



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY January 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 January 2013 when compared to the previous month revealed overall volume increased 20 percent due to high volume of taro and ta'amu. Other produce was mostly very limited in supply and so average prices also increased 73 percent.

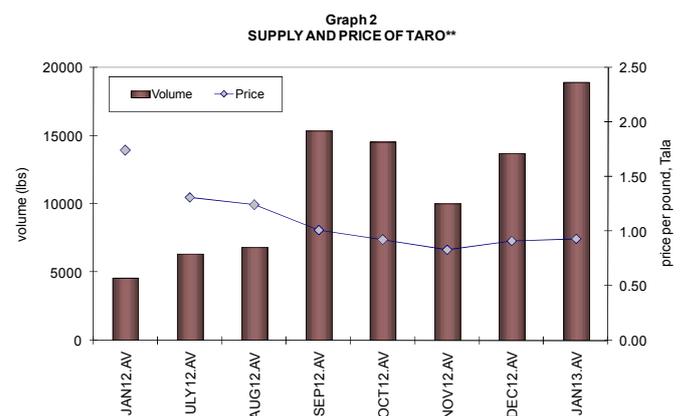
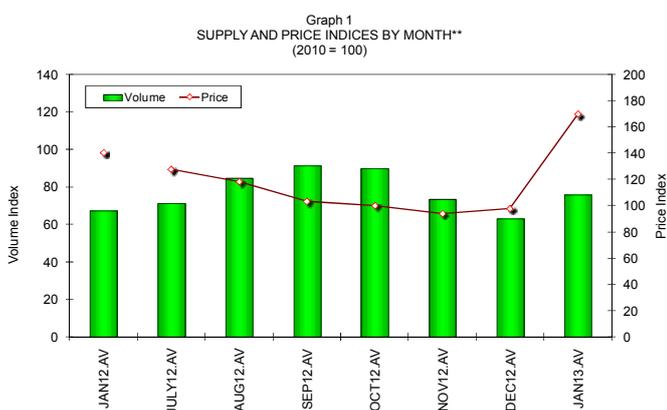
Issue: 1/1/13

OVERVIEW

The Samoa Bureau of Statistics survey of the Local Market in January 2013 recorded overall volume of selected produce increased 20 percent from the previous month due to high volume of taro and ta'amu. When compared to January 2012, the volume index for the month under review was 13 percent higher. (See Graph 1 and Tables 4 & 5)

TARO

Taro supplies in the month under review continued its surge rising 38 percent to 18,960 pounds as taro crop were the least affected by cyclone Evan. Its average price also rose 2 percent to \$0.93 per pound from December 2012. When compared to January last year, the volume of taro in the month under review was four times higher (up 316 percent) while its price was 47 percent lower. (See Graph 2 and Tables 1 & 2)



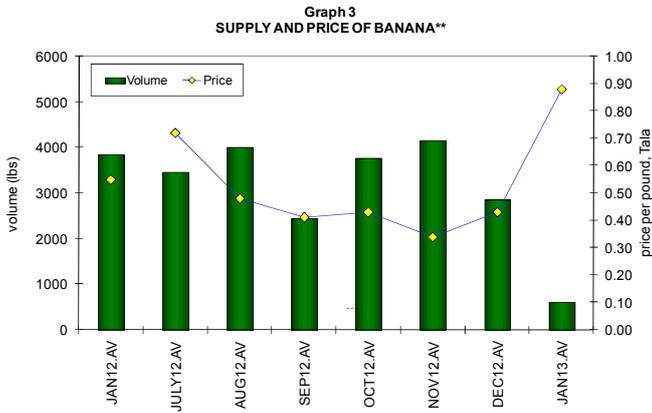
Although there was a substantial increase in the volume index in January 2013, the 73 percent rise in overall prices stem from very limited supply of vegetable produce pushing prices up. In addition, significant increases in ta'amu prices were driven by strong demand. When compared to January 2012, average price level in the month under review was 21 percent higher.

In response to higher volume in the month under review, the average supply of taro contributed to a 52 percent increase in volume when comparing the twelve months ending January 2013 over the twelve months ending January 2012, while its price dropped 8 percent.

BANANA

The supply of banana declined 79 percent to 600 pounds from the previous month while its price almost doubled (up 105 percent) to \$0.88 per pound. Similarly, when compared to January 2012, the current volume of banana was 84 percent lower while its price was 60 percent higher.

(See Graph 3 and Tables 1 & 2)

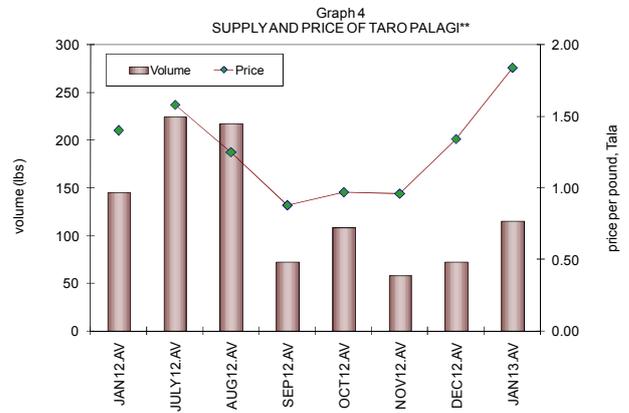


Comparing the twelve months ending January 2013 over the twelve months ending January 2012, supplies of banana in the month under review contributed to a 40 percent decrease in volume and an 18 percent increase in average price.

TARO PALAGI

Taro palagi supplies in January 2013 recovered slightly from the previous months to 115 pounds, a level that was 59 percent higher when compared to the previous month but 21 percent lower when compared to January 2012. Strong demand for this staple led to a price rise of 37 percent (to \$1.84 per pound) in the month under review and when compared with the same month of 2012, current average prices were 31 percent higher.

(See Graph 4 and Tables 1 & 2)

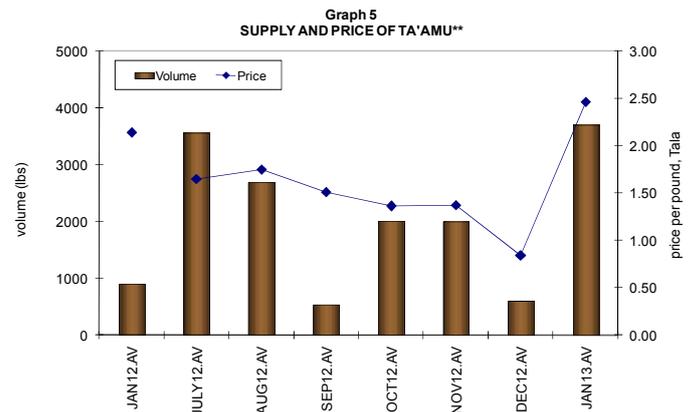


Despite the increasing supply of taro palagi in the month under review, its current supply contributed to a 72 percent decrease in volume and 45 percent increase in price when comparing the twelve months ending January 2013 over the twelve months ending January 2012.

TA'AMU

At 3,700 pounds, the availability of ta'amu expanded six fold above that in the previous month (up 514 percent); similarly, higher demand pushed its price up almost three fold (by 193 percent) to \$2.46 per pound. When compared with January 2012, the current supply of ta'amu was four times higher (up 313 percent) while its price was also 15 percent higher.

(See Graph 5 and Tables 1 & 2)

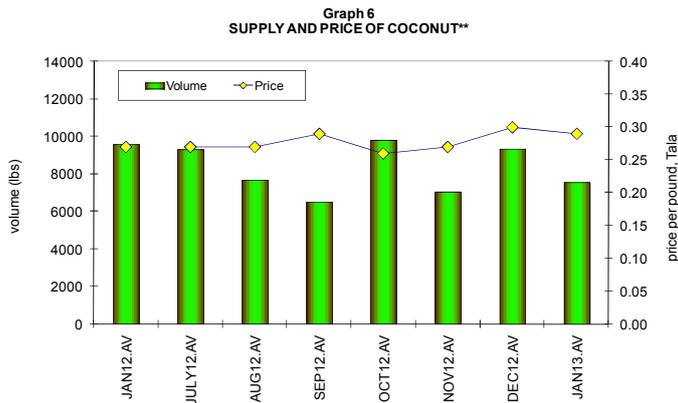


In spite of the higher volume in the month under review, current supply of ta'amu contributed to a 66 percent reduction in volume in the twelve months ending January 2013 over the twelve months ending

January 2012. In contrast, the average price of ta'amu rose 29 percent over the same period.

COCONUT

The volume of coconut at the market decreased 19 percent to 7,566 from the previous month and was 21 percent lower than in January 2012. Its average price at \$0.29 per pound in the month under review also dropped 3 percent from December 2012 but was 7 percent higher than that of January 2012. (See Graph 6 and Tables 1 & 2)



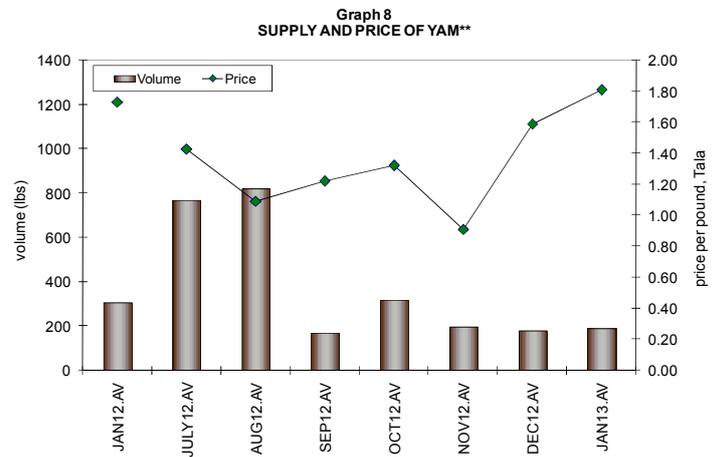
A twelve month comparison ending January 2013 over the twelve months ending January 2012 revealed current supply contributing to a 31 percent decrease in volume while price rose 14 percent.

BREADFRUIT

In January 2013, breadfruit for the first time since 2002 recorded nil supplies to the market due to the cyclone damage in December 2012. The price has been assumed to be the same so it does not impact on the overall price index.

YAM

The supply of yam in January 2013 rose 5 percent to 188 pounds from the previous month but was 39 percent lower than in January 2012. With less availability, its price rose 14 percent to \$1.81 per pound from December 2012; a level that was 5 percent higher than in January 2012. (See Graph 8 and Tables 1 & 2)

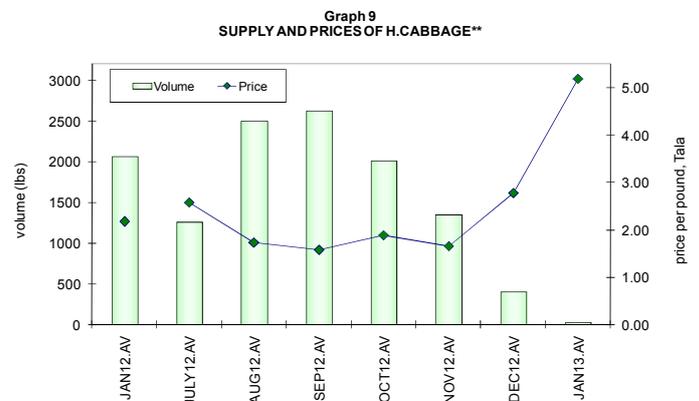


Despite the improvement in the volume of yam supplied in the month under review, current supply contributed to a 33 percent decrease in the average availability of this staple crop while its price rose 7 percent when comparing the twelve months ending January 2013 over the twelve months ending January 2012.

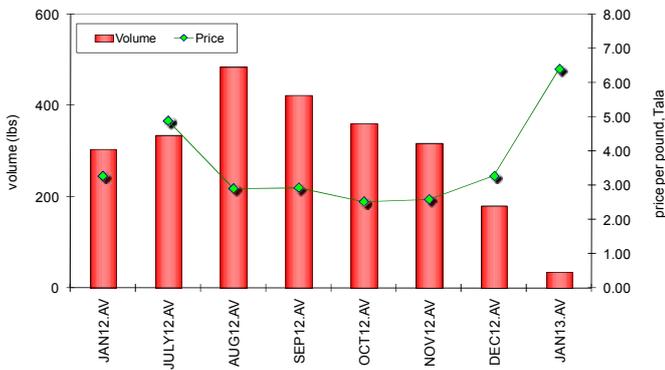
VEGETABLE PRODUCE

The supplies of most vegetables to the Local market continued reducing in the month under review, with the exception of cucumber whose volume increased 78 percent to 361 pounds. In particular, supplies of head cabbage declined 93 percent (to 30 pounds) from the previous month, followed by an 81 percent decrease in tomato supplies (to 35 pounds). Chinese cabbage and pumpkin supplies fell 32 percent (to 116 pounds) and 22 percent (to 4,085 pounds) respectively.

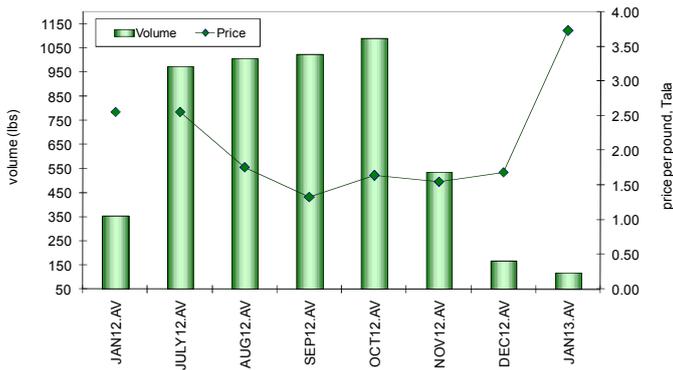
(See Graphs 9 to 13 and Tables 1 & 2)



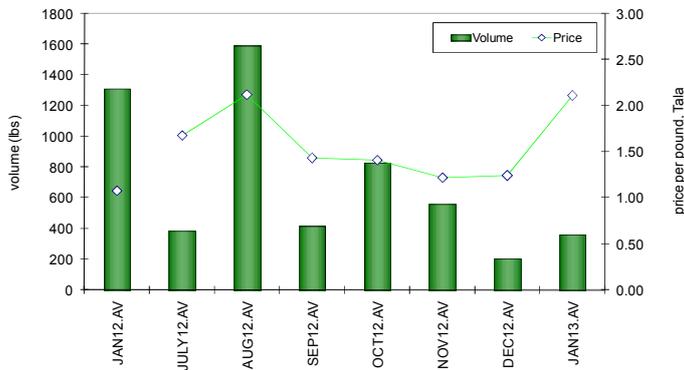
Graph 10
SUPPLY AND PRICE OF TOMATOES**



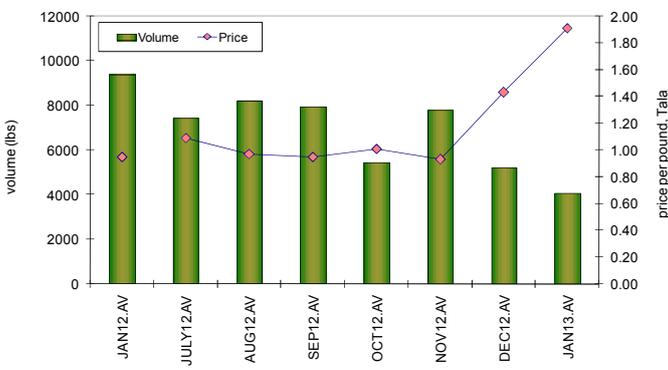
Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER**



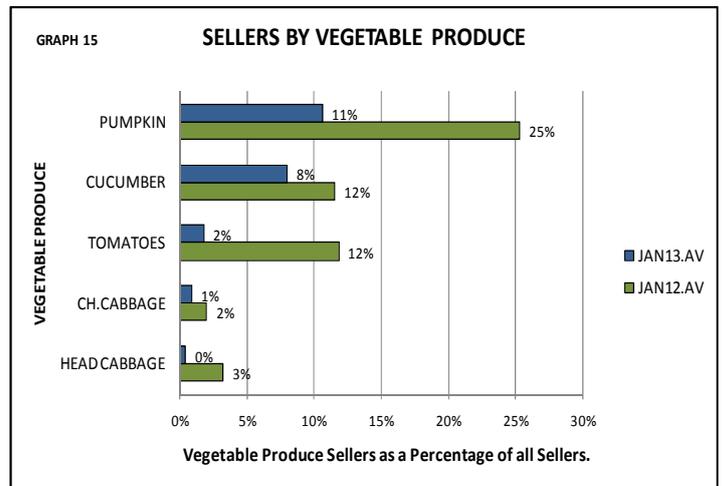
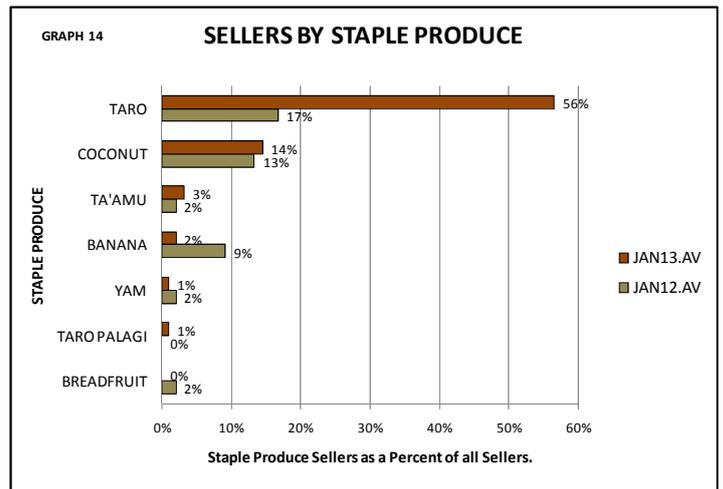
Graph 13
SUPPLY AND PRICE OF PUMPKIN**



Consequent to decreased availability of most vegetable produce in the month under review, average prices increased substantially. Chinese cabbage prices doubled up at \$3.73 per pound (up 121 percent), followed by a 95 percent increase in tomato prices to \$6.41 per pound and head cabbage prices also rose 87 percent (to \$5.19 per pound). Driven by demand; average prices of cucumber increased 70 percent to \$2.11 per pound while pumpkin prices also rose 34 percent to \$1.91 per pound.

SELLERS

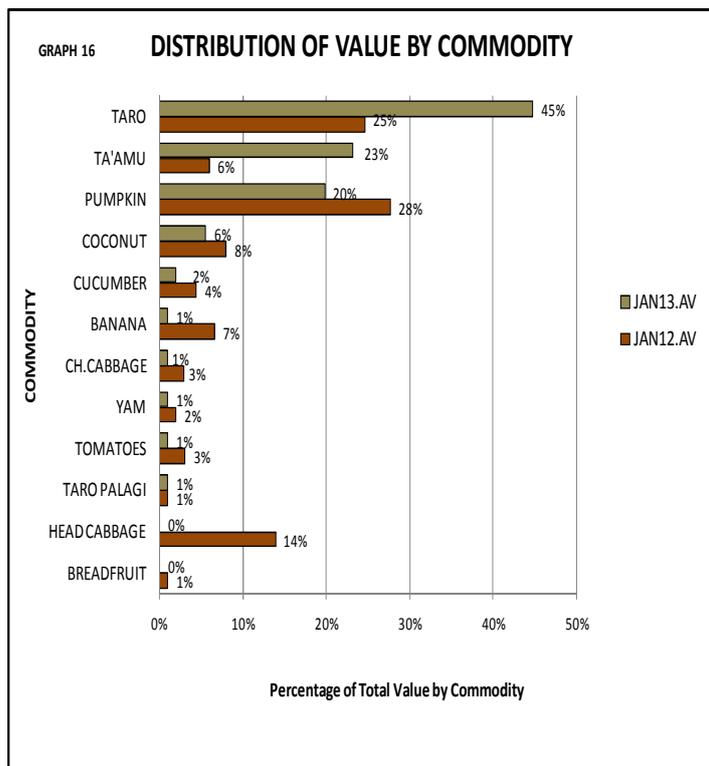
At 169; the number of sellers at the Local market on the days surveyed in the month under review increased 16 percent from last month but was 9 percent lower than the same month a year ago. (See Graphs 14 and 15 and Table 6)



Taro sellers continued to be the largest group with its total increasing to 96 from 64 in December and 31 in January 2012. Coconut sellers followed with a total of 25, higher than 24 in the previous month but equivalent to that in January 2012. Pumpkin sellers were third, remaining to 18 from the previous month but significantly lower than 47 in the same month of 2012. Sellers of cucumber at 14 increased from 8 in the previous month but were lower than 22 in January 2012 while ta'amu sellers at 6 increased from 4 and 5 respectively in the previous month and the same month of 2012. Banana, yam and tomato sellers recorded 3 suppliers each in January 2012 while taro palagi, Chinese cabbage and head cabbage showed 2, 2 and 1 sellers in that order while no seller was recorded for breadfruit.

VALUE OF SUPPLIES

The average value of selected produce supplied to the market at \$39,400 in January 2013 was 45 percent higher than the previous month and was 22 percent higher than that in January 2012.



Taro contributed the most to the value of produce surveyed with a share of 45 percent in January 2012, a level lower than 46 in December 2012 but higher than 25 percent in January 2012. Ta'amu followed

with a 23 percent share; which was significantly higher than 2 percent and 6 percent in the previous month and the same month last year. Pumpkin supplies accounted for 20 percent of total value; lower than 28 percent each in December 2012 and January 2012. Coconut share at 6 percent decreased from 10 in the previous month while cucumber contributed 2 percent in the month under review. Banana, taro palagi, yam, tomato and Chinese cabbage accounted for 1 percent each while relatively lower shares were recorded for the rest of the other commodities.

(See Graph 16 and Table 3)

The Local Market Survey Report for February 2013 will be available on the 15th March 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.

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)

PRODUCE	2010 AVE	JAN12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	Jan-13	
										% chng from prev mnth	%chng from JAN 12
TARO	8422	4560	6327	6835	15336	14549	10028	13723	18960	38	316
BANANA	6349	3852	3469	4004	2434	3759	4144	2861	600	-79	-84
TARO PALAGI	484	145	224	218	73	109	58	73	115	59	-21
TA'AMU	10042	896	3561	2694	543	2006	1997	603	3700	514	313
COCONUT	9964	9564	9322	7664	6521	9820	7067	9330	7566	-19	-21
BREADFRUIT	608	484	55	449	110	968	598	66	0	-100	-100
YAM	415	307	768	820	168	317	198	179	188	5	-39
HEAD CABBAGE	1531	2063	1259	2500	2627	2010	1354	404	30	-93	-99
TOMATOES	300	304	335	484	423	360	317	180	35	-81	-88
CH.CABBAGE	720	356	973	1007	1025	1092	535	169	116	-32	-67
CUCUMBER	978	1314	383	1591	418	829	557	204	361	78	-73
PUMPKIN	7508	9390	7438	8209	7959	5458	7786	5232	4085	-22	-56

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

PRODUCE	2010 AVE	JAN12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	Jan-13	
										% chng from prev mnth	%chng from JAN 12
TARO	1.05	1.74	1.31	1.24	1.01	0.92	0.83	0.91	0.93	2	-47
BANANA	0.45	0.55	0.72	0.48	0.41	0.43	0.34	0.43	0.88	105	60
TARO PALAGI	0.76	1.40	1.58	1.25	0.88	0.97	0.96	1.34	1.84	37	31
TA'AMU	1.10	2.14	1.65	1.75	1.51	1.36	1.37	0.84	2.46	193	15
COCONUT	0.23	0.27	0.27	0.27	0.29	0.26	0.27	0.30	0.29	-3	7
BREADFRUIT	0.41	0.40	0.30	0.52	0.20	0.48	0.48	0.46	0.46	0	15
YAM	1.34	1.73	1.43	1.09	1.22	1.32	0.91	1.59	1.81	14	5
HEAD CABBAGE	2.86	2.17	2.58	1.73	1.58	1.89	1.66	2.78	5.19	87	139
TOMATOES	4.55	3.28	4.89	2.91	2.93	2.53	2.59	3.28	6.41	95	95
CH.CABBAGE	2.27	2.56	2.56	1.76	1.33	1.64	1.55	1.69	3.73	121	46
CUCUMBER	1.49	1.08	1.68	2.12	1.43	1.41	1.22	1.24	2.11	70	95
PUMPKIN	1.00	0.95	1.09	0.97	0.95	1.01	0.93	1.43	1.91	34	101

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2010	JAN12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	Jan-13	
										% chng from prev mnth	%chng from JAN 12
TARO	103.1	7.9	8.3	8.5	15.5	13.4	8.3	12.5	17.6		
BANANA	34.2	2.1	2.5	1.9	1.0	1.6	1.4	1.2	0.5		
TARO PALAGI	4.6	0.2	0.4	0.3	0.1	0.1	0.1	0.1	0.2		
TA'AMU	133.3	1.9	5.9	4.7	0.8	2.7	2.7	0.5	9.1		
COCONUT	27.2	2.6	2.5	2.1	1.9	2.6	1.9	2.8	2.2		
BREADFRUIT	2.5	0.2	0.0	0.2	0.0	0.5	0.3	0.0	0.0		
YAM	6.6	0.5	1.1	0.9	0.2	0.4	0.2	0.3	0.3		
HEAD CABBAGE	45.0	4.5	3.3	4.3	4.2	3.8	2.3	1.1	0.2		
TOMATOES	11.6	1.0	1.6	1.4	1.2	0.9	0.8	0.6	0.2		
CH.CABBAGE	16.3	0.9	2.5	1.8	1.4	1.8	0.8	0.3	0.4		
CUCUMBER	15.0	1.4	0.6	3.4	0.6	1.2	0.7	0.3	0.8		
PUMPKIN	78.0	8.9	8.1	8.0	7.6	5.5	7.2	7.5	7.8		
	477.5	32.2	36.8	37.4	34.4	34.5	26.7	27.2	39.4	45	22

*on the days surveyed
@ new weights and base

no price available. Carried forward from previous month

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	JAN12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	% chng from prev mnth	%chng from JAN 12
TARO	0.22	54	75	81	182	173	119	163	225		
BANANA	0.07	61	55	63	38	59	65	45	9		
TARO PALAGI	0.01	30	46	45	15	22	12	15	24		
TA'AMU	0.28	9	35	27	5	20	20	6	37		
COCONUT	0.06	96	94	77	65	99	71	94	76		
BREADFRUIT	0.01	80	9	74	18	159	98	11	0		
YAM	0.01	74	185	197	40	76	48	43	45		
HEAD CABBAGE	0.09	135	82	163	172	131	88	26	2		
TOMATOES	0.02	101	112	161	141	120	106	60	12		
CH.CABBAGE	0.03	49	135	140	142	152	74	23	16		
CUCUMBER	0.03	134	39	163	43	85	57	21	37		
PUMPKIN	0.16	125	99	109	106	73	104	70	54		
	1.00	67	71	85	91	90	73	63	76	20	13

Table 5: Price Index (2010 = 100)

PRODUCE	2010 Weights	JAN12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	% chng from prev mnth	%chng from JAN 12
TARO	0.22	166	125	118	96	88	79	87	89		
BANANA	0.07	122	160	106	91	95	75	95	195		
TARO PALAGI	0.01	183	207	164	115	127	126	175	241		
TA'AMU	0.28	195	150	159	137	124	125	76	224		
COCONUT	0.06	118	118	118	127	114	118	131	127		
BREADFRUIT	0.01	97	73	126	49	117	117	112	112		
YAM	0.01	129	107	81	91	99	68	119	135		
HEAD CABBAGE	0.09	76	90	60	55	66	58	97	181		
TOMATOES	0.02	72	108	64	64	56	57	72	141		
CH.CABBAGE	0.03	113	113	78	59	72	68	74	164		
CUCUMBER	0.03	73	113	143	96	95	82	84	142		
PUMPKIN	0.16	95	109	97	95	101	93	144	192		
	1.00	140	127	118	103	100	94	98	170	73	21

Table 6: Number of Sellers

PRODUCE		JAN12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	% chng from prev mnth	%chng from JAN 12
TARO		31	49	50	34	68	55	64	96		
BANANA		17	13	19	12	21	17	10	3		
TARO PALAGI		1	2	3	1	1	1	1	2		
TA'AMU		5	9	7	2	6	6	4	6		
COCONUT		25	30	27	19	28	25	24	25		
BREADFRUIT		4	1	4	1	4	4	1	0		
YAM		3	8	7	3	3	3	2	3		
HEAD CABBAGE		6	8	10	8	7	9	2	1		
TOMATOES		22	20	24	23	22	17	12	3		
CH.CABBAGE		4	10	9	12	9	7	3	2		
CUCUMBER		22	13	17	14	12	18	8	14		
PUMPKIN		47	38	39	46	31	28	18	18		
		186	199	216	175	212	190	146	169	16	-9

*on the days surveyed
@ new weights and base