



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY JANUARY 2023

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:

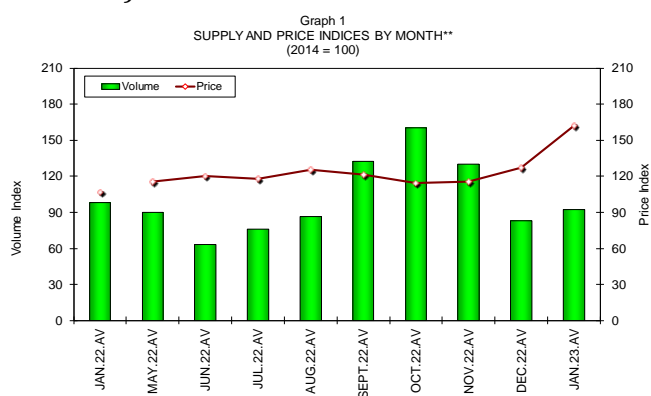
The Local Market Survey in January 2023 showed that the overall volume rose 12 percent while average prices increased 27 percent when compared to December 2022.

- Significant increases in the supplies of some agricultural produce strongly contributed to the rise in the volume index.
- The value of supplies increased 34 percent to \$82,900 from the previous month.
- The total number of sellers increased 12 percent to 262 in January 2023 from the 234 recorded in December 2022.

Issue: 01/01/23

OVERVIEW

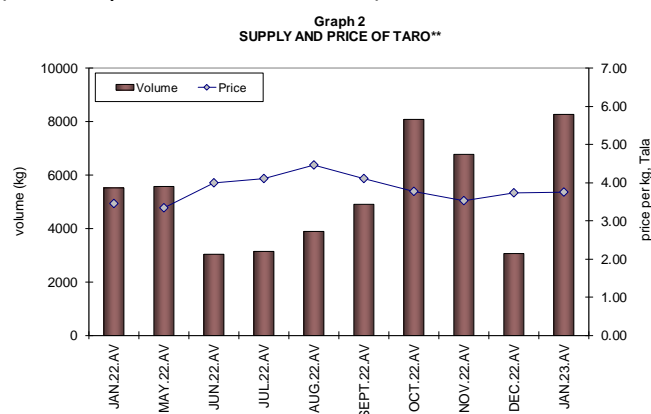
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in January 2023 showed a 12 percent increase in the overall volume from December 2022. This was due to the significant increases of some agricultural produce supplied to the markets such as taro, banana, coconut, breadfruit and yam. When compared to January 2022, current supply decreased by 6 percent. (See Graph 1 and Tables 4 & 5)



The overall increase of 27 percent in the price index was influenced by the increases in the prices of some agriculture produce such as ta'amu, banana, head cabbage, tomatoes, Chinese cabbage, cucumber and pumpkin. When compared with January 2022, the current overall price level rose 52 percent.

TARO

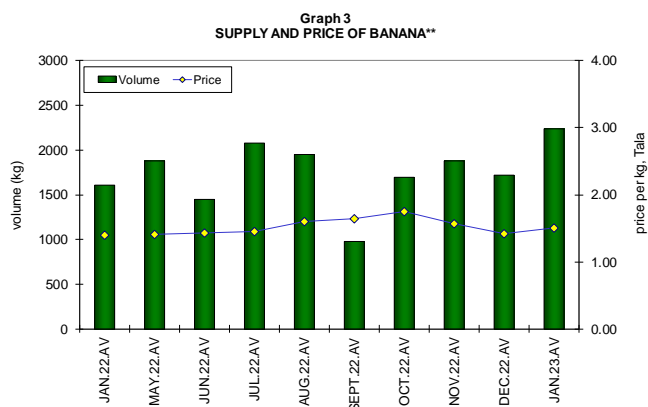
The supply of taro to the local markets in January 2023 increased more than three times (to 5,309 kilograms) its supply in the previous month; a level that was 50 percent higher than its supply in the same month last year. The average price of taro remained unchanged when compared to December 2022 but increased 8 percent over its price in January 2022. (See Graph 2 and Tables 1&2)



Taro supply dropped 18 percent in the twelve-month period ending January 2023 in comparison to the twelve-month period ending January 2022. However, its price rose by 56 percent.

BANANA

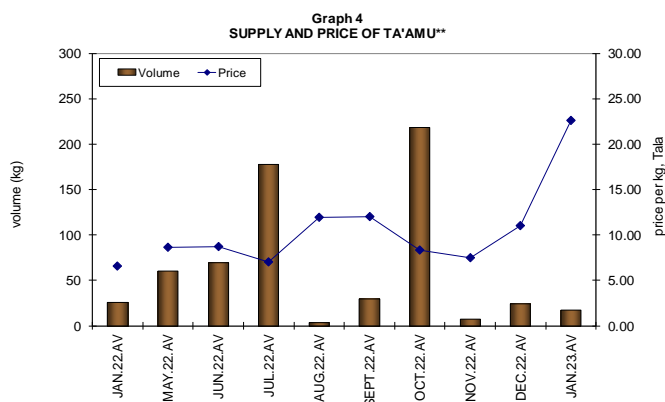
Banana supplies in the month under review increased 30 percent (to 2,235 kilograms) from December 2022 while high demand pushed its average price up by 6 percent (to \$1.50 per kilogram). When compared with the same month last year, both supply and price of banana in the current period increased 39 percent and 8 percent respectively. (See Graph 3 and Tables 1&2).



Annually, banana supplies were 7 percent lower compared to the year ended January 2022. However, its average price increased 34 percent.

TA'AMU

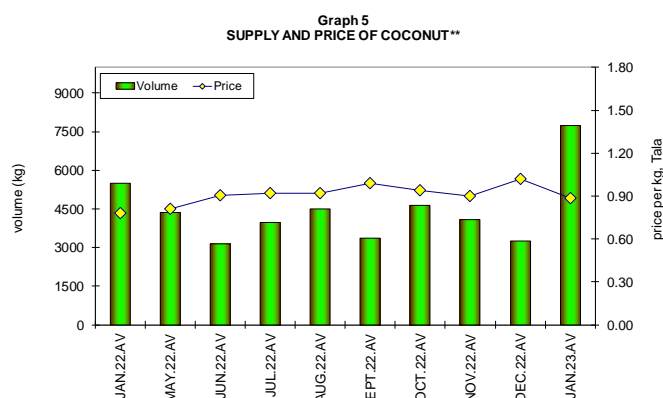
Ta'amu supply in January 2023 decreased 26 percent while its average price has more than doubled its price in December 2022 (to \$22.60 per kilogram). Current supply of ta'amu also decreased by 31 percent while average price increased more than twice its price in January 2022. (See Graph 4 and Tables 1&2)



In the year ending January 2023, volume of ta'amu supplied to the markets decreased 41 percent while its price increased by 98 percent in comparison to the year ending January 2022.

COCONUT

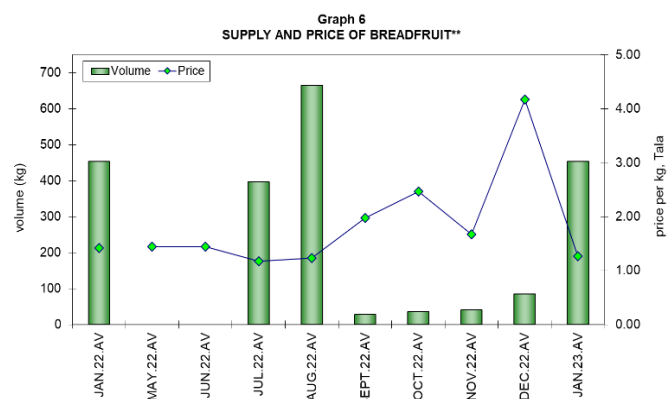
In the month under review, coconut increased more than twice (to 7,747 kilograms) its supply from the previous month while increased availability led to the decline in prices by 13 percent (to 0.88 per kilogram). In comparison to January 2022, current supply and price of coconut increased by 41 percent and by 13 percent respectively. (See Graph 5 and Tables 1&2)



In the twelve months ending January 2023, supply of coconut fell 7 percent while its average price also dropped 4 percent in the twelve months ending January 2022.

BREADFRUIT

The volume of breadfruit supply in January 2023 went up more five times from the previous month while its average price fell 70 percent (to \$1.27 per kilogram). When compared to January 2022, current supply of breadfruit remained the same. (See Graph 6 and Tables 1& 2)

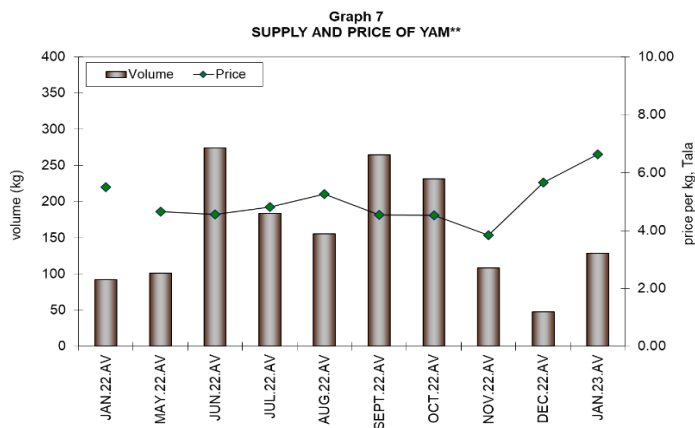


Annually, supply of breadfruit fell 7 percent while its average price rose 19 percent over the year ended January 2022.

YAM

Yam supplies increased more than twice its supply in the previous month, while its average price increased by 17 percent (to \$6.64 per kilogram) due to high demand for yam. Current supply and its average price both rose 40 percent and 21 percent over the same month last year in the respective order.

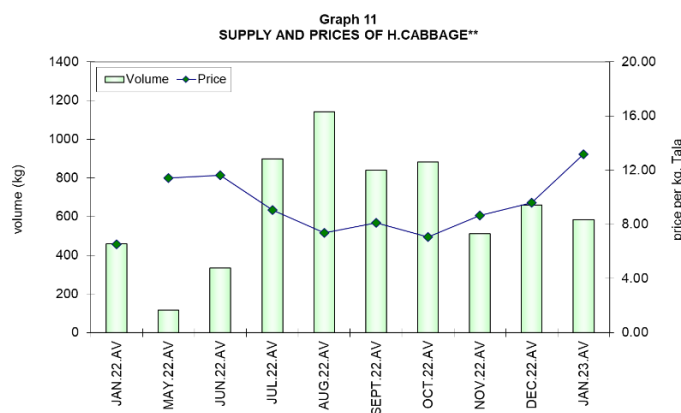
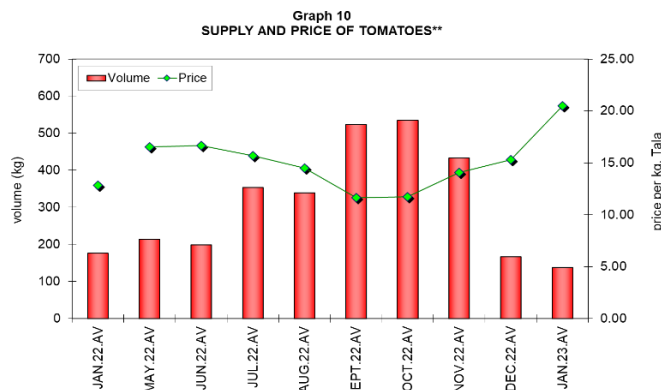
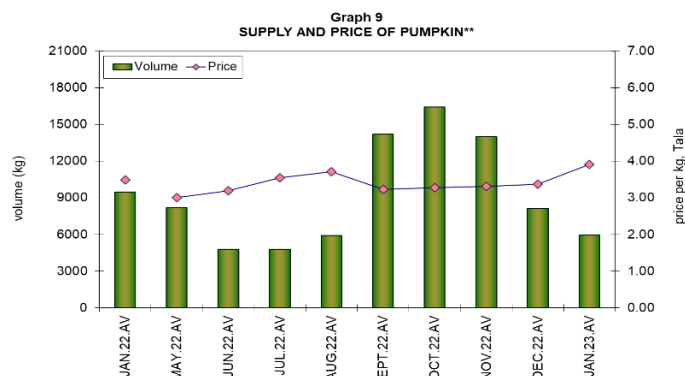
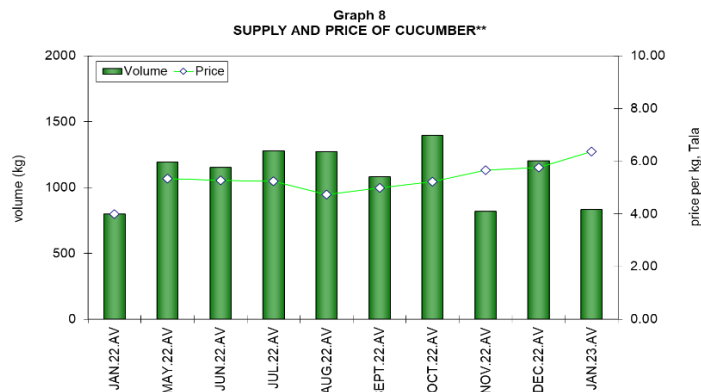
(See Graph 7 and Tables 1 & 2)



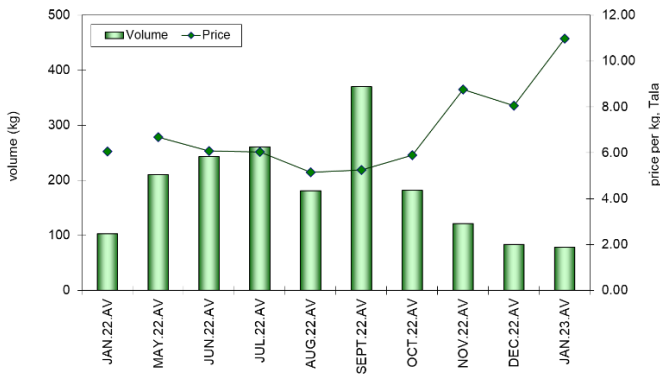
Supply of yam in the twelve months ending January 2023 increased 40 percent in comparison to the twelve months ending January 2022, while its average price rose 21 percent.

VEGETABLE PRODUCE

Most of the vegetable produce supplied to the local markets in January 2023 experienced significant decreases from the previous month. Cucumber registered the largest drop of 31 percent (to 832 kilograms) followed by pumpkin supplies dropping 27 percent (to 5,941 kilograms) and Tomatoes decreasing by 17 percent (to 138 kilograms). Head cabbage declined 12 percent (to 584 kilograms) and Chinese cabbage supplies fell 6 percent (to 78 kilograms) when compared to the previous month. (See Graphs 8 to 12 and Tables 1 & 2)



Graph 12
SUPPLY AND PRICE OF CH.CABBAGE**

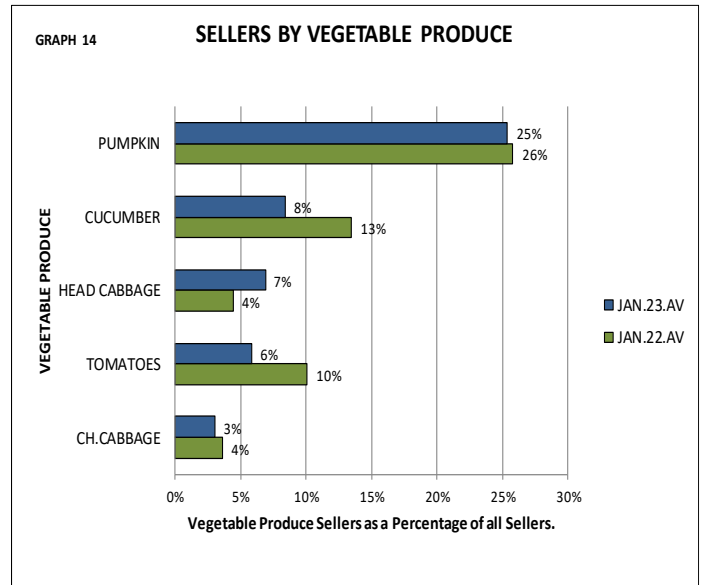
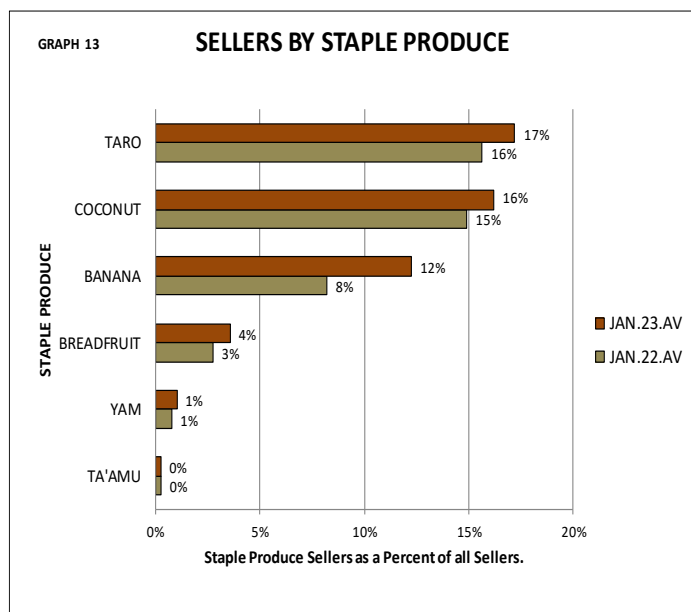


Subsequent to the decline of the majority of vegetable produce available at the local market in the month under review, average prices for all produce increased. Head cabbage price recorded an increase of 37 percent (to \$13.16 per kilogram) followed by Chinese cabbage price increasing by 36 percent (to \$10.98 per kilogram) and tomato price rising 34 percent (to \$20.49 per kilogram). Price for pumpkin increased 16 percent (to \$3.91 per kilogram) and cucumber prices up by 11 percent (to \$6.32 per kilogram) when compared with December 2022.

SELLERS

At 262, the number of sellers at the local markets on the days surveyed in January 2023 increased by 12 percent from the previous month but fell 2 percent when compared with the number of sellers in the same month a year ago.

(See Graphs 13 and 14 and Table 6).



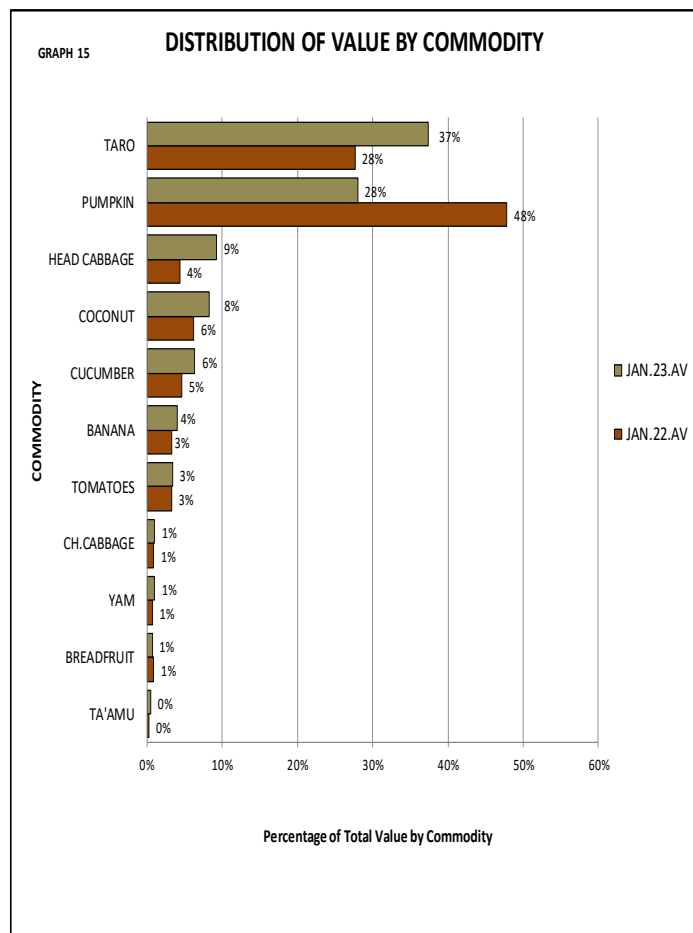
In January 2023, pumpkin sellers at 66 were the largest group at the local markets, decreasing from the 70 in the previous month and the 69 in the same month last year. Taro sellers followed with a total of 45 increasing from the 32 last month and the 42 in the same month a year ago. Coconut sellers recorded a total of 42, up from the 26 in the previous month and the 40 in the same month a year ago. Banana sellers recorded a total of 32, up from the 22 in the previous month and the same month a year ago. The number of cucumber sellers was 22, decreasing from the 36 in December 2022 and January 2022.

Head cabbage sellers of 18 registered an increase from the 13 and the 12 in the previous month and the same month a year ago respectively. Tomatoes with a total number of sellers at 15 fell from the 22 in the previous month and the 27 in the same month a year ago.

Breadfruits sellers at 9, increased from the 1 in the previous month and the 7 in the same month a year ago. Chinese cabbage sellers recorded a total of 8, decreasing from the 11 in December 2022 and 10 in January 2022. Yam sellers recorded a total of 3 whilst ta'amu only recorded 1 seller in the month under review.

VALUE OF SUPPLIES

The average value of selected produce supplied to the local markets in January 2023 stood at \$82,900 increasing 34 percent from the previous month and 20 percent from January 2022.



higher than 5 percent in the same month a year ago. Banana which accounted for 4 percent of total value remaining unchanged from the previous month but were higher than 3 percent in the same month last year.

Tomato with a contribution of 3 percent fell from the 4 percent in December 2022 but remained unchanged in January 2022. Chinese cabbage, yam and breadfruit all contributed 1 percent each to total value, while ta'amua recorded the least 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 37 percent in January 2023; a level that was higher than the 18 percent in the previous month and the 28 in the same month a year ago.

Pumpkin contributed 28 percent decreasing from the 44 percent last month and 48 percent in the same month a year ago. Head cabbage contributed 9 percent to total value decreasing from 11 percent in the previous month but were higher than 5 percent in the same month a year ago. Coconut shares rose to 8 percent from the 5 percent in the previous month and 6 percent the same month a year ago in the respective order.

Cucumber shares accounting for 6 percent decreased from 11 percent in the previous month but were

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 February 2023 will be available on 31th March 2023.

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in kilograms)

PRODUCE	2014 AVE	JAN.22.AV	MAY.22.AV	JUN.22.AV	JUL.22.AV	AUG.22.AV	SEPT.22.AV	OCT.22.AV	NOV.22.AV	DEC.22.AV	JAN.23.AV	Jan-23	
												% chng from prev mnth	%chng from JAN 22
TARO	7521	5517	5585	3030	3136	3882	4901	8082	6784	3069	8268	169	50
BANANA	2642	1609	1877	1445	2080	1951	976	1696	1879	1721	2235	30	39
TA'AMU	816	26	60	70	178	4	30	218	7	24	18	-26	-31
COCONUT	7993	5500	4364	3133	3964	4489	3364	4634	4079	3258	7747	138	41
BREADFRUIT	186	453	0	0	396	665	28	35	40	85	453	433	0
YAM	129	92	101	275	184	155	265	232	108	47	129	173	40
HEAD CABBAGE	811	459	118	335	898	1142	839	882	511	661	584	-12	27
TOMATOES	256	176	214	198	353	339	523	535	433	166	138	-17	-22
CH.CABBAGE	129	103	210	243	261	181	370	182	121	84	78	-6	-24
CUCUMBER	542	801	1193	1153	1279	1276	1084	1395	821	1202	832	-31	4
PUMPKIN	6217	9474	8191	4789	4804	5907	14218	16411	13983	8143	5941	-27	-37

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

PRODUCE	2014 AVE	JAN.22.AV	MAY.22.AV	JUN.22.AV	JUL.22.AV	AUG.22.AV	SEPT.22.AV	OCT.22.AV	NOV.22.AV	DEC.22.AV	JAN.23.AV	% chng from	
												prev mnth	JAN 22
TARO	1.48	3.46	3.35	3.99	4.11	4.46	4.11	3.78	3.53	3.73	3.74	0	8
BANANA	0.76	1.40	1.41	1.43	1.45	1.60	1.64	1.75	1.57	1.42	1.50	6	8
TA'AMU	2.78	6.55	8.62	8.69	7.00	11.90	12.01	8.35	7.51	11.05	22.60	105	245
COCONUT	0.62	0.78	0.81	0.90	0.92	0.92	0.99	0.94	0.90	1.02	0.88	-13	13
BREADFRUIT	0.94	1.42	1.44	1.44	1.17	1.24	1.98	2.46	1.67	4.17	1.27	-70	-11
YAM	3.16	5.50	4.66	4.56	4.81	5.26	4.54	4.52	3.84	5.66	6.64	17	21
HEAD CABBAGE	5.40	6.54	11.40	11.64	9.05	7.36	8.10	7.08	8.64	9.58	13.16	37	101
TOMATOES	9.55	12.84	16.54	16.64	15.70	14.50	11.62	11.72	14.06	15.31	20.49	34	59
CH.CABBAGE	4.38	6.07	6.68	6.09	6.04	5.15	5.25	5.90	8.75	8.05	10.98	36	81
CUCUMBER	2.99	4.00	5.34	5.28	5.24	4.73	4.99	5.22	5.67	5.77	6.38	11	60
PUMPKIN	2.61	3.49	3.01	3.20	3.55	3.71	3.23	3.28	3.32	3.37	3.91	16	12

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2014	JAN.22.AV	MAY.22.AV	JUN.22.AV	JUL.22.AV	AUG.22.AV	SEPT.22.AV	OCT.22.AV	NOV.22.AV	DEC.22.AV	JAN.23.AV	% chng from	
												prev mnth	JAN 22
TARO	126.6	19.1	18.7	12.1	12.9	17.3	20.1	30.5	24.0	11.5	31.0	170	62
BANANA	25.1	2.3	2.7	2.1	3.0	3.1	1.6	3.0	3.0	2.5	3.4	37	49
TA'AMU	25.6	0.2	0.5	0.6	1.3	0.0	0.4	1.8	0.1	0.3	0.4	48	135
COCONUT	59.3	4.3	3.5	2.8	3.7	4.1	3.3	4.4	3.7	3.3	6.9	107	60
BREADFRUIT	1.8	0.6	0.0	0.0	0.5	0.8	0.1	0.1	0.1	0.4	0.6	66	-9
YAM	4.7	0.5	0.5	1.3	0.9	0.8	1.2	1.1	0.4	0.3	0.9	219	69
HEAD CABBAGE	44.6	3.0	1.3	3.9	8.1	8.4	6.8	6.2	4.4	6.3	7.7	21	156
TOMATOES	21.5	2.3	3.5	3.3	5.5	4.9	6.1	6.3	6.1	2.5	2.8	11	25
CH.CABBAGE	5.9	0.6	1.4	1.5	1.6	0.9	1.9	1.1	1.1	0.7	0.9	28	37
CUCUMBER	18.4	3.2	6.4	6.1	6.7	6.0	5.4	7.3	4.7	6.9	5.3	-24	66
PUMPKIN	178.3	33.1	24.6	15.3	17.0	21.9	46.0	53.9	46.4	27.4	23.2	-15	-30
	511.8	69.1	63.2	48.9	61.1	68.4	92.8	115.5	93.7	62.0	82.9	34	20

*on the days surveyed
@ new weights and base
Ⓢ revised figures

Table 4: Volume Index (2014 = 100)

PRODUCE	2014 Weights	JAN.22.AV	MAY.22.AV	JUN.22.AV	JUL.22.AV	AUG.22.AV	SEPT.22.AV	OCT.22.AV	NOV.22.AV	DEC.22.AV	JAN.23.AV	% chng from prev mnth	%chng from JAN22
TARO	0.25	73	74	40	42	52	65	107	90	41	110	169	50
BANANA	0.05	61	71	55	79	74	37	64	71	65	85	30	39
TA'AMU	0.05	3	7	9	22	0	4	27	1	3	2	-26	-31
COCONUT	0.12	69	55	39	50	56	42	58	51	41	97	138	41
BREADFRUIT	0.004	244	0	0	213	358	15	19	22	46	244	433	0
YAM	0.01	72	78	213	142	120	205	180	84	37	100	173	40
HEAD CABBAGE	0.09	57	15	41	111	141	103	109	63	82	72	-12	27
TOMATOES	0.04	69	84	77	138	133	204	209	169	65	54	-17	-22
CH.CABBAGE	0.01	80	163	188	202	140	287	141	94	65	61	-6	-24
CUCUMBER	0.04	148	220	213	236	235	200	257	151	222	153	-31	4
PUMPKIN	0.35	152	132	77	77	95	229	264	225	131	96	-27	-37
	1.00	98	90	63	76	86	133	161	130	83	93	12	-6

Table 5: Price Index (2014 = 100)

PRODUCE	2014 Weights	JAN.22.AV	MAY.22.AV	JUN.22.AV	JUL.22.AV	AUG.22.AV	SEPT.22.AV	OCT.22.AV	NOV.22.AV	DEC.22.AV	JAN.23.AV	% chng from prev mnth	%chng from JAN22
TARO	0.25	234	226	270	278	301	277	255	239	252	253	0	8
BANANA	0.05	184	186	188	191	211	216	230	207	187	198	6	8
TA'AMU	0.05	236	310	313	252	428	432	301	270	398	813	105	245
COCONUT	0.12	126	131	146	149	148	159	152	145	164	143	-13	13
BREADFRUIT	0.004	151	153	153	125	132	211	262	177	443	135	-70	-11
YAM	0.01	174	147	144	152	166	144	143	121	179	210	17	21
HEAD CABBAGE	0.09	121	211	215	168	136	150	131	160	177	244	37	101
TOMATOES	0.04	135	173	174	164	152	122	123	147	160	215	34	59
CH.CABBAGE	0.01	138	152	139	138	117	120	135	200	184	251	36	81
CUCUMBER	0.04	134	178	177	175	158	167	175	190	193	213	11	60
PUMPKIN	0.35	134	115	123	136	142	124	126	127	129	150	16	12
	1.00	107	116	120	118	126	121	114	116	128	162	27	52

Table 6: Number of Sellers

PRODUCE	2014 AVE	JAN.22.AV	MAY.22.AV	JUN.22.AV	JUL.22.AV	AUG.22.AV	SEPT.22.AV	OCT.22.AV	NOV.22.AV	DEC.22.AV	JAN.23.AV	% chng from prev mnth	%chng from JAN22
TARO	46	42	40	32	32	33	35	50	49	32	45	40	8
BANANA	27	22	22	20	21	26	14	24	29	22	32	49	47
TA'AMU	7	1	2	1	2	0	0	1	1	1	1	-11	-11
COCONUT	57	40	42	34	33	35	23	38	33	26	42	61	7
BREADFRUIT	4	7	0	0	1	5	1	1	2	1	9	647	27
YAM	5	2	3	6	5	3	6	5	2	1	3	113	28
HEAD CABBAGE	12	12	2	8	10	18	20	17	11	13	18	44	52
TOMATOES	39	27	21	19	20	32	48	53	54	22	15	-29	-43
CH.CABBAGE	13	10	19	18	18	16	19	15	7	11	8	-26	-17
CUCUMBER	42	36	30	29	31	37	36	34	27	36	22	-39	-39
PUMPKIN	83	69	58	49	46	61	78	88	76	70	66	-5	-3
	337	266	238	214	218	265	279	324	291	234	262	12	-2

*on the days surveyed

@ new weights and base