



GOVERNMENT OF SAMOA
SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY
August 2015

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 August 2015 showed overall volume increase 28 percent while increased availability pushed average price down 13 percent when compared to July 2015.

- Significant increase in the supplies of banana, taro palagi, breadfruit, and yam along with the rise of most vegetable produce supplied to the Local Markets strongly contributed to the rise in the volume index.
- The Value of supplies increased 18 percent to \$53,300 from the previous month.
- The number of sellers rose to 306 from 300 in July 2015.

Issue: 1/08/15

OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in August 2015 showed overall volume increase 28 percent from July 2015. Significant increases were recorded for all agricultural produce with the exception of taro, ta'amu, coconut, and tomato supplies. When compared with the same month last year, current supply was 7 percent higher. (See Graph 1 and Tables 4 & 5)

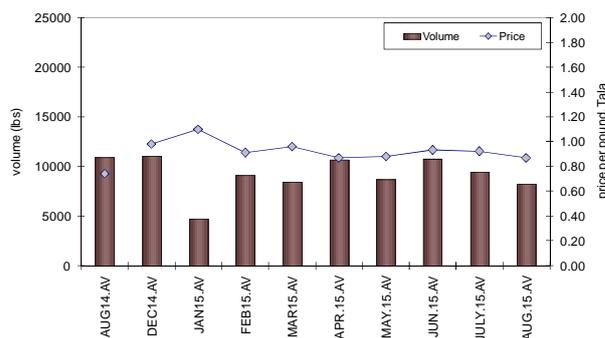
TARO

The supply of taro to the Local Market in August 2015 fell 13 percent (to 8,222 pounds) from July 2015; a level that was 25 percent lower than the same month last year. The average price of taro decreased 5 percent to \$0.87 per pound. When compared with August 2014, current price for taro was 18 percent higher. (See Graph 2 and Tables 1 & 2)

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



Graph 2
SUPPLY AND PRICE OF TARO**

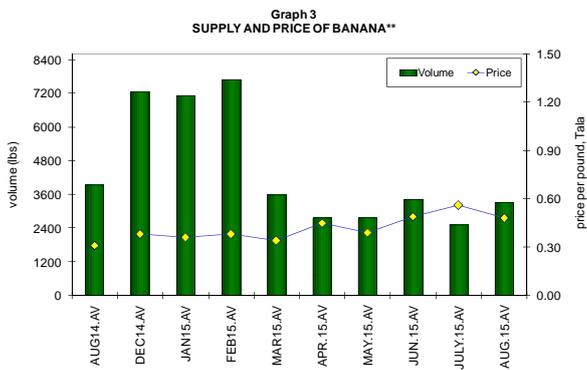


Due to increase availability of most agricultural produce, overall price level declined 13 percent from the previous month. Lower prices recorded for all agricultural produce with the exception of taro palagi and coconut contributed to the decrease in the price index. When compared with August 2014, the current overall price level was 40 percent higher.

The decrease in the supply of taro in the month under review contributed to a 53 percent decline in taro volume when comparing the twelve months ending August 2015 over the twelve months ending August 2014. Average price was 38 percent higher.

BANANA

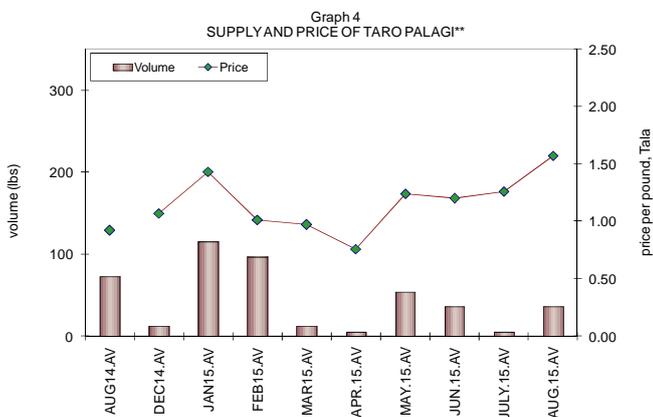
The volume of banana supplied to the local markets in August 2015 increased 32 percent (to 3,310 pounds) from July 2015; a level that was 16 percent lower than the same month last year. The average price of banana fell 14 percent to \$0.48 per pound; a level that was 55 percent higher when compared with August 2014. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending August 2015 over the twelve months ending August 2014, banana supplies were 7 percent lower while decreased availability pushed its average price up 19 percent.

TARO PALAGI

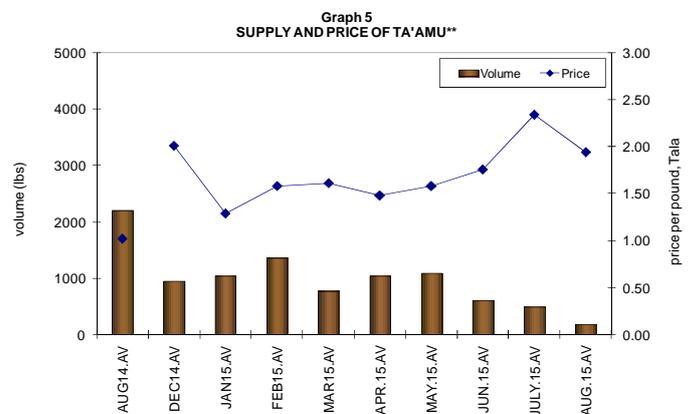
At an average of only 36 pounds, the supply of taro palagito the market in the month under review grew more than seven-fold from the previous month while increased demand pushed its average price up 25 percent to \$1.57 per pound. Current volume of taro palagi was 50 percent lower than the same month last year while its average price was 71 percent higher. (See Graph 4 and Tables 1 & 2)



The twelve months ending August 2015 revealed taro palagi supplies were 66 percent lower than that of the twelve months ending August 2014 while its average price rose 13 percent.

TA'AMU

Ta'amu supplies in August 2015 declined 63 percent (to 185 pounds) from the previous month while weakened demand pushed its average price down 17 percent to \$1.94 per pound. When compared with the same month last year current supply of ta'amu was 92 percent lower while its average price was 90 percent higher. (See Graph 5 and Tables 1 & 2)

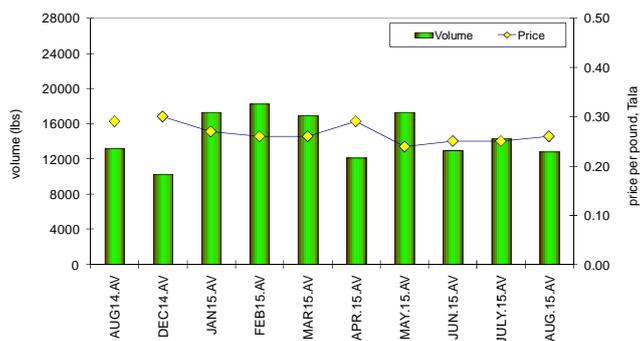


When comparing the twelve months ending August 2015 over the twelve months ending August 2014, ta'amusupplies were 48 percent lower while limited availability pushed its average price up 37 percent.

COCONUT

The volume of coconut in the month under review fell 10 percent (to 12,858 pounds) from the previous month while limited availability pushed its average price up 4 percent to \$0.26 per pound. Current availability of coconut was 3 percent lower than average availability in August 2014 while its price declined 10 percent. (See Graph 6 and Tables 1 & 2)

Graph 6
SUPPLY AND PRICE OF COCONUT**

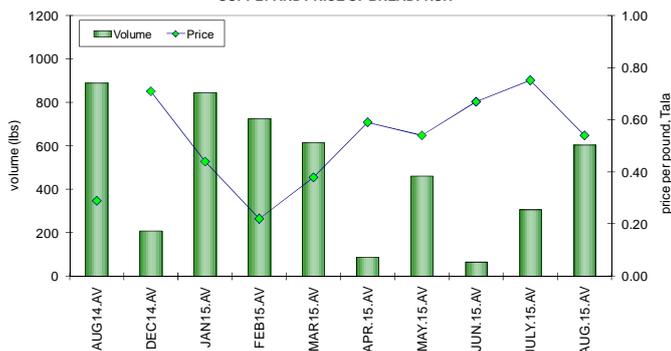


The volume of coconut recorded in the month under review contributed to a 4 percent increase in supply when comparing the twelve months ending August 2015 over the twelve months ending August 2014, while its average price fell 20 percent.

BREADFRUIT

The supply of breadfruit in August 2015 grew 96 percent (to 605 pounds) from July 2015, while increased availability pushed its average price down 28 percent to \$0.54 per pound. When compared with the same month last year, current supply of breadfruit was 32 percent lower while its average price was 86 percent higher. (See Graph 7 and Tables 1 & 2)

Graph 7
SUPPLY AND PRICE OF BREADFRUIT**

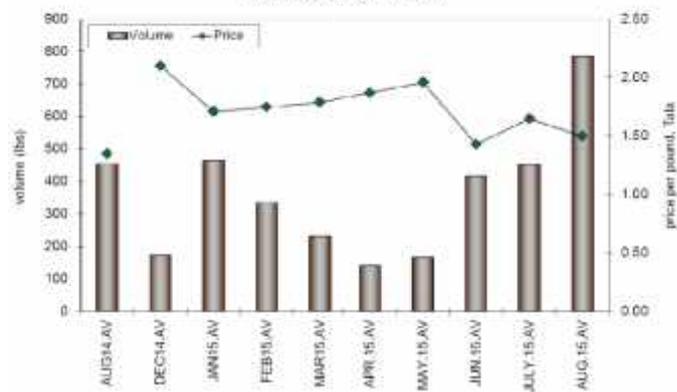


Comparing the twelve months ending August 2015 over the twelve months ending August 2014, breadfruit supplies were 36 percent higher while its average price rose 10 percent.

YAM

The supply of yam in the month under review increased 74 percent (to 787 pounds) from the previous month. Increased availability of yam pushed its average price down 9 percent to \$1.50 per pound. When compared with the same month last year, current supply of yam was 73 percent higher while its average price was also 11 percent higher. (See Graph 8 and Tables 1 & 2)

Graph 8
SUPPLY AND PRICE OF YAM**

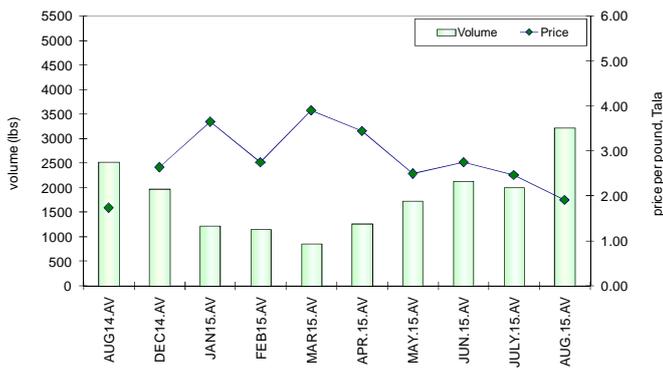


The volume of yam in the month under review contributed to a 77 percent increase in volume in the twelve months ending August 2015 over the twelve months ending August 2014 while its average price also increased 10 percent.

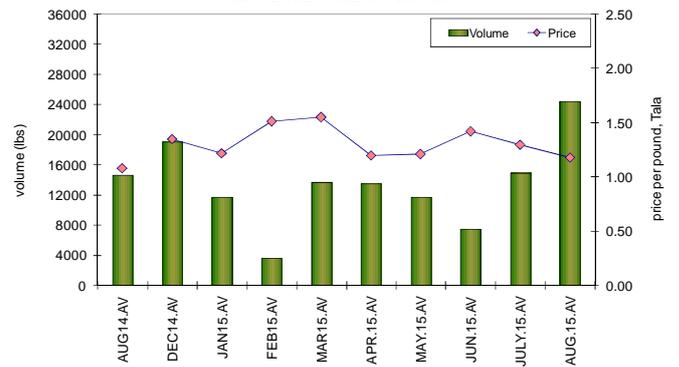
VEGETABLE PRODUCE

A general overview of all vegetable produce at the Local Markets in August 2015 revealed significant gains in all vegetable supplies with the exception of tomato volume recording a 5 percent decline (to 405 pounds) from July 2015. Pumpkin supplies registered the greatest increase of 64 percent (to 24,492 pounds) followed by head cabbage supplies with a 60 percent increase (to 3,219 pounds). Chinese cabbage supplies rose 19 percent (to 449 pounds) while cucumber supplies edged up 3 percent (to 1,050 pounds) from July 2015. (See Graphs 9 to 13 and Tables 1 & 2)

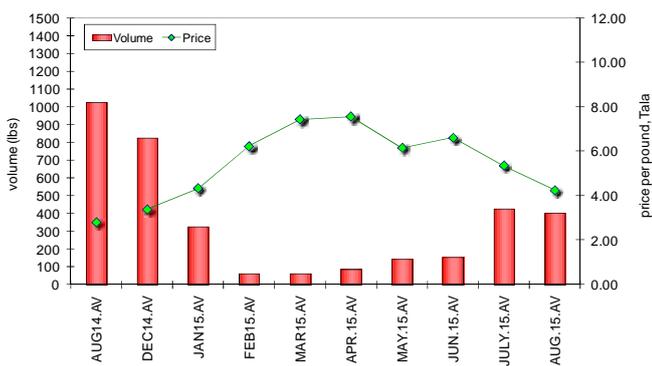
**Graph 9
SUPPLY AND PRICES OF H.CABBAGE****



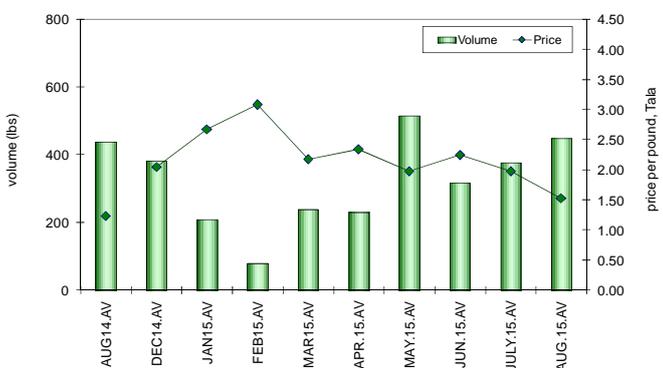
**Graph 13
SUPPLY AND PRICE OF PUMPKIN****



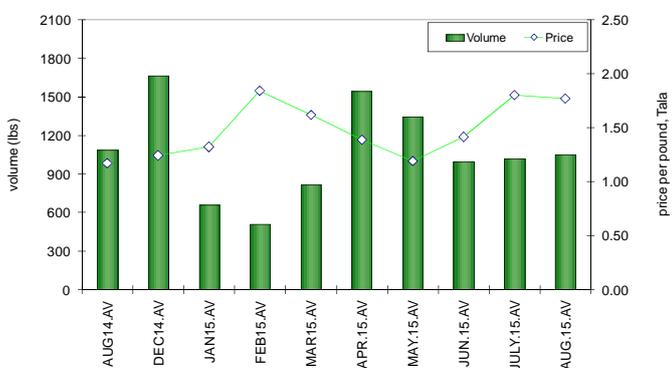
**Graph 10
SUPPLY AND PRICE OF TOMATOES****



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



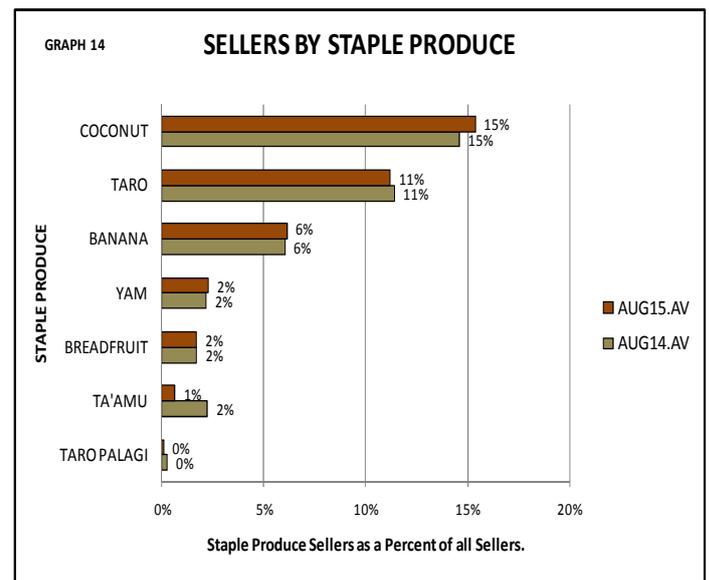
**Graph 12
SUPPLY AND PRICE OF CUCUMBER****

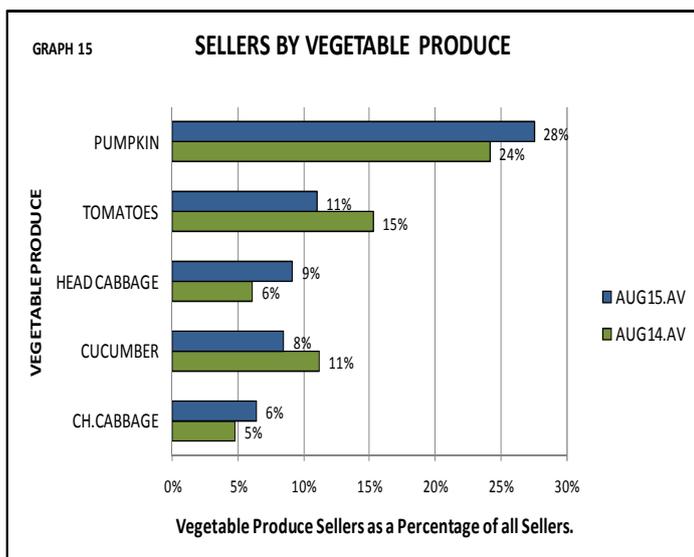


Subsequent to the increase in the supply of most vegetable produce to the markets, average prices in the month under review decreased for all produce. Average prices for head cabbage and Chinese cabbage both dropped 23 percent to \$1.91 per pound and \$1.53 per pound respectively. Pumpkin prices fell 9 percent (to \$1.18 per pound), while average price for cucumber fell 2 percent (to \$1.77 per pound). Weakened demand for tomato pushed its average price down 21 percent to \$4.26 per pound.

SELLERS

At 306; the number of sellers at the Local Markets on the days surveyed in August 2015 increased 2 percent from the previous month but was 19 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6)

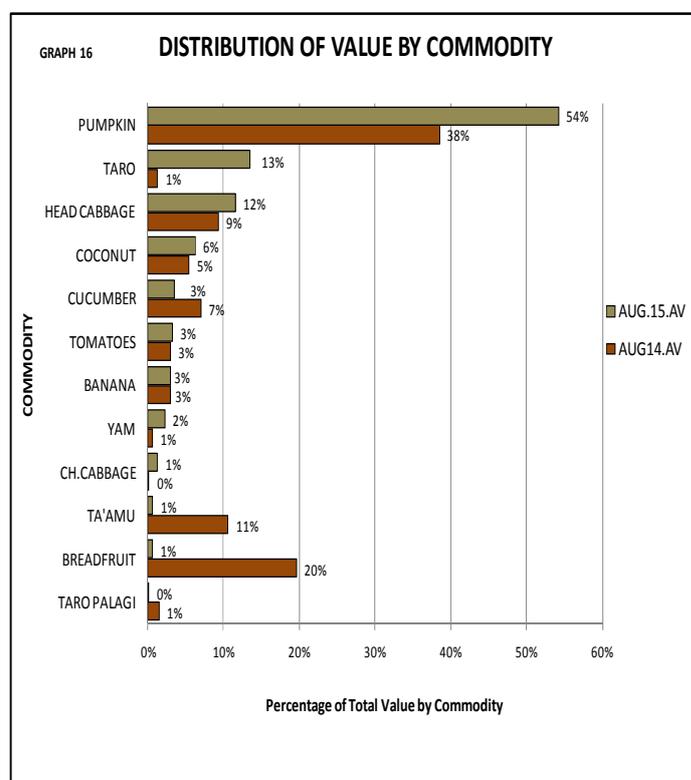




Pumpkin sellers at 84 were the largest group at the local markets increasing from 69 in the previous month but was lower than 91 when compared to the same month a year ago. Sellers of coconut at 47 fell from 54 in July 2015 and 55 in August 2014, while sellers of taro at 34 decreased from 42 in the previous month 43 a year ago. Tomato sellers also recorded an increasing total of 34 in the month under review increasing from 32 in the previous month but was lower than 58 in the same month a year ago. Sellers of head cabbage also recorded an increasing total of 28 from 23 in July 2015 and a year ago, while cucumber sellers at a total of 26 fell from 28 in July 2015 and 42 in August 2014. Chinese cabbage sellers followed with a total of 20 decreasing from 22 in the previous month but was higher than 18 a year ago. Sellers of banana at 19 rose from 17 in the previous month but was lower than 23 in the same month last year. Sellers of yam recorded an unchanged total of 7 from July 2015 but was lower than 8 a year ago. Breadfruit sellers recorded an increasing total of 5 from 3 in July 2015 but was lower than 7 in August 2014. Sellers of ta'amu at 2 fell from 3 in July 2015 and 9 in the same month last year. The presence of taro palagi sellers at the local markets was very insignificant in August 2015.

VALUE OF SUPPLIES

The average value of selected produce supplied to the market at \$53,300 in August 2015 increased 18 percent from the previous month and was 29 percent higher when compared with August 2014.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 54 percent in August 2015, a level that was higher than 43 percent in July 2015 and 38 percent in August 2014. Taro supplies followed with a 13 percent share decreasing from 19 percent in the previous month and 20 percent in the same month a year ago. Supplies of head cabbage accounted for 12 percent of total value, increasing from 11 percent in the previous month and the same month a year ago. Coconut supplies contributed 6 percent to total value decreasing from 8 percent in July 2015 but were higher than 9 percent in August 2014. Cucumber, tomato, and banana supplies contributed 3 percent each to total value; cucumber contribution decreased from 4 percent in July 2015 but remained unchanged when compared with August 2014. Tomato contribution also decreased from 5 percent in the previous month and 7 percent in the same month last year while banana's contribution to total value remained the same. Yam supplies recorded an

unchanged contribution of 2 percent from the previous month but were higher than 1 percent in August 2014. Supplies of ta'amu, breadfruit, and Chinese cabbage accounted for 1 percent each of total value while lower shares were recorded for all other commodities. (See Graph 16 and Table 3)

Technical Notes

The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at Fugalei and Taufusi 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 Friday (Thursday where Friday is a public holiday) in the months under reference.*

Weights for selected produce have been revised using 2010 as the base period and have been incorporated starting from January 2010 report.

The Local Market Survey Report for September 2015 will be available on the 14 October 2015

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)

PRODUCE	2010 AVE	AUG14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUN.15.AV	JULY.15.AV	AUG.15.AV	Aug-15	
												%chg from prev mth	%chg from AUG14
TARO	8422	10914	10997	4637	9112	8435	10717	8714	10729	9447	8222	-13	-25
BANANA	6349	3946	7248	7116	7682	3690	2775	2770	3422	2513	3310	32	-16
TARO PALAGI	484	73	12	115	97	12	5	54	36	5	36	655	-50
TAIAMU	10042	2202	952	1044	1360	775	1039	1091	612	495	185	-63	-92
COCONUT	9964	13236	10293	17345	18227	16902	12142	17290	12999	14279	12858	-10	-3
BREADFRUIT	608	891	209	847	726	616	88	462	66	308	605	96	-32
YAM	415	465	173	465	337	233	143	168	416	452	787	74	73
HEAD CABBAGE	1531	2527	1991	1218	1156	863	1270	1727	2140	2008	3219	60	27
TOMATOES	300	1025	827	326	62	63	87	142	157	427	405	-5	-60
CH CABBAGE	720	438	382	210	79	240	231	515	317	377	449	19	3
CUCUMBER	978	1083	1663	657	513	815	1545	1347	999	1021	1050	3	-3
PUMPKIN	7508	14691	19141	11770	3653	13745	13537	11772	7547	14925	24492	64	67

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

PRODUCE	2010 AVE	AUG14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	%chg from	
												prev mth	AUG14
TARO	1.05	0.74	0.98	1.10	0.91	0.96	0.87	0.88	0.93	0.92	0.87	-5	18
BANANA	0.45	0.31	0.36	0.36	0.38	0.34	0.45	0.39	0.48	0.56	0.48	-14	55
TARO PALAGI	0.76	0.92	1.07	1.43	1.01	0.97	0.76	1.24	1.20	1.26	1.57	25	71
TAIAMU	1.10	1.02	2.01	1.29	1.58	1.61	1.48	1.58	1.76	2.34	1.94	-17	90
COCONUT	0.23	0.29	0.30	0.27	0.26	0.26	0.29	0.24	0.25	0.25	0.26	4	-10
BREADFRUIT	0.41	0.29	0.71	0.44	0.22	0.38	0.59	0.54	0.67	0.75	0.54	-28	86
YAM	1.34	1.35	2.10	1.71	1.75	1.79	1.87	1.96	1.43	1.65	1.50	-9	11
HEAD CABBAGE	2.86	1.73	2.63	3.64	2.75	3.90	3.45	2.49	2.75	2.47	1.91	-23	10
TOMATOES	4.55	2.82	3.39	4.33	6.23	7.43	7.56	6.15	6.62	5.36	4.26	-21	51
CH CABBAGE	2.27	1.23	2.05	2.67	3.08	2.18	2.34	1.98	2.25	1.98	1.53	-23	24
CUCUMBER	1.49	1.17	1.24	1.32	1.84	1.62	1.39	1.19	1.41	1.80	1.77	-2	51
PUMPKIN	1.00	1.08	1.35	1.22	1.51	1.55	1.20	1.21	1.42	1.30	1.18	-9	9

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2010	AUG14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	%chg from	
												prev mth	AUG14
TARO	103.1	8.1	10.8	5.2	8.3	8.1	9.3	7.7	10.0	8.7	7.2	-18	-12
BANANA	34.2	1.2	2.8	2.6	2.9	1.2	1.3	1.1	1.7	1.4	1.6	13	30
TARO PALAGI	4.6	0.1	0.0	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.1	500	-14
TAIAMU	133.3	2.3	1.9	1.4	2.2	1.3	1.5	1.7	1.1	1.2	0.4	-69	-84
COCONUT	27.2	3.8	3.1	4.7	4.7	4.4	3.5	4.2	3.3	3.6	3.3	-6	-13
BREADFRUIT	2.5	0.3	0.2	0.4	0.2	0.2	0.1	0.3	0.0	0.2	0.3	43	27
YAM	6.6	0.6	0.4	0.8	0.6	0.4	0.3	0.3	0.6	0.8	1.2	57	93
HEAD CABBAGE	45.0	4.4	5.2	4.4	3.2	3.4	4.4	4.3	5.9	5.0	6.2	24	41
TOMATOES	11.6	2.9	2.8	1.4	0.4	0.5	0.7	0.9	1.0	2.3	1.7	-24	-40
CH CABBAGE	16.3	0.5	0.8	0.6	0.2	0.5	0.5	1.0	0.7	0.8	0.7	-8	28
CUCUMBER	15.0	1.3	2.1	0.9	0.9	1.3	2.2	1.6	1.4	1.8	1.9	1	46
PUMPKIN	78.0	15.9	25.8	14.4	5.5	21.3	16.2	14.2	10.7	19.4	28.9	49	82
	477.5	41.3	55.7	36.7	29.2	42.6	39.9	37.3	36.4	45.1	53.3	18	29

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Table 4: Volume Index (2010=100)

PRODUCE	2010 Weights	AUG14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	%chg from prev mth	%chg from AUG14
TARO	0.22	130	131	56	108	100	127	103	127	112	98	-13	-25
BANANA	0.07	62	114	112	121	57	44	44	54	40	52	32	-16
TARO PALAGI	0.01	15	2	24	20	2	1	11	8	1	8	688	-50
TAYAMU	0.28	22	9	10	14	8	10	11	6	5	2	-63	-92
COCONUT	0.06	133	103	174	183	170	122	174	130	143	129	-10	-3
BREADFRUIT	0.01	147	34	139	119	101	14	76	11	51	100	96	-32
YAM	0.01	110	42	112	81	56	34	40	100	109	189	74	73
HEAD CABBAGE	0.09	165	123	80	75	56	83	113	140	131	210	60	27
TOMATOES	0.02	341	275	109	21	21	29	47	52	142	135	-5	-60
CH CABBAGE	0.03	61	53	29	11	33	32	71	44	52	62	19	3
CUCUMBER	0.03	111	170	67	53	83	158	138	102	104	107	3	-3
PUMPKIN	0.16	196	255	157	49	183	180	157	101	199	326	64	67
	1.00	110	113	74	66	78	85	84	78	92	118	28	7

Table 5: Price Index (2010=100)

PRODUCE	2010 Weights	AUG14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	%chg from prev mth	%chg from AUG14
TARO	0.22	71	94	105	87	92	83	84	89	88	83	-5	18
BANANA	0.07	69	84	80	84	75	100	87	109	124	106	-14	55
TARO PALAGI	0.01	120	140	187	132	127	99	162	157	165	205	25	71
TAYAMU	0.28	93	183	117	144	147	135	144	160	213	177	-17	90
COCONUT	0.06	127	131	118	114	114	127	105	109	109	114	4	-10
BREADFRUIT	0.01	70	172	107	53	92	143	131	163	182	131	-28	86
YAM	0.01	101	157	128	131	134	140	146	107	123	112	-9	11
HEAD CABBAGE	0.09	60	92	127	96	136	121	87	96	86	67	-23	10
TOMATOES	0.02	62	75	95	137	163	166	135	146	118	94	-21	51
CH CABBAGE	0.03	54	90	118	136	96	103	87	99	87	67	-23	24
CUCUMBER	0.03	79	84	89	124	109	94	80	95	121	119	-2	51
PUMPKIN	0.16	108	136	123	152	156	121	122	143	131	118	-9	9
	1.00	86	128	113	121	125	115	112	124	137	120	-13	40

Table 6: Number of Sellers

PRODUCE		AUG14.AV	DEC14.AV	JAN15.AV	FEB15.AV	MAR15.AV	APR.15.AV	MAY.15.AV	JUNE.15.AV	JULY.15.AV	AUG.15.AV	%chg from prev mth	%chg from AUG14
TARO		43	43	26	37	38	46	33	40	42	34	-19	-20
BANANA		23	32	36	31	21	17	15	15	17	19	9	-18
TARO PALAGI		1	1	1	1	1	0	1	1	0	0	25	-75
TAYAMU		9	5	2	4	5	4	4	4	3	2	-33	-76
COCONUT		55	30	47	56	50	45	45	42	54	47	-13	-15
BREADFRUIT		7	4	8	6	6	0	4	1	3	5	88	-19
YAM		8	3	5	4	3	3	3	6	7	7	6	-15
HEAD CABBAGE		23	17	10	12	8	8	18	19	23	28	21	22
TOMATOES		58	52	23	8	9	14	14	14	32	34	6	-42
CH CABBAGE		18	13	6	4	7	11	17	19	22	20	-11	8
CUCUMBER		42	52	28	22	29	38	36	35	28	26	-8	-38
PUMPKIN		91	83	65	34	56	66	58	46	69	84	22	-8
		377	338	258	219	231	252	247	242	300	306	2	-19

*nifredysunejed

@reweightsandbase

No sellers recorded for some of the weeks on days surveyed.