



# LOCAL MARKET SURVEY

## December 2024

### MONTHLY HIGHLIGHTS:

December 2024 compared to November 2024

❖ **Overall Volume increased by 2%.**

- Breadfruit (up 59%)
- Taro (up 25%)
- Pumpkin (up 17%)
- Coconut (up 6%)

❖ **Overall, Price increased 1%.**

- Head Cabbage (up 16%)
- Coconut (up 11%)
- Chinese Cabbage (up 6%)

❖ **Value of Supplies up 2 percent to \$98,500.**

❖ **Total number of sellers decreased by 4 percent to 232.**

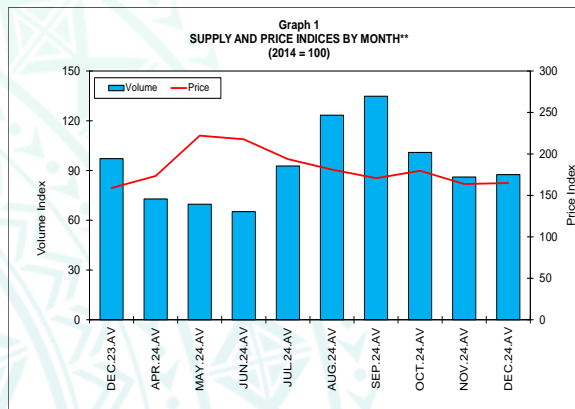
Date of release:  
 20<sup>th</sup> January 2025

The next Local Market Report will be released on the 21<sup>st</sup> February 2025

### OVERVIEW

The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in December 2024 showed that the overall volume increased by 2 percent from November 2024. This increase was primarily due to significant increases in the supply of breadfruit, taro, pumpkin, and coconut. However, in comparison to December 2023, the overall volume fell by 10%.

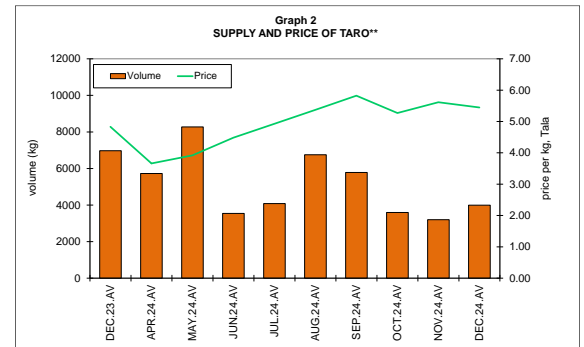
(See Graph 1 and Tables 4 & 5)



Meanwhile, the overall price index increased by 1% from the previous month, mainly driven by the higher prices recorded for coconut, Chinese cabbage, and head cabbage. In comparison to December 2023, the overall price index also rose by 4%.

### TARO

In December 2024, the volume of taro supplied to local markets increased by 25% to 3,993 kilograms compared to November 2024 but decreased by 43% compared to December 2023. The average price of taro decreased by 3% from the previous month but rose by 13% compared to December 2023. (Refer to Graph 2 and Tables 1 & 2).



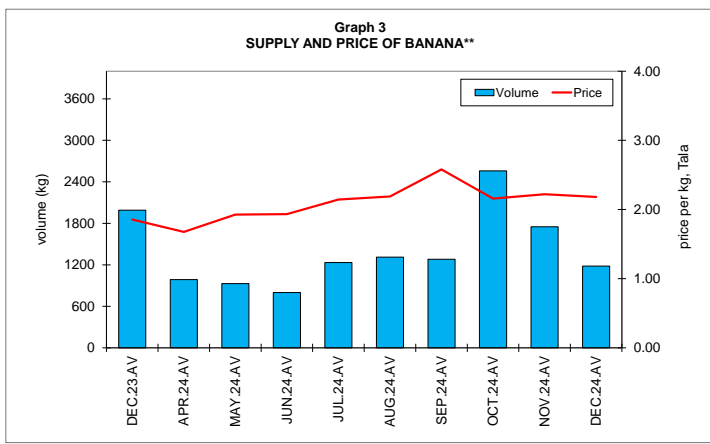
Annually, the supply of taro increased by 27%, while its price decreased by 2% compared to the year ending December 2023.

### BANANA

The supply of bananas to local markets in December 2024 decreased by 32% to 1,182 kilograms compared to November 2024, while the average price fell by 2% to \$2.18 per kilogram. Compared to the same month last year, the current banana supply declined by 41%, whereas the average price rose by 18%.

(Refer to Graph 3 and Tables 1 & 2).



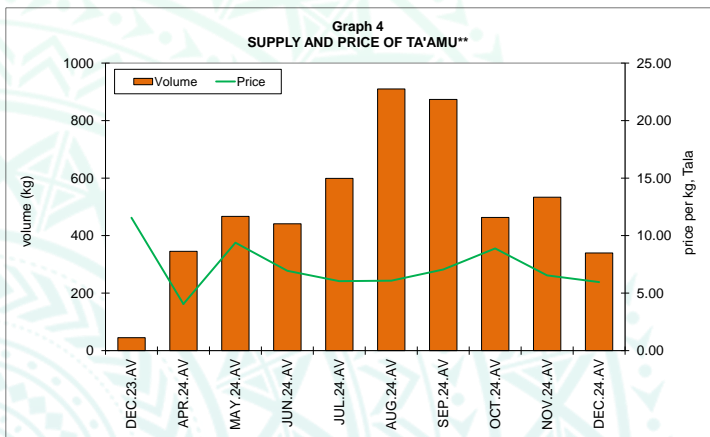


Annually, banana supply decreased by 6%, while the average price increased by 6% compared to the year ending December 2023.

### TA'AMU

In December 2024, the average supply of ta'amu to local markets was 340 kilograms, representing a 36% decrease from the previous month, while the average price fell 9% to \$5.95 per kilogram. Compared to the same month last year, the supply of ta'amu increased by more than sevenfold, while the average price dropped by 48%.

(Refer to Graph 4 and Tables 1 & 2).

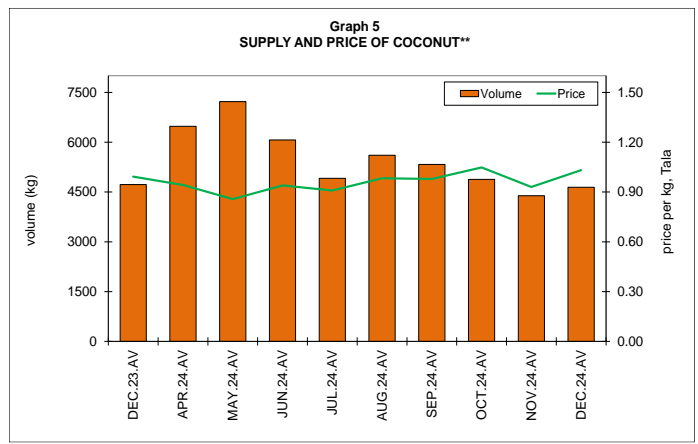


Annually, the supply of ta'amu increased in the year ending December 2024 compared to the year ending December 2023, while its average price fell by 53%.

### COCONUT

Coconut supply totaled 4,642 kilograms in December 2024, rising by 6% from November 2024. Meanwhile, the average price rose by 11% to \$1.03 per kilogram. However, compared to December 2023, the current coconut supply decreased by 2%, while the average price went up by 4%.

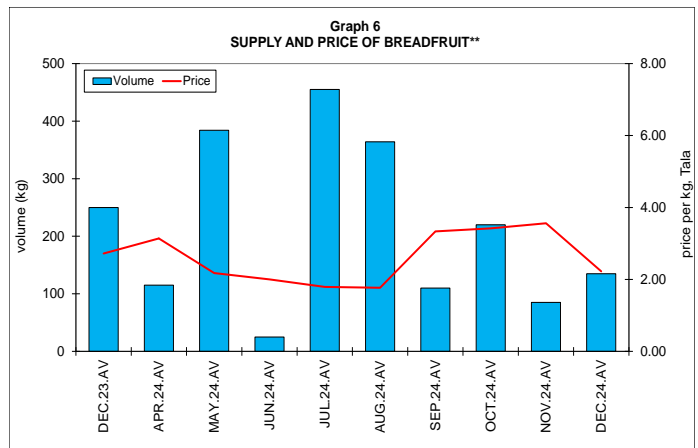
(Refer to Graph 5 and Tables 1 & 2).



Over the twelve months ending December 2024, coconut supply rose by 22%, while the average price rose by 1% compared to the same period ending December 2023.

### BREADFRUIT

Breadfruit supply increased by 59% to 135 kilograms in December 2024 compared to the previous month, while its average price declined by 38% to \$2.22 per kilogram. However, compared to December 2023, the current supply of breadfruit fell by 46%, and its average price fell by 18%. (Refer to Graph 6 and Tables 1 & 2).



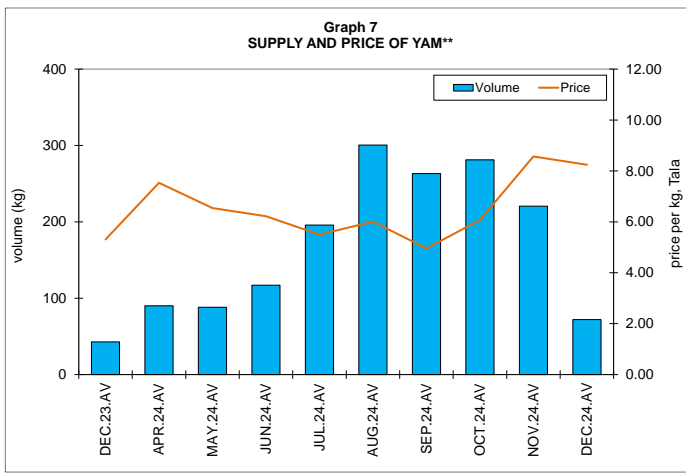
Annually, breadfruit supply increased by 17%, while its average price decreased by 10% compared to the year ending December 2023.

### YAM

In December 2024, yam supply totalled 72 kilograms, representing a 67% decrease compared to the previous month, while the average price dropped by 4% to \$8.24 per kilogram. Compared to the same month last year, the current supply of yams decreased by 68%, whereas the average price increased by 55%.

(Refer to Graph 7 and Tables 1 & 2).



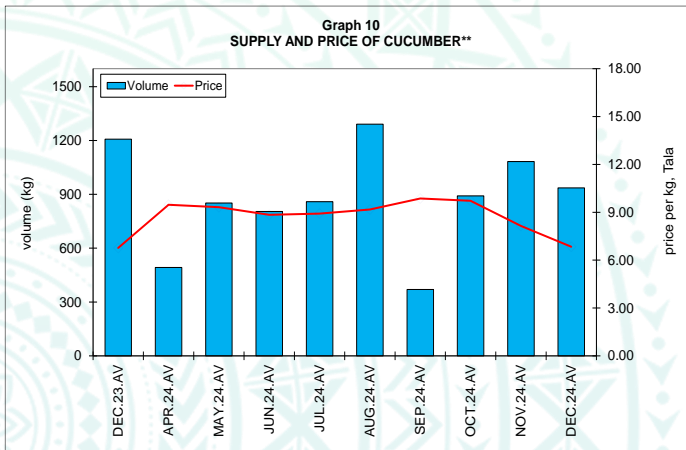


In the twelve months ending December 2024, yam supply decreased by 16% compared to the twelve months ending December 2023, while the average price increased by 12%.

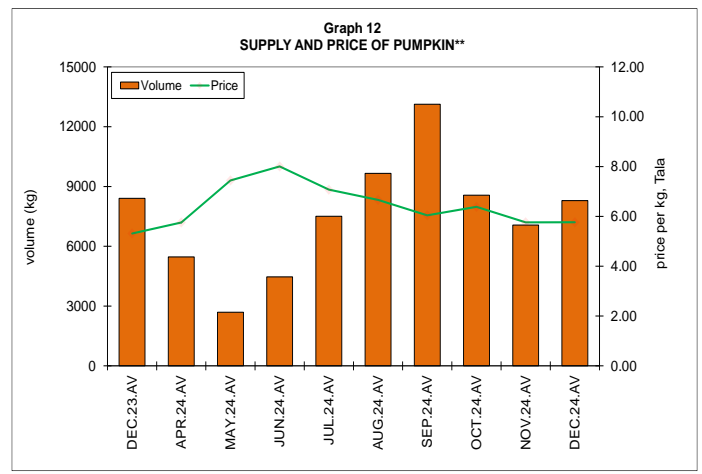
## VEGETABLE PRODUCE

In December 2024, the overall supply of vegetables to local markets decreased, except for pumpkin, which increased by 17% compared to the previous month. Head cabbage and Chinese cabbage supplies fell by 35% each, while tomatoes and cucumbers fell by 14% in the reviewed month.

(Refer to Graphs 8 to 12 and Tables 1 & 2).



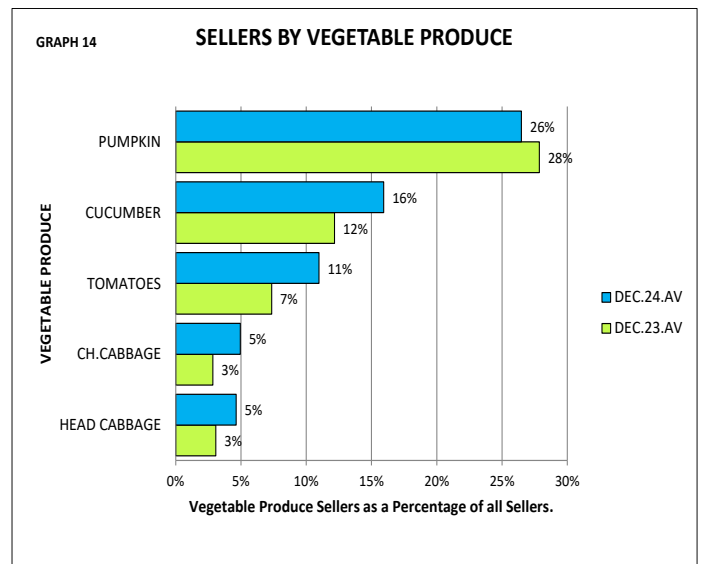
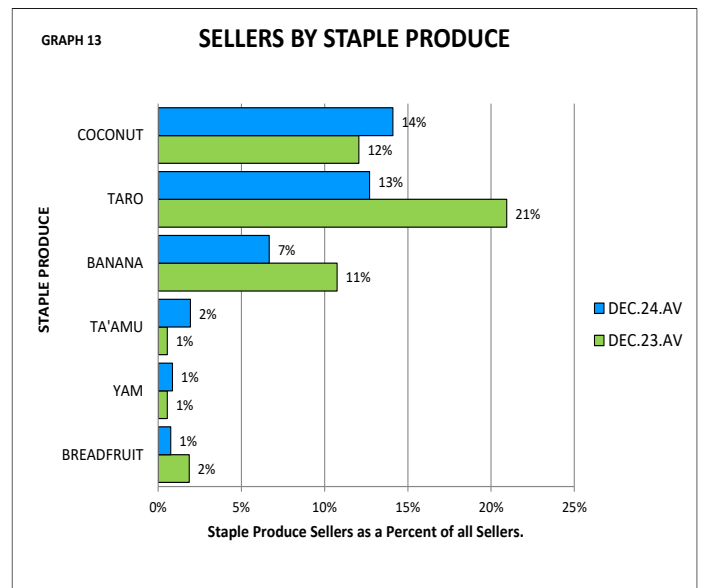
Local market prices for head cabbages and Chinese cabbages rose in the reviewed month, while prices for tomatoes and cucumbers fell, and pumpkin prices remained unchanged. Tomato prices fell by 1% to \$22 per kilogram, and cucumber prices fell by 15% to \$6 per kilogram, compared to November 2024. Meanwhile, the prices for head cabbage and Chinese cabbage rose by 16% and 6%, respectively.



## SELLERS

The average number of sellers in December 2024 was 232, a 4% decrease from November 2024 but increased by 20% compared to the same month last year.

(Refer to Graphs 13 and 14 and Table 6).





Staple food vendors accounted for 37% of local market sellers in December 2024, down from 41% in the previous month and 47% in the same month of the previous year. Vegetable produce vendors dominated the markets with 63%, up from 59% in the previous month and 53% in the same month last year.

## VALUE OF SUPPLIES

In December 2024, the average value of selected produce supplied to local markets was \$98,500, which represented a 2% increase from the previous month but a 5% decrease compared to December 2023.

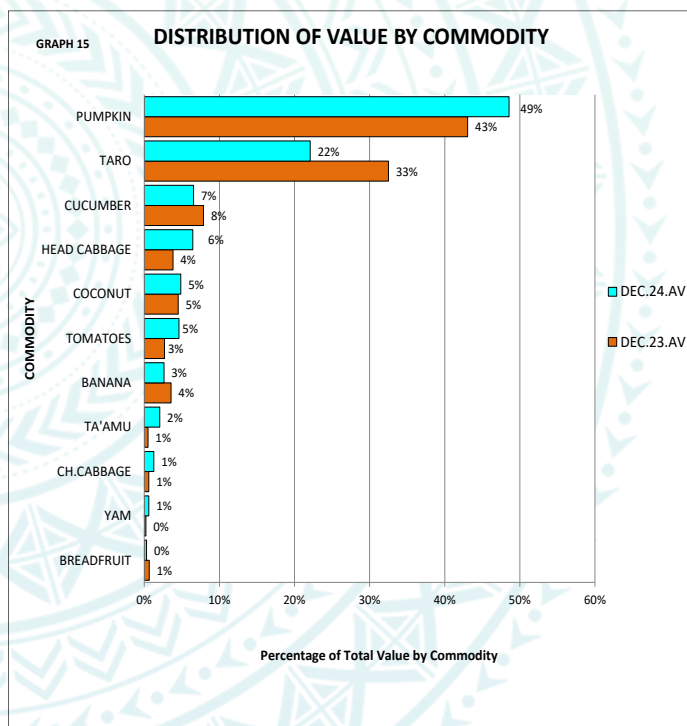
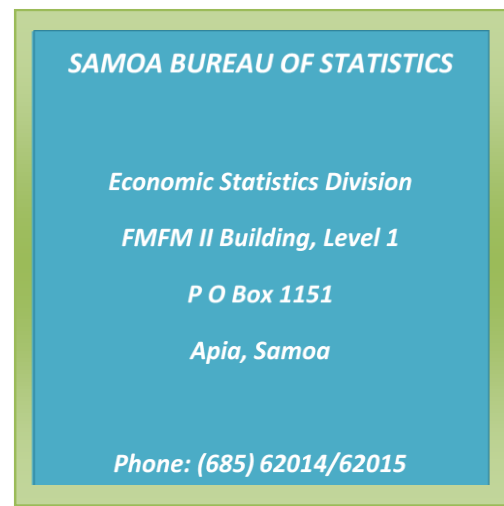
Pumpkin supplies contributed the largest share to the total value of produce supplied, accounting for 49%, which was higher than the 42% recorded in the previous month and 43% in the same month last year. Taro supplies ranked second, with a 22% share of the total value, up from 19% in the previous month but lower than the 33% in December 2023. Head cabbage and cucumber supplies accounted for 6% and 7% of the total value, respectively, with head cabbage supplies decreasing from 9% in November 2024 and cucumber supplies decreasing from 9% in the same month. Tomato supplies contributed 5% of the total value, down from 6% in November 2024 but still higher than the 3% in December 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, Vaoala, Moata'a, 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 TESEMA 2024

## ILOILOGA TAUJA O LE MASINA:

Tesema 2024 faatusa ia Novema 2024

### ❖ Siitia i le 2% le aofa'iga o fua o faatoaga.

- Ulu (siitia 59%)
- Talo (siitia 25%)
- Maukeni (siitia 17%)
- Popo (siitia 6%)

### ❖ E 1% ua siitia ai le tau aofai o fua o fa'atoaga.

- Kapisi lapotopoto (siitia 16%)
- Popo (siitia 11%)
- Kapisi saina (siitia 6%)

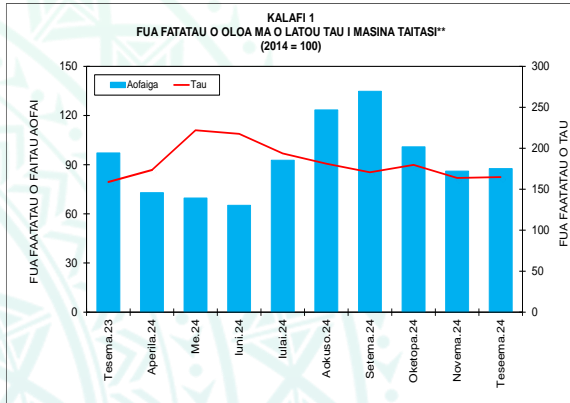
### ❖ Siitia le tau aofai o fua o fa'atoaga i le \$98,500 (siitia i le 2%)

### ❖ E 232 le aofai o tagata na faatauina atu fua o faatoaga i maketi, faaitiitia i le 4%.

Tuaina atu i le aso:  
20 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 Tesema 2024, o loo atagia ai le siitia ai o le faitau aofai o fua o faatoaga i le 2 pasene pe a fa'atusa ia Novema 2024. O lenei siitaga, na faamauina i fua o faatoaga e pei ulu, talo, maukeni, ufi, ma popo sa faatauina atu i maketi. A fa'atusa ia Tesema 2023, o le faitau aofai o fua o fa'atoaga na faatauina i maketi na fa'a'iti'itia i le 10 pasene. (Kalafi 1 ma le Pusa 4 & 5)



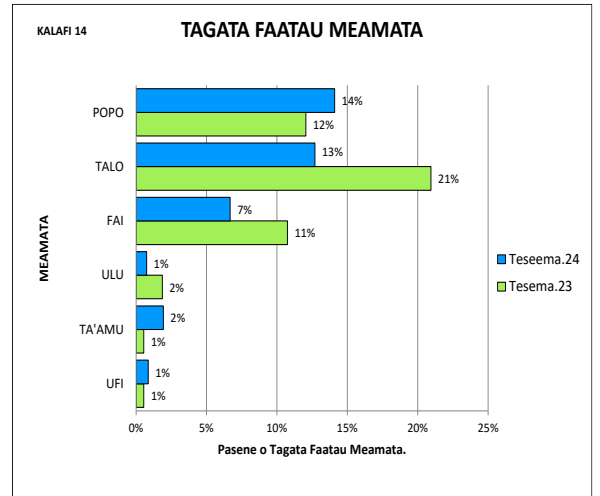
O le aotelega o tau o fua o fa'atoaga na siitia i le 1 pasene pe a fa'atusa i le masina ua mavae. E mafua mai ona o le siitia ai o tau na faamauina i le tele o fua o faatoaga e pei o le kapisi lapotopoto, kapisi saina, ma le popo. Na siitia foi le tau o oloa i le 4 pasene pe a faatusa ia Tesema 2023.

## TAU AOFAI O FUA O FAATOAGA

O le tau aofai o fua o fa'atoaga faatauina i maketi ia Tesema 2024 e \$98,500, na siitia ai i le 2 pasene mai ia Novema 2024. Peitai na faamauina le paū e 5 pasene pe a faatusa ia Tesema 2023.

## TAGATA FA'ATAU FUA O FA'ATOAGA

E 232 le aofa'iga o tagata na fa'atauina atu fua o fa'atoaga i maketi i aso na faatautaia ai lenei suesuega ia Tesema 2024. E 4 pasene ua faaitiitia ai mai le masina ua tuanai ae 20 pasene na siitia ai pe a faatusa ma le masina lava lea i le tausaga talu ai. (Kalafi 13 & 14 ma le Pusa 6).



E 37 pasene le faitau aofai o tagata faatau meamata, ae 63 pasene le aofai o tagata faatau fualaa'u'aina i le masina o Tesema 2024.

