



# LOCAL MARKET SURVEY

## OCTOBER 2024

### MONTHLY HIGHLIGHTS:

October 2024 compared to September 2024

❖ **Overall Volume decreased by 25%.**

- Ta'amu (down 47%)
- Taro (down 38%)
- Pumpkin (down 35%)

❖ **Overall Price increased 5%.**

- Chinese Cabbage (up 31%)
- Ta'amu (up 26%)
- Yam (up 23%)
- Tomatoes (up 8%)
- Pumpkin (up 6%)

❖ **Value of Supplies fell 23 percent to \$119,500.**

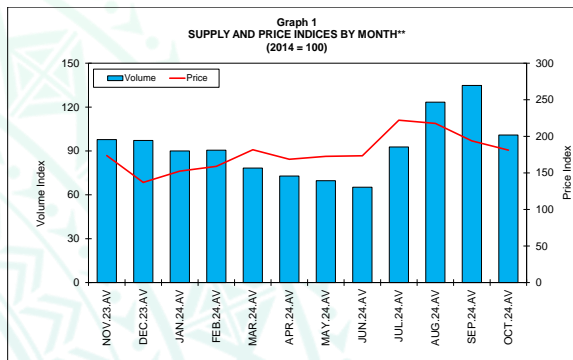
❖ **Total number of sellers decreased by 7 percent to 284.**

Date of release:  
 21<sup>st</sup> November 2024

The next Local Market Report will be released on the 21<sup>st</sup> December 2024

### OVERVIEW

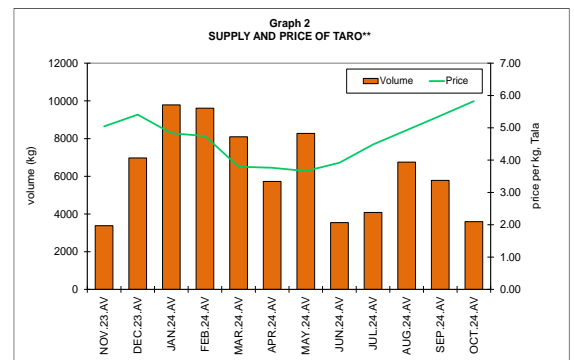
The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in October 2024 showed that the overall volume decreased by 25 percent from September 2024. This reflects significant decreases in the supply of ta'amu, taro and pumpkin. In comparison to October 2023, the overall volume decreased by 20 percent. (See Graph 1 and Tables 4 & 5)



The overall price index rose 5% from the previous month. Higher prices were recorded for most agricultural produce except taro, banana and cucumber. In comparison to October 2023, the overall price index increased by 31%.

### TARO

The volume of taro supplied to the local markets in October 2024 decreased by 38 percent (to 3,595 kilograms) from September 2024 and also reduced by 26 percent from October 2023. The average price of taro fell by 10% as indicated by the percentage change from the previous month. In comparison to October 2023, the average price of taro rose by 5%. (See Graph 2 and Tables 1&2)

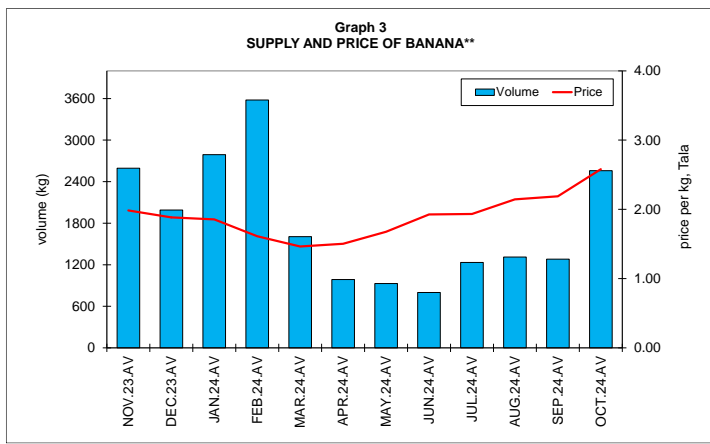


Annually, taro supply and prices increased by 34% and 2% respectively compared to the year ended October 2023.

### BANANA

The supply of bananas to the local markets in October 2024 increased by more than double (to 2,559 kilograms) from September 2024 while its average price went down by 16 percent (to \$2.16 per kilogram). When compared to the same month last year, the current supply of bananas went up by 2 percent and its average rose by 9 percent. (See Graph 3 and Tables 1&2).

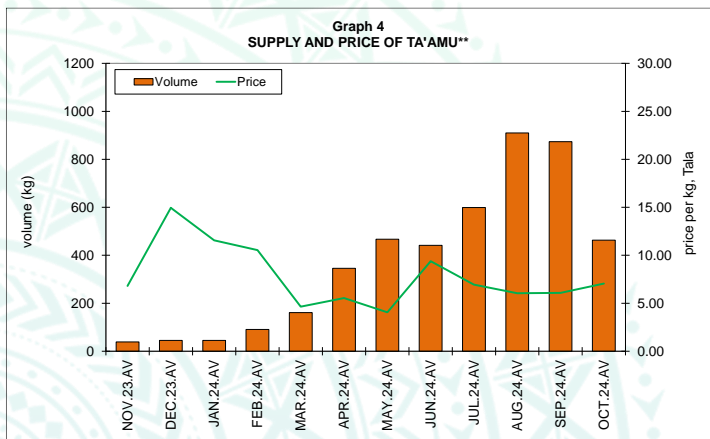




Annually, banana supply and price both increased by 6 percent when compared to the year ended October 2023.

### TA'AMU

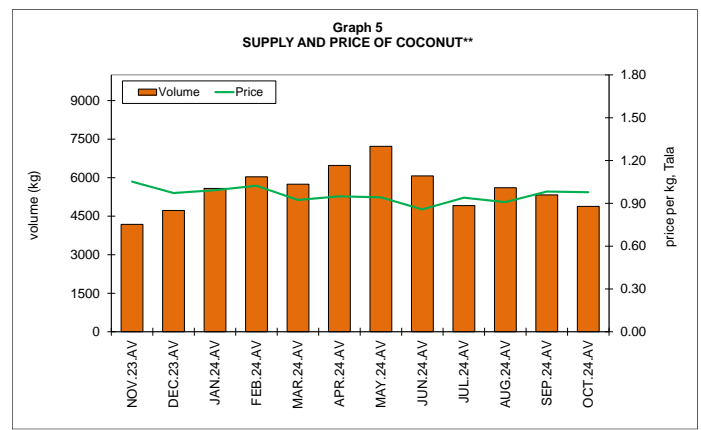
At an average of 463 kilograms, ta'amu supplied to the markets in October 2024 decreased by 47 percent from the previous month whereas its average price rose by 26 percent (to \$8.88 per kilogram). In comparison to the same month last year, the supply of ta'amu increased by more than doubled while its average price increased by 30 percent. (See Graph 4 and Tables 1&2)



Ta'amu supply to the markets increased fourfold in the year ended October 2024 compared to the year ended October 2023, while its price fell by 43%.

### COCONUT

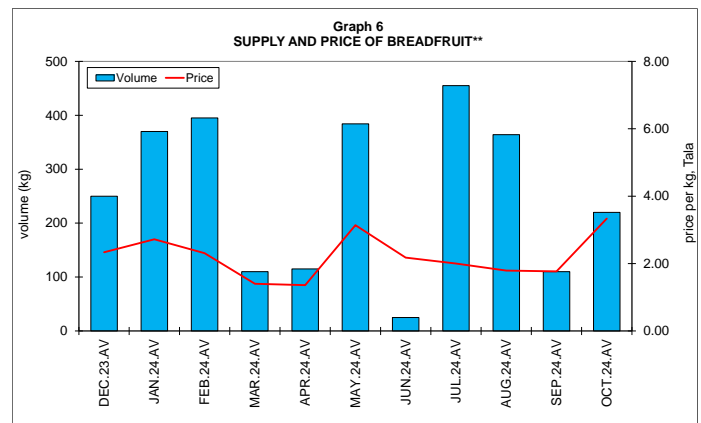
Coconut supplies at 4,881 kilograms decreased by 8 percent from September 2024; its average price rose by 7% (to \$1.05 per kilogram). However, the current supply of coconut increased by 11 percent in comparison to October 2023, while the average price remained the same. (See Graph 5 and Tables 1&2)



In the twelve months ended October 2024, supply and average price of coconut increased by 26 percent and 1 percent respectively when compared to the twelve months ended October 2023.

### BREADFRUIT

The breadfruit supply in October 2024 rose by more than doubled (to 220 kilograms) from the previous month, while its average price rose by 3 percent (to \$3.42 per kilogram). The current supply of breadfruit increased by 5 percent, while its average price increased by 43 percent when compared to October 2023. (See Graph 6 and Tables 1&2)

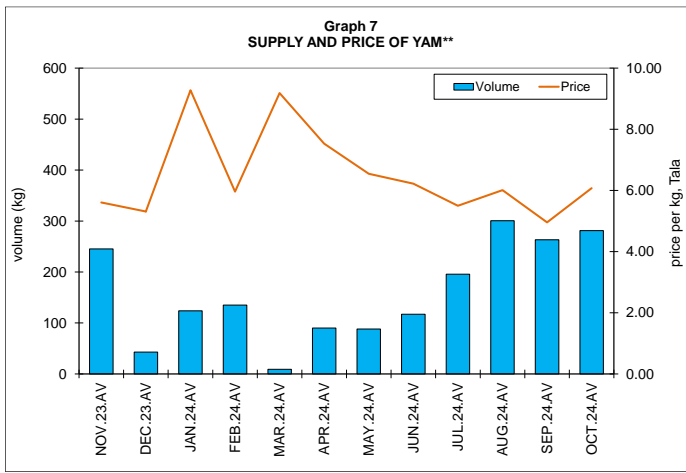


Breadfruit supply increased by 52 percent while its price decreased by 14 percent compared to the year ended October 2023.

### YAM

In comparison to the previous month, yam supply at 281 kilograms increased by 7%, while the average price rose by 23%. (to \$6.07 per kilogram). When compared to the same month last year, the current supply of yams increased by 52 percent, while its average price fell by 1 percent. (See Graph 7 and Tables 1 & 2)

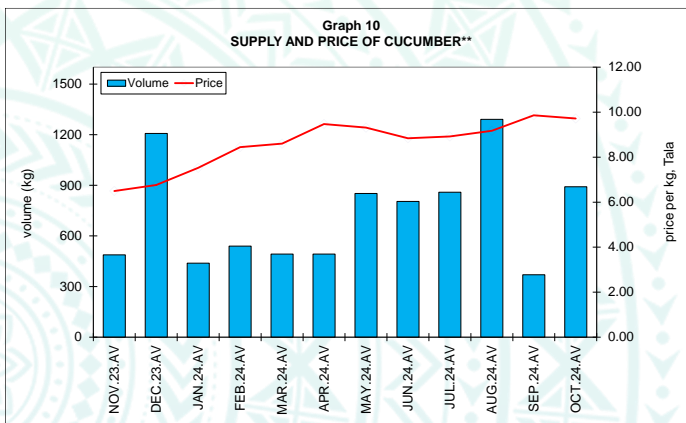




In the twelve months ended October 2024, supply of yam fell by 11 percent compared to the twelve months ended October 2023, while the average price rose by 6 percent.

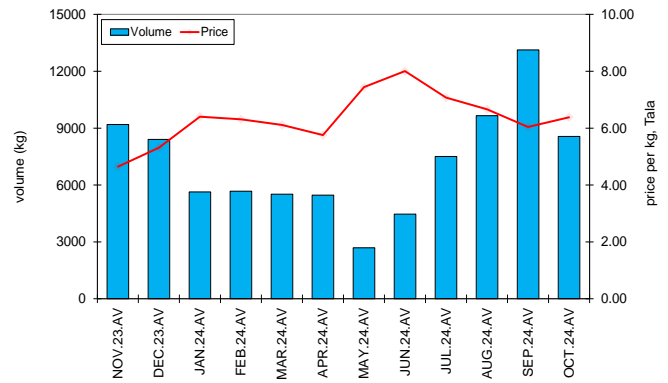
## VEGETABLE PRODUCE

The supply of vegetables to the local markets slightly decreased in October 2024 except for cucumber which increased by more than doubled from the previous month. Pumpkin supply decreased by 35 percent, and head cabbage (13%). Tomatoes and Chinese cabbage supplies both decreased by 28%, respectively, in the reviewed month. (See Graphs 8 to 12 and Tables 1 & 2)



Prices for the majority of vegetable produce available at the local markets increased in the reviewed month, with the exception of cucumber, which decreased by 1% (to \$9.72 per kilogram) as compared to the previous month. Prices for tomatoes increased by 8 percent (to \$23.77 per kilogram), Chinese cabbage went up by 31 percent (to \$8.64 per kilogram), head cabbage rose 6 percent (to \$10.88 per kilogram) and pumpkin went up by 6 percent (to \$6.38 per kilogram) when compared to September 2024.

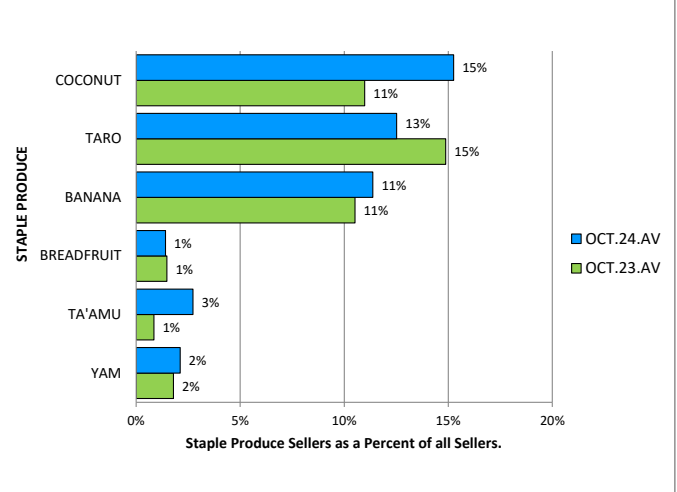
Graph 12  
SUPPLY AND PRICE OF PUMPKIN\*\*



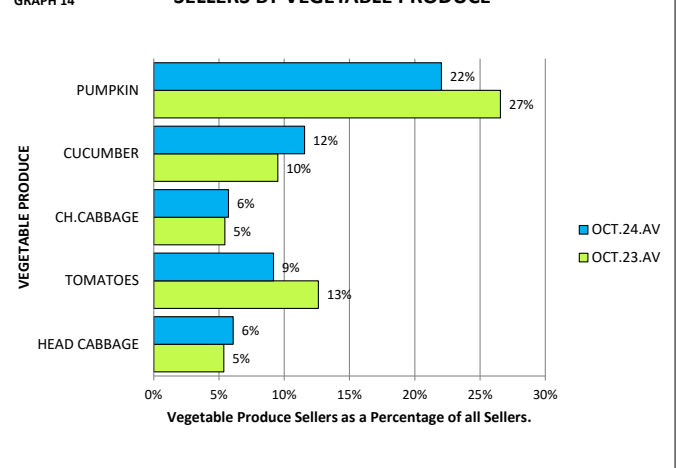
## SELLERS

The average number of sellers at 284 in October 2024 decreased by 7% compared to September 2024 and up 12% compared to the same month last year. (See Graphs 13 and 14 and Table 6).

GRAPH 13  
SELLERS BY STAPLE PRODUCE



GRAPH 14  
SELLERS BY VEGETABLE PRODUCE



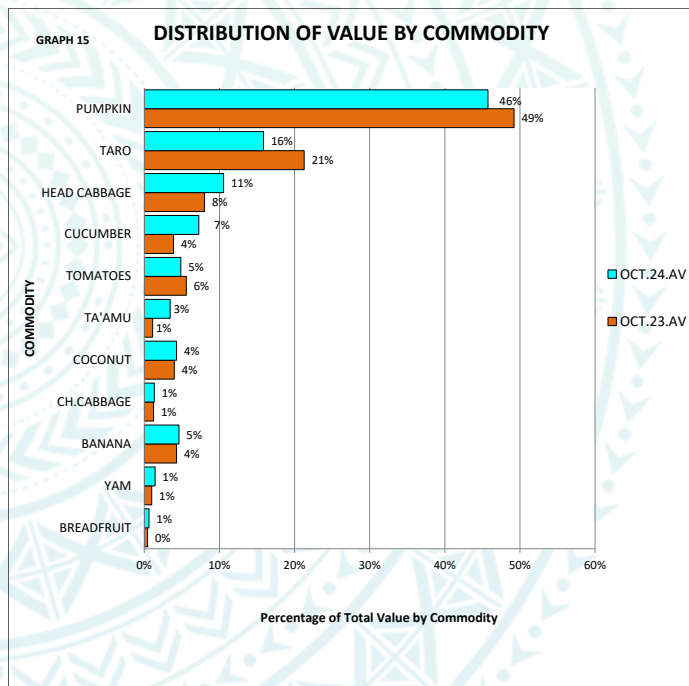


In September 2024, staple food sellers made up 45% of the local markets. This was higher than the 38% from the previous month and 40% from the same month last year. Vegetable produce vendors accounted for 55% of the local markets, down from 62% the previous month and 60% the same month last year.

## VALUE OF SUPPLIES

The average value of selected produce supplied to the local markets in October 2024 was \$119,500, down 23% from the previous month and increased by 4% from October 2023.

Pumpkin supplies contributed the most to the total value of produce supplied to markets in October 2024, accounting for 46%, which was lower than 51% from the previous month and 49% from the same month last year. Taro supplies came in second with a 16% share of the total value, lower than the 22% from the previous month and 21% from the same month last year. Head cabbage supplies accounted for 11% of total value, up from 9% in September 2024 and 8% in the same month a year ago. Cucumber supplies contributed 7%, and tomato and banana both contributed 5% respectively. Coconut, taamu, Chinese cabbage, yam, and breadfruit all had the lowest shares in the month under review. (See Graph 15 & Table 3)

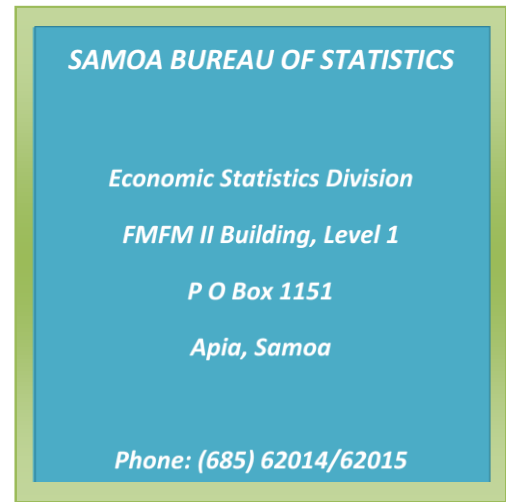


## Technical Notes

The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at *Fugalei, Taufusi, Vaitele, 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.





# SU'ESU'EGA O MAKETI FA'ALOTOIFALE OKETOPA 2024

## ILOILOGA TAUJA O LE MASINA:

Oketopa 2024 faatusa ia Setema 2024

### ❖ Fa'aitiitia i le 25% le aofa'iga o fua o faatoaga.

- Ta'amua (paū 47%)
- Taro (paū 38%)
- Maukeni (paū 35%)

### ❖ E 5% ua siitia ai le tau aofai o fua o fa'atoaga.

- Kapisi Saina (siitia 31%)
- Ta'amua (siitia 26%)
- Ufi (siitia 23%)
- Tamato (siitia 8%)
- Maukeni (siitia 6%)

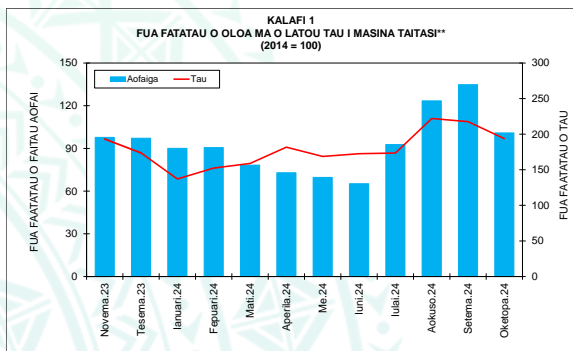
### ❖ Fa'aitiitia le tau aofai o fua o fa'atoaga i le \$119,500 (paū i le 23%)

### ❖ E 284 le aofai o tagata na faatauina atu fua o faatoaga i maketi, faaitiitia i le 7%.

Tuuina atu i le aso:  
21 Novema, 2024

## AOTELEGA

O su'esu'ega faalemasina o loo faatautaia e le Ofisa o Fuainumera Faamauina mo fua o fa'atoaga mo maketi fa'alotoifale i le masina o Oketopa 2024, o loo atagia ai le fa'aiti'itia o le faitau aofai o fua o faatoaga i le 25 pasene pe a fa'atusa ia Setema 2024. O lenei fa'aiti'itia, na faamauina i fua o faatoaga e pei ta'amua, talo ma maukeni sa faatauina atu i maketi. A fa'atusa ia Oketopa 2023, o le faitau aofai o fua o fa'atoaga na faatauina i maketi na fa'aiti'itia i le 20 pasene. (Kalafi 1 ma le Pusa 4 &5)



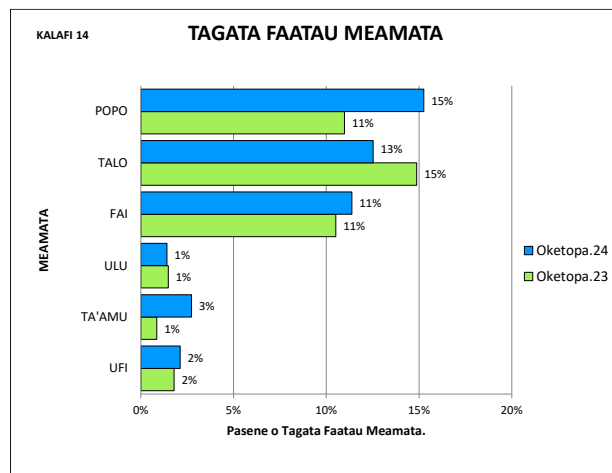
O le aotelega o tau o fua o fa'atoaga na siitia i le 5 pasene pe a fa'atusa i le masina ua mavae. E mafua mai ona o le siitia maualuga o tau na faamauina ile tele o fua o faatoaga vagana talo, fa'i ma kukama. Na siitia foi le tau o oloa i le 31 pasene pe a faatusa ia Oketopa 2023.

## TAU AOFAI O FUA O FAATOAGA

O le tau aofai o fua o fa'atoaga faatauina i maketi ia Oketopa 2024 e \$119,500, na fa'aitiitia i le 23 pasene mai ia Setema 2024. Na faamauina foi le siitaga e 4 pasene pe a faatusa ia Oketopa 2023.

## TAGATA FA'ATAU FUA O FA'ATOAGA

E 284 le aofa'iga o tagata na fa'atauina atu fua o fa'atoaga i maketi i aso na faatautaia ai lenei suesuega ia Oketopa 2024. E 7 pasene ua faaitiitia ai mai le masina ua tuanai ae 12 pasene na maualuga ai pe a faatusa ma le masina lava lea i le tausaga talu ai. (Kalafi 13 & 14 ma le Pusa 6).



E 45 pasene le faitau aofai o tagata faatau meamata, ae 55 pasene le aofai o tagata faatau fualaa'u'aina i le masina o Oketopa 2024.

