



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

# LOCAL MARKET SURVEY May 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 May 2013 revealed agricultural produce supply expanding 36 percent from the previous month. Overall price levels declined 5 percent.
- The abundance of produce at the Local Markets in May 2013 helped to cater for the influx of Samoans from overseas who not only travelled for the annual meeting for the EFKS church but also to celebrate Mother's day in the islands.

Issue: 1/05/13

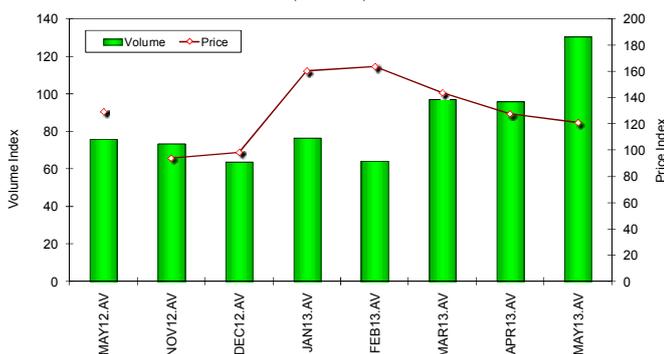
## OVERVIEW

The Samoa Bureau of Statistics' monthly survey of Agricultural food supplies at the Local Markets in the month of May 2013 showed a 30 percent rise in overall volume. This increase in volume stem from significant gains in all staple and vegetable produce to the market (with the exception of pumpkin). Most notable increases were in the supply of ta'amu, taro, head cabbage and banana. When compared with the same month last year, current volume was 72 percent higher. (See Graph 1 and Tables 4 & 5)

## TARO

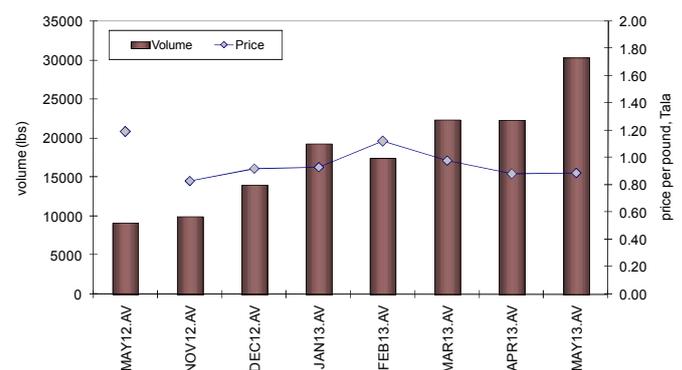
The supply of taro to the market in May 2013 increased 36 percent (to 30,329 pounds) from the previous month and was more than 3 times the volume in May 2012. Average price rose 1 percent to \$0.89 per pound from April 2013 while current prices of taro was 25 percent lower when compared with the same month last year. (See Graph 2 and Tables 1 & 2)

Graph 1  
SUPPLY AND PRICE INDICES BY MONTH\*\*  
(2010 = 100)



Subsequent to increased volume, the overall price level in the month under review declined 5 percent from the previous month due to lower prices of banana, taro palagi, ta'amu, coconut, breadfruit, Chinese cabbage and cucumber. The current overall price level was 6 percent lower when compared with May 2012.

Graph 2  
SUPPLY AND PRICE OF TARO\*\*

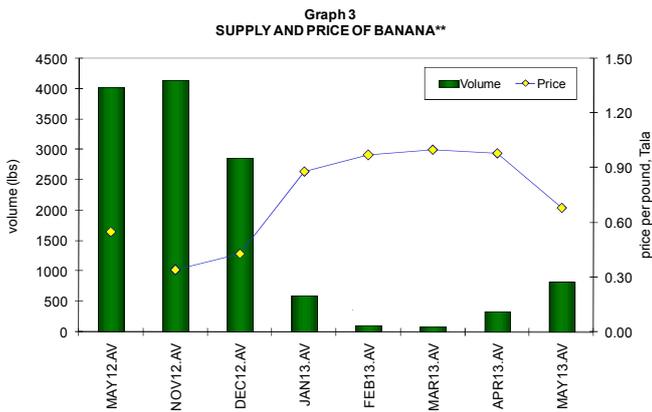


Current supply of taro in the month under review contributed to a 198 percent increase in volume when comparing the twelve months ending May 2013 over

the twelve months ending May 2012. Price dropped 23 percent.

## BANANA

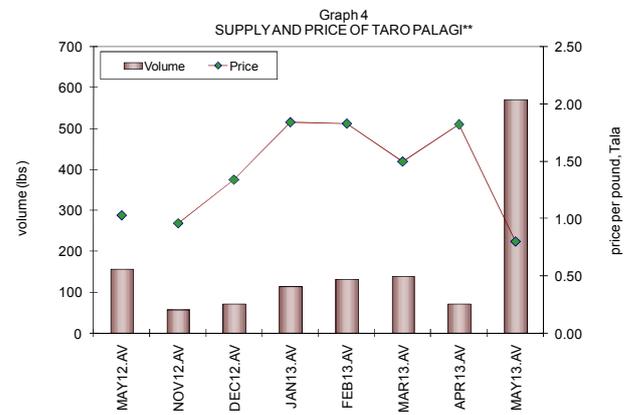
The volume of banana supplied to the market expanded more than 2 fold (to 823 pounds) in the month under review from April 2013 while its average price fell 31 percent to \$0.68 per pound. When compared to May 2012 current volume was 80 percent lower while price was 24 percent higher as less availability pushed prices up over the year. (See Graph 3 and Tables 1 & 2)



Comparing the twelve months ending May 2013 over the twelve months ending May 2012, supplies of banana in the month under review contributed to a 58 percent decrease in volume and a 36 percent increase in average price.

## TARO PALAGI

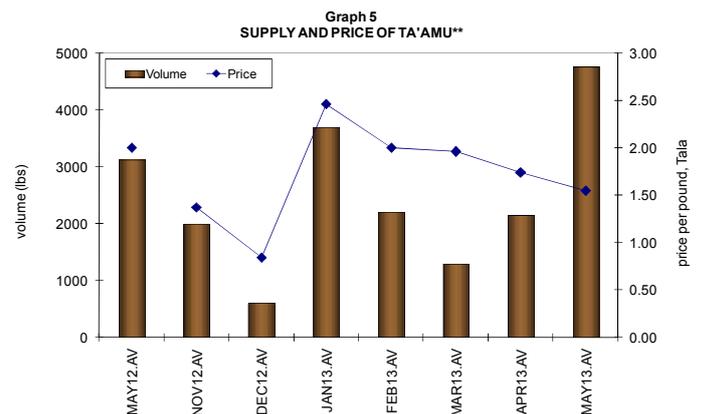
Taro palagi supply at 571 pounds in the month under review grew almost 8 fold from the previous month and was more than 3 times the volume in May 2012. With greater availability at the market, average price decreased 56 percent to \$0.80 per pound from April 2013 while current prices were 22 percent lower than taro palagi prices in the same month last year. (See Graph 4 and Tables 1 & 2)



Despite the higher volume of taro palagi in the month under review, current supply contributed to a 40 percent decline in volume in the twelve months ending May 2013 over the twelve months ending May 2012 while less availability pushed its price up 26 percent.

## TA'AMU

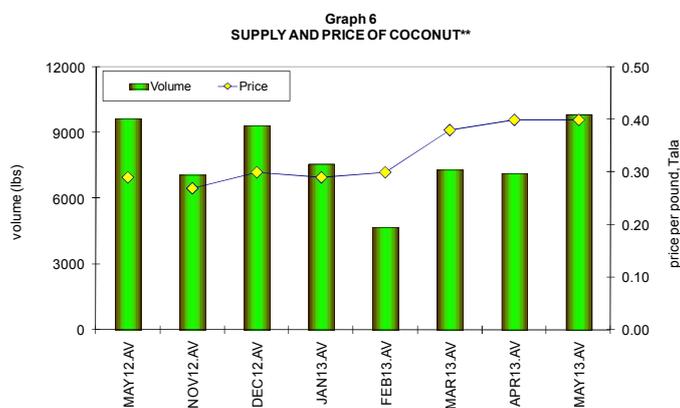
In the month under review, ta'amu supplies to the Local Markets experienced a gain of 121 percent (to 4,764 pounds) from the previous month; a level that was 53 percent higher when compared with the same month last year. Increased supply of ta'amu, drove its average price down 11 percent (to \$1.55 per pound) from April 2013; a level that was 23 percent lower when compared with May 2012. (See Graph 5 and Tables 1 & 2)



Despite the higher volume in the month under review, current supply of ta'amu contributed to a 40 percent reduction in volume in the twelve months ending May 2013 over the twelve months ending May 2012. Weakened demand for ta'amu over the year pushed its price down 4 percent.

## COCONUT

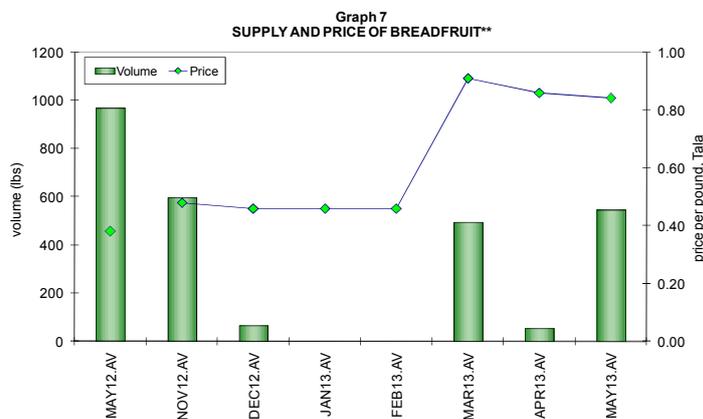
In line with almost all agricultural produce in May 2013, coconut supplies also edged up 38 percent (to 9,852 pounds) from April 2013 while average prices remained unchanged at \$0.40 per pound. Coconut volume and price in the month under review was 2 and 38 percent respectively higher when compared with the same month last year. (See Graph 6 and Tables 1 & 2)



The average availability of coconut in the twelve months ending May 2013 was 27 percent lower than the volume of coconut in the twelve months ending May 2012. Its average price however, was 17 percent higher.

## BREADFRUIT

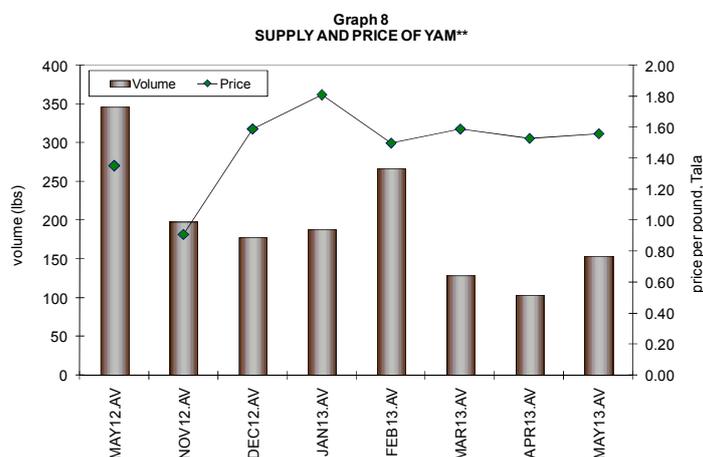
The supply of breadfruit to the market in May 2013 grew almost 10 fold (to 546 pounds) from the previous month while its average price slipped 2 percent to \$0.84 per pound. When compared with May 2012, current supply of breadfruit was 44 percent lower while its current price was more than double that 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 56 percent reduction in volume in the twelve months ending May 2013 over the twelve months ending May 2012 while less availability of breadfruit to the market pushed its average price up 31 percent.

## YAM

Yam supplies, at 154 pounds increased 48 percent from April 2013; a level that was 55 percent lower than May 2012. Demand for yam in the month under review drove its average price up 2 percent to \$1.56 per pound; a price level that was 16 percent higher when compared with the same month last year. (See Graph 8 and Tables 1 & 2)

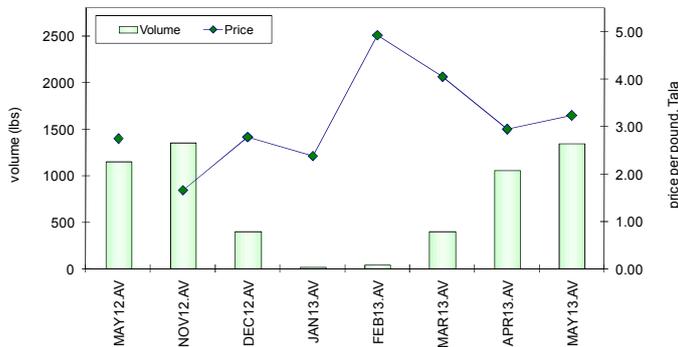


Current supply of yam in the month under review contributed to a 36 percent decrease in volume in the twelve months ending May 2013 over the twelve months ending May 2012 while its average price also fell 2 percent.

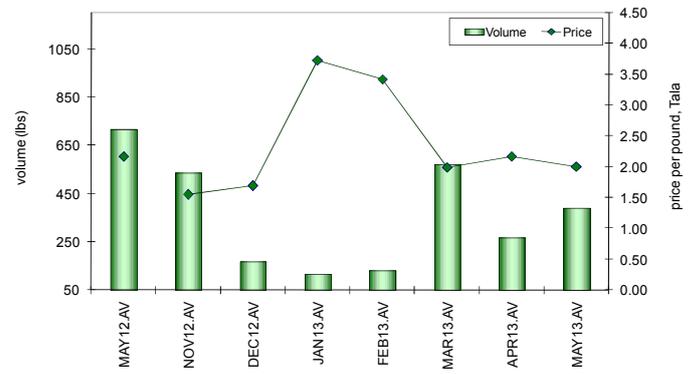
## VEGETABLE PRODUCE

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 pumpkin recording a 2 percent decline to 7,471 pounds from April 2013. Chinese cabbage and tomato supplies experienced the greatest growth surging 46 percent (to 392 pounds) and 45 percent (to 188 pounds) respectively. Cucumber volume increased 35 percent (to 870 pounds) while head cabbage supplies rose 27 percent (to 1,344 pounds). (See Graphs 9 to 13 and Tables 1 & 2)

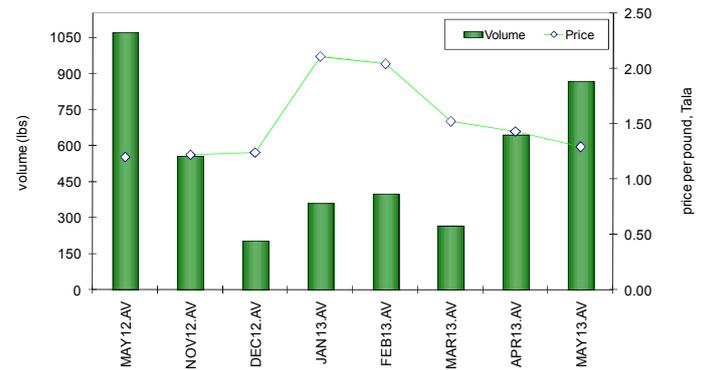
Graph 9  
SUPPLY AND PRICES OF H.CABBAGE\*\*



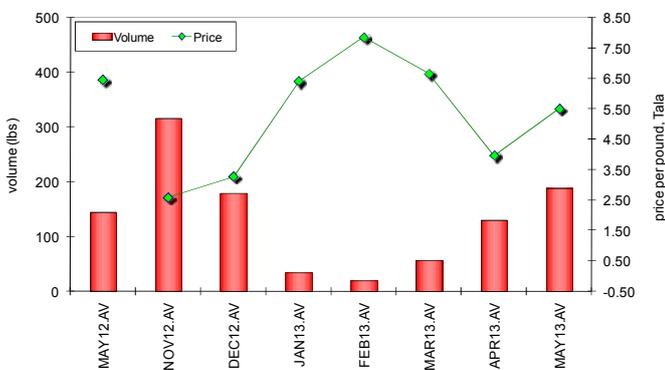
Graph 11  
SUPPLY AND PRICE OF CH.CABBAGE\*\*



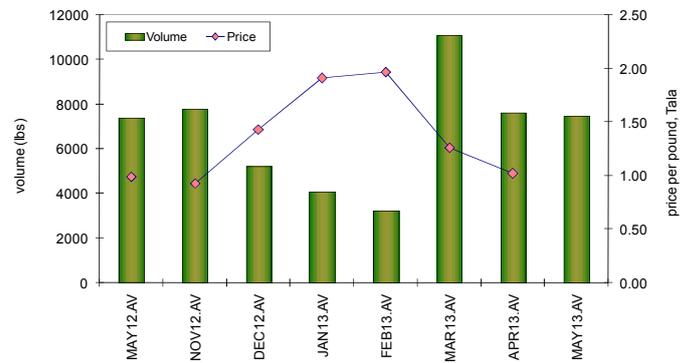
Graph 12  
SUPPLY AND PRICE OF CUCUMBER\*\*



Graph 10  
SUPPLY AND PRICE OF TOMATOES\*\*



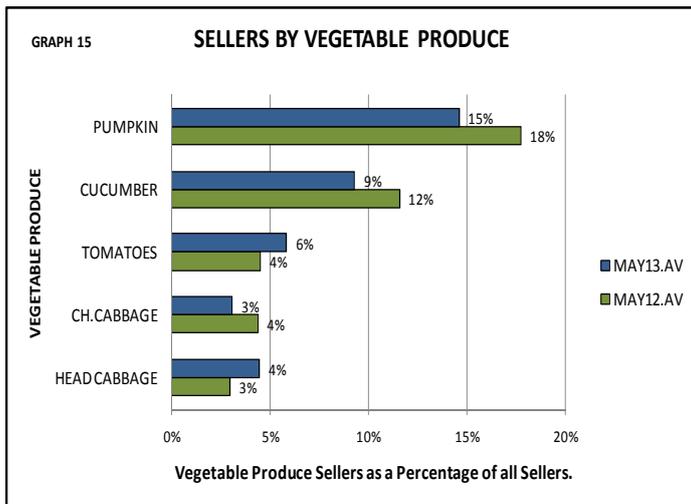
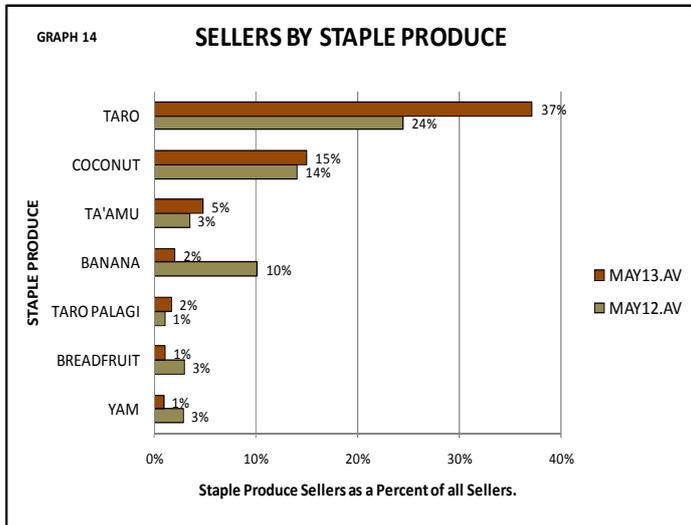
Graph 13  
SUPPLY AND PRICE OF PUMPKIN\*\*



Tomato and head cabbage appeared to be the vegetables of choice in the month under review as strong demand drove their average prices up 39 percent (to \$5.51 per pound) and 10 percent (to \$3.23 per pound) respectively. Pumpkin prices also increased 16 percent to \$1.18 per pound while average prices for cucumber and Chinese cabbage shrunk 10 percent (to \$1.29 per pound) and 8 percent (to \$2.00 per pound) in that order.

## SELLERS

At 260; the number of sellers at the Local Markets on the days surveyed in the month under review increased 31 percent from the previous month and was 34 percent higher when compared with the same month a year ago. (See Graphs 14 and 15 and Table 6)

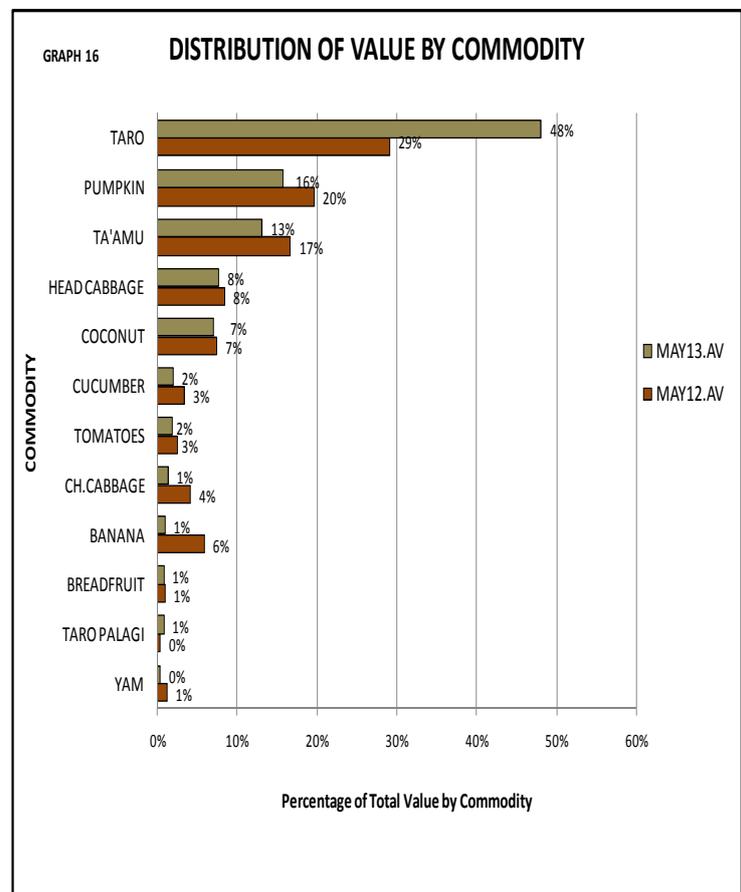


Taro sellers continued to be the largest group with its total increasing to 97 from 84 in April 2013 and 48 in May 2012. Coconut and pumpkin sellers followed with totals of 39 and 38 respectively, higher than 24 and 35 in the previous month and 27 and 35 in May 2012 in that order. Sellers of cucumber recorded a total of 24 sellers in the month under review; higher than 20 and 23 from the previous month and the same month last year respectively. Tomato sellers, at 15 remained unchanged from April 2013 but were significantly higher than 9 recorded in May 2012.

The number of ta'amu and head cabbage sellers were 13 and 12 respectively increasing from 8 and 6 in the previous month and 7 and 6 in the same month last year in that order. Sellers of Chinese cabbage and banana with totals of 8 and 5 increased from 5 and 2 in April 2013 but were lower than 9 and 20 a year ago. Taro palagi sellers recorded 4 in May 2013 expanding from 1 and 2 in April 2013 and May 2012 respectively. There were 3 breadfruit sellers and 2 yam sellers at the market in the month under review.

## VALUE OF SUPPLIES

The average value of selected produce supplied to the market at \$56,100 in May 2013 was 41 percent higher than the previous month and was 50 percent higher when compared to May 2012.



Taro contributed the most to the total value of produce surveyed with a share of 48 percent in May 2013, a level that was lower than 49 percent in April 2013 but higher than 29 percent in May 2012. Pumpkin followed with a 16 percent share, which was lower than 20 percent share in the previous month

and the same month last year. Ta'amu supplies accounted for 13 percent of total value, a level that was higher than 9 percent in April 2013 but was significantly lower than 17 percent in May 2012. Head cabbage accounted for 8 percent of total value, which remained unchanged from the previous month and a year ago. Coconut contributed 7 percent to total value keeping the same contribution from April 2013 and May 2012. Cucumber and tomato supplies contributed 2 percent each to total value while Chinese cabbage, banana, taro palagi and breadfruit contributed 1 percent each in the month under review. Relatively lower shares were recorded for the rest of the other commodities. (See Graph 16 and Table 3)

***The Local Market Survey Report for June 2013 will be available on the 12<sup>th</sup> July 2013***

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*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	MAY12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	APR13.AV	MAY13.AV	May-13	
										% chng from prev mnth	%chng from MAY 12
TARO	8422	9147	10028	14035	19303	17416	22361	22348	30329	36	232
BANANA	6349	4021	4144	2861	600	112	86	337	823	145	-80
TARO PALAGI	484	158	58	73	115	133	139	73	571	688	263
TA'AMU	10042	3123	1997	603	3700	2203	1295	2152	4764	121	53
COCONUT	9964	9647	7067	9330	7566	4686	7299	7134	9852	38	2
BREADFRUIT	608	968	598	66	0	0	495	55	546	892	-44
YAM	415	347	198	179	188	267	129	104	154	48	-55
HEAD CABBAGE	1531	1153	1354	404	19	45	402	1058	1344	27	17
TOMATOES	300	145	317	180	35	20	57	130	188	45	30
CH.CABBAGE	720	719	535	169	116	132	572	269	392	46	-45
CUCUMBER	978	1072	557	204	361	400	267	646	870	35	-19
PUMPKIN	7508	7415	7786	5232	4085	3224	11093	7645	7471	-2	1

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

PRODUCE	2010 AVE	MAY12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	APR13.AV	MAY13.AV	% chng from	
										prev mnth	MAY 12
TARO	1.05	1.19	0.83	0.92	0.93	1.12	0.98	0.88	0.89	1	-25
BANANA	0.45	0.55	0.34	0.43	0.88	0.97	1.00	0.98	0.68	-31	24
TARO PALAGI	0.76	1.03	0.96	1.34	1.84	1.83	1.50	1.82	0.80	-56	-22
TA'AMU	1.10	2.00	1.37	0.84	2.46	2.00	1.96	1.74	1.55	-11	-23
COCONUT	0.23	0.29	0.27	0.30	0.29	0.30	0.38	0.40	0.40	0	38
BREADFRUIT	0.41	0.38	0.48	0.46	0.46	0.46	0.91	0.86	0.84	-2	121
YAM	1.34	1.35	0.91	1.59	1.81	1.50	1.59	1.53	1.56	2	16
HEAD CABBAGE	2.86	2.74	1.66	2.78	2.38	4.93	4.05	2.94	3.23	10	18
TOMATOES	4.55	6.47	2.59	3.28	6.41	7.86	6.66	3.97	5.51	39	-15
CH.CABBAGE	2.27	2.17	1.55	1.69	3.73	3.42	1.99	2.17	2.00	-8	-8
CUCUMBER	1.49	1.20	1.22	1.24	2.11	2.04	1.52	1.43	1.29	-10	8
PUMPKIN	1.00	0.99	0.93	1.43	1.91	1.97	1.26	1.02	1.18	16	19

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

PRODUCE	Total value 2010	MAY12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	APR13.AV	MAY13.AV	% chng from	
										prev mnth	MAY 12
TARO	103.1	10.9	8.3	12.9	18.0	19.5	21.9	19.7	27.0		
BANANA	34.2	2.2	1.4	1.2	0.5	0.1	0.1	0.3	0.6		
TARO PALAGI	4.6	0.2	0.1	0.1	0.2	0.2	0.2	0.1	0.5		
TA'AMU	133.3	6.3	2.7	0.5	9.1	4.4	2.5	3.7	7.4		
COCONUT	27.2	2.8	1.9	2.8	2.2	1.4	2.8	2.9	3.9		
BREADFRUIT	2.5	0.4	0.3	0.0	0.0	0.0	0.5	0.1	0.5		
YAM	6.6	0.5	0.2	0.3	0.3	0.4	0.2	0.2	0.2		
HEAD CABBAGE	45.0	3.2	2.3	1.1	0.1	0.2	1.6	3.1	4.3		
TOMATOES	11.6	0.9	0.8	0.6	0.2	0.2	0.4	0.5	1.0		
CH.CABBAGE	16.3	1.6	0.8	0.3	0.4	0.5	1.1	0.6	0.8		
CUCUMBER	15.0	1.3	0.7	0.3	0.8	0.8	0.4	0.9	1.1		
PUMPKIN	78.0	7.3	7.2	7.5	7.8	6.4	14.0	7.8	8.8		
	477.5	37.4	26.7	27.6	39.6	34.1	45.7	39.9	56.1	41	50

\*on the days surveyed  
@ new weights and base

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

PRODUCE	2010 Weights	MAY12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	APR13.AV	MAY13.AV	% chng from prev mnth	%chng from MAY 12
TARO	0.22	109	119	167	229	207	266	265	360		
BANANA	0.07	63	65	45	9	2	1	5	13		
TARO PALAGI	0.01	33	12	15	24	28	29	15	118		
TA'AMU	0.28	31	20	6	37	22	13	21	47		
COCONUT	0.06	97	71	94	76	47	73	72	99		
BREADFRUIT	0.01	159	98	11	0	0	81	9	90		
YAM	0.01	83	48	43	45	64	31	25	37		
HEAD CABBAGE	0.09	75	88	26	1	3	26	69	88		
TOMATOES	0.02	48	106	60	12	7	19	43	63		
CH.CABBAGE	0.03	100	74	23	16	18	79	37	54		
CUCUMBER	0.03	110	57	21	37	41	27	66	89		
PUMPKIN	0.16	99	104	70	54	43	148	102	100		
	1.00	76	73	64	77	64	97	96	130	36	72

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

PRODUCE	2010 Weights	MAY12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	APR13.AV	MAY13.AV	% chng from prev mnth	%chng from MAY 12
TARO	0.22	114	79	88	89	107	94	84	85		
BANANA	0.07	122	75	95	195	215	222	217	151		
TARO PALAGI	0.01	135	126	175	241	239	196	238	105		
TA'AMU	0.28	182	125	76	224	182	178	158	141		
COCONUT	0.06	127	118	131	127	131	166	175	175		
BREADFRUIT	0.01	92	117	112	112	112	221	209	204		
YAM	0.01	101	68	119	135	112	119	114	117		
HEAD CABBAGE	0.09	96	58	97	83	172	142	103	113		
TOMATOES	0.02	142	57	72	141	173	146	87	121		
CH.CABBAGE	0.03	96	68	74	164	151	88	96	88		
CUCUMBER	0.03	81	82	84	142	137	102	96	87		
PUMPKIN	0.16	99	93	144	192	198	127	102	118		
	1.00	129	94	98	160	164	144	128	121	-5	-6

**Table 6: Number of Sellers**

PRODUCE		MAY12.AV	NOV12.AV	DEC12.AV	JAN13.AV	FEB13.AV	MAR13.AV	APR13.AV	MAY13.AV	% chng from prev mnth	%chng from MAY 12
TARO		48	55	64	96	86	73	84	97		
BANANA		20	17	10	3	1	1	2	5		
TARO PALAGI		2	1	1	2	1	2	1	4		
TA'AMU		7	6	4	6	7	6	8	13		
COCONUT		27	25	24	25	17	23	24	39		
BREADFRUIT		6	4	1	0	0	2	1	3		
YAM		6	3	2	3	4	2	2	2		
HEAD CABBAGE		6	9	2	1	1	3	6	12		
TOMATOES		9	17	12	3	5	8	15	15		
CH.CABBAGE		9	7	3	2	3	7	5	8		
CUCUMBER		23	18	8	14	11	10	20	24		
PUMPKIN		35	28	18	18	16	37	35	38		
		195	190	146	169	151	172	200	260	31	34

\*on the days surveyed

@ new weights and base