while average price rose 38 percent over the year. (See Graph 6 and Tables 1 & 2)

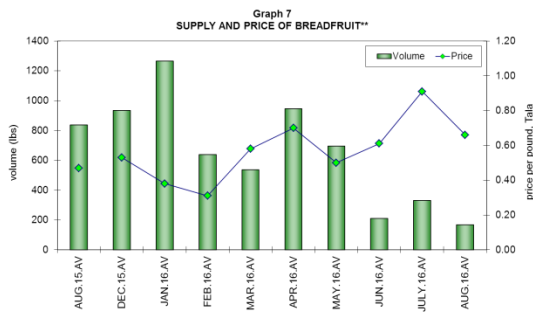


Despite the increase in volume recorded in the month under review, current supply of coconut contributed to a 37 percent decline in supply when comparing the twelve months ending August 2016 over the twelve months ending August 2015, while its average price rose 10 percent.

## BREADFRUIT

At an average of 167 pounds, breadfruit supply in August 2016 decreased 49 percent from the previous month. An abundance of banana and taro (its close substitutes) pushed average price for breadfruit down 27 percent to \$0.66 per pound. When compared with the same month last year, current breadfruit supply was 80 percent lower while its average price was 40 percent higher. (See Graph 7 and Tables 1 & 2)

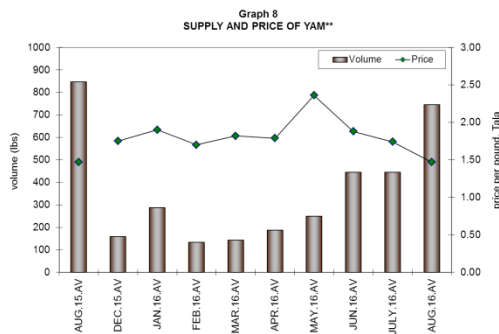
## VEGETABLE PRODUCE



When comparing the twelve months ending August 2016 over the twelve months ending August 2015, breadfruit supplies were 14 percent higher while its average price was also 18 percent higher.

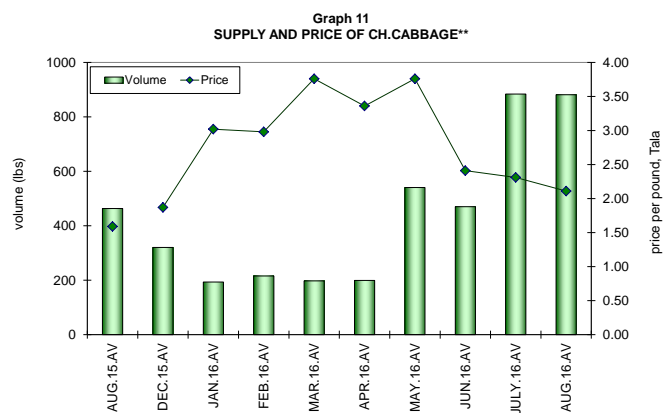
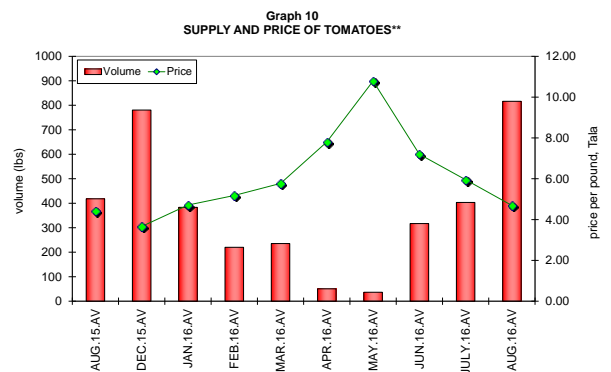
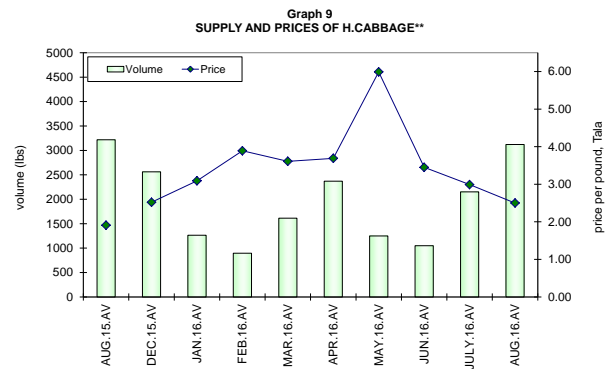
## YAM

The supply of yam in the month under review grew 67 percent (to 744 pounds) from the previous month while increased availability of yam pushed its average price down 16 percent to \$1.47 per pound. When compared with August 2015, current supply of yam was 12 percent lower while its average price over the year remained unchanged. (See Graph 8 and Tables 1 & 2)

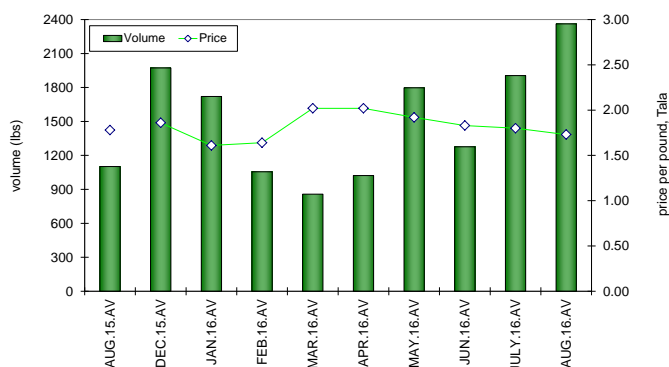


The volume of yam in the month under review contributed to an 18 percent decline in supply in the twelve months ending August 2016 over the twelve months ending August 2015, while its average price increased 13 percent.

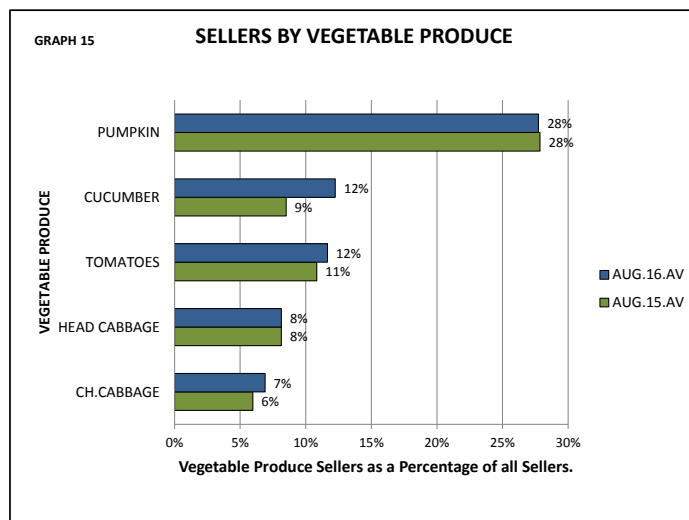
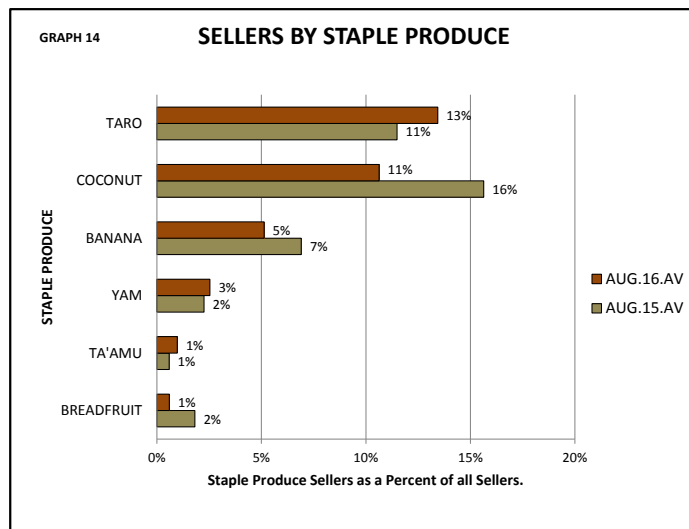
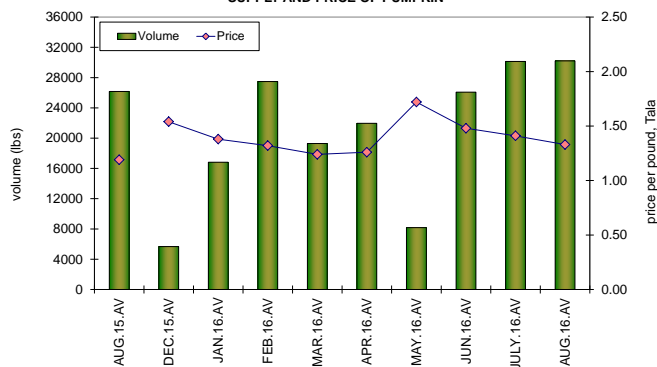
A general overview of all vegetable produce at the Local Market in August 2016, revealed significant gains in all vegetable supplies with the exception of Chinese cabbage and pumpkin volume recording no significant change. Tomato supplies registered the greatest increase more than doubling its volume (to 816 pounds) from July 2016 followed by head cabbage supplies with a 45 percent surge (to 3,122 pounds). Cucumber supplies rose 24 percent (to 2,361 pounds). (See Graphs 9 to 13 and Tables 1 & 2)



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 Local Markets, average prices in the month under review decreased for all vegetable produce. Average price for tomato fell 21 percent (to \$4.69 per pound) while head cabbage prices declined 16 percent (to \$2.50 per pound). Average price for Chinese cabbage fell 9 percent (to \$2.11 per pound) while pumpkin prices decreased 6 percent (to \$1.33 per pound). Weakened demand for cucumber pushed its average price down 4 percent (to \$1.73 per pound).

## SELLERS

At 371, the number of sellers at the Local Markets on the days surveyed in August 2016 increased 8 percent from the previous month and the same month a year ago. (See Graphs 14 and 15 and Table 6)

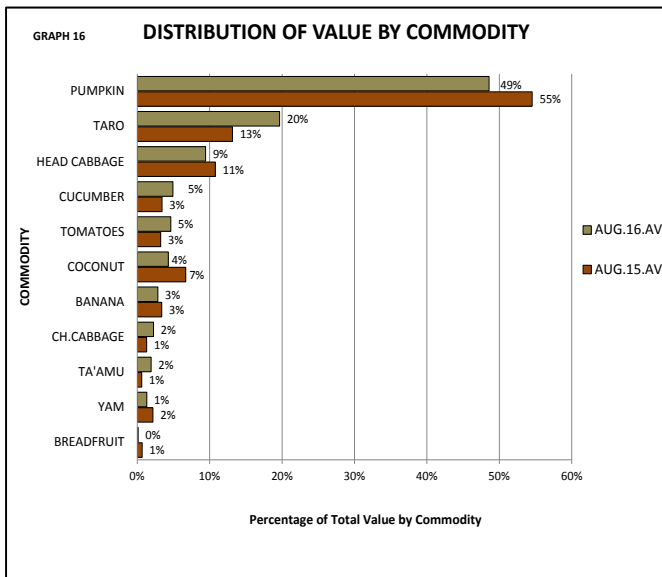
In August 2016, pumpkin sellers at 103 were the largest group at the local markets decreasing from 111 in the previous month but were higher than 96 in the same month last year. Taro sellers recorded an increasing total of 50 from 47 in August 2016 and 40 in August 2015 while cucumber sellers followed with a decreased total of 45 from 46 in the previous month but were higher than 29 in the same month last year. Tomato sellers recorded an increasing total of 43 from 32 in the previous month and 37 a year ago while sellers of coconut recorded an increasing total of 39 from 33 in the previous month but were lower than 54 a year ago. Sellers of head cabbage at 30 rose from 24 in the previous month and 28 a year ago. Chinese cabbage sellers recorded a decreasing total of 26 from 29 in the previous month but were higher than 21 when compared with August 2015 while sellers of banana recorded an increasing total of 19 from 10 in July 2016 but were lower than 24 in August 2015. Sellers of yam

followed with an increased total of 9 from 7 in the previous month and 8 a year ago while the number of ta'amu sellers remained unchanged at a total of 4 from July 2016 but was higher than 2 when compared to August 2015. Breadfruit sellers recorded a decreasing total of 2 from 3 in July 2016 and 6 when compared with August a year ago.

## VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$82,700 in August 2016 increased 8 percent from the previous month and was 45 percent higher when compared with August 2015.

value increasing from 3 percent in the previous month but were lower than 7 percent a year ago. Banana contribution recorded 3 percent rising from 1 percent in July 2016 but remained unchanged when compared with August 2015. Chinese cabbage and ta'amu supplies contributed 2 percent each to total value both decreasing from 3 percent in July 2016 but were both higher than 1 percent in August 2015. Yam contributions remained the same from last month at 1 percent while relatively lower shares were recorded for breadfruit supplies. (See Graph 16 and Table 3)

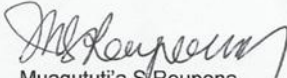


Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 49 percent in August 2016, a level that was lower than 56 percent in July 2016 and 55 percent in August 2015. Taro supplies followed with a 20 percent contribution to total value rising from 17 percent in the previous month and 13 percent a year ago. Head cabbage supplies at a 9 percent contribution rose from 8 percent in the previous month but were lower than 11 percent in the same month last year. Cucumber supplies contributed 5 percent to total value rising from 4 percent in July 2016 and 3 percent a year ago while supplies of tomato also accounted for 5 percent of total value, increasing from 3 percent in July 2016 and August 2015. Coconut supplies contributed 4 percent to total

**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)*

  
Muagututi'a S'Reupena.  
**GOVERNMENT STATISTICIAN**

## **Technical Notes**

The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at **Fugalei, Taufusi, Vaitele, Afega, Saleimoa, Savaia, and Salelologa** 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 Thursday for rural markets on Upolu and each Friday for urban markets on Upolu and Savaii in the months under reference.**

Weights for selected produce have been revised using 2014 as the base period and have been incorporated starting from June 2016 report.

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**The Local Market Survey Report for September 2016 will be available on 17<sup>th</sup> October 2016.**

## SUMMARY OF MARKET SURVEY

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

PRODUCE	2014 AVE	AUG.15.AV	DEC.15.AV	JAN.16.AV	FEB.16.AV	MAR.16.AV	APR.16.AV	MAY.16.AV	JUN.16.AV	JULY.16.AV	AUG.16.AV	Aug-16	
												% chng from prev mnth	%chng from AUG15
TARO	16539	8637	10094	8162	9119	9663	8645	7895	9162	8098	12226	51	42
BANANA	5810	4114	2338	3181	2913	3875	3450	1828	1152	940	2979	217	-28
TA'AMU	1795	185	369	368	266	208	537	231	448	1047	566	-46	206
COCONUT	17657	14673	11987	13912	12430	13154	11069	8456	9656	6651	9865	48	-33
BREADFRUIT	410	836	935	1265	638	537	946	695	209	330	167	-49	-80
YAM	285	846	158	287	134	143	188	249	446	446	744	67	-12
HEAD CABBAGE	1784	3219	2562	1264	896	1614	2371	1250	1049	2151	3122	45	-3
TOMATOES	562	418	781	383	220	235	50	36	317	403	816	102	95
CH.CABBAGE	284	463	320	193	216	197	199	541	470	884	881	0	90
CUCUMBER	1189	1101	1972	1721	1055	858	1022	1797	1276	1905	2361	24	114
PUMPKIN	13685	26163	5670	16811	27487	19290	21955	8181	26074	30139	30209	0	15

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

PRODUCE	2014 AVE	AUG.15.AV	DEC.15.AV	JAN.16.AV	FEB.16.AV	MAR.16.AV	APR.16.AV	MAY.16.AV	JUN.16.AV	JULY.16.AV	AUG.16.AV	Aug-16	
												% chng from prev mnth	%chng from AUG15
TARO	0.67	0.87	1.02	1.20	1.10	1.10	1.34	1.54	1.49	1.56	1.33	-15	53
BANANA	0.35	0.47	0.43	0.55	0.57	0.50	0.59	0.66	0.97	1.01	0.79	-22	68
TA'AMU	1.26	1.94	2.07	4.10	2.63	2.96	3.40	3.45	2.84	2.55	2.80	10	44
COCONUT	0.28	0.26	0.26	0.24	0.24	0.25	0.30	0.28	0.27	0.35	0.36	3	38
BREADFRUIT	0.44	0.47	0.53	0.38	0.31	0.58	0.70	0.50	0.61	0.91	0.66	-27	40
YAM	1.40	1.47	1.75	1.90	1.70	1.82	1.79	2.36	1.88	1.74	1.47	-16	0
HEAD CABBAGE	2.45	1.91	2.52	3.09	3.89	3.61	3.69	5.99	3.45	2.99	2.50	-16	31
TOMATOES	4.34	4.42	3.66	4.71	5.18	5.77	7.80	10.79	7.20	5.95	4.69	-21	6
CH.CABBAGE	1.99	1.59	1.87	3.02	2.98	3.76	3.36	3.76	2.41	2.31	2.11	-9	33
CUCUMBER	1.40	1.78	1.86	1.61	1.64	2.02	2.02	1.92	1.83	1.80	1.73	-4	-3
PUMPKIN	1.19	1.19	1.54	1.38	1.32	1.24	1.26	1.72	1.48	1.41	1.33	-6	12

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

PRODUCE	Total value 2014	AUG.15.AV	DEC.15.AV	JAN.16.AV	FEB.16.AV	MAR.16.AV	APR.16.AV	MAY.16.AV	JUN.16.AV	JULY.16.AV	AUG.16.AV	Aug-16	
												% chng from prev mnth	%chng from AUG15
TARO	126.6	7.5	10.3	9.8	10.0	10.6	11.6	12.2	13.7	12.6	16.3	29	117
BANANA	24.3	1.9	1.0	1.8	1.7	1.9	2.0	1.2	1.1	1.0	2.4	147	22
TA'AMU	25.5	0.4	0.8	1.5	0.7	0.6	1.8	0.8	1.3	2.7	1.6	-40	342
COCONUT	59.0	3.8	3.1	3.3	3.0	3.3	3.3	2.4	2.6	2.3	3.6	52	-7
BREADFRUIT	1.8	0.4	0.5	0.5	0.2	0.3	0.7	0.4	0.1	0.3	0.1	-63	-72
YAM	4.6	1.2	0.3	0.6	0.2	0.3	0.3	0.6	0.8	0.8	1.1	40	-12
HEAD CABBAGE	44.6	6.2	6.5	3.9	3.5	5.8	8.8	7.5	3.6	6.4	7.8	21	27
TOMATOES	21.5	1.9	2.9	1.8	1.1	1.4	0.4	0.4	2.3	2.4	3.8	60	107
CH.CABBAGE	5.9	0.7	0.6	0.6	0.6	0.7	0.7	2.0	1.1	2.0	1.9	-9	151
CUCUMBER	19.0	2.0	3.7	2.8	1.7	1.7	2.1	3.5	2.3	3.4	4.1	19	108
PUMPKIN	178.4	31.1	8.7	23.2	36.3	23.9	27.7	14.1	38.6	42.5	40.2	-5	29
	511.1	57.1	38.3	49.7	59.1	50.6	59.3	44.9	67.6	76.5	82.7	8	45

\*on the days surveyed  
@ new weights and base

**Table 4: Volume Index (2014 = 100)**

PRODUCE	2014 Weights	AUG.15.AV	DEC.15.AV	JAN.16.AV	FEB.16.AV	MAR.16.AV	APR.16.AV	MAY.16.AV	JUN.16.AV	JULY.16.AV	AUG.16.AV	% chng from prev mnth	%chng from AUG15
TARO	0.25	52	61	49	55	58	52	48	55	49	74	51	42
BANANA	0.05	71	40	55	50	67	59	31	20	16	51	217	-28
TA'AMU	0.05	10	21	20	15	12	30	13	25	58	32	-46	207
COCONUT	0.11	83	68	79	70	75	63	48	55	38	56	48	-33
BREADFRUIT	0.004	204	228	309	156	131	231	170	51	81	41	-49	-80
YAM	0.01	297	56	101	47	50	66	88	157	157	262	67	-12
HEAD CABBAGE	0.09	180	144	71	50	90	133	70	59	121	175	45	-3
TOMATOES	0.04	74	139	68	39	42	9	6	56	72	145	102	95
CH.CABBAGE	0.01	163	113	68	76	70	70	190	166	311	311	0	90
CUCUMBER	0.04	93	166	145	89	72	86	151	107	160	199	24	114
PUMPKIN	0.35	191	41	123	201	141	160	60	191	220	221	0	15
	1.00	120	67	85	106	90	98	56	104	121	140	16	17

**Table 5: Price Index (2014 = 100)**

PRODUCE	2014 Weights	AUG.15.AV	DEC.15.AV	JAN.16.AV	FEB.16.AV	MAR.16.AV	APR.16.AV	MAY.16.AV	JUN.16.AV	JULY.16.AV	AUG.16.AV	% chng from prev mnth	%chng from AUG15
TARO	0.25	130	152	179	164	164	200	230	222	233	199	-15	53
BANANA	0.05	136	124	159	165	145	171	191	280	292	228	-22	68
TA'AMU	0.05	154	164	325	208	234	269	273	225	202	222	10	44
COCONUT	0.11	93	93	86	86	89	107	100	96	125	129	3	38
BREADFRUIT	0.004	107	121	87	71	132	159	114	139	207	150	-27	40
YAM	0.01	105	125	136	122	130	128	169	135	125	105	-16	0
HEAD CABBAGE	0.09	78	103	126	159	147	151	244	141	122	102	-16	31
TOMATOES	0.04	102	84	109	119	133	180	249	166	137	108	-21	6
CH.CABBAGE	0.01	80	94	152	150	189	169	189	121	116	106	-9	33
CUCUMBER	0.04	128	133	115	117	145	145	138	131	129	124	-4	-3
PUMPKIN	0.35	100	130	116	111	104	106	145	125	119	112	-6	12
	1.00	78	90	97	93	93	100	125	106	104	96	-7	24

**Table 6: Number of Sellers**

PRODUCE	2014 AVE	AUG.15.AV	DEC.15.AV	JAN.16.AV	FEB.16.AV	MAR.16.AV	APR.16.AV	MAY.16.AV	JUN.16.AV	JULY.16.AV	AUG.16.AV	% chng from prev mnth	%chng from AUG15
TARO	46	40	42	51	48	46	44	34	41	47	50	7	26
BANANA	27	24	16	17	18	20	22	16	8	10	19	90	-20
TA'AMU	7	2	3	3	2	1	2	2	4	4	4	-10	80
COCONUT	57	54	47	57	56	61	58	41	40	33	39	20	-27
BREADFRUIT	4	6	8	8	4	4	5	5	2	3	2	-12	-65
YAM	5	8	3	4	2	2	2	3	8	7	9	45	21
HEAD CABBAGE	12	28	18	12	8	12	14	8	17	24	30	25	8
TOMATOES	39	37	51	39	23	22	9	5	25	32	43	35	16
CH.CABBAGE	13	21	10	8	20	6	10	21	25	29	26	-12	25
CUCUMBER	42	29	45	46	32	24	33	46	35	46	45	-1	55
PUMPKIN	83	96	37	82	103	73	89	54	104	111	103	-7	7
	337	344	278	327	317	271	288	235	308	344	371	8	8

\*on the days surveyed

@ new weights and base