



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY June 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 June 2013 revealed agricultural produce supply decreasing 10 percent from the previous month while overall price levels fell 12 percent.

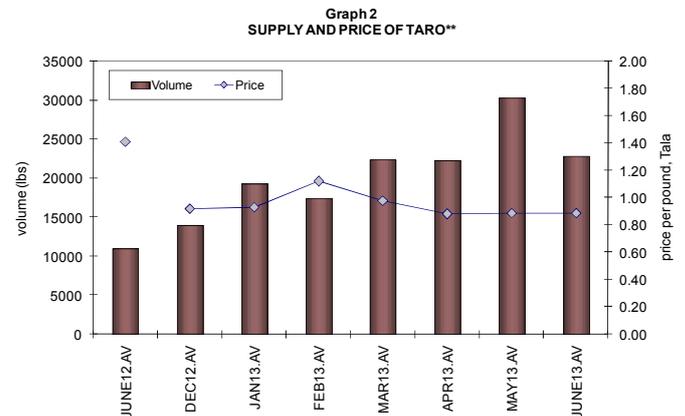
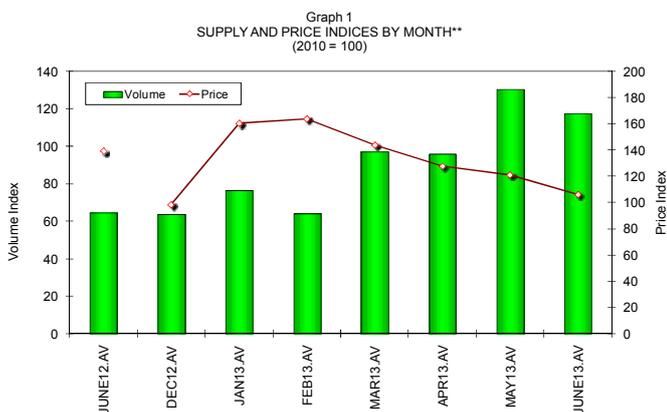
Issue: 1/06/13

OVERVIEW

The Samoa Bureau of Statistics' monthly survey of Agricultural food supplies at the Local Markets in the month of June 2013 showed a 10 percent decline in overall volume. This drop in volume stem from significant reductions in supply of taro and ta'amu. Decreased supplies of banana, taro palagi, ta'amu, Chinese cabbage and cucumber also contributed to the decline in the price index. When compared with the same month last year, current volume was 82 percent higher. (See Graph 1 and Tables 4 & 5)

TARO

Taro supplies at 22,824 pounds fell 25 percent from the previous month; a level that was two times the volume in June 2012. Although supply of taro decreased in the month under review, its average price remained unchanged from May 2013 at \$0.89 per pound; a price level that was 37 percent lower than the same month last year. (See Graph 2 and Tables 1 & 2)

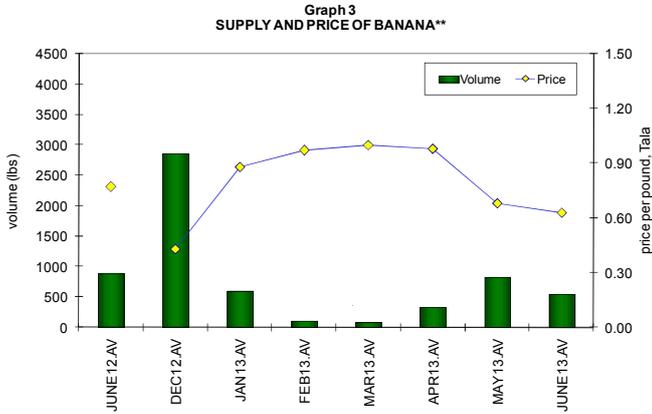


The overall price level in the month under review fell 12 percent from the previous month due to lower prices of all market produce with the exception taro palagi and cucumber whose price increases were mostly due to decreased availability of each commodity. The current overall price level was 24 percent lower when compared with May 2012.

Current supply of taro in the month under review contributed to a 202 percent increase in volume when comparing the twelve months ending June 2013 over the twelve months ending June 2012. Price dropped 28 percent.

BANANA

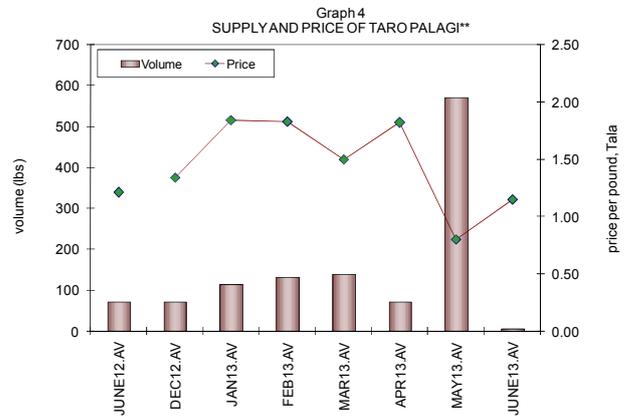
The average supply of banana decreased 33 percent to 552 pounds from May 2013, while its average price also slipped 7 percent to \$0.63 per pound. In comparison to June 2012, current supply of banana was 38 percent lower while price was also 18 percent lower. (See Graph 3 and Tables 1 & 2)



Comparing the twelve months ending June 2013 over the twelve months ending June 2012, supplies of banana in the month under review contributed to a 55 percent decrease in volume and a 26 percent increase in average price.

TARO PALAGI

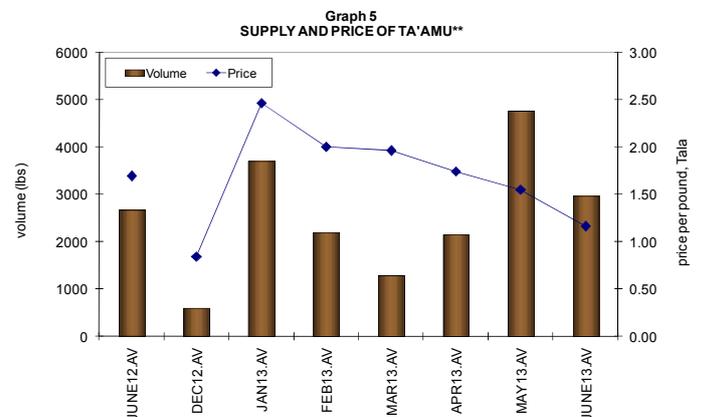
In the month under review, taro palagi supplies plummeted 99 percent to a yearly low of 6 pounds; a level that was 92 percent lower than the same month last year. With an average of only 6 pounds of taro palagi from 1 seller in the second week of June 2013, its average price soared 44 percent to \$1.15 per pound; a level that was 5 percent lower when compared with June 2012. (See Graph 4 and Tables 1 & 2)



The twelve months ending June 2013 revealed taro palagi supplies were 31 percent lower than that of the twelve months ending June 2012 while limited availability pushed its average price up 20 percent.

TA'AMU

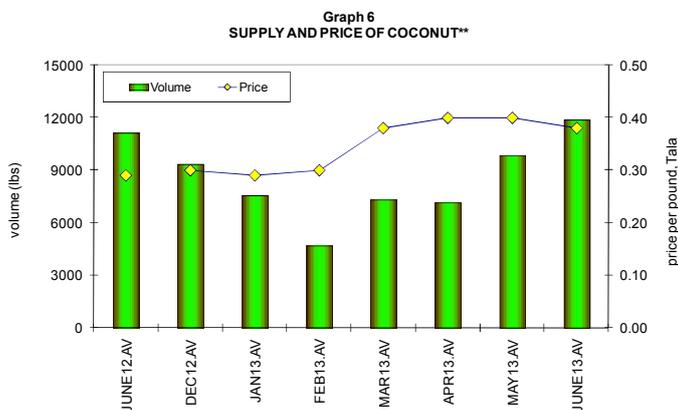
At 2,967 pounds, ta'amu supplies shrunk 38 percent from the previous month while less availability of ta'amu drove its average price up 25 percent to \$1.16 per pound. When compared with June 2012, current supply of ta'amu was 11 percent higher while current price was 31 percent lower. (See Graph 5 and Tables 1 & 2)



This month's lower supply contributed to a 23 percent decline in ta'amu volume while price also fell 10 percent when comparing the twelve months ending June 2013 over the twelve months ending June 2012.

COCONUT

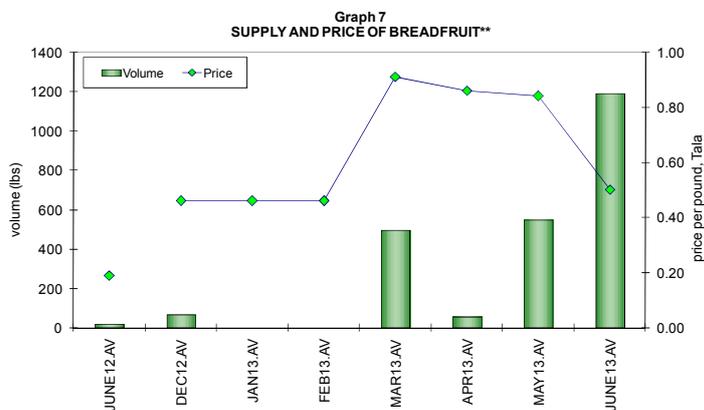
Coconut supplies increased 21 percent to 11,873 pounds from May 2013; a level that was 7 percent higher than June 2012. With increased availability, average coconut prices fell 5 percent to \$0.38 per pound from the previous month; a level that was 31 percent higher when compared with the same month last year. (See Graph 6 and Tables 1 & 2)



Despite the rise in supply of coconut in the month under review, current supply contributed to a 27 percent decrease in volume while average price rose 19 percent when comparing the twelve months ending June 2013 over the twelve months ending June 2012.

BREADFRUIT

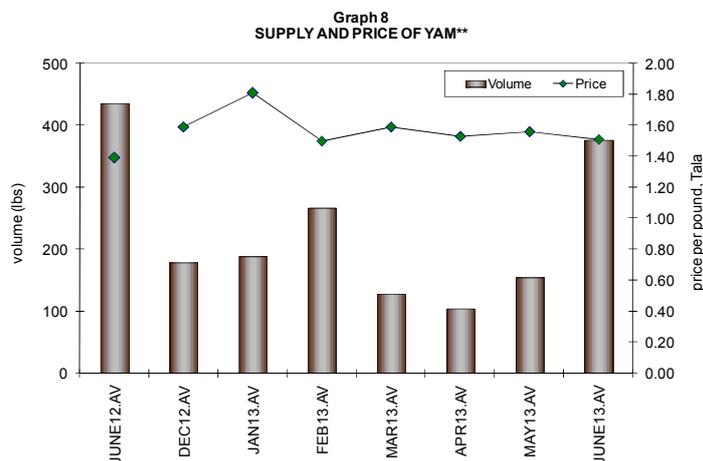
The supply of breadfruit to the market in June 2013 continued its surge edging up 118 percent (to 1,188 pounds) from the previous month while more availability pushed its average price down 40 percent to \$0.50 per pound. With breadfruit volume average at only 18 pounds in June 2012, current supply of breadfruit was 66 times greater while price was more than double (up 163 percent) average prices in the same month last year. (See Graph 7 and Tables 1 & 2)



Despite the higher volume of breadfruit in the month under review, current supply contributed to a 40 percent reduction in volume in the twelve months ending June 2013 over the twelve months ending June 2012 while less availability of breadfruit to the market pushed its average price up 39 percent.

YAM

Yam supplies, at 376 pounds increased more than 2 times from May 2013; a level that was 14 percent lower when compared with June 2012. Greater availability in the month under review pushed average price down 3 percent to \$1.51 per pound from the previous month; a level that was 9 percent higher when compared with the same month last year. (See Graph 8 and Tables 1 & 2)

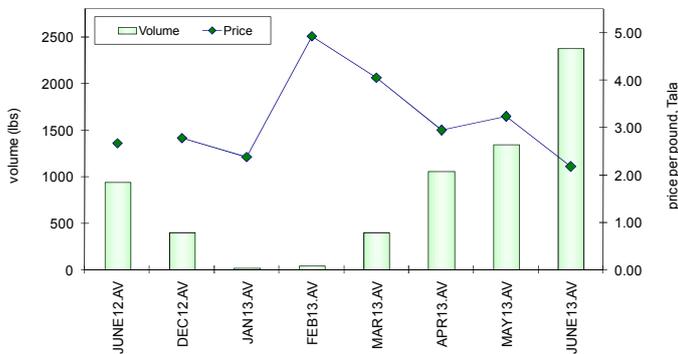


Current supply of yam in the month under review contributed to a 37 percent decrease in volume in the twelve months ending June 2013 over the twelve months ending June 2012 while its average price also fell 4 percent.

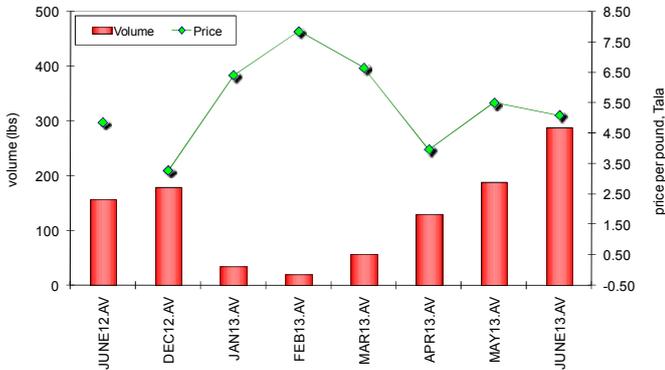
VEGETABLE PRODUCE

The supply of vegetable produce to the Local Markets in the month under review revealed all vegetable produce recording significant gains with the exception of Chinese cabbage and cucumber recording a 3 percent and 18 percent loss to 381 pounds and 715 pounds respectively from May 2013. On the up side, head cabbage and tomato supplies experienced the greatest growth edging up 77 percent (to 2,380 pounds) and 53 percent (to 288 pounds) respectively. Pumpkin volume increased 22 percent (to 9,088 pounds) to round up the supply of vegetable produce in June 2013. (See Graphs 9 to 13 and Tables 1 & 2)

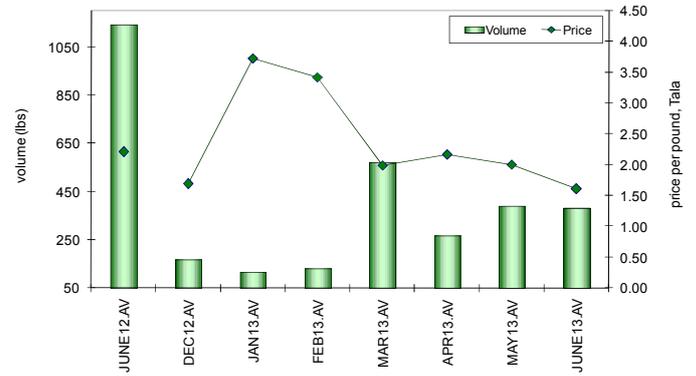
Graph 9
SUPPLY AND PRICES OF H.CABBAGE**



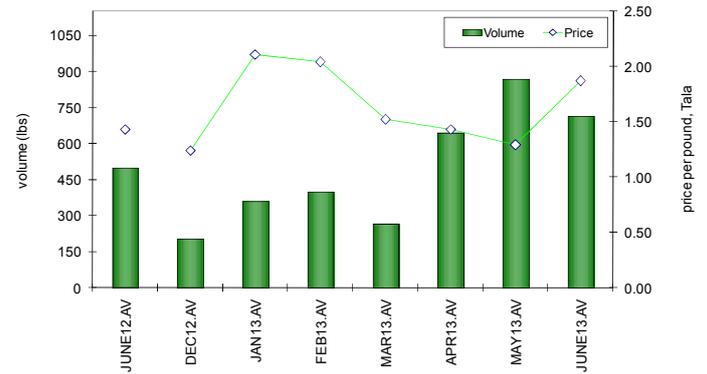
Graph 10
SUPPLY AND PRICE OF TOMATOES**



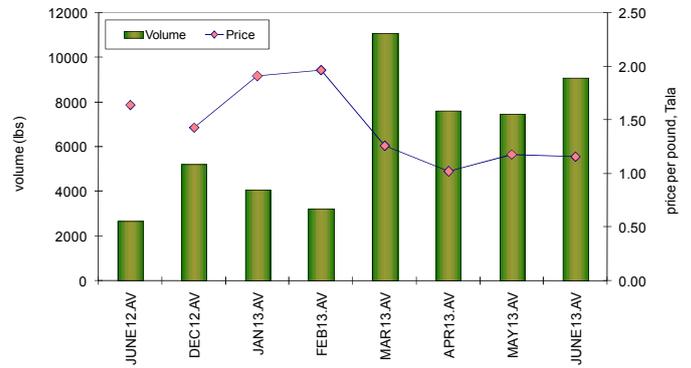
Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER**



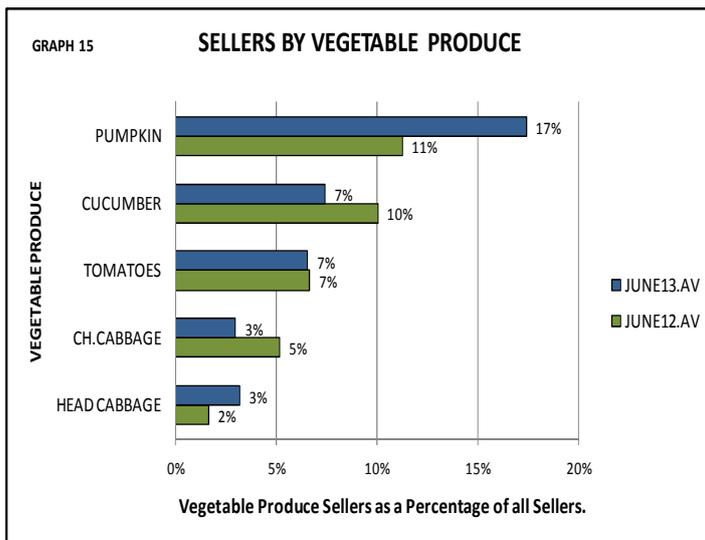
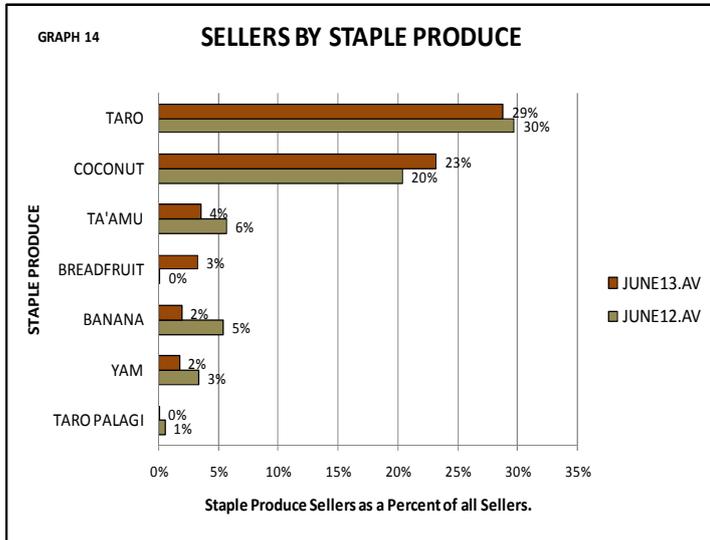
Graph 13
SUPPLY AND PRICE OF PUMPKIN**



Consequent to increased availability of most vegetable produce in the month under review, average prices fell. Head cabbage prices shrunk 33 percent to \$2.17 per pound; Chinese cabbage prices decreased 20 percent to \$1.61 per pound while tomato and pumpkin prices declined 8 percent (to \$5.09 per pound) and 2 percent (to \$1.16 per pound) respectively. Cucumber supplies were the only vegetable that experienced a substantial rise in price as a result of lower availability registering a 45 percent increase to \$1.87 per pound in June 2013.

SELLERS

At 260; the number of sellers at the Local Markets on the days surveyed in the month under review remained unchanged from the previous month but was 76 percent higher when compared with the same month a year ago. (See Graphs 14 and 15 and Table 6)

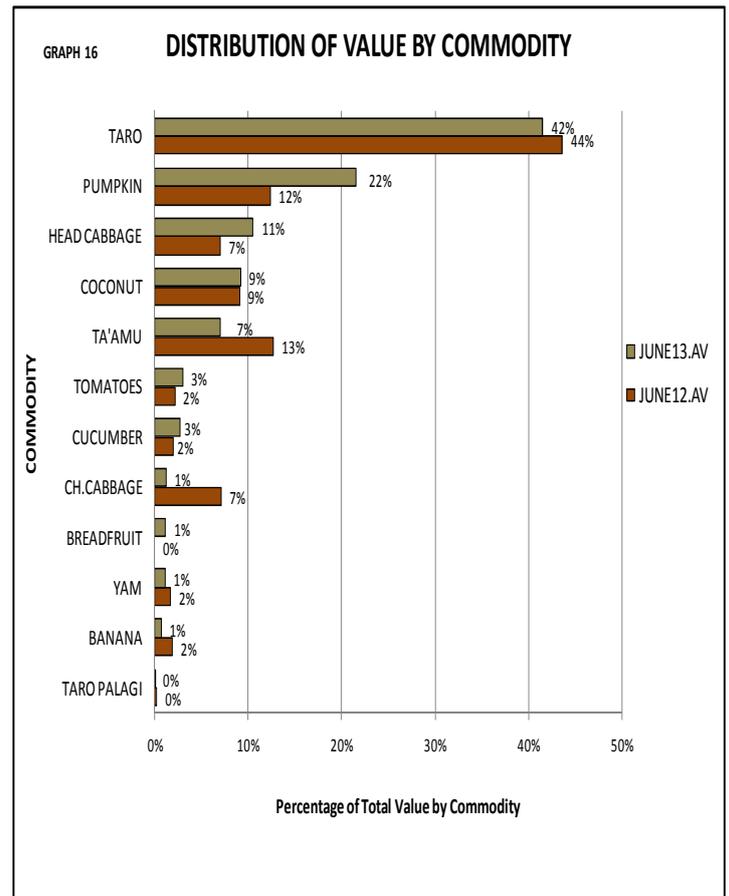


Taro sellers continued to be the largest group even though its total fell to 75 from 97 in May 2013 but was much higher than 44 in June 2012. Coconut and pumpkin sellers followed with totals of 60 and 45 respectively, higher than 39 and 38 in the previous month and 30 and 17 in June 2012 in that order. Sellers of cucumber recorded a total of 19 sellers in the month under review; lower than 24 in the previous month but was higher than 15 in the same month last year. Tomato sellers, at 17 increased from 15 and 10 in May 2013 and June 2012 in that order. The number of ta'amu and breadfruit sellers in the

month under review was 9 each with ta'amu sellers decreasing from 13 in the previous month while breadfruit sellers increased from 3. Sellers of head cabbage at 8 decreased from 12 in May 2013 but was higher than 2 in June 2012. Chinese cabbage also recorded 8 sellers in June 2013 which remained unchanged from the previous month and same month last year. Sellers of banana and yam recorded 5 each; although banana sellers remained at 5 from May 2013 the number of sellers declined from 8 in June 2012 while yam sellers expanded from 2 in the previous month but recorded the same number of sellers in June 2012. There was only 1 seller of taro palagi in the second week of June 2013.

VALUE OF SUPPLIES

The average value of selected produce supplied to the market at \$48,900 in June 2013 was 13 percent lower than the previous month but was 38 percent higher when compared to June 2012.



Taro contributed the most to the total value of produce surveyed with a share of 42 percent in June 2013, a level that was lower than 48 percent in May 2013 and 44 percent in June 2012. Pumpkin followed with a 22 percent share, which was higher than 16 percent share in the previous month and 12 percent in the same month last year. Head cabbage produce accounted for 11 percent of total value, a level that was higher than 8 percent in May 2013 and 7 percent in June 2012. Supplies of coconut contributed 9 percent to total value, increasing from 7 percent in the previous month but recorded the same contribution in the same month last year. Ta'amu supplies accounted for 7 percent of total value marking a significant decline from 13 percent in May 2013 and June 2012 in that order. Tomato and cucumber supplies contributed 3 percent each while banana, breadfruit, yam, and Chinese cabbage supplies accounted for 1 percent each in June 2013. Relatively lower shares were recorded for the rest of the other commodities. (See Graph 16 and Table 3)



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Acting Government Statistician

The Local Market Survey Report for July 2013 will be available on the 14th August 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.*

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)

PRODUCE	2010 AVE	JUNE12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	APR13.AV	MAY13.AV	JUNE13.AV	Jun-13	
										% chng from prev mnth	%chng from JUNE 12
TARO	8422	10976	14035	19303	17416	22361	22348	30329	22824	-25	108
BANANA	6349	883	2861	600	112	86	337	823	552	-33	-38
TARO PALAGI	484	73	73	115	133	139	73	571	6	-99	-92
TA'AMU	10042	2666	603	3700	2203	1295	2152	4764	2967	-38	11
COCONUT	9964	11121	9330	7566	4686	7299	7134	9852	11873	21	7
BREADFRUIT	608	18	66	0	0	495	55	546	1188	118	6650
YAM	415	436	179	188	267	129	104	154	376	144	-14
HEAD CABBAGE	1531	941	404	19	45	402	1058	1344	2380	77	153
TOMATOES	300	157	180	35	20	57	130	188	288	53	83
CH.CABBAGE	720	1143	169	116	132	572	269	392	381	-3	-67
CUCUMBER	978	499	204	361	400	267	646	870	715	-18	43
PUMPKIN	7508	2675	5232	4085	3224	11093	7645	7471	9088	22	240

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

PRODUCE	2010 AVE	JUNE12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	APR13.AV	MAY13.AV	JUNE13.AV	Jun-13	
										% chng from prev mnth	%chng from JUNE 12
TARO	1.05	1.41	0.92	0.93	1.12	0.98	0.88	0.89	0.89	0	-37
BANANA	0.45	0.77	0.43	0.88	0.97	1.00	0.98	0.68	0.63	-7	-18
TARO PALAGI	0.76	1.21	1.34	1.84	1.83	1.50	1.82	0.80	1.15	44	-5
TA'AMU	1.10	1.69	0.84	2.46	2.00	1.96	1.74	1.55	1.16	-25	-31
COCONUT	0.23	0.29	0.30	0.29	0.30	0.38	0.40	0.40	0.38	-5	31
BREADFRUIT	0.41	0.19	0.46	0.46	0.46	0.91	0.86	0.84	0.50	-40	163
YAM	1.34	1.39	1.59	1.81	1.50	1.59	1.53	1.56	1.51	-3	9
HEAD CABBAGE	2.86	2.67	2.78	2.38	4.93	4.05	2.94	3.23	2.17	-33	-19
TOMATOES	4.55	4.87	3.28	6.41	7.86	6.66	3.97	5.51	5.09	-8	5
CH.CABBAGE	2.27	2.21	1.69	3.73	3.42	1.99	2.17	2.00	1.61	-20	-27
CUCUMBER	1.49	1.43	1.24	2.11	2.04	1.52	1.43	1.29	1.87	45	31
PUMPKIN	1.00	1.64	1.43	1.91	1.97	1.26	1.02	1.18	1.16	-2	-29

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2010	JUNE12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	APR13.AV	MAY13.AV	JUNE13.AV	Jun-13	
										% chng from prev mnth	%chng from JUNE 12
TARO	103.1	15.5	12.9	18.0	19.5	21.9	19.7	27.0	20.3		
BANANA	34.2	0.7	1.2	0.5	0.1	0.1	0.3	0.6	0.4		
TARO PALAGI	4.6	0.1	0.1	0.2	0.2	0.2	0.1	0.5	0.0		
TA'AMU	133.3	4.5	0.5	9.1	4.4	2.5	3.7	7.4	3.4		
COCONUT	27.2	3.2	2.8	2.2	1.4	2.8	2.9	3.9	4.5		
BREADFRUIT	2.5	0.0	0.0	0.0	0.0	0.5	0.1	0.5	0.6		
YAM	6.6	0.6	0.3	0.3	0.4	0.2	0.2	0.2	0.6		
HEAD CABBAGE	45.0	2.5	1.1	0.1	0.2	1.6	3.1	4.3	5.2		
TOMATOES	11.6	0.8	0.6	0.2	0.2	0.4	0.5	1.0	1.5		
CH.CABBAGE	16.3	2.5	0.3	0.4	0.5	1.1	0.6	0.8	0.6		
CUCUMBER	15.0	0.7	0.3	0.8	0.8	0.4	0.9	1.1	1.3		
PUMPKIN	78.0	4.4	7.5	7.8	6.4	14.0	7.8	8.8	10.5		
	477.5	35.5	27.6	39.6	34.1	45.7	39.9	56.1	48.9	-13	38

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	JUNE12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	APR13.AV	MAY13.AV	JUNE13.AV	% chng from prev mnth	%chng from JUNE 12
TARO	0.22	130	167	229	207	266	265	360	271		
BANANA	0.07	14	45	9	2	1	5	13	9		
TARO PALAGI	0.01	15	15	24	28	29	15	118	1		
TA'AMU	0.28	27	6	37	22	13	21	47	30		
COCONUT	0.06	112	94	76	47	73	72	99	119		
BREADFRUIT	0.01	3	11	0	0	81	9	90	195		
YAM	0.01	105	43	45	64	31	25	37	91		
HEAD CABBAGE	0.09	61	26	1	3	26	69	88	155		
TOMATOES	0.02	52	60	12	7	19	43	63	96		
CH.CABBAGE	0.03	159	23	16	18	79	37	54	53		
CUCUMBER	0.03	51	21	37	41	27	66	89	73		
PUMPKIN	0.16	36	70	54	43	148	102	100	121		
	1.00	64	64	77	64	97	96	130	117	-10	82

Table 5: Price Index (2010 = 100)

PRODUCE	2010 Weights	JUNE12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	APR13.AV	MAY13.AV	JUNE13.AV	% chng from prev mnth	%chng from JUNE 12
TARO	0.22	135	88	89	107	94	84	85	85		
BANANA	0.07	171	95	195	215	222	217	151	140		
TARO PALAGI	0.01	158	175	241	239	196	238	105	150		
TA'AMU	0.28	154	76	224	182	178	158	141	106		
COCONUT	0.06	127	131	127	131	166	175	175	166		
BREADFRUIT	0.01	46	112	112	112	221	209	204	121		
YAM	0.01	104	119	135	112	119	114	117	113		
HEAD CABBAGE	0.09	93	97	83	172	142	103	113	76		
TOMATOES	0.02	107	72	141	173	146	87	121	112		
CH.CABBAGE	0.03	97	74	164	151	88	96	88	71		
CUCUMBER	0.03	96	84	142	137	102	96	87	126		
PUMPKIN	0.16	165	144	192	198	127	102	118	116		
	1.00	139	98	160	164	144	128	121	106	-12	-24

Table 6: Number of Sellers

PRODUCE		JUNE12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	APR13.AV	MAY13.AV	JUNE13.AV	% chng from prev mnth	%chng from JUNE 12
TARO		44	64	96	86	73	84	97	75		
BANANA		8	10	3	1	1	2	5	5		
TARO PALAGI		1	1	2	1	2	1	4	0		
TA'AMU		8	4	6	7	6	8	13	9		
COCONUT		30	24	25	17	23	24	39	60		
BREADFRUIT		0	1	0	0	2	1	3	9		
YAM		5	2	3	4	2	2	2	5		
HEAD CABBAGE		2	2	1	1	3	6	12	8		
TOMATOES		10	12	3	5	8	15	15	17		
CH.CABBAGE		8	3	2	3	7	5	8	8		
CUCUMBER		15	8	14	11	10	20	24	19		
PUMPKIN		17	18	18	16	37	35	38	45		
		147	146	169	151	172	200	260	260	0	76

*on the days surveyed

@ new weights and base