



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

### LOCAL MARKET SURVEY

### MARCH 2019

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:

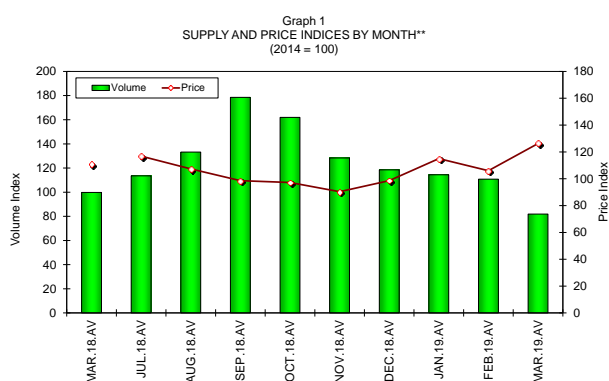
The Local Market Survey in March 2019 showed overall volume decrease 26 percent while limited supply pushed the overall prices up 19 percent when compared to February 2019.

- Significant reduction in the supply of pumpkin, head cabbage, banana and ta'amu largely impacted the overall decline in the volume index and the 19 percent rise in the price index.
- The value of supplies fell 19 percent to \$55,500 from the previous month.
- The total number of sellers fell 17 percent to 252 from 304 in February 2019.

Issue: 01/03/19

## OVERVIEW

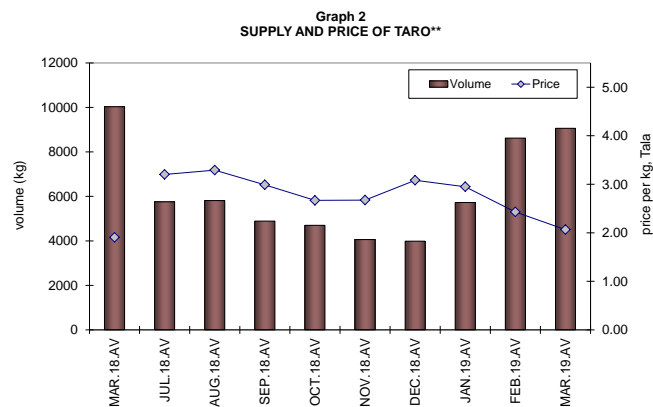
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in March 2019 showed overall volume decrease 26 percent from February 2019. Despite the increase in volume for most local produce, significant decreases in pumpkin, head cabbage, banana and ta'amu supplies contributed to the decline in the volume index. When compared with the same month last year, current supply was 18 percent lower. (See Graph 1 and Tables 4 & 5)



Decline in the overall supply of most agricultural produce pushed the price index up 19 percent from the previous month while the rise in cucumber, Chinese cabbage and tomato prices was driven by strong domestic demand in the month under review. When compared with March 2017 the current overall price level was 14 percent higher.

## TARO

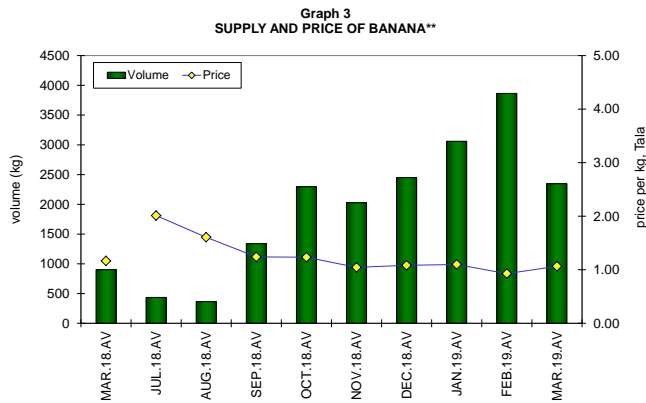
At 9,064 kilograms, the supply of taro in March 2019 rose 5 percent from the previous month while increased availability pushed its average price down 15 percent (to \$2.07 per kilogram). When compared with March 2018, March 2019 supply of taro was 10 percent lower while its average price was 8 percent higher. (See Graph 2 and Tables 1&2)



Current supply of taro in the month under review contributed to a 38 percent decline in volume when comparing the twelve months ending March 2019 over the twelve month ending March 2018. Price rose 57 percent.

## BANANA

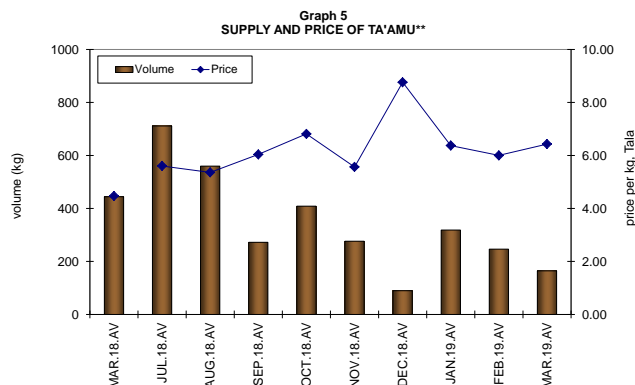
The supply of banana to the Local Markets in March 2019 fell 39 percent (to 2,346 kilograms) from February 2019; a level that was 161 percent higher than the same month a year ago. A reduction in the supply of banana to the Local Markets pushed its average price up 15 percent (to \$1.06 per kilogram). When compared with the same month last year current price was 9 percent lower. (See Graph 3 and Tables 1&2)



When comparing the twelve months ending March 2019 over the twelve months ending March 2018, banana supplies were 27 percent lower while limited availability pushed its average price up 31 percent.

## TA'AMU

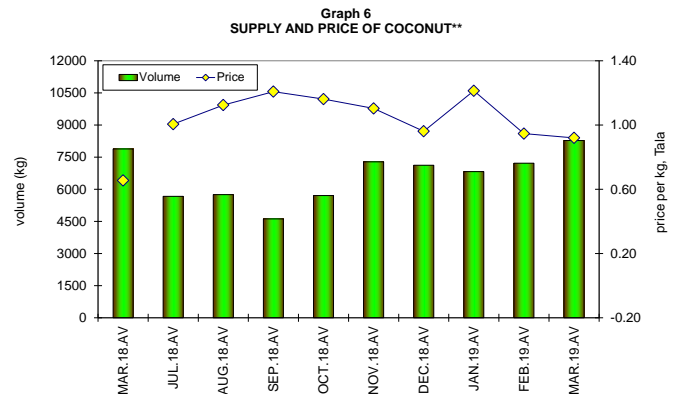
At an average of 165 kilograms, ta'amu supply in March 2019 decreased 33 percent from the previous month while limited availability of ta'amu pushed its average price up 7 percent (to \$6.43 per kilogram). When compared with the same month last year, current supply of ta'amu was 63 percent lower while its average price was 44 percent higher. (See Graph 5 and Tables 1&2)



Current supply of ta'amu in the month under review contributed to an 18 percent decrease in ta'amu volume when comparing the twelve months ending March 2019 over twelve months ending March 2018 while limited availability pushed its average price up 35 percent.

## COCONUT

In the month under review coconut supplies rose 15 percent (to 8,279 kilograms) February 2018 while increased availability pushed its average price down 3 percent (to \$0.92 per kilogram). Current availability of coconut was 5 percent higher than average availability in March 2018 while average price rose 40 percent over the year. (See Graph 6 and Tables 1&2)

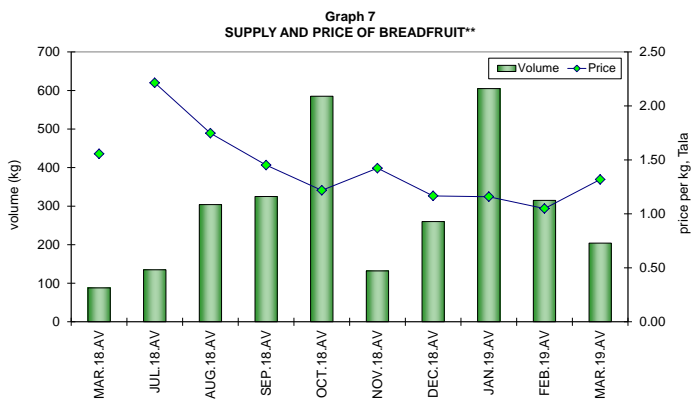


Comparing the twelve months ending March 2019 over the twelve months ending March 2018 supply of coconut was 2 percent higher while its average price also rose 43 percent.

## BREADFRUIT

The volume of breadfruit supplied to the Local Markets in March 2019 dropped 35 percent (to 204 kilograms) when compared to the previous month, while limited availability pushed its average price up 26 percent (to \$1.32 per kilogram). When compared with the same month last year, current breadfruit supply was 132 percent higher while increase availability pushed its average price down 15 percent. (See Graph 7 and Tables 1& 2)

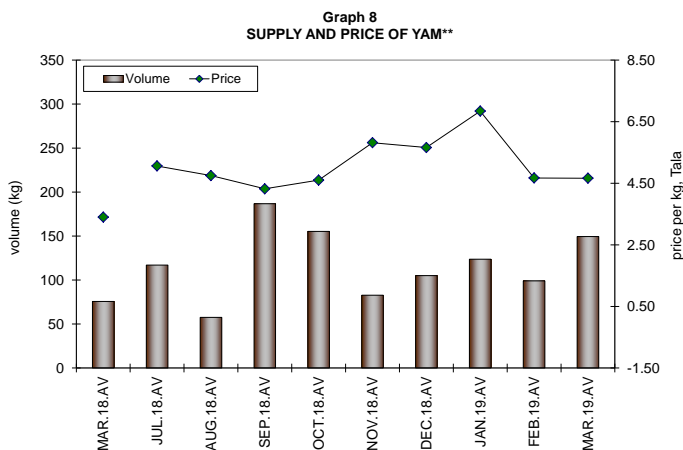
## VEGETABLE PRODUCE



Current decline in the supply of breadfruit contributed to a 2 percent decrease in volume when comparing the twelve months ending March 2019 over the twelve months ending March 2018 while its average price increased 35 percent.

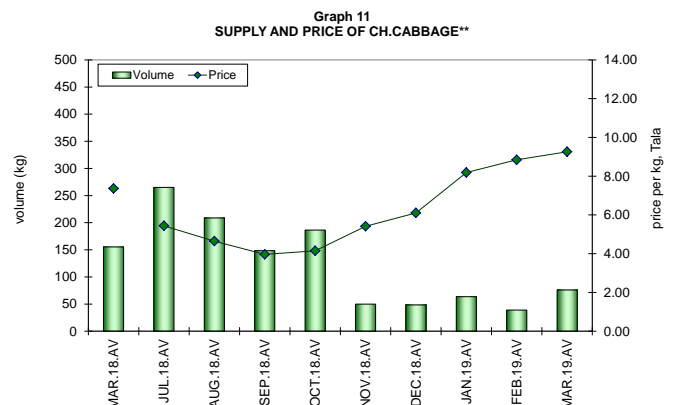
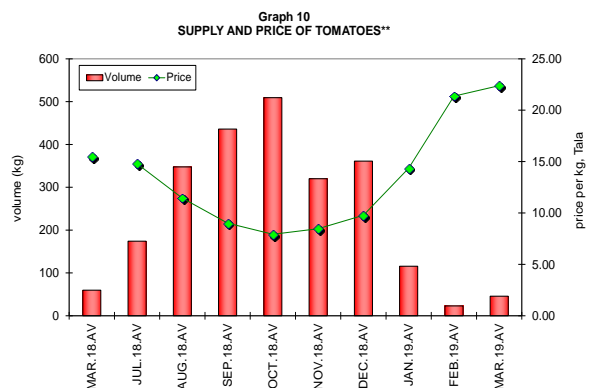
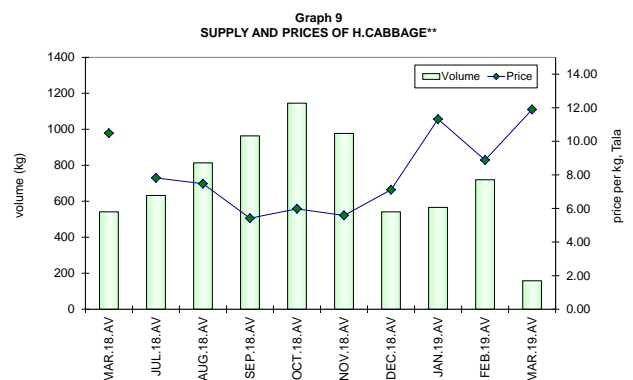
## YAM

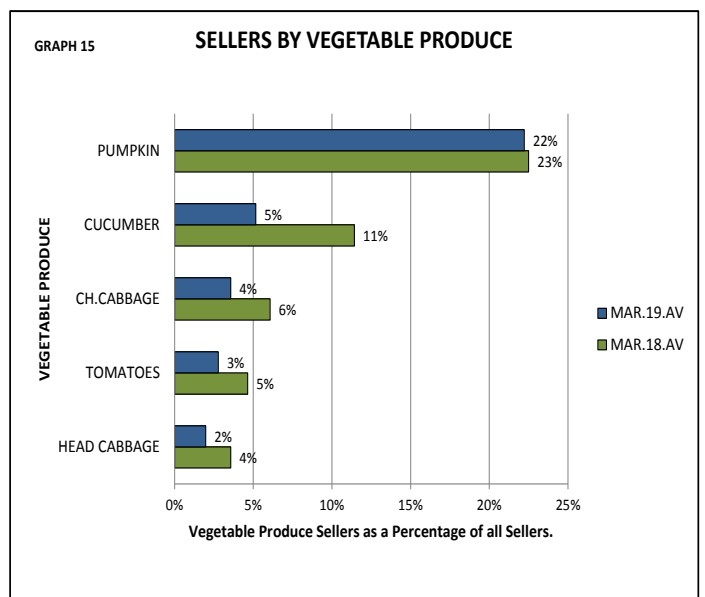
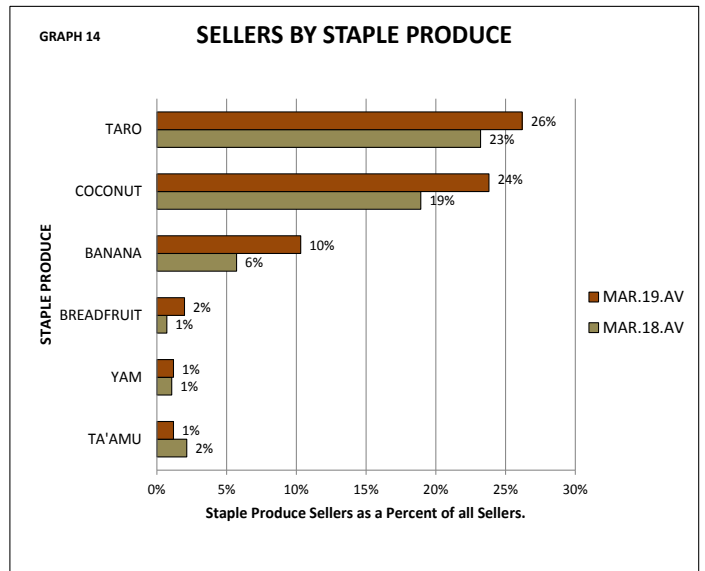
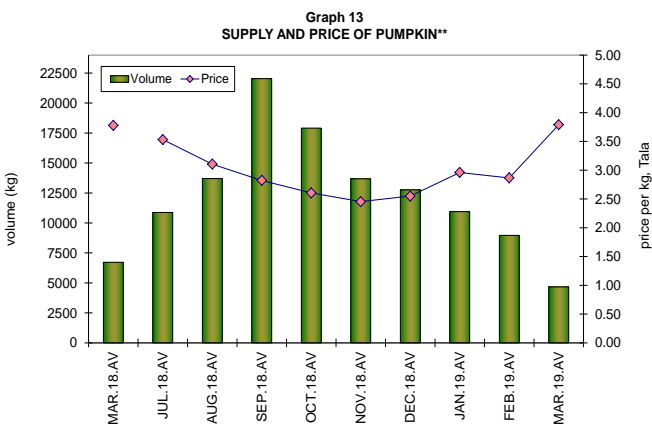
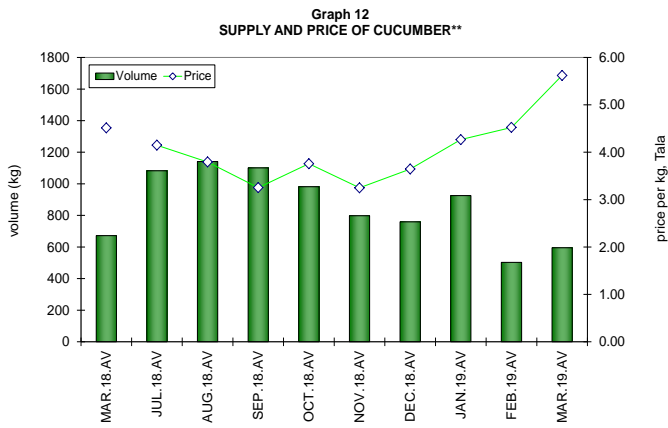
The supply of yam in the month under review rose 51 percent (to 149 kilograms) from the previous month while its average price revealed no changed. When compared with the same month last year, current supply of yam was 98 percent higher while strong domestic demand over the year pushed its average price up 37 percent. (See Graph 8 and Tables 1 & 2)



Despite the increase of yam in the month under review current supply contributed to a 41 percent decrease in volume in the twelve months ending March 2019 over the twelve months ending March 2018, while its average price rose 53 percent.

The supply of vegetable produce to the Local Markets in the month under review experienced significant increases in all vegetables produce with the exception of head cabbage and pumpkin recording a 78 percent decline (to 158 kilograms) and 48 percent (to 4,663 kilograms) respectively. Tomato supplies registered the largest increase of 99 percent (to 46 kilograms) while Chinese cabbage supplies also increased 94 percent (to 76 kilograms) followed by cucumber supplies with an 18 percent increase in volume (to 596 kilograms) when compared to the previous month. (See Graphs 9 to 13 and Tables 1 & 2)





Driven by domestic demand, cucumber, Chinese cabbage and tomato were the vegetable of choice at the Local Markets in March 2019 recording a 24 percent price increase for cucumber (to \$5.62 per kilogram) and 5 percent increase (to \$9.26 per kilogram) and (to \$22.39 per kilogram) for both Chinese cabbage and tomato in that order. Limited supply, however led to a 34 percent rise in the average price of head cabbage (to \$11.89 per kilogram) while pumpkin prices also increase 32 percent (to \$3.79 per kilogram from the previous month).

## SELLERS

At 252, the number of sellers at the Local Markets on the days surveyed in March 2019 decreased 17 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).

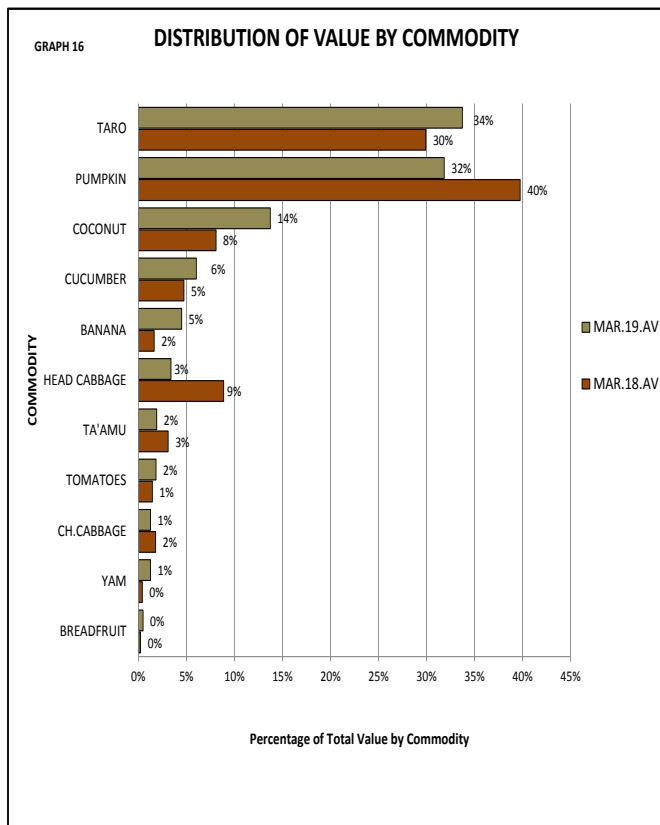
In March 2019, taro sellers at 66 were the largest group at the local markets decreasing from 73 in the previous month but were higher than 65 in the same month last year. Coconut sellers followed recorded an increasing total of 60 from 56 last month and 53 in the same month a year ago while pumpkin sellers decreased to 56 from 90 in the previous month and 63 in the same month last year. Sellers of banana recorded a decreasing total of 26 from 40 in February 2019 but were higher than 16 in March 2018 while total sellers of cucumber increased to 13 from 11 last month but were lower than 32 in March 2018. Sellers of Chinese cabbage recorded an increasing total of 9 from 5 in the previous month but were lower than 17 in the same month a year ago while sellers of tomato remained unchanged from last month but were lower than 13 in the same

month last year. Sellers of breadfruit and head cabbage both recorded a total of 5 each with breadfruit sellers decreasing from 7 in the previous month but were higher than 2 in the same month last year while head cabbage sellers also decreasing from 10 in February 2019 and March 2018. Sellers of ta'amu and yam both recorded total of 3 each with ta'amu sellers decreasing from 4 in the previous month and 6 in the same month a year ago; while sellers of yam revealed no changed from last month and the same month last year.

## VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$55,500 in March 2019 decreased 19 percent from the previous month and was 13 percent lower when compared with March 2018.

ago. Pumpkin supplies followed with a 32 percent contribution to total value decreasing from 37 percent in the previous month and 40 percent when compared with the same month last year. Supplies of coconut contributed 14 percent of total value increased from 10 percent last month and 8 percent in the same month a year ago while supplies of cucumber contributed 6 percent to total value increased from 3 percent last month and 5 percent the same month last year. Shares of banana accounted for 5 percent of total value remaining unchanged from the previous month but were higher than 2 percent when compared with March 2018. Head cabbage supplies accounted for 3 percent of total value decreasing from 9 percent last month and the same month last year. Supplies of ta'amu and tomato accounted for 2 percent each of total value with ta'amu shares remained unchanged from the previous month but were lower than 3 percent in the same month last year, while tomato supplies increasing from 1 percent in February 2019 and March 2018. Chinese cabbage and Yam supplies accounted for 1 percent each of total value while relatively lower contributions were recorded for breadfruit in the month under review. (See Graph 16 & Table 3)



Taro supplies contributed the most to the total value of produce surveyed with a share of 34 percent in March 2019, a level that was higher than 30 percent in the previous month and the same month a year

### **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 Savaii and each Friday for urban markets on Upolu 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 April 2019 will be available on 13<sup>th</sup> May 2019.**

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**GOVERNMENT STATISTICIAN**

## SUMMARY OF MARKET SURVEY

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

PRODUCE	2014 AVE	MAR.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	Mar-19	
												% chng from prev mnth	%chng from MAR18
TARO	7521	10030	5757	5812	4891	4698	4057	3985	5727	8622	9064	5	-10
BANANA	2642	900	434	365	1340	2294	2027	2450	3061	3865	2346	-39	161
TA'AMU	816	444	711	560	272	409	276	89	319	247	165	-33	-63
COCONUT	7993	7882	5671	5750	4620	5709	7284	7120	6825	7219	8279	15	5
BREADFRUIT	186	88	135	304	325	585	132	260	605	315	204	-35	132
YAM	129	76	117	58	187	155	83	105	124	99	149	51	98
HEAD CABBAGE	811	541	632	813	964	1145	977	541	566	719	158	-78	-71
TOMATOES	256	60	174	348	436	509	320	361	116	23	46	99	-23
CH.CABBAGE	129	155	265	209	148	186	50	48	63	39	76	94	-51
CUCUMBER	542	672	1083	1141	1101	982	798	759	926	503	596	18	-11
PUMPKIN	6217	6719	10879	13703	22036	17911	13685	12761	10948	8959	4663	-48	-31

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

PRODUCE	2014 AVE	MAR.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	% chng from	
												prev mnth	MAR18
TARO	1.48	1.91	3.20	3.29	2.99	2.67	2.67	3.08	2.95	2.43	2.07	-15	8
BANANA	0.76	1.17	2.01	1.61	1.24	1.23	1.04	1.08	1.10	0.93	1.06	15	-9
TA'AMU	2.78	4.47	5.60	5.36	6.04	6.81	5.56	8.76	6.37	6.00	6.43	7	44
COCONUT	0.62	0.65	1.01	1.12	1.21	1.16	1.10	0.96	1.21	0.95	0.92	-3	40
BREADFRUIT	0.94	1.56	2.21	1.75	1.45	1.22	1.42	1.17	1.16	1.05	1.32	26	-15
YAM	3.16	3.40	5.06	4.75	4.32	4.60	5.82	5.66	6.84	4.67	4.66	0	37
HEAD CABBAGE	5.40	10.48	7.82	7.47	5.42	5.98	5.58	7.11	11.32	8.88	11.89	34	13
TOMATOES	9.55	15.51	14.79	11.45	9.01	7.92	8.47	9.78	14.36	21.37	22.39	5	44
CH.CABBAGE	4.38	7.37	5.44	4.65	3.97	4.15	5.41	6.10	8.19	8.84	9.26	5	26
CUCUMBER	2.99	4.51	4.15	3.79	3.25	3.76	3.25	3.65	4.27	4.52	5.62	24	25
PUMPKIN	2.61	3.78	3.53	3.10	2.82	2.60	2.45	2.55	2.96	2.87	3.79	32	0

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

PRODUCE	Total value 2014	MAR.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	% chng from	
												prev mnth	MAR18
TARO	126.6	19.1	18.4	19.1	14.6	12.5	10.9	12.3	16.9	21.0	18.7	-11	-2
BANANA	25.1	1.1	0.9	0.6	1.7	2.8	2.1	2.7	3.4	3.6	2.5	-30	138
TA'AMU	25.6	2.0	4.0	3.0	1.6	2.8	1.5	0.8	2.0	1.5	1.1	-28	-46
COCONUT	59.3	5.2	5.7	6.5	5.6	6.6	8.0	6.8	8.3	6.8	7.6	11	48
BREADFRUIT	1.8	0.1	0.3	0.5	0.5	0.7	0.2	0.3	0.7	0.3	0.3	-18	93
YAM	4.7	0.3	0.6	0.3	0.8	0.7	0.5	0.6	0.9	0.5	0.7	52	169
HEAD CABBAGE	44.6	5.7	4.9	6.1	5.2	6.8	5.5	3.9	6.4	6.4	1.9	-71	-67
TOMATOES	21.5	0.9	2.6	4.0	3.9	4.0	2.7	3.5	1.7	0.5	1.0	108	10
CH.CABBAGE	5.9	1.1	1.4	1.0	0.6	0.8	0.3	0.3	0.5	0.4	0.7	100	-39
CUCUMBER	18.4	3.0	4.5	4.3	3.6	3.7	2.6	2.8	4.0	2.3	3.4	48	11
PUMPKIN	178.3	25.4	38.4	42.5	62.2	46.7	33.6	32.6	32.4	25.7	17.7	-31	-30
	511.8	63.9	81.7	87.9	100.3	88.2	67.8	66.5	77.1	68.8	55.5	-19	-13

\*on the days surveyed  
@ new weights and base

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

PRODUCE	2014 Weights	MAR.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	% chng from	%chng from
												prev mnth	MAR18
TARO	0.25	133	77	77	65	62	54	53	76	115	121	5	-10
BANANA	0.05	34	16	14	51	87	77	93	116	146	89	-39	161
TA'AMU	0.05	54	87	69	33	50	34	11	39	30	20	-33	-63
COCONUT	0.12	99	71	72	58	71	91	89	85	90	104	15	5
BREADFRUIT	0.004	47	73	163	175	315	71	140	325	169	110	-35	132
YAM	0.01	59	91	45	145	120	64	81	96	77	116	51	98
HEAD CABBAGE	0.09	67	78	100	119	141	120	67	70	89	20	-78	-71
TOMATOES	0.04	23	68	136	170	199	125	141	45	9	18	99	-23
CH.CABBAGE	0.01	120	205	162	115	144	39	38	49	30	59	94	-51
CUCUMBER	0.04	124	200	211	203	181	147	140	171	93	110	18	-11
PUMPKIN	0.35	108	175	220	354	288	220	205	176	144	75	-48	-31
	1.00	100	114	133	179	162	128	118	114	111	82	-26	-18

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

PRODUCE	2014 Weights	MAR.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	% chng from	%chng from
												prev mnth	MAR18
TARO	0.25	129	216	222	202	180	181	208	199	164	140	-15	8
BANANA	0.05	153	265	211	163	162	137	142	145	122	140	15	-9
TA'AMU	0.05	161	201	193	217	245	200	315	229	216	231	7	44
COCONUT	0.12	106	162	181	195	187	178	155	196	153	148	-3	40
BREADFRUIT	0.004	166	236	186	154	130	151	124	123	112	140	26	-15
YAM	0.01	108	160	150	137	146	184	179	217	148	148	0	37
HEAD CABBAGE	0.09	194	145	138	100	111	103	132	210	164	220	34	13
TOMATOES	0.04	162	155	120	94	83	89	102	150	224	234	5	44
CH.CABBAGE	0.01	168	124	106	91	95	124	139	187	202	211	5	26
CUCUMBER	0.04	151	139	127	109	126	109	122	143	151	188	24	25
PUMPKIN	0.35	145	135	119	108	100	94	98	113	110	145	32	0
	1.00	111	117	107	99	97	90	99	115	106	126	19	14

**Table 6: Number of Sellers**

PRODUCE	2014 AVE	MAR.18.AV	JUL.18.AV	AUG.18.AV	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	FEB.19.AV	MAR.19.AV	% chng from	%chng from
												prev mnth	MAR18
TARO	46	65	47	52	58	49	42	42	66	73	66	-10	2
BANANA	27	16	7	7	23	34	29	28	41	40	26	-35	63
TA'AMU	7	6	6	6	3	5	4	1	3	4	3	-25	-50
COCONUT	57	53	36	34	33	39	38	41	53	56	60	7	13
BREADFRUIT	4	2	3	7	6	10	3	12	10	7	5	-29	150
YAM	5	3	3	2	5	4	2	3	3	3	3	0	0
HEAD CABBAGE	12	10	13	14	20	17	14	19	8	10	5	-50	-50
TOMATOES	39	13	31	49	56	54	36	27	16	7	7	0	-46
CH.CABBAGE	13	17	28	27	21	22	9	8	7	5	9	80	-47
CUCUMBER	42	32	43	49	55	41	41	34	30	11	13	18	-59
PUMPKIN	83	63	97	108	126	111	107	96	89	90	56	-38	-11
	337	280	312	356	405	385	326	312	325	304	252	-17	-10

\*on the days surveyed

@ new weights and base