



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

# LOCAL MARKET SURVEY November 2012

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:

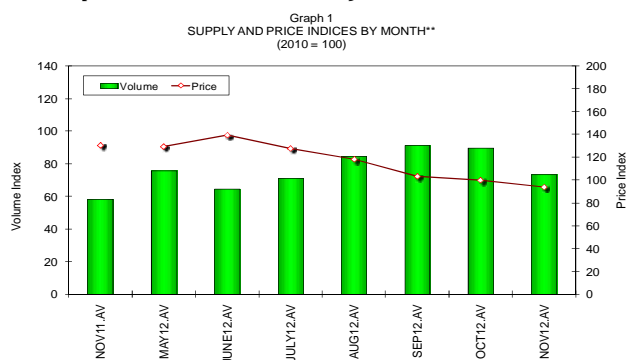
The Local Market Survey in November 2012 revealed overall volume declined 18 percent as weakened domestic demand also drove average prices down 6 percent when compared to October 2012.

Issue: 1/10/12

## OVERVIEW

The Samoa Bureau of Statistics survey of Agriculture produce at the Local Market in the month of November 2012 recorded a downturn of 18 percent in overall volume. Fluctuations in weather condition negatively affected most agricultural produce, recording significant reductions in supply to the market with the exception of banana and pumpkin. However, when comparing the month under review with the same month of last year, current supply was 26 percent higher.

(See Graph 1 and Tables 4 & 5)

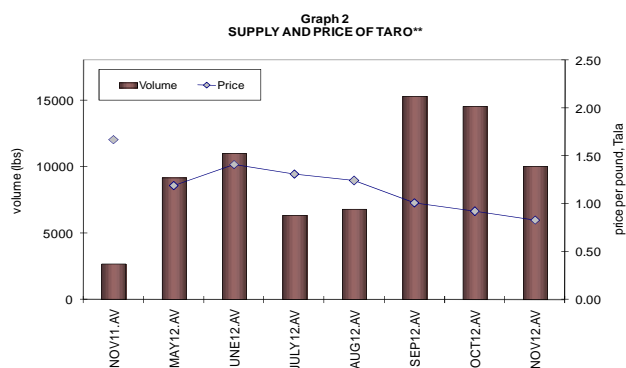


The overall price index followed the same trend with a decrease of 6 percent from the previous month and was 28 percent lower than November 2011 in response to weaker demand over the year. The decrease in the overall price index in the month under review was due to decreases in the prices of all produce with the exception of coconut, ta'amu and tomato.

## TARO

The availability of taro at the Local Markets at 10,026 pounds fell 31 percent from the previous month but was almost four times higher (up 271 percent) when compared to November 2011 when the prolonged dry season negatively affected the supply of taro. Similarly to this month's lower volume, the average price of taro decreased 10 percent to \$0.83 per pound from the previous month and was 50 percent lower when comparing the same month of last year.

(See Graph 2 and Tables 1 & 2)

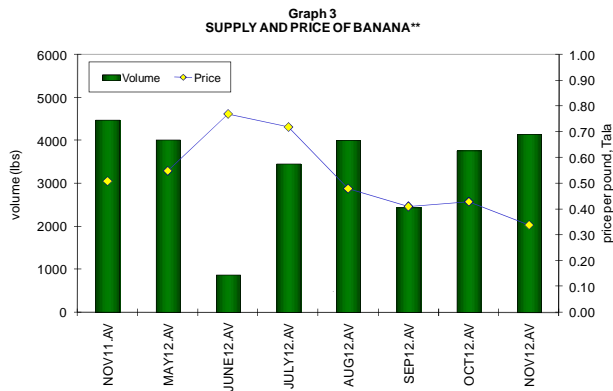


Despite the lower volume of taro supplies in November 2012, current supply contributed to a 6 percent increase in volume and 21 percent increase in average price when comparing the 12 months ending November 2012 over the twelve months ending November 2011.

## BANANA

Banana supplies increased 10 percent in November 2012 to 4,144 pounds and when compared to the same month of 2011, current supply was 8 percent lower. On the other hand, average price at \$0.34 per pound revealed a 21 percent decrease from last month and was 33 percent lower than November 2011.

(See Graph 3 and Tables 1 & 2)

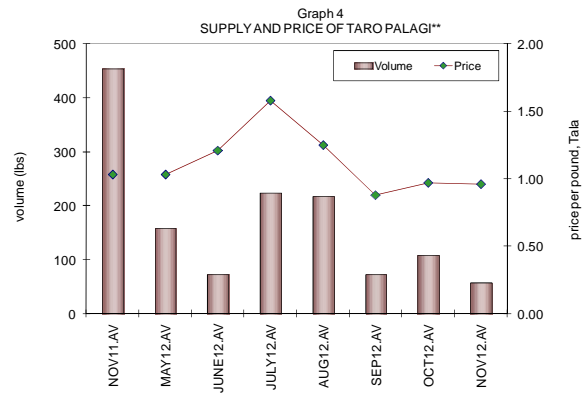


Regardless of this month's higher supply of banana, current supply contributed to a 44 percent decrease in volume when reviewing the 12 months ending November 2012 over the 12 months ending November 2011 while average price was 28 percent higher.

## TARO PALAGI

The supply of taro palagi in the month under review declined 47 percent from October 2012 to 58 pounds while its price also slipped 1 percent to \$0.96 per pound. In comparison to November 2011, current supply of taro palagi was 87 percent lower and average price was also 7 percent lower than that of November 2011.

(See Graph 4 and Tables 1 & 2)

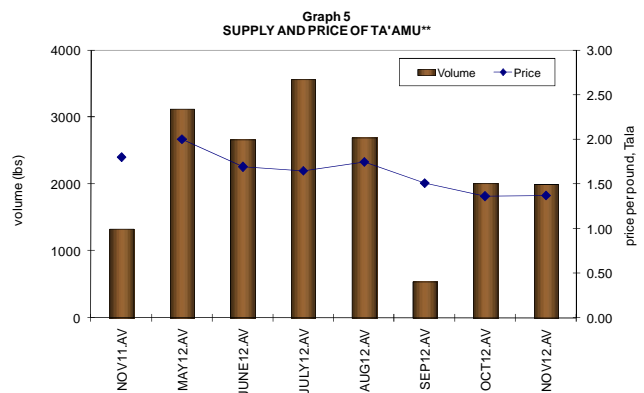


Current supply of taro palagi contributed to a 74 percent decrease in volume and a 59 percent increase in price when comparing the 12 months ending November 2012 over the 12 months ending November 2011.

## TA'AMU

In November 2012, the average volume of ta'amu at the market remained unchanged at 1,997 pounds from October 2012 while its average price climbed 1 percent to \$1.37 per pound. In comparison with November 2011, current ta'amu supply was 49 percent higher while average price was 24 percent lower with increasing availability of this staple crop over the year pushed its average price down.

(See Graph 5 and Tables 1 & 2)

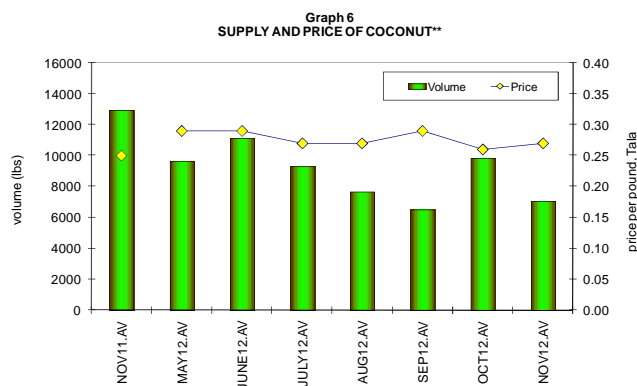


Current supply of ta'amu in the month under review contributed to a 74 percent decrease in volume while average price rose 57 percent when reviewing the twelve months ending November 2012 over the twelve month ending November 2011.

## COCONUT

At 7,067 pounds, the supply of coconut in the month under review fell 28 percent from the previous month while its price rose 4 percent to \$0.27 per pound. Similarly, at its current level, the average availability of coconut was 45 percent lower than the same month of last year while average price was 8 percent higher over the year.

(See Graph 6 and Tables 1 & 2)

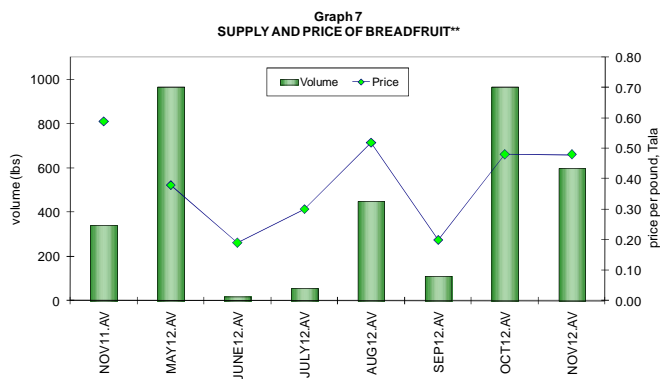


In line with lower availability of coconut in the twelve months ending November 2012, it contributed to a 30 percent decrease in volume as price consequently rose 13 percent when compared to the twelve months ending November 2011.

## BREADFRUIT

Breadfruit supply at 598 pounds in November 2012 declined 38 percent from the previous month, a level that was 75 percent higher than that in the same month of 2011. Average price at \$0.48 per pound remained the same from the previous month but when compared to November 2011, the current price was 19 percent lower.

(See Graph 7 and Tables 1 & 2)

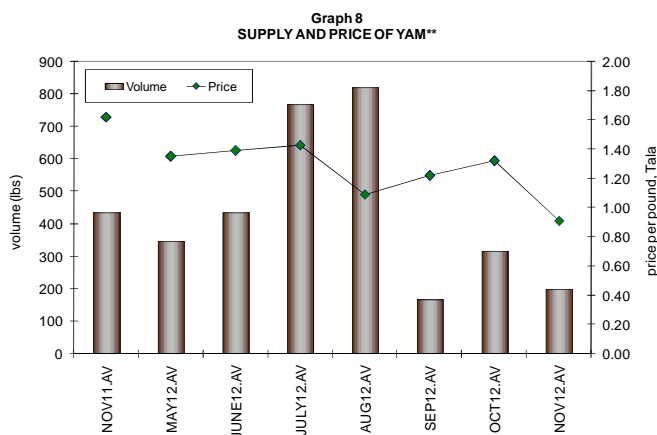


A twelve month comparison ending November 2012 over the twelve months ending November 2011 revealed current supply contributing to a 25 percent decrease in volume while price rose 3 percent.

## YAM

The supply of yam decreased 37 percent (to 198 pounds) from the previous month and was 55 percent lower than its level last year. Decreased demand for yam pulled its price down 31 percent to \$0.91 per pound from the previous month and was 44 percent lower than the same month last year.

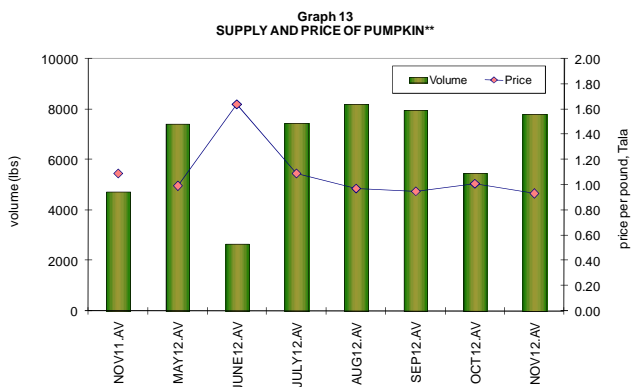
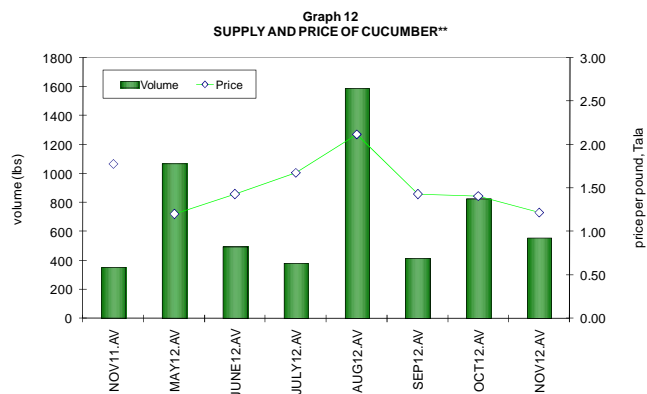
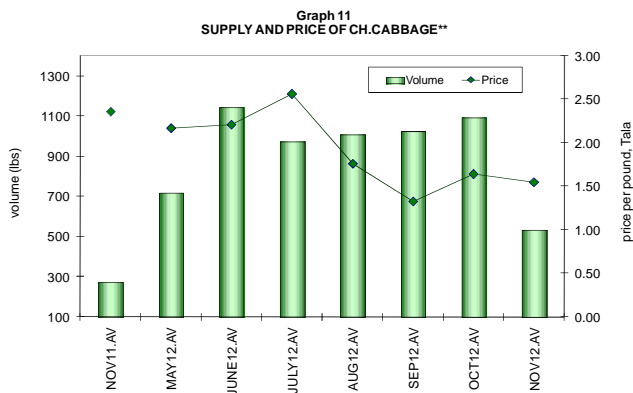
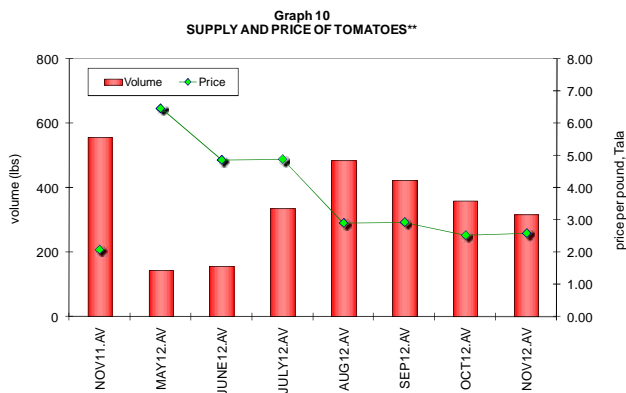
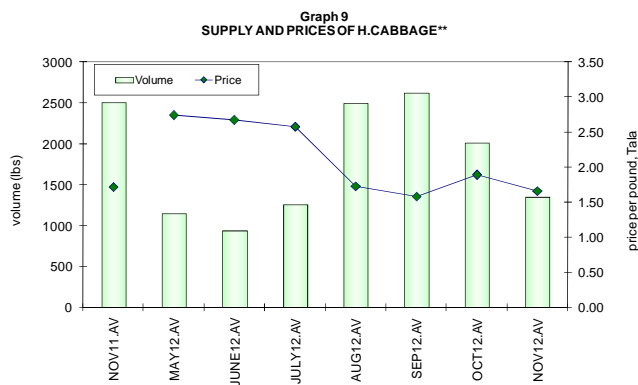
(See Graph 8 and Tables 1 & 2)



The lower volume of yam supplied in the month under review contributed to an overall 31 percent decrease in the average availability of this staple crop when comparing the twelve months ending November 2012 over the twelve months ending November 2011 while its average price rose 11 percent.

## VEGETABLE PRODUCE

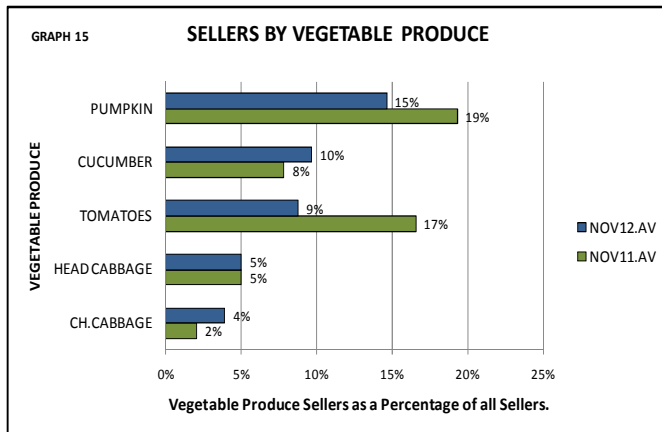
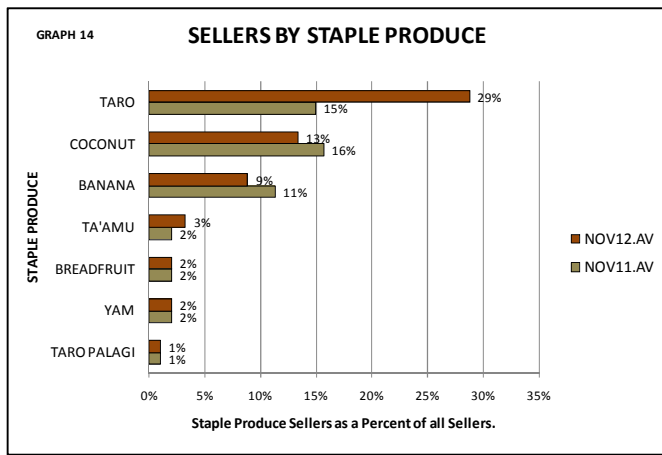
Unfavorable wet weather conditions tended to affect the availability of most vegetable produce negatively in November 2012 with the exception of pumpkin whose volume rose 43 percent to 7,786 pounds from the previous month. Chinese cabbage recorded the largest decrease of 51 percent to 535 pounds. Head cabbage and cucumber both recorded a 33 percent decline in supply at 1,354 pounds and 557 pounds respectively while tomato supplies fell 12 percent to 317 pounds from the previous month. (See Graphs 9 to 13 and Tables 1 & 2)



Average prices of most vegetable produce decreased in the month under review with the exception of tomato whose price rose 2 percent to \$2.59. Cucumber prices dropped 13 percent to \$1.22 per pound, followed by a 12 percent decrease in head cabbage prices at \$1.66 per pound. Pumpkin and Chinese cabbage prices also fell 8 percent (to \$0.93 per pound) and 5 percent (to \$1.55 per pound) respectively.

## SELLERS

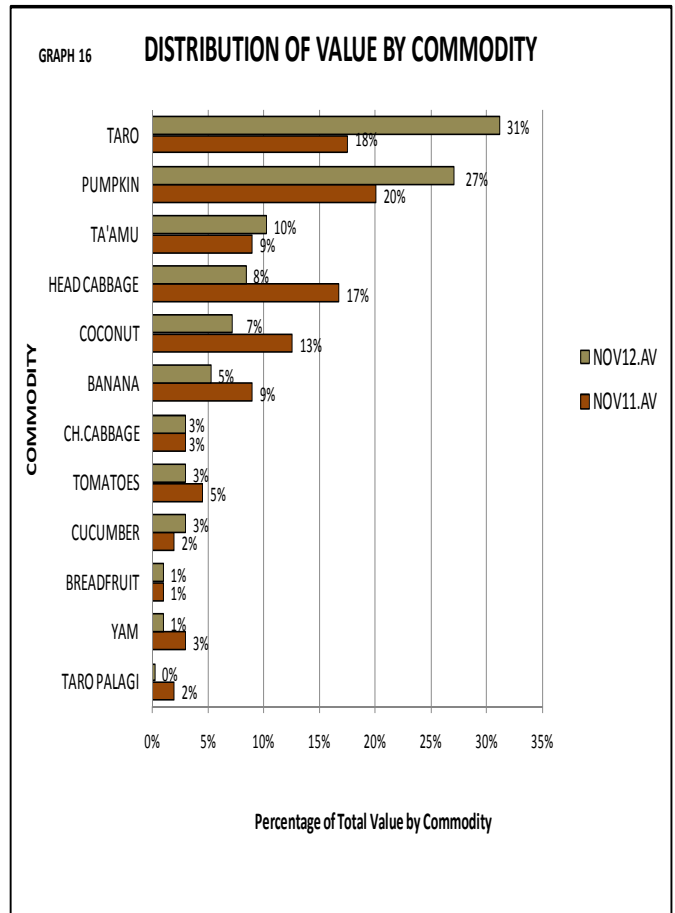
At 190, the number of sellers at the Market on the days surveyed in the month under review was 10 percent lower than in October 2012 and when compared to November 2011, the current number of sellers was 10 percent higher. (See Graphs 14 and 15 and Table 6)



In the month under review, taro sellers remained the largest group with 55 suppliers despite its decreasing total from 68 in the previous month but was higher than 26 in the same month last year. Pumpkin sellers followed with its total falling to 28 from 31 in October 2012 and 33 in November 2011. Coconut sellers were third with a decreasing total of 25 from 28 in October 2012 and 27 in November 2011. Cucumber sellers increased to 18 from 12 in the previous month and 14 in November 2011. Banana and tomato suppliers at 17 each both decreased from 21 and 22 respectively in the previous month and 20 and 29 in that order in the same month of 2011. Head cabbage sellers increased to 9 from 7 in the previous month while Chinese cabbage decreased to 7 from 9 in the previous month. Ta'amu, yam, breadfruit and taro palagi sellers at 6, 4, 3 and 1 respectively remained unchanged from their totals in October 2012.

## VALUE OF SUPPLIES

As a result of lower volume and price in November 2012, the average value of selected produce supplied to the market decreased 22 percent to \$26,700 from October 2012 but was 4 percent higher when compared to the total value in November 2011.



Contributing the most to the total value of produce surveyed in November 2012 was taro, recording a 31 percent share decreasing from 39 percent in October 2012 but higher than 18 percent in November 2011. Pumpkin followed with a 27 percent share which was higher than its contribution of 16 percent and 20 percent in the previous month and November 2011 respectively. Ta'amu contributed 10 percent to total value of supplies, higher than its 8 percent share in the previous month and 9 percent share last year. Head cabbage contributed 8 percent, which was relatively lower than 11 percent and 17 percent in October 2012 and November 2011 in that order. Coconut and banana accounted for 7 percent and 5 percent respectively. Tomato, Chinese cabbage and

cucumber recorded 3 percent shares each while breadfruit and yam contributed shares of 1 percent each. Relatively lower share was recorded for taro palagi in the month under review.  
(See Graph 16 and Table 3)

**The Local Market Survey Report for December 2012 will be available on the 18<sup>th</sup> January 2013**

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@ Weights for the selected produce have been revised using 2010 as the base period and have been incorporated starting from January 2010 report.

\*\* Data shown reflects the average availability and prices of the selected produce at the Local Market stalls at the Toleafoa and Vaai compounds with some displaced roadside sellers. This survey is conducted on each Friday (Thursday where Friday is a public holiday) in the months under reference.

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## SUMMARY OF MARKET SURVEY

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

PRODUCE	2010 AVE	NOV11.AV	MAY12.AV	JUNE12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	Nov-12	
										% chng from prev mnth	%chng from NOV 11
TARO	8422	2702	9147	10976	6327	6835	15336	14549	10028	-31	271
BANANA	6349	4488	4021	883	3469	4004	2434	3759	4144	10	-8
TARO PALAGI	484	454	158	73	224	218	73	109	58	-47	-87
TA'AMU	10042	1336	3123	2666	3561	2694	543	2006	1997	0	49
COCONUT	9964	12927	9647	11121	9322	7664	6521	9820	7067	-28	-45
BREADFRUIT	608	341	968	18	55	449	110	968	598	-38	75
YAM	415	436	347	436	768	820	168	317	198	-37	-55
HEAD CABBAGE	1531	2508	1153	941	1259	2500	2627	2010	1354	-33	-46
TOMATOES	300	558	145	157	335	484	423	360	317	-12	-43
CH.CABBAGE	720	274	719	1143	973	1007	1025	1092	535	-51	95
CUCUMBER	978	355	1072	499	383	1591	418	829	557	-33	57
PUMPKIN	7508	4735	7415	2675	7438	8209	7959	5458	7786	43	64

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

PRODUCE	2010 AVE	NOV11.AV	MAY12.AV	JUNE12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	Nov-12	
										% chng from prev mnth	%chng from NOV 11
TARO	1.05	1.67	1.19	1.41	1.31	1.24	1.01	0.92	0.83	-10	-50
BANANA	0.45	0.51	0.55	0.77	0.72	0.48	0.41	0.43	0.34	-21	-33
TARO PALAGI	0.76	1.03	1.03	1.21	1.58	1.25	0.88	0.97	0.96	-1	-7
TA'AMU	1.10	1.80	2.00	1.69	1.65	1.75	1.51	1.36	1.37	1	-24
COCONUT	0.23	0.25	0.29	0.29	0.27	0.27	0.29	0.26	0.27	4	8
BREADFRUIT	0.41	0.59	0.38	0.19	0.30	0.52	0.20	0.48	0.48	0	-19
YAM	1.34	1.62	1.35	1.39	1.43	1.09	1.22	1.32	0.91	-31	-44
HEAD CABBAGE	2.86	1.72	2.74	2.67	2.58	1.73	1.58	1.89	1.66	-12	-3
TOMATOES	4.55	2.09	6.47	4.87	4.89	2.91	2.93	2.53	2.59	2	24
CH.CABBAGE	2.27	2.36	2.17	2.21	2.56	1.76	1.33	1.64	1.55	-5	-34
CUCUMBER	1.49	1.78	1.20	1.43	1.68	2.12	1.43	1.41	1.22	-13	-31
PUMPKIN	1.00	1.09	0.99	1.64	1.09	0.97	0.95	1.01	0.93	-8	-15

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

PRODUCE	Total value 2010	NOV11.AV	MAY12.AV	JUNE12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	Nov-12	
										% chng from prev mnth	%chng from NOV 11
TARO	103.1	4.5	10.9	15.5	8.3	8.5	15.5	13.4	8.3		
BANANA	34.2	2.3	2.2	0.7	2.5	1.9	1.0	1.6	1.4		
TARO PALAGI	4.6	0.5	0.2	0.1	0.4	0.3	0.1	0.1	0.1		
TA'AMU	133.3	2.4	6.3	4.5	5.9	4.7	0.8	2.7	2.7		
COCONUT	27.2	3.2	2.8	3.2	2.5	2.1	1.9	2.6	1.9		
BREADFRUIT	2.5	0.2	0.4	0.0	0.0	0.2	0.0	0.5	0.3		
YAM	6.6	0.7	0.5	0.6	1.1	0.9	0.2	0.4	0.2		
HEAD CABBAGE	45.0	4.3	3.2	2.5	3.3	4.3	4.2	3.8	2.3		
TOMATOES	11.6	1.2	0.9	0.8	1.6	1.4	1.2	0.9	0.8		
CH.CABBAGE	16.3	0.7	1.6	2.5	2.5	1.8	1.4	1.8	0.8		
CUCUMBER	15.0	0.6	1.3	0.7	0.6	3.4	0.6	1.2	0.7		
PUMPKIN	78.0	5.2	7.3	4.4	8.1	8.0	7.6	5.5	7.2		
	477.5	25.7	37.4	35.5	36.8	37.4	34.4	34.5	26.7	-22	4

\*on the days surveyed

@ new weights and base

**Table 4: Volume Index (2010 = 100)**

PRODUCE	2010 Weights	NOV11.AV	MAY12.AV	JUNE12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	% chng from	
										prev mnth	NOV 11
TARO	0.22	32	109	130	75	81	182	173	119		
BANANA	0.07	71	63	14	55	63	38	59	65		
TARO PALAGI	0.01	94	33	15	46	45	15	22	12		
TA'AMU	0.28	13	31	27	35	27	5	20	20		
COCONUT	0.06	130	97	112	94	77	65	99	71		
BREADFRUIT	0.01	56	159	3	9	74	18	159	98		
YAM	0.01	105	83	105	185	197	40	76	48		
HEAD CABBAGE	0.09	164	75	61	82	163	172	131	88		
TOMATOES	0.02	186	48	52	112	161	141	120	106		
CH.CABBAGE	0.03	38	100	159	135	140	142	152	74		
CUCUMBER	0.03	36	110	51	39	163	43	85	57		
PUMPKIN	0.16	63	99	36	99	109	106	73	104		
	1.00	58	76	64	71	85	91	90	73	-18	26

**Table 5: Price Index (2010 = 100)\***

PRODUCE	2010 Weights	NOV11.AV	MAY12.AV	JUNE12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	% chng from	
										prev mnth	NOV 11
TARO	0.22	159	114	135	125	118	96	88	79		
BANANA	0.07	113	122	171	160	106	91	95	75		
TARO PALAGI	0.01	135	135	158	207	164	115	127	126		
TA'AMU	0.28	164	182	154	150	159	137	124	125		
COCONUT	0.06	109	127	127	118	118	127	114	118		
BREADFRUIT	0.01	143	92	46	73	126	49	117	117		
YAM	0.01	121	101	104	107	81	91	99	68		
HEAD CABBAGE	0.09	60	96	93	90	60	55	66	58		
TOMATOES	0.02	46	142	107	108	64	64	56	57		
CH.CABBAGE	0.03	104	96	97	113	78	59	72	68		
CUCUMBER	0.03	120	81	96	113	143	96	95	82		
PUMPKIN	0.16	109	99	165	109	97	95	101	93		
	1.00	130	129	139	127	118	103	100	94	-6	-28

**Table 6: Number of Sellers\***

PRODUCE	2010 Weights	NOV11.AV	MAY12.AV	JUNE12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	% chng from	
										prev mnth	NOV 11
TARO	0.22	26	48	44	49	50	34	68	55		
BANANA	0.07	20	20	8	13	19	12	21	17		
TARO PALAGI	0.01	2	2	1	2	3	1	1	1		
TA'AMU	0.28	4	7	8	9	7	2	6	6		
COCONUT	0.06	27	27	30	30	27	19	28	25		
BREADFRUIT	0.01	4	6	0	1	4	1	4	4		
YAM	0.01	4	6	5	8	7	3	3	3		
HEAD CABBAGE	0.09	8	6	2	8	10	8	7	9		
TOMATOES	0.02	29	9	10	20	24	23	22	17		
CH.CABBAGE	0.03	4	9	8	10	9	12	9	7		
CUCUMBER	0.03	14	23	15	13	17	14	12	18		
PUMPKIN	0.16	33	35	17	38	39	46	31	28		
	1.00	172	195	147	199	216	175	212	190	-10	10

\*on the days surveyed

@ new weights and base