



# LOCAL MARKET SURVEY

## AUGUST 2024

### MONTHLY HIGHLIGHTS

August 2024 compared to July 2024

❖ **Overall Volume increased by 33%.**

- Taro (up 65%)
- Banana (up 6%)
- Ta'amu (up 52%)
- Cucumber (up 50%)
- Tomato (up 45%)

❖ **Overall Price fell 6%.**

- Tomato (down 30%)
- Chinese Cabbage (down 29%)
- Head cabbage (down 13%)
- Pumpkin (down 6%)

❖ **Value of Supplies rose 30 percent to \$153,400.**

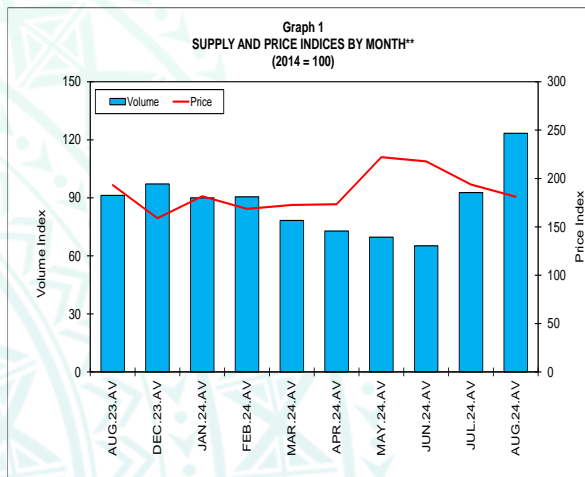
❖ **Total number of sellers increased by 25 percent to 320.**

Date of release:  
 26<sup>th</sup> September 2024

The next Local Market Report will be released on the 20<sup>th</sup> October 2024

### OVERVIEW

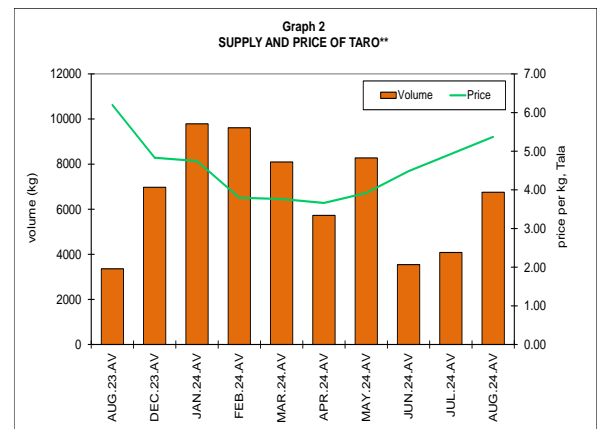
The monthly survey of Agricultural food supplies at the local markets by the Samoa Bureau of Statistics in August 2024 showed that the overall volume increased by 33 percent from July 2024. This reflects significant increases in the supply of most agricultural produce at the local markets, except breadfruit. In comparison to August 2023, the overall volume increased by 35%. (See Graph 1 and Tables 4 & 5)



The overall price index fell 6% from the previous month as supplies of most agricultural produce increased. In comparison to August 2023, the overall price index fell 6%.

### TARO

The volume of taro supplied to the local markets in August 2024 increased by 65 percent (to 6,753 kilograms) from July 2024, more than twice that of August 2023. The average price of taro increased by 9% due to high demand. In comparison to August 2023, the average price of taro fell by 13%. (See Graph 2 and Tables 1&2)

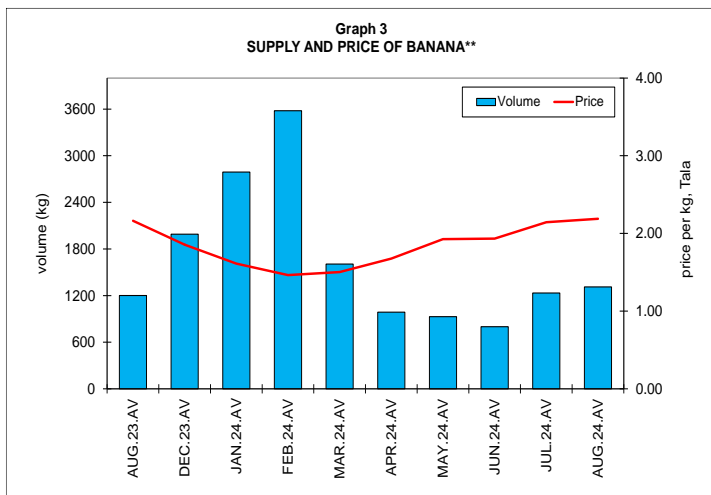


Annually, taro supply and prices increased by 23% and 7% respectively, when compared to the year ended August 2023.

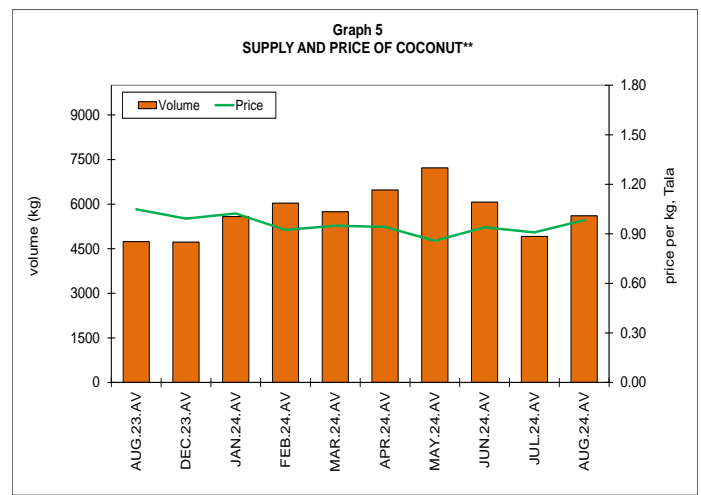
### BANANA

The supply of banana to the local markets in August 2024 increased by 6 percent (to 1,312 kilograms) from July 2024 while its average price went up by 2 percent (to \$2.19 per kilogram). When compared to the same month last year, the current supply and average price of banana rose by 9 percent and 1 percent respectively. (See Graph 3 and Tables 1&2).





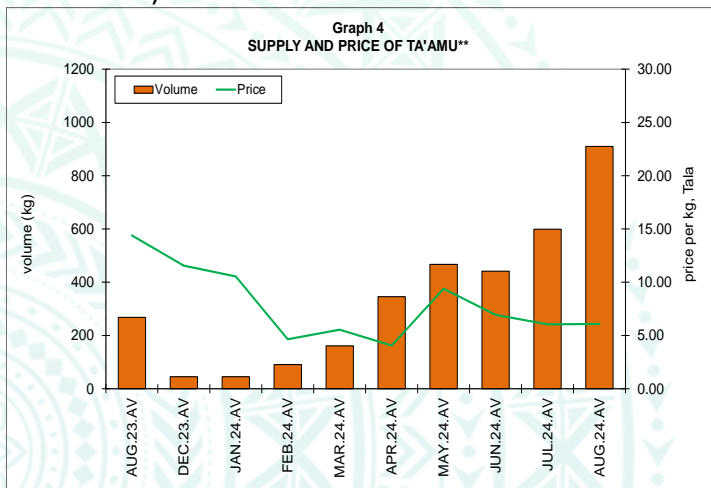
Annually, banana supply and price increased by 22 percent and 7 percent respectively when compared to the year ended August 2023.



In the twelve months ended August 2024, supply and average price of coconut increased by 30 percent and 4 percent respectively when compared to the twelve months ended August 2023.

### TA'AMU

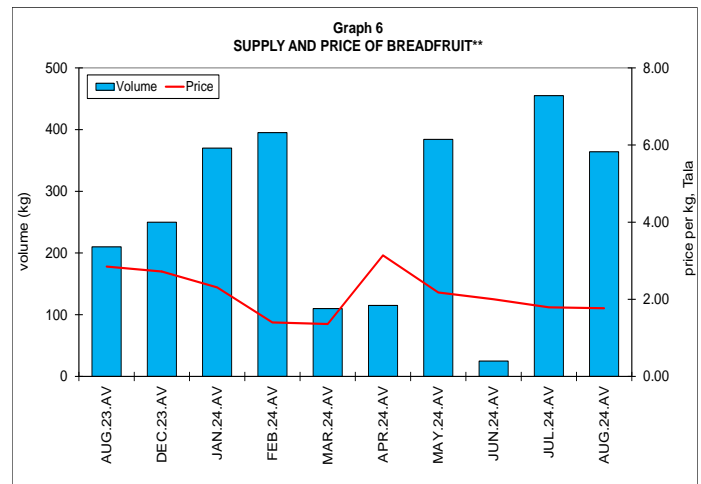
At an average of 910 kilograms, ta'amu supplied to the markets in August 2024 increased by 52 percent from the previous month whereas its average price rose by 1 percent (to \$6.08 per kilogram). In comparison to the same month last year, the supply of ta'amu was more than tripled while its average price decreased by 58 percent. (See Graph 4 and Tables 1&2)



Ta'amu supply to the markets increased in the year ended August 2024 compared to the year ended August 2023, while its price fell by 40%.

### BREADFRUIT

The breadfruit supply in August 2024 fell by 20 percent (to 364 kilograms) from the previous month, while its average price declined by 1 percent (to \$1.77 per kilogram). When compared to August 2023, the current supply of breadfruit increased by 73 percent, while its average price decreased by 38 percent. (See Graph 6 and Tables 1&2)



When compared to the year ended August 2023, breadfruit supply increased by 72 percent while its price decreased by 18 percent.

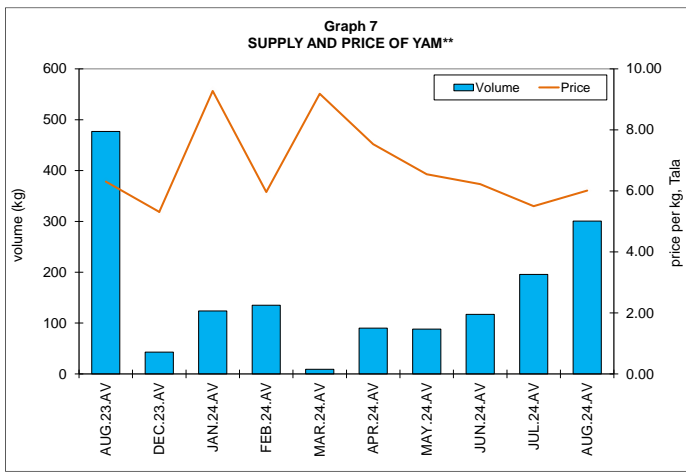
### COCONUT

Coconut supplies at 5,607 kilograms increased by 14 percent from July 2024; its average price rose by 8 percent (to \$0.98 per kilogram). In comparison to August 2023, the current supply of coconut increased by 18, while the average price fell 6%. ( See Graph 5 and Tables 1&2)

### YAM

In comparison to the previous month, yam supply at 301 kilograms increased by 54%, while the average price rose by 9%. (to \$6.01 per kilogram). When compared to the same month last year, the current supply of yam decreased by 37 percent, while its average price fell by 5 percent. (See Graph 7 and Tables 1 & 2)

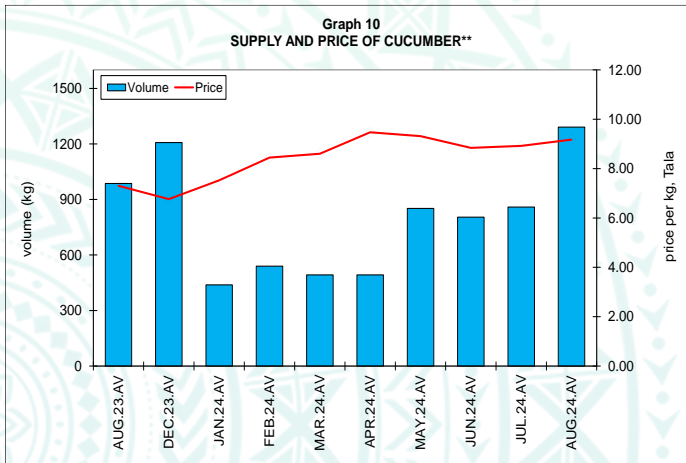




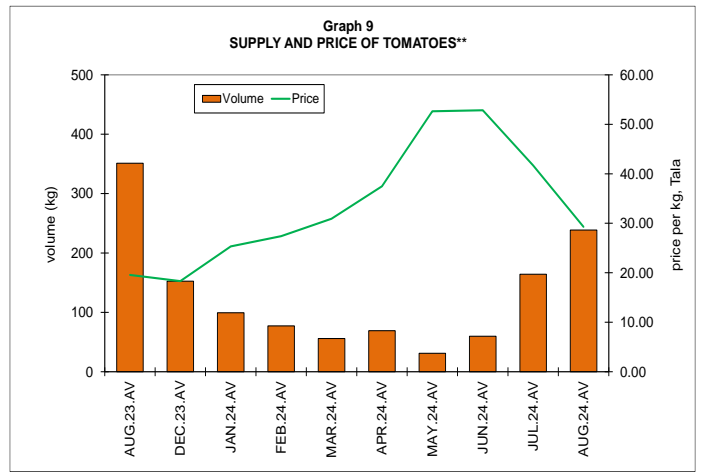
In the twelve months ended August 2024, supply of yam fell by 12 percent compared to the twelve months ended August 2023, while the average price rose by 14 percent.

## VEGETABLE PRODUCE

The supply of vegetables to the local markets increased significantly in August 2024. Cucumber experienced the greatest increase of 50% from the previous month, followed by tomatoes at 45% and pumpkin at 29%. Supplies of Chinese cabbage and head cabbage increased by 25% and 14%, respectively, in the month under review. (See Graphs 8 to 12 and Tables 1 & 2)

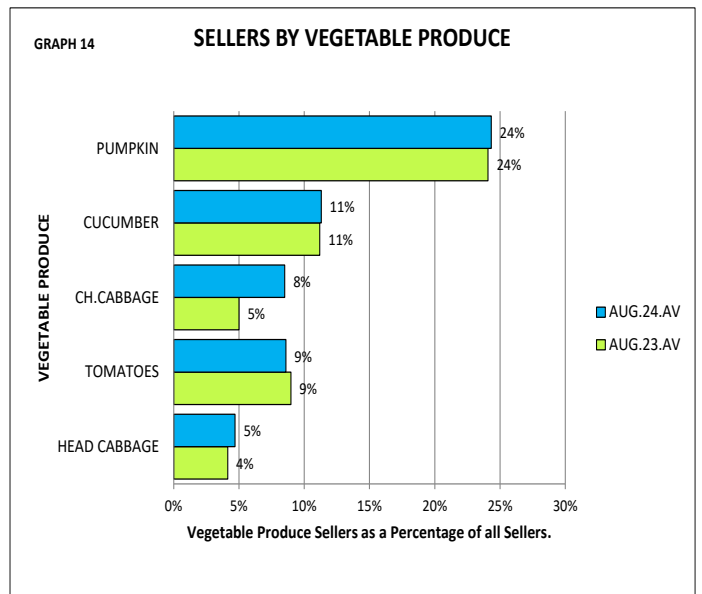
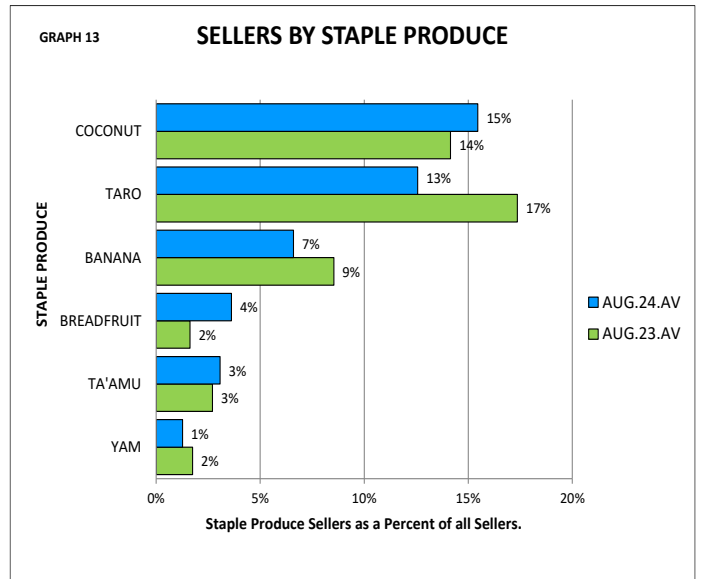


Prices for the majority of vegetable produces available at the local markets declined in the reviewed month, with the exception of cucumber, which increased by 3% (to \$9.17 per kilogram) as compared to the previous month. Prices for tomatoes decreased by 30 percent (to \$29.29 per kilogram), Chinese cabbage went down by 29 percent (to \$8.61 per kilogram), head cabbage fell 13 percent (to \$12.53 per kilogram) and pumpkin went down by 6 percent (to \$6.66 per kilogram) when compared to July 2024.



## SELLERS

At 320, the average number of sellers at the local markets in August 2024 increased by 25% compared to July 2024 and up 18% compared to the same month last year. (See Graphs 13 and 14 and Table 6).

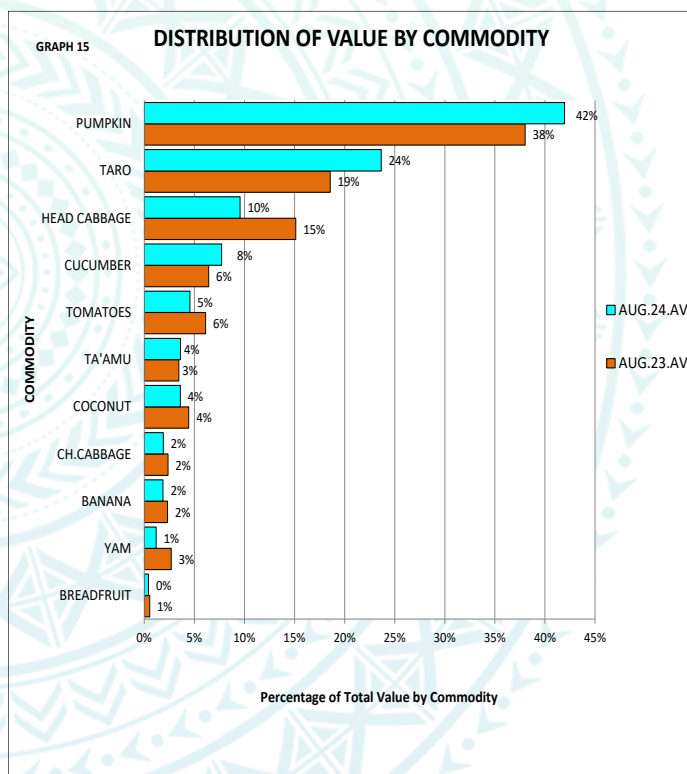


In August 2024, staple food sellers made up 40% of the local markets, which was less than vegetable sellers. This was lower than the 43% from the previous month and 46% from the same month last year. Vegetable produce sellers made up 60% of the local markets, up from the 57% the previous month and 53% the same month last year.

## VALUE OF SUPPLIES

The average value of selected produce supplied to local markets in August 2024 was \$153,400, up 30% from the previous month and 37% from August 2023.

Pumpkin supplies contributed the most to the total value of produce supplied to markets in August 2024, accounting for 42%, which was lower than the 45% from the previous month but higher than the 38% from the same month last year. Taro supplies came in second with a 24% share of the total value, higher than the 17% from the previous month and 19% from the same month last year. Head cabbage supplies accounted for 10% of total value, down from 12% in July 2024 and 15% in the same month a year ago. Cucumber and tomato supplies each contributed 8% and 5% of the total value, respectively. Ta'amu, coconut, Chinese cabbage, banana, yam, and breadfruit all had the lowest shares in the month under review. (See Graph 15 & Table 3)

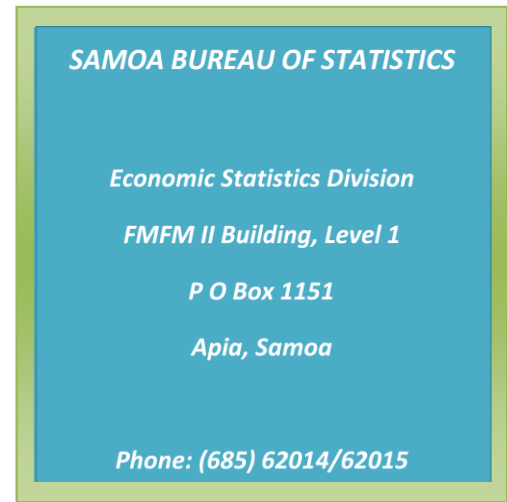


## Technical Notes

The Local Market Survey measures the price and volume of selected agricultural produce from the Local Markets at *Fugalei, Taufusi, Vaitele, Lotopa, Ululoloa, Afega, Saleimoa, Savaia, Vaoala, Faatoia and Salelologa* 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 Thursday for rural markets on Upolu and Savaii and each Friday for urban markets on Upolu in the months under reference.

Weights for selected produce have been revised using 2014 as the base period and have been incorporated starting from June 2016 report.





# SU'ESU'EGA O MAKETI FA'ALOTOIFALE AUKUSO 2024

## ILOILOGA TAUJA O LE MASINA:

Aukuso 2024 faatusa ia Iulai 2024

### ❖ Si'itia i le 33% le aofa'iga o fua o faatoaga.

- o Talo (si'itia 65%)
- o Fa'i (si'itia 6%)
- o Ta'amu (si'itia 52%)
- o Kukama (si'itia 50%)
- o Tamato (si'itia 68%)

### ❖ E 6% ua fa'aitiitia ai le tau aofai o fua o fa'atoaga.

- o Tamato (paū 30%)
- o Kapisi Saina (paū 29%)
- o Kapisi Lapotopoto (paū 13%)
- o Maukeni (paū 6%)

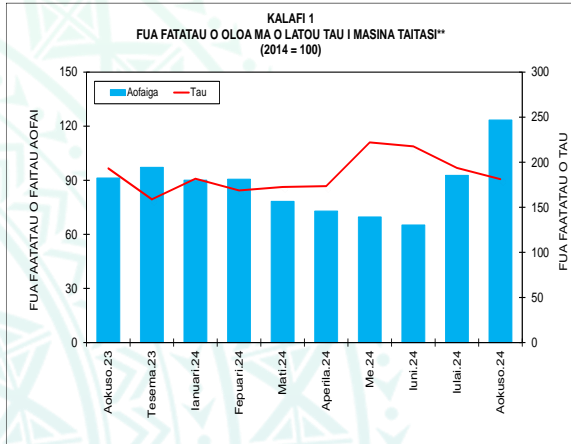
### ❖ Si'itia le tau aofai o fua o fa'atoaga i le \$153,400 (si'itia i le 30%)

### ❖ E 320 le aofai o tagata na faatauina atu fua o faatoaga i maketi, siitia i le 25%.

Tuuina atu i le aso:  
26 Setema, 2024

## AOTELEGA

O su'esu'ega faalemasina o loo faatautaia e le Ofisa o Fuainumera Faamauina mo fua o fa'atoaga mo maketi fa'alotoifale i le masina o Aukuso 2024, o loo atagia ai le si'itia o le faitau aofai o fua o faatoaga i le 33 pasene pe a fa'atusa ia Iulai 2024. O leni si'itaga, na faamauina i fua o faatoaga uma sa faatauina atu i maketi sei vagana ai le ulu. A fa'atusa ia Aukuso 2023, o le faitau aofai o fua o fa'atoaga na faatauina i maketi na si'itia i le 35 pasene. (Kalafi 1 ma le Pusa 4 & 5)



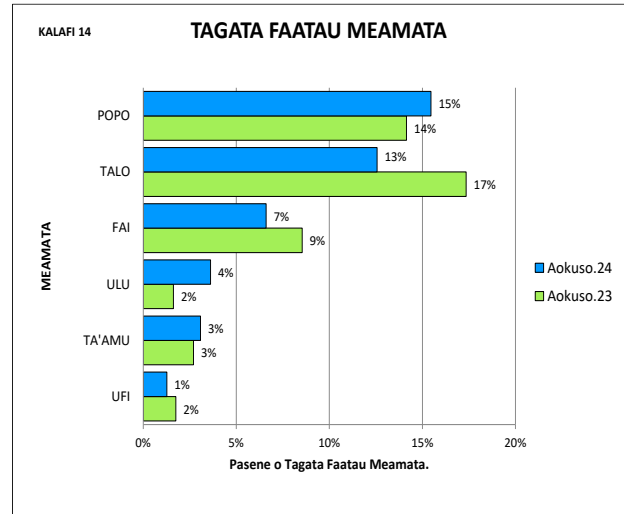
O le aotelega o tau o fua o fa'atoaga na fa'aitiitia i le 6 pasene pe a fa'atusa i le masina ua mavae. E mafua mai ona o le paū maualalo o tau na faamauina mo ulu, tamato, kapisi Saina, kapisi lapotopoto ma maukeni. Na fa'aitiitia foi le tau o oloa i le 6 pasene pe a faatusa ia Aukuso 2023.

## TAU AOFAI O FUA O FAATOAGA

O le tau aofai o fua o fa'atoaga faatauina i maketi ia Aukuso 2024 e \$153,400, na siita i le 30 pasene mai ia Iulai 2024. Na faamauina foi le siitaga e 37 pasene pe a faatusa ia Aukuso 2023.

## TAGATA FA'ATAU FUA O FA'ATOAGA

E 320 le aofa'iga o tagata na fa'atauina atu fua o fa'atoaga i maketi i aso na faatautaia ai leni sutesuega ia Aukuso 2024. E 25 pasene na si'itia ai mai le masina ua tuanai ae 18 pasene na maualuga ai pe a faatusa ma le masina lava lea i le tausaga talu ai. (Kalafi 13 & 14 ma le Pusa 6).



E 40 pasene le faitau aofai o tagata faatau meamata, ae 60 pasene le aofai o tagata faatau fualaau'aina i le masina o Aukuso 2024.

