



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY JULY 2016

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:

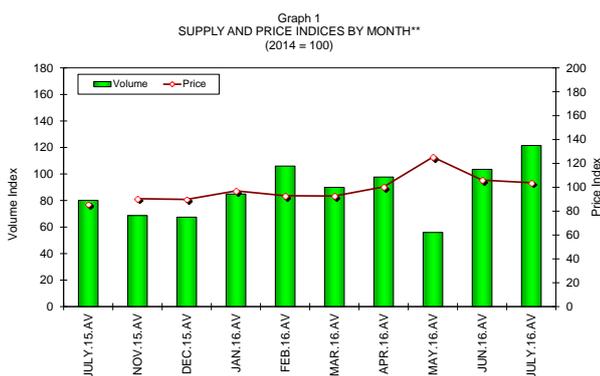
Local Market Survey in July 2016 showed overall volume increase 17 percent while average price declined 2 percent when compared to June 2016.

- Significant increase in the supplies of ta'amu along with the rise of all vegetable produce supplied to the Local Markets strongly contributed to the decline in the price index.
- The value of supplies expanded 13 percent to \$76,500 from the previous month as total number of sellers also increased 12 percent to 344 from 308 in June 2016.

Issue: 1/07/16

OVERVIEW

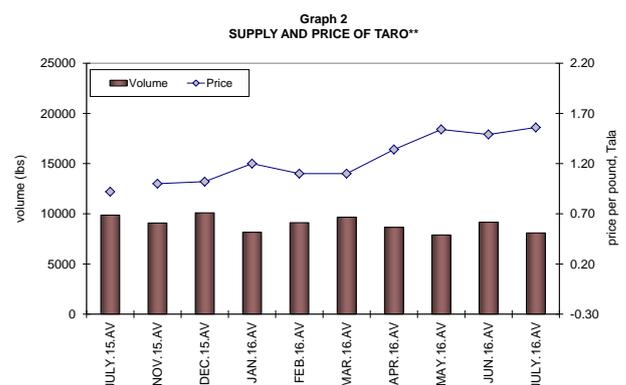
The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in June 2016 showed overall volume increase 17 percent from June 2015. Significant increases were recorded for all agricultural products with the exception of taro, banana, and coconut supplies. When compared with the same month last year, current supply was 52 percent higher. (See Graph 1 and Tables 4 & 5)



Due to the increased availability of most agricultural produce, overall price level declined 2 percent from the previous month. Lower prices were recorded for all agricultural produce with the exception of taro, banana, coconut, and breadfruit. When compared with July 2015 the current overall price level was 21 percent higher.

TARO

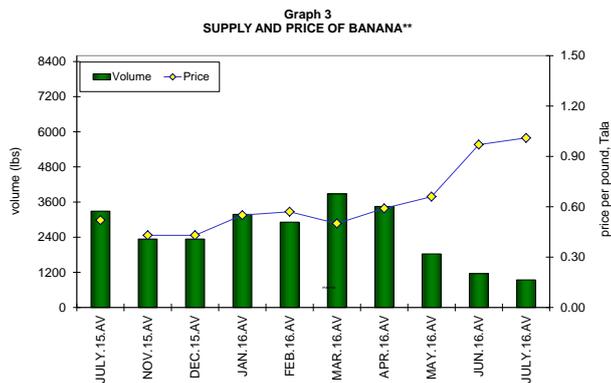
At 8,098 pounds, the supply of taro in the month under review decreased 12 percent from the previous month while limited availability led its average price to climb 5 percent (to \$1.56 per pound). When compared with July 2015, July 2016 supply of taro is 18 percent lower while its average price is 70 percent higher. (See Graph 2 and Tables 1&2)



Current supply of taro contributed to a 7 percent decline in volume when comparing the twelve months ending July 2016 over the twelve months ending July 2015. Price rose 34 percent.

BANANA

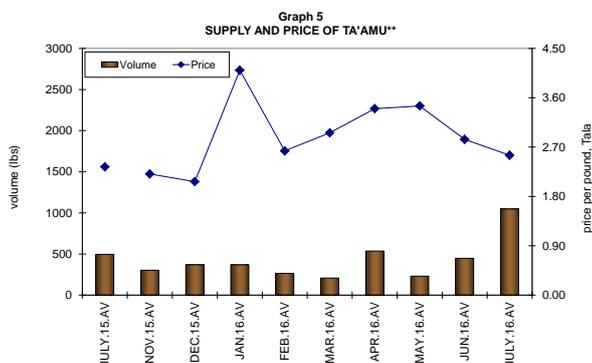
The supply of banana to the Local Markets in July 2016 dropped 18 percent (to 940 pounds) from June 2016; a level that was 71 percent lower than the same month a year ago. A reduction in the supply of banana to the Local Markets pushed its average price up 4 percent to \$1.01 per pound. When compared with July 2015, current price was 94 percent higher. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending July 2016 over the twelve months ending July 2015, banana supplies were 52 percent lower while decreased availability pushed its average price up 51 percent.

TA'AMU

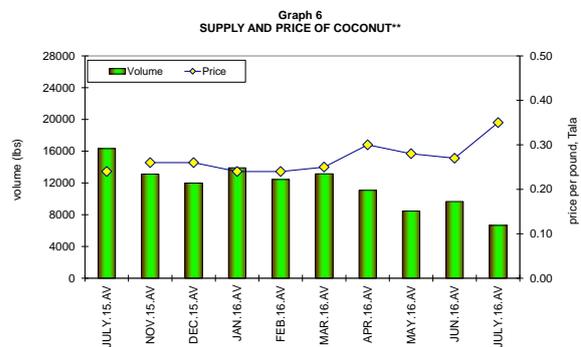
In the month under review average volume for ta'amu supplies was more than doubled (to 1,047 pounds) from the previous month and a year ago. Increased availability pushed its average price down 10 percent to \$2.55 per pound. When compared to July 2015 average price for ta'amu was 9 percent higher. (See Graph 5 and Tables 1 & 2)



When comparing the twelve months ending July 2016 over the twelve months ending July 2015, ta'amu supplies were 67 percent lower while limited availability pushed its average price up 73 percent.

COCONUT

Coconut supplies in July 2016 decreased 31 percent (to 6,651 pounds) from June 2016 while limited supply pushed its average price up 30 percent to \$0.35 per pound. Current availability of coconut was 59 percent lower than average availability in July 2015 while average price rose 46 percent over the year. (See Graph 6 and Tables 1 & 2)



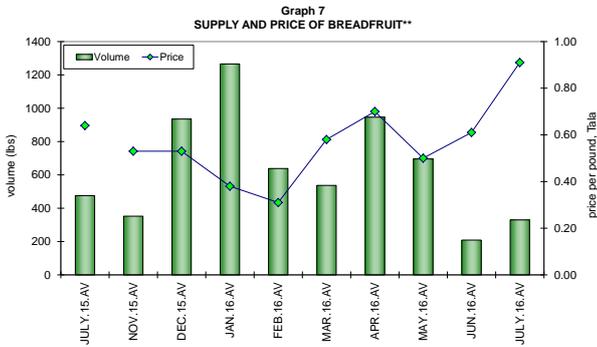
The volume of coconut recorded in the month under review contributed to a 36 percent decline in supply when comparing the twelve months ending July 2016 over the twelve months ending July 2015, while its average price rose 6 percent.

BREADFRUIT

At 330 pounds, breadfruit supply in July 2016 increased 58 percent from the previous month. Strong demand for breadfruit pushed its average price up 49 percent to \$0.91 per pound. When compared with the same month last year, current breadfruit supply was 31 percent lower while its average price was 42 percent higher. (See Graph 7 and Tables 1 & 2)

VEGETABLE PRODUCE

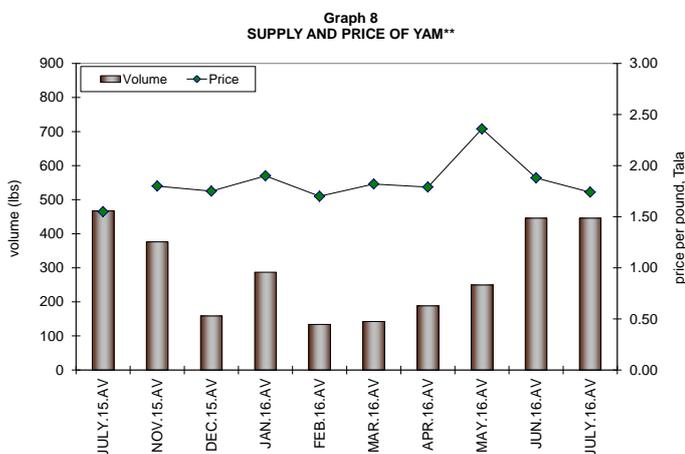
With an abundance of warm weather in July 2016, the supply of vegetable produce to the Local Markets in the month under review experienced significant increases in all vegetable produce. Head cabbage supplies recorded the largest increase with volume more than doubled (to 2,151 pounds) from June 2016. Chinese cabbage supplies registered an increase of 88 percent (to 884 pounds) followed by a 49 percent rise in cucumber volume (to 1,905 pounds). Tomatoes supplies surged 27 percent (to 403 pounds) while pumpkin supplies grew 16 percent (to 30,139 pounds) in that order. (See Graphs 9 to 13 and Tables 1 & 2)



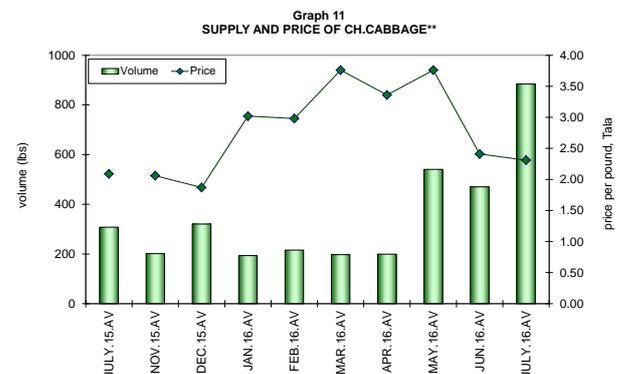
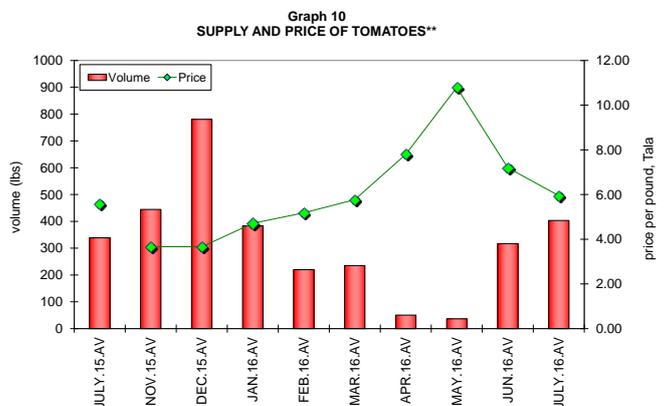
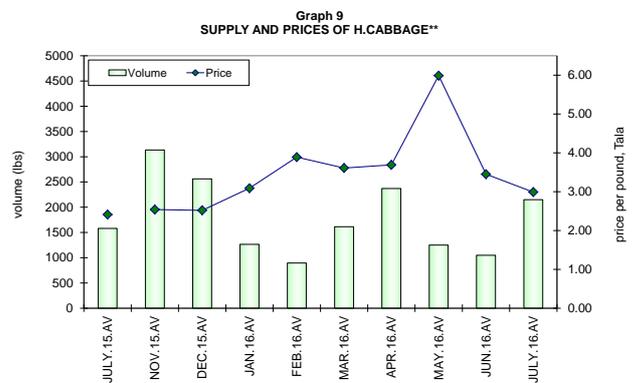
When comparing the twelve months ending July 2016 over the twelve months ending July 2015, breadfruit supplies were 21 percent higher while its average price was also 19 percent higher.

YAM

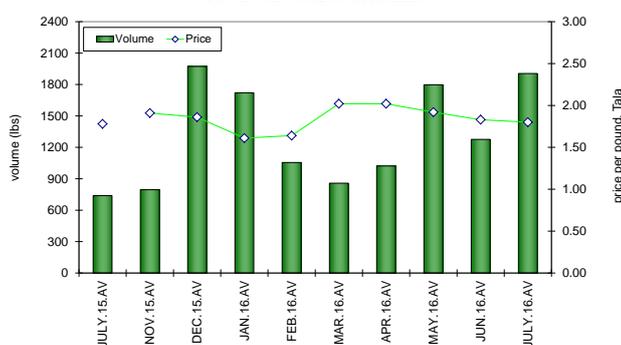
The supply of yam in the month under review remained the same (at 446 pounds) from the previous month while weakened demand for yam pushed its average price down 7 percent to \$1.74 per pound. When compared with July 2015, current supply of yam was 5 percent lower while its average price over the year was 12 percent higher. (See Graph 8 and Tables 1 & 2)



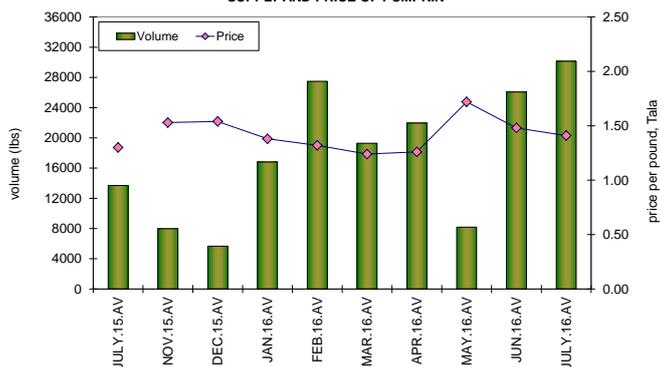
The volume of yam in the month under review contributed to a 10 percent decline in volume in the twelve months ending July 2016 over the twelve months ending July 2015, while its average price increased 14 percent.



Graph 12
SUPPLY AND PRICE OF CUCUMBER**



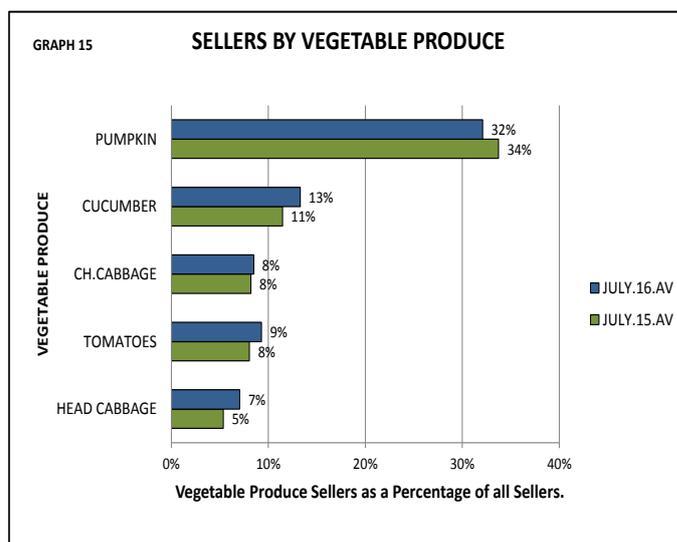
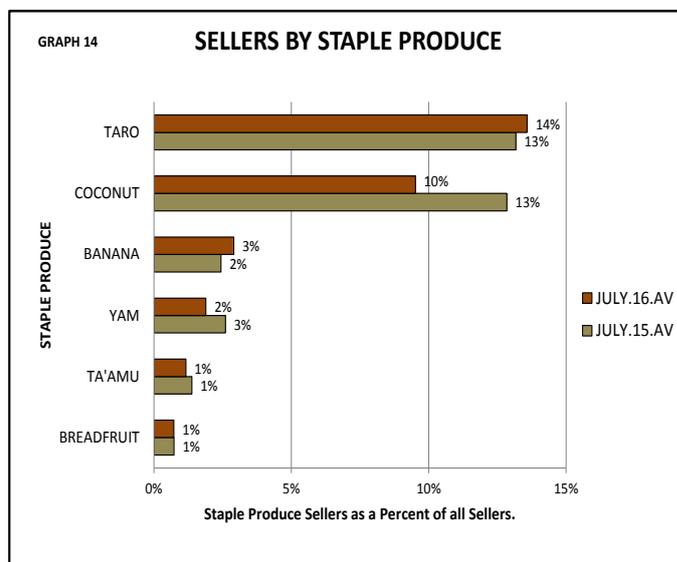
Graph 13
SUPPLY AND PRICE OF PUMPKIN**



Subsequent to the increase in the supply of all vegetable produce to the Local Markets, average prices in the month under review decreased for all vegetable produce. Average price for tomato fell 17 percent to \$5.95 per pound while head cabbage prices declined 13 percent (to \$2.99 per pound). Average price for pumpkin fell 5 percent (to \$1.41 per pound) while Chinese cabbage and cucumber prices shrunk 4 percent (to \$2.31 per pound) and 2 percent (to \$1.80 per pound) respectively.

SELLERS

At 344, the number of sellers at the Local Markets on the days surveyed in July 2016 increased 12 percent from the previous month and was 2 percent higher when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6)

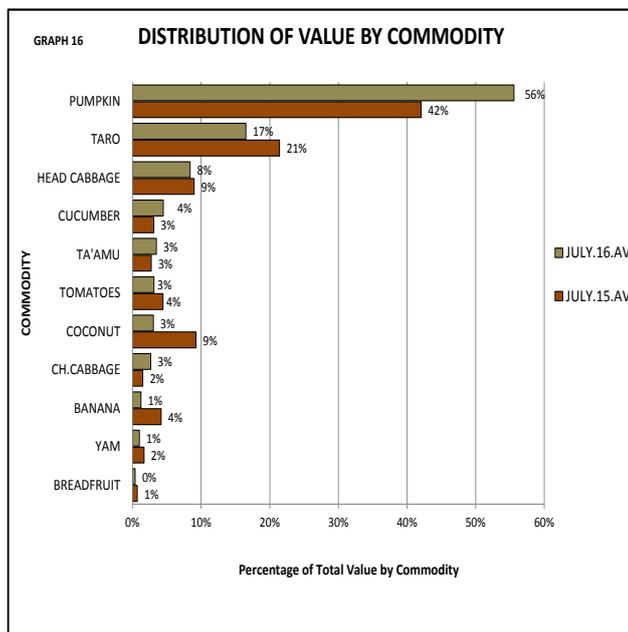


In July 2016, pumpkin sellers at 111 were the largest group at the local markets increasing from 104 in the previous month and 77 in the same month last year. Taro sellers recorded an increasing total of 47 from 41 in June 2016 but were lower than 48 in June 2015 while cucumber sellers followed with an increased total of 46 from 35 in the previous month and 32 in the same month last year. Coconut sellers recorded a decreasing total of 33 from 40 in the previous month and 63 a year ago while sellers of tomato recorded an increasing total of 32 from 25 in the previous month but were lower than 35 a year ago. Sellers of Chinese cabbage at 29 rose from 25 in the previous month and 22 a year ago. Head cabbage sellers recorded an increasing total of 24 from 17 in the previous month but remained unchanged when compared with July 2015 while sellers of banana recorded an increasing total of 10 from 8 in June 2016 but were lower than 23 in July 2015. Sellers of

yam followed with a decreased total of 7 from 8 in the previous month a year ago while the number of ta'amu sellers remained unchanged at a total of 4 from June 2016 but was higher than 3 when compared to July 2015. Breadfruit sellers recorded an increasing total of 3 from 2 in June 2016 but were lower than 4 when compared with July a year ago.

VALUE OF SUPPLIES

The average value of selected produce supplied to the Local Markets at \$76,500 in July 2016 increased 13 percent from the previous month and was 81 percent higher when compared with July 2015.



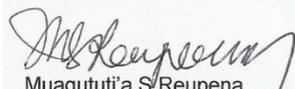
Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 56 percent in July 2016, a level that was lower than 57 percent in June 2016 but higher than 42 percent in July 2015. Taro supplies followed with a 17 percent contribution to total value falling from 20 percent in the previous month and 21 percent a year ago. Head cabbage supplies at an 8 percent contribution rose from 5 percent in the previous month but were lower than 9 percent in the same month last year. Cucumber supplies contributed 4 percent to total value rising from 3 percent in June 2016 and the same month a year ago. Supplies of ta'amu accounted for 3 percent of total value, increasing from 2 percent in June 2016 and remained unchanged when compared with July 2015

contribution. Tomato and coconut supplies contributed 3 percent each to total value with tomato contribution recording no change from the previous month but were lower than 4 percent a year ago while coconut contribution fell from 4 percent in June 2016 and 9 percent in July 2015. Supplies of Chinese cabbage also accounted for a 3 percent contribution to total value increasing from 2 percent in June 2016 and July 2015. Banana and Yam supplies contributed 1 percent each to total value in July 2016 while relatively lower shares were recorded for other commodities. (See Graph 16 and Table 3)

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Technical Notes

*The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at **Fugalei, Taufusi, Vaitele, Afega, Saleimoa, Savaia, and Salelologa** every month. Prices for selected produce are taken from the Consumer Price Index.*

*** Data shown reflects the average availability and prices of selected produce. This survey is conducted on each Thursday for rural markets on Upolu and each Friday for urban markets on Upolu and Savaii in the months under reference.*

Weights for selected produce have been revised using 2014 as the base period and have been incorporated starting from June 2016 report.

The Local Market Survey Report for August 2016 will be available on 14th September 2016.

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)

PRODUCE	2010 AVE	2014 AVE	JULY.15.AV	NOV.15.AV	DEC.15.AV	JAN.16.AV	FEB.16.AV	MAR.16.AV	APR.16.AV	MAY.16.AV	JUN.16.AV	JULY.16.AV	Jul-16	
													% chng from prev mnth	%chng from JULY15
TARO	8422	16539	9874	9082	10094	8162	9119	9663	8645	7895	9162	8098	-12	-18
BANANA	6349	5810	3291	2338	2338	3181	2913	3875	3450	1828	1152	940	-18	-71
TA'AMU	10042	1795	495	303	369	368	266	208	537	231	448	1047	134	111
COCONUT	9964	17657	16324	13114	11987	13912	12430	13154	11069	8456	9656	6651	-31	-59
BREADFRUIT	608	410	475	352	935	1265	638	537	946	695	209	330	58	-31
YAM	415	285	467	376	158	287	134	143	188	249	446	446	0	-5
HEAD CABBAGE	1531	1784	1579	3134	2562	1264	896	1614	2371	1250	1049	2151	105	36
TOMATOES	300	562	339	444	781	383	220	235	50	36	317	403	27	19
CH.CABBAGE	720	284	308	202	320	193	216	197	199	541	470	884	88	187
CUCUMBER	978	1189	739	795	1972	1721	1055	858	1022	1797	1276	1905	49	158
PUMPKIN	7508	13685	13703	7976	5670	16811	27487	19290	21955	8181	26074	30139	16	120

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

PRODUCE	2010 AVE	2014 AVE	JULY.15.AV	NOV.15.AV	DEC.15.AV	JAN.16.AV	FEB.16.AV	MAR.16.AV	APR.16.AV	MAY.16.AV	JUN.16.AV	JULY.16.AV	% chng from	
													prev mnth	JULY15
TARO	1.05	0.67	0.92	1.00	1.02	1.20	1.10	1.10	1.34	1.54	1.49	1.56	5	70
BANANA	0.45	0.35	0.52	0.43	0.43	0.55	0.57	0.50	0.59	0.66	0.97	1.01	4	94
TA'AMU	1.10	1.26	2.34	2.21	2.07	4.10	2.63	2.96	3.40	3.45	2.84	2.55	-10	9
COCONUT	0.23	0.28	0.24	0.26	0.26	0.24	0.24	0.25	0.30	0.28	0.27	0.35	30	46
BREADFRUIT	0.41	0.44	0.64	0.53	0.53	0.38	0.31	0.58	0.70	0.50	0.61	0.91	49	42
YAM	1.34	1.40	1.55	1.80	1.75	1.90	1.70	1.82	1.79	2.36	1.88	1.74	-7	12
HEAD CABBAGE	2.86	2.45	2.41	2.54	2.52	3.09	3.89	3.61	3.69	5.99	3.45	2.99	-13	24
TOMATOES	4.55	4.34	5.59	3.67	3.66	4.71	5.18	5.77	7.80	10.79	7.20	5.95	-17	6
CH.CABBAGE	2.27	1.99	2.09	2.06	1.87	3.02	2.98	3.76	3.36	3.76	2.41	2.31	-4	11
CUCUMBER	1.49	1.40	1.78	1.91	1.86	1.61	1.64	2.02	2.02	1.92	1.83	1.80	-2	1
PUMPKIN	1.00	1.19	1.30	1.53	1.54	1.38	1.32	1.24	1.26	1.72	1.48	1.41	-5	8

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2010	Total value 2014	JULY.15.AV	NOV.15.AV	DEC.15.AV	JAN.16.AV	FEB.16.AV	MAR.16.AV	APR.16.AV	MAY.16.AV	JUN.16.AV	JULY.16.AV	% chng from	
													prev mnth	JULY15
TARO	103.1	126.6	9.1	9.1	10.3	9.8	10.0	10.6	11.6	12.2	13.7	12.6	-7	39
BANANA	34.2	24.3	1.7	1.0	1.0	1.8	1.7	1.9	2.0	1.2	1.1	1.0	-15	-44
TA'AMU	133.3	25.5	1.2	0.7	0.8	1.5	0.7	0.6	1.8	0.8	1.3	2.7	110	130
COCONUT	27.2	59.0	3.9	3.4	3.1	3.3	3.0	3.3	3.3	2.4	2.6	2.3	-11	-41
BREADFRUIT	2.5	1.8	0.3	0.2	0.5	0.5	0.2	0.3	0.7	0.4	0.1	0.3	131	0
YAM	6.6	4.6	0.7	0.7	0.3	0.6	0.2	0.3	0.3	0.6	0.8	0.8	-7	8
HEAD CABBAGE	45.0	44.6	3.8	8.0	6.5	3.9	3.5	5.8	8.8	7.5	3.6	6.4	78	69
TOMATOES	11.6	21.5	1.9	1.6	2.9	1.8	1.1	1.4	0.4	0.4	2.3	2.4	5	27
CH.CABBAGE	16.3	5.9	0.6	0.4	0.6	0.6	0.6	0.7	0.7	2.0	1.1	2.0	81	219
CUCUMBER	15.0	19.0	1.3	1.5	3.7	2.8	1.7	1.7	2.1	3.5	2.3	3.4	47	160
PUMPKIN	78.0	178.4	17.8	12.2	8.7	23.2	36.3	23.9	27.7	14.1	38.6	42.5	10	139
	477.5	511.1	42.4	38.8	38.3	49.7	59.1	50.6	59.3	44.9	67.6	76.5	13	81

*on the days surveyed

@ new weights and base

Table 4: Volume Index (2014 = 100)

PRODUCE	2010 Weights	2014 Weights	JULY.15.AV	NOV.15.AV	DEC.15.AV	JAN.16.AV	FEB.16.AV	MAR.16.AV	APR.16.AV	MAY.16.AV	JUN.16.AV	JULY.16.AV	% chng from prev mnth	%chng from JULY15
TARO	0.22	0.25	60	55	61	49	55	58	52	48	55	49	-12	-18
BANANA	0.07	0.05	57	40	40	55	50	67	59	31	20	16	-18	-71
TA'AMU	0.28	0.05	28	17	21	20	15	12	30	13	25	58	134	111
COCONUT	0.06	0.11	92	74	68	79	70	75	63	48	55	38	-31	-59
BREADFRUIT	0.01	0.004	116	86	228	309	156	131	231	170	51	81	58	-31
YAM	0.01	0.01	164	132	56	101	47	50	66	88	157	157	0	-5
HEAD CABBAGE	0.09	0.09	89	176	144	71	50	90	133	70	59	121	105	36
TOMATOES	0.02	0.04	60	79	139	68	39	42	9	6	56	72	27	19
CH.CABBAGE	0.03	0.01	108	71	113	68	76	70	70	190	166	311	88	187
CUCUMBER	0.03	0.04	62	67	166	145	89	72	86	151	107	160	49	158
PUMPKIN	0.16	0.35	100	58	41	123	201	141	160	60	191	220	16	120
	1.00	1.00	80	69	67	85	106	90	98	56	104	121	17	52

Table 5: Price Index (2014 = 100)

PRODUCE	2010 Weights	2014 Weights	JULY.15.AV	NOV.15.AV	DEC.15.AV	JAN.16.AV	FEB.16.AV	MAR.16.AV	APR.16.AV	MAY.16.AV	JUN.16.AV	JULY.16.AV	% chng from prev mnth	%chng from JULY15
TARO	0.22	0.25	137	149	152	179	164	164	200	230	222	233	5	70
BANANA	0.07	0.05	150	124	124	159	165	145	171	191	280	292	4	94
TA'AMU	0.28	0.05	185	175	164	325	208	234	269	273	225	202	-10	9
COCONUT	0.06	0.11	86	93	93	86	86	89	107	100	96	125	30	46
BREADFRUIT	0.01	0.00	146	121	121	87	71	132	159	114	139	207	49	42
YAM	0.01	0.01	111	129	125	136	122	130	128	169	135	125	-7	12
HEAD CABBAGE	0.09	0.09	98	104	103	126	159	147	151	244	141	122	-13	24
TOMATOES	0.02	0.04	129	85	84	109	119	133	180	249	166	137	-17	6
CH.CABBAGE	0.03	0.01	105	104	94	152	150	189	169	189	121	116	-4	11
CUCUMBER	0.03	0.04	128	137	133	115	117	145	145	138	131	129	-2	1
PUMPKIN	0.16	0.35	110	129	130	116	111	104	106	145	125	119	-5	8
	1.00	1.00	86	90	90	97	93	93	100	125	106	104	-2	21

Table 6: Number of Sellers

PRODUCE	2010 AVE	2014 AVE	JULY.15.AV	NOV.15.AV	DEC.15.AV	JAN.16.AV	FEB.16.AV	MAR.16.AV	APR.16.AV	MAY.16.AV	JUN.16.AV	JULY.16.AV	% chng from prev mnth	%chng from JULY15
TARO	44	46	48	42	42	51	48	46	44	34	41	47	15	-2
BANANA	24	27	23	17	16	17	18	20	22	16	8	10	33	-57
TA'AMU	17	7	3	3	3	3	2	1	2	2	4	4	-6	33
COCONUT	28	57	63	57	47	57	56	61	58	41	40	33	-17	-48
BREADFRUIT	4	4	4	3	8	8	4	4	5	5	2	3	11	-43
YAM	5	5	8	4	3	4	2	2	2	3	8	7	-19	-17
HEAD CABBAGE	7	12	24	21	18	12	8	12	14	8	17	24	47	3
TOMATOES	15	39	35	36	51	39	23	22	9	5	25	32	29	-9
CH.CABBAGE	9	13	22	8	10	8	20	6	10	21	25	29	16	31
CUCUMBER	22	42	32	28	45	46	32	24	33	46	35	46	30	42
PUMPKIN	38	83	77	50	37	82	103	73	89	54	104	111	7	44
	219	337	339	269	278	327	317	271	288	235	308	344	12	2

*on the days surveyed

@ new weights and base