



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY

November 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 November 2014 showed overall volume decrease 23 percent while average price increased 10 percent when compared to October 2014.

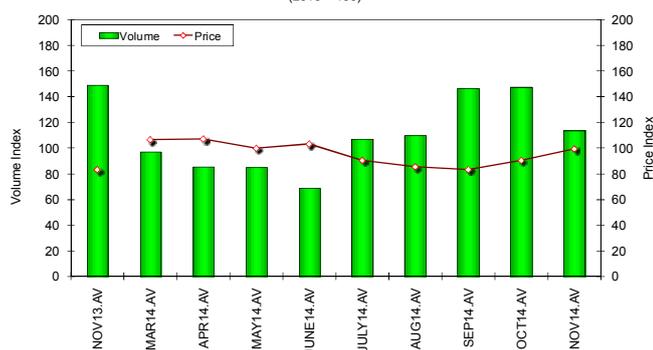
- The average supply of taro to the local markets continued its decline for the fourth consecutive month since July 2014 as taro exports have increased significantly in recent months.
- Value of supplies decreased 17 percent (to \$44,000) while the number of sellers trading at the local markets also fell 28 percent.

Issue: 1/11/14

OVERVIEW

The monthly survey of Agricultural food supplies at the Local Markets by the Samoa Bureau of Statistics in November 2014 showed a 23 percent decrease in overall volume from October 2014. The decrease in volume stems from the significant reduction of all agricultural produce with the exception of breadfruit, yam and banana. When compared with the same month last year, current supply was 24 percent lower. (See Graph 1 and Tables 4 & 5)

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

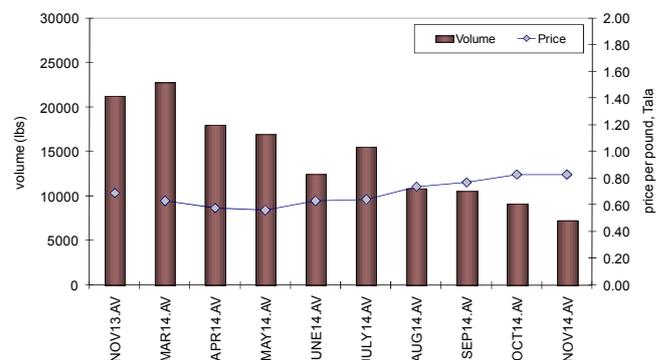


Limited availability of most local produce drove the overall price level up 10 percent from the previous month due to the rise in prices of all local produce with the exception of taro palagi and cucumber. The current overall price level was 20 percent higher when compared with November 2013.

TARO

At 7,278 pounds, the supply of taro in the month under review decreased 20 percent from the previous month while its average price remained unchanged at \$0.83 per pound. Increased availability of its close substitutes (banana, breadfruit and yam) also contributed to the shift in demand away from taro. When compared with November 2013, current supply of taro was 66 percent lower while its average price was 20 percent higher. (See Graph 2 and Tables 1 & 2)

Graph 2
SUPPLY AND PRICE OF TARO**

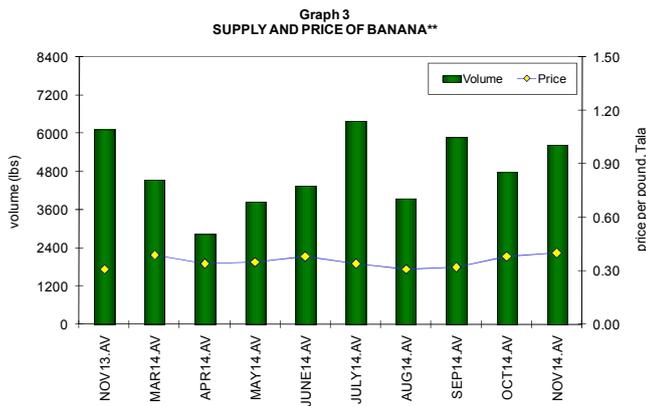


Current supply of taro in the month under review contributed to a 19 percent decrease in volume when comparing the twelve months ending

November 2014 over the twelve months ending November 2013. Price fell 25 percent.

BANANA

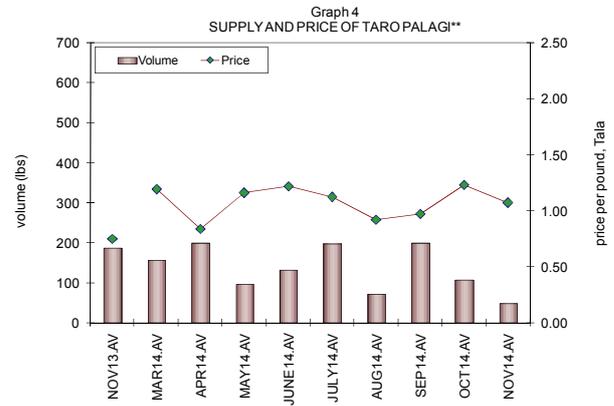
Banana supplies in November 2014 rose 18 percent (to 5,621 pounds) from October 2014, a level that was 8 percent lower than the same month a year ago. Increased demand pushed its average up 5 percent (to \$0.40 per pound). When compared with the same month last year, current price was 29 percent higher. (See Graph 3 and Tables 1 & 2)



Comparing the twelve months ending November 2014 over the twelve months ending November 2013, banana volume was more than doubled while its average price declined 48 percent.

TARO PALAGI

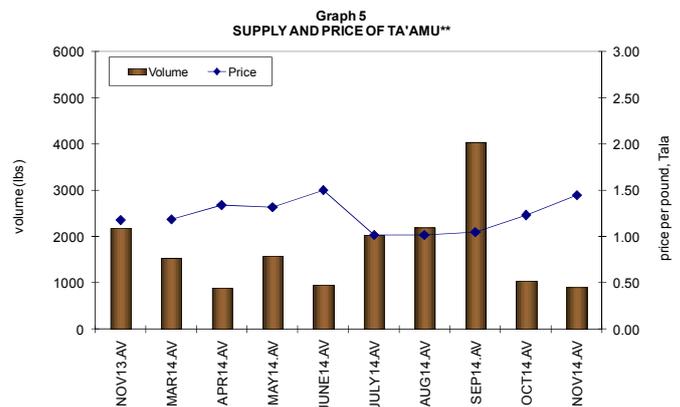
The volume of taro palagi available at the Local Markets in November 2014 decreased 54 percent (to 49 pounds) from the previous month with only 2 sellers recorded for 1 of the 4 weeks of November 2014; a level that was 74 percent lower in the same month last year. The average price of taro palagi fell 13 percent to \$1.07 per pound; a level that was 43 percent higher when compared with November 2013. (See Graph 4 and Tables 1 & 2)



Despite the decline in volume in the month under review, current supply of taro palagi contributed to a 10 percent rise in supply when comparing the twelve months ending November 2014 over the twelve months ending November 2013 while its average price fell 19 percent.

TA'AMU

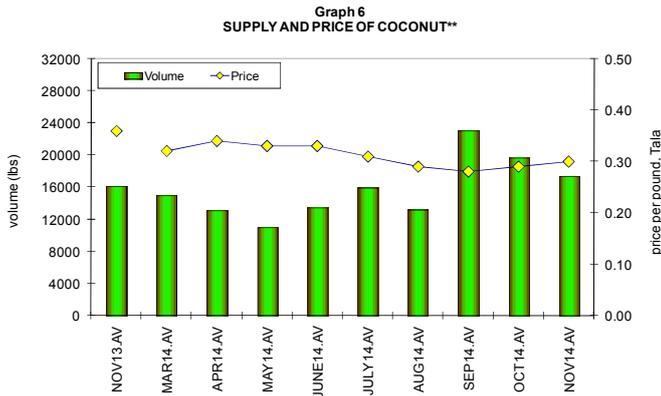
In the month under review ta'amu supplies declined 14 percent (to 907 pounds) from October 2014 while limited availability pushed its average price up 18 percent to \$1.45 per pound. In comparison with November 2013, current ta'amu supply was 58 percent lower while its average price was 23 percent higher. (See Graph 5 and Tables 1 & 2)



Current supply of ta'amu contributed to a 47 percent decline in volume when comparing the twelve months ending November 2014 over the twelve months ending November 2013 while its average price also dropped 16 percent.

COCONUT

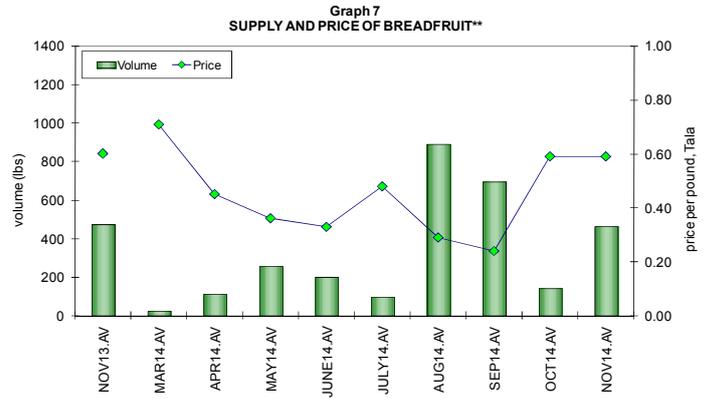
At 17,408 pounds, the supply of coconut in the month under review fell 11 percent from the previous month while its average price rose 3 percent to \$0.30 per pound. Current availability of coconut was 8 percent higher than average availability in November 2013 while average price was 17 percent lower. (See Graph 6 and Tables 1 & 2)



Despite the decrease in volume this month, current supply of coconut contributed to a 22 percent increase while average price fell 11 percent when comparing the twelve months ending November 2014 over the twelve months ending November 2013.

BREADFRUIT

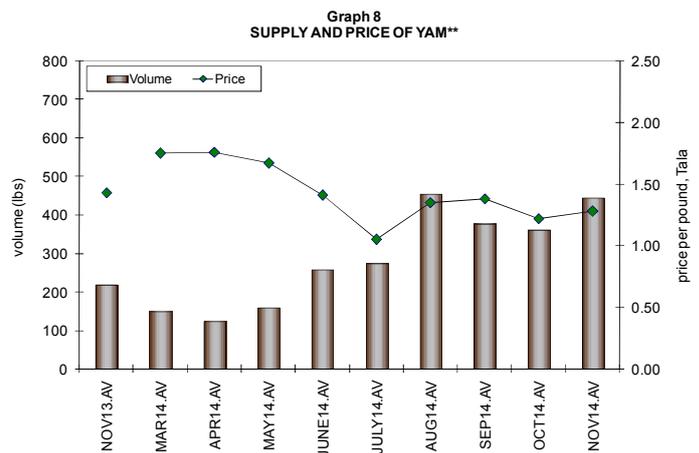
The supply of breadfruit in November 2014 expanded three fold (to 462 pounds) from October 2014. Even with increased availability its average price remained unchanged from \$0.59 per pound. When compared with the same month last year, current supply of breadfruit was 2 percent lower while weakened demand over the year pushed its average price down 2 percent. (See Graph 7 and Tables 1 & 2)



Comparing the twelve months ending November 2014 over the twelve months ending November 2013, the supply of breadfruit in the month under review contributed to a 21 percent decrease in volume while its average price fell 30 percent.

YAM

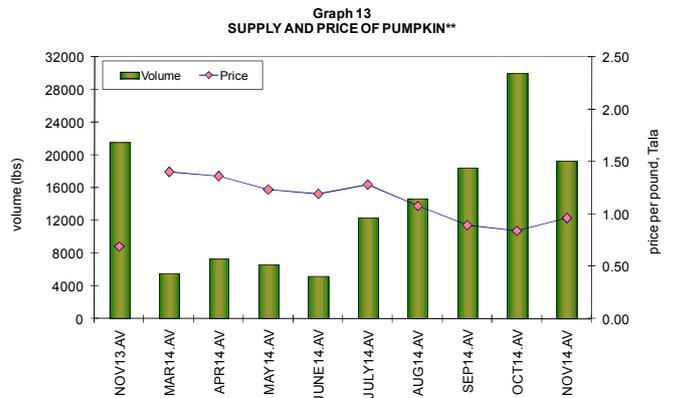
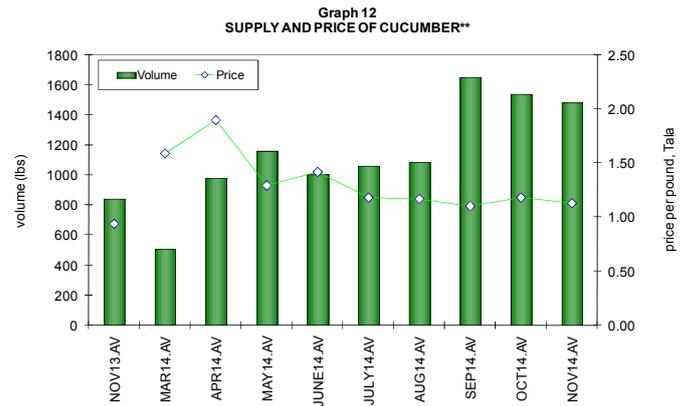
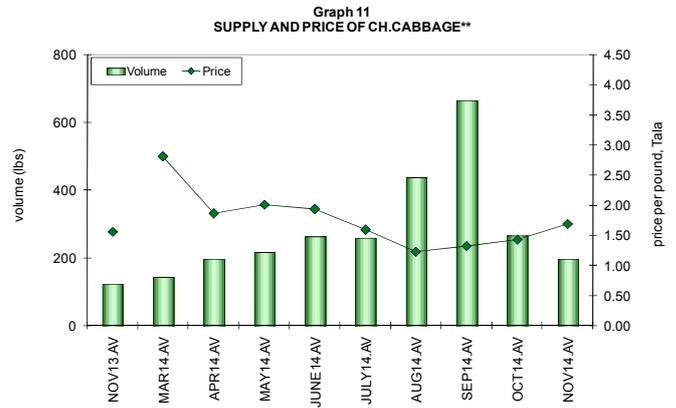
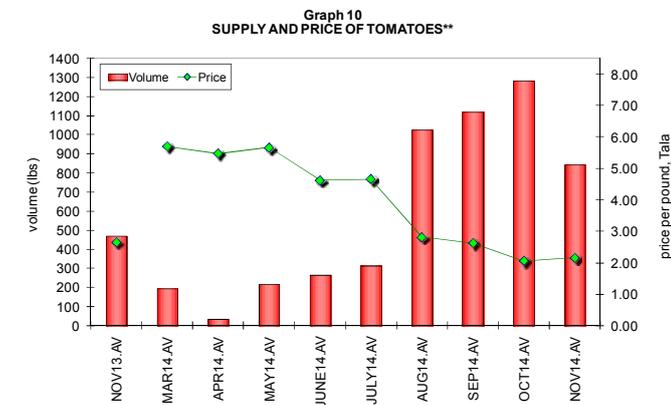
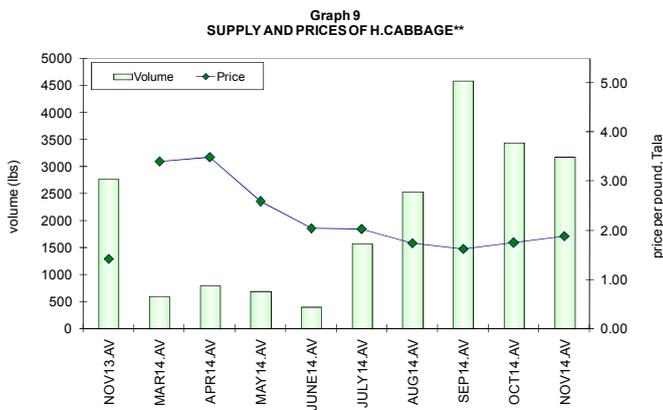
In the month under review the supply of yam increased 23 percent (to 445 pounds) from the previous month. Strong demand for yam drove its average price up 5 percent to \$1.28 per pound. When compared with the same month last year, current supply of yam was more than doubled while its average price was 10 percent lower. (See Graph 8 and Tables 1 & 2)



The current supply of yam contributed to a 26 percent increase in volume in the twelve months ending November 2014 over the twelve months ending November 2013 while its average price declined 7 percent.

VEGETABLE PRODUCE

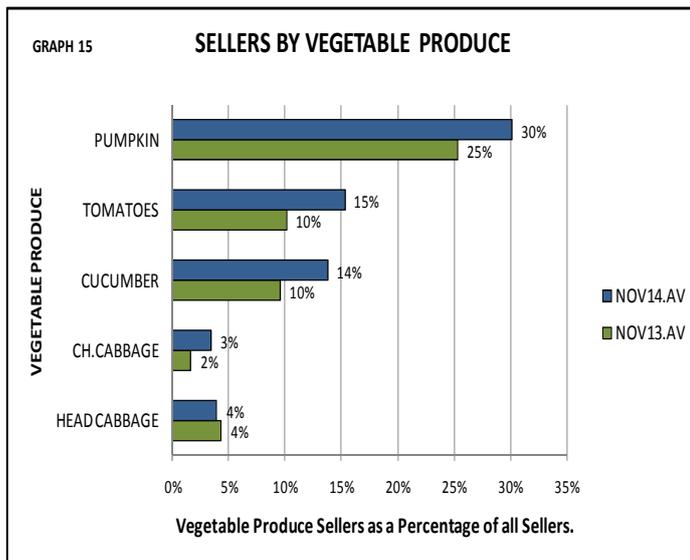
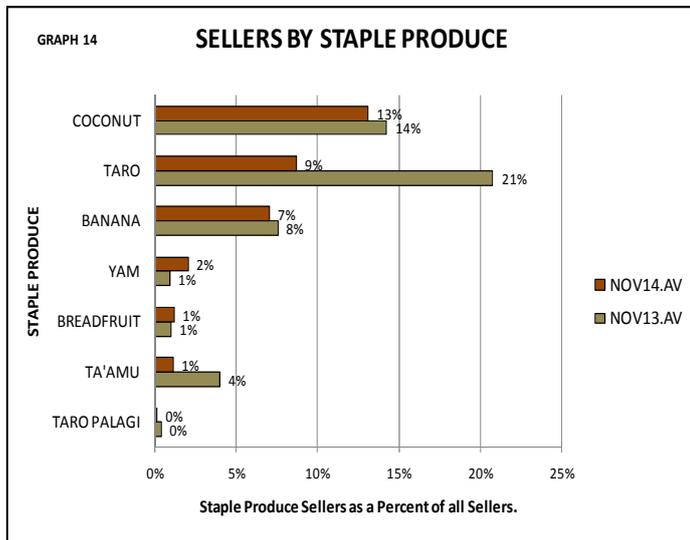
With the onset of the wet season in November 2014 significant reductions in all vegetable produce supplied to the Local Markets were recorded. Pumpkin supplies recorded the greatest decrease with a 36 percent drop (to 19,309 pounds), followed with a decline in tomato supplies to 844 pounds (down 34 percent). Chinese cabbage at 197 pounds dropped 26 percent while head cabbage and cucumber supplies recorded an 8 percent (to 3,172 pounds) and 4 percent (to 1,481 pounds) decline respectively from the previous month. (See Graphs 9 to 13 and Tables 1 & 2)



With decreased availability of all vegetables supply to the market in the month under review, average prices for all vegetable produce increased with the exception of cucumber recording a 4 percent decline (to \$1.13 per pound) from the previous month. Chinese cabbage prices experienced the largest increase to \$1.69 per pound (up 18 percent), pumpkin prices followed with a 14 percent increase (to \$0.96 per pound). Head cabbage and tomato prices recorded an 8 percent (to \$1.88 per pound) and 5 percent (to \$2.16 per pound) rise respectively.

SELLERS

At 330; the number of sellers at the Local Markets on the days surveyed in November 2014 decreased 28 percent from the previous month but was 4 percent higher when compared with the number of sellers in the same month a year ago. (See Graphs 14 and 15 and Table 6)

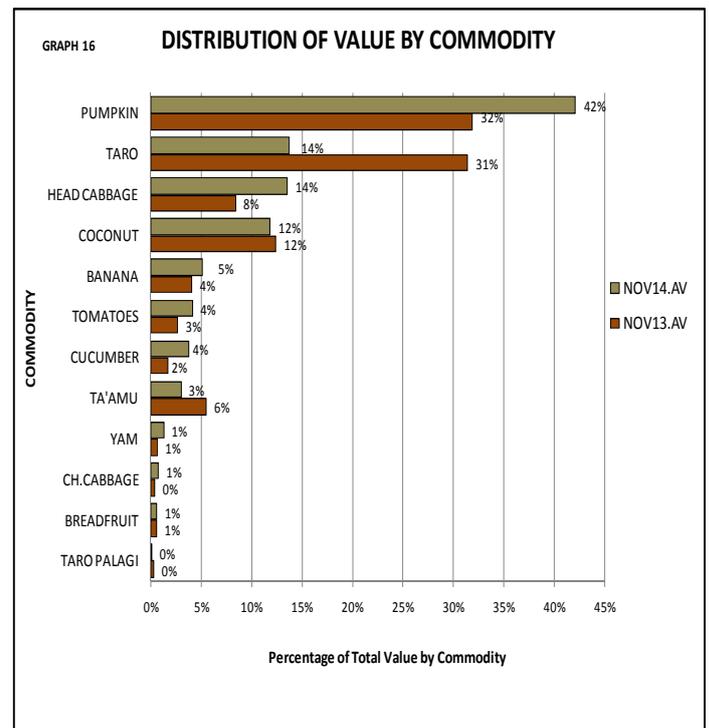


In November 2014, pumpkin sellers at 100 were the largest group at the local markets decreasing from 157 in the previous month but was higher than 81 in November 2013. Sellers of tomato at 51 fell from 76 in October 2014 but was significantly higher than 32 in the same month last year. Cucumber sellers recorded a decreasing total of 46 from 50 in October 2014 but was higher than 31 in November 2013.

Coconut sellers followed with a decreasing total of 43 from 67 in October 2014 and 45 a year ago. Sellers of taro recorded a decreasing total of 29 from 38 in the previous month and 66 a year ago. Sellers of banana recorded a decreasing total of 23 from 28 in October 2014 and 24 in November 2013. The number of head cabbage sellers at 13 decreased from 18 in October 2014 and 14 in November 2014. Sellers of Chinese cabbage at 11 fell from 14 in the previous month but was higher than 5 a year ago. Yam sellers recorded an increasing total of 7 from 6 and 3 in October 2014 and the same month a year ago respectively. Sellers of ta'amu and breadfruit recorded 4 sellers each with the number of ta'amu sellers decreasing from 5 and 13 in the previous month a year ago respectively. The number of breadfruit sellers increased from 1 and 3 in October 2014 and November 2013 respectively. Taro palagi sellers recorded an unchanging total of 1.

VALUE OF SUPPLIES

The average value of selected produce supplied to the market at \$44,000 in November 2014 was 17 percent lower than the previous month and was also 6 percent lower when compared with November 2013.



Pumpkin supplies contributed the most to the total value of produce surveyed with a share of 42 percent in November 2014, a level that was lower than 48 percent in October 2014 but was higher than 32 percent in November 2013. Taro and head cabbage followed with a 14 percent share each; taro contribution remained the same from the previous month and was lower than 31 percent in the same month last year while head cabbage contributions increased from 11 percent and 8 percent in October 2014 and November 2013 respectively. Supplies of coconut accounted for 12 percent of total value, increasing from 11 percent in the previous month but remained unchanged from a year ago. Banana supplies accounted for 5 percent of total value increasing from 3 percent in October 2014 and 4 percent in November 2013. Supplies of tomato and cucumber both contributed 4 percent each to total value; tomato contribution decreasing from 5 percent in the previous month but higher than 3 percent a year ago while cucumber contribution increased from 3 percent and 2 percent in October 2014 and November 2013 respectively. Shares of ta'amu accounted for 3 percent of total value increasing from 2 percent in October 2014 but were lower than 6 percent in November 2013. Yam, breadfruit and Chinese cabbage supplies accounted for 1 percent each of total value in November 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 December 2014 will be available on the 16th of January 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 constructed Fugalei Market. This survey is conducted on each Friday (Thursday where Friday is a public holiday) in the months under reference.*

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)

PRODUCE	2010 AVE	NOV13.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	Nov-14	
												% chng from prev mth	%chng from NOV13
TARO	8422	21244	22816	18002	16998	12499	15517	10914	10573	9123	7278	-20	-66
BANANA	6349	6120	4526	2836	3849	4358	6383	3946	5871	4772	5621	18	-8
TARO PALAGI	484	188	157	200	97	133	199	73	200	106	49	-54	-74
TA'AMU	10042	2181	1542	887	1587	954	2032	2202	4046	1049	907	-14	-58
COCONUT	9964	16114	15019	13077	10972	13475	15918	13236	23059	19647	17408	-11	8
BREADFRUIT	608	473	22	110	255	198	97	891	693	141	462	228	-2
YAM	415	218	148	124	158	257	273	455	376	361	445	23	104
HEAD CABBAGE	1531	2762	597	791	689	390	1571	2527	4583	3440	3172	-8	15
TOMATOES	300	469	196	36	217	265	314	1025	1118	1283	844	-34	80
CH.CABBAGE	720	123	144	197	217	264	258	438	664	264	197	-26	60
CUCUMBER	978	842	508	979	1160	1006	1060	1083	1652	1538	1481	-4	76
PUMPKIN	7508	21593	5531	7309	6643	5191	12361	14681	18468	29995	19309	-36	-11

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

PRODUCE	2010 AVE	NOV13.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	Nov-14	
												% chng from prev mth	%chng from NOV13
TARO	1.05	0.69	0.63	0.58	0.56	0.63	0.64	0.74	0.77	0.83	0.83	0	20
BANANA	0.45	0.31	0.39	0.34	0.35	0.38	0.34	0.31	0.32	0.38	0.40	5	29
TARO PALAGI	0.76	0.75	1.19	0.84	1.16	1.22	1.12	0.92	0.97	1.23	1.07	-13	43
TA'AMU	1.10	1.18	1.19	1.34	1.32	1.50	1.02	1.02	1.05	1.23	1.45	18	23
COCONUT	0.23	0.36	0.32	0.34	0.33	0.33	0.31	0.29	0.28	0.29	0.30	3	-17
BREADFRUIT	0.41	0.60	0.71	0.45	0.36	0.33	0.48	0.29	0.24	0.59	0.59	0	-2
YAM	1.34	1.43	1.75	1.76	1.67	1.41	1.05	1.35	1.38	1.22	1.28	5	-10
HEAD CABBAGE	2.86	1.42	3.40	3.49	2.58	2.04	2.02	1.73	1.62	1.74	1.88	8	32
TOMATOES	4.55	2.66	5.70	5.47	5.66	4.62	4.66	2.82	2.62	2.06	2.16	5	-19
CH.CABBAGE	2.27	1.56	2.81	1.86	2.01	1.93	1.59	1.23	1.32	1.43	1.69	18	8
CUCUMBER	1.49	0.94	1.59	1.90	1.29	1.42	1.18	1.17	1.10	1.18	1.13	-4	20
PUMPKIN	1.00	0.69	1.40	1.36	1.23	1.19	1.28	1.08	0.89	0.84	0.96	14	39

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2010	NOV13.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	Nov-14	
												% chng from prev mth	%chng from NOV13
TARO	103.1	14.7	14.4	10.4	9.5	7.9	9.9	8.1	8.1	7.6	6.0	-20	-59
BANANA	34.2	1.9	1.8	1.0	1.4	1.7	2.2	1.2	1.9	1.8	2.3	24	18
TARO PALAGI	4.6	0.1	0.2	0.2	0.1	0.2	0.2	0.1	0.2	0.1	0.1	-62	-64
TA'AMU	133.3	2.6	1.8	1.2	2.1	1.4	2.1	2.3	4.3	1.3	1.3	2	-49
COCONUT	27.2	5.8	4.8	4.5	3.6	4.5	4.9	3.8	6.5	5.7	5.2	-8	-10
BREADFRUIT	2.5	0.3	0.0	0.1	0.1	0.1	0.1	0.3	0.2	0.1	0.3	238	-4
YAM	6.6	0.3	0.3	0.2	0.3	0.4	0.3	0.6	0.5	0.4	0.6	30	84
HEAD CABBAGE	45.0	3.9	2.0	2.8	1.8	0.8	3.2	4.4	7.4	6.0	6.0	-1	52
TOMATOES	11.6	1.3	1.1	0.2	1.2	1.2	1.5	2.9	2.9	2.6	1.8	-31	46
CH.CABBAGE	16.3	0.2	0.4	0.4	0.4	0.5	0.4	0.5	0.9	0.4	0.3	-13	74
CUCUMBER	15.0	0.8	0.8	1.9	1.5	1.4	1.3	1.3	1.8	1.8	1.7	-8	111
PUMPKIN	78.0	14.9	7.7	9.9	8.2	6.2	15.8	15.9	16.4	25.2	18.5	-26	24
	477.5	46.7	35.4	32.6	30.2	26.1	41.8	41.3	51.1	53.1	44.0	-17	-6

*on the days surveyed
@ new weights and base

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	NOV13.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	% chng from prev mnth	%chng from NOV13
TARO	0.22	252	271	214	202	148	184	130	126	108	86	-20	-66
BANANA	0.07	96	71	45	61	69	101	62	92	75	89	18	-8
TARO PALAGI	0.01	39	33	41	20	28	41	15	41	22	10	-54	-74
TA'AMU	0.28	22	15	9	16	9	20	22	40	10	9	-14	-58
COCONUT	0.06	162	151	131	110	135	160	133	231	197	175	-11	8
BREADFRUIT	0.01	78	4	18	42	33	16	147	114	23	76	228	-2
YAM	0.01	52	36	30	38	62	66	110	91	87	107	23	104
HEAD CABBAGE	0.09	180	39	52	45	25	103	165	299	225	207	-8	15
TOMATOES	0.02	156	65	12	72	88	104	341	372	427	281	-34	80
CH.CABBAGE	0.03	17	20	27	30	37	36	61	92	37	27	-26	60
CUCUMBER	0.03	86	52	100	119	103	108	111	169	157	151	-4	76
PUMPKIN	0.16	288	74	97	88	69	165	196	246	400	257	-36	-11
	1.00	149	97	85	85	69	107	110	146	148	114	-23	-24

Table 5: Price Index (2010 = 100)

PRODUCE	2010 Weights	NOV13.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	% chng from prev mnth	%chng from NOV13
TARO	0.22	66	60	55	53	60	61	71	74	79	79	0	20
BANANA	0.07	69	87	75	78	84	75	69	71	84	89	5	29
TARO PALAGI	0.01	98	156	110	152	160	147	120	127	161	140	-13	43
TA'AMU	0.28	107	108	122	120	137	93	93	96	112	132	18	23
COCONUT	0.06	158	140	149	145	145	136	127	123	127	131	3	-17
BREADFRUIT	0.01	146	172	109	87	80	117	70	58	143	143	0	-2
YAM	0.01	107	131	132	125	105	78	101	103	91	96	5	-10
HEAD CABBAGE	0.09	50	119	122	90	71	71	60	57	61	66	8	32
TOMATOES	0.02	59	125	120	124	102	102	62	58	45	48	5	-19
CH.CABBAGE	0.03	69	124	82	89	85	70	54	58	63	74	18	8
CUCUMBER	0.03	63	107	128	87	96	79	79	74	79	76	-4	20
PUMPKIN	0.16	69	141	137	124	120	129	108	89	84	96	14	39
	1.00	83	106	107	100	103	90	86	83	90	99	10	20

Table 6: Number of Sellers

PRODUCE		NOV13.AV	MAR14.AV	APR14.AV	MAY14.AV	JUNE14.AV	JULY14.AV	AUG14.AV	SEP14.AV	OCT14.AV	NOV14.AV	% chng from prev mnth	%chng from NOV13
TARO		66	57	46	47	38	35	43	36	38	29	-25	-56
BANANA		24	21	16	18	21	23	23	25	28	23	-16	-3
TARO PALAGI		1	2	2	1	1	1	1	2	1	1	-50	-60
TA'AMU		13	5	5	6	6	7	9	11	5	4	-25	-71
COCONUT		45	54	45	41	44	45	55	59	67	43	-35	-4
BREADFRUIT		3	1	2	1	3	2	7	6	1	4	400	23
YAM		3	2	2	3	4	4	8	6	6	7	16	125
HEAD CABBAGE		14	6	6	7	9	13	23	15	18	13	-27	-5
TOMATOES		32	25	5	21	19	22	58	63	76	51	-34	57
CH.CABBAGE		5	8	10	10	13	15	18	22	14	11	-18	114
CUCUMBER		31	23	33	35	34	33	42	60	50	46	-8	49
PUMPKIN		81	44	51	48	34	54	91	132	157	100	-36	24
		318	246	222	239	224	253	377	436	460	330	-28	4

*on the days surveyed

@ new weights and base