



GOVERNMENT OF SAMOA
SAMOA BUREAU OF STATISTICS
LOCAL MARKET SURVEY
JULY 2017

This report provides a monthly review of selected agricultural produce available at the Local Markets in Upolu and Savaii 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 2017 showed overall volume increase 2 percent while domestic demand for vegetable produce pushed average prices up 3 percent when compared to June 2017.

- Significant increases in the supplies of vegetable produce and ta'amu to the Local Markets strongly contributed to the rise in the volume index.
- The value of supplies grew 13 percent to \$64,000 from the previous month as total number of sellers also rose 6 percent to 314 from 295 in June 2017.

Issue: 1/7/17

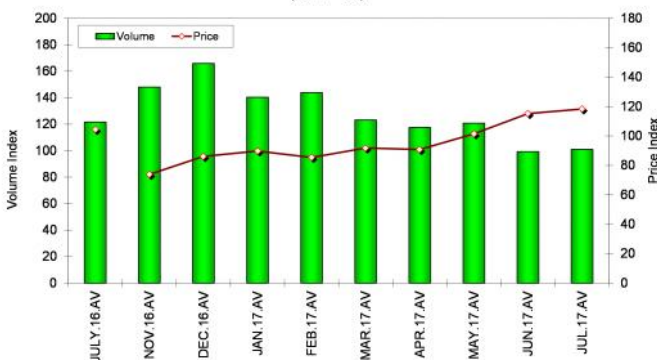
OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in July 2017 showed overall volume increase 2 percent from June 2017. Significant increases in volume were recorded for all agricultural produce with the exception of taro, banana and coconut. When compared with the same month last year, current supply was 17 percent lower. (See Graph 1 and Tables 4 & 5)

TARO

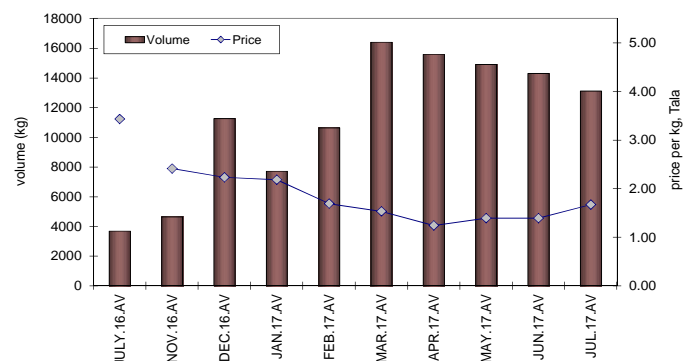
At 13,105 kilograms, the supply of taro in the month under review decreased 8 percent from the previous month; a level that was more than tripled when compared with the same month last year. Limited availability led its average price to climb 20 percent (to \$1.67 per kilogram). When compared with July 2016, current price of taro was 51 percent lower. (See Graph 2 and Tables 1&2)

Graph 1
SUPPLY AND PRICE INDICES BY MONTH**
(2014 = 100)



The overall price index rose 3 percent from the previous month due to the increased domestic demand as various Congregational Conferences were held in the country. When compared with July 2016 the current overall price level was 13 percent higher.

Graph 2
SUPPLY AND PRICE OF TARO**

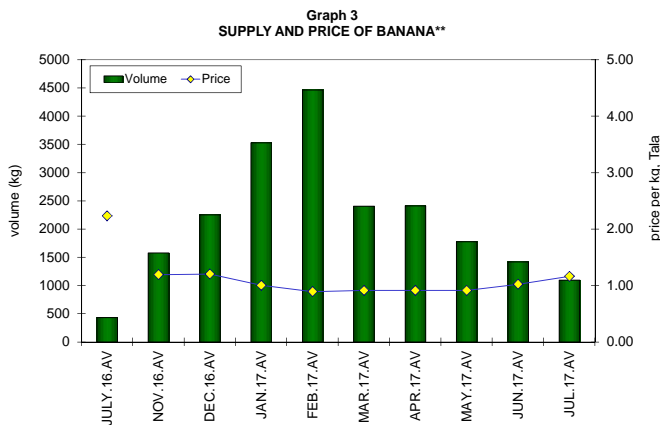


Despite the decrease in volume in the month under review, current supply contributed to a 148 percent increase in volume when comparing the twelve

months ending July 2017 over the twelve month ending July 2016. Price fell 21 percent.

BANANA

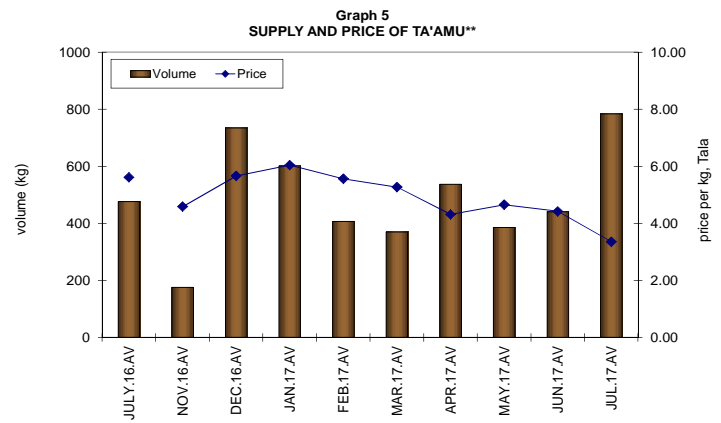
The supply of banana to the Local Markets in July 2017 dropped 23 percent (to 1,089 kilograms) from June 2017; a level that was more than doubled when compared with the same month a year ago. Limited availability of banana to the Local Markets pushed its average price up 14 percent (to \$1.16 per kilogram). When compared with the same month last year current price was 48 percent lower. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending July 2017 over the twelve months ending July 2016, banana supplies were 89 percent higher while increased availability pushed its average down 12 percent.

TA'AMU

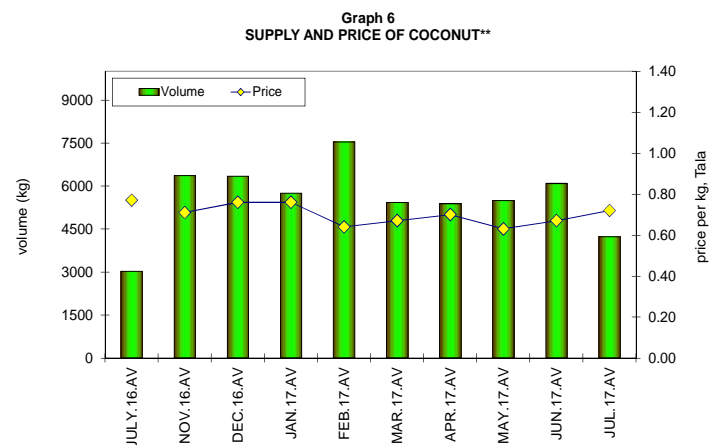
In the month under review average volume for ta'amu expanded 78 percent (to 784 kilograms) from the previous month while increased availability pushed its average price down 24 percent (to \$3.35 per kilogram). When compared with same month last year, current supply of ta'amu was 65 percent higher while its average price was 40 percent lower. (See Graph 5 and Tables 1&2)



When comparing the twelve months ending July 2017 over the twelve months ending July 2016, ta'amu supplies were more than doubled (up 119 percent) while increased availability pushed its average price down 11 percent.

COCONUT

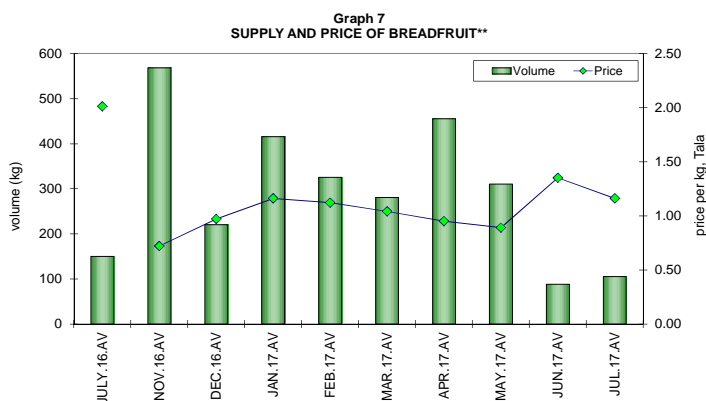
Coconut supplies in July 2017 decreased 31 percent (to 4,221 kilograms) from June 2017 while limited supply pushed its average price up 7 percent (to \$0.72 per kilogram). Current availability of coconut was 40 percent higher than average availability in July 2016 while average price fell 6 percent over the year. (See Graph 6 and Tables 1 & 2)



Comparing the twelve months ending July 2017 over the twelve months ending July 2016 showed average supply of coconut remained unchanged while its average price rose 20 percent.

BREADFRUIT

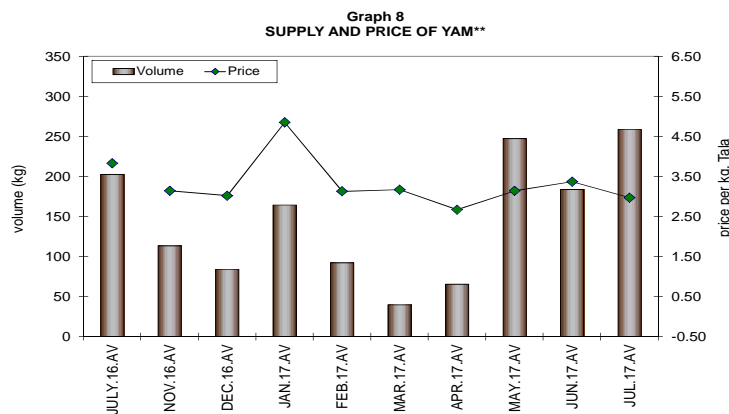
At an average of 105 kilograms, breadfruit supply in July 2017 rose 19 percent from the previous month. Increased availability to the markets pushed its average price down 7 percent (to \$1.26 per kilogram). When compared with the same month last year, current breadfruit supply was 30 percent lower while average price decreased 37 percent. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending July 2017 over the twelve months ending July 2016, breadfruit supplies were 6 percent higher while its average price also decreased 6 percent.

YAM

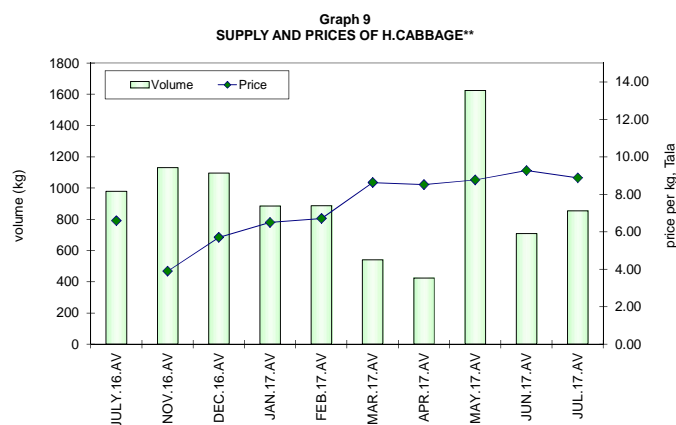
The supply of yam in the month under review increased 41 percent (to 259 kilograms) from the previous month while increased supply pushed its average price down 12 percent (to \$2.97 per kilogram). When compared with July 2016, current supply of yam was 28 percent higher while increased supply over the year pushed its average price down 22 percent. (See Graph 8 and Tables 1 & 2)



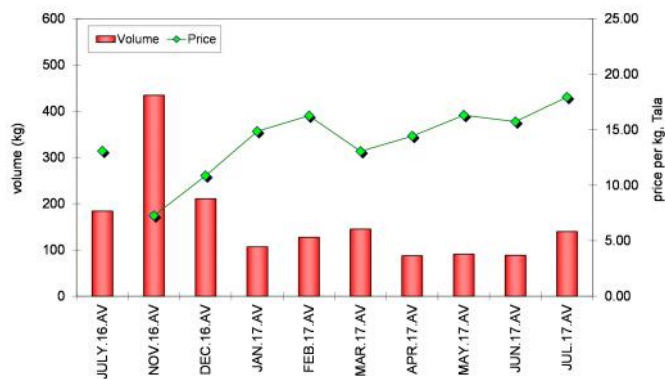
Current supply of yam in the month under review contributed to a 28 percent increase in supply in volume when comparing the twelve months ending July 2017 over the twelve months ending July 2016, while its average price declined 16 percent.

VEGETABLE PRODUCE

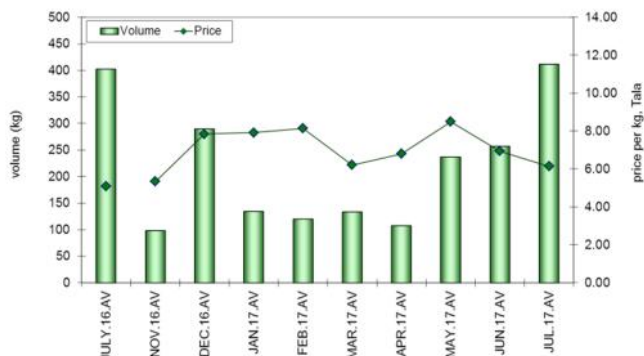
A general overview of all vegetable produce to the Local Markets in July 2017, revealed significant gains in all vegetable supplies from the previous month. Chinese cabbage supplies registered the largest increase in volume rising 60 percent (to 412 kilograms). Tomato supplies recorded an increase of 58 percent (to 140 kilograms) followed by a 22 percent rise in cucumber volume (to 936 kilograms). Head cabbage supplies surged 21 percent (to 853 kilograms) while pumpkin supplies grew 6 percent (to 3,841 kilograms) in that order. (See Graphs 9 to 13 and Tables 1 & 2)



Graph 10
SUPPLY AND PRICE OF TOMATOES**



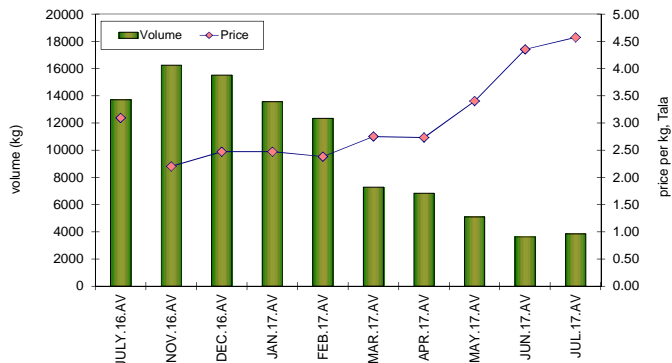
Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER**



Graph 13
SUPPLY AND PRICE OF PUMPKIN**

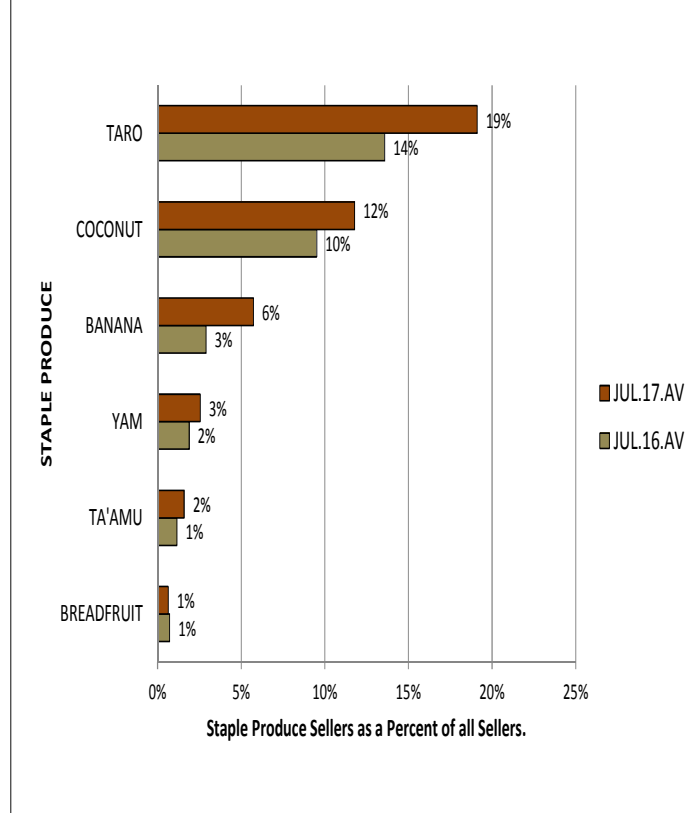


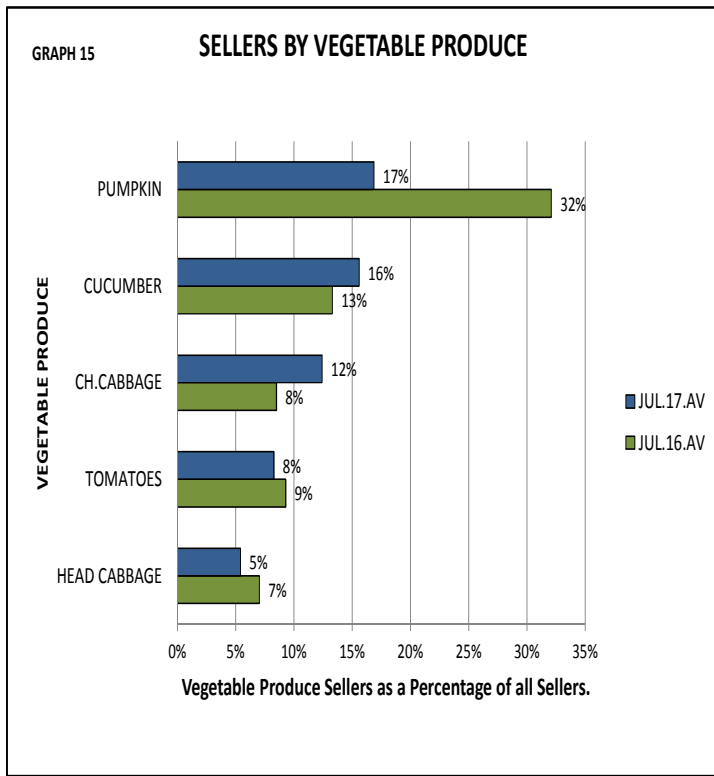
Subsequent to increased availability of all vegetable produce supplied to the Local Markets, average prices in the month under review also increased due to strong domestic demand with the exception of Chinese cabbage and head cabbage prices recording a decrease of 12 percent (to \$6.14 per kilogram) and 4 percent (to \$8.87 per kilogram) respectively. Strong demand for tomato, cucumber and pumpkin pushed their respective prices up 14 percent (to \$17.94 per kilogram), 7 percent (to \$4.37 per kilogram), and 5 percent (to \$4.57 per kilogram) in that order.

SELLERS

At 314, the number of sellers at the Local Markets on the days surveyed in July 2017 increased 6 percent from the previous month with vegetable sellers representing almost 60 percent of all sellers at the Local Markets. When compared with July 2016, there were 9 percent less sellers. (See Graphs 14 and 15 and Table 6).

GRAPH 14
SELLERS BY STAPLE PRODUCE

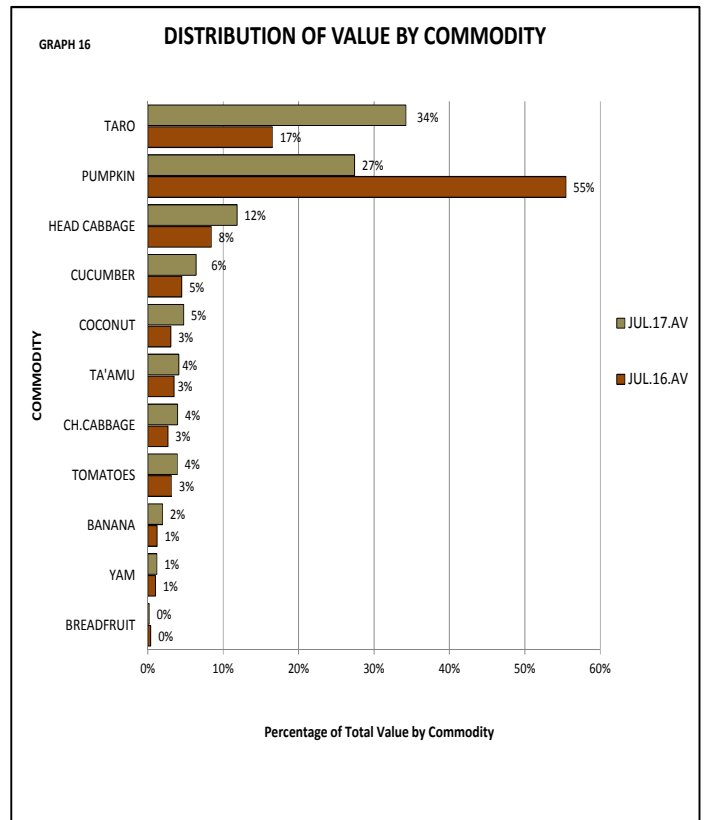




In July 2017, taro sellers at 60 were the largest group at the local markets decreasing from 67 in the previous month but were higher than 47 in the same month last year. Pumpkin sellers followed recording an increasing total of 53 from 49 last month but were lower than 111 in the same month a year ago, while cucumber sellers followed with an increased total of 49 from 45 in the previous month and 46 a year ago. Chinese cabbage sellers recorded an increasing total of 39 from 24 in the previous month and 29 in July 2016 while total sellers of coconut fell to 37 from 50 in June 2017 but were higher than 33 in July 2016. Sellers of tomatoes recorded an increasing total of 26 from 15 in the previous month but were significantly lower than 32 in the same month a year ago while banana sellers decreased to 18 from 23 in the previous month but were higher than 10 when compared with July 2016. Head cabbage sellers followed with an increasing total of 17 from 12 in June 2017 but were lower than 24 in the same month a year ago. Sellers of yam recorded an increasing total of 8 from 4 in the previous month and 7 in the same month a year ago, while ta'amu sellers also increased to 5 from 4 in June 2017 and July 2016. Total sellers of breadfruit remained unchanged from June 2017 but were lower than 3 when compared with July 2016.

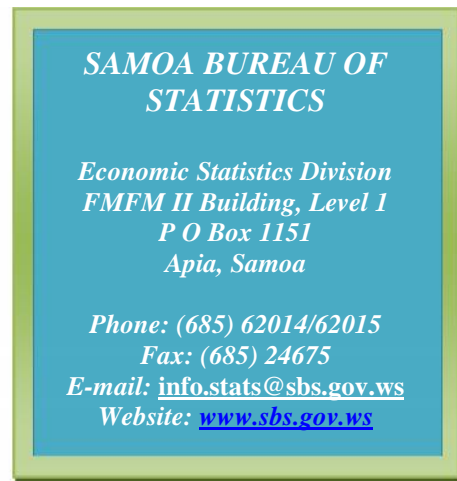
VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$64,000 in July 2017 increased 13 percent from the previous month but was 16 percent lower when compared with July 2016.



Taro supplies contributed the most to the total value of produce surveyed with a share of 34 percent in July 2017, a level that was lower than 35 percent in June 2017 but were higher than 17 percent in July 2016. Pumpkin supplies followed with a 27 percent contribution to total value decreasing from 28 percent in the previous month and 55 percent a year ago. Supplies of head cabbage contributed 12 percent to total value remaining unchanged from the previous month but were higher than 8 percent in July 2016, while shares of cucumber accounted for 6 percent of total value remaining unchanged from the last month but were higher than 5 percent in the same month a year ago. Supplies of coconut accounted for 5 percent of total value, decreasing from 7 percent in the previous month but were higher than 3 in July 2016. Supplies of ta'amu, Chinese cabbage and tomatoes contributed 4 percent each to total value; ta'amu and Chinese cabbage contributions increased from 3 percent last month and the same month a year ago, while shares

of tomatoes increased from 2 percent in June 2017 and 3 percent in July 2016. Banana supplies accounted for 2 percent of total value decreasing from 3 percent in June 2017 and were higher than 1 percent in the same month a year ago. Supplies of yam contributed 1 percent to total value while relatively lower contributions were recorded for breadfruit in the month under review. (See Graph 16 & Table 3)



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, Toleafoa, 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.

The Local Market Survey Report for August 2017 will be available on 14th September 2017.

A handwritten signature in black ink, which appears to be "Muagututi'a S Reupena".

Muagututi'a S Reupena.
GOVERNMENT STATISTICIAN

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	JULY.16.AV	NOV.16.AV	DEC.16.AV	JAN.17.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	Jul-17	
												%chg from prev.mnth	%chg from JUL16
TARO	7521	3679	4646	11255	7706	10633	16395	15573	14899	14283	13105	-8	256
BANANA	2642	427	1573	2251	3526	4463	2403	2409	1769	1416	1089	-23	155
TAYAMU	816	476	175	734	601	407	369	537	385	440	784	78	65
COCONUT	7993	3023	6359	6340	5742	7534	5418	5382	5488	6086	4221	-31	40
BREADFRUIT	186	150	568	220	415	325	280	455	310	88	105	19	-30
YAM	129	203	113	84	164	92	40	65	248	184	259	41	28
HEAD CABBAGE	811	978	1130	1095	884	885	538	423	1624	707	853	21	-13
TOMATOES	266	184	434	211	107	127	145	87	91	88	140	58	-24
CHICABBAGE	129	402	98	289	135	120	134	107	237	257	412	60	2
CUCUMBER	542	868	974	789	910	619	556	640	933	765	936	22	8
PUMPKIN	6217	13695	16247	15501	13554	12336	7278	6821	5089	3609	3841	6	-72

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

PRODUCE	2014 AVE	JULY.16.AV	NOV.16.AV	DEC.16.AV	JAN.17.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	%chg from	
												prev.mnth	JUL16
TARO	1.48	3.43	2.41	2.23	2.18	1.69	1.53	1.24	1.39	1.39	1.67	20	-51
BANANA	0.76	2.23	1.19	1.20	1.00	0.89	0.91	0.91	0.91	1.02	1.16	14	-48
TAYAMU	2.78	5.61	4.58	5.66	6.04	5.56	5.27	4.31	4.65	4.42	3.35	-24	-40
COCONUT	0.62	0.77	0.71	0.76	0.76	0.64	0.67	0.70	0.63	0.67	0.72	7	-6
BREADFRUIT	0.94	2.01	0.72	0.97	1.16	1.12	1.04	0.95	0.89	1.35	1.26	-7	-37
YAM	3.16	3.83	3.14	3.02	4.85	3.13	3.17	2.67	3.14	3.37	2.97	-12	-22
HEAD CABBAGE	5.40	6.58	3.89	5.69	6.49	6.70	8.62	8.51	8.76	9.26	8.87	-4	35
TOMATOES	9.55	13.08	7.26	10.86	14.86	16.26	13.05	14.43	16.31	15.73	17.94	14	37
CHICABBAGE	4.38	5.09	5.35	7.85	7.92	8.15	6.22	6.80	8.50	6.94	6.14	-12	21
CUCUMBER	2.99	3.97	2.71	3.09	3.62	3.73	3.83	3.85	4.35	4.10	4.37	7	10
PUMPKIN	2.61	3.09	2.20	2.47	2.47	2.38	2.75	2.73	3.40	4.35	4.57	5	48

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	JULY.16.AV	NOV.16.AV	DEC.16.AV	JAN.17.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	%chg from	
												prev.mnth	JUL16
TARO	126.6	12.6	11.2	25.1	16.8	18.0	25.1	19.3	20.7	19.9	21.9	10	73
BANANA	25.1	1.0	1.9	2.7	3.5	4.0	2.2	2.2	1.6	1.4	1.3	-13	33
TAYAMU	25.6	2.7	0.8	4.2	3.6	2.3	2.0	2.3	1.8	2.0	2.6	35	-1
COCONUT	59.3	2.3	4.5	4.8	4.4	4.8	3.6	3.8	3.5	4.1	3.0	-25	30
BREADFRUIT	1.8	0.3	0.4	0.2	0.5	0.4	0.3	0.4	0.3	0.1	0.1	8	-57
YAM	4.7	0.8	0.4	0.3	0.8	0.3	0.1	0.2	0.8	0.6	0.8	24	-1
HEAD CABBAGE	44.6	6.4	4.4	6.2	5.7	5.9	4.6	3.6	14.2	6.6	7.6	16	18
TOMATOES	21.5	2.4	3.2	2.3	1.6	2.1	1.9	1.3	1.5	1.4	2.5	81	4
CHICABBAGE	5.9	2.1	0.5	2.3	1.1	1.0	0.8	0.7	2.0	1.8	2.5	42	23
CUCUMBER	18.4	3.5	2.6	2.4	3.3	2.3	2.1	2.5	4.1	3.1	4.1	30	19
PUMPKIN	178.3	42.3	35.7	38.3	33.5	29.4	20.0	18.6	17.3	15.7	17.6	12	-59
	511.8	76.3	65.6	88.8	74.8	70.3	62.8	54.9	67.7	56.6	64.0	13	-16

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Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	JULY.16.AV	NOV.16.AV	DEC.16.AV	JAN.17.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	%chg from prev mnth	%chg from JUL16
TARO	0.25	49	62	150	102	141	218	207	198	190	174	-8	256
BANANA	0.05	16	60	85	133	169	91	91	67	54	41	-23	155
TAYAMU	0.05	58	21	90	74	50	45	66	47	54	96	78	65
COCONUT	0.12	38	80	79	72	94	68	67	69	76	53	-31	40
BREADFRUIT	0.004	81	305	118	223	175	151	245	167	47	56	19	-30
YAM	0.01	157	88	65	127	72	31	51	192	142	201	41	28
HEAD CABBAGE	0.09	121	139	135	109	109	66	52	200	87	105	21	-13
TOMATOES	0.04	72	170	82	42	50	57	34	36	35	55	58	-24
CHICABBAGE	0.01	312	76	224	104	93	104	83	184	199	319	60	2
CUCUMBER	0.04	160	180	146	168	114	103	118	172	141	173	22	8
PUMPKIN	0.35	220	261	249	218	198	117	110	82	58	62	6	-72
	1.00	122	148	166	140	144	123	118	121	99	101	2	-17

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	JULY.16.AV	NOV.16.AV	DEC.16.AV	JAN.17.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	%chg from prev mnth	%chg from JUL16
TARO	0.25	232	163	151	147	114	103	84	94	94	113	20	-51
BANANA	0.05	293	157	158	132	117	120	120	120	134	153	14	-48
TAYAMU	0.05	202	165	204	217	200	190	155	167	159	121	-24	-40
COCONUT	0.12	124	115	123	123	103	108	113	102	108	116	7	-6
BREADFRUIT	0.004	214	77	103	123	119	111	101	95	144	134	-7	-37
YAM	0.01	121	99	96	153	99	100	84	99	107	94	-12	-22
HEAD CABBAGE	0.09	122	72	105	120	124	160	158	162	171	164	-4	35
TOMATOES	0.04	137	76	114	156	170	137	151	171	165	188	14	37
CHICABBAGE	0.01	116	122	179	181	186	142	155	194	158	140	-12	21
CUCUMBER	0.04	133	91	103	121	125	128	129	145	137	146	7	10
PUMPKIN	0.35	118	84	95	95	91	105	105	130	167	175	5	48
	1.00	104	74	86	90	86	92	91	101	115	118	3	13

Table 6: Number of Sellers

PRODUCE	2014 AVE	JULY.16.AV	NOV.16.AV	DEC.16.AV	JAN.17.AV	FEB.17.AV	MAR.17.AV	APR.17.AV	MAY.17.AV	JUN.17.AV	JUL.17.AV	%chg from prev mnth	%chg from JUL16
TARO	46	47	47	46	75	74	86	81	76	67	60	-10	28
BANANA	27	10	23	27	41	46	31	36	27	23	18	-22	80
TAYAMU	7	4	2	4	4	3	4	6	4	4	5	25	25
COCONUT	57	33	32	35	49	58	47	41	52	50	37	-26	13
BREADFRUIT	4	3	7	4	9	7	4	8	4	2	2	0	-20
YAM	5	7	5	3	4	4	2	2	6	4	8	100	23
HEAD CABBAGE	12	24	22	26	21	18	12	10	16	12	17	42	-30
TOMATOES	39	32	46	31	20	19	21	14	17	15	26	73	-19
CHICABBAGE	13	29	9	22	14	14	19	14	22	24	39	63	33
CUCUMBER	42	46	45	48	45	38	34	30	39	45	49	9	7
PUMPKIN	83	111	125	129	116	102	84	79	63	49	53	8	-52
	337	344	362	374	395	382	344	320	325	236	314	6	-9

on the day surveyed

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