



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

LOCAL MARKET SURVEY December 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 December 2012 when compared to the previous month revealed overall volume declined 14 percent while average prices increased 4 percent in response to lower availability of agricultural produce at the market.

Issue: 1/12/12

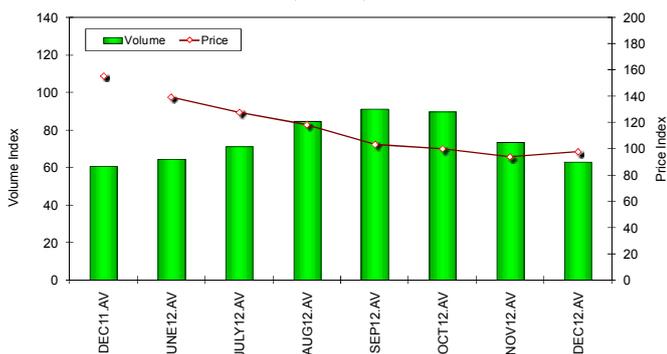
OVERVIEW

Agricultural food supplies according to the Samoa Bureau of Statistics' survey at the Local Market in December 2012, recorded a downturn of 14 percent in overall volume. This loss in volume was due to very bad effects and flooding caused by cyclone Evan which led to decreases in supplies of most agricultural produce with the exception of taro, coconut and taro palagi. Despite the negative effects in December 2012, current volume was 4 percent higher than that in December 2011. (See Graph 1 and Tables 4 & 5)

TARO

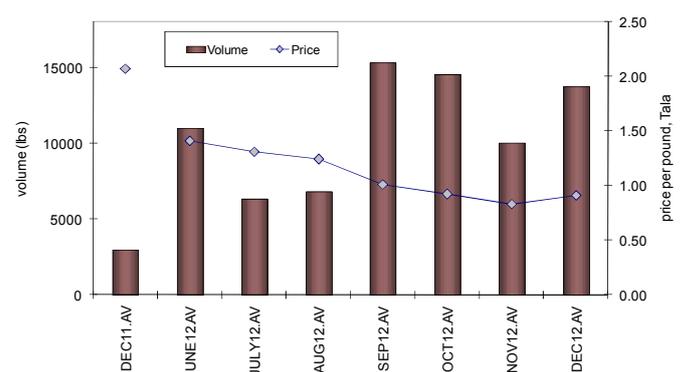
Taro seemed unaffected by the wet weather in December 2012 with its supplies increasing 37 percent to 13,723 pounds. Strong demand for taro also pushed its average price up 10 percent to \$0.91 per pound. When compared with December last year with the prolonged dry season damaging many taro crops, current taro volume was four times higher (up 364 percent) while price was 56 percent lower. (See Graph 2 and Tables 1 & 2)

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



With limited availability, the average price level in the month under review increased 4 percent from the previous month but when compared to December 2011, current price level was 37 percent lower. The increase in average price level in the month under review can be attributed to the rise in the prices of most commodities with the exception of ta'amu and breadfruit.

Graph 2
SUPPLY AND PRICE OF TARO**

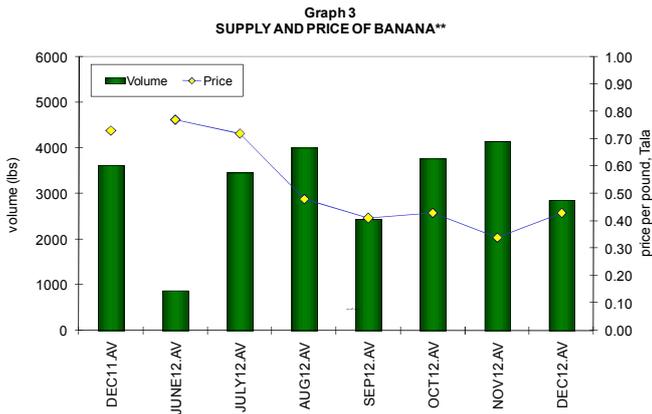


In line with the increase of taro supply in the month under review, current supply contributed to a 25 percent increase in volume in the twelve months ending December 2012 over the twelve months ending December 2011, while price also rose 3 percent.

BANANA

The average supply of banana in December 2012 (at 2,861 pounds) decreased 31 percent from the previous month and was 21 percent lower when compared to the level in December 2011. Limited supply of banana led to a 26 percent rise in average price from last month (to \$0.43 per pound) but in the same month of 2011 average price was 41 percent lower.

(See Graph 3 and Tables 1 & 2)

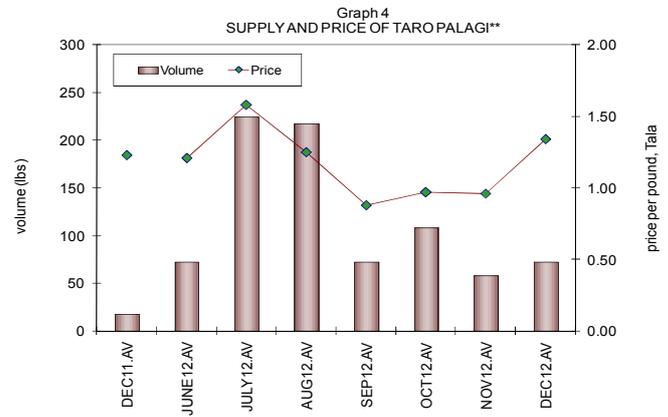


Comparing the twelve months ending December 2012 over the twelve months ending December 2011, the month under review contributed to a 40 percent decrease in banana supply while price rose 15 percent.

TARO PALAGI

Taro palagi supplies for December 2012 improved from the previous month with volume rising 25 percent to 73 pounds while strong demand also pushed its average price up 40 percent to \$1.34 per pound marking a quarter high. Reviewing the same month in the previous year, taro palagi volume was four times higher while price was also 9 percent higher.

(See Graph 4 and Tables 1 & 2)

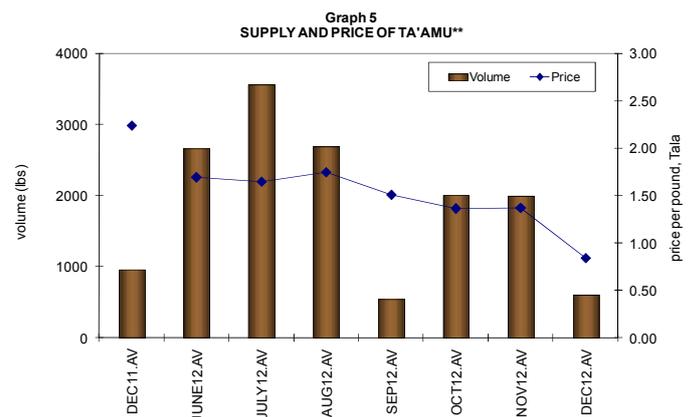


Despite the improvement in current supply of taro palagi, it contributed to a significant decrease of 71 percent in volume while price however rose 49 percent in an overview of the twelve months ending December 2012 over the twelve months ending December 2011.

TA'AMU

The 603 pounds of ta'amu supplied in the month under review declined 70 percent and was 38 percent lower than in November 2012 and December 2011 respectively. Similarly, the price of this staple (at \$0.84 per pound) dropped 39 percent from the previous month as demand shifted away from ta'amu to its close substitutes (taro, taro palagi, yam). Current price was 63 percent lower than that of December 2011.

(See Graph 5 and Tables 1 & 2)

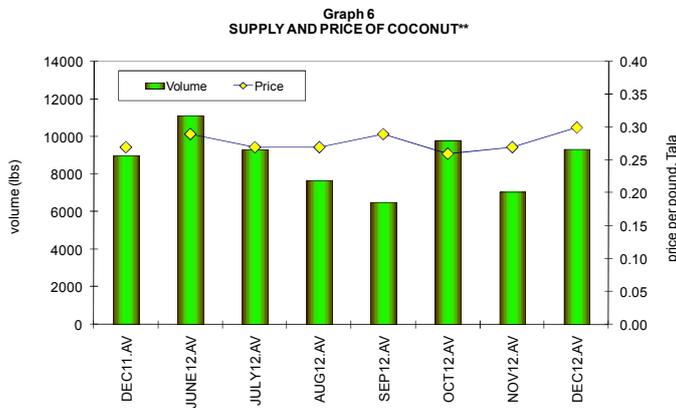


The decline in the average availability of ta'amu in the month under review contributed to a significant 72 percent decrease in volume for the twelve months ending December 2012 over the twelve months ending December 2011, while average price on the other hand rose 35 percent.

COCONUT

The volume of coconut at the market increased 32 percent to 9,330 pounds in December 2012 and its average price also rose 11 percent to \$0.30 per pound. At this current level, the supply of coconut when compared to December 2011 was 4 percent higher while its price was also 11 percent higher than that of a year ago driven by higher demand over the year.

(See Graph 6 and Tables 1 & 2)

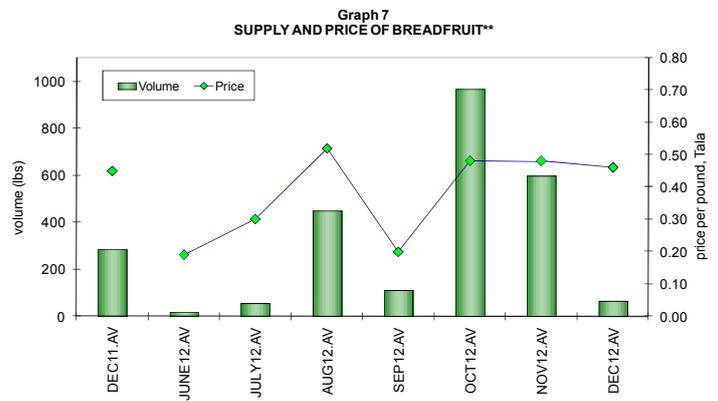


Despite the higher supply of coconut in the month under review, current supply contributed to a decrease of 31 percent in volume when comparing the twelve months ending December 2012 over the twelve months ending December 2011, while average price increased 13 percent.

BREADFRUIT

Breadfruit was negatively affected in the month under review, revealing an 89 percent reduction in supplies to 66 pounds with average price also dropping 4 percent (to \$0.46 per pound) from the previous month. Comparing with the same month last year showed this month's supplies were 77 percent lower while price was 2 percent higher.

(See Graph 7 and Tables 1 & 2)

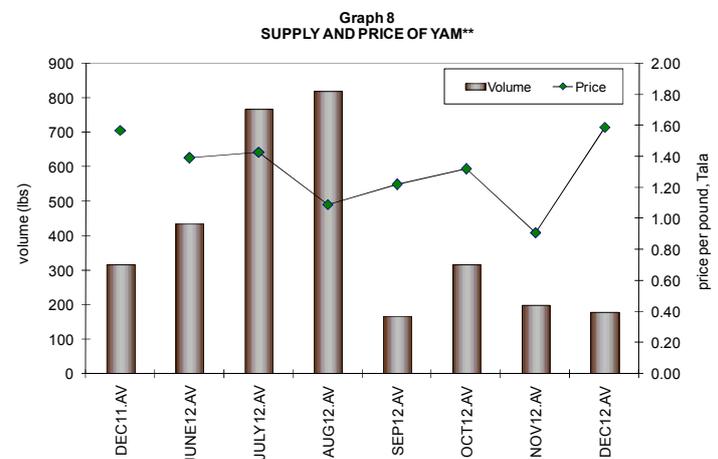


Current supply of breadfruit contributed to an overall 23 percent decrease in volume while average price rose 3 percent when comparing the twelve months ending December 2012 over the twelve months ending December 2011.

YAM

Yam supplies in December 2012 revealed a 10 percent decrease to 179 pounds from the previous month, a level that was 44 percent lower than that of a year earlier. Lower availability caused its average price to rise 75 percent (to \$1.59 per pound) from November 2012 and was 1 percent higher than a year ago.

(See Graph 8 and Tables 1 & 2)

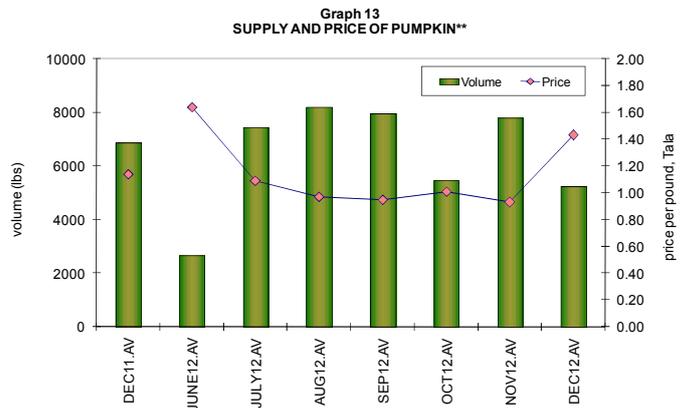
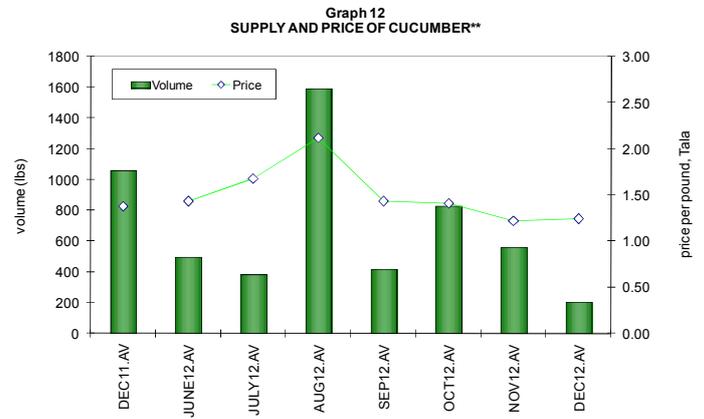
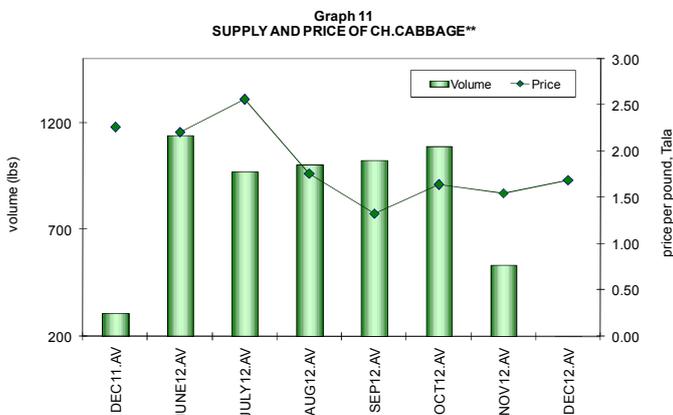
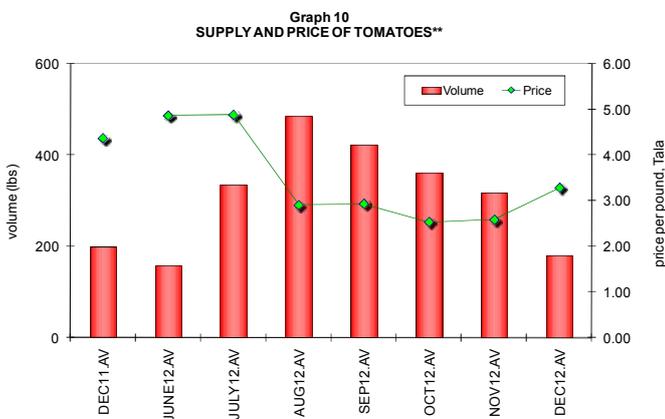
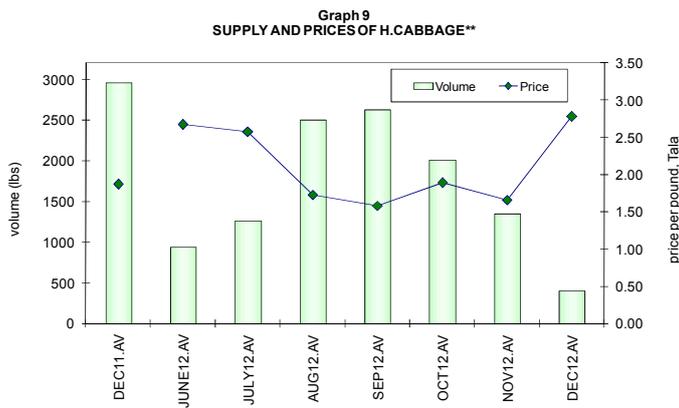


The twelve month comparison ending December 2012 over the twelve months ending December 2011, recorded current supply contributing to a 33 percent decrease in yam volume with its average price increasing 8 percent.

VEGETABLE PRODUCE

All vegetable produce surveyed in December 2012 recorded significant downturns as a result of cyclone Evan which negatively affected supplies and the majority of sellers. In particular, reduced supplies were recorded for head cabbage at 404 pounds (down 70 percent) from November 2012, followed by Chinese cabbage at 169 pounds (down 68 percent) and cucumber at 204 pounds (down 63 percent). Tomato supplies at 180 pounds declined 43 percent while pumpkin supplies at 5,232 pounds fell 33 percent.

(See Graphs 9 to 13 and Tables 1 & 2)

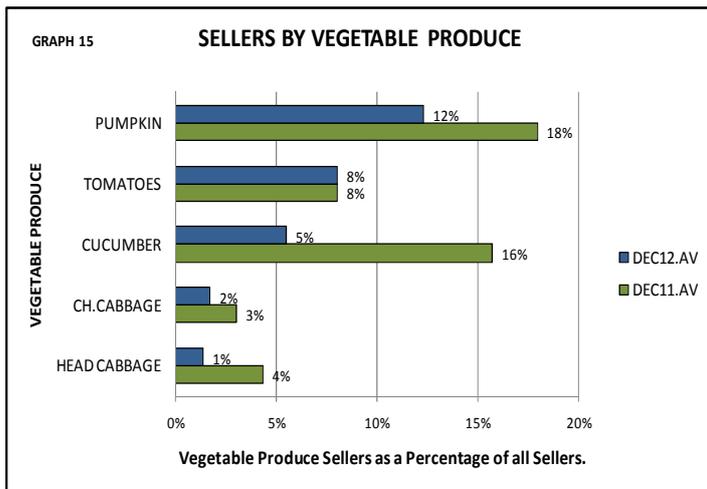
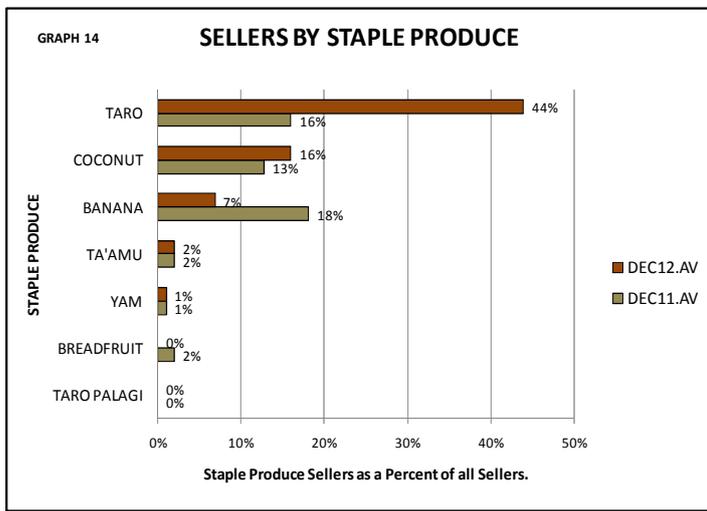


Alternatively, average prices rose in response to lower availability of vegetables at the market in the month under review. Comparing to November 2012, head cabbage prices revealed the highest increase at \$2.78 per pound (up 67 percent) followed by pumpkin prices at \$1.43 per pound (up 54 percent) and tomato prices at \$3.28 per pound (up 27 percent). Chinese cabbage and cucumber average prices also edged up 9 percent (to \$1.69 per pound) and 2 percent (to \$1.24 per pound) respectively.

SELLERS

The numbers of sellers at the market on the days surveyed in December 2012 was reduced 23 percent to 146 from last month, a level that was also 23 percent lower than that of December 2011 as most agricultural produce sellers were absent from the market due to the bad weather.

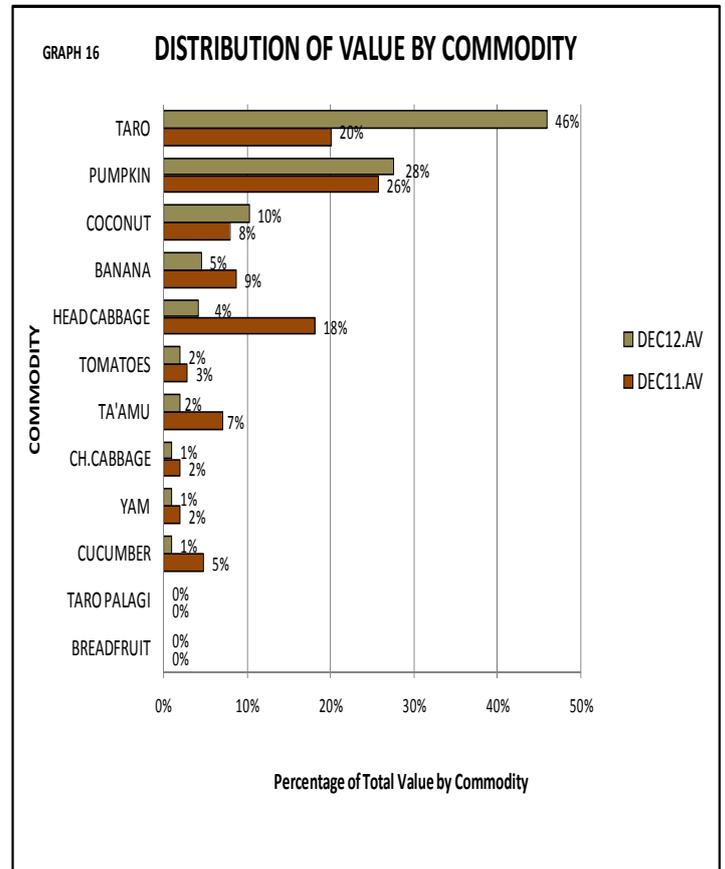
(See Graphs 14 and 15 and Table 6)



In the month under review, those supplying taro were the main suppliers of agricultural produce at the market, with its increasing total at 64 from 55 in November 2012 and 30 in December 2011. Coconut sellers on the other hand followed with its total dropping to 24 from 25 in the previous month but were equivalent to that in the same month of last year. Pumpkin sellers were third, decreasing to 18 from 28 and 34 respectively in November 2012 and December 2011. Similarly, banana and tomato sellers at 10 and 12 both decreased from 17 each in the previous month and 35 and 15 in that order in December 2011. Cucumber suppliers at 8 also declined from 18 and 30 respectively in the previous month and the same month of 2011. Ta'amu and Chinese cabbage sellers at 4 and 3 respectively decreased from 6 and 7 in the previous month in that order while those supplying yam and head cabbage recorded totals of 2 each from last month. Yam and taro palagi sellers at 1 each showed the least number in the month under review.

VALUE OF SUPPLIES

The average value of selected produce supplied to the market in December 2012 (at \$27,200) rose 2 percent from November 2012 but was 11 percent lower than that in the same month of 2011.



In the month under review, taro contributed the most to the value of produce surveyed with a 46 percent share which was substantially higher than 31 percent in the previous month and 20 percent in December 2011. Pumpkin followed with a 28 percent share, a level that was higher than its contribution of 27 percent from the previous month and 26 percent from the same month last year. Coconut accounted for 10 percent of the total value of supplies, higher than 7 percent and 8 percent respectively in the previous month and December 2011. Banana contributed 5 percent, similar to its share in the previous month but lower than 9 percent in December last year. Head cabbage brought in 4 percent, a level that was lower than 8 percent in November 2012 and 18 percent in December 2011. Ta'amu and tomato accounted for 2 percent each of the total value of supplies while yam, Chinese

cabbage and cucumber accounted for 1 percent each in that order. Relatively lower shares were recorded for the rest of the other commodities.

(See Graph 16 and Table 3)

The Local Market Survey Report for January 2013 will be available on the 15th February 2013

Note: Due to cyclone Evan and Public holidays, only 2 weeks of market data were collected for the month of December 2012.

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.*

**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

Website: www.sbs.gov.ws



Muagututi'a Sefuiva Reupena
Government Statistician

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)*

PRODUCE	2010 AVE	Dec-12								% chng from	%chng from
		DEC11.AV	JUNE12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	prev mnth	DEC 11
TARO	8422	2955	10976	6327	6835	15336	14549	10028	13723	37	364
BANANA	6349	3619	883	3469	4004	2434	3759	4144	2861	-31	-21
TARO PALAGI	484	18	73	224	218	73	109	58	73	25	303
TA'AMU	10042	965	2666	3561	2694	543	2006	1997	603	-70	-38
COCONUT	9964	9014	11121	9322	7664	6521	9820	7067	9330	32	4
BREADFRUIT	608	286	18	55	449	110	968	598	66	-89	-77
YAM	415	317	436	768	820	168	317	198	179	-10	-44
HEAD CABBAGE	1531	2956	941	1259	2500	2627	2010	1354	404	-70	-86
TOMATOES	300	200	157	335	484	423	360	317	180	-43	-10
CH.CABBAGE	720	308	1143	973	1007	1025	1092	535	169	-68	-45
CUCUMBER	978	1060	499	383	1591	418	829	557	204	-63	-81
PUMPKIN	7508	6881	2675	7438	8209	7959	5458	7786	5232	-33	-24

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

PRODUCE	2010 AVE	Dec-12								% chng from	%chng from
		DEC11.AV	JUNE12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	prev mnth	DEC 11
TARO	1.05	2.07	1.41	1.31	1.24	1.01	0.92	0.83	0.91	10	-56
BANANA	0.45	0.73	0.77	0.72	0.48	0.41	0.43	0.34	0.43	26	-41
TARO PALAGI	0.76	1.23	1.21	1.58	1.25	0.88	0.97	0.96	1.34	40	9
TA'AMU	1.10	2.24	1.69	1.65	1.75	1.51	1.36	1.37	0.84	-39	-63
COCONUT	0.23	0.27	0.29	0.27	0.27	0.29	0.26	0.27	0.30	11	11
BREADFRUIT	0.41	0.45	0.19	0.30	0.52	0.20	0.48	0.48	0.46	-4	2
YAM	1.34	1.57	1.39	1.43	1.09	1.22	1.32	0.91	1.59	75	1
HEAD CABBAGE	2.86	1.87	2.67	2.58	1.73	1.58	1.89	1.66	2.78	67	49
TOMATOES	4.55	4.38	4.87	4.89	2.91	2.93	2.53	2.59	3.28	27	-25
CH.CABBAGE	2.27	2.26	2.21	2.56	1.76	1.33	1.64	1.55	1.69	9	-25
CUCUMBER	1.49	1.38	1.43	1.68	2.12	1.43	1.41	1.22	1.24	2	-10
PUMPKIN	1.00	1.14	1.64	1.09	0.97	0.95	1.01	0.93	1.43	54	25

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

PRODUCE	Total value 2010	Dec-12								% chng from	%chng from
		DEC11.AV	JUNE12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	prev mnth	DEC 11
TARO	103.1	6.1	15.5	8.3	8.5	15.5	13.4	8.3	12.5		
BANANA	34.2	2.6	0.7	2.5	1.9	1.0	1.6	1.4	1.2		
TARO PALAGI	4.6	0.0	0.1	0.4	0.3	0.1	0.1	0.1	0.1		
TA'AMU	133.3	2.2	4.5	5.9	4.7	0.8	2.7	2.7	0.5		
COCONUT	27.2	2.4	3.2	2.5	2.1	1.9	2.6	1.9	2.8		
BREADFRUIT	2.5	0.1	0.0	0.0	0.2	0.0	0.5	0.3	0.0		
YAM	6.6	0.5	0.6	1.1	0.9	0.2	0.4	0.2	0.3		
HEAD CABBAGE	45.0	5.5	2.5	3.3	4.3	4.2	3.8	2.3	1.1		
TOMATOES	11.6	0.9	0.8	1.6	1.4	1.2	0.9	0.8	0.6		
CH.CABBAGE	16.3	0.7	2.5	2.5	1.8	1.4	1.8	0.8	0.3		
CUCUMBER	15.0	1.5	0.7	0.6	3.4	0.6	1.2	0.7	0.3		
PUMPKIN	78.0	7.8	4.4	8.1	8.0	7.6	5.5	7.2	7.5		
	477.5	30.4	35.5	36.8	37.4	34.4	34.5	26.7	27.2	2	-11

*on the days surveyed

@ new weights and base

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	DEC11.AV	JUNE12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	% chng from	%chng from
										prev mnth	DEC 11
TARO	0.22	35	130	75	81	182	173	119	163		
BANANA	0.07	57	14	55	63	38	59	65	45		
TARO PALAGI	0.01	4	15	46	45	15	22	12	15		
TA'AMU	0.28	10	27	35	27	5	20	20	6		
COCONUT	0.06	90	112	94	77	65	99	71	94		
BREADFRUIT	0.01	47	3	9	74	18	159	98	11		
YAM	0.01	76	105	185	197	40	76	48	43		
HEAD CABBAGE	0.09	193	61	82	163	172	131	88	26		
TOMATOES	0.02	67	52	112	161	141	120	106	60		
CH.CABBAGE	0.03	43	159	135	140	142	152	74	23		
CUCUMBER	0.03	108	51	39	163	43	85	57	21		
PUMPKIN	0.16	92	36	99	109	106	73	104	70		
	1.00	60	64	71	85	91	90	73	63	-14	4

Table 5: Price Index (2010 = 100)*

PRODUCE	2010 Weights	DEC11.AV	JUNE12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	% chng from	%chng from
										prev mnth	DEC 11
TARO	0.22	198	135	125	118	96	88	79	87		
BANANA	0.07	162	171	160	106	91	95	75	95		
TARO PALAGI	0.01	161	158	207	164	115	127	126	175		
TA'AMU	0.28	204	154	150	159	137	124	125	76		
COCONUT	0.06	118	127	118	118	127	114	118	131		
BREADFRUIT	0.01	109	46	73	126	49	117	117	112		
YAM	0.01	117	104	107	81	91	99	68	119		
HEAD CABBAGE	0.09	65	93	90	60	55	66	58	97		
TOMATOES	0.02	96	107	108	64	64	56	57	72		
CH.CABBAGE	0.03	100	97	113	78	59	72	68	74		
CUCUMBER	0.03	93	96	113	143	96	95	82	84		
PUMPKIN	0.16	114	165	109	97	95	101	93	144		
	1.00	155	139	127	118	103	100	94	98	4	-37

Table 6: Number of Sellers*

PRODUCE	2010 Weights	DEC11.AV	JUNE12.AV	JULY12.AV	AUG12.AV	SEP12.AV	OCT12.AV	NOV12.AV	DEC12.AV	% chng from	%chng from
										prev mnth	DEC 11
TARO	0.22	30	44	49	50	34	68	55	64		
BANANA	0.07	35	8	13	19	12	21	17	10		
TARO PALAGI	0.01	1	1	2	3	1	1	1	1		
TA'AMU	0.28	4	8	9	7	2	6	6	4		
COCONUT	0.06	24	30	30	27	19	28	25	24		
BREADFRUIT	0.01	3	0	1	4	1	4	4	1		
YAM	0.01	2	5	8	7	3	3	3	2		
HEAD CABBAGE	0.09	8	2	8	10	8	7	9	2		
TOMATOES	0.02	15	10	20	24	23	22	17	12		
CH.CABBAGE	0.03	6	8	10	9	12	9	7	3		
CUCUMBER	0.03	30	15	13	17	14	12	18	8		
PUMPKIN	0.16	34	17	38	39	46	31	28	18		
	1.00	191	147	199	216	175	212	190	146	-23	-23

*on the days surveyed

@ new weights and base