



LOCAL MARKET SURVEY NOVEMBER 2024

MONTHLY HIGHLIGHTS:

November 2024 compared to October 2024

❖ Overall Volume decreased by 15%.

- Breadfruit (down 61%)
- Banana (down 32%)
- Head Cabbage (down 29%)
- Yam (down 22%)
- Pumpkin (down 18%)
- Taro (down 11%)

❖ Overall Price decreased 9%.

- Ta'amu (down 26%)
- Cucumber (down 16%)
- Coconut (down 11%)
- Pumpkin (down 10%)

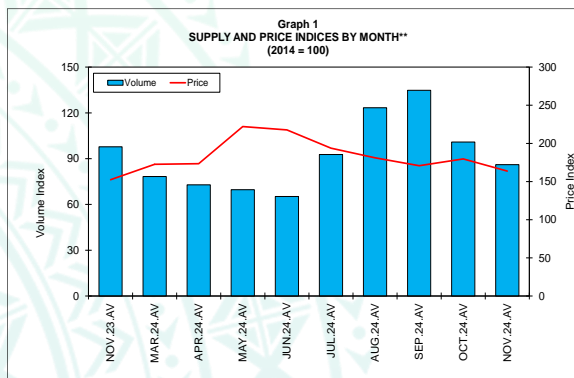
❖ Value of Supplies fell 19 percent to \$96,900.

Date of release:
 13th January 2025

The next Local Market Report will be released on the 24th January 2025

OVERVIEW

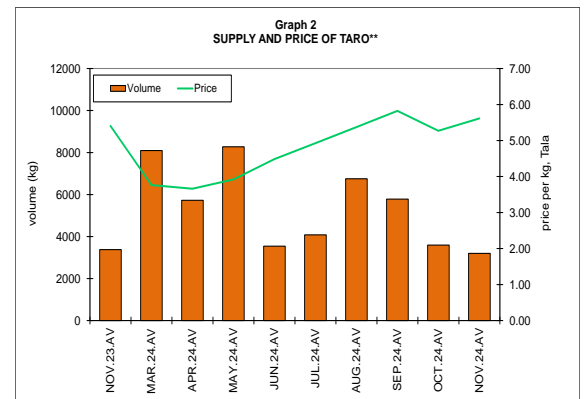
The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in November 2024 showed that the overall volume decreased by 15 percent from October 2024. This decrease was primarily driven by significant reductions in the supply of breadfruit, bananas, head cabbage, yams, pumpkins, and taro. Compared to November 2023, the overall volume also declined by 12%. (See Graph 1 and Tables 4 & 5)



Meanwhile, the overall price index fell by 9% from the previous month, with lower prices recorded for most produce except yam, Chinese cabbage, taro, banana, and breadfruit. However, compared to November 2023, the overall price index increased by 7%.

TARO

In November 2024, the volume of taro supplied to local markets decreased by 11% to 3,197 kilograms compared to October 2024 and 5% compared to November 2023. The average price of taro increased by 7% from the previous month and rose by 4% compared to November 2023. (Refer to Graph 2 and Tables 1 & 2).

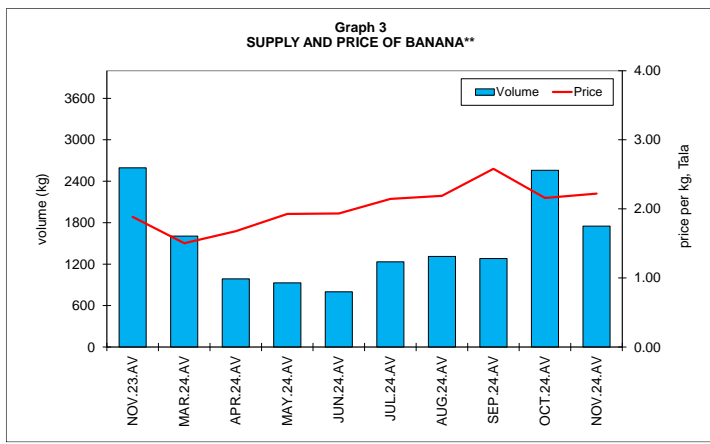


Annually, the supply of taro increased by 42%, while its price decreased by 1% compared to the year ending November 2023.

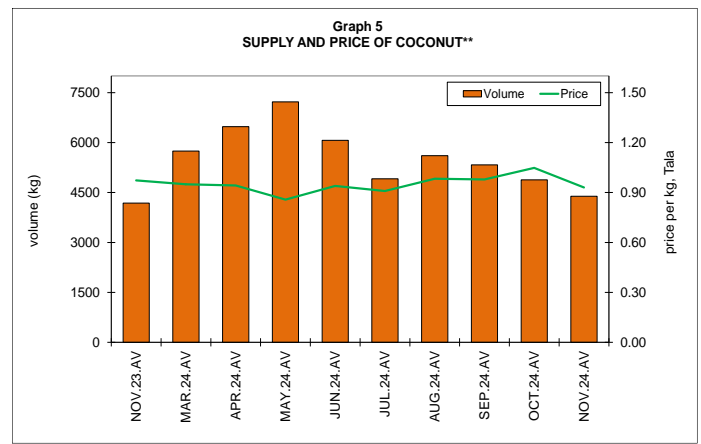
BANANA

In November 2024, the supply of bananas to local markets decreased by 32% to 1,751 kilograms compared to October 2024, while their average price increased by 3% to \$2.22 per kilogram. Compared to the same month last year, the current banana supply dropped by 33%, with the average price rising by 18%. (Refer to Graph 3 and Tables 1 & 2).





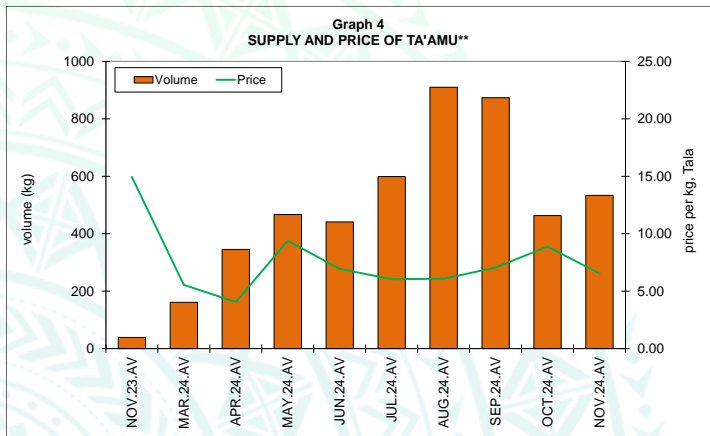
Annually, banana supply decreased by 1%, while the average price increased by 6% compared to the year ending November 2023.



Over the twelve months ending November 2024, coconut supply rose by 26%, while the average price remained unchanged compared to the same period ending November 2023.

TA'AMU

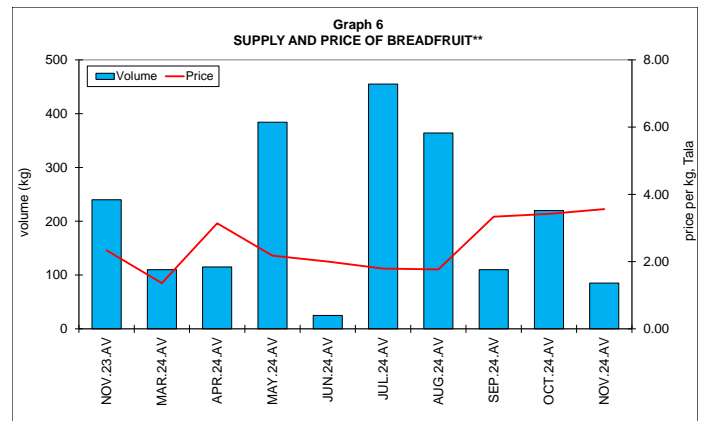
The supply of ta'amu to local markets in November 2024 averaged 534 kilograms, reflecting a 15% increase compared to the previous month, while its average price dropped by 26% to \$6.54 per kilogram. Compared to the same month last year, the supply of ta'amu more than doubled, while its average price declined by 56%. (Refer to Graph 4 and Tables 1 & 2).



Annually, the supply of ta'amu increased in the year ending November 2024 compared to the year ending November 2023, while its average price fell by 50%.

BREADFRUIT

In November 2024, breadfruit supply decreased by 61% to 85 kilograms compared to the previous month, while its average price rose by 4% to \$3.56 per kilogram. Compared to November 2023, the current supply of breadfruit fell by 65%, while its average price increased by 53%. (Refer to Graph 6 and Tables 1 & 2).



Annually, breadfruit supply increased by 31%, while its average price decreased by 12% compared to the year ending November 2023.

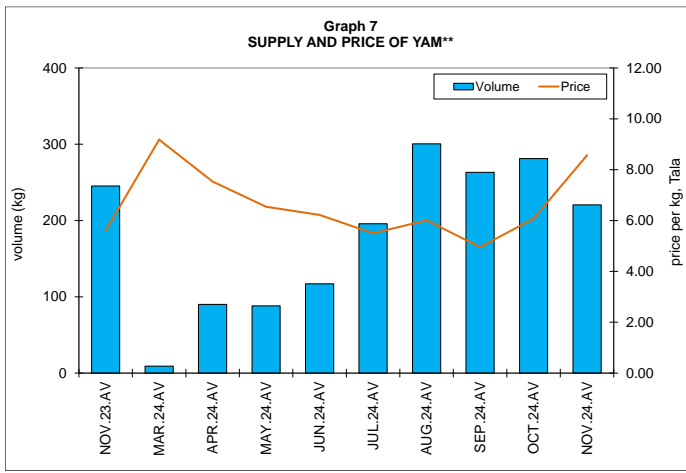
COCONUT

Coconut supplies in November 2024 totaled 4,387 kilograms, a 10% decrease from October 2024, while the average price fell by 11% to \$0.93 per kilogram. However, compared to November 2023, the current coconut supply increased by 5%, while the average price dropped by 4%. (Refer to Graph 5 and Tables 1 & 2).

YAM

In November 2024, yam supply totaled 221 kilograms, reflecting a 22% decrease compared to the previous month, while the average price increased by 41% to \$8.57 per kilogram. Compared to the same month last year, the current supply of yams decreased by 10%, while the average price rose by 53%. (Refer to Graph 7 and Tables 1 & 2).

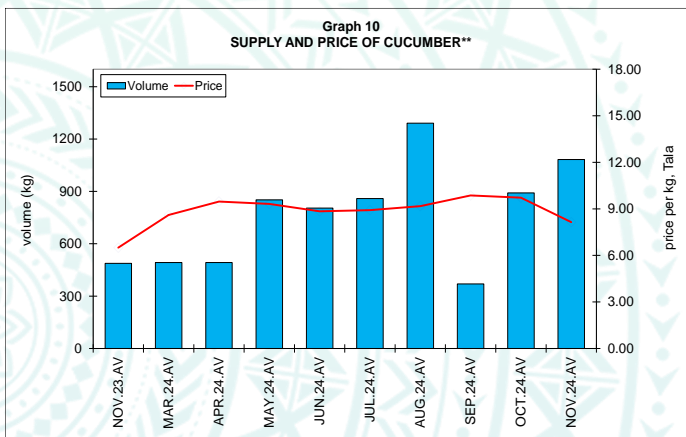




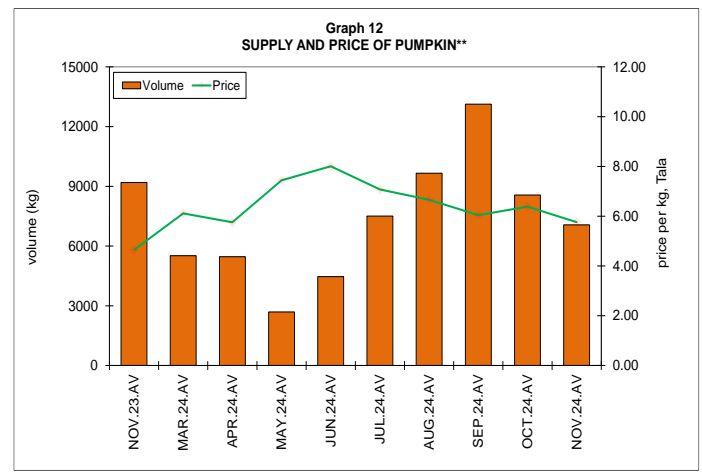
In the twelve months ending November 2024, yam supply decreased by 18% compared to the twelve months ending November 2023, while the average price increased by 7%.

VEGETABLE PRODUCE

In November 2024, the supply of vegetables to local markets decreased across the board, except for cucumber, which saw a 22% increase from the previous month. Pumpkin supply fell by 18%, while head cabbage decreased by 29% compared to October 2024. Additionally, the supplies of tomatoes and Chinese cabbage both dropped by 5% in the reviewed month. (Refer to Graphs 8 to 12 and Tables 1 & 2).

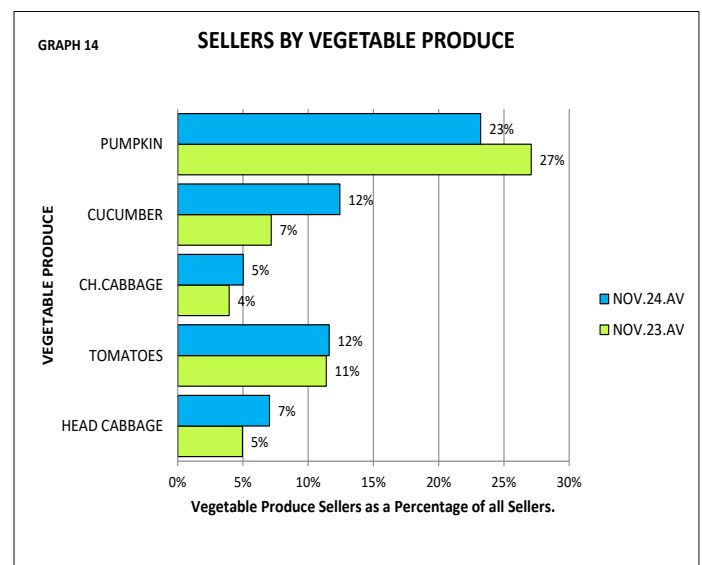
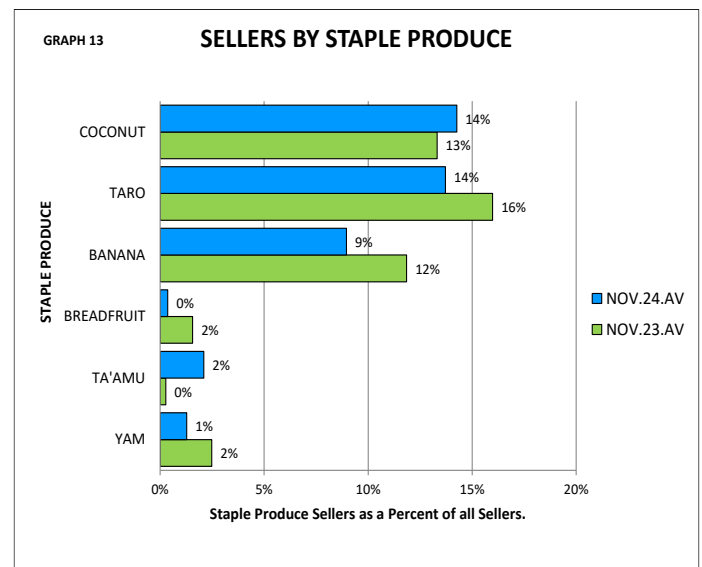


In the reviewed month, prices for most vegetable produce at local markets decreased, with the exception of Chinese cabbage, which saw a 22% increase to \$10.51 per kilogram compared to the previous month. Prices for tomatoes decreased by 3% to \$23.12 per kilogram, cucumber dropped by 16% to \$8.14, head cabbage fell by 4% to \$10.41 per kilogram, and pumpkin decreased by 10% to \$5.76 per kilogram compared to October 2024.



SELLERS

The average number of sellers at 274 in November 2024 decreased by 4% compared to October 2024 and remained unchanged compared to the same month last year. (Refer to Graphs 13 and 14 and Table 6).



Staple food vendors made up 41% of local market sellers in November 2024, down from 45% in both the previous month and the same month last year. Vegetable produce vendors dominated 59% of the markets, which was higher than the 55% recorded in both the previous month and the same month last year.

VALUE OF SUPPLIES

In November 2024, the average value of selected produce supplied to local markets was \$96,900, which represented a 19% decrease from the previous month but a 6% increase compared to November 2023.

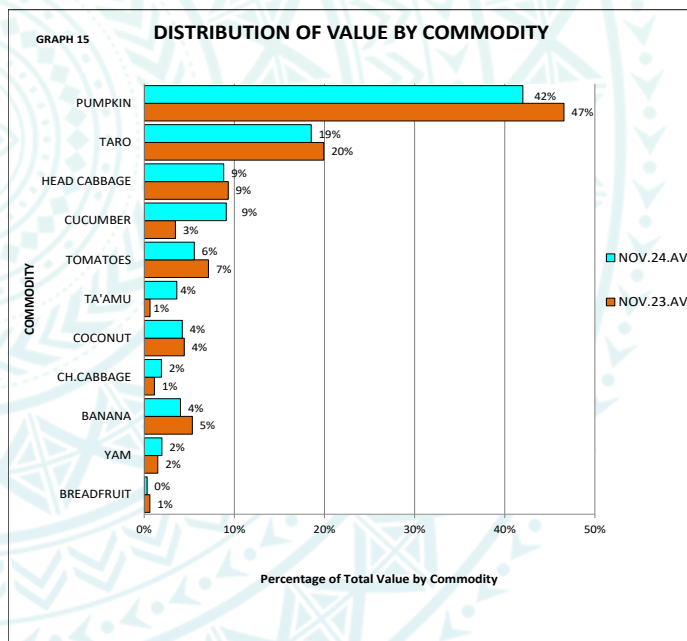
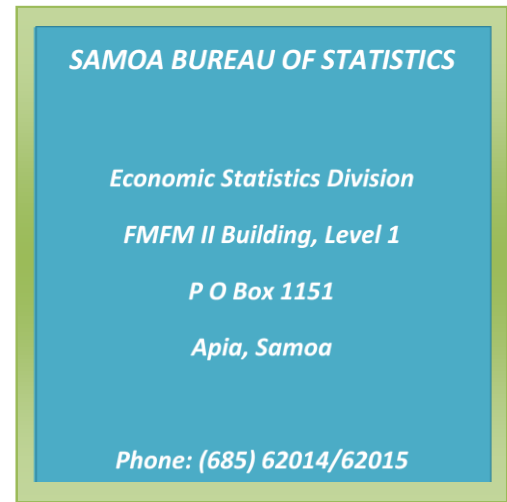
Pumpkin supplies contributed the largest share to the total value of produce supplied, accounting for 42%, which was lower than the 46% recorded in the previous month and 47% from the same month last year. Taro supplies ranked second, with a 19% share of the total value, higher than the 16% from the previous month but lower than the 20% from November 2023. Head cabbage and cucumber supplies each accounted for 9% of the total value, with head cabbage supplies decreasing from 11% in October 2024, while cucumber supplies increased from 7% in the previous month. Tomato supplies contributed 6% to the total value, up from 5% in October 2024 but lower than the 7% in November 2023. Ta'amu, coconut, Chinese cabbage, banana, yam, and breadfruit all had the smallest shares in the month under review. (Refer to Graph 15 and 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.

The data presented reflects the average availability and prices of the selected produce. The survey is conducted every Thursday for rural markets on Upolu and Savaii, and every Friday for urban markets on Upolu during the referenced months.

The weights for the selected produce were revised using 2014 as the base period, with these adjustments incorporated starting from the June 2016 report.





SU'ESU'EGA O MAKETI FA'ALOTOIFALE NOVEMA 2024

ILOILOGA TAUJA O LE MASINA:

Novema 2024 faatusa ia Oketopa 2024

❖ Fa'aitiitia i le 15% le aofa'iga o fua o faatoaga.

- Ulu (pa'ū 61%)
- Fa'i (pa'ū 32%)
- Kapisi lapotopoto (paū 29%)
- Ufi (pa'ū 22%)
- Maukeni (pa'ū 18%)
- Taro (pa'ū 11%)

❖ E 9% ua faaitiitia ai le tau aofai o fua o fa'atoaga.

- Ta'amu (pa'ū 26%)
- Kukama (pa'ū 16%)
- Popo (pa'ū 11%)
- Maukeni (pa'ū 10%)

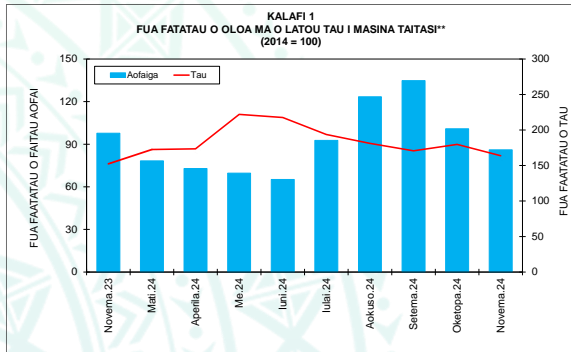
❖ Fa'aitiitia le tau aofai o fua o fa'atoaga i le \$96,900 (pa'ū i le 19%)

❖ E 274 le aofai o tagata na faatauina atu fua o faatoaga i maketi, faaitiitia i le 4%.

Tuaina atu i le aso:
13 Ianuari 2025

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 Novema 2024, o loo atagia ai le fa'aiti'itia o le faitau aofai o fua o faatoaga i le 15 pasene pe a fa'atusa ia Oketopa 2024. O lenei fa'aiti'itia, na faamauina i fua o faatoaga e pei ulu, fa'i, kapisi lapotopoto, ufi, maukeni ma talo sa faatauina atu i maketi. A fa'atusa ia Novema 2023, o le faitau aofai o fua o fa'atoaga na faatauina i maketi na fa'aiti'itia i le 12 pasene. (Kalafi 1 ma le Pusa 4 &5)

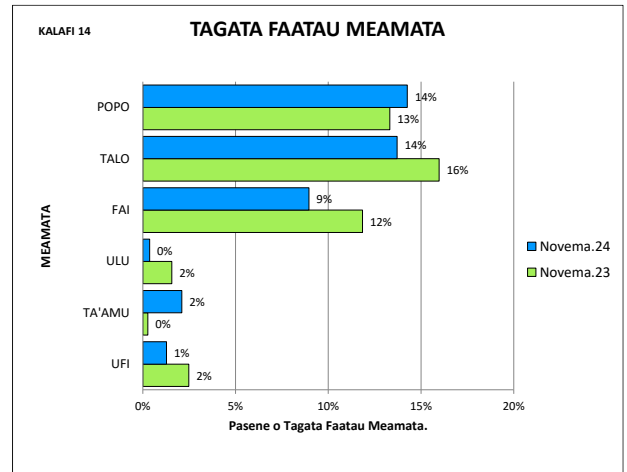


TAU AOFAI O FUA O FAATOAGA

O le tau aofai o fua o fa'atoaga faatauina i maketi ia Novema 2024 e \$96,900, na fa'aitiitia i le 19 pasene mai ia Oketopa 2024. Na faamauina foi le siitaga e 6 pasene pe a faatusa ia Novema 2023.

TAGATA FA'ATAU FUA O FA'ATOAGA

E 274 le aofa'iga o tagata na fa'atauina atu fua o fa'atoaga i maketi i aso na faatautaia ai lenei suesuega ia Novema 2024. E 4 pasene ua faaitiitia ai mai le masina ua tuanai ae leai se suiga pe a faatusa ma le masina lava lea i le tausaga talu ai. (Kalafi 13 & 14 ma le Pusa 6).



E 41 pasene le faitau aofai o tagata faatau meamata, ae 59 pasene le aofai o tagata faatau fualaa'u'aina i le masina o Novema 2024.

