



GOVERNMENT OF SAMOA

## SAMOA BUREAU OF STATISTICS

# LOCAL MARKET SURVEY October 2012

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.

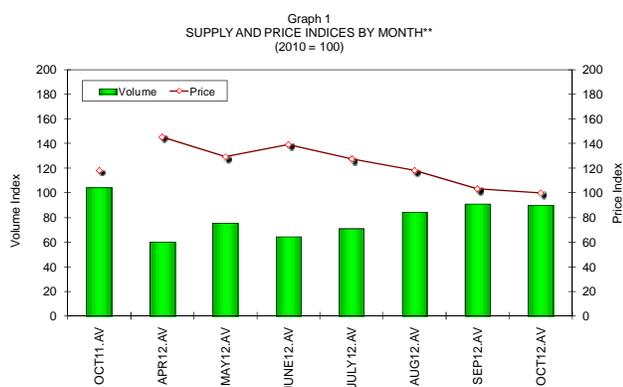
### Key findings:

- The Local Market Survey in October 2012 revealed overall volume decreased 2 percent as weakened domestic demand drove average prices down 3 percent when compared to September 2012.

Issue: 1/10/12

## OVERVIEW

The Samoa Bureau of Statistics' survey at the Local markets in October 2012 showed overall volume of selected produce supplied slipped 2 percent from September 2012 and was also 14 percent lower than the level in the same month of 2011. This slight decrease in the level of the overall supply reflected decreases in the availability of taro, head cabbage, tomato and pumpkin. (See Graph 1 and Tables 4 & 5)

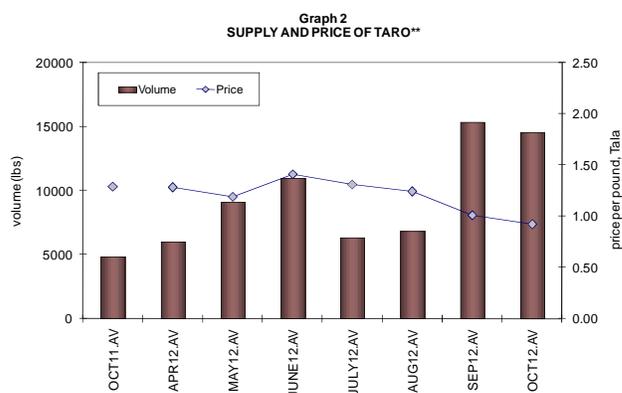


Decreased domestic demand saw the overall price index at the markets also decrease 3 percent in October 2012, which was also 16 percent lower than in the same month of 2011. This was due to decreases in prices of taro, ta'amu, coconut, tomato and cucumber.

## TARO

The supply of taro to the market in October 2012 dropped 5 percent to 14,549 pounds. At this level, taro volume was three times above that in the same month last year (up 199 percent). Weakened demand for taro pushed its price down 9 percent (to \$0.92 per pound) from the previous month and was 29 percent lower than the level in October 2011.

(See Graph 2 and Tables 1 & 2)

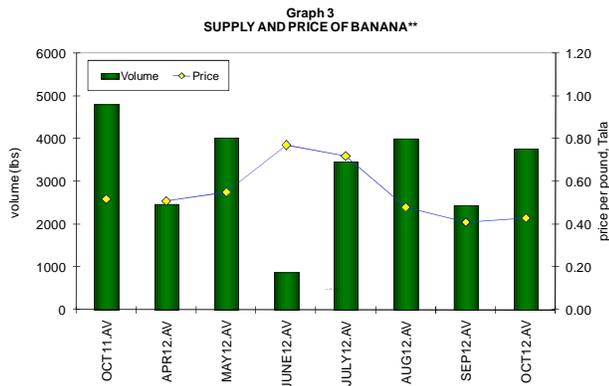


Average supply of taro in the month under review contributed to an 8 percent decrease in taro volume when comparing the twelve months ending October 2012 over the twelve months ending October 2011, while price however rose 35 percent.

## BANANA

Banana supply in October 2012 at 3,759 pounds rose 54 percent from September 2012 but was 22 percent lower when compared with October 2011. Driven by demand, average price for banana at \$0.43 per pound rose 5 percent from the previous month but was 17 percent lower than October 2011.

(See Graph 3 and Tables 1 & 2)

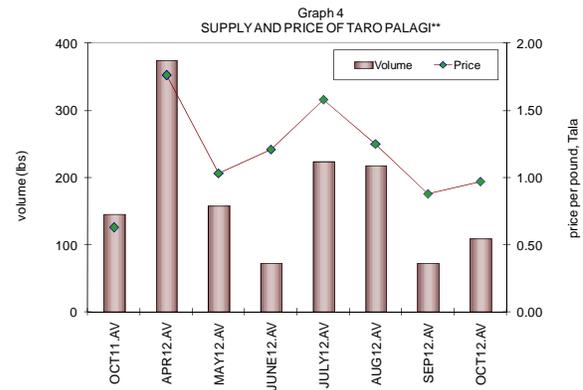


Comparing the twelve months ending October 2012 over the twelve months ending October 2011, current supply of banana however contributed to a 48 percent decrease in banana volume while its price on the other hand increased 32 percent.

## TARO PALAGI

The supply of taro palagi in the month under review jumped 50 percent to 109 pounds from September 2012 but was 25 percent lower than October 2011. Strong demand also pushed its average price up 10 percent to \$0.97 per pound from the previous month; a level that was 55 percent higher when compared with October 2011.

(See Graph 4 and Tables 1 & 2)

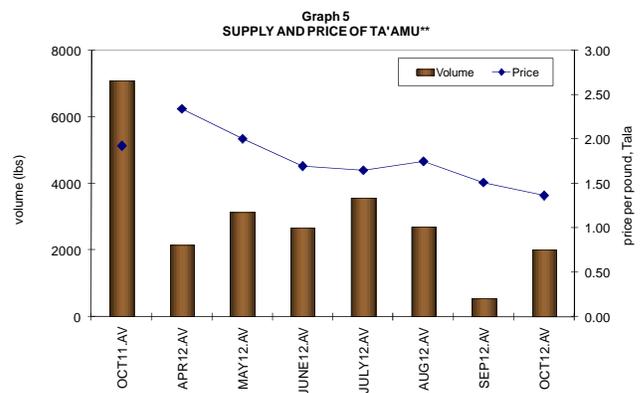


Despite the higher availability of taro palagi in the month under review, its current volume contributed to a decrease of 66 percent in volume while price however rose 71 percent when comparing the twelve months ending October 2012 over the twelve month ending October 2011.

## TA'AMU

Ta'amu supplies at 2,006 pounds substantially increased more than three times (up 270 percent) above that in September 2012 while average price on the other hand dropped 10 percent (to \$1.36 per pound) from the previous month. When compared with the same month last year, current supply was 72 percent lower while average price was also 29 percent lower.

(See Graph 5 and Tables 1 & 2)



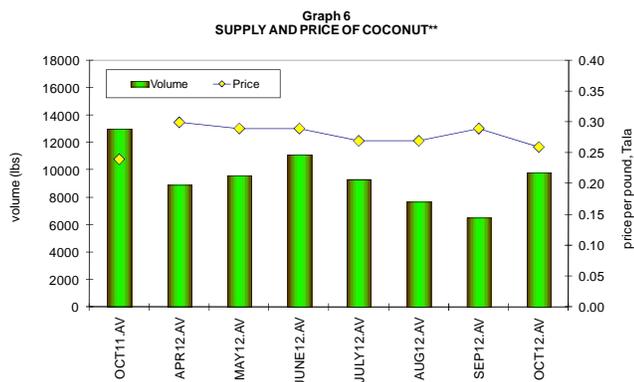
Subsequent to increased supplies of ta'amu in the month under review, a comparison of the twelve months ending October 2012 over the twelve months ending October 2011 revealed current supply

contributing to a 77 percent decrease in volume while its price however increased 72 percent.

## COCONUT

The availability of coconut at the market rose 51 percent to 9,820 pounds over September 2012, a level that was 25 percent lower than October 2011. Its average price on the contrary fell 10 percent from the previous month at \$0.26 per pound but was 8 percent higher than average coconut prices in October 2011.

(See Graph 6 and Tables 1 & 2)

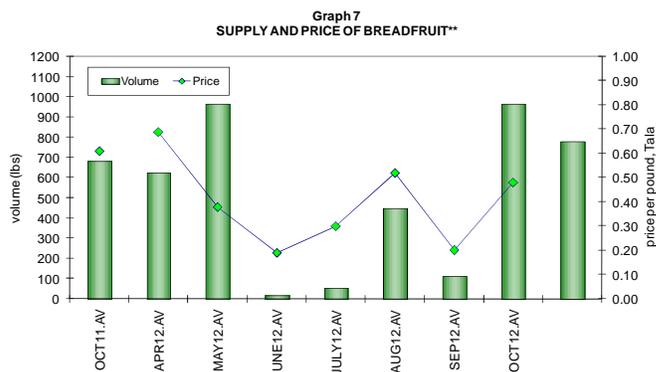


Despite the increased supplies of coconut in the month under review, it contributed to an overall 27 percent decrease in volume when comparing the twelve months ending October 2012 over the twelve months ending October 2011, while its average price on the other hand rose 13 percent.

## BREADFRUIT

Breadfruit supplies in the month under review expanded eight times higher (up 780 percent) to 968 pounds than in the previous month, a level that was 42 percent higher than that in the same month of last year. With very strong demand for breadfruit, its price increased more than doubled (up 140 percent) from the previous month to \$0.48 per pound but was 21 percent lower when compared with October 2011.

(See Graph 7 and Tables 1 & 2)

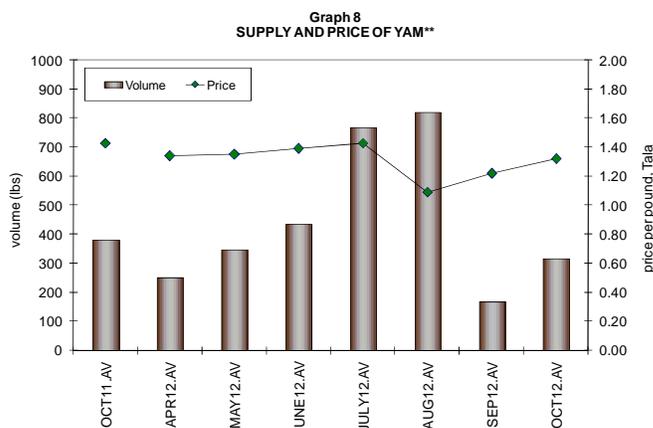


Despite the higher volume in the month under review, current supply of breadfruit contributed to a 34 percent decrease in the average availability of breadfruit when comparing the twelve months ending October 2012 over the twelve months ending October 2011 with its average price increasing 8 percent.

## YAM

The supply of yam in October 2012 increased significantly by 88 percent (to 317 pounds) from the previous month but was 17 percent lower than in October last year. In response to higher demand for this produce, its price also rose 8 percent (to \$1.32 per pound) from the previous month but was 8 percent lower than that in October 2011.

(See Graph 8 and Tables 1 & 2)

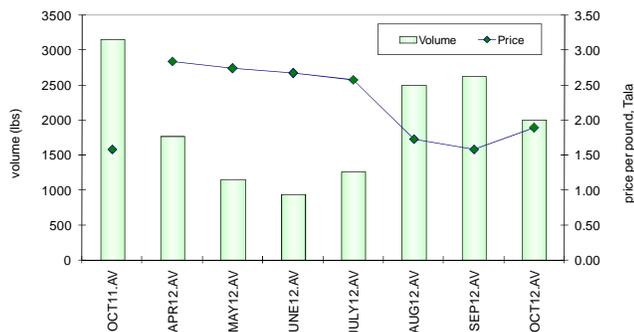


Current supply of yam on the other hand contributed to a 28 percent decrease in supply while price rose 18 percent when comparing the twelve months ending October 2012 over the twelve months ending October 2011.

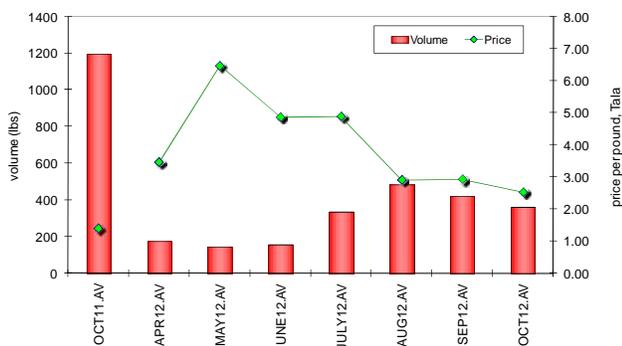
## VEGETABLE PRODUCE

In October 2012, almost all vegetable commodities recorded negative trends in supply from the previous month with the exception of cucumber and Chinese cabbage. Pumpkin supplies recorded a 31 percentage decrease (to 5,458 pounds), head cabbage supplies reduced 23 percent (to 2,010 pounds) and tomato volume decreased 15 percent (to 360 pounds). On the converse, cucumber supplies rose significantly to 98 percent (to 829 pounds) and Chinese cabbage supplies increased 7 percent (to 1,092 pounds). (See Graphs 9 to 13 and Tables 1 & 2)

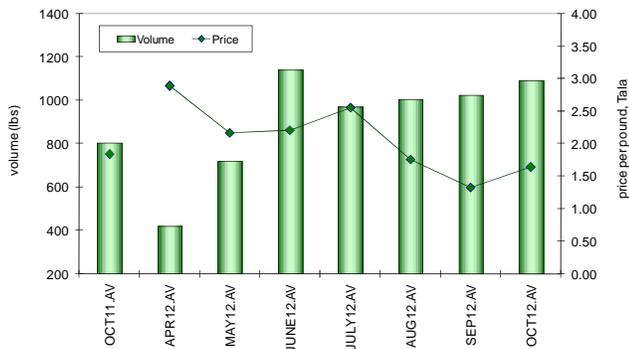
Graph 9  
SUPPLY AND PRICES OF H.CABBAGE\*\*



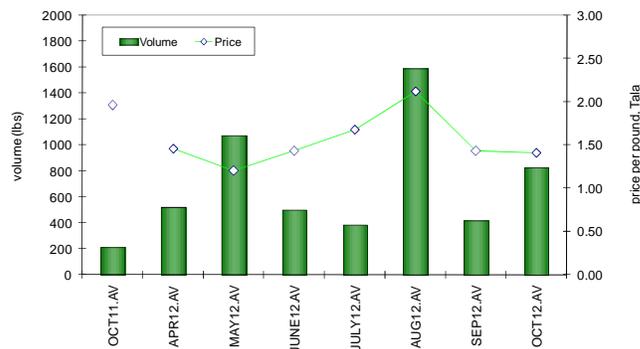
Graph 10  
SUPPLY AND PRICE OF TOMATOES\*\*



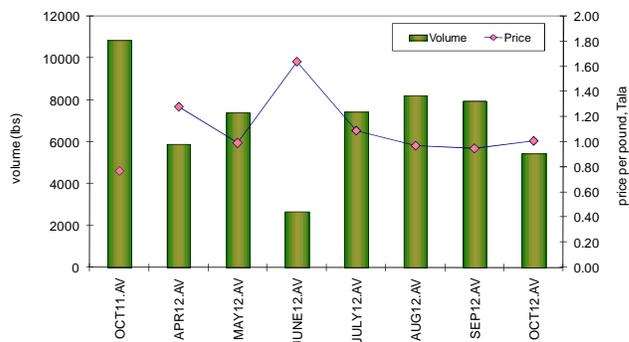
Graph 11  
SUPPLY AND PRICE OF CH.CABBAGE\*\*



Graph 12  
SUPPLY AND PRICE OF CUCUMBER\*\*



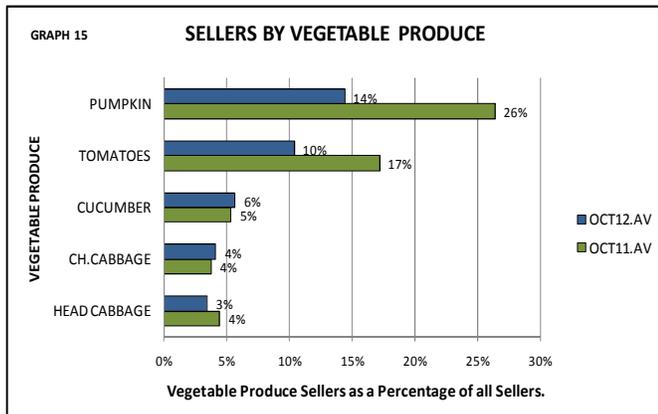
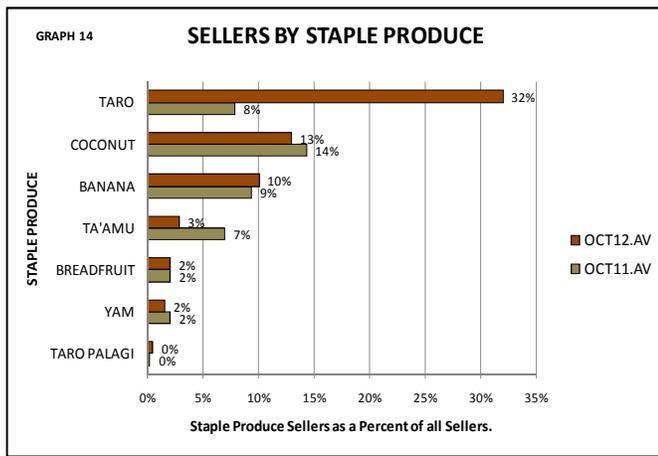
Graph 13  
SUPPLY AND PRICE OF PUMPKIN\*\*



Increased demand for Chinese cabbage pushed its average price up 23 percent to \$1.64 per pound while weak demand for tomato pulled its average price down 14 percent to \$2.53 per pound. Head cabbage and pumpkin prices also rose 20 percent (to \$1.89 per pound) and 6 percent (to \$1.01 per pound) respectively while cucumber prices however dropped 1 percent to \$1.41 per pound in October 2012.

## SELLERS

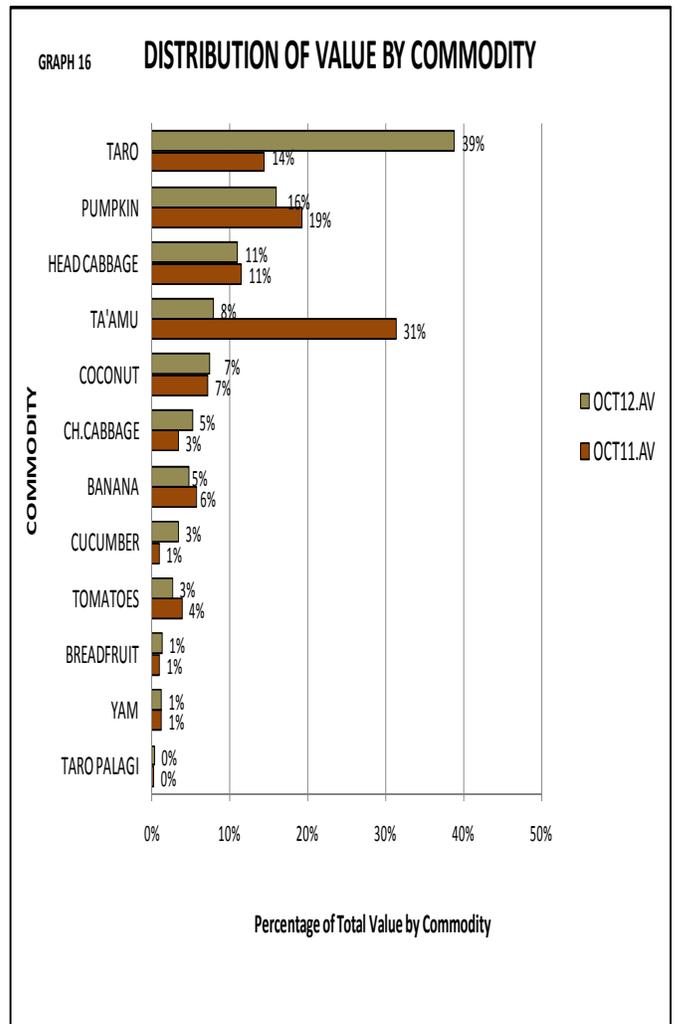
The number of sellers on the days surveyed in October 2012 increased 21 percent to 212 from the previous month. When compared with the same month of 2011, the current number of sellers was 4 percent lower reflecting decreased suppliers of ta'amu, coconut, tomatoes and pumpkin. (See Graphs 14 and 15 and Table 6)



Taro sellers were the largest group in the market with its expanding total to 68 from 34 in September 2012 and 17 in October 2011. Pumpkin sellers followed with a total of 31 lower than 46 and 58 in September 2012 and October 2011 respectively. Coconut sellers were third, increasing to 28 from 19 in the previous month but lower than 32 in the same month last year. Sellers of tomatoes decreased to 22 from 23 and 38 respectively from September 2012 and October 2011. Banana suppliers rose to 21 from 12 in the previous month but were equivalent to its total in the same month last year. Cucumber sellers however recorded a decreasing total of 12 from 14 in the previous month but were also the same with that in October 2011. Chinese and head cabbage sellers at 9 and 7 respectively decreased from 12 and 8 in that order from last month. Ta'amu and breadfruit on the other hand recorded 6 and 4 sellers each from 2 and 1 respectively in September 2012 while yam and taro palagi sellers remained to 3 and 1 from the previous month.

## VALUE OF SUPPLIES

In connection with decreased volume and price in October 2012, the average value of selected produce at the market remained unchanged to \$34,500; a level that was 21 percent lower than the same month last year.



Taro contributed the most to the total value of produce surveyed in October 2012, with a share of 39 percent, lower than its 45 percent share in the previous month but was significantly higher than its 14 percent contribution in October 2011. Pumpkin followed with a share of 16 percent, which was lower than its 22 and 19 percent shares respectively in September 2012 and October 2011. Head cabbage accounted for 11 percent of total value of supplies, falling from 12 percent in the previous month but

equivalent to its share in the same month last year. Ta'amu contributed to 8 percent, higher than 2 percent in the previous month but was much lower than 31 percent in October 2011. Coconut, banana and Chinese cabbage contributed 7 percent, 5 percent and 5 percent shares in that order. Tomato and cucumber brought in 3 percent each while yam and breadfruit recorded 1 percent each. Relatively lower share was recorded for taro palagi. (See Graph 16 and Table 3)

**The Local Market Survey Report for November 2012 will be available on 14 December 2012**

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@ 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 compounds with some displaced roadside sellers. This survey is conducted on each Friday (Thursday where Friday is a public holiday) in the months under reference.

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**Government Statistician**

## SUMMARY OF MARKET SURVEY

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

PRODUCE	2010 AVE	OCT11.AV	APR12.AV	MAY12.AV	JUNE12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	Oct-12	
										% chng from prev mnth	%chng from OCT 11
TARO	8422	4864	6011	9147	10976	6327	6835	15336	14549	-5	199
BANANA	6349	4806	2478	4021	883	3469	4004	2434	3759	54	-22
TARO PALAGI	484	145	375	158	73	224	218	73	109	50	-25
TA'AMU	10042	7089	2147	3123	2666	3561	2694	543	2006	270	-72
COCONUT	9964	13030	8928	9647	11121	9322	7664	6521	9820	51	-25
BREADFRUIT	608	682	627	968	18	55	449	110	968	780	42
YAM	415	381	252	347	436	768	820	168	317	88	-17
HEAD CABBAGE	1531	3160	1767	1153	941	1259	2500	2627	2010	-23	-36
TOMATOES	300	1195	177	145	157	335	484	423	360	-15	-70
CH.CABBAGE	720	805	419	719	1143	973	1007	1025	1092	7	36
CUCUMBER	978	210	523	1072	499	383	1591	418	829	98	295
PUMPKIN	7508	10848	5914	7415	2675	7438	8209	7959	5458	-31	-50

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

PRODUCE	2010 AVE	OCT11.AV	APR12.AV	MAY12.AV	JUNE12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	% chng from	%chng from
										prev mnth	OCT 11
TARO	1.05	1.29	1.28	1.19	1.41	1.31	1.24	1.01	0.92	-9	-29
BANANA	0.45	0.52	0.51	0.55	0.77	0.72	0.48	0.41	0.43	5	-17
TARO PALAGI	0.76	0.63	1.76	1.03	1.21	1.58	1.25	0.88	0.97	10	55
TA'AMU	1.10	1.92	2.34	2.00	1.69	1.65	1.75	1.51	1.36	-10	-29
COCONUT	0.23	0.24	0.30	0.29	0.29	0.27	0.27	0.29	0.26	-10	8
BREADFRUIT	0.41	0.61	0.69	0.38	0.19	0.30	0.52	0.20	0.48	140	-21
YAM	1.34	1.43	1.34	1.35	1.39	1.43	1.09	1.22	1.32	8	-8
HEAD CABBAGE	2.86	1.58	2.84	2.74	2.67	2.58	1.73	1.58	1.89	20	20
TOMATOES	4.55	1.40	3.46	6.47	4.87	4.89	2.91	2.93	2.53	-14	81
CH.CABBAGE	2.27	1.84	2.89	2.17	2.21	2.56	1.76	1.33	1.64	23	-11
CUCUMBER	1.49	1.96	1.46	1.20	1.43	1.68	2.12	1.43	1.41	-1	-28
PUMPKIN	1.00	0.77	1.28	0.99	1.64	1.09	0.97	0.95	1.01	6	31

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

PRODUCE	Total value 2010	OCT11.AV	APR12.AV	MAY12.AV	JUNE12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	% chng from	%chng from
										prev mnth	OCT 11
TARO	103.1	6.3	7.7	10.9	15.5	8.3	8.5	15.5	13.4		
BANANA	34.2	2.5	1.3	2.2	0.7	2.5	1.9	1.0	1.6		
TARO PALAGI	4.6	0.1	0.7	0.2	0.1	0.4	0.3	0.1	0.1		
TA'AMU	133.3	13.6	5.0	6.3	4.5	5.9	4.7	0.8	2.7		
COCONUT	27.2	3.1	2.7	2.8	3.2	2.5	2.1	1.9	2.6		
BREADFRUIT	2.5	0.4	0.4	0.4	0.0	0.0	0.2	0.0	0.5		
YAM	6.6	0.5	0.3	0.5	0.6	1.1	0.9	0.2	0.4		
HEAD CABBAGE	45.0	5.0	5.0	3.2	2.5	3.3	4.3	4.2	3.8		
TOMATOES	11.6	1.7	0.6	0.9	0.8	1.6	1.4	1.2	0.9		
CH.CABBAGE	16.3	1.5	1.2	1.6	2.5	2.5	1.8	1.4	1.8		
CUCUMBER	15.0	0.4	0.8	1.3	0.7	0.6	3.4	0.6	1.2		
PUMPKIN	78.0	8.4	7.6	7.3	4.4	8.1	8.0	7.6	5.5		
	477.5	43.5	33.3	37.4	35.5	36.8	37.4	34.4	34.5	0	-21

\*on the days surveyed

@ new weights and base

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

PRODUCE	2010 Weights	OCT11.AV	APR12.AV	MAY12.AV	JUNE12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	% chng from	
										prev mnth	OCT 11
TARO	0.22	58	71	109	130	75	81	182	173		
BANANA	0.07	76	39	63	14	55	63	38	59		
TARO PALAGI	0.01	30	77	33	15	46	45	15	22		
TA'AMU	0.28	71	21	31	27	35	27	5	20		
COCONUT	0.06	131	90	97	112	94	77	65	99		
BREADFRUIT	0.01	112	103	159	3	9	74	18	159		
YAM	0.01	92	61	83	105	185	197	40	76		
HEAD CABBAGE	0.09	206	115	75	61	82	163	172	131		
TOMATOES	0.02	398	59	48	52	112	161	141	120		
CH.CABBAGE	0.03	112	58	100	159	135	140	142	152		
CUCUMBER	0.03	21	53	110	51	39	163	43	85		
PUMPKIN	0.16	145	79	99	36	99	109	106	73		
	1.00	104	60	76	64	71	85	91	90	-2	-14

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

PRODUCE	2010 Weights	OCT11.AV	APR12.AV	MAY12.AV	JUNE12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	% chng from	
										prev mnth	OCT 11
TARO	0.22	123	122	114	135	125	118	96	88		
BANANA	0.07	115	113	122	171	160	106	91	95		
TARO PALAGI	0.01	82	230	135	158	207	164	115	127		
TA'AMU	0.28	175	213	182	154	150	159	137	124		
COCONUT	0.06	105	131	127	127	118	118	127	114		
BREADFRUIT	0.01	148	168	92	46	73	126	49	117		
YAM	0.01	107	100	101	104	107	81	91	99		
HEAD CABBAGE	0.09	55	99	96	93	90	60	55	66		
TOMATOES	0.02	31	76	142	107	108	64	64	56		
CH.CABBAGE	0.03	81	127	96	97	113	78	59	72		
CUCUMBER	0.03	132	98	81	96	113	143	96	95		
PUMPKIN	0.16	77	129	99	165	109	97	95	101		
	1.00	118	146	129	139	127	118	103	100	-3	-16

**Table 6: Number of Sellers\***

PRODUCE	2010 Weights	OCT11.AV	APR12.AV	MAY12.AV	JUNE12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	% chng from	
										prev mnth	OCT 11
TARO	0.22	17	45	48	44	49	50	34	68		
BANANA	0.07	21	11	20	8	13	19	12	21		
TARO PALAGI	0.01	1	3	2	1	2	3	1	1		
TA'AMU	0.28	15	5	7	8	9	7	2	6		
COCONUT	0.06	32	22	27	30	30	27	19	28		
BREADFRUIT	0.01	5	4	6	0	1	4	1	4		
YAM	0.01	5	4	6	5	8	7	3	3		
HEAD CABBAGE	0.09	10	6	6	2	8	10	8	7		
TOMATOES	0.02	38	10	9	10	20	20	23	22		
CH.CABBAGE	0.03	8	6	9	8	10	9	12	9		
CUCUMBER	0.03	12	16	23	15	13	17	14	12		
PUMPKIN	0.16	58	27	35	17	38	39	46	31		
	1.00	220	158	195	147	199	212	175	212	21	-4

\*on the days surveyed

@ new weights and base