



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

### LOCAL MARKET SURVEY

#### October 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 October 2014 showed overall volume increase 1 percent while average price also rose 9 percent when compared to September 2014.

- Despite the decrease in volume of all staple produce, significant increase in pumpkin and tomato supplies buffered the decline in the volume index.
- An average of 460 sellers trading at the Local Market was recorded in the month under review; up 6 percent and 26 percent from the previous month and the same month last year respectively.

Issue: 1/10/14

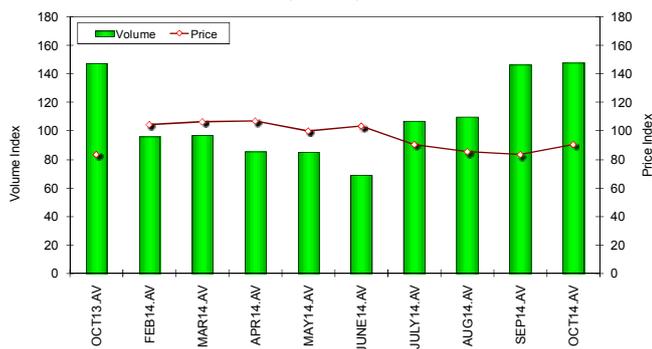
### OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in October 2014 showed a 1 percent increase in overall volume from September 2014. Despite the decrease in volume of most agricultural produce, significant increase in pumpkin and tomato supplies buffered the decline in the index. When compared with the same month last year, the index remained unchanged. (See Graph 1 and Tables 4 & 5)

### TARO

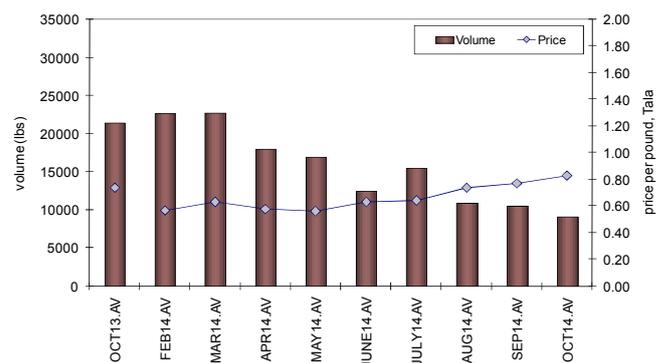
The supply of taro to the local market in the month under review decreased 14 percent (to 9,123 pounds) from the previous month while limited supply pushed its average price up 8 percent (to \$0.83 per pound). When compared with October 2013, current supply of taro was 58 percent lower while its average price was 12 percent higher. (See Graph 2 and Tables 1 & 2)

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



With limited availability of most produce, the overall price level increased 9 percent from the previous month due to the rise in the prices of all produce with the exception of pumpkin and tomatoes. The current overall price level was 8 percent higher when compared with October 2013.

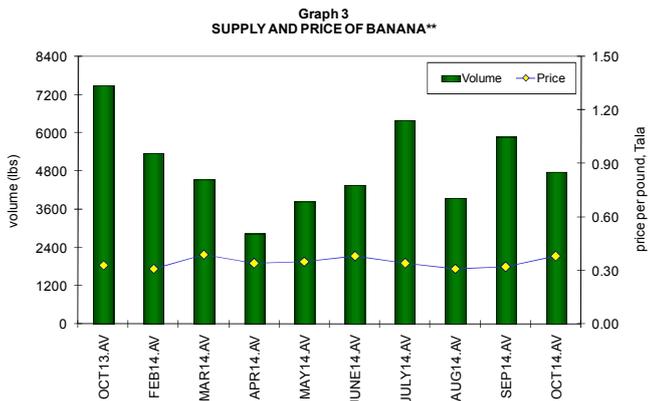
Graph 2  
SUPPLY AND PRICE OF TARO\*\*



Current supply of taro in the month under review contributed to a 9 percent decrease in volume when comparing the twelve months ending October 2014 over the twelve months ending October 2013. Price fell 27 percent.

## BANANA

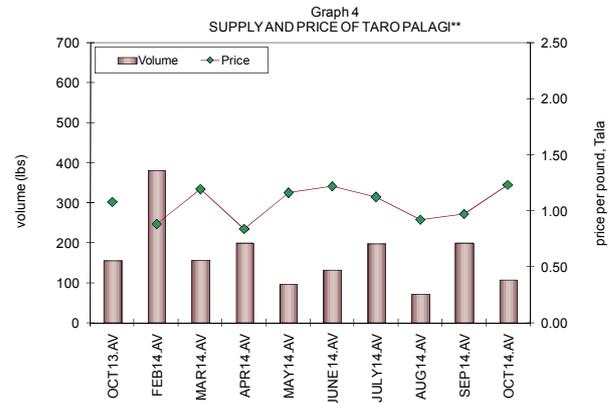
Banana supplies in October 2014 fell 19 percent (to 4,772 pounds) from September 2014, a level that was 36 percent lower than the same month last year. A reduction in availability led to its average price increasing 19 percent (to \$0.38 per pound). When compared with October 2013, current price was 15 percent higher. (See Graph 3 and Tables 1 & 2)



Despite the decrease in banana volume in the month under review, current supply contributed to a 129 percent increase in volume in the twelve months ending October 2014 over the twelve months ending October 2013 while its average price declined 49 percent.

## TARO PALAGI

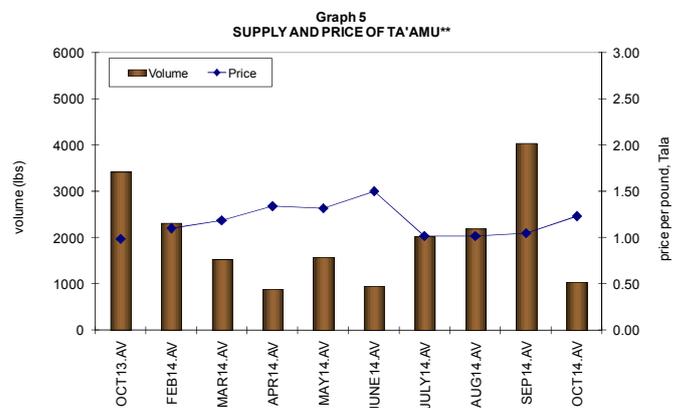
The volume of taro palagi available at the Local Markets in October 2014 decreased 47 percent (to 106 pounds) from the previous month; a level that was 31 percent lower in the same month last year. The average price of taro palagi rose 27 percent to \$1.23 per pound; a level that was 14 percent higher when compared with October 2013. (See Graph 4 and Tables 1 & 2)



The twelve months ending October 2014 revealed taro palagi supplies were 27 percent higher than that of the twelve months ending October 2013 while its average price fell 22 percent.

## TA'AMU

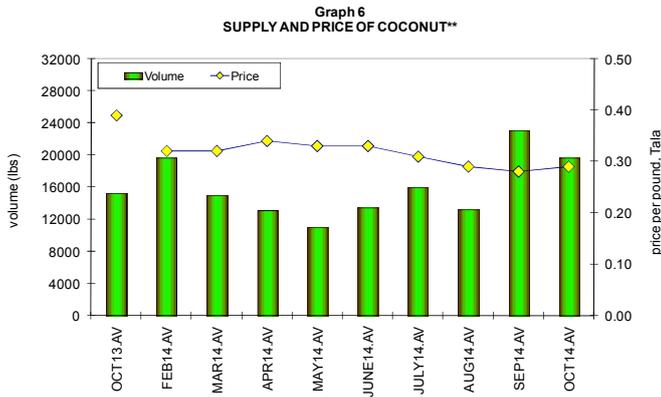
In the month under review ta'amu supplies declined 74 percent (to 1,049 pounds) from September 2014 while limited availability pushed its average price up 17 percent to \$1.23 per pound. In comparison with October 2013, current ta'amu supply was 69 percent lower while its average price was 24 percent higher. (See Graph 5 and Tables 1 & 2)



Current supply of ta'amu contributed to a 43 percent decline in volume when comparing the twelve months ending October 2014 over the twelve months ending October 2013 while its average price also dropped 19 percent.

## COCONUT

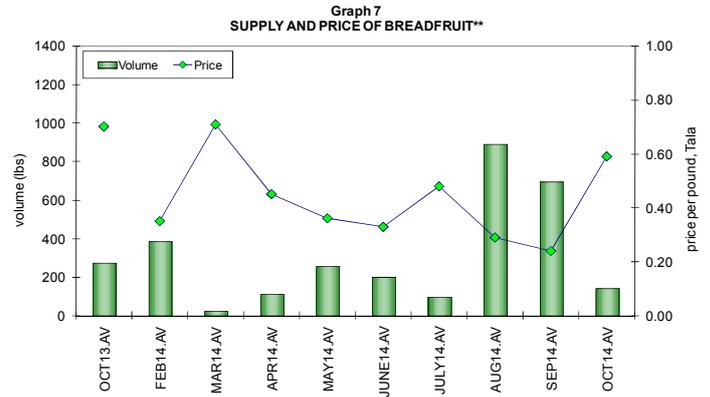
At 19,647 pounds, the supply of coconut in the month under review decreased 15 percent from the previous month while its average price rose 4 percent to \$0.29 per pound. Current availability of coconut was 29 percent higher than average availability in October 2013 while average price was 26 percent lower. (See Graph 6 and Tables 1 & 2)



Despite the decrease in volume this month, current supply of coconut contributed to a 28 percent increase in volume while average price fell 8 percent when comparing the twelve months ending October 2014 over the twelve months ending October 2013.

## BREADFRUIT

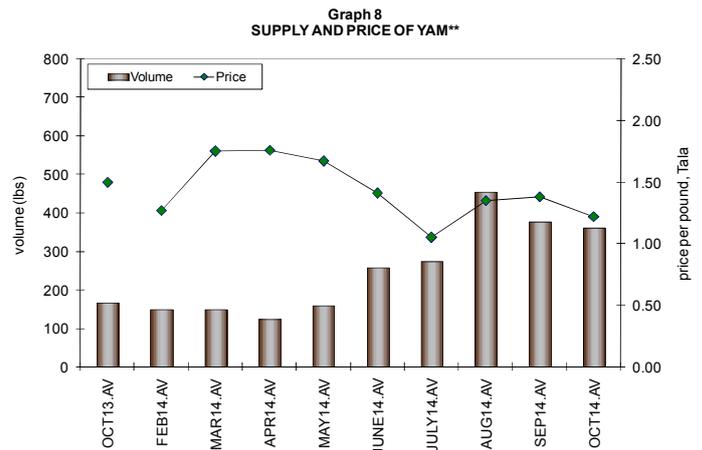
The supply of breadfruit in October 2014 declined 80 percent to 141 pounds from September 2014 while limited availability pushed its average price up to \$0.59 per pound (up 146 percent). When compared with the same month last year, current supply of breadfruit was almost 48 percent lower while its average price was 16 percent lower. (See Graph 7 and Tables 1 & 2)



Subsequent to the decrease in volume in the month under review, current supply of breadfruit contributed to a 23 percent decline in volume when comparing the twelve months ending October 2014 over the twelve months ending October 2013. Average price fell 29 percent.

## YAM

In the month under review the supply of yam decreased 4 percent (to 361 pounds) from the previous month. Weakened demand for ta'amu drove its average price down 12 percent to \$1.22 per pound. When compared with the same month last year, current supply of yam was more than doubled while its average price was 19 percent lower. (See Graph 8 and Tables 1 & 2)

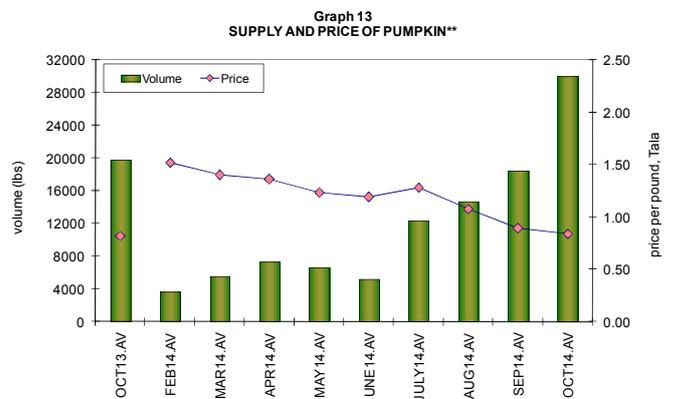
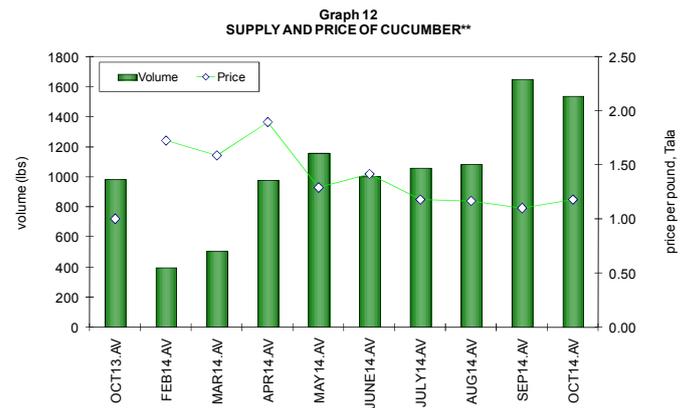
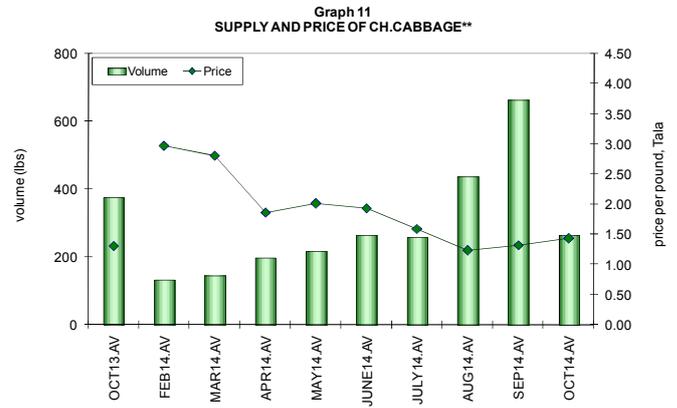
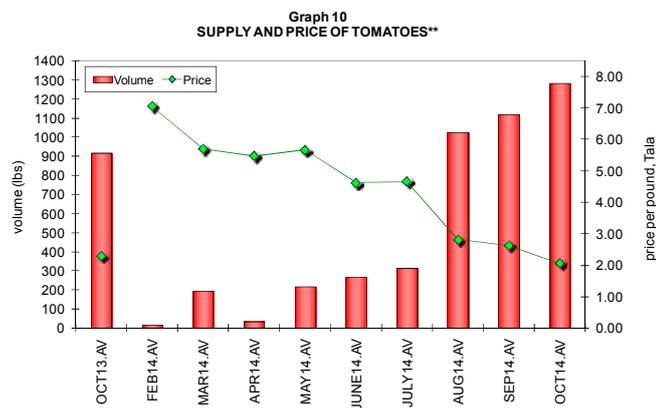
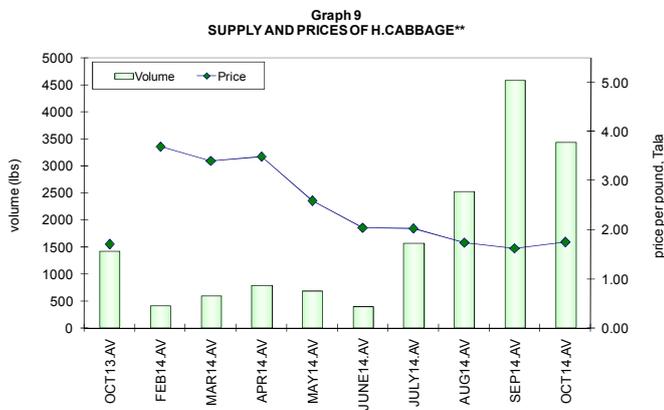


Despite the decrease in volume in October 2014, current supply of yam contributed to an 18 percent increase in volume in the twelve months ending

October 2014 over the twelve months ending October 2013 while its average price fell 3 percent.

## VEGETABLE PRODUCE

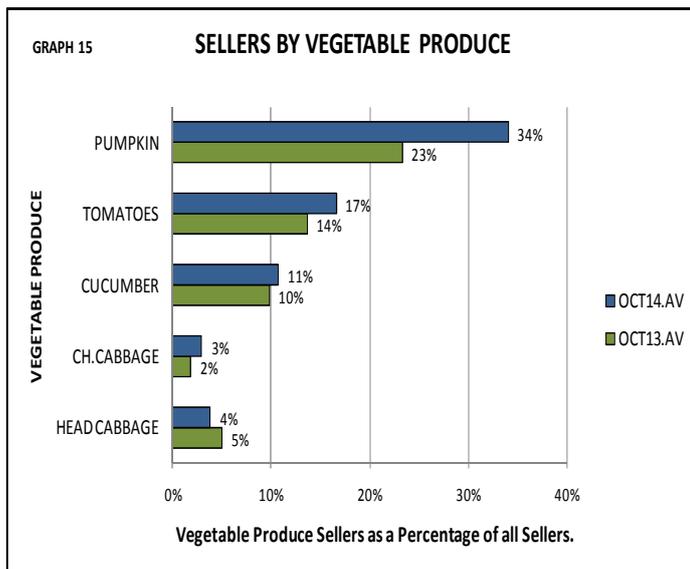
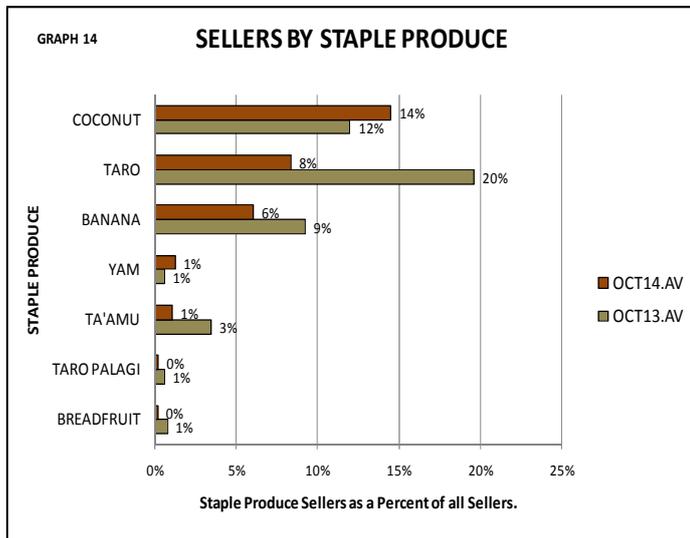
Significant reductions in vegetable produce supplied to the Local Markets were recorded in October 2014 with the exception of pumpkin and tomato whose volume rose 62 percent (to 29,995 pounds) and 15 percent (to 1,283 pounds) respectively from the previous month. Chinese cabbage supplies dropped 60 percent (to 264 pounds) while head cabbage supplies decreased 25 percent (to 3,440 pounds). Cucumber supplies shrunk 7 percent (to 1,538 pounds). (See Graphs 9 to 13 and Tables 1 & 2)



Subsequent to increased availability of pumpkin and tomato, their corresponding prices fell 6 percent (to \$0.84 per pound) and 21 percent (to \$2.06 per pound) respectively from September 2014. On the other hand, limited availability of head cabbage, Chinese cabbage, and cucumber pushed average prices up. Chinese cabbage prices increased 8 percent (to \$1.43 per pound) while average prices for head cabbage and tomato both rose 7 percent to \$1.74 per pound and \$1.18 per pound in that order.

## SELLERS

At 460; the number of sellers at the Local Markets on the days surveyed in October 2014 increased 6 percent from the previous month and was 26 percent higher when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6)

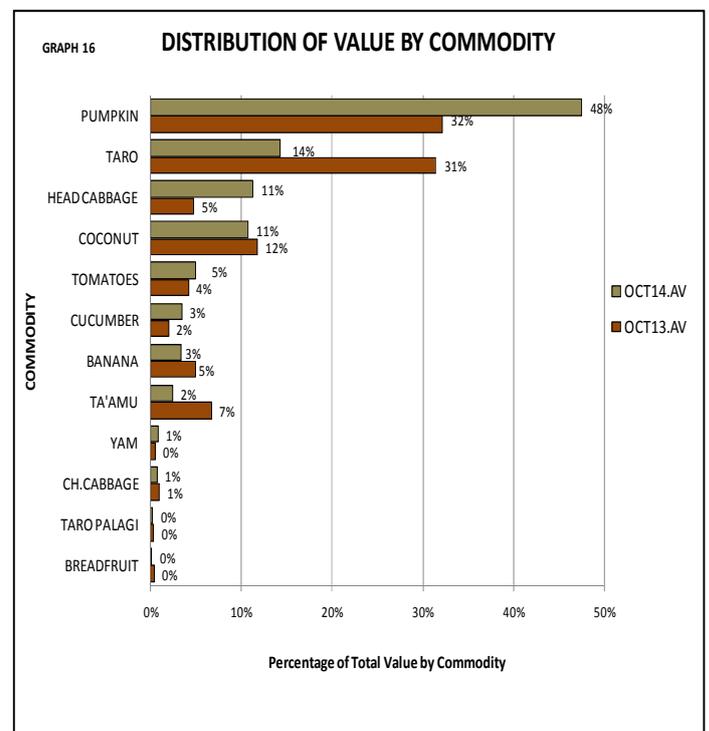


In October 2014, pumpkin sellers at 157 were the largest group at the local markets increasing from 132 and 85 in the previous month and the same month last year respectively. Sellers of tomato at 76 grew from 63 in September 2014 and 50 in October 2013. Coconut sellers recorded an increasing total of 67 from 59 and 44 in September 2014 and October 2013 respectively. Cucumber sellers

followed with a decreasing total of 50 from 60 in September 2014 but was significantly higher than 36 in October 2013. Sellers of taro recorded an increasing total of 38 from 36 in the previous month but was much lower than 71 a year ago. Sellers of banana recorded an increasing total of 28 from 25 in September 2014 but were lower than 34 recorded in October 2013. The number of head cabbage sellers at 18 increased from 15 in September 2014 but remained unchanged from October 2014. Sellers of Chinese cabbage at 14 fell from 22 in the previous month but was higher than 7 a year ago. Yam sellers recorded an unchanged total of 6 from September 2014 which was higher than 2 when compared with October 2013. Sellers of ta'amu recorded a decreasing total of 5 from 11 in the previous month and 13 a year ago. Taro palagi and breadfruit sellers recorded decreasing totals of 1 each from 2 and 6 in September 2014 respectively.

## VALUE OF SUPPLIES

The average value of selected produce supplied to the market at \$53,100 in October 2014 was 4 percent higher than the previous month and was 5 percent higher when compared with October 2013.



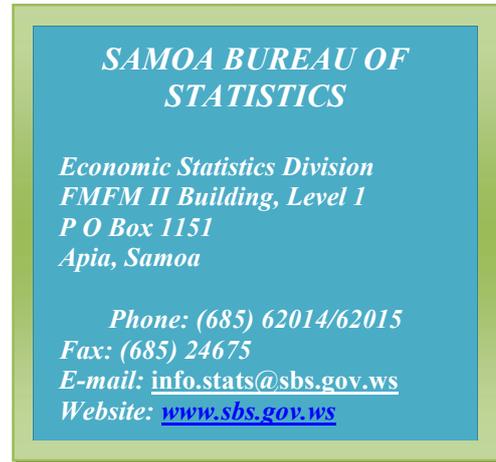
Pumpkin contributed the most to the total value of produce surveyed with a share of 48 percent in October 2014, a level that was lower than 32 percent in September 2014 and October 2013. Taro followed with a 14 percent share, a level that was lower than 16 percent in the previous month and 31 percent in the same month last year. Head cabbage produce accounted for 11 percent of total value falling from 15 percent in September 2014 but was higher than 5 percent in October 2013. Supplies of coconut also contributed 11 percent to total value, decreasing from 13 percent in the previous month and 12 percent from a year ago. Tomato supplies accounted for 5 percent of total value decreasing from 6 percent in September 2014 but were higher than 4 percent when compared with October 2013. Supplies of banana and cucumber both contributed 3 percent each to total value decreasing from 4 percent each in the previous month; when compared with October 2013; current banana contribution fell from 5 percent while current cucumber contributions increased from its 2 percent share a year ago. Shares of ta'amu accounted for 2 percent of total value decreasing from 8 percent in September 2014 and 7 percent in October 2013. Yam and Chinese supplies accounted for 1 percent each of total value with Chinese cabbage slipping from 2 percent from the previous month while yam contribution remained unchanged. Relatively lower shares were recorded for the rest of the other commodities. (See Graph 16 and Table 3)

***The Local Market Survey Report for November 2014 will be available on the 12<sup>th</sup> of December 2014.***

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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 compound, Taufusi Market, and the newly constructed Fugalei Market. This survey is conducted on each Friday (Thursday where Friday is a public holiday) in the months under reference.*



**Muagututi'a S'Reupena.**  
**GOVERNMENT STATISTICIAN**

**SUMMARY OF MARKET SURVEY**

**Table 1: Quantity Supplied (in pounds)**

PRODUCE	2010 AVE	OCT13.AV	FEB14.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	Oct-14	
												% chng from prev mnth	%chng from OCT13
TARO	8422	21488	22703	22816	18002	16998	12499	15517	10914	10573	9123	-14	-58
BANANA	6349	7488	5370	4526	2836	3849	4358	6383	3946	5871	4772	-19	-36
TARO PALAGI	484	155	381	157	200	97	133	199	73	200	106	-47	-31
TA'AMU	10042	3419	2314	1542	887	1587	954	2032	2202	4046	1049	-74	-69
COCONUT	9964	15213	19722	15019	13077	10972	13475	15918	13236	23059	19647	-15	29
BREADFRUIT	608	273	385	22	110	255	198	97	891	693	141	-80	-48
YAM	415	166	149	148	124	158	257	273	455	376	361	-4	117
HEAD CABBAGE	1531	1418	411	597	791	689	390	1571	2527	4583	3440	-25	143
TOMATOES	300	918	17	196	36	217	265	314	1025	1118	1283	15	40
CH.CABBAGE	720	376	133	144	197	217	264	258	438	664	264	-60	-30
CUCUMBER	978	987	396	508	979	1160	1006	1060	1083	1652	1538	-7	56
PUMPKIN	7508	19840	3665	5531	7309	6643	5191	12361	14681	18468	29995	62	51

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

PRODUCE	2010 AVE	OCT13.AV	FEB14.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	% chng from	
												prev mnth	OCT13
TARO	1.05	0.74	0.57	0.63	0.58	0.56	0.63	0.64	0.74	0.77	0.83	8	12
BANANA	0.45	0.33	0.31	0.39	0.34	0.35	0.38	0.34	0.31	0.32	0.38	19	15
TARO PALAGI	0.76	1.08	0.88	1.19	0.84	1.16	1.22	1.12	0.92	0.97	1.23	27	14
TA'AMU	1.10	0.99	1.10	1.19	1.34	1.32	1.50	1.02	1.02	1.05	1.23	17	24
COCONUT	0.23	0.39	0.32	0.32	0.34	0.33	0.33	0.31	0.29	0.28	0.29	4	-26
BREADFRUIT	0.41	0.70	0.35	0.71	0.45	0.36	0.33	0.48	0.29	0.24	0.59	146	-16
YAM	1.34	1.50	1.27	1.75	1.76	1.67	1.41	1.05	1.35	1.38	1.22	-12	-19
HEAD CABBAGE	2.86	1.70	3.69	3.40	3.49	2.58	2.04	2.02	1.73	1.62	1.74	7	2
TOMATOES	4.55	2.29	7.05	5.70	5.47	5.66	4.62	4.66	2.82	2.62	2.06	-21	-10
CH.CABBAGE	2.27	1.31	2.97	2.81	1.86	2.01	1.93	1.59	1.23	1.32	1.43	8	9
CUCUMBER	1.49	1.00	1.73	1.59	1.90	1.29	1.42	1.18	1.17	1.10	1.18	7	18
PUMPKIN	1.00	0.82	1.52	1.40	1.36	1.23	1.19	1.28	1.08	0.89	0.84	-6	2

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

PRODUCE	Total value 2010	OCT13.AV	FEB14.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	% chng from	
												prev mnth	OCT13
TARO	103.1	15.9	12.9	14.4	10.4	9.5	7.9	9.9	8.1	8.1	7.6	-7	-52
BANANA	34.2	2.5	1.7	1.8	1.0	1.4	1.7	2.2	1.2	1.9	1.8	-4	-27
TARO PALAGI	4.6	0.2	0.3	0.2	0.2	0.1	0.2	0.2	0.1	0.2	0.1	-32	-24
TA'AMU	133.3	3.4	2.6	1.8	1.2	2.1	1.4	2.1	2.3	4.3	1.3	-70	-62
COCONUT	27.2	5.9	6.3	4.8	4.5	3.6	4.5	4.9	3.8	6.5	5.7	-12	-4
BREADFRUIT	2.5	0.2	0.1	0.0	0.1	0.1	0.1	0.1	0.3	0.2	0.1	-53	-58
YAM	6.6	0.3	0.2	0.3	0.2	0.3	0.4	0.3	0.6	0.5	0.4	-15	76
HEAD CABBAGE	45.0	2.4	1.5	2.0	2.8	1.8	0.8	3.2	4.4	7.4	6.0	-19	149
TOMATOES	11.6	2.1	0.1	1.1	0.2	1.2	1.2	1.5	2.9	2.9	2.6	-10	26
CH.CABBAGE	16.3	0.5	0.4	0.4	0.4	0.4	0.5	0.4	0.5	0.9	0.4	-57	-22
CUCUMBER	15.0	1.0	0.7	0.8	1.9	1.5	1.4	1.3	1.3	1.8	1.8	0	84
PUMPKIN	78.0	16.3	5.6	7.7	9.9	8.2	6.2	15.8	15.9	16.4	25.2	53	55
	477.5	50.6	32.4	35.4	32.6	30.2	26.1	41.8	41.3	51.1	53.1	4	5

*\*on the days surveyed  
@ new weights and base*

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

PRODUCE	2010 Weights	OCT13.AV	FEB14.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	% chng from	%chng from
												prev mnth	OCT13
TARO	0.22	255	270	271	214	202	148	184	130	126	108	-14	-58
BANANA	0.07	118	85	71	45	61	69	101	62	92	75	-19	-36
TARO PALAGI	0.01	32	79	33	41	20	28	41	15	41	22	-47	-31
TA'AMU	0.28	34	23	15	9	16	9	20	22	40	10	-74	-69
COCONUT	0.06	153	198	151	131	110	135	160	133	231	197	-15	29
BREADFRUIT	0.01	45	63	4	18	42	33	16	147	114	23	-80	-48
YAM	0.01	40	36	36	30	38	62	66	110	91	87	-4	117
HEAD CABBAGE	0.09	93	27	39	52	45	25	103	165	299	225	-25	143
TOMATOES	0.02	306	6	65	12	72	88	104	341	372	427	15	40
CH.CABBAGE	0.03	52	18	20	27	30	37	36	61	92	37	-60	-30
CUCUMBER	0.03	101	41	52	100	119	103	108	111	169	157	-7	56
PUMPKIN	0.16	264	49	74	97	88	69	165	196	246	400	62	51
	1.00	147	96	97	85	85	69	107	110	146	148	1	0

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

PRODUCE	2010 Weights	OCT13.AV	FEB14.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	% chng from	%chng from
												prev mnth	OCT13
TARO	0.22	71	54	60	55	53	60	61	71	74	79	8	12
BANANA	0.07	73	69	87	75	78	84	75	69	71	84	19	15
TARO PALAGI	0.01	141	115	156	110	152	160	147	120	127	161	27	14
TA'AMU	0.28	90	100	108	122	120	137	93	93	96	112	17	24
COCONUT	0.06	171	140	140	149	145	145	136	127	123	127	4	-26
BREADFRUIT	0.01	170	85	172	109	87	80	117	70	58	143	146	-16
YAM	0.01	112	95	131	132	125	105	78	101	103	91	-12	-19
HEAD CABBAGE	0.09	59	129	119	122	90	71	71	60	57	61	7	2
TOMATOES	0.02	50	155	125	120	124	102	102	62	58	45	-21	-10
CH.CABBAGE	0.03	58	131	124	82	89	85	70	54	58	63	8	9
CUCUMBER	0.03	67	117	107	128	87	96	79	79	74	79	7	18
PUMPKIN	0.16	82	153	141	137	124	120	129	108	89	84	-6	2
	1.00	84	105	106	107	100	103	90	86	83	90	9	8

**Table 6: Number of Sellers**

PRODUCE		OCT13.AV	FEB14.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	% chng from	%chng from
												prev mnth	OCT13
TARO		71	52	57	46	47	38	35	43	36	38	8	-46
BANANA		34	23	21	16	18	21	23	23	25	28	12	-17
TARO PALAGI		2	2	2	2	1	1	1	1	2	1	-43	-55
TA'AMU		13	9	5	5	6	6	7	9	11	5	-53	-60
COCONUT		44	56	54	45	41	44	45	55	59	67	12	53
BREADFRUIT		3	2	1	2	1	3	2	7	6	1	-85	-71
YAM		2	3	2	2	3	4	4	8	6	6	5	164
HEAD CABBAGE		18	4	6	6	7	9	13	23	15	18	21	-2
TOMATOES		50	3	25	5	21	19	22	58	63	76	21	53
CH.CABBAGE		7	8	8	10	10	13	15	18	22	14	-38	103
CUCUMBER		36	22	23	33	35	34	33	42	60	50	-18	39
PUMPKIN		85	33	44	51	48	34	54	91	132	157	18	85
		364	216	246	222	239	224	253	377	436	460	6	26

\*on the days surveyed

@ new weights and base