



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

### LOCAL MARKET SURVEY

### DECEMBER 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 December 2018 showed overall volume decrease 8 percent while limited availability of most produce pushed average prices up 9 percent when compared to November 2018.

- The value of supplies decreased 2 percent to \$66,500 from the previous month.
- An average of 312 sellers trading at the Local Market were recorded in the month under review; 4 percent lower than the previous month and 14 percent lower when compared with the same month last year.

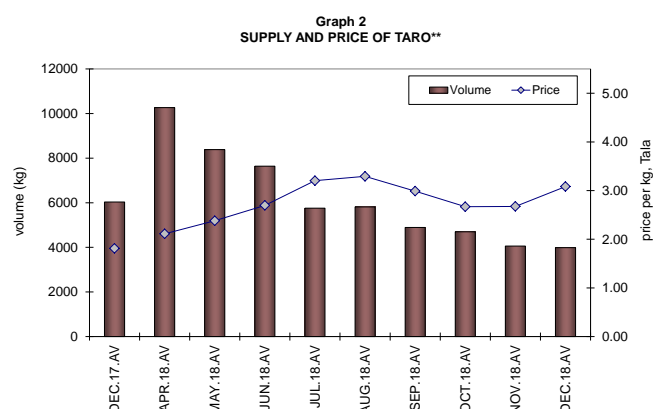
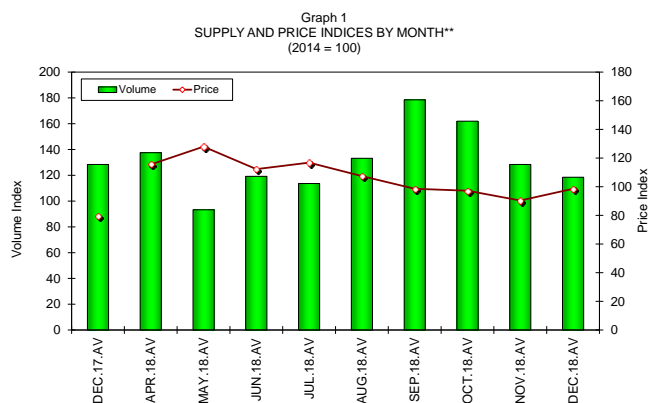
Issue: 1/12/18

## OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in December 2018 showed overall volume decrease 8 percent from November 2018. This decrease in volume stem from significant reduction of all agricultural produce supplied to the markets with the exception of banana, breadfruit, yam and tomato. When compared with the same month last year, current supply was 8 percent lower. (See Graph 1 and Tables 4 & 5)

## TARO

At 3,985 kilograms, the supply of taro to the Local Markets ended the calendar year at its lowest volume recorded in 2018 decreasing 2 percent from the previous month while limited availability led its average price to climb 15 percent (to \$3.08 per kilogram). When compared with December 2017, current supply of taro was 34 percent lower while limited supply over the year pushed its average price up 70 percent. (See Graph 2 and Tables 1&2)

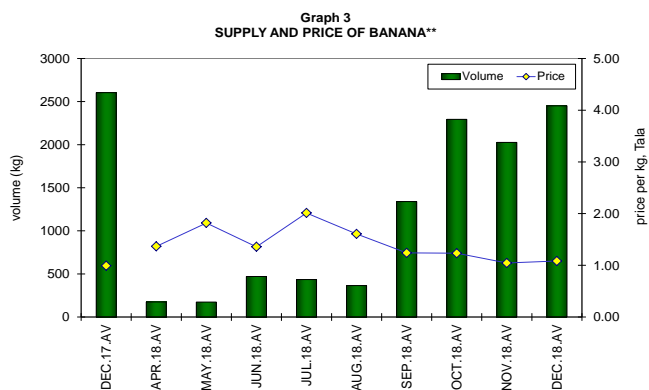


A decline in overall supply pushed the price index up 9 percent with average prices of all produce increasing with the exception of coconut, breadfruit, yam and Chinese cabbage. When compared with December 2017 the current overall price level was 24 percent higher.

Current supply of taro in the month under review, contributed to a 32 percent decline in volume when comparing the twelve months ending December 2018 over the twelve months ending December 2017. Price rose 56 percent.

## BANANA

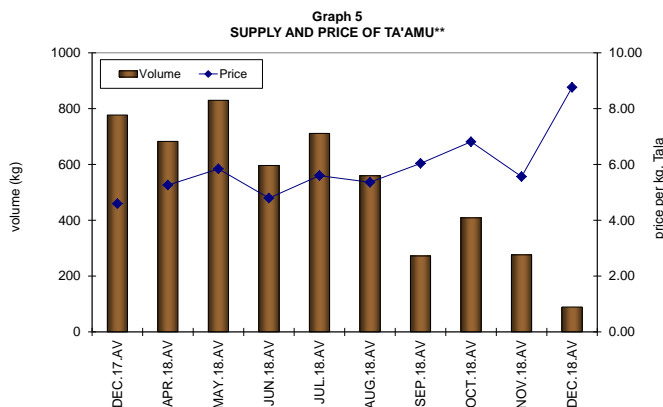
The volume of banana supplied to the Local Markets in December 2018 increased 21 percent (to 2,450 kilograms) from November 2018; a level that was 6 percent lower than the same month last year. The average price of banana rose 4 percent (to \$1.08 per kilogram) due to strong domestic demand. When compared with the same month last year current price was 9 percent higher. (See Graph 3 and Tables 1&2)



When comparing the twelve months ending December 2018 over the twelve months ending December 2017, banana supplies were 45 percent lower while limited availability pushed its average price up 35 percent.

## TA'AMU

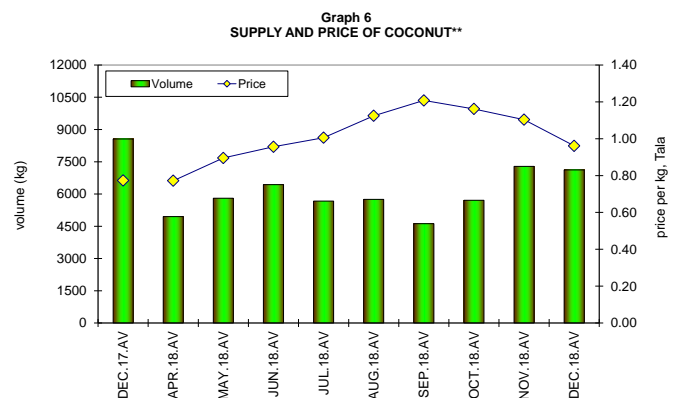
Ta'amu supplies in December 2018 declined 68 percent (to 89 kilograms) from the previous month, while limited supply pushed its average price up 57 percent (to \$8.76 per kilogram). When compared with December 2017, current supply of ta'amu was 89 percent lower while its average price was 91 percent higher. (See Graph 5 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to a 14 percent decrease in ta'amu volume when comparing the twelve months ending December 2018 over twelve months ending December 2017 while limited availability pushed its average price up 28 percent.

## COCONUT

In the month under review coconut supplies fell 2 percent (to 7,120 kilograms) from the previous month while weakened demand pushed its average price down 13 percent (to \$0.96 per kilogram). Compared to December 2017, current supply of coconut was 17 percent lower while average price increased 24 percent. (See Graph 6 and Tables 1&2)

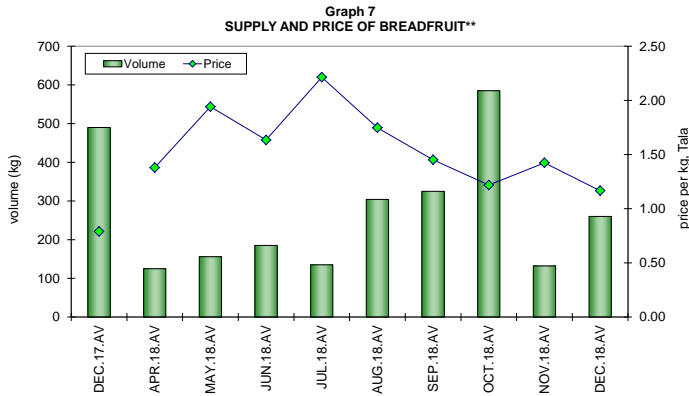


Comparing the twelve months ending December 2018 over the twelve months ending December 2017 supply of coconut was 14 percent higher while its average price also rose 31 percent.

## BREADFRUIT

At an average of 260 kilograms, breadfruit supply in December 2018 increased 97 percent from the previous month. Increase availability of breadfruit to the markets pushed its average price down 18 percent (to \$1.17 per kilogram). When compared with the same month last year, current breadfruit supply was 47 percent lower while strong domestic demand pushed its average price up 48 percent. (See Graph 7 and Tables 1& 2)

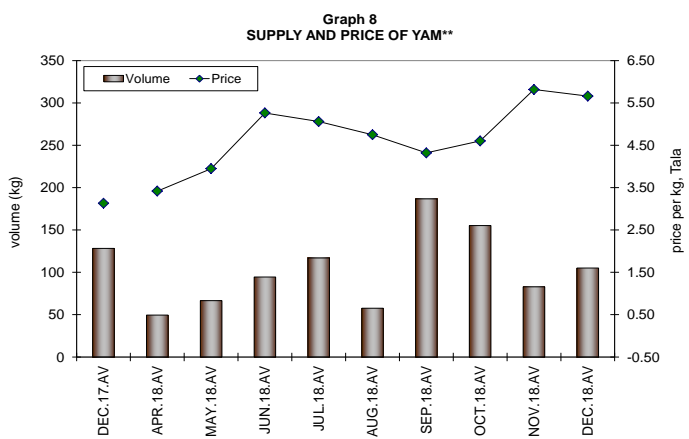
## VEGETABLE PRODUCE



Despite the increase in breadfruit volume in the month under review, current supply contributed to a 15 percent decline in volume when comparing the twelve months ending December 2018 over the twelve months ending December 2017 while its average price increased 37 percent.

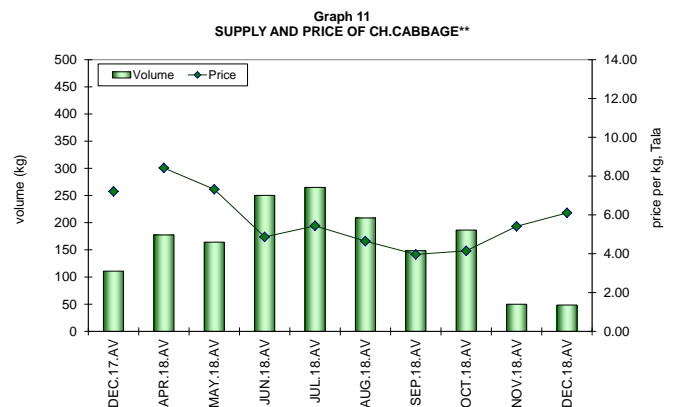
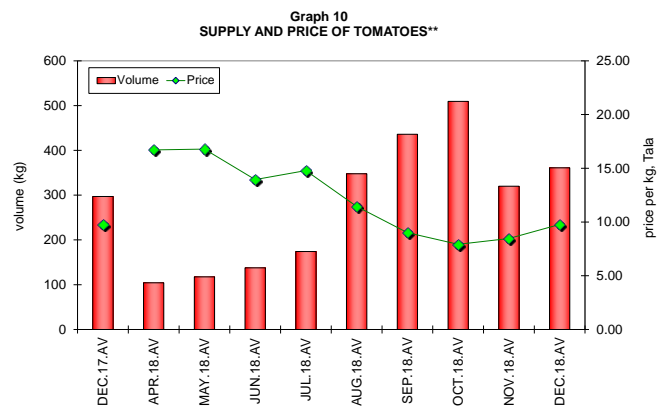
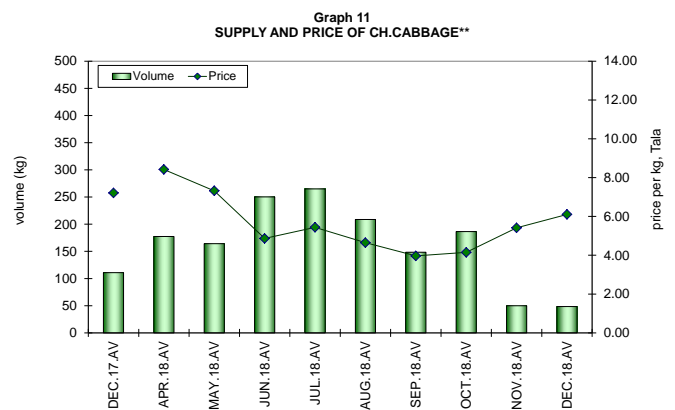
## YAM

The supply of yam in the month under review rose 27 percent (to 105 kilograms) from the previous month while unlimited availability pushed its average price down 3 percent (to \$5.66 per kilogram). When compared with the same month last year, current supply of yam was 18 percent lower while limited supply over the year pushed its average price up 81 percent. (See Graph 8 and Tables 1 & 2)



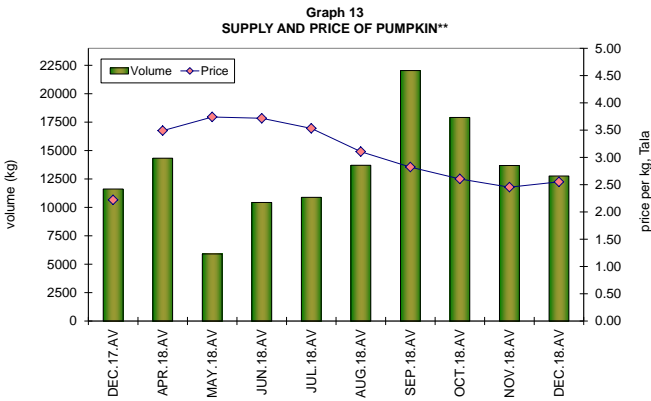
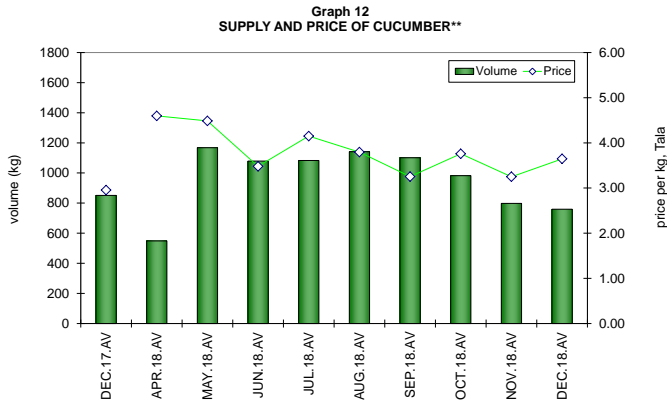
Current supply of yam in the month under review contributed to a 37 percent decrease in volume in the twelve months ending December 2018 over the twelve months ending December 2017, while its average price rose 45 percent.

The continued wet weather conditions in December 2018 negatively affected the supply of vegetable produce to the markets recording significant losses to the supply of all vegetable produce with the exception of tomato whose volume rose 13 percent (to 361 kilograms) respectively from the previous month. Head cabbage supplies fell 45 percent (to 541 kilograms) while pumpkin supplies also decreased 7 percent (to 12,761 kilograms). Supplies of cucumber dropped 5 percent (to 750 kilograms) followed by Chinese cabbage supplies with a 3 percent decline in volume (to 48 kilograms). (See Graphs 9 to 13 and Tables 1 & 2)

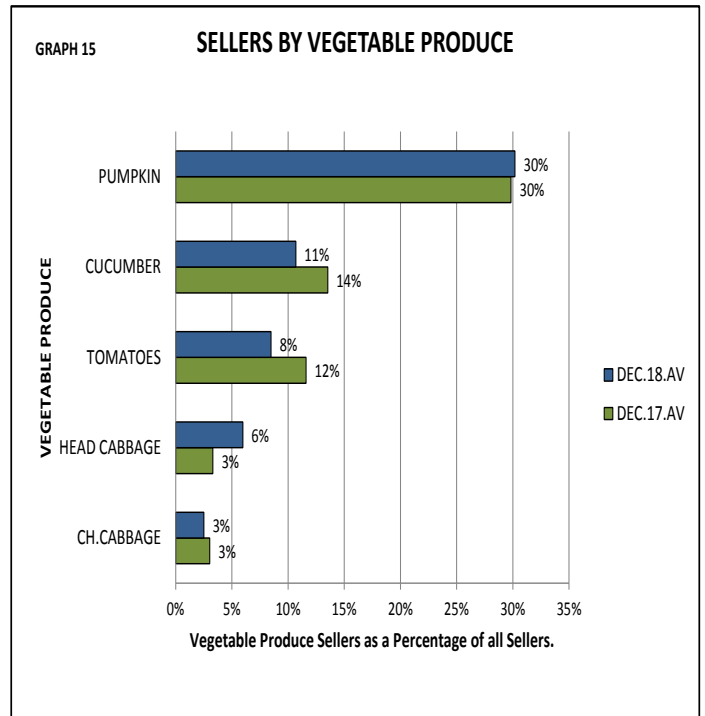
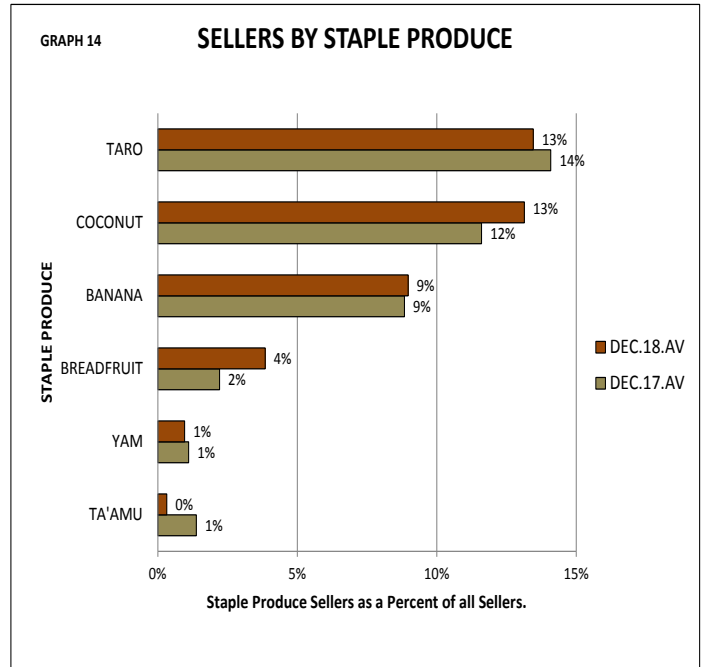


## SELLERS

At 312, the number of sellers at the Local Markets on the days surveyed in December 2018 dropped 4 percent from the previous month and was 14 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6).



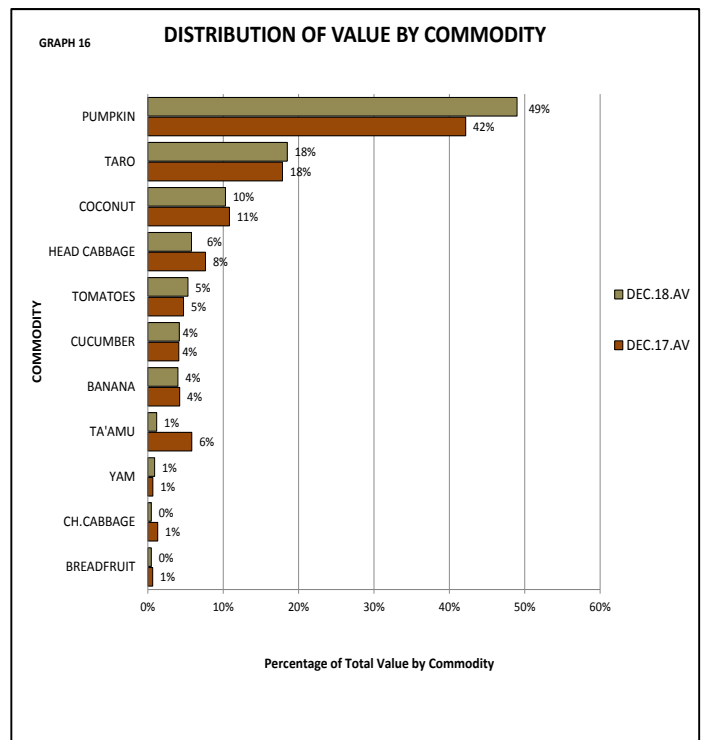
Subsequent to the limited availability of all vegetable produce supplied to the Local Markets in the month under review, average prices for all vegetable increased. Head cabbage prices experienced the largest price increase of 27 percent (to \$7.11 per kilogram) while limited availability for tomato drove its prices up 15 percent (to \$9.78 per kilogram) respectively from the previous month. Average prices for Chinese cabbage fell 13 percent (to \$6.10 per kilogram) while Chinese cabbage prices decline 12 percent (to \$3.65 per kilogram). Average price for pumpkin edged up 4 percent (to \$2.55 per kilogram).



In December 2018, pumpkin sellers at 96 were the largest group at the local markets decreasing from 107 in the previous month and 108 in the same month last year. Taro sellers followed remaining unchanged from last month but was lower than 51 in the same month a year ago while coconut sellers decreased to 41 from 38 in the previous month and 42 a year ago. Sellers of cucumber recorded a decreasing total of 34 from 41 in November 2018 and 49 in December 2017 while total sellers of banana also decreased to 28 from 29 last month and 32 in December 2017. Sellers of tomato recorded a decreasing total of 27 from 36 in the previous month and 42 when compared with same month a year ago; while sellers of head cabbage recorded an increasing total of 19 from 14 in November 2018 but were higher than 12 in December 2017. Breadfruit sellers followed with an increasing total of 12 from 3 in the previous month and 8 in the same month a year ago. Chinese cabbage sellers recorded a decreasing total of 8 from 9 in the previous month and 11 in the same month last year, while sellers of yam recorded an increasing total of 3 from 2 in the previous month and 4 in the same month a year ago. Sellers of ta'amu recorded a decreasing total of 1 from 4 last month and 5 when compared with December 2017.

## VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$66,500 in December 2018 decreased 2 percent from the previous month but was 9 percent higher when compared with December 2017.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 49 percent in December 2018, a level that was lower than 50 percent in the previous month but were higher than 42 in the same month a year ago. Taro supplies followed with an 18 percent contribution to total value increasing from 16 percent in the previous month and remained unchanged when compared with the same month a year ago. Supplies coconut contributed 10 percent of total value decreased from 12 percent last month and 11 percent in the same month a year ago while supplies of head cabbage contributed 6 percent to total value increased from 8 last month and the same month last year. Shares of tomato accounted for 5 percent of total value increasing from 4 percent in the previous month and remained unchanged when compared with December 2017. Cucumber and banana supplies both accounted for 4 percent each of total value; with cucumber supplies remaining unchanged from last month and the same month a year ago, while banana shares increased from 3 percent in November 2018 remained unchanged in December 2017. Supplies of ta'amu and yam contributed 1 percent each to total value while relatively lower contributions were recorded for Chinese cabbage and breadfruit in the month under review. (See Graph 16 & Table 3)

## **Technical Notes**

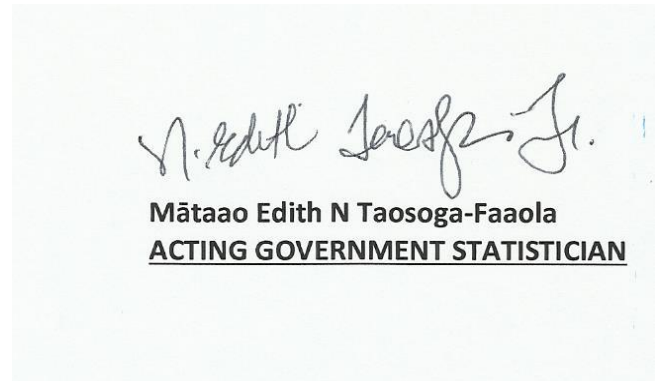
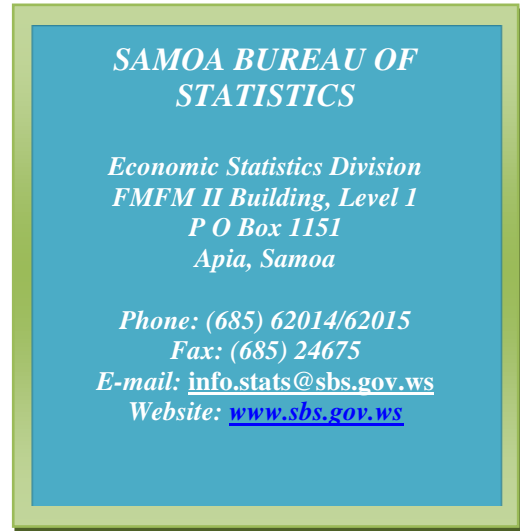
The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at **Fugalei, Taufusi, Vaitele, Afega, Saleimoa, Fasitootai, Savaia, and Salelologa** every month. Prices for selected produce are taken from the Consumer Price Index.

\*\* 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.

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**The Local Market Survey Report for January 2018 will be available on 13<sup>th</sup> February 2019.**



## SUMMARY OF MARKET SURVEY

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

PRODUCE	2014 AVE	DEC.17.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	Dec-18	
												% chng from prev mnth	%chng from DEC17
TARO	7521	6034	10264	8383	7639	5757	5812	4891	4698	4057	3985	-2	-34
BANANA	2642	2604	175	173	471	434	365	1340	2294	2027	2450	21	-6
TA'AMU	816	777	683	830	596	711	560	272	409	276	89	-68	-89
COCONUT	7993	8560	4950	5804	6434	5671	5750	4620	5709	7284	7120	-2	-17
BREADFRUIT	186	490	125	156	185	135	304	325	585	132	260	97	-47
YAM	129	128	50	67	95	117	58	187	155	83	105	27	-18
HEAD CABBAGE	811	756	392	636	844	632	813	964	1145	977	541	-45	-28
TOMATOES	256	297	104	118	138	174	348	436	509	320	361	13	22
CH.CABBAGE	129	111	177	164	250	265	209	148	186	50	48	-3	-56
CUCUMBER	542	851	549	1168	1079	1083	1141	1101	982	798	759	-5	-11
PUMPKIN	6217	11611	14331	5905	10432	10879	13703	22036	17911	13685	12761	-7	10

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

PRODUCE	2014 AVE	DEC.17.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	Dec-18	
												% chng from prev mnth	%chng from DEC17
TARO	1.48	1.81	2.11	2.38	2.70	3.20	3.29	2.99	2.67	2.67	3.08	15	70
BANANA	0.76	0.99	1.37	1.82	1.36	2.01	1.61	1.24	1.23	1.04	1.08	4	9
TA'AMU	2.78	4.59	5.26	5.84	4.80	5.60	5.36	6.04	6.81	5.56	8.76	57	91
COCONUT	0.62	0.77	0.77	0.90	0.96	1.01	1.12	1.21	1.16	1.10	0.96	-13	24
BREADFRUIT	0.94	0.79	1.38	1.94	1.63	2.21	1.75	1.45	1.22	1.42	1.17	-18	48
YAM	3.16	3.13	3.42	3.95	5.26	5.06	4.75	4.32	4.60	5.82	5.66	-3	81
HEAD CABBAGE	5.40	6.19	12.20	13.92	8.48	7.82	7.47	5.42	5.98	5.58	7.11	27	15
TOMATOES	9.55	9.76	16.71	16.79	13.95	14.79	11.45	9.01	7.92	8.47	9.78	15	0
CH.CABBAGE	4.38	7.21	8.42	7.32	4.87	5.44	4.65	3.97	4.15	5.41	6.10	13	-15
CUCUMBER	2.99	2.95	4.60	4.49	3.48	4.15	3.79	3.25	3.76	3.25	3.65	12	23
PUMPKIN	2.61	2.22	3.49	3.74	3.72	3.53	3.10	2.82	2.60	2.45	2.55	4	15

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

PRODUCE	Total value 2014	DEC.17.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	Dec-18	
												% chng from prev mnth	%chng from DEC17
TARO	126.6	10.9	21.7	20.0	20.6	18.4	19.1	14.6	12.5	10.9	12.3	13	12
BANANA	25.1	2.6	0.2	0.3	0.6	0.9	0.6	1.7	2.8	2.1	2.7	25	3
TA'AMU	25.6	3.6	3.6	4.9	2.9	4.0	3.0	1.6	2.8	1.5	0.8	-49	-78
COCONUT	59.3	6.6	3.8	5.2	6.2	5.7	6.5	5.6	6.6	8.0	6.8	-15	3
BREADFRUIT	1.8	0.4	0.2	0.3	0.3	0.3	0.5	0.5	0.7	0.2	0.3	58	-23
YAM	4.7	0.4	0.2	0.3	0.5	0.6	0.3	0.8	0.7	0.5	0.6	23	48
HEAD CABBAGE	44.6	4.7	4.8	8.9	7.2	4.9	6.1	5.2	6.8	5.5	3.9	-29	-18
TOMATOES	21.5	2.9	1.7	2.0	1.9	2.6	4.0	3.9	4.0	2.7	3.5	30	22
CH.CABBAGE	5.9	0.8	1.5	1.2	1.2	1.4	1.0	0.6	0.8	0.3	0.3	11	-63
CUCUMBER	18.4	2.5	2.5	5.2	3.8	4.5	4.3	3.6	3.7	2.6	2.8	7	10
PUMPKIN	178.3	25.8	50.0	22.1	38.8	38.4	42.5	62.2	46.7	33.6	32.6	-3	26
	511.8	61.2	90.2	70.2	83.9	81.7	87.9	100.3	88.2	67.8	66.5	-2	9

\*on the days surveyed  
@ new weights and base

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

PRODUCE	2014 Weights	DEC.17.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	% chng from prev mnth
TARO	0.25	80	136	111	102	77	77	65	62	54	53	-2
BANANA	0.05	99	7	7	18	16	14	51	87	77	93	21
TA'AMU	0.05	95	84	102	73	87	69	33	50	34	11	-68
COCONUT	0.12	107	62	73	81	71	72	58	71	91	89	-2
BREADFRUIT	0.004	263	67	84	99	73	163	175	315	71	140	97
YAM	0.01	99	38	52	73	91	45	145	120	64	81	27
HEAD CABBAGE	0.09	93	48	78	104	78	100	119	141	120	67	-45
TOMATOES	0.04	116	41	46	54	68	136	170	199	125	141	13
CH.CABBAGE	0.01	86	137	127	194	205	162	115	144	39	38	-3
CUCUMBER	0.04	157	101	215	199	200	211	203	181	147	140	-5
PUMPKIN	0.35	187	231	95	168	175	220	354	288	220	205	-7
	1.00	128	137	93	119	114	133	179	162	128	118	-8

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

PRODUCE	2014 Weights	DEC.17.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	% chng from prev mnth
TARO	0.25	122	143	161	182	216	222	202	180	181	208	15
BANANA	0.05	131	180	239	179	265	211	163	162	137	142	4
TA'AMU	0.05	165	189	210	173	201	193	217	245	200	315	57
COCONUT	0.12	125	125	144	154	162	181	195	187	178	155	-13
BREADFRUIT	0.004	84	147	207	174	236	186	154	130	151	124	-18
YAM	0.01	99	108	125	167	160	150	137	146	184	179	-3
HEAD CABBAGE	0.09	115	226	258	157	145	138	100	111	103	132	27
TOMATOES	0.04	102	175	176	146	155	120	94	83	89	102	15
CH.CABBAGE	0.01	165	192	167	111	124	106	91	95	124	139	13
CUCUMBER	0.04	99	154	150	116	139	127	109	126	109	122	12
PUMPKIN	0.35	85	134	143	142	135	119	108	100	94	98	4
	1.00	80	116	128	112	117	107	99	97	90	99	9

**Table 6: Number of Sellers**

PRODUCE	2014 AVE	DEC.17.AV	APR.18.AV	MAY.18.AV	JUN.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	% chng from prev mnth
TARO	46	51	65	65	54	47	52	58	49	42	42	0
BANANA	27	32	5	5	9	7	7	23	34	29	28	-3
TA'AMU	7	5	6	8	7	6	6	3	5	4	1	-75
COCONUT	57	42	36	39	33	36	34	33	39	38	41	8
BREADFRUIT	4	8	4	4	4	3	7	6	10	3	12	300
YAM	5	4	3	2	3	3	2	5	4	2	3	50
HEAD CABBAGE	12	12	13	11	18	13	14	20	17	14	19	36
TOMATOES	39	42	25	18	29	31	49	56	54	36	27	-25
CH.CABBAGE	13	11	16	22	25	28	27	21	22	9	8	-11
CUCUMBER	42	49	31	44	46	43	49	55	41	41	34	-17
PUMPKIN	83	108	115	76	96	97	108	126	111	107	96	-10
	337	362	318	294	322	312	356	405	385	326	312	-4

\*on the days surveyed

@ new weights and base