



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY

JULY 2018

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 2018 showed overall volume decrease 5 percent while limited supply pushed overall price up 4 percent when compared to June 2018.

- Significant reduction in the supply of taro, coconut and head cabbage largely impacted the overall decline in the volume index and the 4 percent rise in the price index.
- The value of supplies fell 3 percent to \$81,700 from the previous month.
- An average of 312 sellers trading at the Local Market was recorded in the month under review; 3 percent lower than the previous month also 1 percent lower when compared with the same month last year.

Issue: 1/07/18

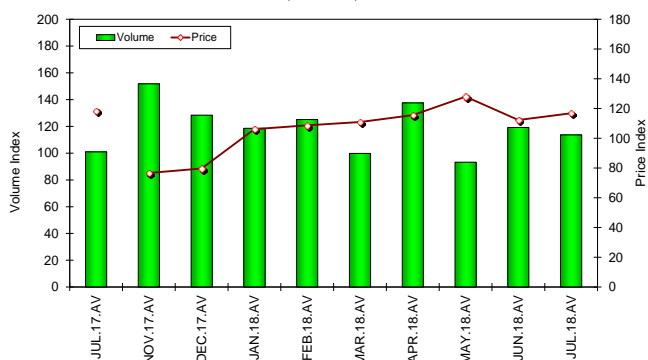
OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in July 2018 showed overall volume decrease 5 percent from June 2018. Significant decreases in volume were recorded for all agricultural produce with the exception of ta'amu, yam and most of vegetable produce. When compared with the same month last year, current supply was 12 percent higher. (See Graph 1 and Tables 4 & 5)

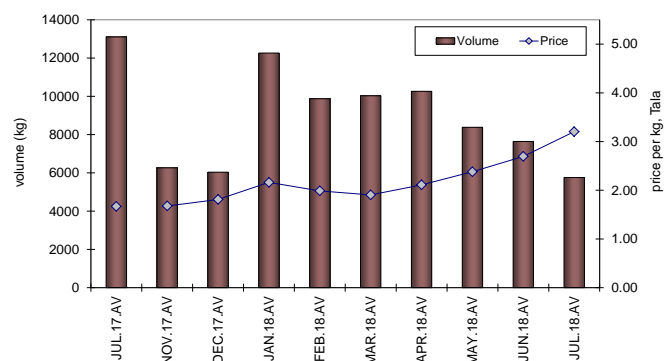
TARO

The volume of taro in July 2018 declined 25 percent (to 5,757 kilograms) from June 2018; a level that was 56 percent lower than the same month last year. Limited taro to the Local Markets pushed its average price up 19 percent (to \$3.20 per kilogram). When compared with July 2017 current price was 92 percent higher. (See Graph 2 and Tables 1&2)

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



Graph 2
SUPPLY AND PRICE OF TARO**

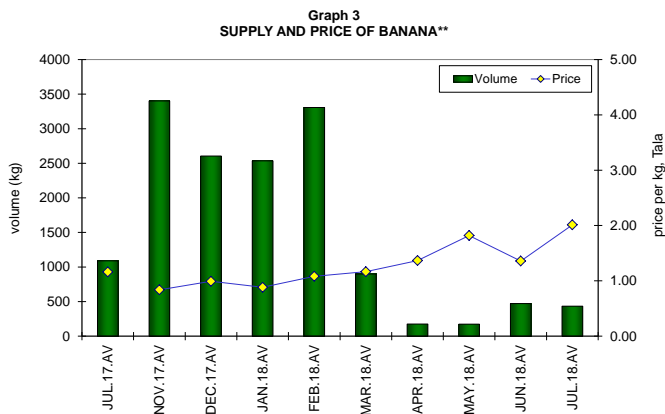


Decline in the overall supply of most agricultural produce pushed the price index up 4 percent with average prices of all produce increasing with the exception of yam, head cabbage and pumpkin. When compared with July 2017 the current overall price level was 1 percent lower.

Current supply of taro in the month under review contributed to a 19 percent decline in volume when comparing the twelve months ending July 2018 over the twelve months ending July 2017. Price rose 5 percent.

BANANA

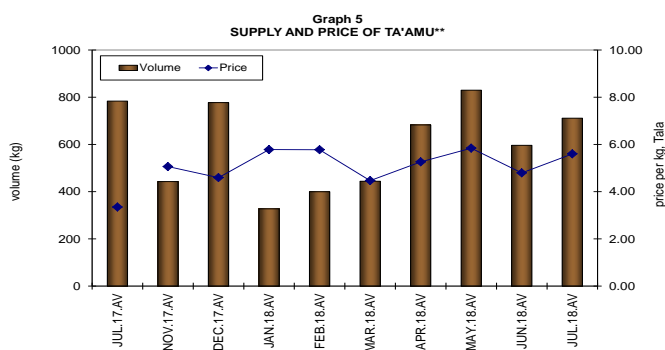
The supply of banana to the Local Markets in July 2018 fell 8 percent (to 434 kilograms) from June 2018; a level that was 60 percent lower when compared with the same month a year ago. Limited supply of banana to the Local Markets pushed its average price up 48 percent (to \$2.01 per kilogram). When compared with the same month last year current price 74 percent higher. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending July 2018 over the twelve months ending July 2017, banana supplies were 26 percent lower while average price increased 6 percent.

TA'AMU

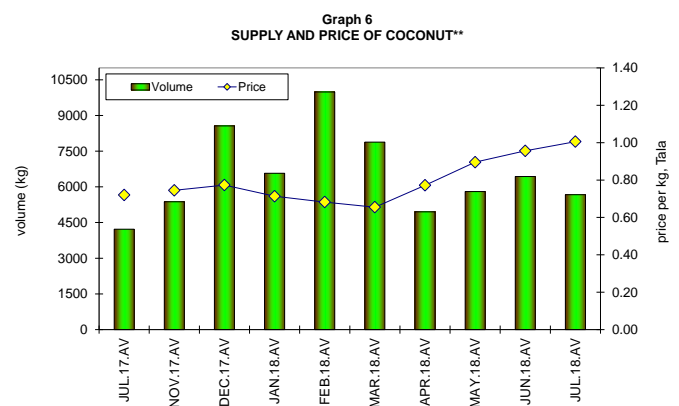
In the month under review average volume for ta'amu expanded 19 percent (to 711 kilograms) from the previous month, while domestic demand pushed its average price up 17 percent (to \$5.60 per kilogram). When compared with July 2017, current supply of ta'amu was 9 percent lower while its average price was 67 percent higher. (See Graph 5 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to a 34 percent increase in ta'amu volume when comparing the twelve months ending July 2018 over the twelve months ending July 2017 while increased availability pushed its average price down 6 percent.

COCONUT

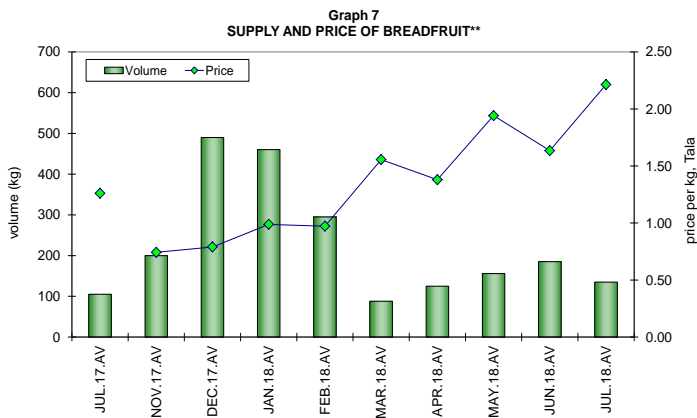
Coconut supplies in July 2018 decreased 12 percent (to 5,671 kilograms) from the previous month while limited supply pushed its average price up 5 percent (to \$1.01 per kilogram). Current availability of coconut was 34 percent higher than average availability in July 2017 while average price also increased 40 percent over the year. (See Graph 6 and Tables 1 & 2)



Despite the decline in volume of coconut in the month under review current coconut supply contributed to a 16 percent rise in supply when comparing the twelve months ending July 2018 over the twelve months ending July 2017 while its average price also rose 11 percent.

BREADFRUIT

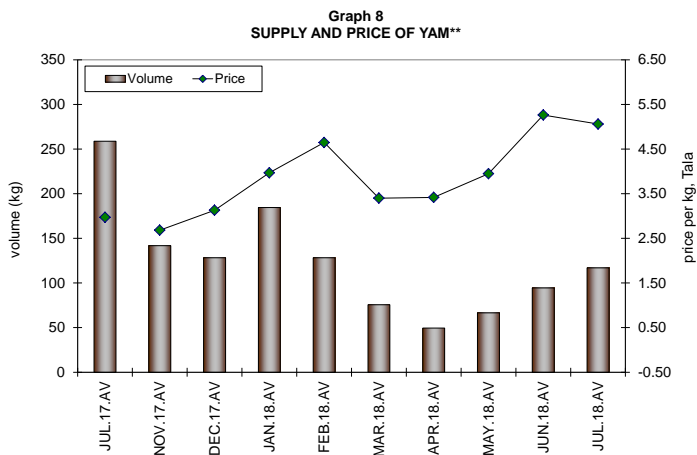
At an average of 135 kilograms, breadfruit supply in July 2018 declined 27 percent from the previous month. Limited availability of breadfruit to the markets pushed its average price up 35 percent (to \$2.21 per kilogram). When compared with the same month last year, current breadfruit supply was 29 percent higher while its average price was 76 percent higher. (See Graph 3 and Tables 1& 2)



When comparing the twelve months ending July 2018 over the twelve months ending July 2017, breadfruit supplies were 22 percent lower while its average price increased 19 percent.

YAM

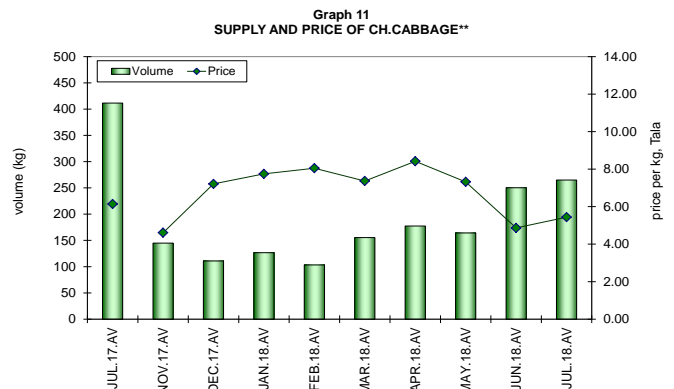
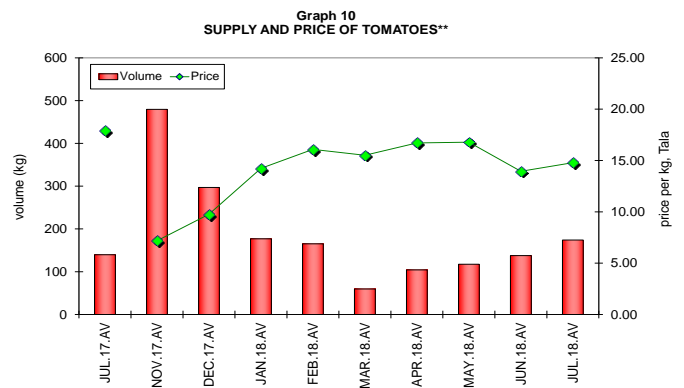
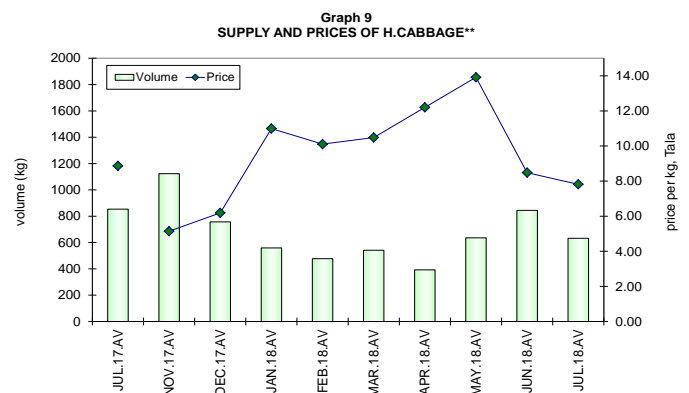
The supply of yam in the month under review rose 24 percent (to 117 kilograms) from the previous month while increased supply pushed its average price down 4 percent (to \$5.06 per kilogram). When compared with July 2017, current supply of yam was 55 percent lower while limited supply over the year pushed its average price up 70 percent. (See Graph 8 and Tables 1 & 2)

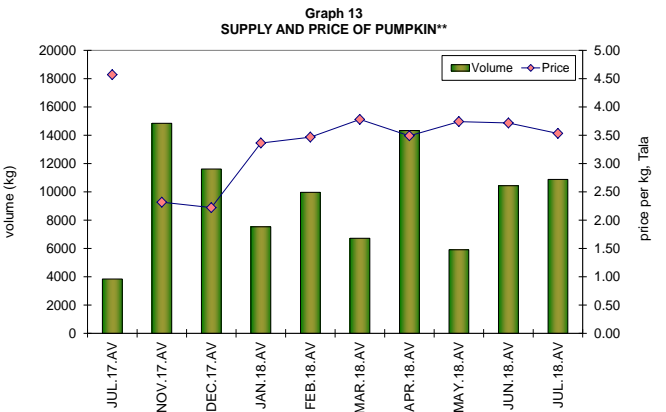
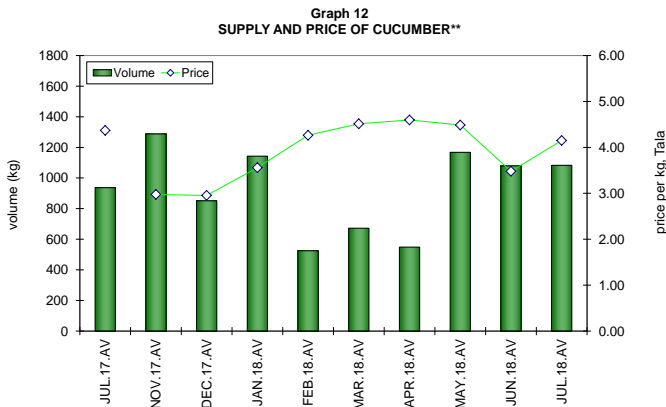


Despite the increase of yam in the month under review current supply contributed to a 24 percent decrease in volume in the twelve months ending July 2018 over the twelve months ending July 2017, while its average price rose 13 percent.

VEGETABLE PRODUCE

A general overview of all vegetable produce to the Local Markets in July 2018, revealed significant gains in all vegetable supplies with the exception of head cabbage supplies whose volume dropped 25 percent (to 632 kilograms) from the previous month. Tomato supplies registered the largest increase at 27 percent (to 174 kilograms) from June 2018 followed by Chinese cabbage supplies increasing 6 percent (to 265 kilograms) while pumpkin supplies rose 4 percent (to 1,0879 kilograms) when compared to the previous month. Cucumber supplies revealed no changed from June 2018. (See Graphs 9 to 13 and Tables 1 & 2)

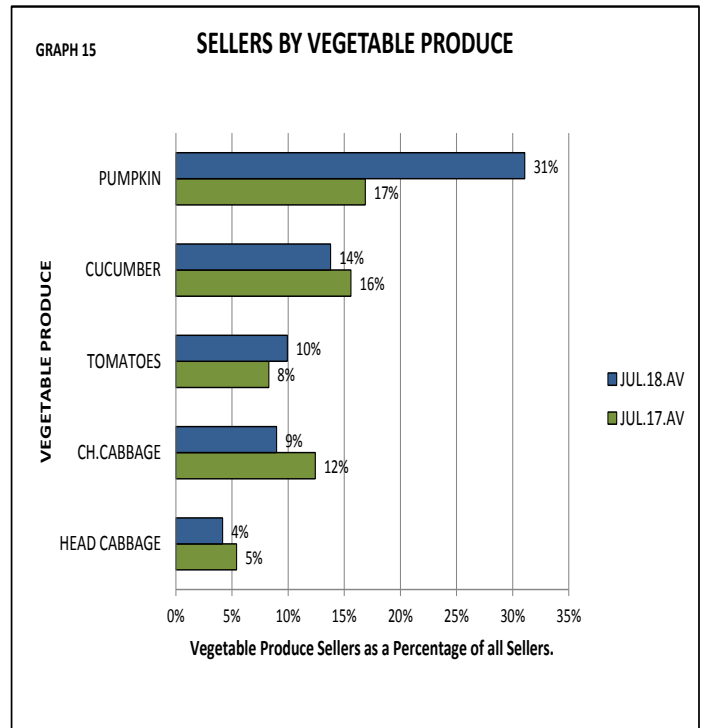
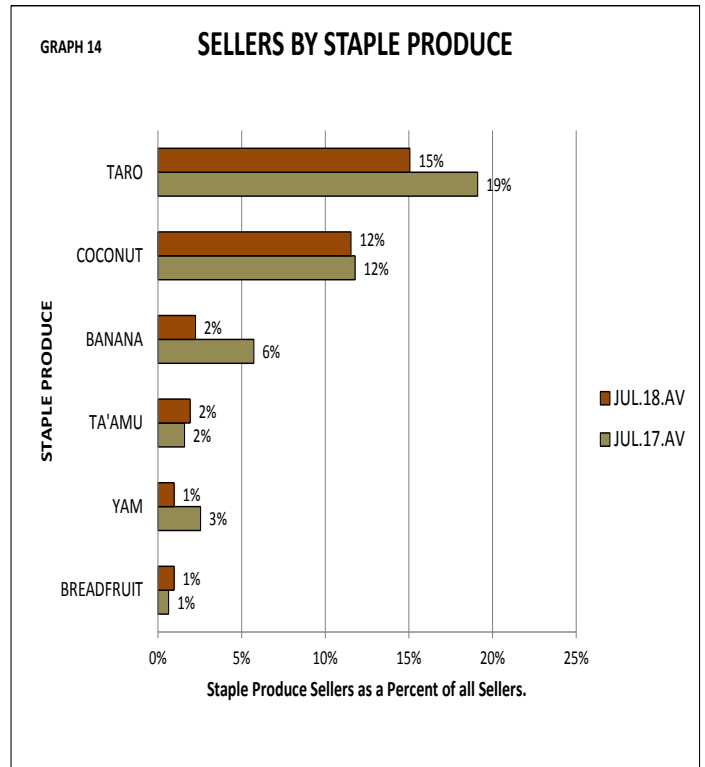




Subsequent to the increase in the supply of most vegetable produce to the Local Markets, average prices in the month under review also increased due to strong domestic demand, with the exception of head cabbage and pumpkin prices recording a decrease of 8 percent (to \$7.82 per kilogram) and 5 percent (to \$3.53 per kilogram) respectively. Strong demand for cucumber, Chinese cabbage and tomato pushed their respective prices up 19 percent (to \$4.15 per kilogram), 12 percent (to \$5.44 per kilogram) and 6 percent (to \$14.79 per kilogram) in that order.

SELLERS

At 312, the number of sellers at the Local Markets on the days surveyed in July 2018 fell 3 percent from the previous month and was 1 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6).



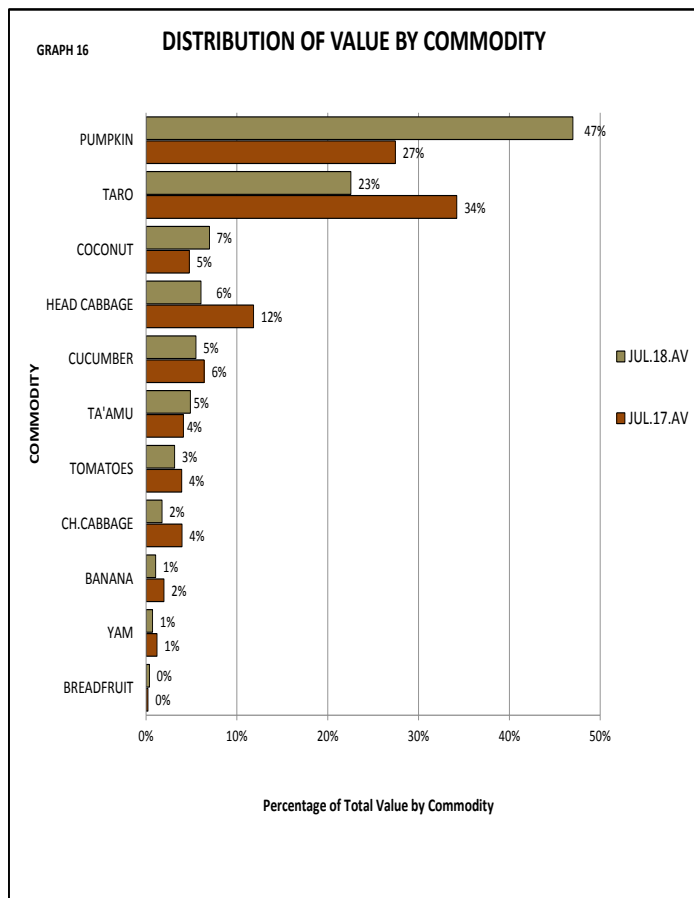
In July 2018, pumpkin sellers at 97 were the largest group at the local markets increasing from 96 in the previous month and 53 in the same month last year. Taro sellers followed recording a decreasing total of 47 from 54 last month and 60 in the same month a year ago, while cucumber sellers decreased to 43 from 46 in the previous month and 49 a year ago. Coconut sellers recorded an increasing total of 36 from 33 in June 2018 but were lower than 37 in July 2017.

Sellers of Tomato recorded an increasing total of 31 from 29 in the previous month and 26 when compared with a year ago; while sellers of Chinese cabbage also recorded an increasing total of 28 from 25 in June 2018 but were lower than 39 in July 2017. Head cabbage sellers followed recording a decreasing total of 13 from 18 in the previous month and 17 the same month last year. Banana sellers recorded a decreasing total of 7 from 9 in June 2018 and 18 in July 2017 while sellers of ta'amu at 6 dropped from 7 in the previous month but were higher than 5 in the same month a year ago. Breadfruit sellers recorded a decreasing total of 3 from 4 last month but were higher than 2 in the same month last year, while total sellers of yam remained unchanged at a total of 3 from the previous month but were lower than 8 when compared with the same month a year ago.

VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$81,700 in July 2018 decreased 3 percent from the previous month and was 28 percent higher when compared with July 2017.

Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 47 percent in July 2018, a level that was higher than 46 percent in June 2018 and 27 percent in July 2017. Taro supplies followed with a 23 percent contribution to total value decreasing from 25 percent in the previous month and 34 percent when compared with the same month a year ago. Supplies of coconut accounted for 7 percent of total value, remaining unchanged from the previous month but were higher than 5 percent in the same month a year ago. Supplies of head cabbage contributed 6 percent to total value decreasing from 9 percent in the previous month and 12 percent in July 2017. Supplies of cucumber and ta'amu both contributed 5 percent each to total value; with cucumber contributions increasing from 4 percent last month but were lower than 6 percent in July 2017, and ta'amu contributions increased from 3 in June 2018 and 4 percent in July 2017. Tomato supplies accounted for 3 percent of total value increasing from 2 percent in the previous month but were lower than 4 percent in July 2017 while shares of Chinese cabbage contributed 2 percent of total value, up from 1 percent in the previous month but were lower than 4 percent in the same month last year. Banana and yam accounted for 1 percent each 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, Fasitootai, 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 2018 will be available on 13th September 2018.

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	JUL.17.AV	NOV.17.AV	DEC.17.AV	JAN.18.AV	FEB.18.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	Jul-18	
												% chng from prev mnth	%chng from JUL17
TARO	7521	13105	6261	6034	12262	9877	10030	10264	8383	7639	5757	-25	-56
BANANA	2642	1089	3401	2604	2535	3307	900	175	173	471	434	-8	-60
TA'AMU	816	784	443	777	327	400	444	683	830	596	711	19	-9
COCONUT	7993	4221	5372	8560	6570	9986	7882	4950	5804	6434	5671	-12	34
BREADFRUIT	186	105	200	490	460	295	88	125	156	185	135	-27	29
YAM	129	259	142	128	185	128	76	50	67	95	117	24	-55
HEAD CABBAGE	811	853	1123	756	559	477	541	392	636	844	632	-25	-26
TOMATOES	256	140	480	297	177	165	60	104	118	138	174	27	25
CH.CABBAGE	129	412	145	111	127	103	155	177	164	250	265	6	-36
CUCUMBER	542	936	1287	851	1143	524	672	549	1168	1079	1083	0	16
PUMPKIN	6217	3841	14844	11611	7529	9962	6719	14331	5905	10432	10879	4	183

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

PRODUCE	2014 AVE	JUL.17.AV	NOV.17.AV	DEC.17.AV	JAN.18.AV	FEB.18.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	% chng from	
												prev mnth	JUL17
TARO	1.48	1.67	1.68	1.81	2.16	1.99	1.91	2.11	2.38	2.70	3.20	19	92
BANANA	0.76	1.16	0.84	0.99	0.88	1.08	1.17	1.37	1.82	1.36	2.01	48	74
TA'AMU	2.78	3.35	5.06	4.59	5.78	5.78	4.47	5.26	5.84	4.80	5.60	17	67
COCONUT	0.62	0.72	0.74	0.77	0.71	0.68	0.65	0.77	0.90	0.96	1.01	5	40
BREADFRUIT	0.94	1.26	0.74	0.79	0.99	0.97	1.56	1.38	1.94	1.63	2.21	35	76
YAM	3.16	2.97	2.68	3.13	3.97	4.65	3.40	3.42	3.95	5.26	5.06	-4	70
HEAD CABBAGE	5.40	8.87	5.15	6.19	10.99	10.11	10.48	12.20	13.92	8.48	7.82	-8	-12
TOMATOES	9.55	17.94	7.19	9.76	14.24	16.09	15.51	16.71	16.79	13.95	14.79	6	-18
CH.CABBAGE	4.38	6.14	4.61	7.21	7.75	8.05	7.37	8.42	7.32	4.87	5.44	12	-11
CUCUMBER	2.99	4.37	2.97	2.95	3.56	4.26	4.51	4.60	4.49	3.48	4.15	19	-5
PUMPKIN	2.61	4.57	2.32	2.22	3.36	3.47	3.78	3.49	3.74	3.72	3.53	-5	-23

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	JUL.17.AV	NOV.17.AV	DEC.17.AV	JAN.18.AV	FEB.18.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	% chng from	
												prev mnth	JUL17
TARO	126.6	21.9	10.5	10.9	26.5	19.6	19.1	21.7	20.0	20.6	18.4	-10	-16
BANANA	25.1	1.3	2.9	2.6	2.2	3.6	1.1	0.2	0.3	0.6	0.9	36	-31
TA'AMU	25.6	2.6	2.2	3.6	1.9	2.3	2.0	3.6	4.9	2.9	4.0	39	51
COCONUT	59.3	3.0	4.0	6.6	4.7	6.8	5.2	3.8	5.2	6.2	5.7	-7	88
BREADFRUIT	1.8	0.1	0.2	0.4	0.5	0.3	0.1	0.2	0.3	0.3	0.3	0	131
YAM	4.7	0.8	0.4	0.4	0.7	0.6	0.3	0.2	0.3	0.5	0.6	18	-23
HEAD CABBAGE	44.6	7.6	5.8	4.7	6.1	4.8	5.7	4.8	8.9	7.2	4.9	-31	-35
TOMATOES	21.5	2.5	3.5	2.9	2.5	2.7	0.9	1.7	2.0	1.9	2.6	34	2
CH.CABBAGE	5.9	2.5	0.7	0.8	1.0	0.8	1.1	1.5	1.2	1.2	1.4	18	-43
CUCUMBER	18.4	4.1	3.8	2.5	4.1	2.2	3.0	2.5	5.2	3.8	4.5	19	10
PUMPKIN	178.3	17.6	34.4	25.8	25.3	34.5	25.4	50.0	22.1	38.8	38.4	-1	119
	511.8	64.0	68.2	61.2	75.5	78.3	63.9	90.2	70.2	83.9	81.7	-3	28

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	JUL.17.AV	NOV.17.AV	DEC.17.AV	JAN.18.AV	FEB.18.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	% chng from prev mnth	%chng from JUL17
TARO	0.25	174	83	80	163	131	133	136	111	102	77	-25	-56
BANANA	0.05	41	129	99	96	125	34	7	7	18	16	-8	-60
TA'AMU	0.05	96	54	95	40	49	54	84	102	73	87	19	-9
COCONUT	0.12	53	67	107	82	125	99	62	73	81	71	-12	34
BREADFRUIT	0.004	56	108	263	247	159	47	67	84	99	73	-27	29
YAM	0.01	201	110	99	143	99	59	38	52	73	91	24	-55
HEAD CABBAGE	0.09	105	138	93	69	59	67	48	78	104	78	-25	-26
TOMATOES	0.04	55	187	116	69	65	23	41	46	54	68	27	25
CH.CABBAGE	0.01	319	112	86	98	80	120	137	127	194	205	6	-36
CUCUMBER	0.04	173	238	157	211	97	124	101	215	199	200	0	16
PUMPKIN	0.35	62	239	187	121	160	108	231	95	168	175	4	183
	1.00	101	152	128	119	125	100	137	93	119	114	-5	12

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	JUL.17.AV	NOV.17.AV	DEC.17.AV	JAN.18.AV	FEB.18.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	% chng from prev mnth	%chng from JUL17
TARO	0.25	113	113	122	146	134	129	143	161	182	216	19	92
BANANA	0.05	153	110	131	116	142	153	180	239	179	265	48	74
TA'AMU	0.05	121	182	165	208	208	161	189	210	173	201	17	67
COCONUT	0.12	116	120	125	115	110	106	125	144	154	162	5	40
BREADFRUIT	0.004	134	79	84	105	103	166	147	207	174	236	35	76
YAM	0.01	94	85	99	126	147	108	108	125	167	160	-4	70
HEAD CABBAGE	0.09	164	95	115	204	187	194	226	258	157	145	-8	-12
TOMATOES	0.04	188	75	102	149	168	162	175	176	146	155	6	-18
CH.CABBAGE	0.01	140	105	165	177	184	168	192	167	111	124	12	-11
CUCUMBER	0.04	146	99	99	119	143	151	154	150	116	139	19	-5
PUMPKIN	0.35	175	89	85	129	133	145	134	143	142	135	-5	-23
	1.00	118	77	80	106	109	111	116	128	112	117	4	-1

Table 6: Number of Sellers

PRODUCE	2014 AVE	JUL.17.AV	NOV.17.AV	DEC.17.AV	JAN.18.AV	FEB.18.AV	MAR.18.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	% chng from prev mnth	%chng from JUL17
TARO	46	60	48	51	63	65	65	65	65	54	47	-13	-22
BANANA	27	18	46	32	31	32	16	5	5	9	7	-22	-61
TA'AMU	7	5	5	5	4	5	6	6	8	7	6	-14	20
COCONUT	57	37	45	42	54	57	53	36	39	33	36	9	-3
BREADFRUIT	4	2	8	8	10	5	2	4	4	4	3	-25	50
YAM	5	8	7	4	5	4	3	3	2	3	3	0	-63
HEAD CABBAGE	12	17	18	12	11	8	10	13	11	18	13	-28	-24
TOMATOES	39	26	55	42	31	26	13	25	18	29	31	7	19
CH.CABBAGE	13	39	16	11	11	11	17	16	22	25	28	12	-28
CUCUMBER	42	49	40	49	50	29	32	31	44	46	43	-7	-12
PUMPKIN	83	53	133	108	81	89	63	115	76	96	97	1	83
	337	314	420	362	350	330	280	318	294	322	312	-3	-1

*on the days surveyed

@ new weights and base

• Revised figure