



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY

December 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:

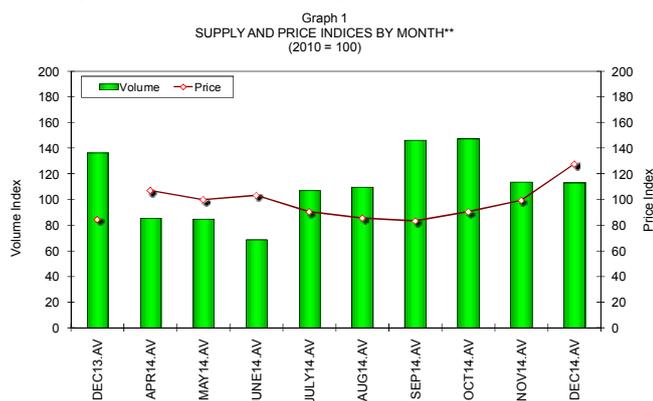
The Local Market Survey in December 2014 showed no change in overall volume while domestic demand pushed average prices up 29 percent when compared to November 2014.

- Driven by high demand over the holidays, prices for all agricultural produce increased with the exception of banana, taro palagi, and yam.
- Taro volume increased 51 percent from November 2014 although its increase was offset by the decrease in supply of other crops.
- Value of supplies expanded 27 percent to \$55,700 from the previous month.

Issue: 1/12/14

OVERVIEW

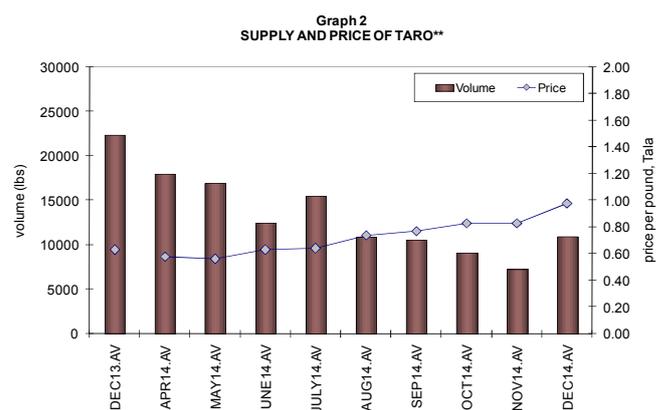
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in December 2014 showed no change in overall volume from November 2014. Significant increases were recorded for taro, banana, ta'amu, Chinese cabbage, and cucumber but were offset by decreases in supply of remaining produce. When compared with the same month last year, current supply was 17 percent lower. (See Graph 1 and Tables 4 & 5)



With increased demand over the Christmas holidays, overall price level rose 29 percent from the previous month. The price of all agricultural produce surged with the exception of taro palagi and coconut recording no change and banana prices declining 5 percent. The current overall price level was 51 percent higher when compared with December 2013.

TARO

Taro supplies in December 2014 increased 51 percent (to 10,997 pounds) from November 2014; a level that was also 51 percent lower than the same month last year. The average price of taro increased 18 percent to \$0.98 per pound driven by increased demand over the Christmas holiday. When compared with December 2013, current price was 56 percent higher. (See Graph 2 and Tables 1 & 2)

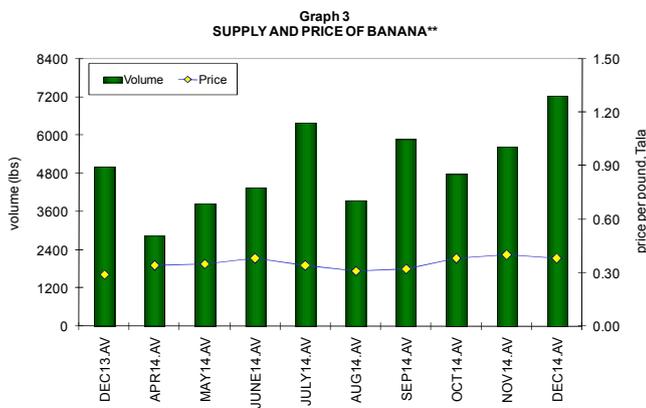


Current supply of taro in the month under review contributed to a 26 percent decreased in volume when comparing the twelve months ending

December 2014 over the twelve months ending December 2013. Price fell 20 percent.

BANANA

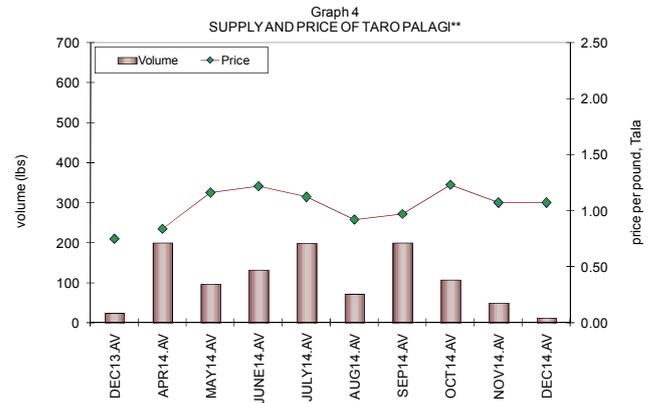
At 7,248 pounds, the supply of banana to the market in December 2014 expanded 29 percent while increased availability led to its average price decreasing 5 percent (to \$0.38 per pound). December 2014 banana volume was 45 percent higher than the same month last year while its average price was also 31 percent higher driven by strong demand over the year. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending December 2014 over the twelve months ending December 2013, banana supplies were 104 percent higher while increased availability pushed its average price down 45 percent.

TARO PALAGI

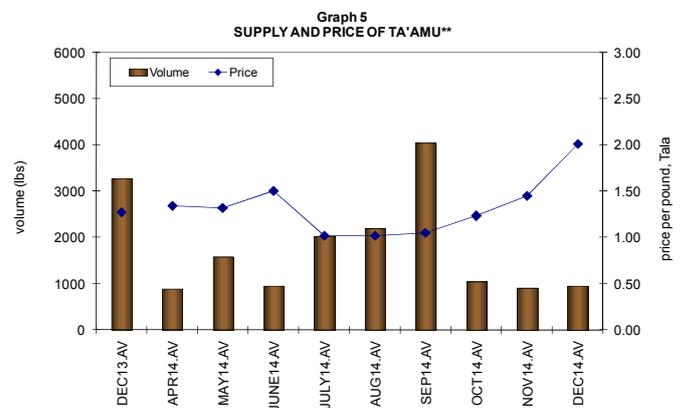
The volume of taro palagi available at the Local Markets in December 2014 decreased 75 percent to 12 pounds from November 2014 recording an average of only 1 seller at the markets; a level that was 51 percent lower than the same month last year. The average price of taro palagi remained unchanged at \$1.07 per pound; a level that was 43 percent higher when compared with December 2013. (See Graph 4 and Tables 1 & 2)



The twelve months ending December 2014 revealed taro palagi supplies were 12 percent higher than that of the twelve months ending December 2013 while its average price fell 14 percent.

TA'AMU

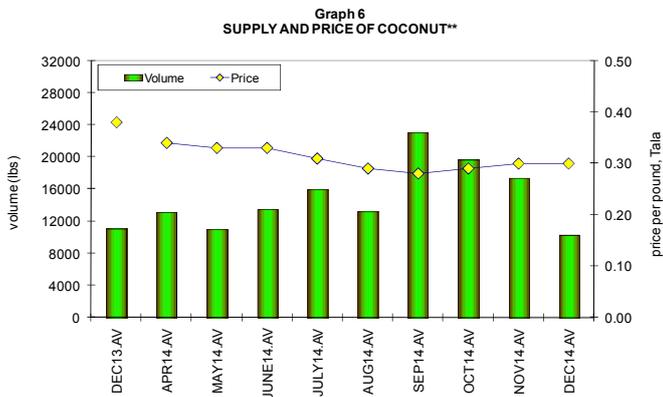
In the month under review ta'amu supplies rose 5 percent (to 952 pounds) from November 2014 while its average price increased 39 percent to \$2.01 per pound. In comparison with December 2013, current ta'amu supply was 71 percent lower while its average price was 58 percent higher. (See Graph 5 and Tables 1 & 2)



When comparing the twelve months ending December 2014 over the twelve months ending December 2013, ta'amu supplies were 55 percent lower while weakened demand pushed its average price down 14 percent.

COCONUT

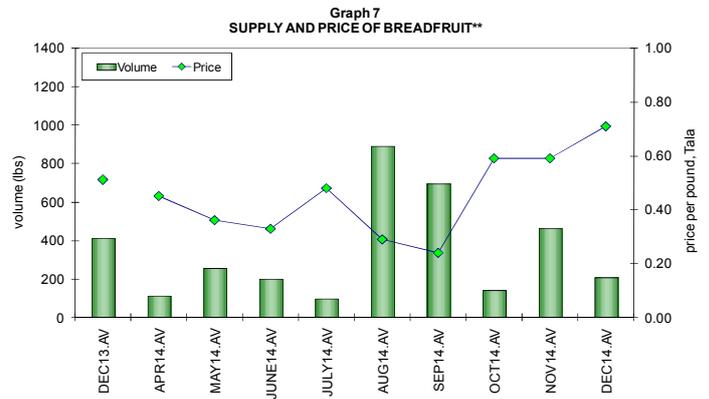
At 10,293 pounds, the supply of coconut in the month under review decreased 41 percent from the previous month while its average price remained unchanged at \$0.30 per pound. Current availability of coconut was 7 percent lower than average availability in December 2013 while average price declined 21 percent. (See Graph 6 and Tables 1 & 2)



Current supply of coconut contributed to a 20 percent increase in volume while increased availability pushed its average price down 14 percent when comparing the twelve months ending December 2014 over the twelve months ending December 2013.

BREADFRUIT

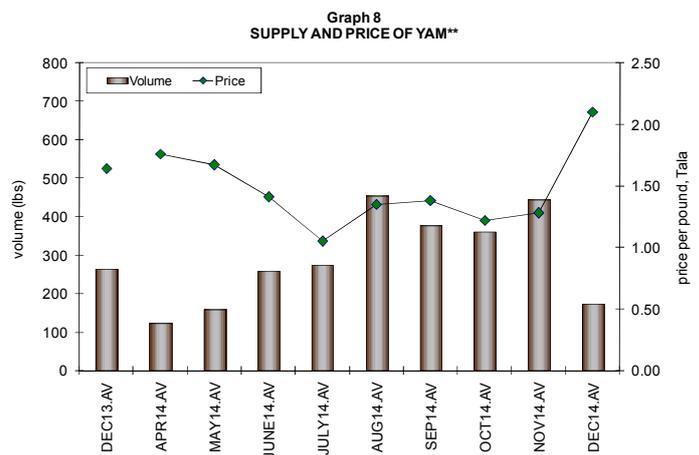
The supply of breadfruit in December 2014 dropped 55 percent (to 209 pounds) from November 2014 while limited availability drove its average price up 20 percent to \$0.71 per pound. When compared with the same month last year, current supply of breadfruit was 49 percent lower while its average price was 39 percent higher. (See Graph 7 and Tables 1 & 2)



Comparing the twelve months ending December 2014 over the twelve months ending December 2013, the supply of breadfruit in the month under review contributed to a 30 percent decrease in volume while its average price fell 28 percent.

YAM

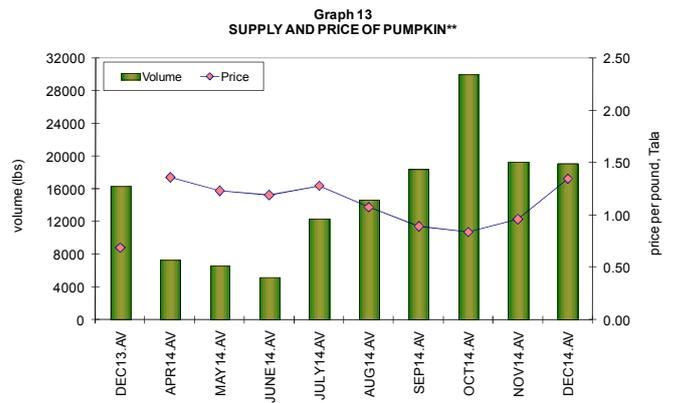
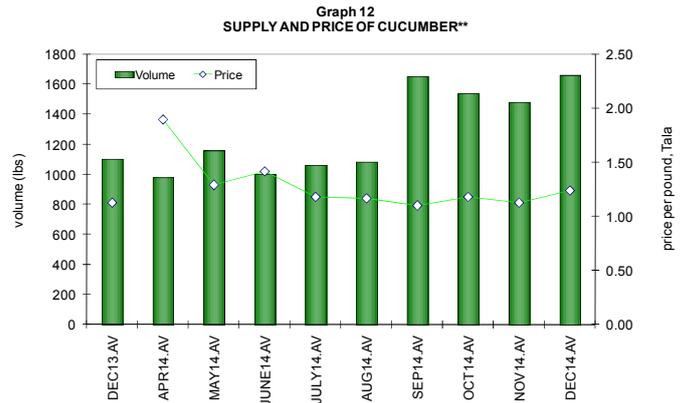
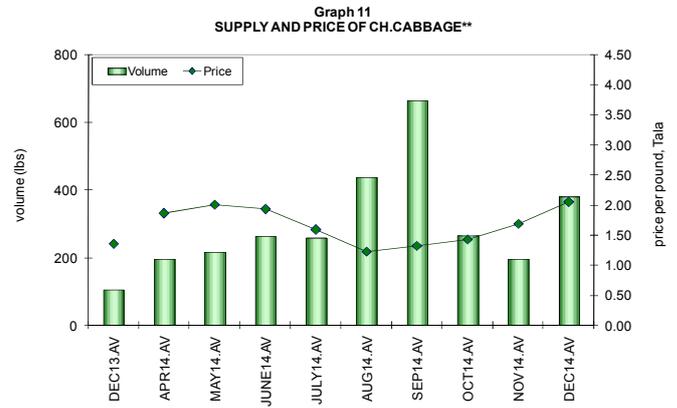
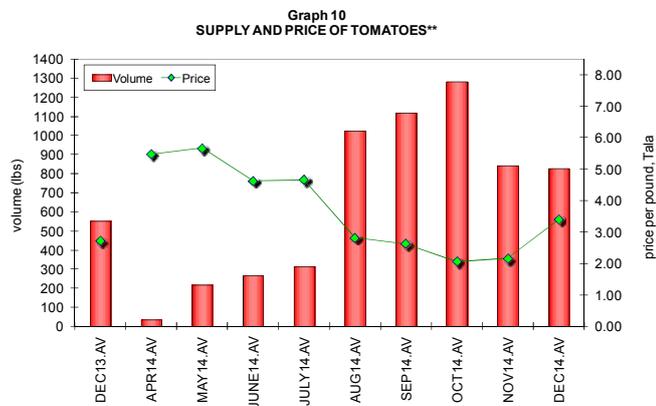
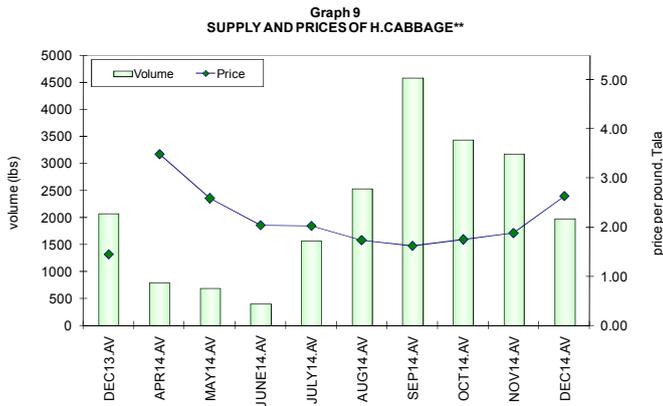
In the month under review the supply of yam decreased 61 percent to 173 pounds from the previous month. Limited availability of yam pushed its average price up 64 percent to \$2.10 per pound. When compared with the same month last year, current supply of yam was 34 percent lower while its average price was 28 percent higher. (See Graph 8 and Tables 1 & 2)



The supply of yam in recent months contributed to a 19 percent rise in volume in the twelve months ending December 2014 over the twelve months ending December 2013 while its average price fell 5 percent.

VEGETABLE PRODUCE

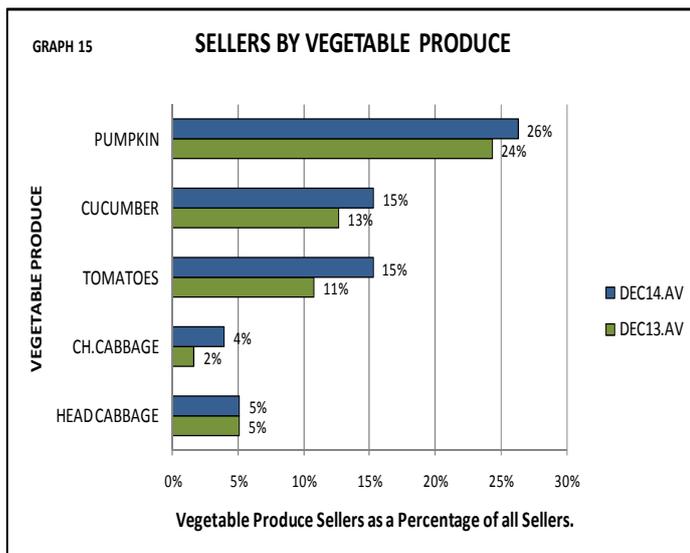
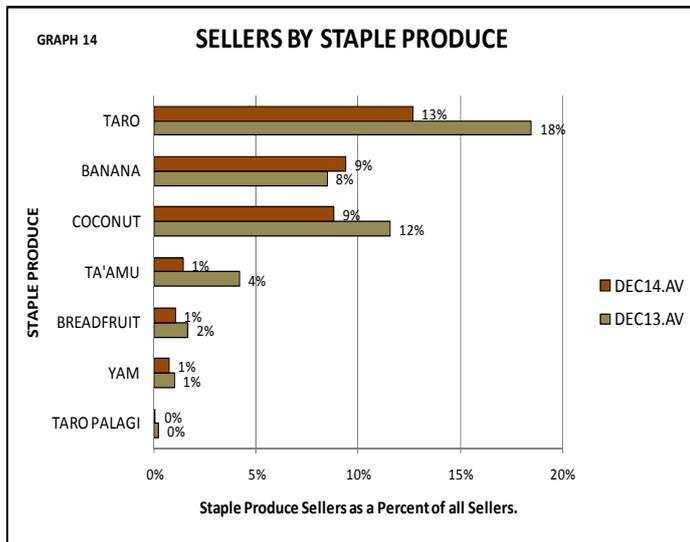
The supply of vegetable produce to the Local Markets in December 2014 experienced moderate losses in all vegetable produce with the exception of Chinese cabbage and cucumber from November 2014. Head cabbage supplies declined 38 percent (to 1,981 pounds) while tomato and pumpkin volume fell 2 percent (to 827 pounds) and 1 percent (to 19,141 pounds) respectively. Chinese cabbage and cucumber supplies rose 94 percent (to 382 pounds) and 12 percent (to 1,663 pounds) in that order. (See Graphs 9 to 13 and Tables 1 & 2)



With the decline in supply of most vegetable produce coupled with increased demand over the holiday season, average prices for all vegetable produce increased. Tomato prices rose 57 percent (to \$3.99 per pound) followed by pumpkin prices increasing 41 percent (to \$1.35 per pound). Head cabbage prices expanded 40 percent (to \$2.63 per pound) while average price of Chinese cabbage and cucumber edged up 21 percent (to \$2.05 per pound) and 10 percent (to \$1.24 per pound) respectively.

SELLERS

At 338; the number of sellers at the Local Markets on the days surveyed in December 2014 increased 2 percent from the previous month but was 11 percent higher when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6)

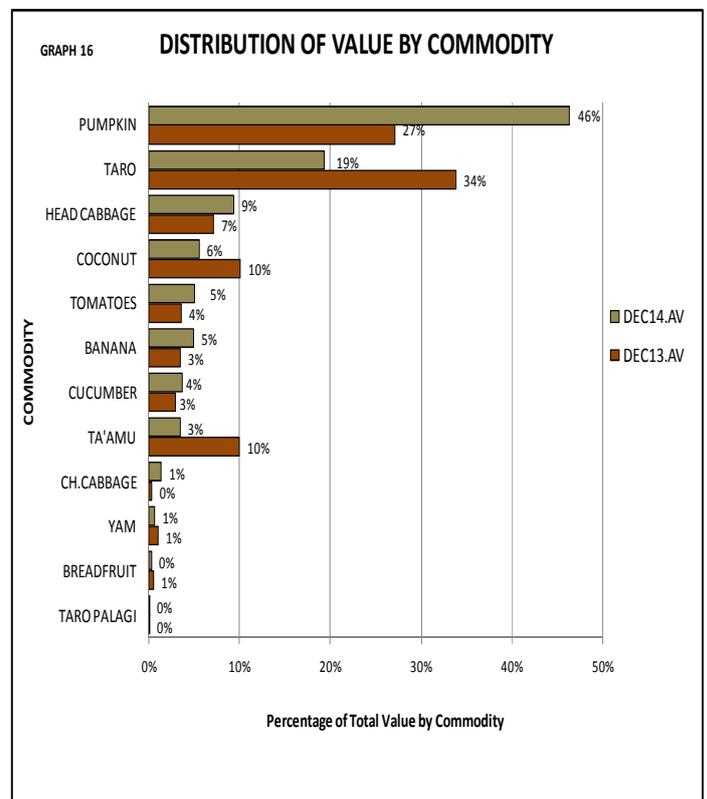


In December 2014, pumpkin sellers at 89 were the largest group at the local markets decreasing from 100 in the previous month but was higher than 74 in the same month a year ago. Sellers of cucumber and tomato recorded 52 each; cucumber sellers increasing from 46 in November 2014 and 38 in December 2014 while tomato sellers grew from 51 in the previous month and 33 a year ago in that order. Taro sellers at 43 increased from 29 in

November 2014 but was significantly lower than 56 in December 2013. Sellers of banana at 32 rose from 23 in the previous month and 26 in the same month a year ago. Coconut sellers recorded 30 decreasing from 43 in the previous month and 35 a year ago. Head cabbage sellers recorded an increasing total of 17 from 13 in November 2014 and 15 in December 2013 while sellers of Chinese cabbage at 13 increased from 11 in November 2014 and 5 in December 2013. Ta'amu sellers recorded an increasing total of 5 from 4 in the previous month but was much lower than 13 a year ago. Breadfruit sellers recorded an unchanging total of 4 from the previous month and 5 a year ago. Sellers of yam fell to a total of 3 from 7 in November 2014 but remained the same when compared to the same month last year. There was only 1 taro palagi seller recorded in the month under review.

VALUE OF SUPPLIES

The average value of selected produce supplied to the market at \$55,700 in December 2014 was 27 percent higher than the previous month and was 33 percent increased when compared with December 2013.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 46 percent in December 2014, a level that was higher than 42 percent in November 2014 and 27 percent in December 2013. Taro supplies followed with a 19 percent share increasing from 14 percent in the previous month but were much lower than 34 percent a year ago. Supplies of head cabbage accounted for 9 percent of total value, decreasing from 14 percent in the previous month but were higher than 7 percent in the same month last year. Coconut supplies contributed 6 percent to total value decreasing from 12 percent in November 2014 and 10 percent in December 2013. Supplies of banana and tomato both contributed 5 percent each to total value; banana contribution remained unchanged from the previous month but was higher than 3 percent a year ago while tomato contribution increased from 4 percent in November 2014 and December 2013. Shares of cucumber accounted for 4 percent of total value remaining unchanged from the previous month but higher than 3 percent a year ago. Ta'amu supplies contributed 3 percent to total value remaining unchanged from November 2014 but falling from 10 percent in December 2013 while Chinese cabbage and yam supplies contributed 1 percent each to total value in December 2014. Relatively lower shares were recorded for the rest of the other commodities. (See Graph 16 and Table 3)

The Local Market Survey Report for January 2015 will be available on the 13th of February 2015.

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 reconstructed Fugalei Market. This survey is conducted on each Friday (Thursday where Friday is a public holiday) in the months under reference.*

**SAMOA BUREAU OF
STATISTICS**

*Economic Statistics Division
FMFM II Building, Level 1
P O Box 1151
Apia, Samoa*

*Phone: (685) 62014/62015
Fax: (685) 24675
E-mail: info.stats@sbs.gov.ws
Website: www.sbs.gov.ws*



**Muagututi'a S. Reupena
Government Statistician**

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)

PRODUCE	2010 AVE	DEC13.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	Dec-14	
												% chng from prev mnth	%chng from DEC13
TARO	8422	22392	18002	16998	12499	15517	10914	10573	9123	7278	10997	51	-51
BANANA	6349	5012	2836	3849	4358	6383	3946	5871	4772	5621	7248	29	45
TARO PALAGI	484	24	200	97	133	199	73	200	106	49	12	-75	-51
TA'AMU	10042	3277	887	1587	954	2032	2202	4046	1049	907	952	5	-71
COCONUT	9964	11078	13077	10972	13475	15918	13236	23059	19647	17408	10293	-41	-7
BREADFRUIT	608	411	110	255	198	97	891	693	141	462	209	-55	-49
YAM	415	264	124	158	257	273	455	376	361	445	173	-61	-34
HEAD CABBAGE	1531	2072	791	689	390	1571	2527	4583	3440	3172	1981	-38	-4
TOMATOES	300	552	36	217	265	314	1025	1118	1283	844	827	-2	50
CH.CABBAGE	720	106	197	217	264	258	438	664	264	197	382	94	259
CUCUMBER	978	1103	979	1160	1006	1060	1083	1652	1538	1481	1663	12	51
PUMPKIN	7508	16386	7309	6643	5191	12361	14681	18468	29995	19309	19141	-1	17

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

PRODUCE	2010 AVE	DEC13.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	Dec-14	
												% chng from prev mnth	%chng from DEC13
TARO	1.05	0.63	0.58	0.56	0.63	0.64	0.74	0.77	0.83	0.83	0.98	18	56
BANANA	0.45	0.29	0.34	0.35	0.38	0.34	0.31	0.32	0.38	0.40	0.38	-5	31
TARO PALAGI	0.76	0.75	0.84	1.16	1.22	1.12	0.92	0.97	1.23	1.07	1.07	0	43
TA'AMU	1.10	1.27	1.34	1.32	1.50	1.02	1.02	1.05	1.23	1.45	2.01	39	58
COCONUT	0.23	0.38	0.34	0.33	0.33	0.31	0.29	0.28	0.29	0.30	0.30	0	-21
BREADFRUIT	0.41	0.51	0.45	0.36	0.33	0.48	0.29	0.24	0.59	0.59	0.71	20	39
YAM	1.34	1.64	1.76	1.67	1.41	1.05	1.35	1.38	1.22	1.28	2.10	64	28
HEAD CABBAGE	2.86	1.44	3.49	2.58	2.04	2.02	1.73	1.62	1.74	1.88	2.63	40	83
TOMATOES	4.55	2.72	5.47	5.66	4.62	4.66	2.82	2.62	2.06	2.16	3.39	57	25
CH.CABBAGE	2.27	1.36	1.86	2.01	1.93	1.59	1.23	1.32	1.43	1.69	2.05	21	51
CUCUMBER	1.49	1.13	1.90	1.29	1.42	1.18	1.17	1.10	1.18	1.13	1.24	10	10
PUMPKIN	1.00	0.69	1.36	1.23	1.19	1.28	1.08	0.89	0.84	0.96	1.35	41	96

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2010	DEC13.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	Dec-14	
												% chng from prev mnth	%chng from DEC13
TARO	103.1	14.1	10.4	9.5	7.9	9.9	8.1	8.1	7.6	6.0	10.8	78	-24
BANANA	34.2	1.5	1.0	1.4	1.7	2.2	1.2	1.9	1.8	2.3	2.8	22	90
TARO PALAGI	4.6	0.0	0.2	0.1	0.2	0.2	0.1	0.2	0.1	0.1	0.0	-80	-50
TA'AMU	133.3	4.2	1.2	2.1	1.4	2.1	2.3	4.3	1.3	1.3	1.9	45	-54
COCONUT	27.2	4.2	4.5	3.6	4.5	4.9	3.8	6.5	5.7	5.2	3.1	-41	-27
BREADFRUIT	2.5	0.2	0.1	0.1	0.1	0.1	0.3	0.2	0.1	0.3	0.2	-44	-29
YAM	6.6	0.4	0.2	0.3	0.4	0.3	0.6	0.5	0.4	0.6	0.4	-37	-16
HEAD CABBAGE	45.0	3.0	2.8	1.8	0.8	3.2	4.4	7.4	6.0	6.0	5.2	-13	75
TOMATOES	11.6	1.5	0.2	1.2	1.2	1.5	2.9	2.9	2.6	1.8	2.8	54	87
CH.CABBAGE	16.3	0.1	0.4	0.4	0.5	0.4	0.5	0.9	0.4	0.3	0.8	136	457
CUCUMBER	15.0	1.3	1.9	1.5	1.4	1.3	1.3	1.8	1.8	1.7	2.1	23	65
PUMPKIN	78.0	11.3	9.9	8.2	6.2	15.8	15.9	16.4	25.2	18.5	25.8	39	128
	477.5	41.8	32.6	30.2	26.1	41.8	41.3	51.1	53.1	44.0	55.7	27	33

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	DEC13.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	% chng from prev mnth	%chng from DEC13
TARO	0.22	266	214	202	148	184	130	126	108	86	131	51	-51
BANANA	0.07	79	45	61	69	101	62	92	75	89	114	29	45
TARO PALAGI	0.01	5	41	20	28	41	15	41	22	10	2	-75	-51
TA'AMU	0.28	33	9	16	9	20	22	40	10	9	9	5	-71
COCONUT	0.06	111	131	110	135	160	133	231	197	175	103	-41	-7
BREADFRUIT	0.01	68	18	42	33	16	147	114	23	76	34	-55	-49
YAM	0.01	64	30	38	62	66	110	91	87	107	42	-61	-34
HEAD CABBAGE	0.09	135	52	45	25	103	165	299	225	207	129	-38	-4
TOMATOES	0.02	184	12	72	88	104	341	372	427	281	275	-2	50
CH.CABBAGE	0.03	15	27	30	37	36	61	92	37	27	53	94	259
CUCUMBER	0.03	113	100	119	103	108	111	169	157	151	170	12	51
PUMPKIN	0.16	218	97	88	69	165	196	246	400	257	255	-1	17
	1.00	137	85	85	69	107	110	146	148	114	113	0	-17

Table 5: Price Index (2010 = 100)

PRODUCE	2010 Weights	DEC13.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	% chng from prev mnth	%chng from DEC13
TARO	0.22	60	55	53	60	61	71	74	79	79	94	18	56
BANANA	0.07	64	75	78	84	75	69	71	84	89	84	-5	31
TARO PALAGI	0.01	98	110	152	160	147	120	127	161	140	140	0	43
TA'AMU	0.28	116	122	120	137	93	93	96	112	132	183	39	58
COCONUT	0.06	166	149	145	145	136	127	123	127	131	131	0	-21
BREADFRUIT	0.01	124	109	87	80	117	70	58	143	143	172	20	39
YAM	0.01	123	132	125	105	78	101	103	91	96	157	64	28
HEAD CABBAGE	0.09	50	122	90	71	71	60	57	61	66	92	40	83
TOMATOES	0.02	60	120	124	102	102	62	58	45	48	75	57	25
CH.CABBAGE	0.03	60	82	89	85	70	54	58	63	74	90	21	51
CUCUMBER	0.03	76	128	87	96	79	79	74	79	76	84	10	10
PUMPKIN	0.16	69	137	124	120	129	108	89	84	96	136	41	96
	1.00	85	107	100	103	90	86	83	90	99	128	29	51

Table 6: Number of Sellers

PRODUCE	DEC13.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	DEC14.AV	% chng from prev mnth	%chng from DEC13
TARO	56	46	47	38	35	43	36	38	29	43	49	-24
BANANA	26	16	18	21	23	23	25	28	23	32	37	24
TARO PALAGI	1	2	1	1	1	1	2	1	1	1	0	50
TA'AMU	13	5	6	6	7	9	11	5	4	5	27	-63
COCONUT	35	45	41	44	45	55	59	67	43	30	-31	-15
BREADFRUIT	5	2	1	3	2	7	6	1	4	4	0	-30
YAM	3	2	3	4	4	8	6	6	7	3	-63	-17
HEAD CABBAGE	15	6	7	9	13	23	15	18	13	17	33	13
TOMATOES	33	5	21	19	22	58	63	76	51	52	2	58
CH.CABBAGE	5	10	10	13	15	18	22	14	11	13	18	165
CUCUMBER	38	33	35	34	33	42	60	50	46	52	14	35
PUMPKIN	74	51	48	34	54	91	132	157	100	89	-11	20
	303	222	239	224	253	377	436	460	330	338	2	11

*on the days surveyed

@ new weights and base