



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

### LOCAL MARKET SURVEY

### August 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:

With the official opening of the newly constructed Fugalei Market on 18 August 2014, the Local Market Survey in August 2014 showed overall volume increase 3 percent while average price declined 5 percent when compared to July 2014.

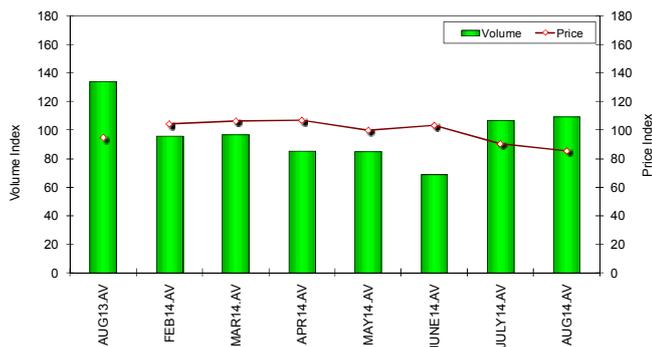
- Breadfruit season increased breadfruit supplies to the market from the previous month.
- The number of sellers increased 49 percent with highest number of sellers being recorded for the last two weeks of August after the official opening of Fugalei Market.

Issue: 1/08/14

#### OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in August 2014 showed a 3 percent increase in overall volume from July 2014. The increase in volume stems from significant rise in the supply of all agricultural produce with the exception of taro palagi, banana, taro and coconut. When compared with the same month last year, current supply was 18 percent lower. (See Graph 1 and Tables 4 & 5)

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

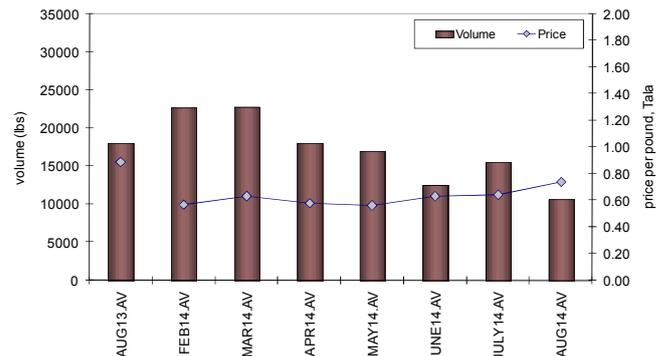


The overall price level declined 5 percent from the previous month due to decrease in the price of all agricultural produce with the exception of yam, taro and ta'amu. The current overall price level was 10 percent lower when compared with August 2013.

#### TARO

Taro supplies in August 2014 fell 30 percent to 10,914 pounds from July 2014; a level that was 39 percent lower than the same month last year. The average price of taro increased 16 percent to \$0.74 per pound due to limited availability at the market. When compared with August 2013, August 2014 price was 17 percent lower. (See Graph 2 and Tables 1 & 2)

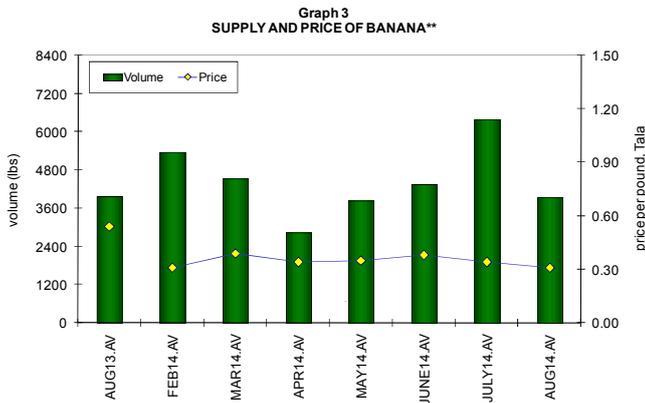
Graph 2  
SUPPLY AND PRICE OF TARO\*\*



Current supply of taro in the month under review contributed to a 2 percent increase in volume when comparing the twelve months ending August 2014 over the twelve months ending August 2013. Price fell 30 percent.

## BANANA

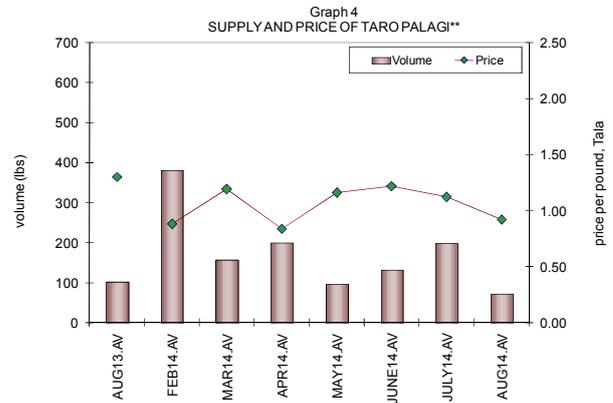
At 3,946 pounds, the supply of banana to the market in August 2014 dropped 38 percent while decreased demand led to its average price decreasing 9 percent (to \$0.31 per pound). August 2014 banana volume was 1 percent lower than the same month last year while its average price was 43 percent lower. (See Graph 3 and Tables 1 & 2)



When comparing the twelve months ending August 2014 over the twelve months ending August 2013, banana supplies were 187 percent higher while increased availability pushed its average price down 48 percent.

## TARO PALAGI

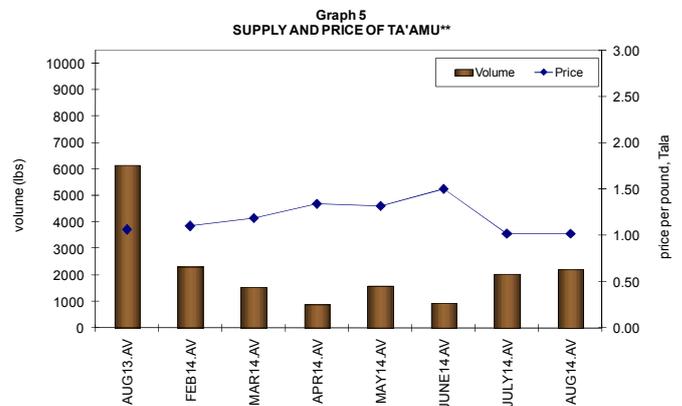
The volume of taro palagi available at the Local Markets in August 2014 decreased 63 percent to 73 pounds from July 2014; a level that was 29 percent lower than the same month last year. The average price of taro palagi declined 18 percent to \$0.92 per pound; a level that was 29 percent lower when compared with August 2013. (See Graph 4 and Tables 1 & 2)



The twelve months ending August 2014 revealed taro palagi supplies were 41 percent higher than that of the twelve months ending August 2013 while its average price fell 21 percent.

## TA'AMU

In the month under review ta'amu supplies rose 8 percent (to 2,202 pounds) from July 2014 while its average price remained unchanged at \$1.02 per pound. In comparison with August 2013, current ta'amu supply was 64 percent lower while its average price fell 4 percent. (See Graph 5 and Tables 1 & 2)

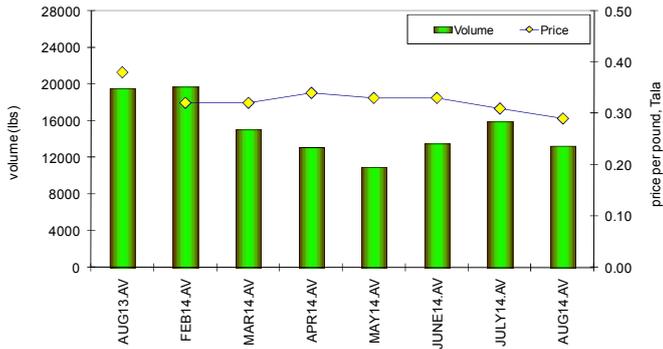


When comparing the twelve months ending August 2014 over the twelve months ending August 2013, ta'amu volume was 32 percent lower while its average price was 24 percent lower.

## COCONUT

At 13,236 pounds, the supply of coconut in the month under review decreased 17 percent from the previous month while its average price also fell 6 percent to \$0.29 per pound. Current availability of coconut was 32 percent lower than average availability in August 2013 while average price declined 24 percent. (See Graph 6 and Tables 1 & 2)

Graph 6  
SUPPLY AND PRICE OF COCONUT\*\*

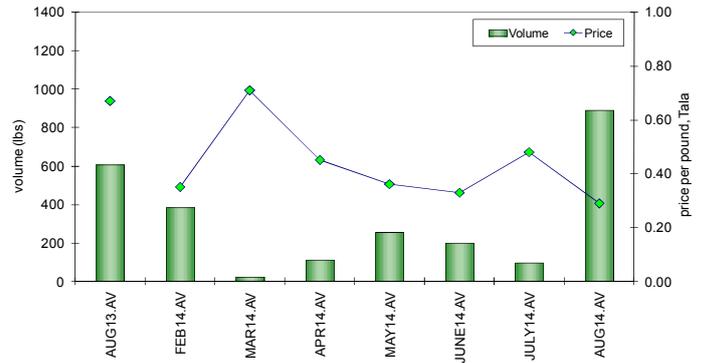


Current supply of coconut contributed to a 49 percent increase in volume while average price grew 1 percent when comparing the twelve months ending August 2014 over the twelve months ending August 2013.

## BREADFRUIT

The supply of breadfruit in August expanded nine fold (to 891 pounds) from July 2014 while increased availability pushed its average price down 40 percent to \$0.29 per pound. When compared with the same month last year, current supply of breadfruit was 47 percent higher while its average price was 57 percent lower. (See Graph 7 and Tables 1 & 2)

Graph 7  
SUPPLY AND PRICE OF BREADFRUIT\*\*

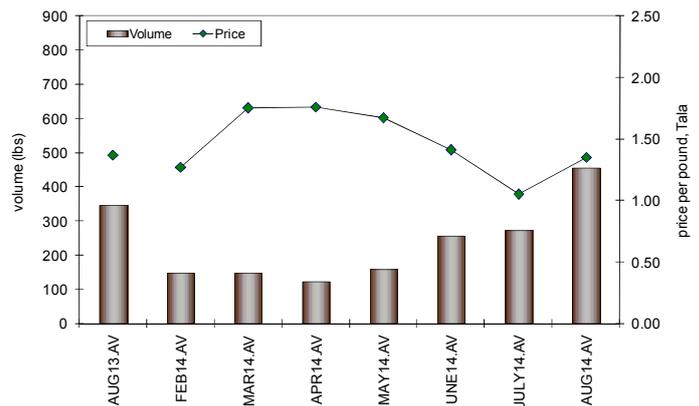


Comparing the twelve months ending August 2014 over the twelve months ending August 2013, the supply of breadfruit in the month under review contributed to a 34 percent decrease in volume while its average price fell 14 percent.

## YAM

In the month under review the supply of yam increased 67 percent to 455 pounds from the previous month. Increased demand drove its average price up 29 percent to \$1.35 per pound. When compared with the same month last year, current supply of yam was 31 percent higher while its average price was 1 percent lower. (See Graph 8 and Tables 1 & 2)

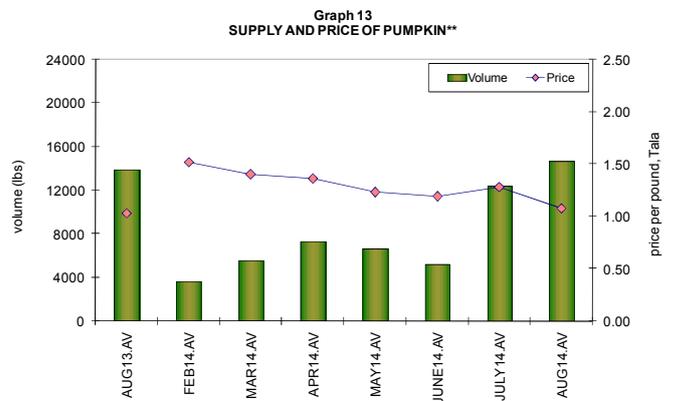
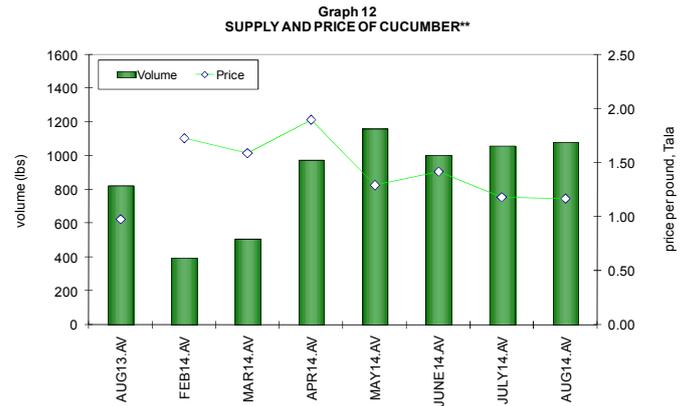
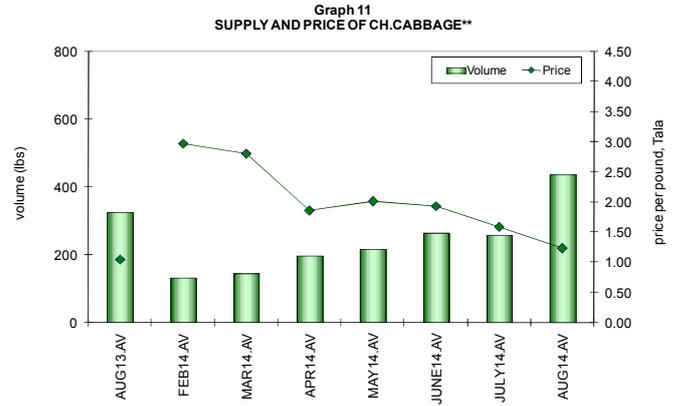
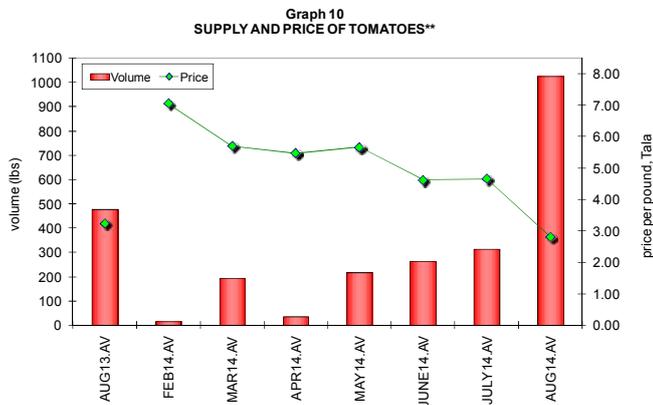
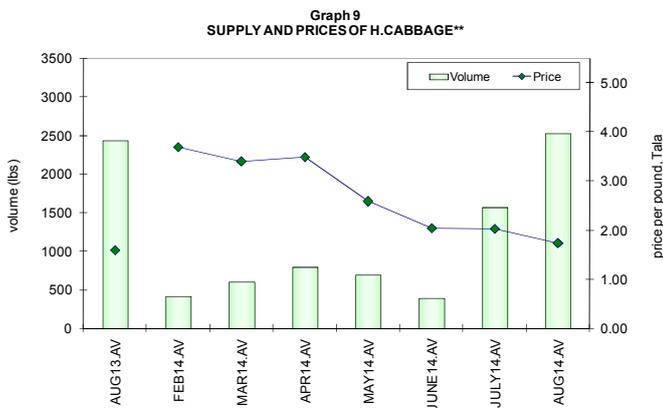
Graph 8  
SUPPLY AND PRICE OF YAM\*\*



The current supply of yam contributed to a 10 percent decline in volume in the twelve months ending August 2014 over the twelve months ending August 2013 while its average price rose 1 percent.

## VEGETABLE PRODUCE

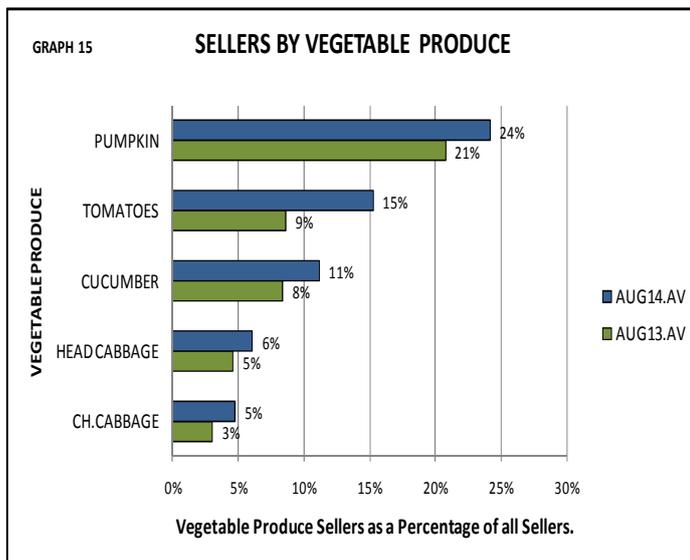
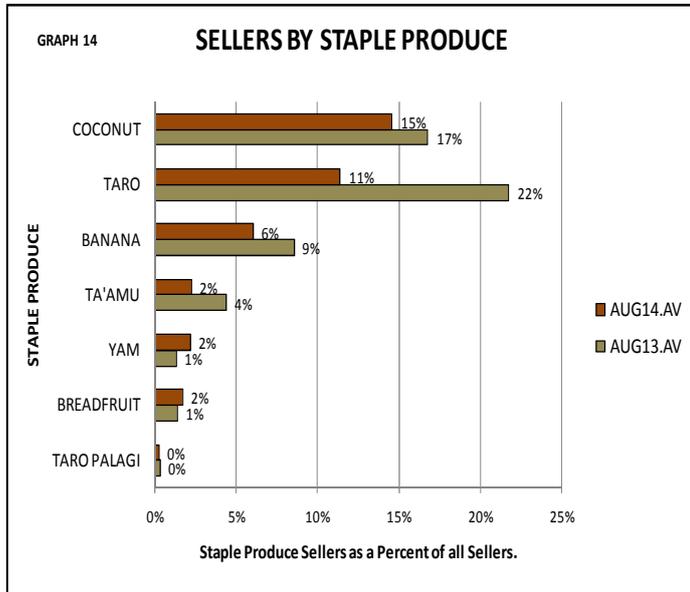
Favorable weather conditions in August 2014 contributed to a surge of all vegetable supplies to the Local Markets from the previous month. Tomato supplies experienced the greatest gains more than doubling its volume (up 227 percent) to 1,025 pounds. Chinese cabbage followed with a 70 percent increase in supply (to 438 pounds) while head cabbage volume grew 61 percent (to 2,527 pounds). Pumpkin and cucumber supplies both rose 19 percent (to 14,681 pounds) and 2 percent (to 1,083 pounds) respectively. (See Graphs 9 to 13 and Tables 1 & 2)



With increased availability for all vegetable produce supplied to the local markets, average price of vegetable produce also fell from the previous month. Tomato prices dropped 39 percent (to \$2.82 per pound) while average price for Chinese cabbage fell 23 percent (to \$1.23 pound). Pumpkin prices fell 16 percent (to \$1.08 per pound) while head cabbage prices decreased 14 percent (to \$1.73 per pound). Cucumber prices also shrunk 1 percent (to \$1.17 per pound) to round up vegetable produce for August 2014.

## SELLERS

At 377; the number of sellers at the Local Markets on the days surveyed in August 2014 increased 49 percent from the previous month but was 18 percent lower when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6)

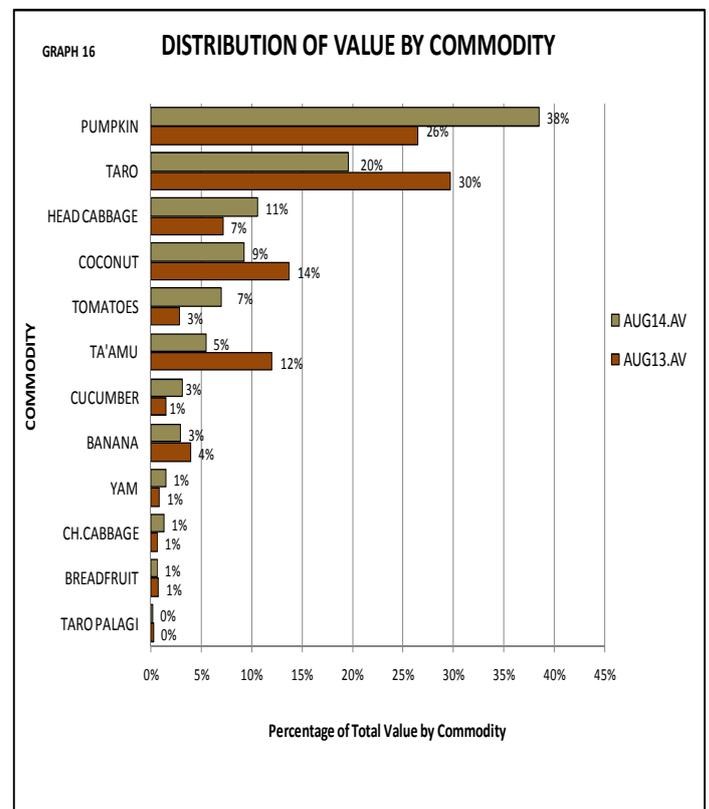


In August 2014, pumpkin sellers at 91 were the largest group at the local markets increasing from 54 and 66 in the previous month and the same month last year respectively. Sellers of tomato at 58 grew from 22 in July 2014 and 28 in August 2013. Coconut sellers recorded an increasing total of 55 from 45 and 54 in July 2014 and August 2013

respectively. Taro sellers followed with an increasing total of 43 from 35 in July 2014 but was lower than 69 in August 2013. Sellers of cucumber recorded an increasing total of 42 from 33 in the previous month and 27 a year ago. Sellers of banana and head cabbage recorded 23 each. The number of banana sellers remained unchanged from July 2014 but was lower than 27 a year ago. Sellers of head cabbage increased from 13 in the previous month and 15 a year ago. Chinese cabbage sellers recorded an increasing total of 18 from 15 in July 2014 and 10 in August 2013. Sellers of ta'amu recorded an increasing total of 9 from 7 in the previous month but was lower than 14 a year ago. Yam sellers recorded an increasing total of 8 from 4 in July 2014 and August 2013. Breadfruit sellers recorded 7 sellers while 1 seller was recorded for taro palagi in the month under review.

## VALUE OF SUPPLIES

The average value of selected produce supplied to the market at \$41,300 in August 2014 was 1 percent lower than the previous month and was 24 percent lower when compared with August 2013.



Pumpkin contributed the most to the total value of produce surveyed with a share of 38 percent in August 2014, a level that was the same in July 2014 but was higher than 26 percent in the same month last year. Taro followed with a 20 percent share, a level that was lower than 24 percent in the previous month and 30 percent in the same month last year. Head cabbage produce accounted for 11 percent of total value rising from 8 percent in July 2014 and 7 percent in August 2013. Supplies of coconut contributed 9 percent to total value, decreasing from 12 percent in the previous month and 14 percent from a year ago. Tomato supplies accounted for 7 percent of total value increasing from 3 percent in July 2014 and August 2013. Supplies of ta'amu contributed 5 percent to total value; remaining unchanged from the previous month but was lower than 12 percent in August 2013. Shares of cucumber at 3 percent remained unchanged from July 2014 but were higher than 1 percent a year ago. Supplies of banana accounted for 3 percent of total value decreasing from 5 percent in the previous month and 4 percent in the same month last year. Supplies of yam, Chinese cabbage, and breadfruit accounted for 1 percent each of total value 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 September 2014 will be available on the 15<sup>th</sup> of October 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, 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.*

## ***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](mailto:info.stats@sbs.gov.ws)  
Website: [www.sbs.gov.ws](http://www.sbs.gov.ws)*



**Leota Aliielua Salani**  
**Acting Government Statistician**

## SUMMARY OF MARKET SURVEY

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

PRODUCE	2010 AVE	AUG13.AV	FEB14.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	Aug-14	
										% chng from prev mnth	%chng from AUG13
TARO	8422	18038	22703	22816	18002	16998	12499	15517	10914	-30	-39
BANANA	6349	3969	5370	4526	2836	3849	4358	6383	3946	-38	-1
TARO PALAGI	484	103	381	157	200	97	133	199	73	-63	-29
TA'AMU	10042	6146	2314	1542	887	1587	954	2032	2202	8	-64
COCONUT	9964	19555	19722	15019	13077	10972	13475	15918	13236	-17	-32
BREADFRUIT	608	605	385	22	110	255	198	97	891	820	47
YAM	415	347	149	148	124	158	257	273	455	67	31
HEAD CABBAGE	1531	2437	411	597	791	689	390	1571	2527	61	4
TOMATOES	300	478	17	196	36	217	265	314	1025	227	114
CH.CABBAGE	720	326	133	144	197	217	264	258	438	70	34
CUCUMBER	978	827	396	508	979	1160	1006	1060	1083	2	31
PUMPKIN	7508	13904	3665	5531	7309	6643	5191	12361	14681	19	6

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

PRODUCE	2010 AVE	AUG13.AV	FEB14.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	% chng from	
										prev mnth	AUG13
TARO	1.05	0.89	0.57	0.63	0.58	0.56	0.63	0.64	0.74	16	-17
BANANA	0.45	0.54	0.31	0.39	0.34	0.35	0.38	0.34	0.31	-9	-43
TARO PALAGI	0.76	1.30	0.88	1.19	0.84	1.16	1.22	1.12	0.92	-18	-29
TA'AMU	1.10	1.06	1.10	1.19	1.34	1.32	1.50	1.02	1.02	0	-4
COCONUT	0.23	0.38	0.32	0.32	0.34	0.33	0.33	0.31	0.29	-6	-24
BREADFRUIT	0.41	0.67	0.35	0.71	0.45	0.36	0.33	0.48	0.29	-40	-57
YAM	1.34	1.37	1.27	1.75	1.76	1.67	1.41	1.05	1.35	29	-1
HEAD CABBAGE	2.86	1.59	3.69	3.40	3.49	2.58	2.04	2.02	1.73	-14	9
TOMATOES	4.55	3.24	7.05	5.70	5.47	5.66	4.62	4.66	2.82	-39	-13
CH.CABBAGE	2.27	1.05	2.97	2.81	1.86	2.01	1.93	1.59	1.23	-23	17
CUCUMBER	1.49	0.98	1.73	1.59	1.90	1.29	1.42	1.18	1.17	-1	19
PUMPKIN	1.00	1.03	1.52	1.40	1.36	1.23	1.19	1.28	1.08	-16	5

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

PRODUCE	Total value 2010	AUG13.AV	FEB14.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	% chng from	
										prev mnth	AUG13
TARO	103.1	16.1	12.9	14.4	10.4	9.5	7.9	9.9	8.1	-19	-50
BANANA	34.2	2.1	1.7	1.8	1.0	1.4	1.7	2.2	1.2	-44	-43
TARO PALAGI	4.6	0.1	0.3	0.2	0.2	0.1	0.2	0.2	0.1	-68	-46
TA'AMU	133.3	6.5	2.6	1.8	1.2	2.1	1.4	2.1	2.3	9	-65
COCONUT	27.2	7.4	6.3	4.8	4.5	3.6	4.5	4.9	3.8	-22	-48
BREADFRUIT	2.5	0.4	0.1	0.0	0.1	0.1	0.1	0.1	0.3	420	-37
YAM	6.6	0.5	0.2	0.3	0.2	0.3	0.4	0.3	0.6	110	30
HEAD CABBAGE	45.0	3.9	1.5	2.0	2.8	1.8	0.8	3.2	4.4	38	13
TOMATOES	11.6	1.6	0.1	1.1	0.2	1.2	1.2	1.5	2.9	98	86
CH.CABBAGE	16.3	0.3	0.4	0.4	0.4	0.4	0.5	0.4	0.5	32	59
CUCUMBER	15.0	0.8	0.7	0.8	1.9	1.5	1.4	1.3	1.3	2	57
PUMPKIN	78.0	14.3	5.6	7.7	9.9	8.2	6.2	15.8	15.9	0	11
	477.5	54.0	32.4	35.4	32.6	30.2	26.1	41.8	41.3	-1	-24

\*on the days surveyed  
@ new weights and base

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

PRODUCE	2010 Weights	AUG13.AV	FEB14.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	% chng from prev mnth	%chng from AUG13
TARO	0.22	214	270	271	214	202	148	184	130	-30	-39
BANANA	0.07	63	85	71	45	61	69	101	62	-38	-1
TARO PALAGI	0.01	21	79	33	41	20	28	41	15	-64	-29
TA'AMU	0.28	61	23	15	9	16	9	20	22	8	-64
COCONUT	0.06	196	198	151	131	110	135	160	133	-17	-32
BREADFRUIT	0.01	100	63	4	18	42	33	16	147	821	47
YAM	0.01	83	36	36	30	38	62	66	110	67	31
HEAD CABBAGE	0.09	159	27	39	52	45	25	103	165	61	4
TOMATOES	0.02	159	6	65	12	72	88	104	341	227	114
CH.CABBAGE	0.03	45	18	20	27	30	37	36	61	70	34
CUCUMBER	0.03	85	41	52	100	119	103	108	111	2	31
PUMPKIN	0.16	185	49	74	97	88	69	165	196	19	6
	1.00	134	96	97	85	85	69	107	110	3	-18

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

PRODUCE	2010 Weights	AUG13.AV	FEB14.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	% chng from prev mnth	%chng from AUG13
TARO	0.22	85	54	60	55	53	60	61	71	16	-17
BANANA	0.07	120	69	87	75	78	84	75	69	-9	-43
TARO PALAGI	0.01	170	115	156	110	152	160	147	120	-18	-29
TA'AMU	0.28	97	100	108	122	120	137	93	93	0	-4
COCONUT	0.06	166	140	140	149	145	145	136	127	-6	-24
BREADFRUIT	0.01	163	85	172	109	87	80	117	70	-40	-57
YAM	0.01	102	95	131	132	125	105	78	101	29	-1
HEAD CABBAGE	0.09	56	129	119	122	90	71	71	60	-14	9
TOMATOES	0.02	71	155	125	120	124	102	102	62	-39	-13
CH.CABBAGE	0.03	46	131	124	82	89	85	70	54	-23	17
CUCUMBER	0.03	66	117	107	128	87	96	79	79	-1	19
PUMPKIN	0.16	103	153	141	137	124	120	129	108	-16	5
	1.00	95	105	106	107	100	103	90	86	-5	-10

**Table 6: Number of Sellers**

PRODUCE		AUG13.AV	FEB14.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	% chng from prev mnth	%chng from AUG13
TARO		69	52	57	46	47	38	35	43	24	-38
BANANA		27	23	21	16	18	21	23	23	0	-17
TARO PALAGI		1	2	2	2	1	1	1	1	0	0
TA'AMU		14	9	5	5	6	6	7	9	29	-39
COCONUT		54	56	54	45	41	44	45	55	22	3
BREADFRUIT		5	2	1	2	1	3	2	7	306	44
YAM		4	3	2	2	3	4	4	8	96	94
HEAD CABBAGE		15	4	6	6	7	9	13	23	80	56
TOMATOES		28	3	25	5	21	19	22	58	167	110
CH.CABBAGE		10	8	8	10	10	13	15	18	23	85
CUCUMBER		27	22	23	33	35	34	33	42	27	58
PUMPKIN		66	33	44	51	48	34	54	91	68	38
		319	216	246	222	239	224	253	377	49	18

\*on the days surveyed

@ new weights and base