

A publication of the Market Information Service (MIS) - Ministry of Agriculture and Fisheries  
"Linking the market and Primary producers"

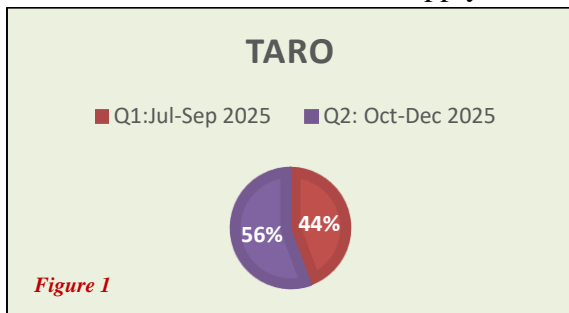
## OVERVIEW

The Samoa Bureau of Statistics conducted its quarterly survey of Agricultural food supplies in local markets for the period October–December 2025. Findings reveal notable increases in the availability of taro, bananas, breadfruit, coconuts, and vegetables, while supplies of Ta’amu and Yam declined. These fluctuations highlight the dynamic nature of Samoa’s agricultural production and its impact on local market availability and pricing.

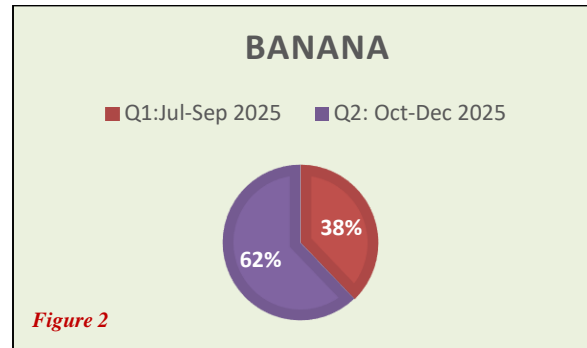
### STAPLE CROPS:

#### ❖ TARO

Availability rose by **12%**, reaching **15,834 kilograms** compared to the previous quarter. Taro remains one of the most significant contributors to overall market supply.

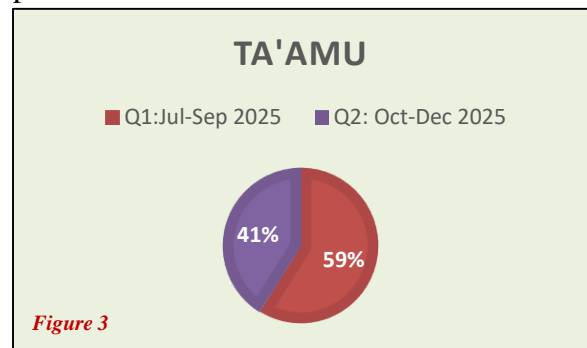


❖ **BANANA** Supply experienced a modest **2% increase**, maintaining steady presence in local markets.



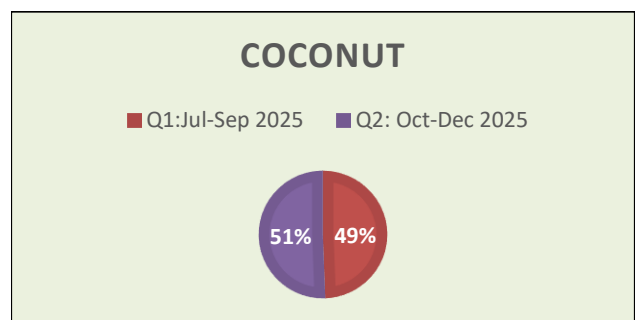
#### ❖ TAAMU

Distribution fell by **18%**, indicating reduced production or limited harvesting during this period.



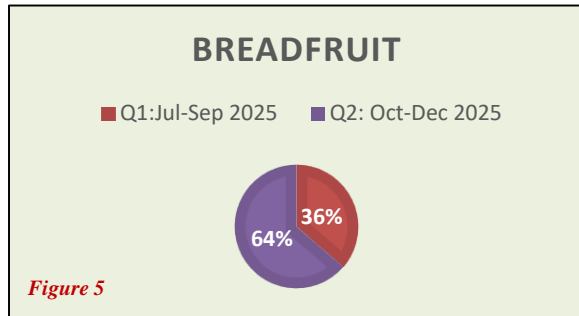
#### ❖ COCONUT

Supply experienced a modest **2% increase**, maintaining steady presence in local markets.



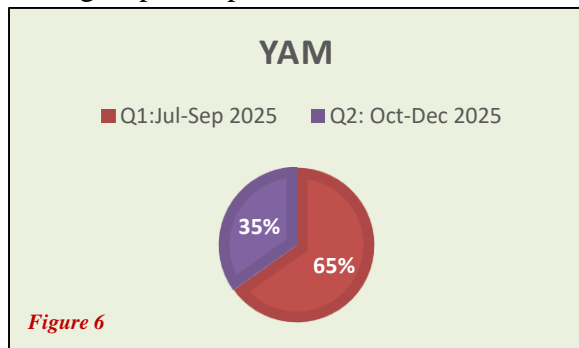
### ❖ BREADFRUIT

Availability surged by 28% quarter-on-quarter, with a 26% year-on-year increase, underscoring its growing importance in household consumption.

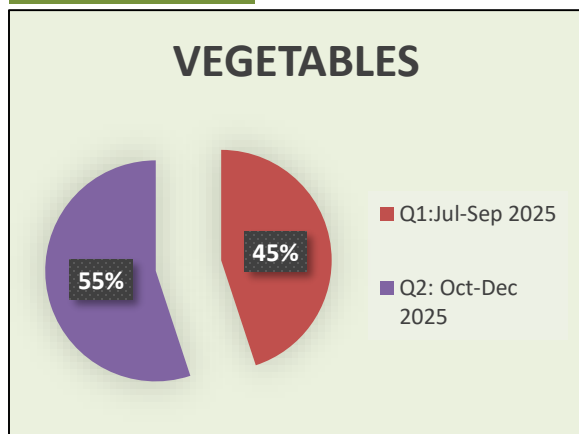


### ❖ YAM

Supply declined sharply by 30%, marking one of the most significant reductions among staple crops.



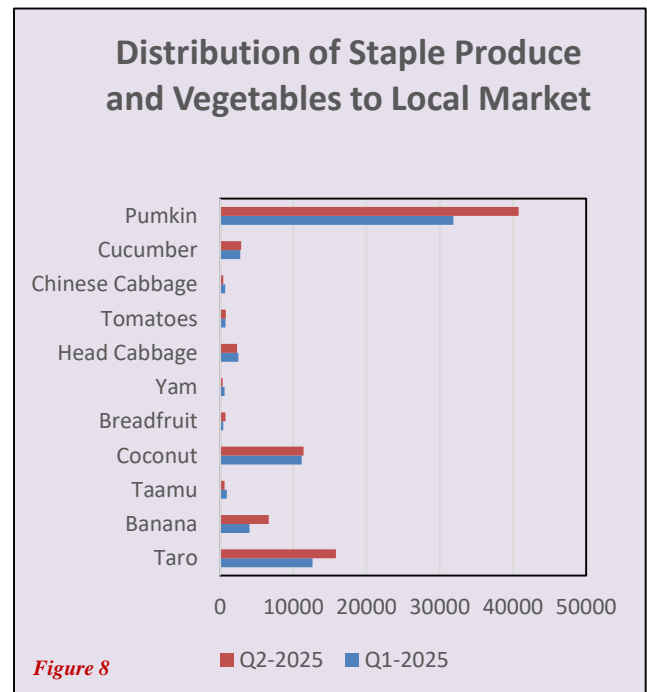
### VEGETABLES:+



Essential vegetables—including head cabbage, tomatoes, Chinese cabbage, cucumbers, and pumpkin—registered a **10% increase** compared to Quarter 1. Year-on-year analysis shows a **22% rise**, reflecting improved production and distribution. Pumpkin continues to dominate overall vegetable supply, followed closely by taro.

### OVERALL

Insights obtained from the monthly local market surveys conducted by the Samoa Bureau of Statistics reveal that the value of certain agricultural products provided to local markets shows periodic variations, with differences noted both on a month-to-month basis and when compared to the same period in the previous year. Figure 8 illustrates that pumpkin is a primary contributor to the total volume of produce supplied, while taro is positioned as the second most important commodity. In contrast, the supply of yam and breadfruit is relatively restricted, as demonstrated by the graphical representation.



**Table 1: Average Prices at the Fugalei Market**

Commodities (SAT\$/kg)	October 2025	November 2025	December 2025	Lowest Price for 2025 to date	Highest Price for 2025 to date
Taro	4.93	5.05	5.20	4.62	6.6
Banana	2.23	2.21	1.88	1.74	2.71
Ta'amu	4.26	4.12	6.63	4.12	11.22
Coconut	8.06	1.09	1.17	0.94	1.15
Breadfruit	1.64	1.18	2.49	1.07	4.12
Yam	4.78	5.19	6.31	4.78	7.89
Head Cabbage	9.5	10.74	12.41	9.55	17.48
Tomato	19.02	18.42	19.32	18.42	36.25
Chinese Cabbage	9.41	9.99	11.14	8.83	17.18
Cucumber	8.06	8.32	8.65	8.06	11.92
Pumpkin	5.57	5.61	6.12	5.57	7.61

*Source: Samoa Bureau of Statistics*

**Table 2: Foreign Currency per Tala (SAT\$)**

February 2026	USD\$	NZD\$	AUD\$	YEN\$	FJD\$	EURO
1 Samoan Tala SAT\$ =	0.36	0.60	0.51	56.00	0.78	0.30

*Source: Bank of the South Pacific*

### Market Link Newsletter

This newsletter is published quarterly and it seeks to assist stakeholders (farmers, consumers, wholesalers, policymakers) make informed market and marketing decisions based on credible, relevant price and supply information. Help us help you by providing constructive feedback on market information issues that will improve the service which will lead to growing a healthy and wealthy Samoa. For more information, contact the Policy, Planning, Sector Coordination and Communication Division and ask for Fereni Tofilau.

### Disclaimer

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