



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY March 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.

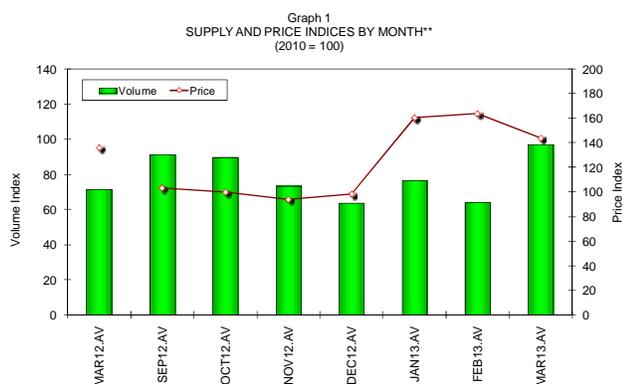
Key findings:

The Local Market Survey in March 2013 when compared to the previous month revealed overall volume increased 51 percent due to increased supplies of vegetables leading overall average prices to decrease 12 percent.

Issue: 1/03/13

OVERVIEW

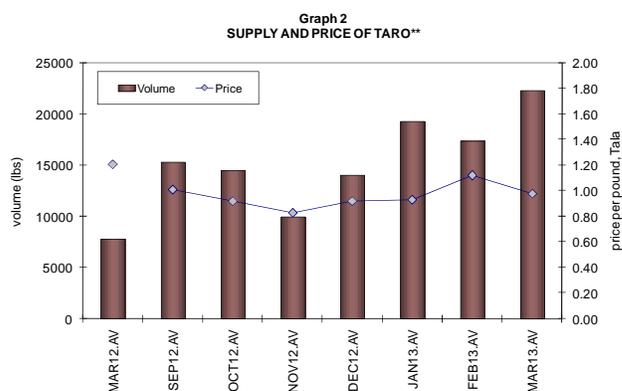
Agricultural food supplies, according to the Samoa Bureau of Statistics survey of the Local Markets in March 2013, rose 51 percent from the previous month and was 36 percent higher than that in March 2012. The increase in the overall volume during the month under review was due to increased supplies of taro, taro palagi, coconut, breadfruit and most vegetable produce. (See Graph 1 and Tables 4 & 5)



Average price level on the other hand fell 12 percent stemming from lower prices for taro, taro palagi, ta'amu and all vegetables at the market. When compared with the same month of the previous year, the overall price level in March 2013 was 6 percent higher reflecting.

TARO

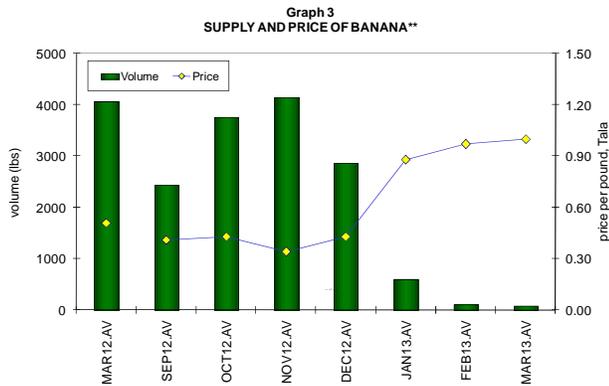
The supply of taro at 22,361 pounds in March 2013 increased 28 percent from the previous month, marking its highest volume when compared to the previous years while its average price dropped 13 percent to \$0.98 per pound. When compared with March 2012, the current volume of taro was more than two times higher (up 186 percent) while increased availability over the year drove its price down 19 percent. (See Graph 2 and Tables 1 & 2)



Taro volume in the twelve months ending March 2013 was more than two times higher (up 112 percent) when compared to taro volume in the twelve months ending March 2012 as a result of higher volume of taro in the month under review. Its average price, however, was 14 percent lower.

BANANA

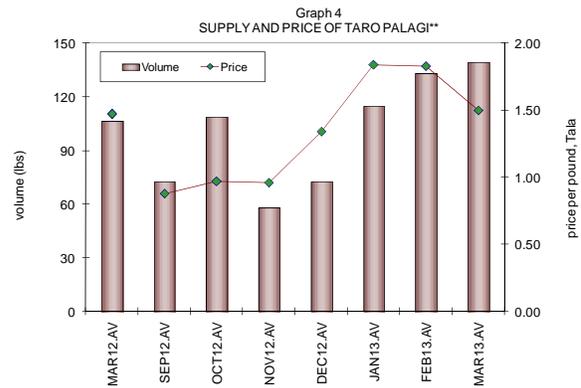
The average supply of banana, at 86 pounds in March 2013 was 24 percent lower than the previous month. As a result, its average price rose 3 percent to \$1.00 per pound. In comparison with the same month last year, the current volume of banana was substantially lower (down 98 percent) while its average price increased 96 percent reflecting the negative effects of cyclone Evan on banana crops. (See Graph 3 and Tables 1 & 2)



In line with the lower supply in the month under review, current supply of banana contributed to a 52 percent decrease in volume when comparing the twelve months ending March 2013 over the twelve months ending March 2012. Average price consequently increased 32 percent.

TARO PALAGI

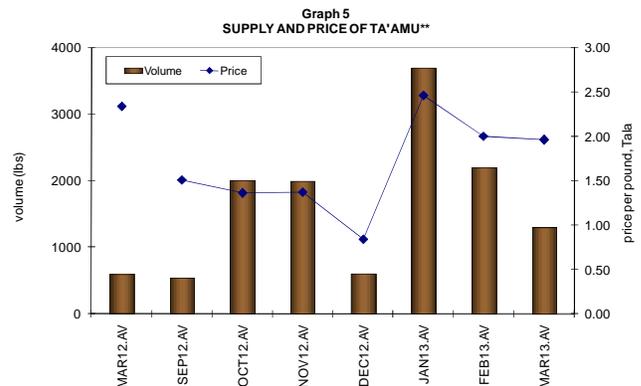
At 139 pounds, the volume of taro palagi in March 2013 was 5 percent higher than the previous month while average price declined 18 percent to \$1.50 per pound. At its current level, the average availability of taro palagi was 31 percent higher than the level in the same month last year while its average price also increased 2 percent. (See Graph 4 and Tables 1 & 2)



Despite the increased volume of taro palagi in the month under review, current supply contributed to a 50 percent decrease in volume when comparing the twelve months ending March 2013 over the twelve months ending March 2012 while average price rose 44 percent.

TA'AMU

Ta'amu supplies declined 41 percent to 1,295 pounds, marking the lowest level of the quarter as its average price followed with a 2 percent drop to \$1.96 per pound from February 2013. When compared to March 2012, the current supply of ta'amu was more than double (up 119 percent) while its price fell 16 percent. (See Graph 5 and Tables 1 & 2)

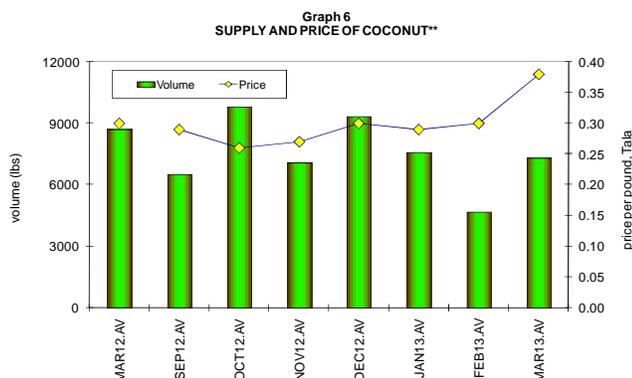


Current supply contributed to a 54 percent decrease in volume while price increased 15 percent when comparing the twelve months ending March 2013 over the twelve months ending March 2012.

COCONUT

The average availability of coconut at the market in March 2013 improved 56 percent to 7,299 pounds but was 16 percent lower when compared to the same month of 2012. Increased demand for coconut pushed its average price up 27 percent to \$0.38 per pound from the previous month and was also 27 percent higher when compared to March 2012.

(See Graph 6 and Tables 1 & 2)

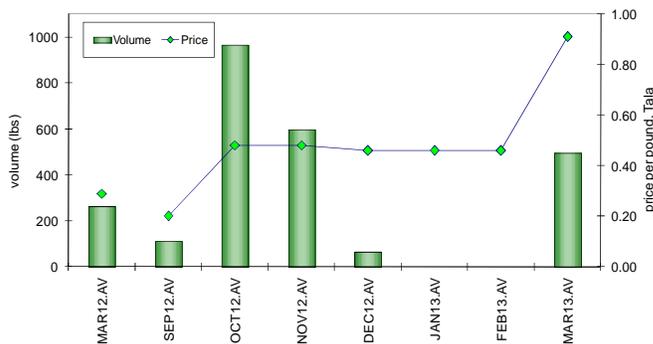


Current supply of coconut on the contrary contributed to a 29 percent decrease in volume while average price rose 14 percent when comparing the twelve months ending March 2013 over the twelve months ending March 2012.

BREADFRUIT

Breadfruit recovered in the month under review with 495 pounds after two months of unavailability at the market. Its current volume was much higher (up 88 percent) compared to the same month last year. Its price also increased 98 percent to \$0.91 per pound from February 2013 and was four times higher (up 214 percent) than that in March 2012 reflecting decreased availability of this staple over the year.

**Graph 7
SUPPLY AND PRICE OF BREADFRUIT****



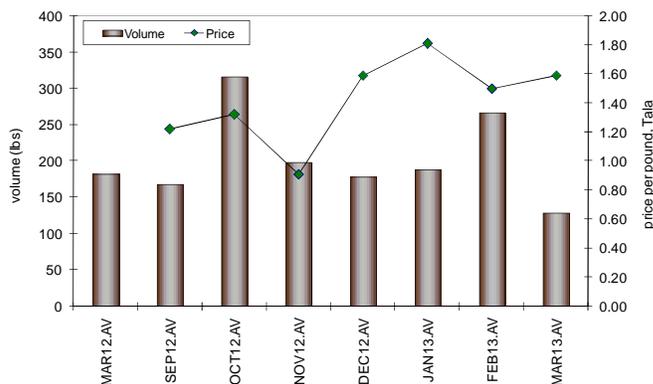
On the other hand, current volume contributed to a 32 percent decrease in breadfruit supply while price increased 28 percent when comparing the twelve months ending March 2013 over the twelve months ending March 2012.

YAM

The volume of yam supplied to the market in March 2013 declined from the previous month, dropping 52 percent to 129 pounds and was 29 percent lower when compared with March 2012. Its average price however, increased 6 percent to \$1.59 per pound in the month under review, a level that was 24 percent lower than that of March 2012.

(See Graph 8 and Tables 1 & 2)

**Graph 8
SUPPLY AND PRICE OF YAM****

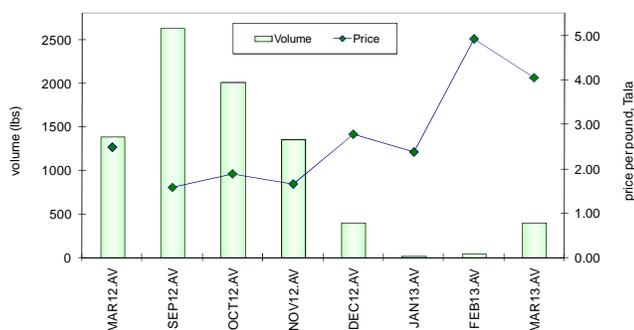


The lower volume of yam supplied in March 2013, contributed to a 31 percent drop in volume and a 3 percent decrease in average price when comparing the twelve months ending March 2013 over the twelve months ending March 2012.

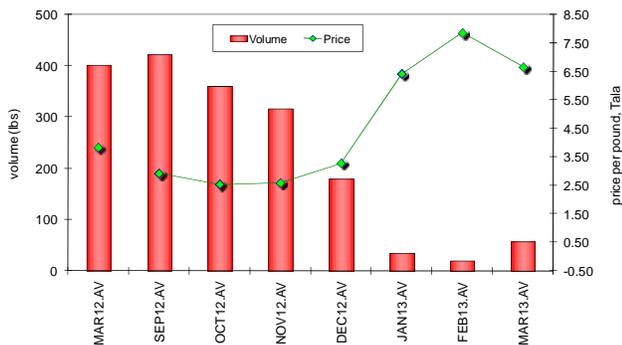
VEGETABLE PRODUCE

With favourable weather conditions in March 2013, the supply of most vegetables rebounded from the effects of cyclone Evan in the month under review with the exception of cucumber which recorded a decrease of 33 percent to 267 pounds. In particular, the volume of head cabbage significantly increased almost nine fold (up 802 percent) to 402 pounds followed by Chinese cabbage with 572 pounds, increasing more than four times above that in the previous month (up 333 percent). Pumpkin also tripled its volume to 11,093 pounds (up 244 percent) while tomato followed the same trend increasing more than double to 57 pounds (up 184 percent). (See Graphs 9 to 13 and Tables 1 & 2)

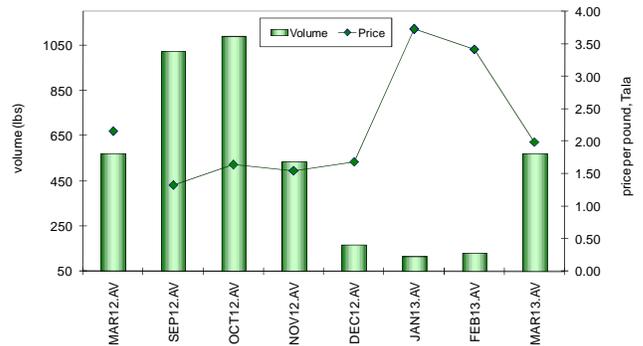
Graph 9
SUPPLY AND PRICES OF H.CABBAGE**



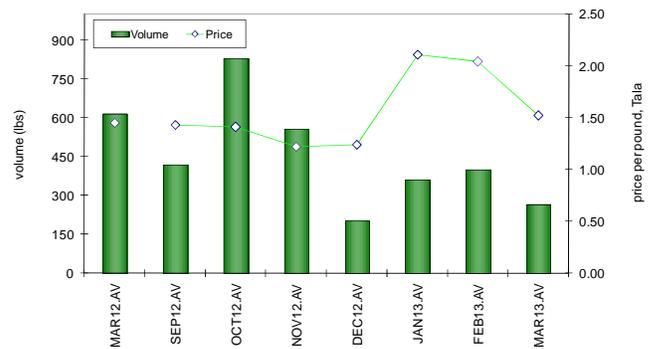
Graph 10
SUPPLY AND PRICE OF TOMATOES**



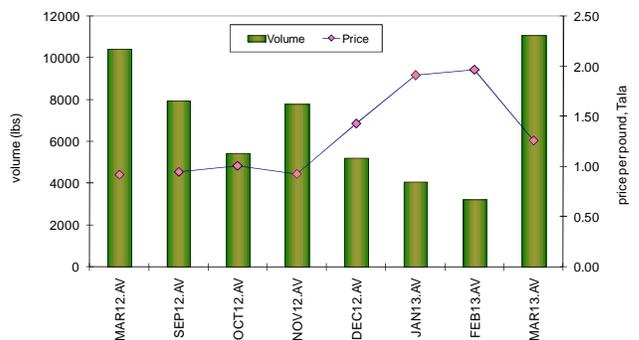
Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER**



Graph 13
SUPPLY AND PRICE OF PUMPKIN**

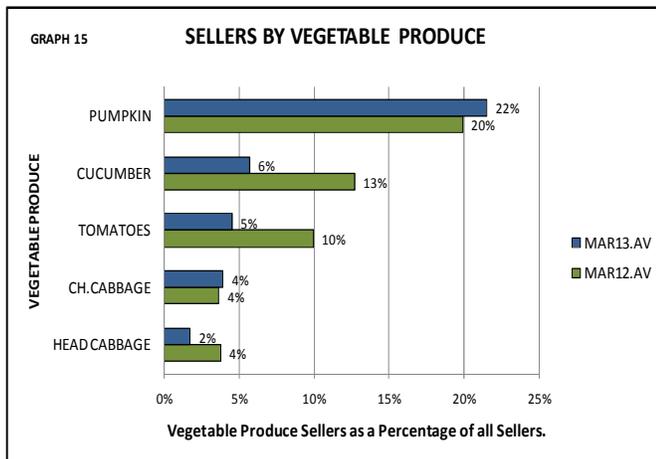
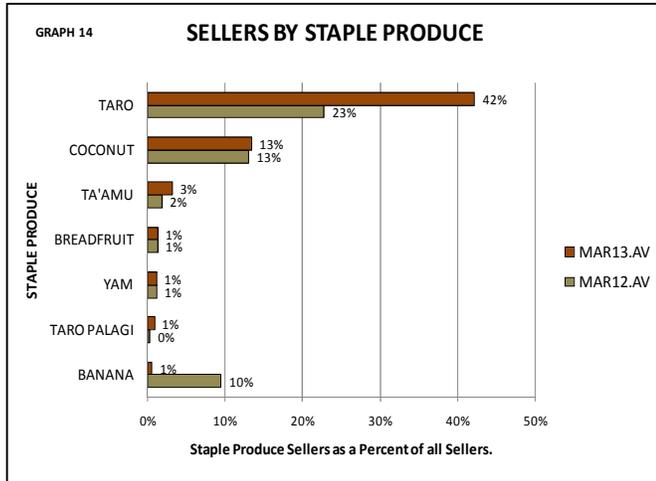


Subsequent to increased availability, average prices of all vegetable produce decreased in the month under review. Chinese cabbage prices declined 42 percent to \$1.99 per pound while pumpkin prices also decreased 36 percent to \$1.26 per pound. Decreased demand for cucumber pulled its average price down 25 percent to \$1.52 per pound while head cabbage and tomatoes prices also dropped 18 percent (to \$4.05 per pound) and 15 percent (to \$6.66 per pound) in that order.

SELLERS

The number of sellers on the days surveyed in March 2013 increased 14 percent to 172. When compared to the same month of 2012, the current number of sellers was 5 percent lower.

(See Graphs 14 and 15 and Table 6)



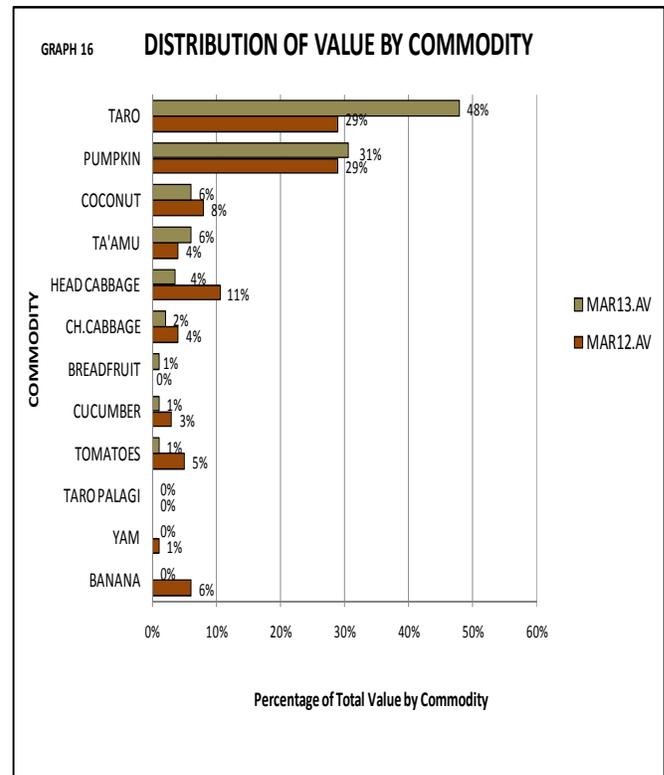
Taro sellers continued to be the largest group with its total decreasing to 73 from 86 in February 2013 but were higher than 41 in March 2012. Pumpkin sellers followed with a total of 37, higher than 16 in the previous month and 36 in March 2012. Coconut sellers at 23 were third, higher than 17 in the previous month but lower than 24 in the same month of 2012. Sellers of cucumber at 10 decreased from 11 in the previous month and 23 in March 2012 followed by tomato and Chinese cabbage suppliers both increasing to 8 and 7 from 5 and 3 respectively in the previous month. Ta'amu and head cabbage recorded 6 and 3 sellers respectively while yam, breadfruit and

taro palagi sellers revealed 2 suppliers each. Banana had 1 seller in the month under review.

VALUE OF SUPPLIES

In March 2013, the average value of selected produce supplied to the Market increased 34 percent to \$45,700; a level that was 39 percent higher than the same month of 2012.

(See Graph 16 and Table 3)



Taro continued to contribute the most towards the total value of produce surveyed, with a share of 48 percent, lower than 57 percent in the previous month but higher than 29 percent in March 2012. Pumpkin followed with a 31 percent contribution which was higher than 19 in the previous month and 29 percent in March 2012. Ta'amu and coconut accounted for 6 percent shares each while head and Chinese cabbage contributed 4 and 2 percent shares respectively. Cucumber, tomato and breadfruit brought in 1 percent shares each in March 2013 while relatively lower shares were recorded for the rest of the other commodities.

The Local Market Survey Report for April 2013 will be available on the 15th May 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	MAR12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	Mar-13	
										% chng from prev mnth	%chng from MAR 12
TARO	8422	7817	15336	14549	10028	14035	19303	17416	22361	28	186
BANANA	6349	4072	2434	3759	4144	2861	600	112	86	-24	-98
TARO PALAGI	484	106	73	109	58	73	115	133	139	5	31
TA'AMU	10042	591	543	2006	1997	603	3700	2203	1295	-41	119
COCONUT	9964	8716	6521	9820	7067	9330	7566	4686	7299	56	-16
BREADFRUIT	608	264	110	968	598	66	0	0	495	-	88
YAM	415	182	168	317	198	179	188	267	129	-52	-29
HEAD CABBAGE	1531	1389	2627	2010	1354	404	19	45	402	802	-71
TOMATOES	300	401	423	360	317	180	35	20	57	184	-86
CH.CABBAGE	720	573	1025	1092	535	169	116	132	572	333	0
CUCUMBER	978	615	418	829	557	204	361	400	267	-33	-57
PUMPKIN	7508	10426	7959	5458	7786	5232	4085	3224	11093	244	6

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

PRODUCE	2010 AVE	MAR12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	% chng from prev mnth	%chng from MAR 12
TARO	1.05	1.21	1.01	0.92	0.83	0.92	0.93	1.12	0.98	-13	-19
BANANA	0.45	0.51	0.41	0.43	0.34	0.43	0.88	0.97	1.00	3	96
TARO PALAGI	0.76	1.47	0.88	0.97	0.96	1.34	1.84	1.83	1.50	-18	2
TA'AMU	1.10	2.34	1.51	1.36	1.37	0.84	2.46	2.00	1.96	-2	-16
COCONUT	0.23	0.30	0.29	0.26	0.27	0.30	0.29	0.30	0.38	27	27
BREADFRUIT	0.41	0.29	0.20	0.48	0.48	0.46	0.46	0.46	0.91	98	214
YAM	1.34	2.10	1.22	1.32	0.91	1.59	1.81	1.50	1.59	6	-24
HEAD CABBAGE	2.86	2.49	1.58	1.89	1.66	2.78	2.38	4.93	4.05	-18	63
TOMATOES	4.55	3.83	2.93	2.53	2.59	3.28	6.41	7.86	6.66	-15	74
CH.CABBAGE	2.27	2.16	1.33	1.64	1.55	1.69	3.73	3.42	1.99	-42	-8
CUCUMBER	1.49	1.45	1.43	1.41	1.22	1.24	2.11	2.04	1.52	-25	5
PUMPKIN	1.00	0.92	0.95	1.01	0.93	1.43	1.91	1.97	1.26	-36	37

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

PRODUCE	Total value 2010	MAR12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	% chng from prev mnth	%chng from MAR 12
TARO	103.1	9.5	15.5	13.4	8.3	12.9	18.0	19.5	21.9		
BANANA	34.2	2.1	1.0	1.6	1.4	1.2	0.5	0.1	0.1		
TARO PALAGI	4.6	0.2	0.1	0.1	0.1	0.1	0.2	0.2	0.2		
TA'AMU	133.3	1.4	0.8	2.7	2.7	0.5	9.1	4.4	2.5		
COCONUT	27.2	2.6	1.9	2.6	1.9	2.8	2.2	1.4	2.8		
BREADFRUIT	2.5	0.1	0.0	0.5	0.3	0.0	0.0	0.0	0.5		
YAM	6.6	0.4	0.2	0.4	0.2	0.3	0.3	0.4	0.2		
HEAD CABBAGE	45.0	3.5	4.2	3.8	2.3	1.1	0.1	0.2	1.6		
TOMATOES	11.6	1.5	1.2	0.9	0.8	0.6	0.2	0.2	0.4		
CH.CABBAGE	16.3	1.2	1.4	1.8	0.8	0.3	0.4	0.5	1.1		
CUCUMBER	15.0	0.9	0.6	1.2	0.7	0.3	0.8	0.8	0.4		
PUMPKIN	78.0	9.6	7.6	5.5	7.2	7.5	7.8	6.4	14.0		
	477.5	32.9	34.4	34.5	26.7	27.6	39.6	34.1	45.7	34	39

*on the days surveyed

@ new weights and base

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	MAR12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	% chng from prev mnth	%chng from MAR 12
TARO	0.22	93	182	173	119	167	229	207	266		
BANANA	0.07	64	38	59	65	45	9	2	1		
TARO PALAGI	0.01	22	15	22	12	15	24	28	29		
TA'AMU	0.28	6	5	20	20	6	37	22	13		
COCONUT	0.06	87	65	99	71	94	76	47	73		
BREADFRUIT	0.01	43	18	159	98	11	0	0	81		
YAM	0.01	44	40	76	48	43	45	64	31		
HEAD CABBAGE	0.09	91	172	131	88	26	1	3	26		
TOMATOES	0.02	134	141	120	106	60	12	7	19		
CH.CABBAGE	0.03	80	142	152	74	23	16	18	79		
CUCUMBER	0.03	63	43	85	57	21	37	41	27		
PUMPKIN	0.16	139	106	73	104	70	54	43	148		
	1.00	72	91	90	73	64	77	64	97	51	36

Table 5: Price Index (2010 = 100)*

PRODUCE	2010 Weights	MAR12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	% chng from prev mnth	%chng from MAR 12
TARO	0.22	116	96	88	79	88	89	107	94		
BANANA	0.07	113	91	95	75	95	195	215	222		
TARO PALAGI	0.01	192	115	127	126	175	241	239	196		
TA'AMU	0.28	213	137	124	125	76	224	182	178		
COCONUT	0.06	131	127	114	118	131	127	131	166		
BREADFRUIT	0.01	70	49	117	117	112	112	112	221		
YAM	0.01	157	91	99	68	119	135	112	119		
HEAD CABBAGE	0.09	87	55	66	58	97	83	172	142		
TOMATOES	0.02	84	64	56	57	72	141	173	146		
CH.CABBAGE	0.03	95	59	72	68	74	164	151	88		
CUCUMBER	0.03	98	96	95	82	84	142	137	102		
PUMPKIN	0.16	92	95	101	93	144	192	198	127		
	1.00	136	103	100	94	98	160	164	144	-12	6

Table 6: Number of Sellers*

PRODUCE	2010 Weights	MAR12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	% chng from prev mnth	%chng from MAR 12
TARO	0.22	41	34	68	55	64	96	86	73		
BANANA	0.07	17	12	21	17	10	3	1	1		
TARO PALAGI	0.01	1	1	1	1	1	2	1	2		
TA'AMU	0.28	3	2	6	6	4	6	7	6		
COCONUT	0.06	24	19	28	25	24	25	17	23		
BREADFRUIT	0.01	2	1	4	4	1	0	0	2		
YAM	0.01	2	3	3	3	2	3	4	2		
HEAD CABBAGE	0.09	7	8	7	9	2	1	1	3		
TOMATOES	0.02	18	23	22	17	12	3	5	8		
CH.CABBAGE	0.03	7	12	9	7	3	2	3	7		
CUCUMBER	0.03	23	14	12	18	8	14	11	10		
PUMPKIN	0.16	36	46	31	28	18	18	16	37		
	1.00	181	175	212	190	146	169	151	172	14	-5

*on the days surveyed

@ new weights and base