



LOCAL MARKET SURVEY JULY 2024

MONTHLY HIGHLIGHTS

July 2024 compared to June 2024

❖ **Overall Volume increased by 39%.**

- Taro (up 15%)
- Banana (up 54%)
- Ta'amu (up 36%)
- Head cabbage (up 70%)
- Pumpkin (up 68%)

❖ **Average Price fell 11%.**

- Taamu (down 13%)
- Head Cabbage (down 16%)
- Tomatoes (down 21%)
- Chinese cabbage (down 26%)
- Pumpkin (down 12%)

❖ **Value of Supplies rose 35 percent to \$117,200.**

❖ **Total number of sellers increased by 8 percent to 256.**

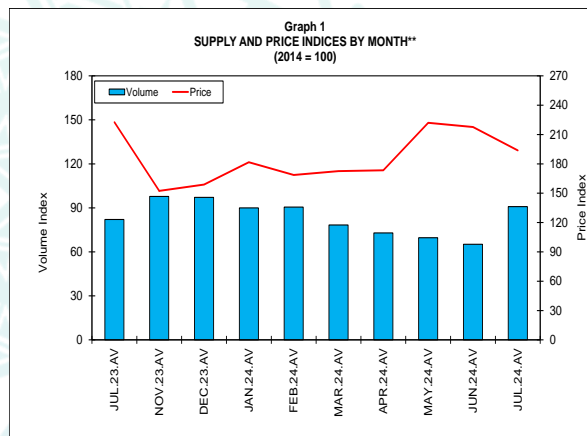
Date of release:
 26th August 2024

The next Local Market Report will be released on the 20th September 2024

OVERVIEW

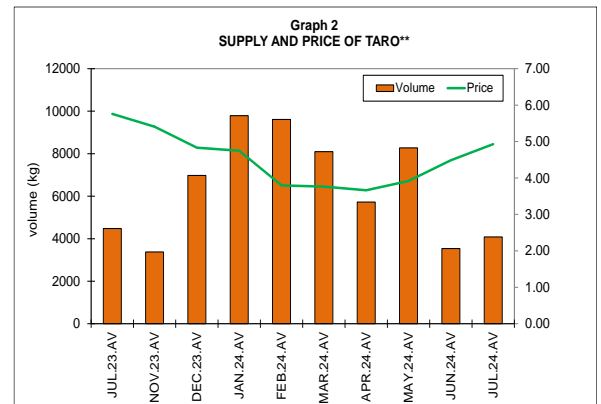
The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in July 2024 showed that overall volume increased 39 percent from June 2024. This reflects the significant increases in the supply of most agricultural produce at the markets except for coconut. When compared to July 2023, the current supply increased by 11 percent. (See Graph 1 and Tables 4 & 5)

The overall price index declined by 11 percent from the previous month due to the decrease in prices for taamu, coconut, breadfruit, yam, head cabbage, tomato, Chinese cabbage and pumpkin. When compared with July 2023, the overall price level dropped by 13 percent.



TARO

The volume of taro supplied to the local markets in July 2024 rose 15 percent (to 4,082 kilograms) from June 2024; a level that was 9 percent lower than the same month last year. Strong demand for taro led to the increase in its average price by 10 percent. When compared to July 2023, the current price of taro fell 14 percent. (See Graph 2 and Tables 1&2)

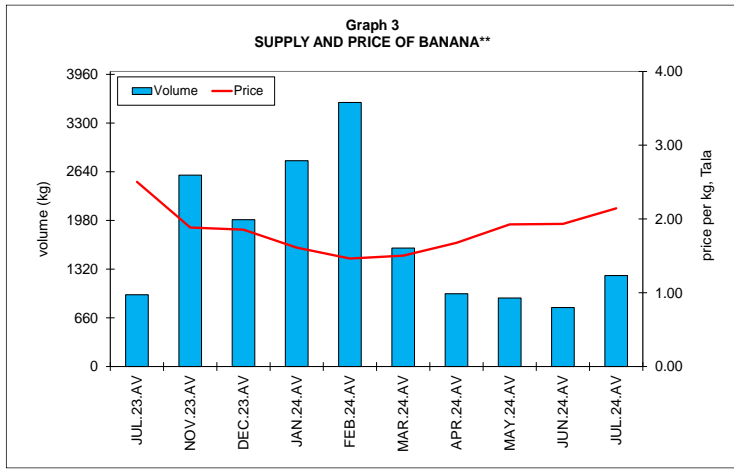


Taro supply rose 16 percent in the twelve months ending July 2024 in comparison to the twelve months ending July 2023, while its price increased by 12 percent.

BANANA

The supply of bananas to the local markets in June 2024 increased 54 percent (to 1,233 kilograms) from June 2024 while its average price went up by 11 percent (to \$2.14 per kilogram). When compared to the same month last year, the current supply of banana rose 27 percent while its average price declined by 14 percent. (See Graph 3 and Tables 1&2).

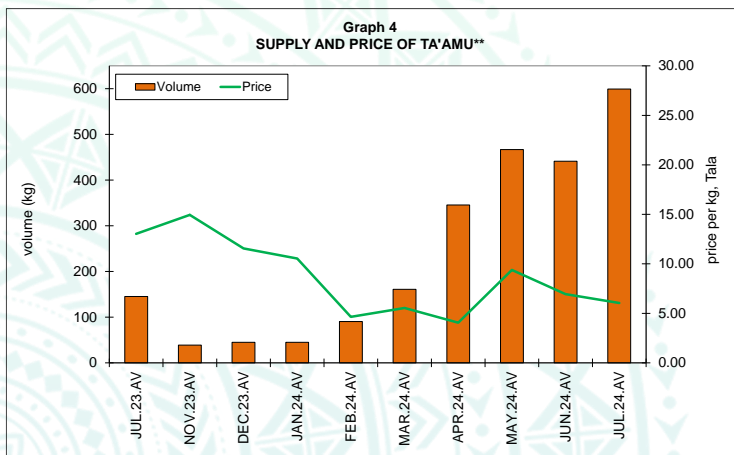




Annually, banana supplies and prices increased by 17 percent and 10 percent respectively when compared to the year ended July 2023.

TA'AMU

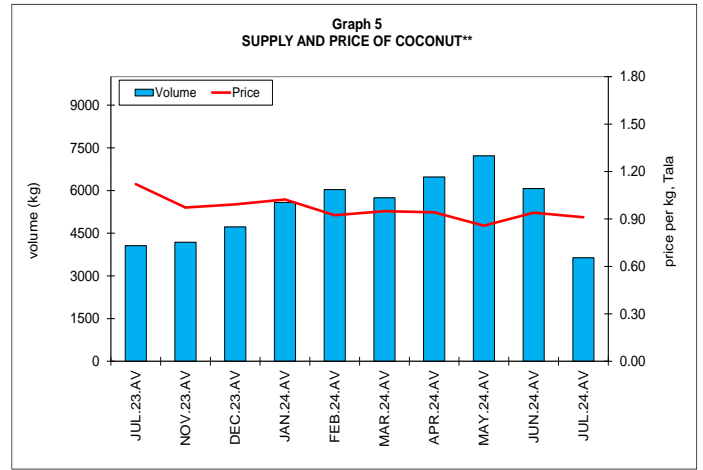
At an average of 599 kilograms, ta'amu supplied to the markets in July 2024 increased 54 percent from the previous month whereas its average price fell 13 percent (to \$6.04 per kilogram). In comparison to the same month last year, current supply of ta'amu recorded a much higher volume while its average price decreased by 54 percent. (See Graph 4 and Tables 1&2)



In the year ending July 2024, the volume of ta'amu supplied to the markets went up while its price dropped 34 percent.

COCONUT

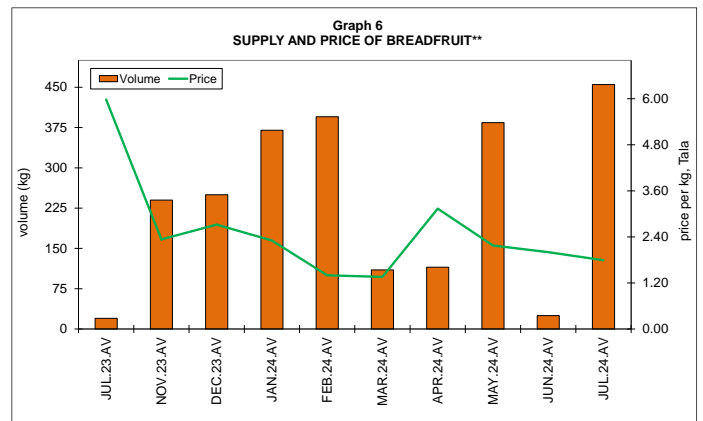
Coconut supplies at 3,639 kilograms decreased by 40 percent from June 2024; its average price decreased by 3 percent (to \$0.91 per kilogram). In comparison to July 2023, current supply and prices of coconut decreased by 10 and 19 percent respectively. (See Graph 5 and Tables 1&2)



In the twelve months ending July 2024, supply and average price of coconut increased by 26 percent and 5 percent respectively when compared to the twelve months ending July 2023.

BREADFRUIT

The breadfruit supply in July 2024 recorded a higher volume when compared to the previous month, while its average price declined by 10 percent (to \$1.79 per kilogram). When compared to July 2023, current supply of breadfruit was much higher, while its average price decreased by 70 percent. (See Graph 6 and Tables 1&2)

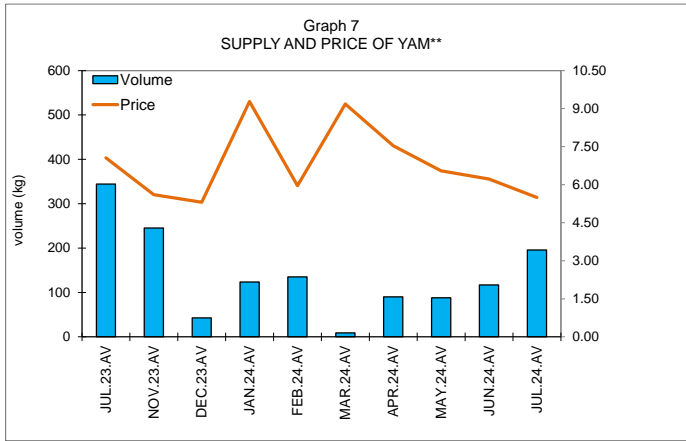


Annually, the supply of breadfruit increased by 30 percent while average prices decreased by 10 percent over the year ended July 2023.

YAM

Yam supplies at 196 kilograms increased 67 percent from the previous month, while abundant supply led to the fall in its average price by 12 percent (to \$5.50 per kilogram). When compared to the same month last year, the current supply of yam decreased by 43 percent, while its average price fell by 22 percent. (See Graph 7 and Tables 1 & 2)

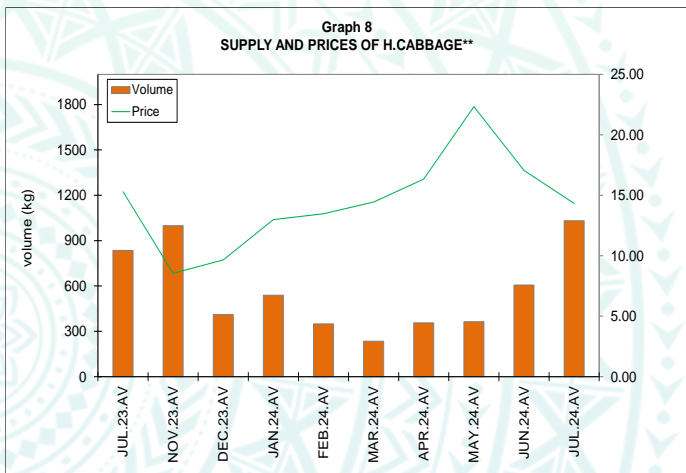




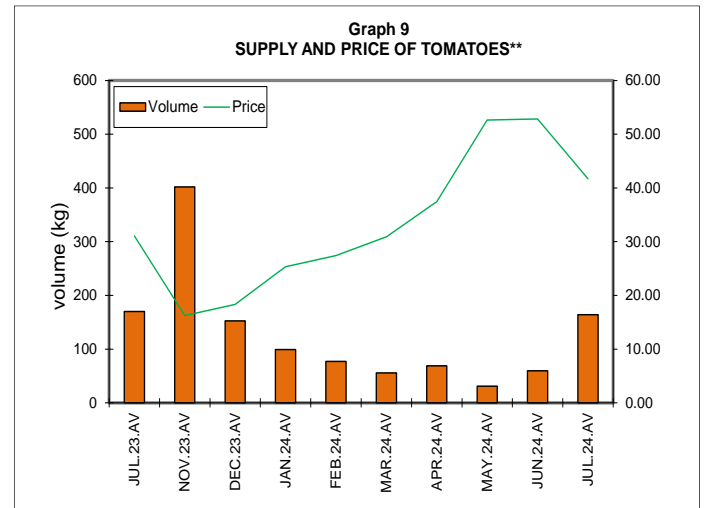
Supply of yam in the twelve months ending July 2024 increased 14 percent in comparison to the twelve months ending July 2023. Its average price increased by 16 percent.

VEGETABLE PRODUCE

The supply of vegetable produce to the local markets in July 2024 experienced significant increases for all vegetable. Tomatoes registered the largest increase of more than doubled its supply in the previous month, followed by head cabbage increasing by 70 percent while pumpkin rose 68 percent. Supplies of Chinese cabbage and cucumber increased by 32 percent and 7 percent respectively in the month under review. (See Graphs 8 to 12 and Tables 1 & 2)

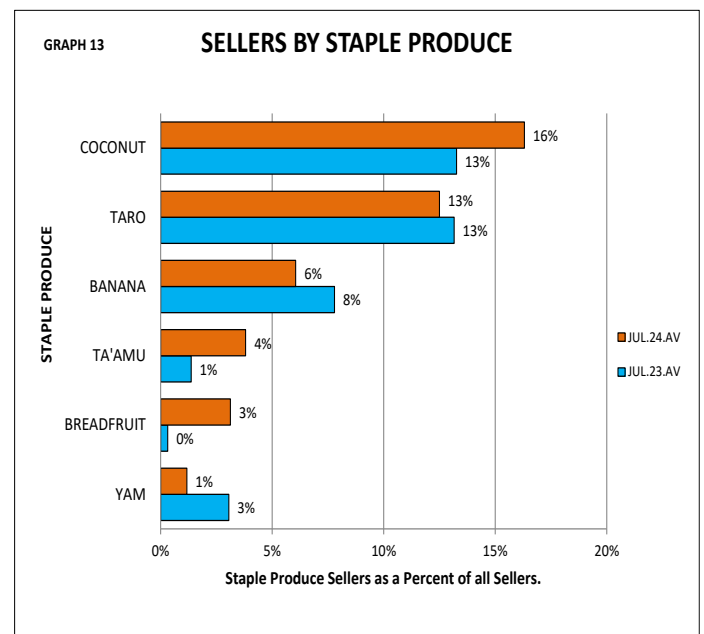


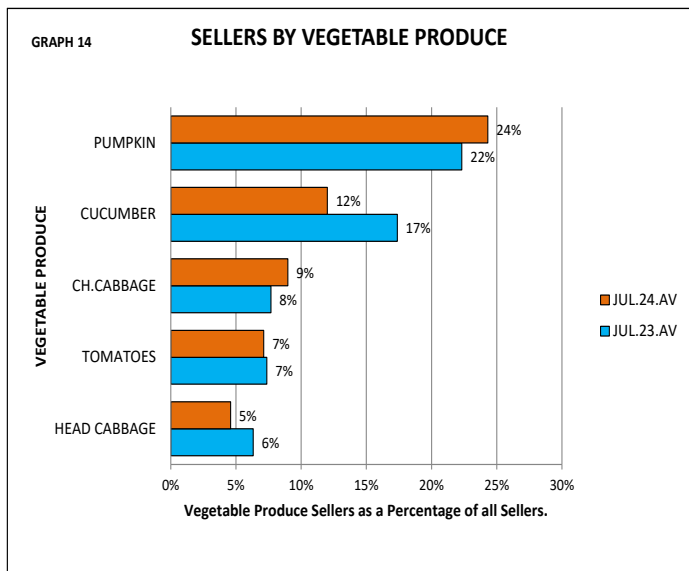
The prices for most of the vegetable produce available at the local markets in the reviewed month decreased with the exception of cucumber whose price slightly increased by 1 percent (to \$8.92 per kilogram) when compared to the previous month. Prices for Chinese cabbage decreased 26 percent (to \$12.09 per kilogram), tomato went down by 21 percent (to \$41.70 per kilogram), head cabbage fell 16 percent (to \$14.32 per kilogram) and pumpkin went down by 12 percent (to \$7.07 per kilogram) when compared to June 2024.



SELLERS

At 256, the average number of sellers at the local markets in July 2024 increased by 8 percent when compared to June 2024 and the same month last year. (See Graphs 13 and 14 and Table 6).



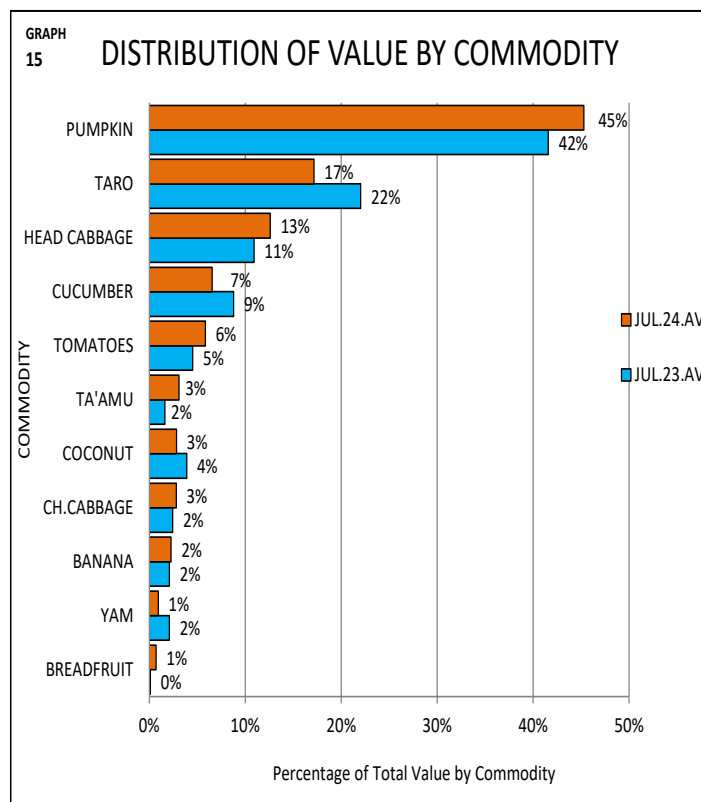


In July 2024, sellers of staple food at 43 percent were the smallest group at the local markets. It fell from the 44 percent in the previous month but increased slightly when compared to the 39 percent in the same month last year. Sellers of vegetable produce which made up 57 percent of total sellers increased from the 56 percent in June 2024, but fell from the 61 percent in July 2023.

VALUE OF SUPPLIES

The average value of selected produce supplied to the local markets in July 2024 stood at \$117,200, increasing 35 percent from the previous month but remained unchanged when compared to July 2023.

Pumpkin supplies contributed the most to the total value of produce supplied to the markets with a share of 45 percent in July 2024; a level that was higher than the 41 percent and 42 percent in the previous month and the same month a year ago. Taro supplies followed with a share of 17 percent to the total value which was lower than the 18 percent from the preceding month and the 22 percent in the same month a year ago. Head cabbage supplies contributed 13 percent of the total value, increasing from the 12 percent in June 2024 and the 11 percent in the same month a year ago, while cucumber and tomato supplies contributed 7 percent and 6 percent to total value in the respective order. Ta’amu, coconut, Chinese cabbage, banana, yam and breadfruit all recorded 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.

The Local Market Survey Report for August 2024 will be available on 26th September 2024.

SAMOA BUREAU OF STATISTICS

Economic Statistics Division

FMFM II Building, Level 1

P O Box 1151

Apia, Samoa

Phone: (685) 62014/62015



(685) 62000



info.stats@sbs.gov.ws



www.sbs.gov.ws





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

ILOILOGA TAUA O LE MASINA:

Iulai 2024 faatusa ia
Iuni 2024

❖ Si'itia i le 39% le aofa'iga o fua o faatoaga.

- o Talo (si'itia 15%)
- o Fai (si'itia 54%)
- o Ta'amu (si'itia 36%)
- o Kapisi Lapotopoto (si'itia 70%)
- o Maukeni (si'itia 68%)

❖ E 11% ua fa'aitiitia ai le tau o fua o fa'atoaga.

- o Ta'amu (paū 13%)
- o Kapisi lapotopoto (paū 16%)
- o Tamato (paū 21%)
- o Kapisi Saina (paū 26%)
- o Maukeni (paū 12%)
- o Popo (paū 3%)
- o Ufi (paū 12%)

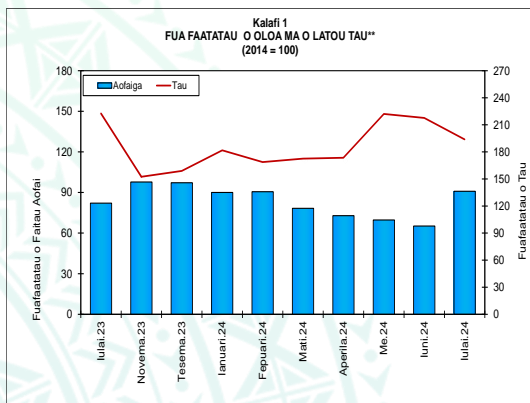
❖ Si'itia le tau aofai o fua o fa'atoaga i le \$117,200 (si'itia i le 35%)

❖ E 256 le aofai o tagata na faatauina atu fua o faatoaga i maketi, siitia i le 8%.

Tuuina atu i le aso:
26 Aukuso, 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 Iulai 2024, o loo atagia ai le si'itia o le faitau aofai o fua o faatoaga i le 39 pasene pe a fa'atusa ia Iuni 2024. O leni si'itaga, na faamauina mo fua uma o faatoaga sei vagana ai le popo. A fa'atusa ia Iulai 2023, o le faitau aofai o fua o fa'atoaga na faatauina i maketi ua si'itia i le 11 pasene. (Kalafi 1 ma le Pusa 4 & 5)



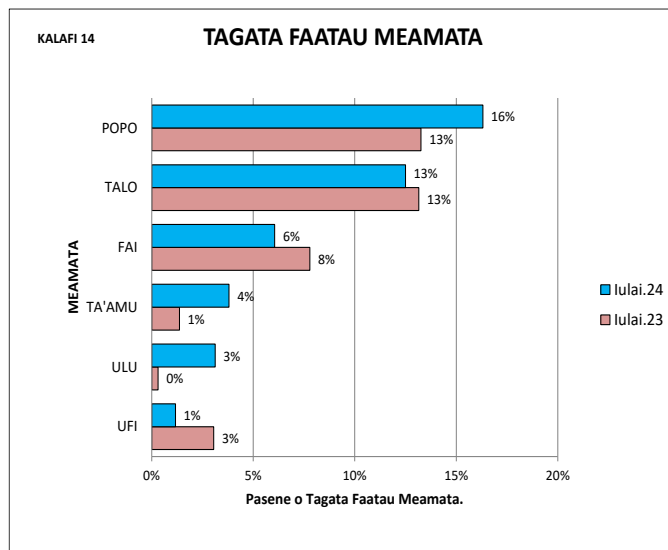
O le aotelega o tau o fua o fa'atoaga ua fa'aitiitia i le 11 pasene pe a fa'atusa i le masina ua mavae. E mafua mai ona o le paū maualalo o tau na faamauina mo ta'amu, popo, 'ulu, ufi, kapisi lapotopoto, tamato, kapisi Saina ma maukeni. A faatusa ia Iulai 2023, o le tau o oloa o iai nei ua 13 pasene ua fa'aitiitia ai.

TAU AOFAI O FUA FA'ATOAGA

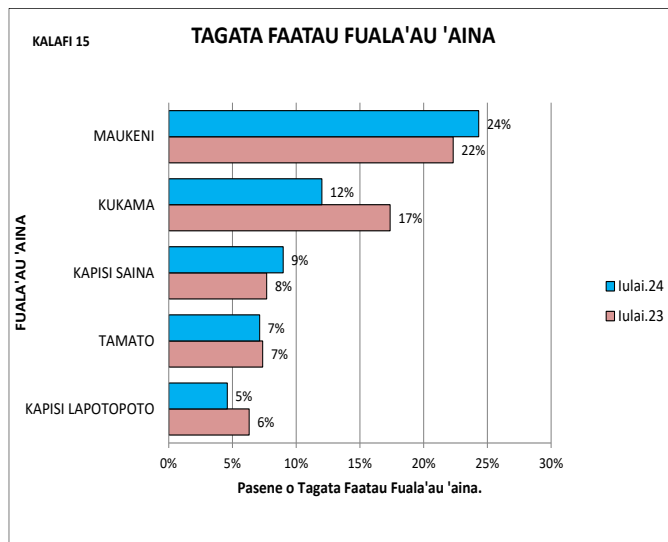
O le tau aofai o fua fa'atoaga faatauina i maketi ia Iulai 2024 e \$117,200, siitia lea i le 35 pasene mai ia Iuni 2024 ae leai se suiga pea faatusa ia Iulai 2023.

TAGATA FA'ATAU FUA FA'ATOAGA

E 256 le aofa'iga o tagata na fa'atauina atu fua o fa'atoaga i maketi i aso na faatautaia ai leni suesuega ia Iulai 2024. E 8 pasene ua si'itia ai mai le masina ua tuanai ma le masina lava lea i le tausaga talu ai. (Kalafi 13 & 14 ma le Pusa 6).



E 43 pasene le faitau aofai o tagata faatau meamata, ae 57 pasene le aofai o tagata faatau fualaa'u'aina i le masina o Iulai 2024.



SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	JUL.23.AV	NOV.23.AV	DEC.23.AV	JAN.24.AV	FEB.24.AV	MAR.24.AV	APR.24.AV	MAY.24.AV	JUN.24.AV	JUL.24.AV	Jul-24	
												% chng from prev mth	%chng from JUL 23
TARO	7521	4478	3376	6975	9788	9611	8094	5728	8275	3541	4082	15	-9
BANANA	2642	973	2594	1990	2789	3579	1607	986	929	799	1233	54	27
TA'AMU	816	145	39	45	45	91	161	346	467	441	599	36	313
COCONUT	7993	4063	4182	4724	5580	6034	5744	6478	7221	6067	3639	-40	-10
BREADFRUIT	186	20	240	250	370	395	110	115	384	25	455	1720	2175
YAM	129	344	245	43	124	135	9	90	88	117	196	67	-43
HEAD CABBAGE	811	835	999	410	539	349	234	356	363	606	1031	70	23
TOMATOES	256	170	402	153	99	77	56	69	31	60	164	175	-4
CH.CABBAGE	129	269	142	71	90	97	169	112	99	206	272	32	1
CUCUMBER	542	1179	488	1207	439	540	492	492	852	805	859	7	-27
PUMPKIN	6217	6123	9192	8403	5633	5677	5515	5465	2693	4466	7504	68	23

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

PRODUCE	2014 AVE	JUL.23.AV	NOV.23.AV	DEC.23.AV	JAN.24.AV	FEB.24.AV	MAR.24.AV	APR.24.AV	MAY.24.AV	JUN.24.AV	JUL.24.AV	% chng from	
												prev mth	JUL 23
TARO	1.48	5.76	5.41	4.83	4.75	3.80	3.76	3.66	3.92	4.49	4.93	10	-14
BANANA	0.76	2.50	1.88	1.85	1.61	1.46	1.50	1.68	1.93	1.93	2.14	11	-14
TA'AMU	2.78	13.04	14.94	11.56	10.54	4.65	5.54	4.05	9.39	6.94	6.04	-13	-54
COCONUT	0.62	1.12	0.97	0.99	1.02	0.92	0.95	0.94	0.86	0.94	0.91	-3	-19
BREADFRUIT	0.94	5.98	2.34	2.72	2.31	1.40	1.36	3.14	2.18	2.00	1.79	-10	-70
YAM	3.16	7.06	5.61	5.31	9.28	5.96	9.18	7.53	6.54	6.22	5.50	-12	-22
HEAD CABBAGE	5.40	15.29	8.55	9.65	12.99	13.47	14.44	16.34	22.33	17.06	14.32	-16	-6
TOMATOES	9.55	31.07	16.23	18.31	25.34	27.41	30.91	37.48	52.64	52.85	41.70	-21	34
CH.CABBAGE	4.38	10.55	7.23	8.89	11.47	11.98	11.88	12.33	16.02	16.29	12.09	-26	15
CUCUMBER	2.99	8.72	6.50	6.76	7.53	8.45	8.60	9.47	9.32	8.84	8.92	1	2
PUMPKIN	2.61	7.95	4.65	5.31	6.41	6.31	6.11	5.76	7.44	8.01	7.07	-12	-11

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	JUL.23.AV	NOV.23.AV	DEC.23.AV	JAN.24.AV	FEB.24.AV	MAR.24.AV	APR.24.AV	MAY.24.AV	JUN.24.AV	JUL.24.AV	% chng from	
												prev mth	JUL 23
TARO	126.6	25.8	18.3	33.7	46.5	36.5	30.5	21.0	32.4	15.9	20.1	27	-22
BANANA	25.1	2.4	4.9	3.7	4.5	5.2	2.4	1.7	1.8	1.6	2.6	70	8
TA'AMU	25.6	1.9	0.6	0.5	0.5	0.4	0.9	1.4	4.4	3.1	3.6	18	92
COCONUT	59.3	4.6	4.1	4.7	5.7	5.6	5.5	6.1	6.2	5.7	3.3	-42	-27
BREADFRUIT	1.8	0.1	0.6	0.7	0.9	0.6	0.2	0.4	0.8	0.1	0.8	1540	583
YAM	4.7	2.4	1.4	0.2	1.2	0.8	0.1	0.7	0.6	0.7	1.1	48	-56
HEAD CABBAGE	44.6	12.8	8.5	4.0	7.0	4.7	3.4	5.8	8.1	10.3	14.8	43	16
TOMATOES	21.5	5.3	6.5	2.8	2.5	2.1	1.7	2.6	1.6	3.2	6.8	117	29
CH.CABBAGE	5.9	2.8	1.0	0.6	1.0	1.2	2.0	1.4	1.6	3.4	3.3	-2	15
CUCUMBER	18.4	10.3	3.2	8.2	3.3	4.6	4.2	4.7	7.9	7.1	7.7	8	-25
PUMPKIN	178.3	48.7	42.7	44.6	36.1	35.8	33.7	31.5	20.0	35.8	53.1	48	9
	511.8	117.1	91.7	103.7	109.1	97.5	84.5	77.1	85.5	86.7	117.2	35	0

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	JUL.23.AV	NOV.23.AV	DEC.23.AV	JAN.24.AV	FEB.24.AV	MAR.24.AV	APR.24.AV	MAY.24.AV	JUN.24.AV	JUL.24.AV	% chng from prev mnth	%chng from JUL 23
TARO	0.25	60	45	93	130	128	108	76	110	47	54	15	-9
BANANA	0.05	37	98	75	106	135	61	37	35	30	47	54	27
TA'AMU	0.05	18	5	6	6	11	20	42	57	54	73	36	313
COCONUT	0.12	51	52	59	70	75	72	81	90	76	46	-40	-10
BREADFRUIT	0.004	11	129	134	199	212	59	62	206	13	245	1720	2176
YAM	0.01	267	190	33	96	105	7	70	68	91	152	67	-43
HEAD CABBAGE	0.09	103	123	51	66	43	29	44	45	75	127	70	23
TOMATOES	0.04	66	157	60	39	30	22	27	12	23	64	175	-4
CH.CABBAGE	0.01	209	110	55	70	75	131	87	77	159	211	32	1
CUCUMBER	0.04	218	90	223	81	100	91	91	157	148	158	7	-27
PUMPKIN	0.35	99	148	135	91	91	89	88	43	72	121	68	23
	1.00	82	98	97	90	91	78	73	70	65	91	39	11

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	JUL.23.AV	NOV.23.AV	DEC.23.AV	JAN.24.AV	FEB.24.AV	MAR.24.AV	APR.24.AV	MAY.24.AV	JUN.24.AV	JUL.24.AV	% chng from prev mnth	%chng from JUL 23
TARO	0.25	389	365	327	321	257	254	248	265	303	333	10	-14
BANANA	0.05	329	248	244	212	193	198	221	254	254	282	11	-14
TA'AMU	0.05	469	537	416	379	167	199	146	338	250	217	-13	-54
COCONUT	0.12	181	157	160	165	149	153	152	138	152	147	-3	-19
BREADFRUIT	0.004	636	248	289	245	149	145	334	232	213	191	-10	-70
YAM	0.01	223	177	168	294	189	291	238	207	197	174	-12	-22
HEAD CABBAGE	0.09	283	158	179	240	249	267	303	414	316	265	-16	-6
TOMATOES	0.04	325	170	192	265	287	324	392	551	553	437	-21	34
CH.CABBAGE	0.01	241	165	203	262	274	271	282	366	372	276	-26	15
CUCUMBER	0.04	292	217	226	252	283	288	317	312	296	298	1	2
PUMPKIN	0.35	305	178	204	245	242	234	221	285	307	271	-12	-11
	1.00	223	152	159	182	169	173	173	222	218	194	-11	-13

Table 6: Number of Sellers

PRODUCE	2014 AVE	JUL.23.AV	NOV.23.AV	DEC.23.AV	JAN.24.AV	FEB.24.AV	MAR.24.AV	APR.24.AV	MAY.24.AV	JUN.24.AV	JUL.24.AV	% chng from prev mnth	%chng from JUL 23
TARO	46	31	44	48	59	59	67	65	44	33	32	-3	2
BANANA	27	19	32	25	35	42	21	22	15	15	16	7	-16
TA'AMU	7	3	1	1	1	2	6	7	7	8	10	22	200
COCONUT	57	32	36	28	44	48	49	55	46	45	42	-8	33
BREADFRUIT	4	1	4	4	6	7	2	2	6	1	8	700	967
YAM	5	7	7	1	2	4	0	1	3	4	3	-14	-59
HEAD CABBAGE	12	15	14	7	10	9	6	7	9	16	12	-24	-22
TOMATOES	39	18	31	17	15	10	7	9	5	12	18	52	4
CH.CABBAGE	13	18	11	7	8	7	13	12	11	19	23	21	26
CUCUMBER	42	41	20	28	21	20	19	20	27	34	31	-10	-25
PUMPKIN	83	53	74	64	50	44	52	55	37	52	62	21	17
	337	238	272	228	250	253	242	253	210	237	256	8	8

*on the days surveyed

@ new weights and base