



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

# LOCAL MARKET SURVEY February 2013

*This report provides a monthly review of selected agricultural produce available at the Local Markets around the Apia town area based on the price data and volume index survey. Corresponding tables are attached for ease of reference.*

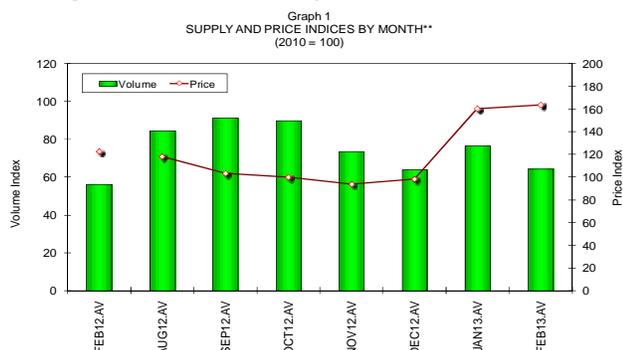
### Key findings:

The Local Market Survey in February 2013 when compared to the previous month revealed overall volume decreased 16 percent as volume of taro and ta'amu dropped while average prices increased 2 percent.

Issue: 1/2/13

## OVERVIEW

The Samoa Bureau of Statistics survey of Agricultural food supplies at the Local Market in the month of February 2012 showed a 16 percent decrease in overall volume. This reduction in volume in the month under review was due to decreased supplies of taro, banana, ta'amu, coconut, tomato and pumpkin. When comparing supply in the month under review with the same month last year overall volume was 14 percent higher. (See Graph 1 and Tables 4 & 5)

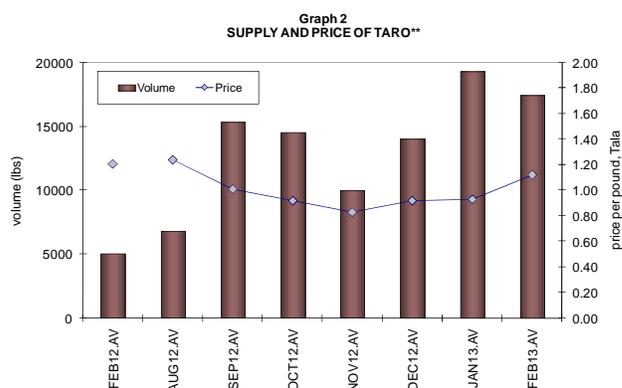


Limited availability of most staple and vegetable produce led the average price level to increase 2 percent; stemming from increases in prices of taro, coconut, head cabbage, tomato and pumpkin. The same month last year revealed current average price level was 33 percent higher in comparison. The month under review, however, registered the highest average price level to date in the last five years.

## TARO

Taro supplies fell 10 percent to 17,416 pounds from the previous month, its average price rose 20 percent to \$1.12 per pound. In comparison to February 2012, current volume was three times higher (up 244 percent) while average price was 7 percent lower. Lower availability of taro in the month under review was due to decreased suppliers of this staple crop.

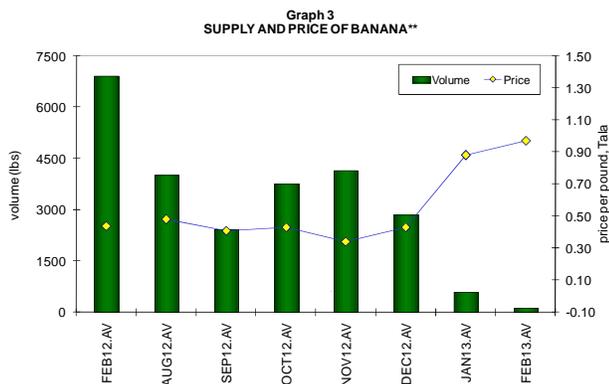
(See Graph 2 and Tables 1 & 2)



Despite the decrease in taro volume in the month under review, supply of taro in the twelve months ending February 2013 was much higher than taro supply in the twelve months ending February 2012 leading to an 82 percent increase in volume while average price dropped 11 percent.

## **BANANA**

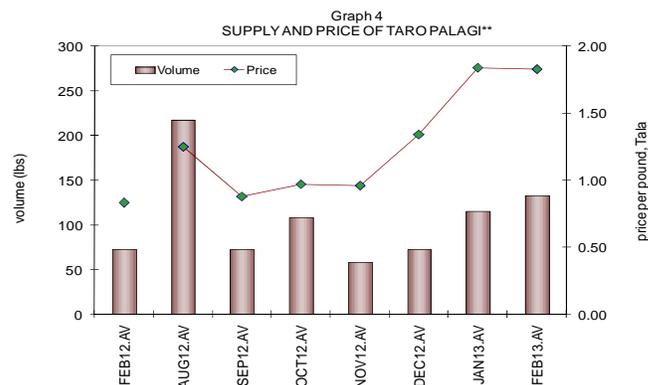
Similarly, banana supplies plunged 81 percent to 112 pounds from January 2013. Average price on the other hand continued to increase (up 10 percent) to \$0.97 per pound. In comparison with the same month last year, current supply was 98 percent lower while average price was double (up 120 percent) that in February 2012. (See Graph 3 and Tables 1 & 2)



A twelve month comparison ending February 2013 over the twelve months ending February 2012 showed current supply contributing to a 50 percent decrease in volume while average price rose 26 percent.

## **TARO PALAGI**

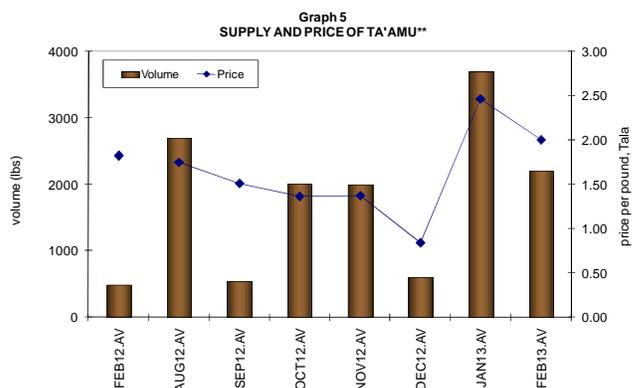
In the month under review, the supply of taro palagi continued its increase to 133 pounds (up 16 percent) from that in the previous month while average price slipped 1 percent to \$1.83 per pound. Reviewing the same month last year revealed current supply of taro palagi was 83 percent higher and average price was two times higher (up 120 percent). (See Graph 4 and Tables 1 & 2)



Despite the rise in taro palagi supplies in the month under review, current supply contributed to a 68 percent decrease in volume while average price increased 51 percent when comparing the twelve months ending February 2013 over the twelve months ending February 2012.

## **TA'AMU**

At 2,203 pounds, ta'amu supply dropped 40 percent from the previous month and its price also fell 19 percent to \$2.00 per pound. This was evident in a significant departure from average size and weight of ta'amu collected in previous years. Subsequently, the mediocre quality of ta'amu led to weakened demand pushing its average price down. Comparing the same month last year revealed current ta'amu volume was four times higher (up 348 percent) and average price was two times higher (up 120 percent). (See Graph 5 and Tables 1 & 2)

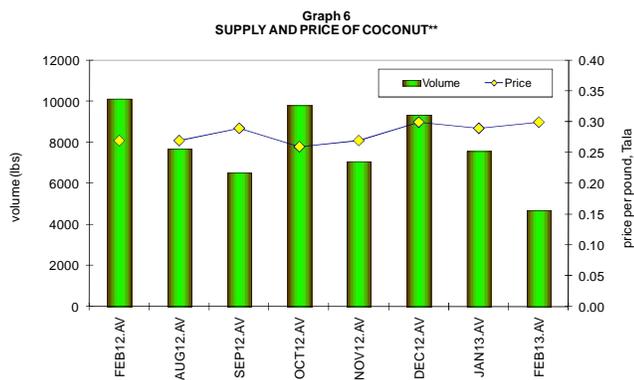


In line with the lower volume in the month under review, current supply of ta'amu contributed to a 61 percent decrease in volume while average price showed a 25 percent increase when reviewing the

twelve months ending February 2013 over the twelve months ending February 2012.

## COCONUT

The availability of coconut at the market in February 2013 decreased 38 percent to 4,686 pounds from the previous month leading its average price to increase 3 percent to \$0.30 per pound. In addition, when compared with the same month in 2012, the current supply of coconut was 54 percent lower while average price was 11 percent higher. (See Graph 6 and Tables 1 & 2)



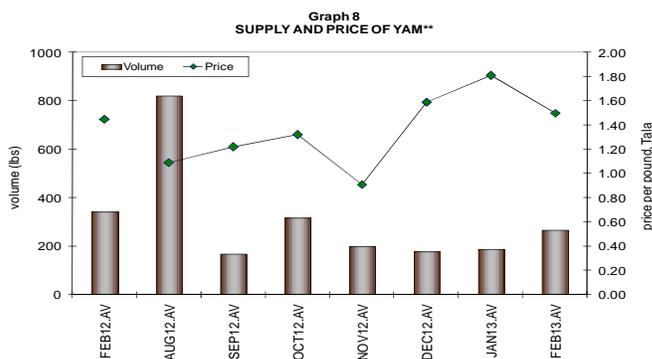
The average availability of coconut in the twelve months ending February 2013 led to a 32 percent decrease in volume as price however rose 14 percent when compared with the twelve months ending February 2012.

## BREADFRUIT

Breadfruit was still unavailable at the market in the month under review whereas the price has been assumed to be the same so it does not impact on the overall price index.

## YAM

Supply of yam increased 42 percent to 267 pounds while average price declined 17 percent to \$1.50 per pound. In contrast, a comparison of volume in February 2012 showed current yam supplies was 22 percent lower even though price rose 3 percent. (See Graph 8 and Tables 1 & 2)

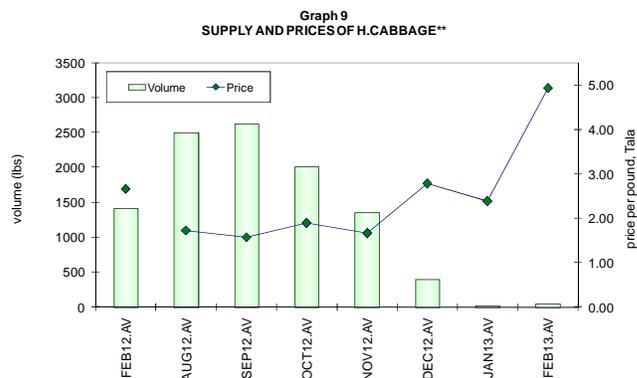


Although yam supplies were higher in the month under review, its volume contributed to an overall 33 percent reduction in the average availability of this staple crop in the twelve months ending February 2013 while its price increased 6 percent when compared to the twelve months ending February 2012.

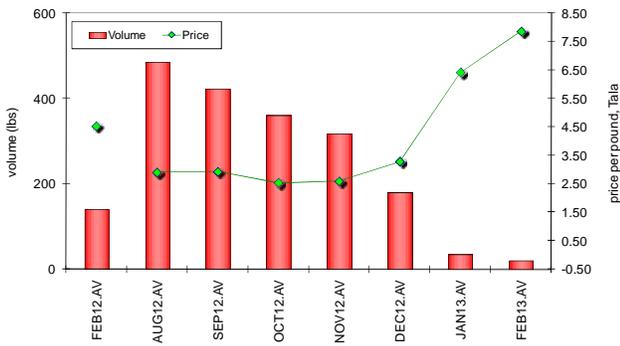
## VEGETABLE PRODUCE

With the exception of tomatoes and pumpkin, all vegetable produce in the month under review registered gains in supply from the previous month. In particular, head cabbage showing signs of recovery with supply increasing to 45 pounds (up 131 percent) while Chinese cabbage rose 14 percent (to 132 pounds) and cucumber increased 11 percent (to 400 pounds) in volume. On the downside, the supplies of tomatoes and pumpkin fell 43 percent (to 20 pounds) and 21 percent (to 3,224 pounds) respectively from the previous month.

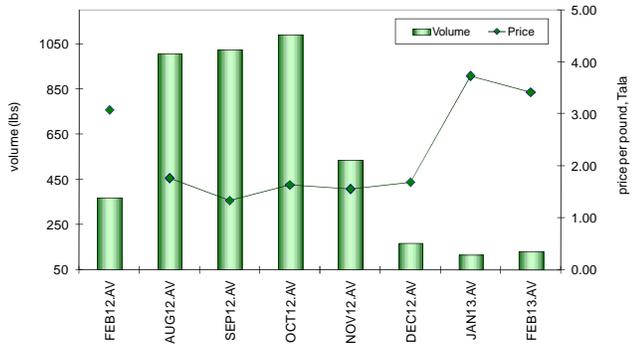
(See Graphs 9 to 13 and Tables 1 & 2)



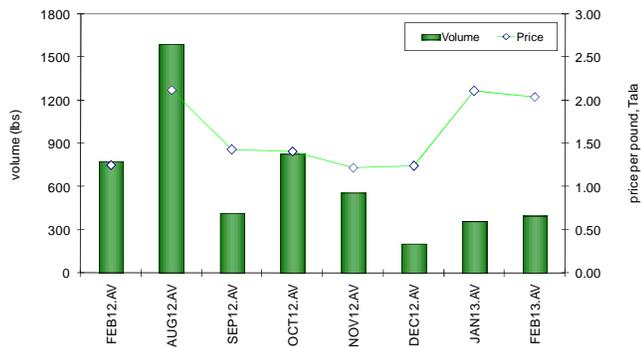
Graph 10  
SUPPLY AND PRICE OF TOMATOES\*\*



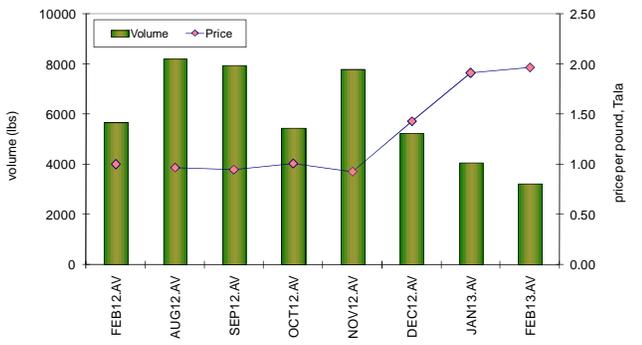
Graph 11  
SUPPLY AND PRICE OF CH.CABBAGE\*\*



Graph 12  
SUPPLY AND PRICE OF CUCUMBER\*\*



Graph 13  
SUPPLY AND PRICE OF PUMPKIN\*\*

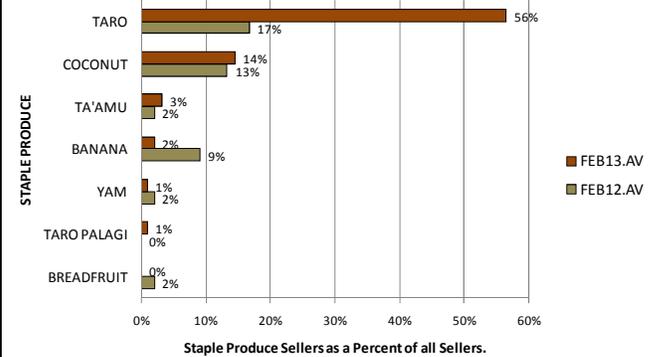


Average prices of most vegetables increased in the month under review. Prices for head cabbage doubled from the previous month to \$4.93 per pound (up 107 percent), while tomato and pumpkin rose 23 percent (to \$7.86 per pound) and 3 percent (to \$1.97 per pound) in that order. On the other hand, Chinese cabbage prices dropped 8 percent to \$3.42 per pound, followed by a 3 percent decrease in the price of cucumber to \$2.04 per pound.

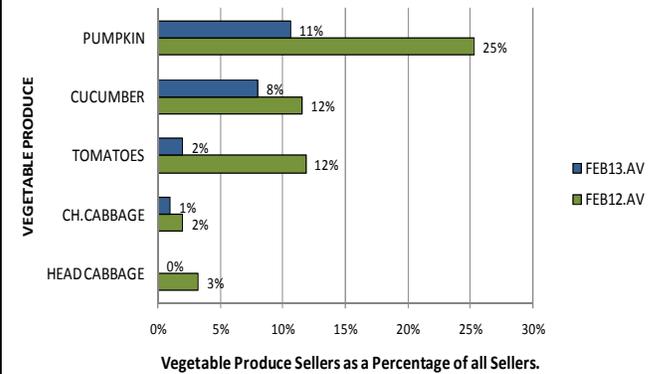
## SELLERS

Corresponding to the overall supply of agricultural produce to the market in February 2013, the number of sellers at 151 on the days surveyed in the month under review was 11 percent lower from the previous month. When compared with February 2012, the current number of sellers was 2 percent higher. (See Graphs 14 and 15 and Table 6)

GRAPH 14  
SELLERS BY STAPLE PRODUCE



GRAPH 15  
SELLERS BY VEGETABLE PRODUCE



In the month under review, taro sellers topped the sellers list at 86 despite its decreasing total from 96 in the previous month but were higher than 32 in February 2012. Coconut sellers followed with its total decreasing to 17 from 25 each in January 2013 and February 2012. Pumpkin sellers were third with a decreasing total of 16 from 18 and 30 respectively in the previous month and in the same month last year. Cucumber sellers also reduced to 11 in the month under review from 14 all in the previous month and in February 2012. Ta'amu sellers increased to 7 from 6 in January 2013 while tomato, yam and Chinese cabbage also increased to 5, 4 and 3 from 3, 3 and 2 in that order in the previous month. Banana and taro palagi sellers however dropped to 1 each from 3 and 2 sellers respectively while head cabbage remained to its one seller from January 2013. There were no breadfruit sellers recorded in the month under review.

Taro remained the top contributor to the value of selected produce surveyed with a share of 57 percent in February 2013, a level higher than 45 percent and 24 percent in January 2013 and February 2012 in that order. Pumpkin followed with a 19 percent share in the month under review which was lower than 20 percent in the previous month and 22 percent in the same month of last year. Ta'amu accounted for 13 percent of total value; down from 23 percent in January 2013 but was substantially higher than 3 percent in February 2012. Coconut contributed 4 percent which was lower than 6 percent in the previous month and 11 percent in February 2012. Cucumber remained to 2 percent share from the previous month while Chinese cabbage, head cabbage, yam and taro palagi accounted for 1 percent each of total value. Relatively lower shares were recorded for the rest of the other commodities. (See Graph 16 and Table 3)

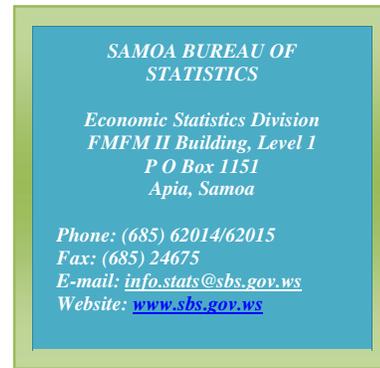
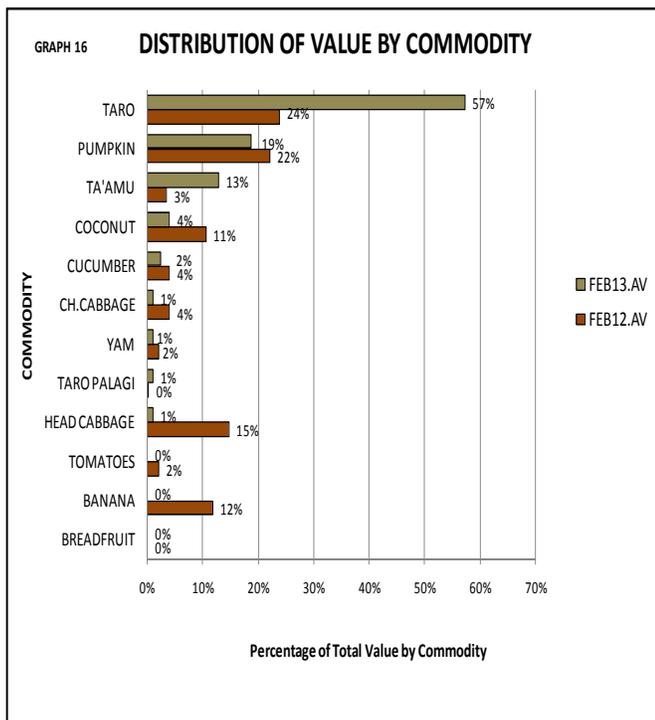
## VALUE OF SUPPLIES

Although the average price level increased in February 2013, the average value of selected produce supplied to the market decreased 14 percent to \$34,100; a level that was 33 percent higher than the same month of 2012.

**The Local Market Survey Report for March 2013 will be available on the 15th April 2013**

*Weights for the selected produce have been revised using 2010 as the base period and have been incorporated starting from January 2010 report.*

*\*\* Data shown reflects the average availability and prices of the selected produce at the Local Market stalls at the Toleafoa and Vaai compounds with some displaced roadside sellers. This survey is conducted on each Friday (Thursday where Friday is a public holiday) in the months under reference.*



**Muagututi'a S Reupena**  
 Government Statistician

## SUMMARY OF MARKET SURVEY

**Table 1: Quantity Supplied (in pounds)\***

PRODUCE	2010 AVE	FEB12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	Feb-13	
										% chng from prev mnth	%chng from FEB 12
TARO	8422	5067	6835	15336	14549	10028	14035	19303	17416	-10	244
BANANA	6349	6925	4004	2434	3759	4144	2861	600	112	-81	-98
TARO PALAGI	484	73	218	73	109	58	73	115	133	16	83
TA'AMU	10042	492	2694	543	2006	1997	603	3700	2203	-40	348
COCONUT	9964	10129	7664	6521	9820	7067	9330	7566	4686	-38	-54
BREADFRUIT	608	748	449	110	968	598	66	0	0	-	-100
YAM	415	342	820	168	317	198	179	188	267	42	-22
HEAD CABBAGE	1531	1418	2500	2627	2010	1354	404	19	45	131	-97
TOMATOES	300	141	484	423	360	317	180	35	20	-43	-86
CH.CABBAGE	720	369	1007	1025	1092	535	169	116	132	14	-64
CUCUMBER	978	777	1591	418	829	557	204	361	400	11	-48
PUMPKIN	7508	5688	8209	7959	5458	7786	5232	4085	3224	-21	-43

**Table 2: Weighted Average Price Per Pound (in Tala)\***

PRODUCE	2010 AVE	FEB12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	% chng from prev mnth	%chng from FEB 12
BANANA	0.45	0.44	0.48	0.41	0.43	0.34	0.43	0.88	0.97	10	120
TARO PALAGI	0.76	0.83	1.25	0.88	0.97	0.96	1.34	1.84	1.83	-1	120
TA'AMU	1.10	1.82	1.75	1.51	1.36	1.37	0.84	2.46	2.00	-19	10
COCONUT	0.23	0.27	0.27	0.29	0.26	0.27	0.30	0.29	0.30	3	11
BREADFRUIT	0.41	0.16	0.52	0.20	0.48	0.48	0.46	0.46	0.46	0	188
YAM	1.34	1.45	1.09	1.22	1.32	0.91	1.59	1.81	1.50	-17	3
HEAD CABBAGE	2.86	2.67	1.73	1.58	1.89	1.66	2.78	2.38	4.93	107	85
TOMATOES	4.55	4.53	2.91	2.93	2.53	2.59	3.28	6.41	7.86	23	74
CH.CABBAGE	2.27	3.08	1.76	1.33	1.64	1.55	1.69	3.73	3.42	-8	11
CUCUMBER	1.49	1.25	2.12	1.43	1.41	1.22	1.24	2.11	2.04	-3	63
PUMPKIN	1.00	1.00	0.97	0.95	1.01	0.93	1.43	1.91	1.97	3	97

**Table 3: Value of Supplies (in Tala thousands)\***

PRODUCE	Total value 2010	FEB12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	% chng from prev mnth	%chng from FEB 12
BANANA	34.2	3.1	1.9	1.0	1.6	1.4	1.2	0.5	0.1		
TARO PALAGI	4.6	0.1	0.3	0.1	0.1	0.1	0.1	0.2	0.2		
TA'AMU	133.3	0.9	4.7	0.8	2.7	2.7	0.5	9.1	4.4		
COCONUT	27.2	2.7	2.1	1.9	2.6	1.9	2.8	2.2	1.4		
BREADFRUIT	2.5	0.1	0.2	0.0	0.5	0.3	0.0	0.0	0.0		
YAM	6.6	0.5	0.9	0.2	0.4	0.2	0.3	0.3	0.4		
HEAD CABBAGE	45.0	3.8	4.3	4.2	3.8	2.3	1.1	0.1	0.2		
TOMATOES	11.6	0.6	1.4	1.2	0.9	0.8	0.6	0.2	0.2		
CH.CABBAGE	16.3	1.1	1.8	1.4	1.8	0.8	0.3	0.4	0.5		
CUCUMBER	15.0	1.0	3.4	0.6	1.2	0.7	0.3	0.8	0.8		
PUMPKIN	78.0	5.7	8.0	7.6	5.5	7.2	7.5	7.8	6.4		
	477.5	25.7	37.4	34.4	34.5	26.7	27.6	39.6	34.1	-14	33

\*on the days surveyed

@ new weights and base

**Table 4: Volume Index (2010 = 100)**

PRODUCE	2010 Weights	FEB12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	% chng from prev mnth	%chng from FEB 12
TARO	0.22	60	81	182	173	119	167	229	207		
BANANA	0.07	109	63	38	59	65	45	9	2		
TARO PALAGI	0.01	15	45	15	22	12	15	24	28		
TA'AMU	0.28	5	27	5	20	20	6	37	22		
COCONUT	0.06	102	77	65	99	71	94	76	47		
BREADFRUIT	0.01	123	74	18	159	98	11	0	0		
YAM	0.01	82	197	40	76	48	43	45	64		
HEAD CABBAGE	0.09	93	163	172	131	88	26	1	3		
TOMATOES	0.02	47	161	141	120	106	60	12	7		
CH.CABBAGE	0.03	51	140	142	152	74	23	16	18		
CUCUMBER	0.03	79	163	43	85	57	21	37	41		
PUMPKIN	0.16	76	109	106	73	104	70	54	43		
	1.00	56	85	91	90	73	64	77	64	-16	14

**Table 5: Price Index (2010 = 100)\***

PRODUCE	2010 Weights	FEB12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	% chng from prev mnth	%chng from FEB 12
TARO	0.22	116	118	96	88	79	88	89	107		
BANANA	0.07	98	106	91	95	75	95	195	215		
TARO PALAGI	0.01	109	164	115	127	126	175	241	239		
TA'AMU	0.28	166	159	137	124	125	76	224	182		
COCONUT	0.06	118	118	127	114	118	131	127	131		
BREADFRUIT	0.01	39	126	49	117	117	112	112	112		
YAM	0.01	108	81	91	99	68	119	135	112		
HEAD CABBAGE	0.09	93	60	55	66	58	97	83	172		
TOMATOES	0.02	100	64	64	56	57	72	141	173		
CH.CABBAGE	0.03	136	78	59	72	68	74	164	151		
CUCUMBER	0.03	84	143	96	95	82	84	142	137		
PUMPKIN	0.16	100	97	95	101	93	144	192	198		
	1.00	123	118	103	100	94	98	160	164	2	33

**Table 6: Number of Sellers\***

PRODUCE	2010 Weights	FEB12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	% chng from prev mnth	%chng from FEB 12
TARO	0.22	32	50	34	68	55	64	96	86		
BANANA	0.07	19	19	12	21	17	10	3	1		
TARO PALAGI	0.01	2	3	1	1	1	1	2	1		
TA'AMU	0.28	2	7	2	6	6	4	6	7		
COCONUT	0.06	25	27	19	28	25	24	25	17		
BREADFRUIT	0.01	5	4	1	4	4	1	0	0		
YAM	0.01	4	7	3	3	3	2	3	4		
HEAD CABBAGE	0.09	4	10	8	7	9	2	1	1		
TOMATOES	0.02	11	24	23	22	17	12	3	5		
CH.CABBAGE	0.03	4	9	12	9	7	3	2	3		
CUCUMBER	0.03	14	17	14	12	18	8	14	11		
PUMPKIN	0.16	30	39	46	31	28	18	18	16		
	1.00	148	216	175	212	190	146	169	151	-11	2

\*on the days surveyed

@ new weights and base