

## SAMOA BUREAU OF STATISTICS

# LOCAL MARKET SURVEY MAY 2024

*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:

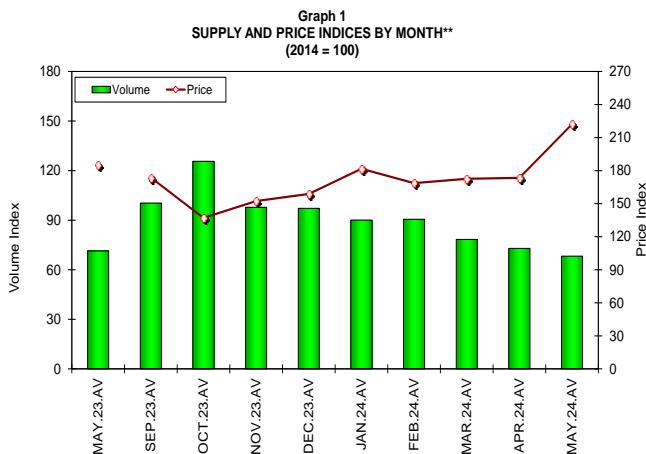
The Local Market survey in May 2024 showed that the overall volume declined by 5 percent while average prices increased by 28 percent when compared to April 2024.

- Significant reduction in the supply of pumpkin and banana largely contributed to the reduction in the volume index.
- The value of supplies rose 11 percent to \$85,400 from the preceding month.
- The total number of sellers declined 17 percent to 210 in May 2024 from the 253 recorded in April 2024.

Issue: 01/05/24

## OVERVIEW

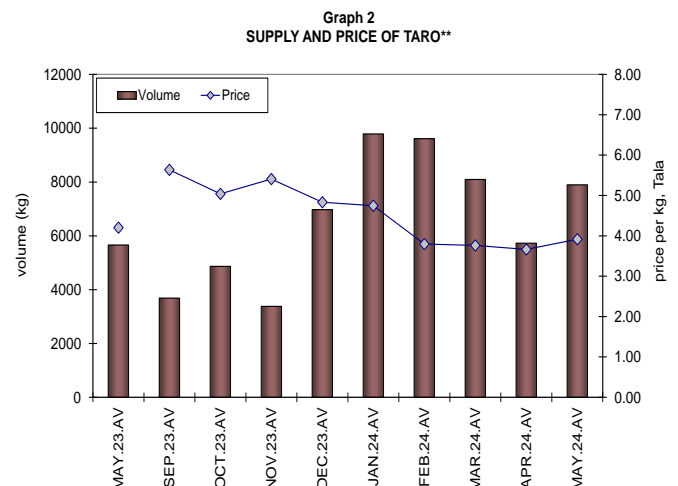
The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in May 2024 showed a decrease of 5 percent in the overall volume from April 2024. This decline in volume stem from the significant reductions in the supply of pumpkin, banana and some agricultural produce supplied to the markets. When compared to May 2023, the current supply decreased by 3 percent. (See Graph 1 and Tables 4 & 5)



The overall price index rose by 28 percent from the previous month. Higher prices were recorded for the majority of agricultural produce except for coconut, breadfruit, yam and cucumber. When compared with May 2023, the overall price level increased by 20 percent.

## TARO

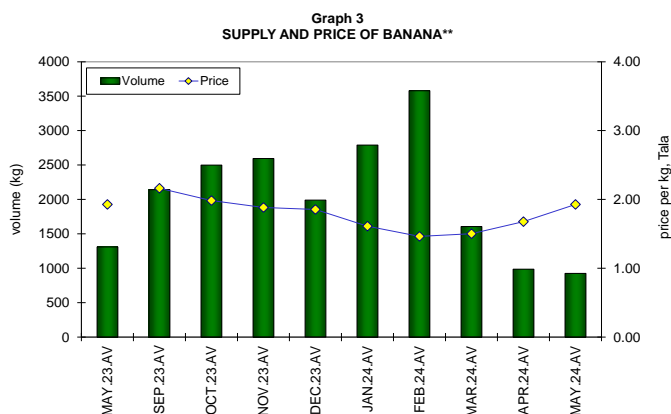
The volume of taro supplied to the local markets in May 2024 rose by 44 percent (to 8,275 kilograms) from April 2024; a level that was 46 percent higher than the same month last year. Strong demand for taro led to the increase in its average price by 7 percent. When compared to May 2023, the current price of taro fell 7 percent. (See Graph 2 and Tables 1&2)



Taro supply rose 20 percent in the twelve month period ending May 2024 in comparison to the twelve month period ending May 2023. Its price also increased by 20 percent.

## BANANA

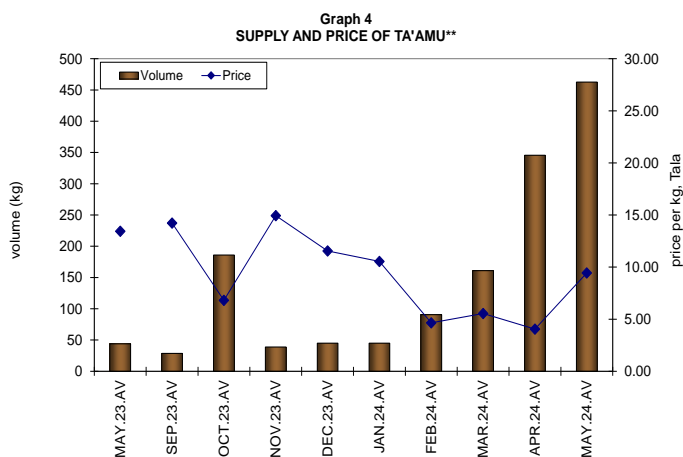
The supply of banana to the local markets in May 2024 fell 6 percent (to 929 kilograms) from April 2024 while the average price increased by 15 percent (to \$1.93 per kilogram). When compared to the same month last year, the current supply fell 29 percent while average price of banana revealed no change. (See Graph 3 and Tables 1&2).



Annually, banana supply and price increased by 6 percent and 22 percent respectively when compared to the year ended May 2023.

## TA'AMU

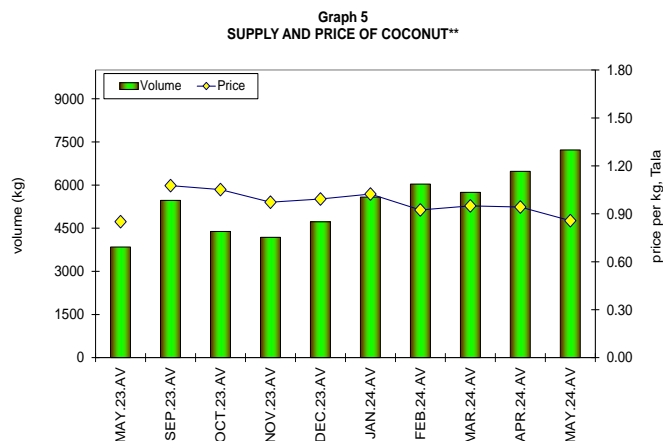
At an average of 467 kilograms, ta'amu supplied at the markets in May 2024 increased 35 percent from the previous month whereas its average price increased to more than double. In comparison to the same month last year, current supply of ta'amu recorded a much higher volume while its average price decreased by 30 percent. (See Graph 4 and Tables 1&2)



In the year ending May 2024, the volume of ta'amu supplied to the markets went up while its price dropped 9 percent over the year ending May 2023.

## COCONUT

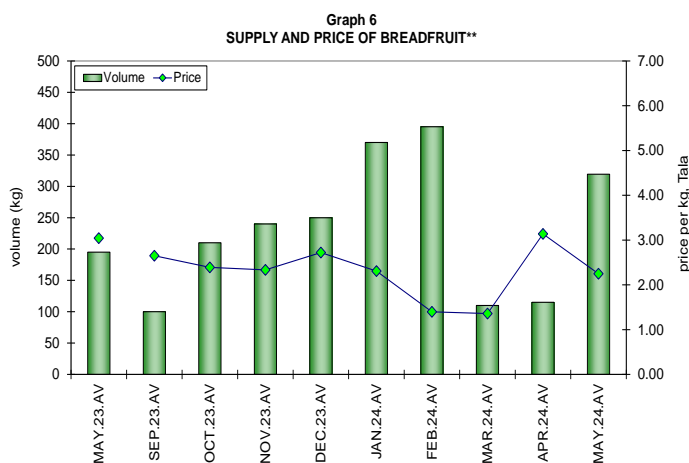
Coconut supplies at 7,221 kilograms increased by 11 percent from April 2024, while its average price decreased by 9 percent (to \$0.86 per kilogram). In comparison to May 2023, current supply of coconut increased by 88 percent while its average price increased by 1 percent. (See Graph 5 and Tables 1&2)



In the twelve months ending May 2024, supply and average price of coconut increased by 25 percent and 9 percent respectively when compared to the twelve months ending May 2023.

## BREADFRUIT

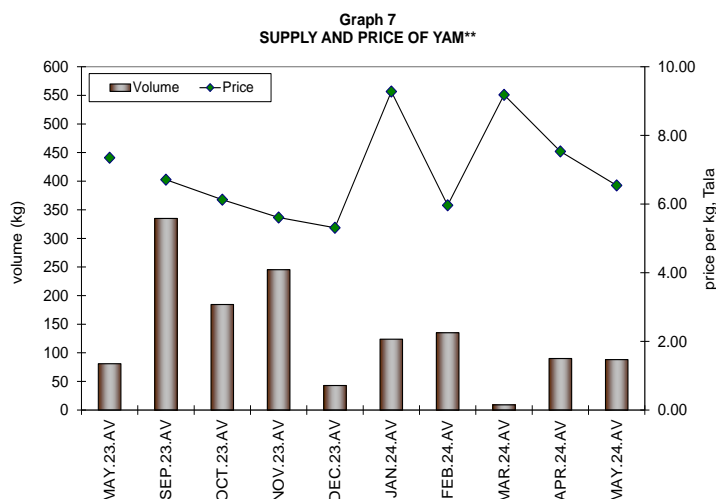
The volume of breadfruit supply in May 2024 increased to more than double from the previous month, while its average price declined by 28 percent (to \$2.25 per kilogram). When compared to May 2023, current supply of breadfruit was 64 percent higher and its average price decreased by 26 percent. (See Graph 6 and Tables 1&2)



Annually, the supply of breadfruit decreased by 6 percent while average prices increased by 41 percent over the year ended May 2023.

## YAM

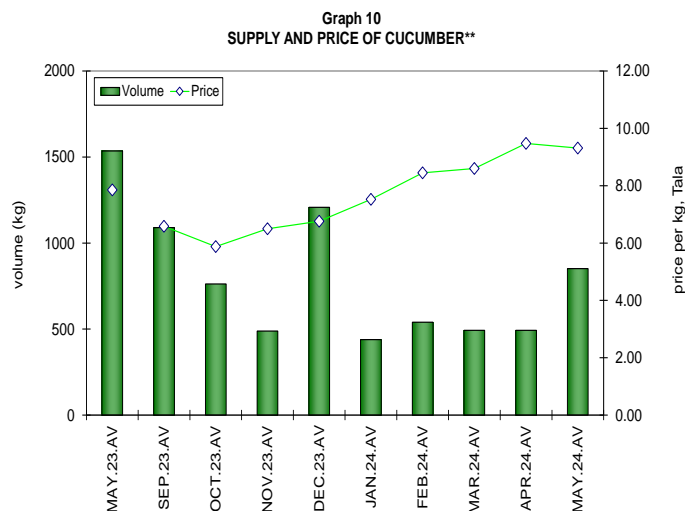
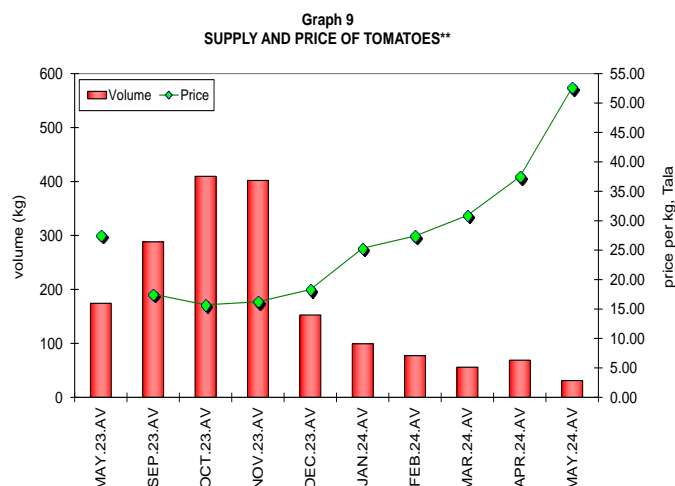
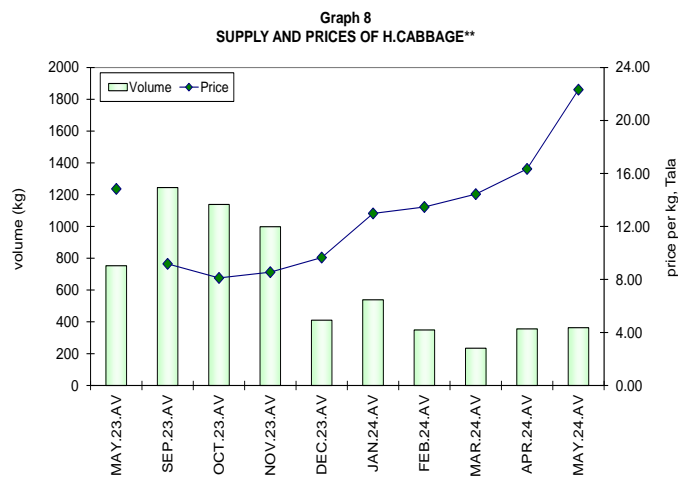
Yam supplies at 88 kilograms decreased 2 percent from the previous month, while its average price decreased by 13 percent (to \$6.54 per kilogram). When compared to the same month last year, the current supply of yam increased by 9 percent, while its average price decreased by 11 percent. (See Graph 7 and Tables 1 & 2)



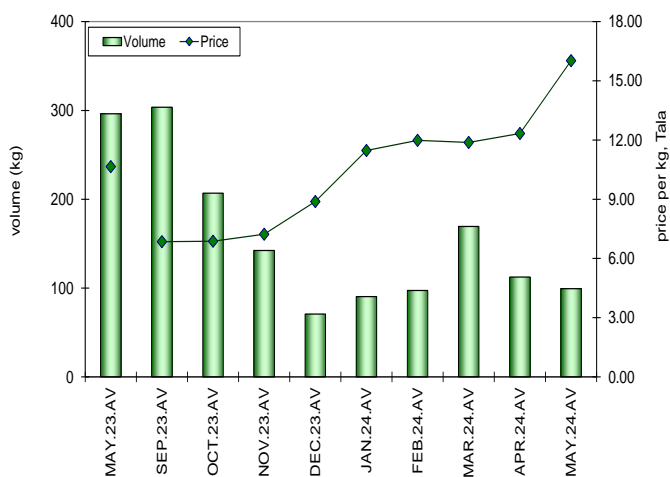
Supply of yam in the twelve months ending May 2024 increased 36 percent in comparison to the twelve months ending May 2023. Its average price increased by 24 percent.

## VEGETABLE PRODUCE

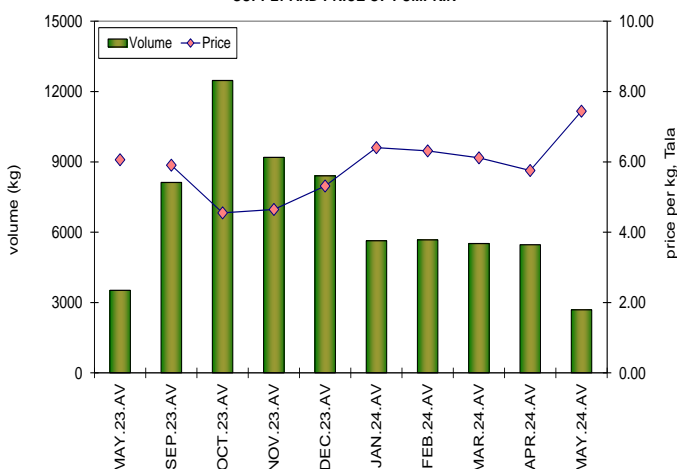
The supply of the majority of vegetable to the local markets in May 2024 experienced significant decreases with the exception of cucumber and head cabbage supplies which increased by 73 percent (to 852 kilograms) and 2 percent (to 363 kilograms). Tomato recorded the largest decline of 55 percent (to 31 kilograms), followed by pumpkin decreasing 51 percent (to 2,693 kilograms) while Chinese cabbage supply decreased by 12 percent (to 99 kilograms) when compared to the previous month. (See Graphs 8 to 12 and Tables 1 & 2)



Graph 11  
SUPPLY AND PRICE OF CH.CABBAGE\*\*



Graph 12  
SUPPLY AND PRICE OF PUMPKIN\*\*

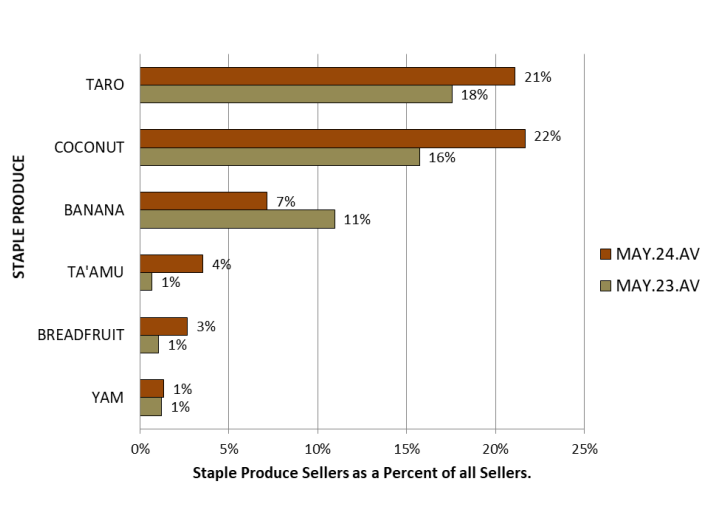


The prices for most of the vegetables available at the local markets in the reviewed month increased with the exception of cucumber whose price decreased by 2 percent (to \$9.32 per kilogram) when compared to the previous month. Price for tomatoes increased 40 percent (to \$52.64 per kilogram), head cabbage price rose by 37 percent (to \$22.33 per kilogram), Chinese cabbage price went up 30 percent (to \$16.02 per kilogram) and pumpkin price increased by 29 percent (to \$7.44 per kilogram) when compared to April 2024.

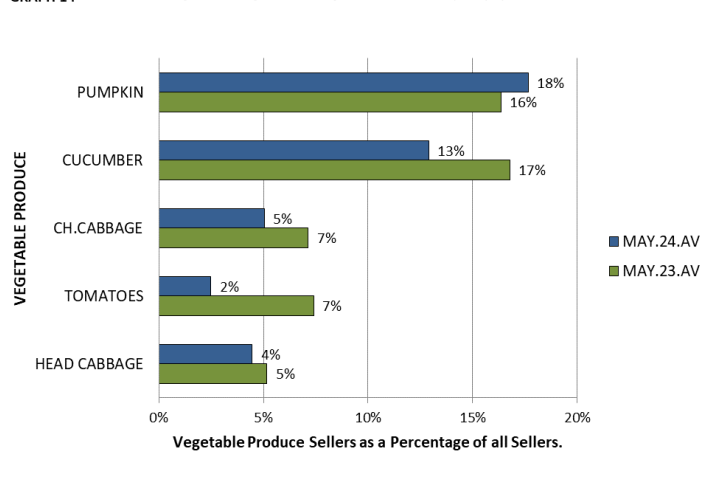
## SELLERS

At 210, the average number of sellers at the local markets in May 2024 decreased by 17 percent but fell 11 percent when compared to the preceding month and the same month last year respectively. (See Graphs 13 and 14 and Table 6).

GRAPH 13  
SELLERS BY STAPLE PRODUCE



GRAPH 14  
SELLERS BY VEGETABLE PRODUCE

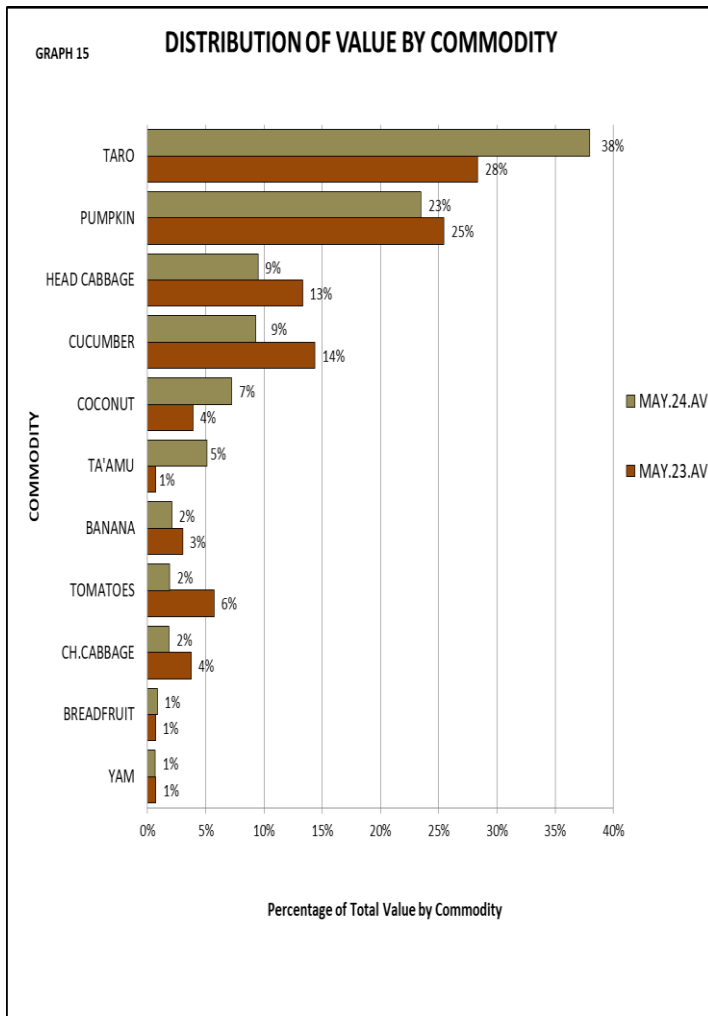


In May 2024, sellers of staple food at 57 percent were the largest group at the local markets. It was lower than its share of 60 percent in the previous month and were higher than the 47 percent in the same month last year. Vegetable sellers which made up 43 percent of total sellers were higher than the 40 percent in April 2024 but much lower than its share of 53 percent in May 2023.

## VALUE OF SUPPLIES

The average value of selected produce supplied to the local markets in May 2024 stood at \$85,400, increasing 11 percent from the previous month and up 2 percent when compared to May 2023.

decreasing from the 8 percent over the previous month but were higher than the 4 percent in the same month a year ago. Ta'amu, banana, tomato, Chinese cabbage, breadfruit and yam all recorded the lowest shares in the month under review. (See Graph 15 & Table 3)



Taro supplies contributed the most to the total value of produce supplied to the markets with a share of 38 percent in May 2024; a level that was higher than the 27 percent and 28 percent in the previous month and the same month a year ago. Pumpkin supplies contributed 23 percent to the total value, decreasing 41 percent from the preceding month and 25 percent in the same month a year ago. Head cabbage supplies contributed 9 percent of the total value, increasing from the 8 percent in April 2024 but were lower than the 13 percent in the same month a year ago, while shares of cucumber accounted for 9 percent of total value, increased from the 6 percent in April 2024 but was lower than the 14 percent in May 2023. Coconut supplies contributed 7 percent to total value,

### **Technical Notes**

The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at **Fugalei, Taufusi, Vaitele, Lotopa, Ululoloa, Afega, Saleimoa, Savaia, Vaoala, Faatoia 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.

---

**The Local Market Survey Report for June 2024 will be available on 15<sup>th</sup> July 2024.**

### **SAMOA BUREAU OF STATISTICS**

*Economic Statistics Division  
FMFM II Building, Level 1  
P O Box 1151  
Apia, Samoa*

*Phone: (685) 62014/62015  
Fax: (685) 24675*

*E-mail: [info.stats@sbs.gov.ws](mailto:info.stats@sbs.gov.ws)*

*Website: [www.sbs.gov.ws](http://www.sbs.gov.ws)*

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

PRODUCE	2014 AVE	May-24										% chng from prev mnth	%chng from MAY 23	12 over 12 months
		MAY.23.AV	SEP.23.AV	OCT.23.AV	NOV.23.AV	DEC.23.AV	JAN.24.AV	FEB.24.AV	MAR.24.AV	APR.24.AV	MAY.24.AV			
TARO	7521	5658	3688	4867	3376	6975	9788	9611	8094	5728	8275	44	46	20
BANANA	2642	1311	2141	2499	2594	1990	2789	3579	1607	986	929	-6	-29	6
TA'AMU	816	44	29	186	39	45	45	91	161	346	467	35	961	193
COCONUT	7993	3845	5467	4384	4182	4724	5580	6034	5744	6478	7221	11	88	25
BREADFRUIT	186	195	100	210	240	250	370	395	110	115	319	178	64	-6
YAM	129	81	335	185	245	43	124	135	9	90	88	-2	9	36
HEAD CABBAGE	811	753	1245	1139	999	410	539	349	234	356	363	2	-52	14
TOMA TOES	256	174	288	410	402	153	99	77	56	69	31	-55	-82	-33
CH.CABBAGE	129	296	304	207	142	71	90	97	169	112	99	-12	-66	-14
CUCUMBER	542	1535	1090	762	488	1207	439	540	492	492	852	73	-45	-32
PUMPKIN	6217	3523	8125	12470	9192	8403	5633	5677	5515	5465	2693	-51	-24	-22

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

PRODUCE	2014 AVE	May-24										% chng from prev mnth	%chng from MAY 23	12 over 12 months
		MAY.23.AV	SEP.23.AV	OCT.23.AV	NOV.23.AV	DEC.23.AV	JAN.24.AV	FEB.24.AV	MAR.24.AV	APR.24.AV	MAY.24.AV			
TARO	1.48	4.20	5.64	5.04	5.41	4.83	4.75	3.80	3.76	3.66	3.92	7	-7	20
BANANA	0.76	1.93	2.16	1.98	1.88	1.85	1.61	1.46	1.50	1.68	1.93	15	0	22
TA'AMU	2.78	13.44	14.22	6.81	14.94	11.56	10.54	4.65	5.54	4.05	9.39	132	-30	-9
COCONUT	0.62	0.85	1.08	1.05	0.97	0.99	1.02	0.92	0.95	0.94	0.86	-9	1	9
BREADFRUIT	0.94	3.04	2.65	2.39	2.34	2.72	2.31	1.40	1.36	3.14	2.25	-28	-26	41
YAM	3.16	7.35	6.71	6.13	5.61	5.31	9.28	5.96	9.18	7.53	6.54	-13	-11	24
HEAD CABBAGE	5.40	14.83	9.18	8.11	8.55	9.65	12.99	13.47	14.44	16.34	22.33	37	51	18
TOMA TOES	9.55	27.54	17.51	15.72	16.23	18.31	25.34	27.41	30.91	37.48	52.64	40	91	47
CH.CABBAGE	4.38	10.66	6.85	6.88	7.23	8.89	11.47	11.98	11.88	12.33	16.02	30	50	28
CUCUMBER	2.99	7.85	6.59	5.88	6.50	6.76	7.53	8.45	8.60	9.47	9.32	-2	19	30
PUMPKIN	2.61	6.06	5.91	4.55	4.65	5.31	6.41	6.31	6.11	5.76	7.44	29	23	59

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

PRODUCE	Total value 2014	May-24										% chng from prev mnth	%chng from MAY 23	12 over 12 months
		MAY.23.AV	SEP.23.AV	OCT.23.AV	NOV.23.AV	DEC.23.AV	JAN.24.AV	FEB.24.AV	MAR.24.AV	APR.24.AV	MAY.24.AV			
TARO	126.6	23.8	20.8	24.5	18.3	33.7	46.5	36.5	30.5	21.0	32.4	55	36	39
BANANA	25.1	2.5	4.6	5.0	4.9	3.7	4.5	5.2	2.4	1.7	1.8	8	-29	27
TA'AMU	25.6	0.6	0.4	1.3	0.6	0.5	0.5	0.4	0.9	1.4	4.4	213	642	183
COCONUT	59.3	3.3	5.9	4.6	4.1	4.7	5.7	5.6	5.5	6.1	6.2	1	89	36
BREADFRUIT	1.8	0.6	0.3	0.5	0.6	0.7	0.9	0.6	0.2	0.4	0.7	100	22	43
YAM	4.7	0.6	2.3	1.1	1.4	0.2	1.2	0.8	0.1	0.7	0.6	-15	-3	74
HEAD CABBAGE	44.6	11.2	11.4	9.2	8.5	4.0	7.0	4.7	3.4	5.8	8.1	39	-27	32
TOMA TOES	21.5	4.8	5.0	6.4	6.5	2.8	2.5	2.1	1.7	2.6	1.6	-37	-66	-12
CH.CABBAGE	5.9	3.2	2.1	1.4	1.0	0.6	1.0	1.2	2.0	1.4	1.6	14	-50	8
CUCUMBER	18.4	12.1	7.2	4.5	3.2	8.2	3.3	4.6	4.2	4.7	7.9	70	-34	-12
PUMPKIN	178.3	21.4	48.0	56.8	42.7	44.6	36.1	35.8	33.7	31.5	20.0	-36	-6	23
	511.8	83.9	107.9	115.4	91.7	103.7	109.1	97.5	84.5	77.1	85.4	11	2	25

\*on the days surveyed  
@ new weights and base

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

PRODUCE	2014 Weights	MAY.23.AV	SEP.23.AV	OCT.23.AV	NOV.23.AV	DEC.23.AV	JAN.24.AV	FEB.24.AV	MAR.24.AV	APR.24.AV	MAY.24.AV	% chng from prev mnth	%chng from MAY 23
TARO	0.25	75	49	65	45	93	130	128	108	76	110	44	46
BANANA	0.05	50	81	95	98	75	106	135	61	37	35	-6	-29
TA'AMU	0.05	5	4	23	5	6	6	11	20	42	57	35	961
COCONUT	0.12	48	68	55	52	59	70	75	72	81	90	11	88
BREADFRUIT	0.004	105	54	113	129	134	199	212	59	62	172	178	64
YAM	0.01	63	260	143	190	33	96	105	7	70	68	-2	9
HEAD CABBAGE	0.09	93	154	140	123	51	66	43	29	44	45	2	-52
TOMATOES	0.04	68	113	160	157	60	39	30	22	27	12	-55	-82
CH.CABBAGE	0.01	230	235	160	110	55	70	75	131	87	77	-12	-66
CUCUMBER	0.04	283	201	141	90	223	81	100	91	91	157	73	-45
PUMPKIN	0.35	57	131	201	148	135	91	91	89	88	43	-51	-24
	1.00	71	100	126	98	97	90	91	78	73	70	-5	-3

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

PRODUCE	2014 Weights	MAY.23.AV	SEP.23.AV	OCT.23.AV	NOV.23.AV	DEC.23.AV	JAN.24.AV	FEB.24.AV	MAR.24.AV	APR.24.AV	MAY.24.AV	% chng from prev mnth	%chng from MAY 23
TARO	0.25	284	381	341	365	327	321	257	254	248	265	7	-7
BANANA	0.05	254	285	261	248	244	212	193	198	221	254	15	0
TA'AMU	0.05	484	512	245	537	416	379	167	199	146	338	132	-30
COCONUT	0.12	137	174	170	157	160	165	149	153	152	138	-9	1
BREADFRUIT	0.004	324	282	254	248	289	245	149	145	334	239	-28	-26
YAM	0.01	233	212	194	177	168	294	189	291	238	207	-13	-11
HEAD CABBAGE	0.09	275	170	150	158	179	240	249	267	303	414	37	51
TOMATOES	0.04	288	183	165	170	192	265	287	324	392	551	40	91
CH.CABBAGE	0.01	243	156	157	165	203	262	274	271	282	366	30	50
CUCUMBER	0.04	263	220	197	217	226	252	283	288	317	312	-2	19
PUMPKIN	0.35	232	226	174	178	204	245	242	234	221	285	29	23
	1.00	185	174	137	152	159	182	169	173	173	222	28	20

**Table 6: Number of Sellers**

PRODUCE	2014 AVE	MAY.23.AV	SEP.23.AV	OCT.23.AV	NOV.23.AV	DEC.23.AV	JAN.24.AV	FEB.24.AV	MAR.24.AV	APR.24.AV	MAY.24.AV	% chng from prev mnth	%chng from MAY 23
TARO	46	33	43	48	44	48	59	59	67	65	44	-31	34
BANANA	27	21	34	34	32	25	35	42	21	22	15	-31	-28
TA'AMU	7	1	1	3	1	1	1	2	6	7	7	10	492
COCONUT	57	30	31	35	36	28	44	48	49	55	46	-17	53
BREADFRUIT	4	2	3	5	4	4	6	7	2	2	6	273	180
YAM	5	2	6	6	7	1	2	4	0	1	3	124	24
HEAD CABBAGE	12	9.8	22	17	14	7	10	9	6	7	9	45	-4
TOMATOES	39	14	31	41	31	17	15	10	7	9	5	-44	-63
CH.CABBAGE	13	14	22	18	11	7	8	7	13	12	11	-13	-21
CUCUMBER	42	32	39	31	20	28	21	20	19	20	27	38	-14
PUMPKIN	83	31	67	85	74	64	50	44	52	55	37	-32	20
	337	189	301	321	272	228	250	253	242	253	210	-17	11

\*on the days surveyed

@ new weights and base