



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

# LOCAL MARKET SURVEY April 2013

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:

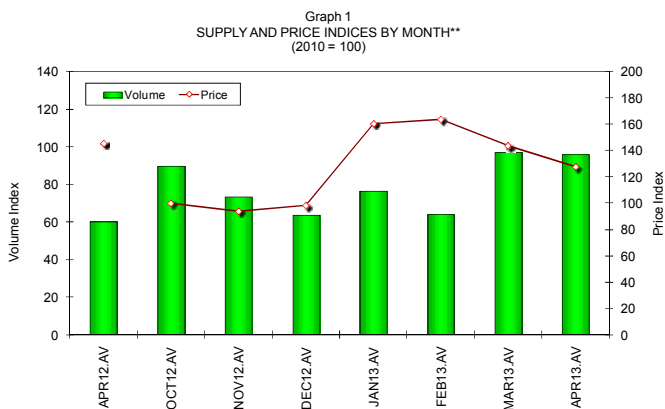
The Local Market Survey in April 2013, when compared to the previous month revealed overall volume slipped 1 percent. Overall price levels also declined 11 percent.

Issue: 1/04/13

## OVERVIEW

The Samoa Bureau of Statistics' monthly survey of Agricultural food supplies at the Local Market in the month of April 2013 showed a 1 percent decrease in overall volume. This reduction in volume in the month under review was due to decreased supplies of taro palagi, coconut, breadfruit, yam, Chinese cabbage, and pumpkin. Increased supplies ta'amu, pumpkin, head cabbage and banana partly offset the reduction showing little effect to the index from March 2013.

(See Graph 1 and Tables 4 & 5)

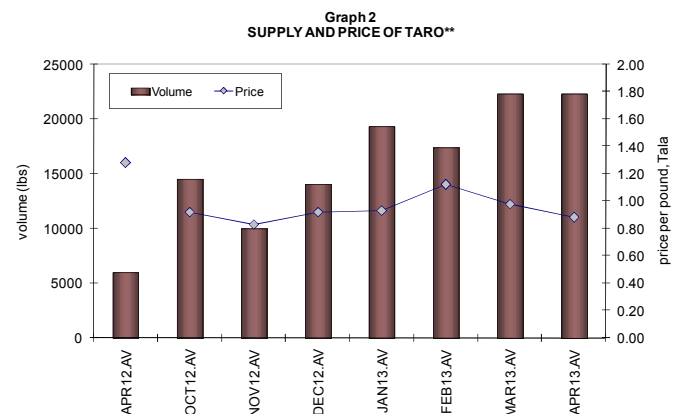


Average price level on the other hand fell 11 percent stemming from lower prices for taro, banana, ta'amu, breadfruit, yam and most vegetable produce at the market. When compared with the same month of 2012, the overall price level in the month under review was 12 percent lower.

## TARO

Taro supplies, at 22,348 pounds in April 2013 remained unchanged from the previous month but were more than 3 times the volume of that in April 2012. Its average price fell 10 percent to \$0.88 per pound from March 2013 while current prices of taro were 31 percent lower when compared with the same month last year.

(See Graph 2 and Tables 1 & 2)

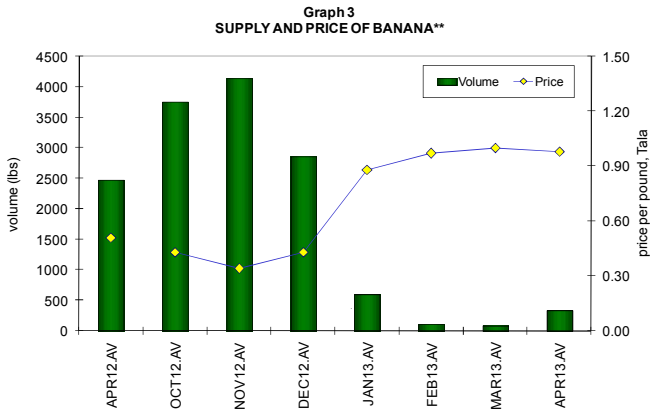


Although there was no change in the supply of taro to the market from the previous month, current volume contributed to 153 percent increase in taro supply when comparing the twelve months ending April 2013 over the twelve months ending April 2012 while price fell 19 percent over the year.

## BANANA

The supply of banana to the market in April 2013 grew 7 fold (to 337 pounds) from the previous month showing strong signs of recovery from cyclone Evan. With more availability of banana at the market, its average price declined 2 percent to \$0.98 per pound. When compared with April 2012 current volume was 86 percent lower while current price was 92 percent higher.

(See Graph 3 and Tables 1 & 2)

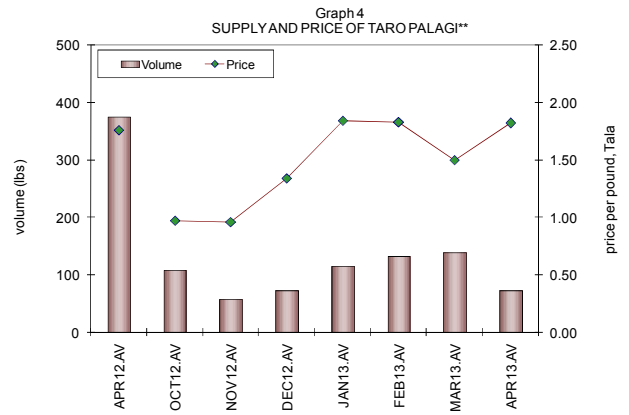


Comparing the twelve months ending April 2013 over the twelve months ending April 2012, supplies of banana in the month under review contributed to a 53 percent decrease in volume and a 37 percent increase in average price.

## TARO PALAGI

The volume of taro palagi available at the Local Markets in April 2013 shrunk 48 percent to 73 pounds from March 2013 and was also 81 percent lower than the available supply in April 2012. Subsequent to the reduction of taro palagi supply in the month under review, average price surged 21 percent to \$1.82 per pound from the previous month and were 3 percent higher when compared with April 2012.

(See Graph 4 and Tables 1 & 2)

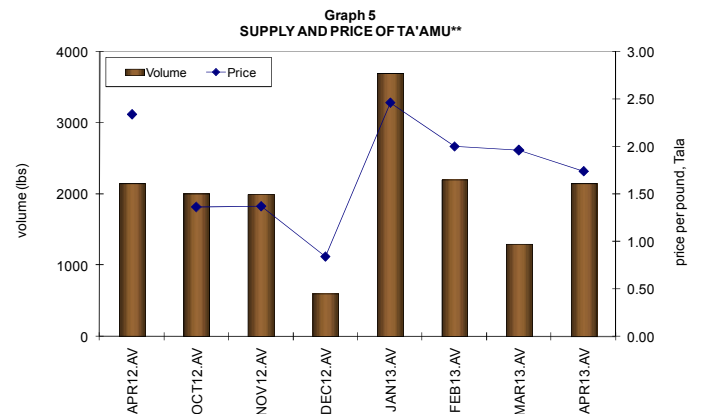


Current supply of taro palagi in the month under review contributed to a 55 percent decrease in volume and a 29 percent increase in price when comparing the twelve months ending April 2013 over the twelve months ending April 2012.

## TA'AMU

Ta'amu supplies at 2,152 pounds in the month under review expanded 66 percent from the previous month but remained unchanged from the same month last year. Its average price decreased 11 percent to \$1.74 per pound; a level that was 26 percent lower when compared with average prices of ta'amu in April 2012.

(See Graph 5 and Tables 1 & 2)

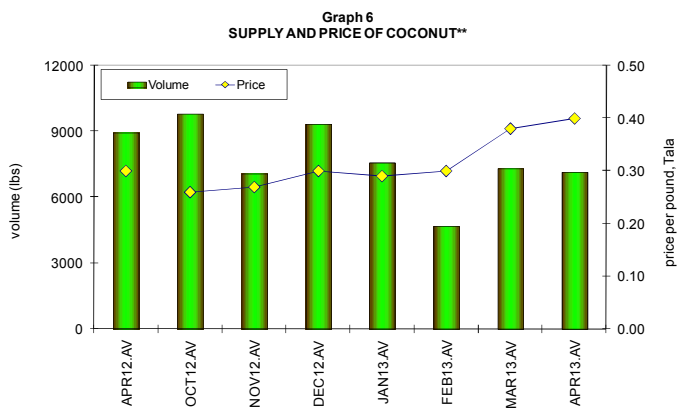


Despite the higher volume in the month under review, current supply of ta'amu contributed to a 51 percent reduction in volume in the twelve months ending April 2013 over the twelve months ending April 2012. The average price of ta'amu rose 4 percent over the same period.

## COCONUT

The volume of coconut at the market fell 2 percent to 7,134 pounds from the previous month and was 20 percent lower than in April 2012. Its average price at \$0.40 per pound in the month under review climbed 5 percent from March 2013 and was 33 percent higher than average prices of coconut in April 2012.

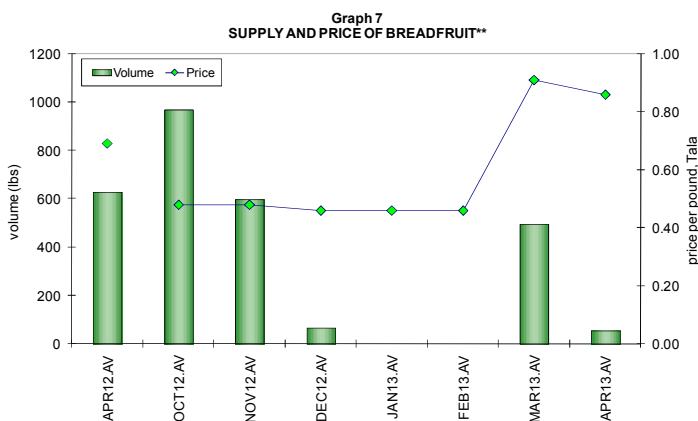
(See Graph 6 and Tables 1 & 2)



The average availability of coconut in the twelve months ending April 2013 was 29 percent lower than the volume of coconut in the twelve months ending April 2012. Its average price however, was 15 percent higher in the same period.

## BREADFRUIT

In the month under review, breadfruit supplies fell 89 percent (to 55 pounds) from the previous month as the off season for breadfruit sets in. Its average price also fell 5 percent to \$0.86 per pound. When compared with April 2012, current breadfruit supply was 91 percent lower while average price was 25 percent higher.

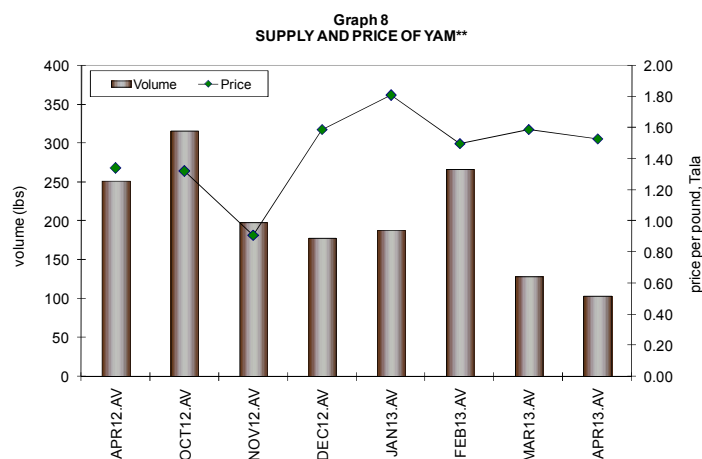


Current supply of breadfruit in the month under review contributed to a 44 percent decline in volume while limited availability pushed its average price up 19 percent when comparing the twelve months ending April 2013 over the twelve months ending April 2012.

## YAM

The supply of yam to the Local Markets in April 2013 shrunk 19 percent (to 104 pounds) from the previous month; a level that was 59 percent lower than the same month last year. Average price of yam also fell 4 percent to \$1.53 per pound from March 2013 but was 14 percent higher when compared with April 2012.

(See Graph 8 and Tables 1 & 2)

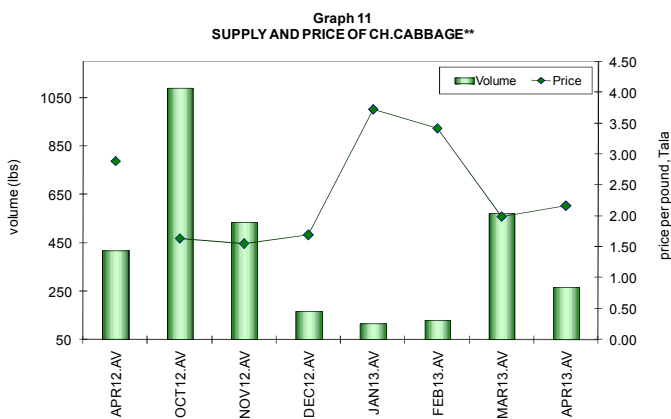
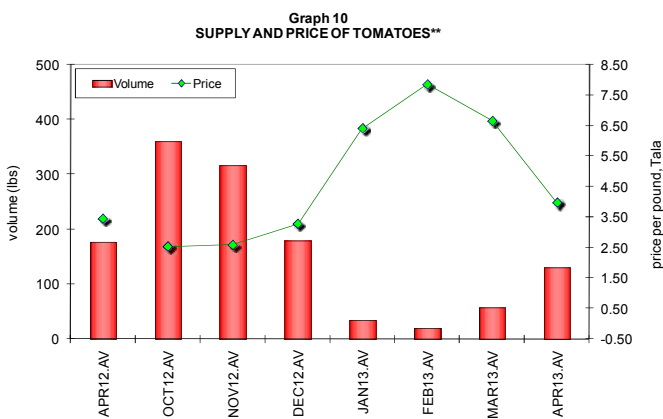
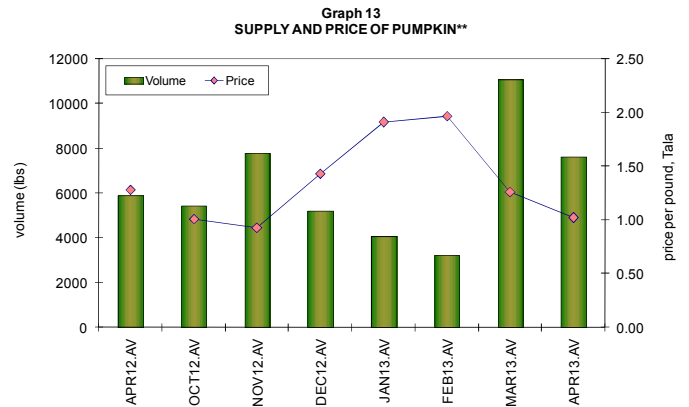
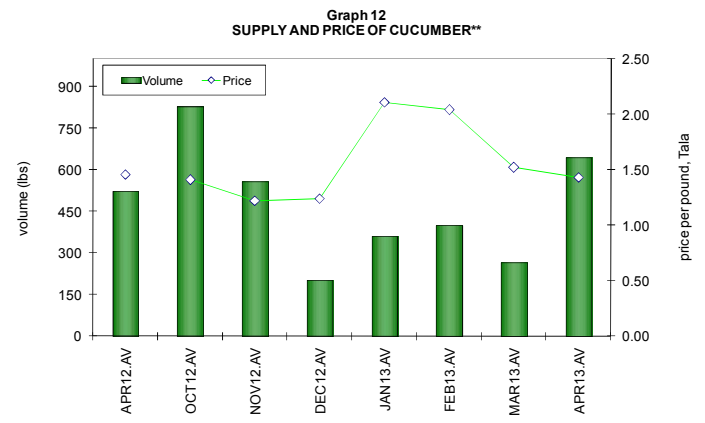
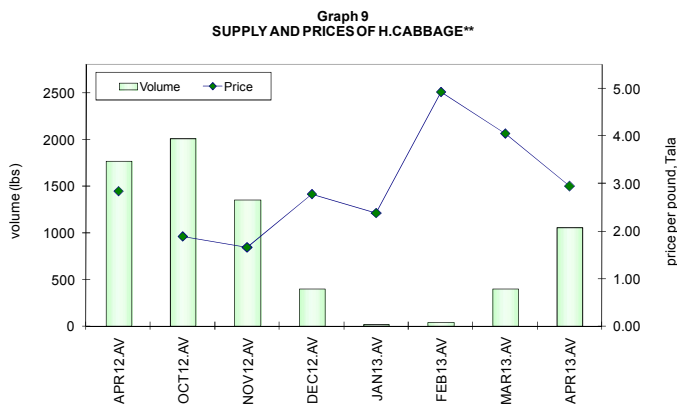


This month's lower supply of yam contributed to a 33 percent decrease in volume in the twelve months ending April 2013 over the twelve months ending April 2012 as its average price fell 2 percent over the same period.

## VEGETABLE PRODUCE

The supply of vegetable produce to the Local Markets in the month under review revealed most vegetable produce expanding with the exception of Chinese cabbage and pumpkin experiencing a 53 percent (to 269 pounds) and 31 percent (to 7,645 pounds) loss respectively from the previous month. On the upside, head cabbage and tomato supplies grew 164 percent (to 1,058 pounds) and 129 percent (to 130 pounds)

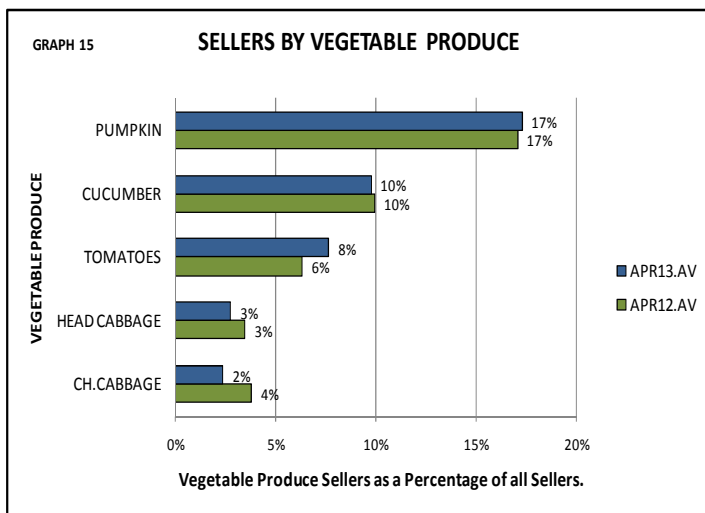
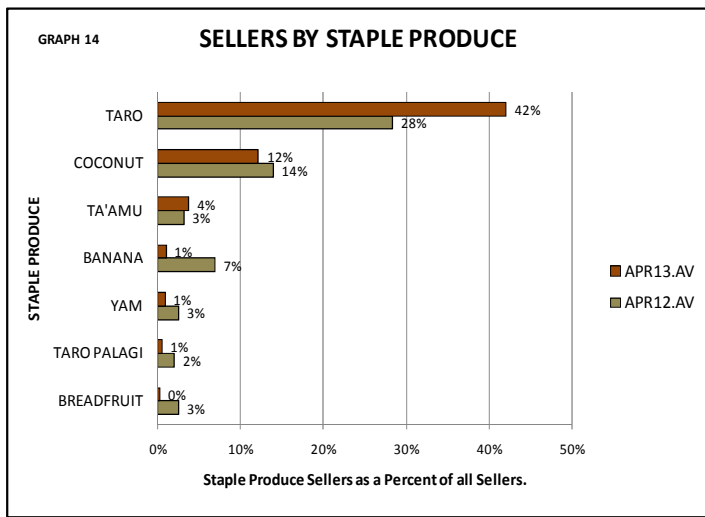
respectively while cucumber supplies edged up 142 percent (to 646 pounds).  
(See Graphs 9 to 13 and Tables 1 & 2)



Consequent to decreased availability of Chinese cabbage, its average price rose 9 percent to \$2.17 per pound. However, with increased availability of most vegetables that were most affected by cyclone Evan (cabbages & tomatoes), pumpkin prices also fell 19 percent to \$1.02 per pound as demand shifted away from pumpkin to other available vegetable produce. In particular, prices of head cabbage fell 27 percent to \$2.94 per pound, tomato prices shrank 40 percent to \$3.97 per pound while cucumber prices experienced a 6 percent reduction in price to \$1.43 per pound.

## SELLERS

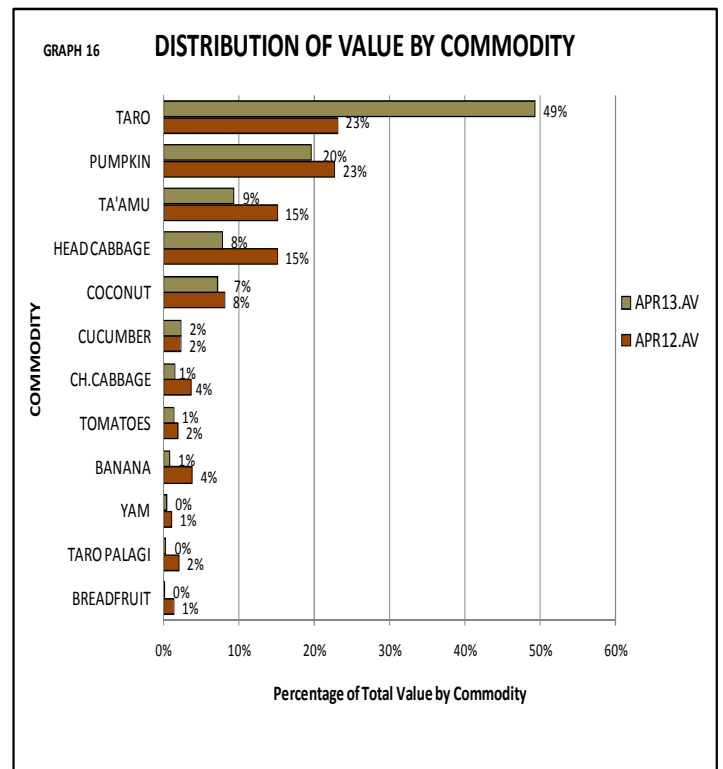
At 200; the number of sellers at the Local market on the days surveyed in the month under review increased 16 percent from last month and was 26 percent higher than the same month a year ago. (See Graphs 14 and 15 and Table 6)



Taro sellers continued to be the largest group with its total increasing to 84 from 73 in March 2013 and 45 in April 2012. Pumpkin sellers followed with a total of 35, lower than 37 in the previous month but higher than 27 in April 2012. Coconut sellers were third, at a total of 24, higher than 23 and 22 in March 2013 and April 2012 respectively. The number of cucumber sellers rose to 20 from 10 and 16 in the previous month and same month last year in that order. Sellers of tomato and ta'amu at 15 and 8 grew from 8 and 6 in March 2013 and 10 and 5 in April 2012 in that order. There were a total of 6 sellers of head cabbage at the market rising from 3 in the previous month but remained unchanged from the same month last year. Chinese cabbage sellers fell to 5 from 7 and 6 in March 2013 and April 2012 respectively. Sellers of banana and yam recorded 2 each while there was only 1 seller of breadfruit at the market in the month under review. There was 1 seller recorded for taro palagi.

## VALUE OF SUPPLIES

The average value of selected produce supplied to the market at \$39,900 in April 2013 was 13 percent lower than the previous month but was 20 percent higher when compared to April 2012.



Taro contributed the most to the total value of produce surveyed with a share of 49 percent in April 2013, a level that was higher than 48 percent and 23 percent in March 2013 and April 2012 respectively. Pumpkin followed with a 20 percent share, which was lower than 31 percent and 23 percent in the previous month and the same month last year. Ta'amu supplies accounted for 9 percent of total value, a level that was higher than 6 percent in March 2013 but was significantly lower than 15 percent in April 2012. Head cabbage accounted for 8 percent of total value, rising from 4 percent in the previous month but lower than 15 percent in the same month last year. Coconut contributed 7 percent to total value increasing from 6 percent in March 2013 but lower than 8 percent in April 2012. Cucumber supplies contributed 2 percent to total value while banana, tomato, and Chinese cabbage contributed 1 percent each in the month under review. Relatively lower shares were recorded for the rest of the other commodities.

(See Graph 16 and Table 3)

**The Local Market Survey Report for May 2013 will be available on the 14<sup>th</sup> June 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	APR12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	APR13.AV	Apr-13	
										% chng from prev mnth	%chng from APR 12
TARO	8422	6011	14549	10028	14035	19303	17416	22361	22348	0	272
BANANA	6349	2478	3759	4144	2861	600	112	86	337	292	-86
TARO PALAGI	484	375	109	58	73	115	133	139	73	-48	-81
TA'AMU	10042	2147	2006	1997	603	3700	2203	1295	2152	66	0
COCONUT	9964	8928	9820	7067	9330	7566	4686	7299	7134	-2	-20
BREADFRUIT	608	627	968	598	66	0	0	495	55	-89	-91
YAM	415	252	317	198	179	188	267	129	104	-19	-59
HEAD CABBAGE	1531	1767	2010	1354	404	19	45	402	1058	164	-40
TOMATOES	300	177	360	317	180	35	20	57	130	129	-26
CH.CABBAGE	720	419	1092	535	169	116	132	572	269	-53	-36
CUCUMBER	978	523	829	557	204	361	400	267	646	142	23
PUMPKIN	7508	5914	5458	7786	5232	4085	3224	11093	7645	-31	29

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

PRODUCE	2010 AVE	APR12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	APR13.AV	% chng from	
										prev mnth	APR 12
TARO	1.05	1.28	0.92	0.83	0.92	0.93	1.12	0.98	0.88	-10	-31
BANANA	0.45	0.51	0.43	0.34	0.43	0.88	0.97	1.00	0.98	-2	92
TARO PALAGI	0.76	1.76	0.97	0.96	1.34	1.84	1.83	1.50	1.82	21	3
TA'AMU	1.10	2.34	1.36	1.37	0.84	2.46	2.00	1.96	1.74	-11	-26
COCONUT	0.23	0.30	0.26	0.27	0.30	0.29	0.30	0.38	0.40	5	33
BREADFRUIT	0.41	0.69	0.48	0.48	0.46	0.46	0.46	0.91	0.86	-5	25
YAM	1.34	1.34	1.32	0.91	1.59	1.81	1.50	1.59	1.53	-4	14
HEAD CABBAGE	2.86	2.84	1.89	1.66	2.78	2.38	4.93	4.05	2.94	-27	4
TOMATOES	4.55	3.46	2.53	2.59	3.28	6.41	7.86	6.66	3.97	-40	15
CH.CABBAGE	2.27	2.89	1.64	1.55	1.69	3.73	3.42	1.99	2.17	9	-25
CUCUMBER	1.49	1.46	1.41	1.22	1.24	2.11	2.04	1.52	1.43	-6	-2
PUMPKIN	1.00	1.28	1.01	0.93	1.43	1.91	1.97	1.26	1.02	-19	-20

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

PRODUCE	Total value 2010	APR12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	APR13.AV	% chng from	
										prev mnth	APR 12
TARO	103.1	7.7	13.4	8.3	12.9	18.0	19.5	21.9	19.7		
BANANA	34.2	1.3	1.6	1.4	1.2	0.5	0.1	0.1	0.3		
TARO PALAGI	4.6	0.7	0.1	0.1	0.1	0.2	0.2	0.2	0.1		
TA'AMU	133.3	5.0	2.7	2.7	0.5	9.1	4.4	2.5	3.7		
COCONUT	27.2	2.7	2.6	1.9	2.8	2.2	1.4	2.8	2.9		
BREADFRUIT	2.5	0.4	0.5	0.3	0.0	0.0	0.0	0.5	0.1		
YAM	6.6	0.3	0.4	0.2	0.3	0.3	0.4	0.2	0.2		
HEAD CABBAGE	45.0	5.0	3.8	2.3	1.1	0.1	0.2	1.6	3.1		
TOMATOES	11.6	0.6	0.9	0.8	0.6	0.2	0.2	0.4	0.5		
CH.CABBAGE	16.3	1.2	1.8	0.8	0.3	0.4	0.5	1.1	0.6		
CUCUMBER	15.0	0.8	1.2	0.7	0.3	0.8	0.8	0.4	0.9		
PUMPKIN	78.0	7.6	5.5	7.2	7.5	7.8	6.4	14.0	7.8		
	477.5	33.3	34.5	26.7	27.6	39.6	34.1	45.7	39.9	-13	20

\*on the days surveyed

@ new weights and base

no price available. Carried forward from previous month

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

PRODUCE	2010 Weights	APR12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	APR13.AV	% chng from prev mnth	%chng from APR 12
TARO	0.22	71	173	119	167	229	207	266	265		
BANANA	0.07	39	59	65	45	9	2	1	5		
TARO PALAGI	0.01	77	22	12	15	24	28	29	15		
TA'AMU	0.28	21	20	20	6	37	22	13	21		
COCONUT	0.06	90	99	71	94	76	47	73	72		
BREADFRUIT	0.01	103	159	98	11	0	0	81	9		
YAM	0.01	61	76	48	43	45	64	31	25		
HEAD CABBAGE	0.09	115	131	88	26	1	3	26	69		
TOMATOES	0.02	59	120	106	60	12	7	19	43		
CH.CABBAGE	0.03	58	152	74	23	16	18	79	37		
CUCUMBER	0.03	53	85	57	21	37	41	27	66		
PUMPKIN	0.16	79	73	104	70	54	43	148	102		
	1.00	60	90	73	64	77	64	97	96	-1	59

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

PRODUCE	2010 Weights	APR12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	APR13.AV	% chng from prev mnth	%chng from APR 12
TARO	0.22	122	88	79	88	89	107	94	84		
BANANA	0.07	113	95	75	95	195	215	222	217		
TARO PALAGI	0.01	230	127	126	175	241	239	196	238		
TA'AMU	0.28	213	124	125	76	224	182	178	158		
COCONUT	0.06	131	114	118	131	127	131	166	175		
BREADFRUIT	0.01	168	117	117	112	112	112	221	209		
YAM	0.01	100	99	68	119	135	112	119	114		
HEAD CABBAGE	0.09	99	66	58	97	83	172	142	103		
TOMATOES	0.02	76	56	57	72	141	173	146	87		
CH.CABBAGE	0.03	127	72	68	74	164	151	88	96		
CUCUMBER	0.03	98	95	82	84	142	137	102	96		
PUMPKIN	0.16	129	101	93	144	192	198	127	102		
	1.00	146	100	94	98	160	164	144	128	-11	-12

**Table 6: Number of Sellers**

PRODUCE		APR12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	APR13.AV	% chng from prev mnth	%chng from APR 12
TARO		45	68	55	64	96	86	73	84		
BANANA		11	21	17	10	3	1	1	2		
TARO PALAGI		3	1	1	1	2	1	2	1		
TA'AMU		5	6	6	4	6	7	6	8		
COCONUT		22	28	25	24	25	17	23	24		
BREADFRUIT		4	4	4	1	0	0	2	1		
YAM		4	3	3	2	3	4	2	2		
HEAD CABBAGE		6	7	9	2	1	1	3	6		
TOMATOES		10	22	17	12	3	5	8	15		
CH.CABBAGE		6	9	7	3	2	3	7	5		
CUCUMBER		16	12	18	8	14	11	10	20		
PUMPKIN		27	31	28	18	18	16	37	35		
		158	212	190	146	169	151	172	200	16	26

\*on the days surveyed

@ new weights and base