



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY

July 2014

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 July 2014 showed overall volume increase 55 percent while average price declined 13 percent when compared to June 2014.

- Average volume of ta'amu was more than doubled from the previous month.
- The average value of supply increased 60 percent (to \$41,800).
- The number of sellers increased 13 percent.

Issue: 1/07/14

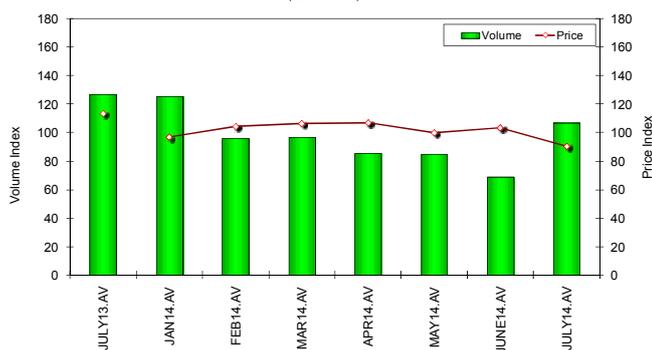
OVERVIEW

The monthly survey of agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in July 2014 showed a 55 percent increase in overall volume from June 2014. The increase in volume stems from a rise in the supply of all agricultural produce with the exception of breadfruit and Chinese cabbage. When compared with the same month last year, current supply is 16 percent lower. (See Graph 1 and Tables 4 & 5)

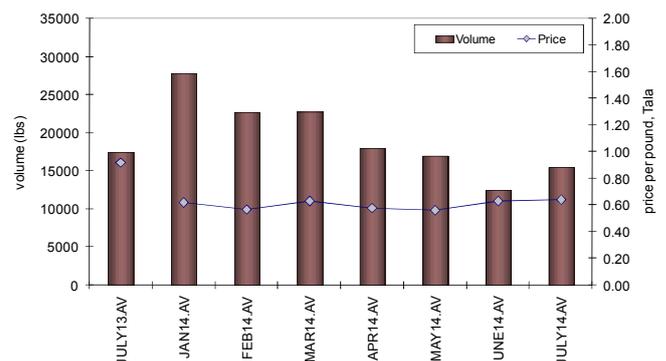
TARO

At 15,517 pounds, the supply of taro in the month under review increased 24 percent from the previous month while strong demand led its average price to climb 2 percent (to \$0.64 per pound). When compared with July 2013, July 2014 supply of taro is 11 percent lower while its average price is also 30 percent lower. (See Graph 2 and Tables 1 & 2)

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



Graph 2
SUPPLY AND PRICE OF TARO**

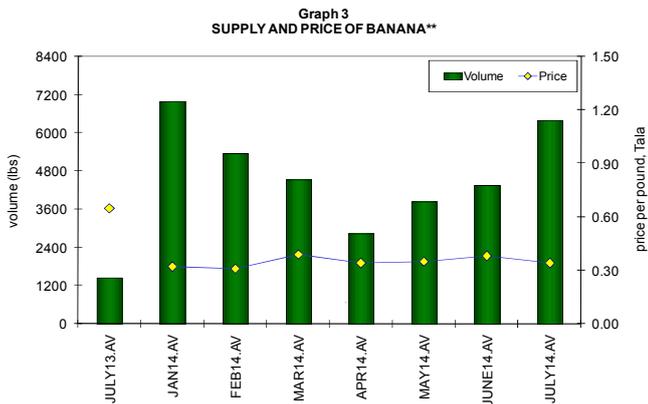


The overall price level fell 13 percent from the previous month with the increased availability of agricultural produce pushing price levels down. Lower prices of ta'amu, yam, Chinese cabbage, cucumber, banana, taro palagi, coconut and head cabbage contributed to this decline. The current overall price level is 20 percent lower when compared with July 2013.

Current supply of taro contributed to an 11 percent increase in volume when comparing the twelve months ending July 2014 over the twelve months ending July 2013. Price fell 30 percent.

BANANA

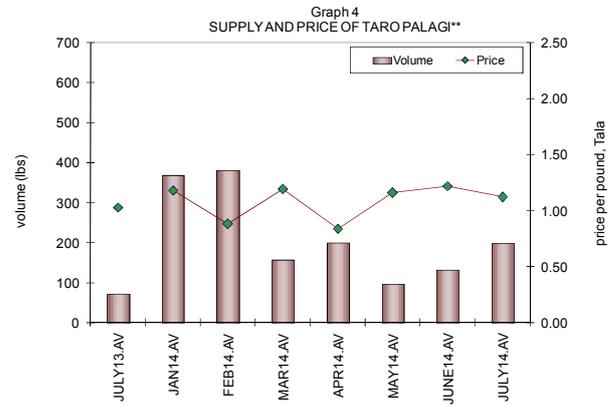
Banana supplies in July 2014 rose 46 percent to 6,383 pounds from June 2014; a level that was four times greater than same month last year. Increased availability of banana along with other staple crops to the Local Markets pushed its average price down 11 percent to \$0.34 per pound. When compared with July 2013, current price is 48 percent lower. (See Graph 3 and Tables 1 & 2)



Current supply of banana contributed to a 187 percent increase in volume in the twelve months ending July 2014 over the twelve months ending July 2013 while its average price declined 45 percent.

TARO PALAGI

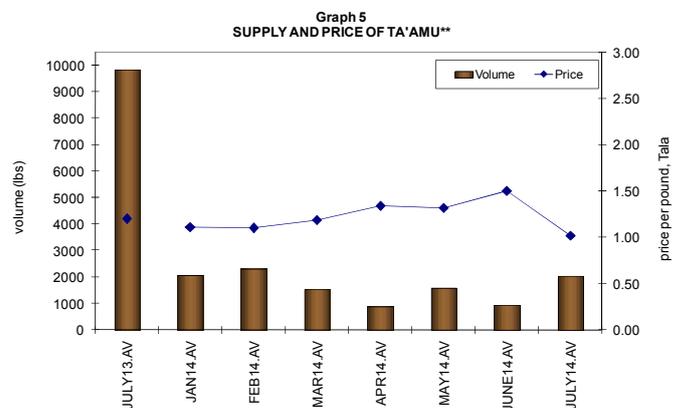
The volume of taro palagi available at the Local Markets in July 2014 increased 49 percent to 199 pounds from June 2014; a level that was almost three times greater than the same month last year. With greater availability of taro palagi and its staple substitutes, its average price decreased 8 percent to \$1.12 per pound; a level that was 9 percent higher when compared with July 2013. (See Graph 4 and Tables 1 & 2)



The twelve months ending July 2014 revealed taro palagi supplies were 33 percent higher than that of the twelve months ending July 2013 while its average price fell 18 percent.

TA'AMU

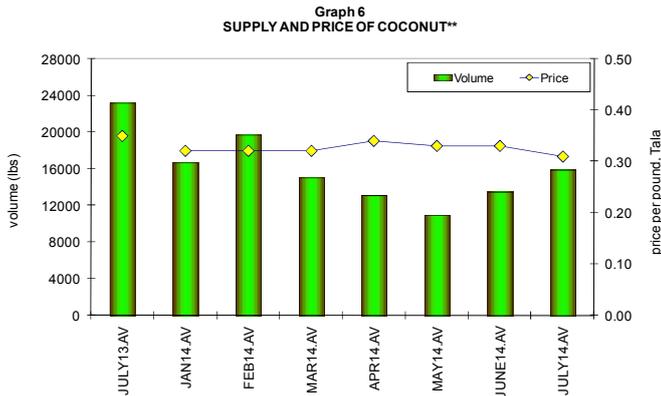
In the month under review ta'amu supplies increased two fold (up 113 percent) to 2,032 pounds from June 2014. An abundance of ta'amu drove its average price down 32 percent to \$1.02 per pound. In comparison with July 2013, current ta'amu supply was 79 percent lower while its average price is also 15 percent. (See Graph 5 and Tables 1 & 2)



When comparing the twelve months ending July 2014 over the twelve months ending July 2013, ta'amu supplies fell 14 percent while its average price declined 26 percent.

COCONUT

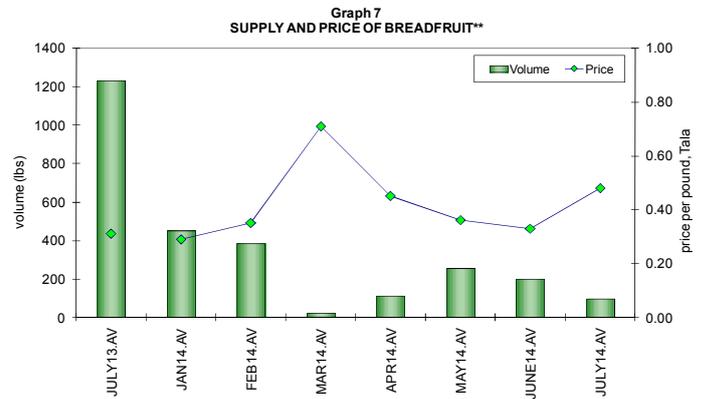
At 15,918 pounds, the supply of coconut to the Local Markets in the month under review increased 18 percent from the previous month while its average price declined 6 percent to \$0.31 per pound. Current availability of coconut is 31 percent lower than average availability in July 2013 while average price declined 11 percent over the year. (See Graph 6 and Tables 1 & 2)



Current supply of coconut contributed to a 70 percent increase in volume while increased demand pushed its average price up 6 percent when comparing the twelve months ending July 2014 over the twelve months ending July 2013.

BREADFRUIT

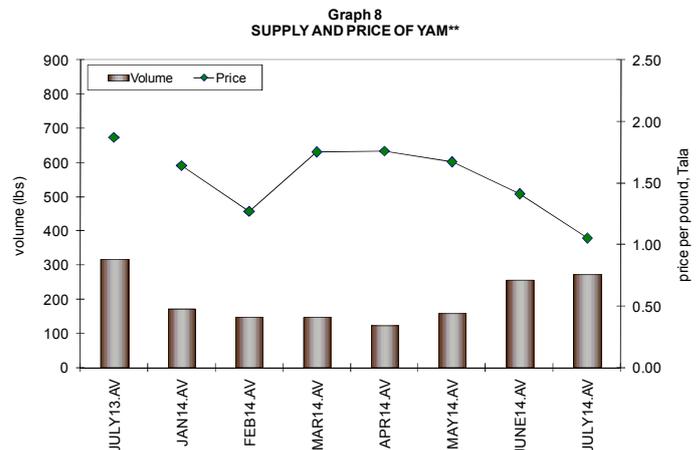
The supply of breadfruit in July 2014 fell 51 percent (to 97 pounds) from June 2014 while decreased availability pushed its average price up 45 percent to \$0.48 per pound. When compared with the same month last year, current supply of breadfruit was 92 percent lower while strong demand over the year pushed its average price up 55 percent. (See Graph 7 and Tables 1 & 2)



Despite the increase in volume in July 2014, the supply of breadfruit in the month under review contributed to a 38 percent decline in volume while its average price also dropped 6 percent.

YAM

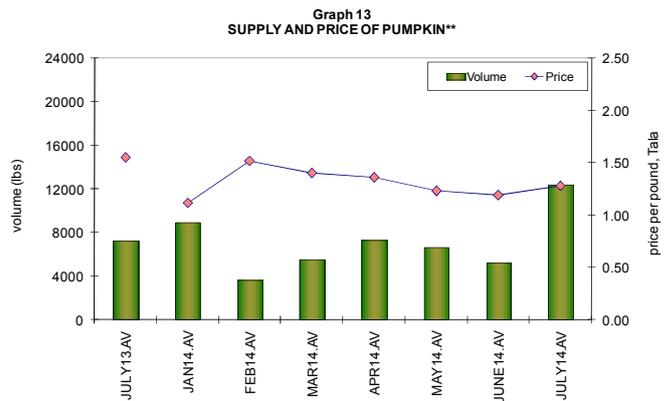
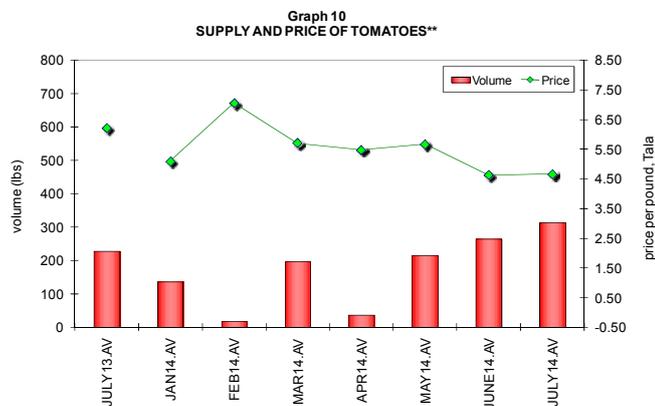
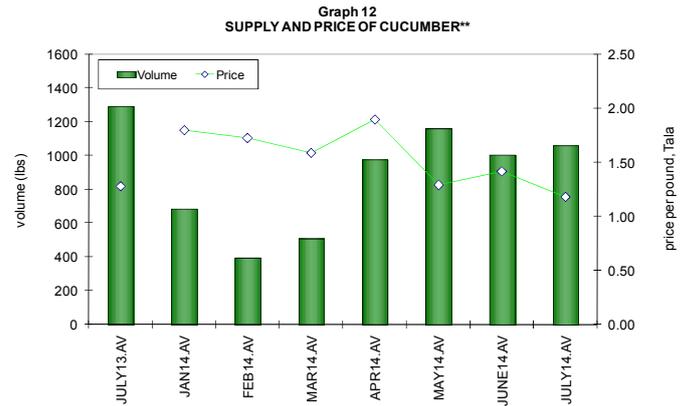
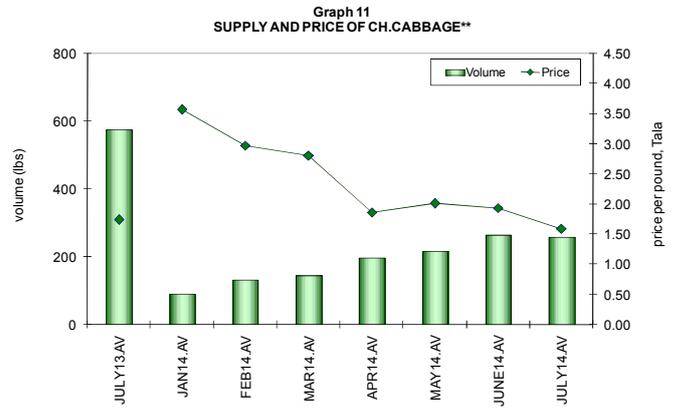
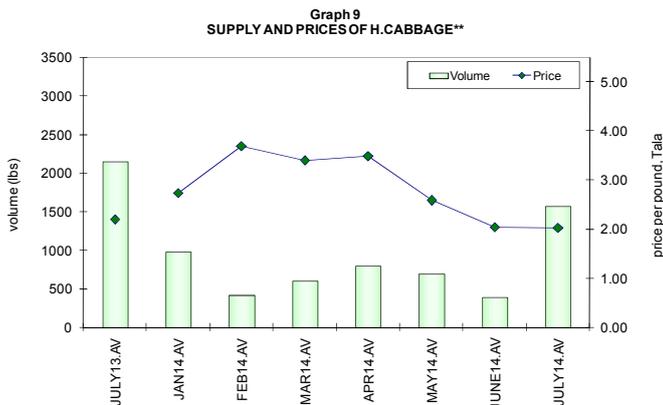
In the month under review the supply of yam increased 6 percent (to 273 pounds) from the previous month. Increased availability pushed its average price down 26 percent to \$1.05 per pound. When compared with the same month last year, current supply of yam is 14 percent lower while its average price was also 44 percent lower. (See Graph 8 and Tables 1 & 2)



Current supply of yam contributed to a 27 percent decline in volume in the twelve months ending July 2014 over the twelve months ending July 2013 while its average price rose 2 percent.

VEGETABLE PRODUCE

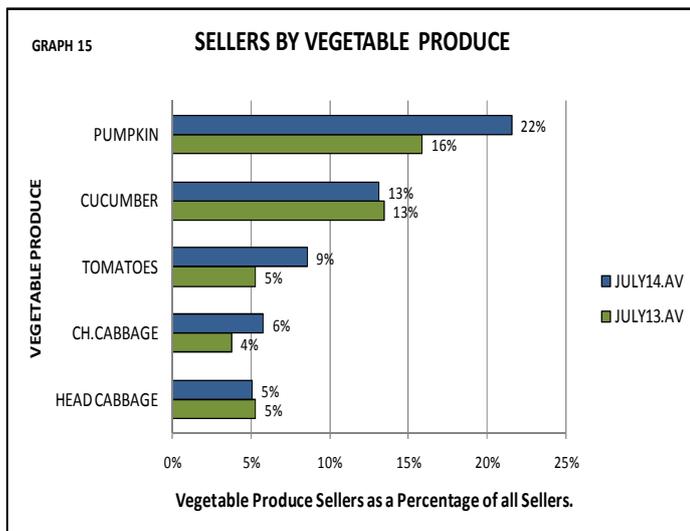
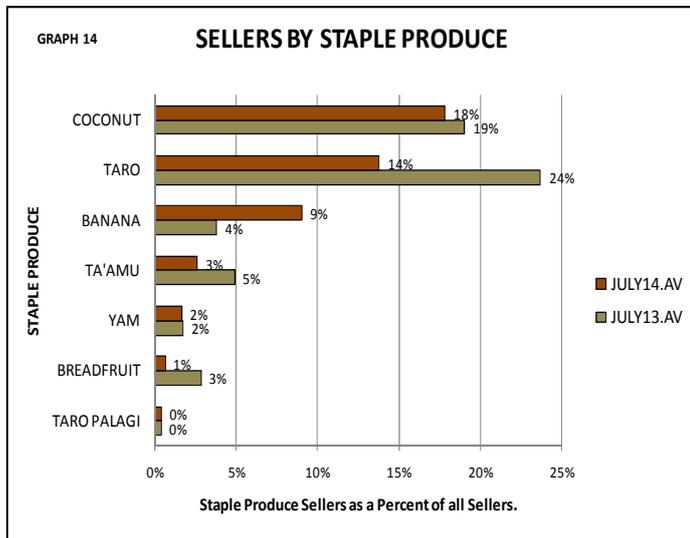
The supply of vegetable produce to the Local Markets in July 2014 experienced significant gains from the previous month with the exception of Chinese cabbage with volume declining 2 percent (to 258 pounds). Head cabbage supplies experienced the greatest increase expanding fourfold (to 1,571 pounds) followed by pumpkin supplies increasing 138 percent (to 12,361 pounds). Tomato supplies grew 19 percent (to 314 pounds) while supplies of cucumber rose 5 percent (to 1,060 pounds). (See Graphs 9 to 13 and Tables 1 & 2)



With an abundance of vegetable produce, average prices declined for most vegetables. Weakened demand for Chinese cabbage pushed its average price down 18 percent (to \$1.59 per pound) while increased availability of cucumber drove average prices down 17 percent (to \$1.18 per pound). Head cabbage prices fell 1 percent (to \$2.02 per pound). Pumpkin and tomato proved to be the vegetables of choice in the month under review recording an 8 percent rise in average price (to \$1.28 per pound) for pumpkin and a 1 percent price increase (to \$4.66 per pound) for tomato.

SELLERS

At 253; the number of sellers at the Local Markets on the days surveyed in July 2014 increased 13 percent from the previous month but was 4 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6)

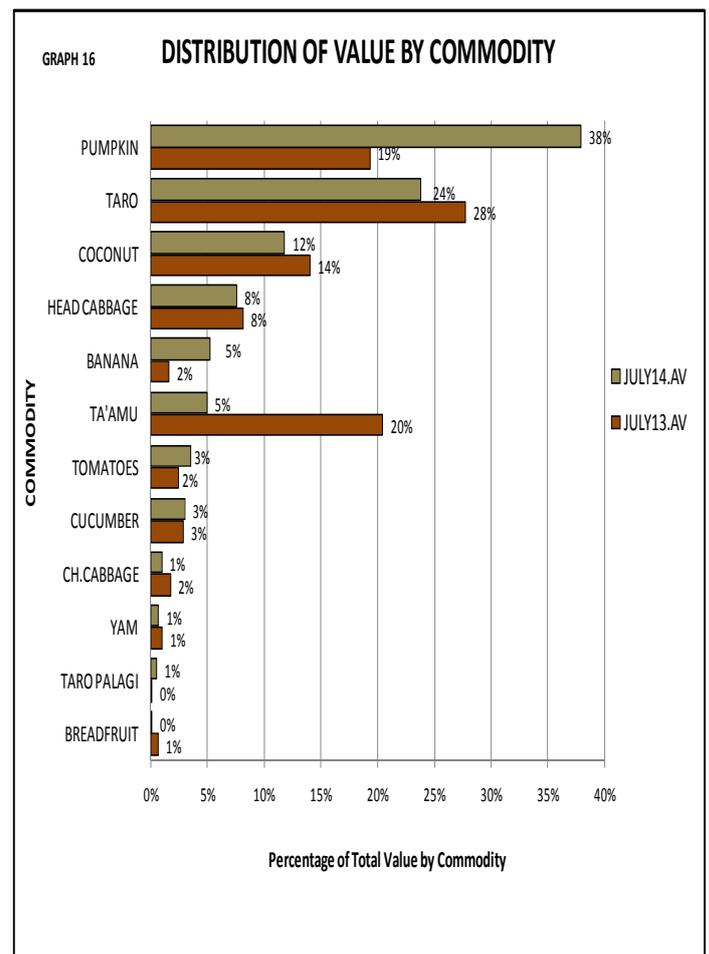


In July 2014, pumpkin sellers at 54 were the largest group at the local markets decreasing from 34 in the previous month and 42 in the same month last year. Sellers of coconut at 45 increased from 44 in June 2014 but was much lower than 50 in July 2013. Taro sellers recorded a decreasing total of 35 from 38 in June 2014 and was much lower than 62 in July 2013. Cucumber sellers followed with a decreasing total of 33 from 34 in June 2014 and 35 in July 2013. Sellers

of banana recorded an increasing total of 23 from 21 in the previous month and 10 a year ago. Sellers of tomato at 22 increased from 19 in the previous month and 14 in July 2013. Chinese cabbage sellers recorded an increasing total of 15 from 13 in June 2014 and 10 in July 2013. Sellers of head cabbage recorded an increasing total of 13 from 9 in the previous month but was lower than 14 a year ago. Ta'amu sellers recorded an increasing total of 7 from 6 in June 2014 but was much lower than 13 in July 2013. Yam sellers recorded an unchanged total of 4 sellers from the previous month but was lower than 5 a year ago. There were 2 breadfruit sellers and 1 taro palagi seller in the month under review.

VALUE OF SUPPLIES

The average value of selected produce supplied to the market at \$41,800 in July 2014 was 60 percent higher than the previous month but was 28 percent lower when compared with July 2013.



Pumpkin contributed the most to the total value of produce surveyed with a share of 38 percent in July 2014, a level that increased from 24 percent in June 2014 and 19 percent in the same month last year. Taro followed with a 24 percent share, a level that was lower than 30 percent in the previous month and 28 percent in the same month last year. Coconut produce accounted for 12 percent of total value decreasing from 17 percent in June 2014 and 14 percent in July 2013. Supplies of head cabbage contributed 8 percent to total value; increasing from 3 percent in the previous month but maintained the same share a year ago. Banana supplies accounted for 5 percent of total value; decreasing from 6 percent in June 2014 but were higher than 2 percent in July 2013. Shares of ta'amu at 5 percent remained unchanged from June 2014 but were much lower than 20 percent a year ago. Supplies of tomato and cucumber accounted for 3 percent each of total value both decreasing from 5 percent in June 2014. When compared with July 2013, current value of tomato supplies is higher than 2 percent while the share of cucumber remained the same. Chinese cabbage, yam, and taro palagi contributed a 1 percent share 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 August 2014 will be available on the 12th of September 2014.

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 compound, and the newly added Taufusi Market. 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	JULY13.AV	JAN14.AV	FEB14.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	Jul-14	
										% chng from prev mnth	%chng from JULY 13
TARO	8422	17421	27795	22703	22816	18002	16998	12499	15517	24	-11
BANANA	6349	1451	6988	5370	4526	2836	3849	4358	6383	46	340
TARO PALAGI	484	73	369	381	157	200	97	133	199	49	174
TA'AMU	10042	9842	2064	2314	1542	887	1587	954	2032	113	-79
COCONUT	9964	23174	16668	19722	15019	13077	10972	13475	15918	18	-31
BREADFRUIT	608	1232	451	385	22	110	255	198	97	-51	-92
YAM	415	317	173	149	148	124	158	257	273	6	-14
HEAD CABBAGE	1531	2147	975	411	597	791	689	390	1571	303	-27
TOMATOES	300	228	136	17	196	36	217	265	314	19	38
CH.CABBAGE	720	574	90	133	144	197	217	264	258	-2	-55
CUCUMBER	978	1291	688	396	508	979	1160	1006	1060	5	-18
PUMPKIN	7508	7207	8926	3665	5531	7309	6643	5191	12361	138	72

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

PRODUCE	2010 AVE	JULY13.AV	JAN14.AV	FEB14.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	% chng from	
										prev mnth	JULY 13
TARO	1.05	0.92	0.62	0.57	0.63	0.58	0.56	0.63	0.64	2	-30
BANANA	0.45	0.65	0.32	0.31	0.39	0.34	0.35	0.38	0.34	-11	-48
TARO PALAGI	0.76	1.03	1.18	0.88	1.19	0.84	1.16	1.22	1.12	-8	9
TA'AMU	1.10	1.20	1.11	1.10	1.19	1.34	1.32	1.50	1.02	-32	-15
COCONUT	0.23	0.35	0.32	0.32	0.32	0.34	0.33	0.33	0.31	-6	-11
BREADFRUIT	0.41	0.31	0.29	0.35	0.71	0.45	0.36	0.33	0.48	45	55
YAM	1.34	1.87	1.64	1.27	1.75	1.76	1.67	1.41	1.05	-26	-44
HEAD CABBAGE	2.86	2.20	2.73	3.69	3.40	3.49	2.58	2.04	2.02	-1	-8
TOMATOES	4.55	6.22	5.09	7.05	5.70	5.47	5.66	4.62	4.66	1	-25
CH.CABBAGE	2.27	1.74	3.57	2.97	2.81	1.86	2.01	1.93	1.59	-18	-9
CUCUMBER	1.49	1.28	1.80	1.73	1.59	1.90	1.29	1.42	1.18	-17	-8
PUMPKIN	1.00	1.55	1.12	1.52	1.40	1.36	1.23	1.19	1.28	8	-17

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2010	JULY13.AV	JAN14.AV	FEB14.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	% chng from	
										prev mnth	JULY 13
TARO	103.1	16.0	17.2	12.9	14.4	10.4	9.5	7.9	9.9	26	-38
BANANA	34.2	0.9	2.2	1.7	1.8	1.0	1.4	1.7	2.2	31	131
TARO PALAGI	4.6	0.1	0.4	0.3	0.2	0.2	0.1	0.2	0.2	0	214
TA'AMU	133.3	11.8	2.3	2.6	1.8	1.2	2.1	1.4	2.1	45	-82
COCONUT	27.2	8.1	5.3	6.3	4.8	4.5	3.6	4.5	4.9	11	-39
BREADFRUIT	2.5	0.4	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0	-87
YAM	6.6	0.6	0.3	0.2	0.3	0.2	0.3	0.4	0.3	-19	-51
HEAD CABBAGE	45.0	4.7	2.7	1.5	2.0	2.8	1.8	0.8	3.2	296	-33
TOMATOES	11.6	1.4	0.7	0.1	1.1	0.2	1.2	1.2	1.5	20	3
CH.CABBAGE	16.3	1.0	0.3	0.4	0.4	0.4	0.4	0.5	0.4	-20	-59
CUCUMBER	15.0	1.7	1.2	0.7	0.8	1.9	1.5	1.4	1.3	-13	-24
PUMPKIN	78.0	11.2	10.0	5.6	7.7	9.9	8.2	6.2	15.8	156	42
	477.5	57.9	42.9	32.4	35.4	32.6	30.2	26.1	41.8	60	-28

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	JULY13.AV	JAN14.AV	FEB14.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	% chng from prev mnth	%chng from JULY 13
TARO	0.22	207	330	270	271	214	202	148	184	24	-11
BANANA	0.07	23	110	85	71	45	61	69	101	46	340
TARO PALAGI	0.01	15	76	79	33	41	20	28	41	49	174
TA'AMU	0.28	98	21	23	15	9	16	9	20	113	-79
COCONUT	0.06	233	167	198	151	131	110	135	160	18	-31
BREADFRUIT	0.01	203	74	63	4	18	42	33	16	-51	-92
YAM	0.01	76	42	36	36	30	38	62	66	6	-14
HEAD CABBAGE	0.09	140	64	27	39	52	45	25	103	303	-27
TOMATOES	0.02	76	45	6	65	12	72	88	104	19	38
CH.CABBAGE	0.03	80	13	18	20	27	30	37	36	-2	-55
CUCUMBER	0.03	132	70	41	52	100	119	103	108	5	-18
PUMPKIN	0.16	96	119	49	74	97	88	69	165	138	72
	1.00	127	125	96	97	85	85	69	107	55	-16

Table 5: Price Index (2010 = 100)

PRODUCE	2010 Weights	JULY13.AV	JAN14.AV	FEB14.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	% chng from prev mnth	%chng from JULY 13
TARO	0.22	88	59	54	60	55	53	60	61	2	-30
BANANA	0.07	144	71	69	87	75	78	84	75	-11	-48
TARO PALAGI	0.01	135	154	115	156	110	152	160	147	-8	9
TA'AMU	0.28	109	101	100	108	122	120	137	93	-32	-15
COCONUT	0.06	153	140	140	140	149	145	145	136	-6	-11
BREADFRUIT	0.01	75	70	85	172	109	87	80	117	45	55
YAM	0.01	140	123	95	131	132	125	105	78	-26	-44
HEAD CABBAGE	0.09	77	95	129	119	122	90	71	71	-1	-8
TOMATOES	0.02	137	112	155	125	120	124	102	102	1	-25
CH.CABBAGE	0.03	77	157	131	124	82	89	85	70	-18	-9
CUCUMBER	0.03	86	121	117	107	128	87	96	79	-17	-8
PUMPKIN	0.16	156	112	153	141	137	124	120	129	8	-17
	1.00	114	97	105	106	107	100	103	90	-13	-20

Table 6: Number of Sellers

PRODUCE		JULY13.AV	JAN14.AV	FEB14.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	% chng from prev mnth	%chng from JULY 13
TARO		62	48	52	57	46	47	38	35	-9	-44
BANANA		10	25	23	21	16	18	21	23	10	128
TARO PALAGI		1	3	2	2	2	1	1	1	0	0
TA'AMU		13	7	9	5	5	6	6	7	10	-48
COCONUT		50	48	56	54	45	41	44	45	3	-10
BREADFRUIT		7	5	2	1	2	1	3	2	-36	-78
YAM		5	4	3	2	2	3	4	4	20	-9
HEAD CABBAGE		14	6	4	6	6	7	9	13	38	-7
TOMATOES		14	12	3	25	5	21	19	22	17	57
CH.CABBAGE		10	5	8	8	10	10	13	15	12	49
CUCUMBER		35	25	22	23	33	35	34	33	-2	-6
PUMPKIN		42	43	33	44	51	48	34	54	60	31
		262	216	216	246	222	239	224	253	13	-4

*on the days surveyed

@ new weights and base