

# MARKET SURVEY

PORT VILA

OCTOBER – DECEMBER  
QUARTER



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## STATISTICAL UPDATE: PORT VILA CENTRAL MARKET SURVEY

### DECEMBER 2019

*The Port Vila Central Market Survey summarises selected agricultural produces sold at the main wet market based on the Supply and Price of commodities. Data is collected on a fortnightly basis and published as a quarterly average.*

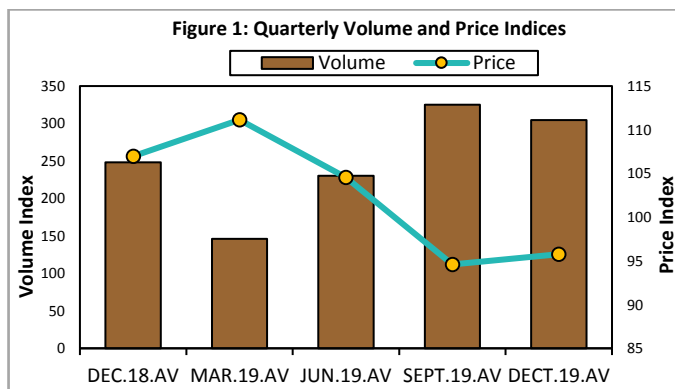
#### Summary of findings:

The Port Vila Market Survey of December quarter of 2019 showed an overall Volume decrease of -6 percent on the supply of commodities while the average price slightly increased by 1 percent compared to the previous quarter.

- ◆ Decrease in the volume of the local Vegetables such as Tomatoes, White bowl cabbage, Lettuce, Pumpkin, Cucumbers, Chinese cabbage as well as Island taro, Manioc, yam, dried coconut and Green coconut supplied to the market contributed to the decrease in overall volume index compared to previous quarter.
- ◆ The value of commodities increased by 4 percent at VT2.5 million.
- ◆ An average of 1076 sellers was recorded for the quarter under review. This is an increase of 2 percent from the previous quarter and also 73 percent rise compared to December 2018.

#### OVERVIEW

The Port Vila Market Survey in December quarter 2019 showed an overall volume decrease of -6 percent from the previous quarter. Most of the agricultural produces recorded a decrease except for Fiji Taro, Sweet Potato (Kumala), Green Banana, Ripe Banana, Pawpaw, Purple Bowl Cabbage, Carrot and Water melon. When compared to the corresponding quarter of previous year, the overall quantity supplied increased by 23 percent. (Refer to table 4).

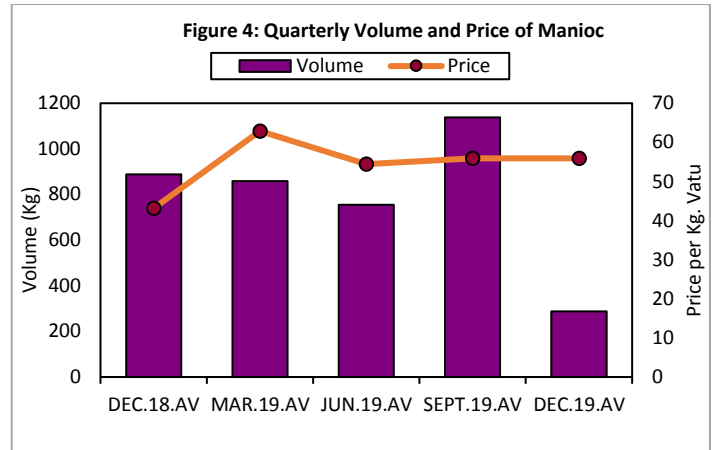
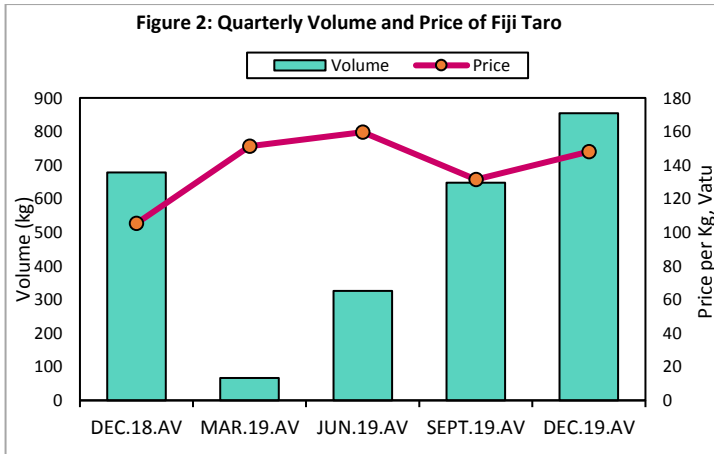


The overall price increased by 1 percent compared to the previous quarter. Higher prices were recorded for Fiji Taro, Green Banana, Ripe Banana, White bowl cabbage,

Pumpkin, Chinese cabbage, Island cabbage, Lettuce and Dried coconut which contributed to the increase in price index. Compared to December quarter of 2018, the current overall price level is lower at -10 percent. (Refer to table 5).

#### **FIJI TARO**

At an average of 855 Kilograms, the supply of Fiji Taro increased significantly by 32 percent from the previous quarter. However, the average price per kilogram increased by 13 percent despite the increase in supply. Compared to December 2018, the supply of Fiji Taro increased by 26 percent while the average price also increased by 40 percent. (Refer to table 1 & 2).

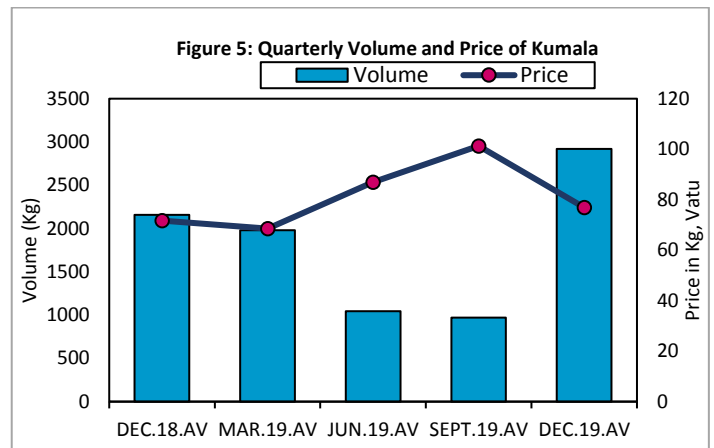
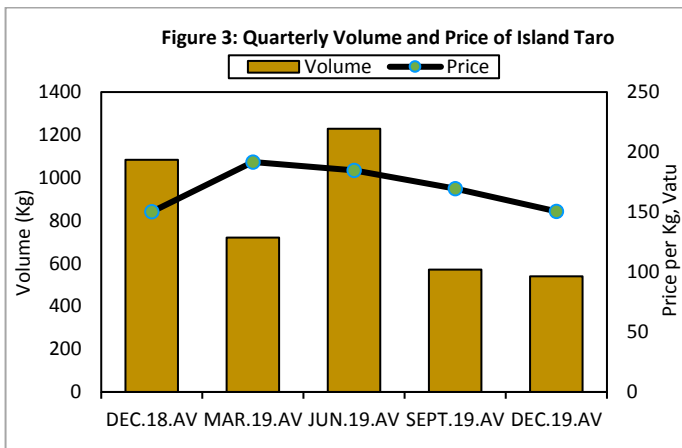


**ISLAND TARO**

The volume of Island Taro supplied to Port Vila Central Market in December 2019 decreased by -6 percent compared to previous quarter. Even with less availability, the average price of Island Taro also decreased slightly by -11 percent. Compared with December 2018, the volume of Island Taro was -50 percent lower while its average price remained unchanged. (Refer to table 1 & 2).

**KUMALA (SWEET POTATO)**

Kumala or Sweet Potato recorded a rise of 1948 Kilograms compared to the previous quarter. Due to the increased availability, the average price decreased by -24 percent. Compared with same quarter of previous year, the volume of Sweet Potato (Kumala) increased by 35 percent while the average price is 7 percent higher. (Refer to table 1 & 2).

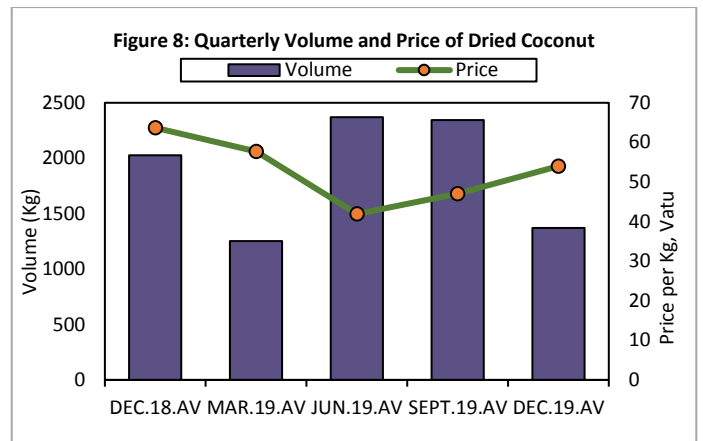
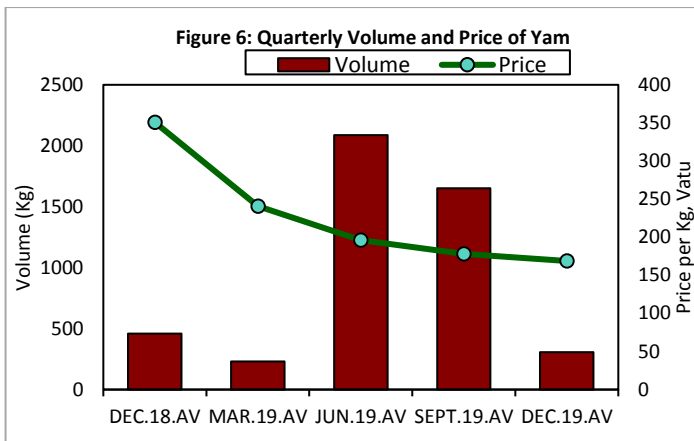


**MANIOC**

The current supply of Manioc in the quarter under review decreased by -75 percent compared to December 2018 while the average price remained unchanged. When compared with December of 2018, the volume of Manioc also decreased by -68 percent while average price was 30 percent higher. (Refer to table 1 & 2).

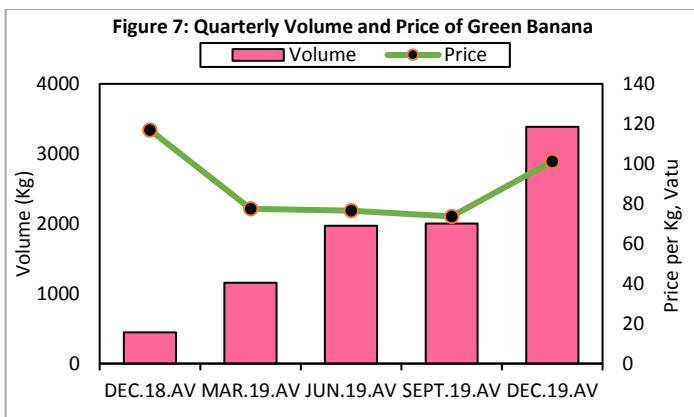
**YAM**

The supply of Yam in the quarter under review decreased by -81 percent compared with September quarter of 2019. Average price also decreased by -5 percent in this period. The current availability of Yam also decreased by -33 percent in the same quarter of previous year while average price fell by -52 percent. (Refer to table 1 & 2).



**GREEN BANANA**

December 2019 recorded an average supply of 3385 Kilograms of Green Banana. This is an increase of 69 percent compared to the previous quarter. Despite the increase in supply of Green Banana, the average price per kilograms of Green Banana increased by 37 percent. Compared with December of 2018, the quantity of Green Banana supplied to Port Vila Market increased by 2937 Kilograms while the average price of green banana dropped by -13 percent. (Refer to table 1 & 2).

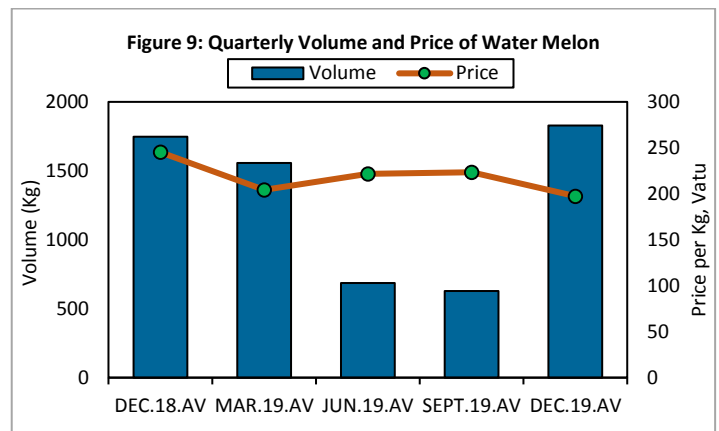


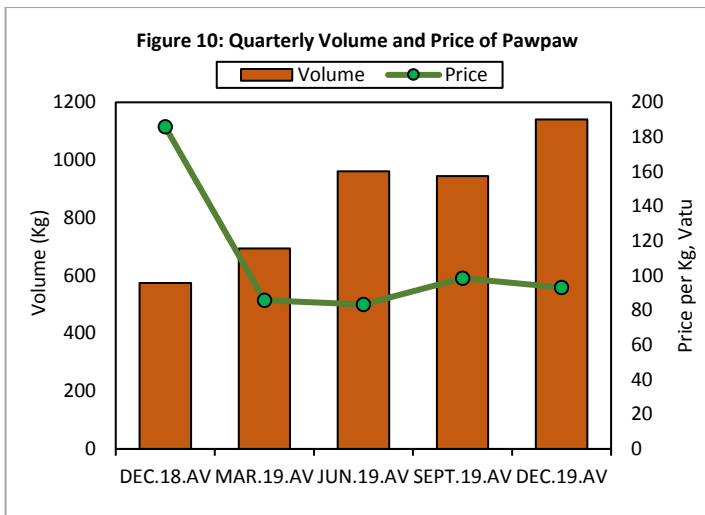
**DRIED COCONUTS**

At an average of 1369 Kilograms, Dried Coconut supply decreased by -42 percent compared with the previous quarter while average price increased by 15 percent due to the limited supply. Current availability was -32 percent in December quarter of 2018 and average price also decreased by -15 percent. (Refer to table 1 & 2).

**FRUITS**

An overview of Fruits supplied to Port Vila Central Market in the fourth quarter of 2019 showed an increase of Ripe banana by 222 Kilograms, Pawpaw by 197 Kilograms and Water melon by 1201 Kilograms and a fall in the supply of Green coconut by 793 Kilograms compared to the previous quarter. When compared to the same quarter of the previous year, all the supply of fruits showed an increase in percentage. Banana Ripe increased by 1592 Kilograms, Pawpaw by 567 Kilograms, Green Coconut by 130 Kilograms and Water Melon by 80 Kilograms in the same quarter of the previous year. (Refer to table 1 & 2).

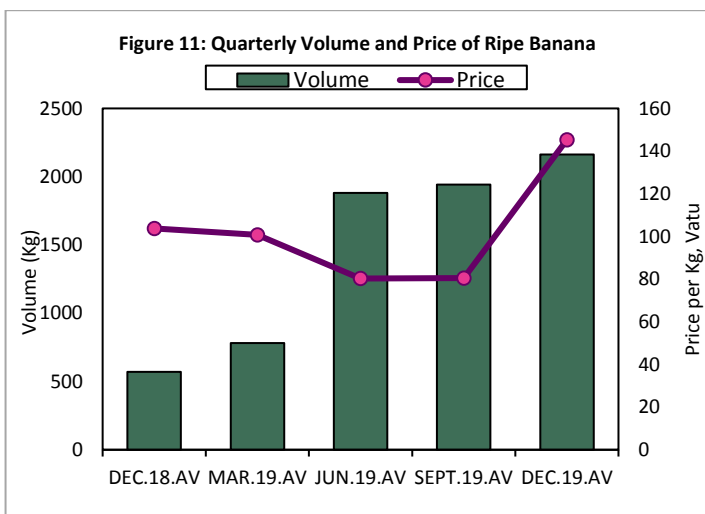




the produces fell. This includes pawpaw at -50 percent and Water Melon at -19 percent.

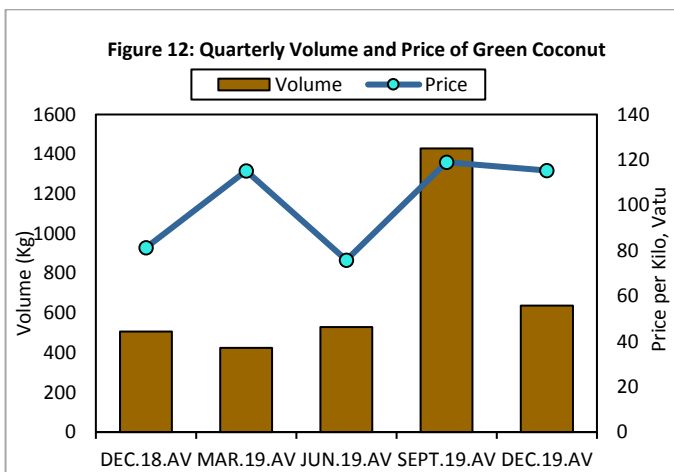
**VEGETABLE PRODUCES**

A summary of Vegetable produces in the quarter under review resulted in a significant decrease in almost all Vegetable supplies except Purple bowl cabbage and Carrot which increased by 53 Kilograms and 48 Kilograms respectively while Island cabbage remained unchanged. Compared to September quarter of 2019, Vegetables that decreased were White bowl cabbage at 322 Kilograms, Chinese cabbage at 645 Kilograms, Lettuce at 67 Kilograms, Tomato at 19 Kilograms, Cucumber at 424 Kilograms and Pumpkin at 355 Kilograms.



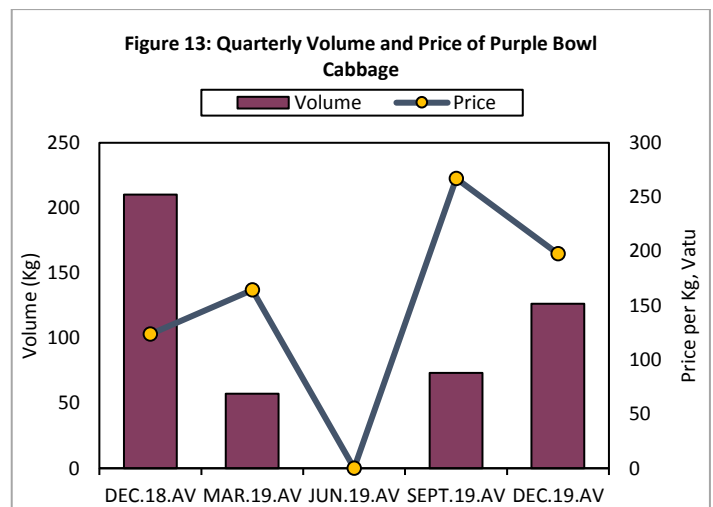
Compared to same quarter of previous year, fall in the volume was recorded for most of the vegetable produces except for Cucumber and White bowl cabbage which increased by 63 percent and 58 percent each.

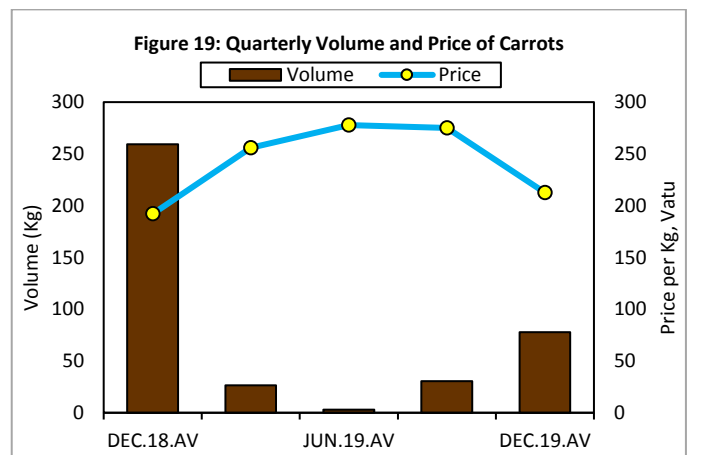
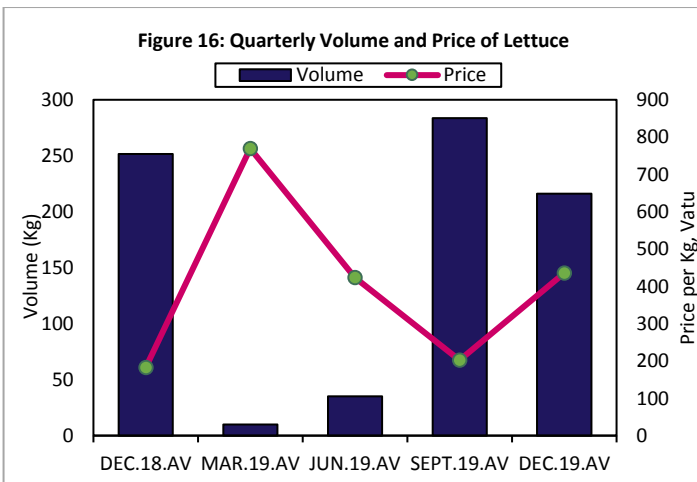
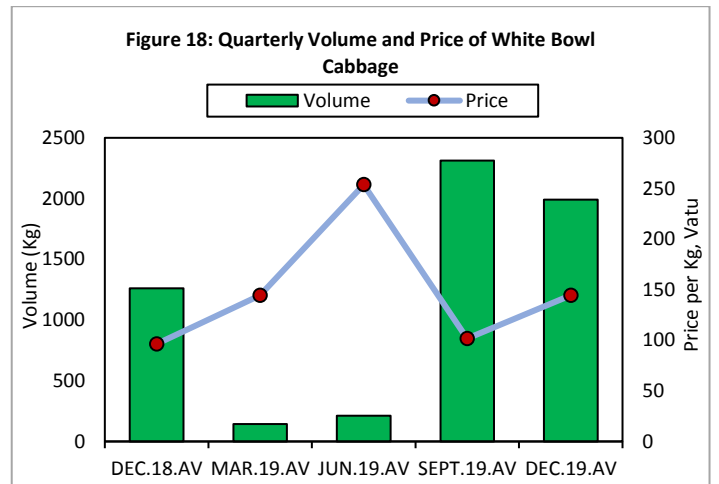
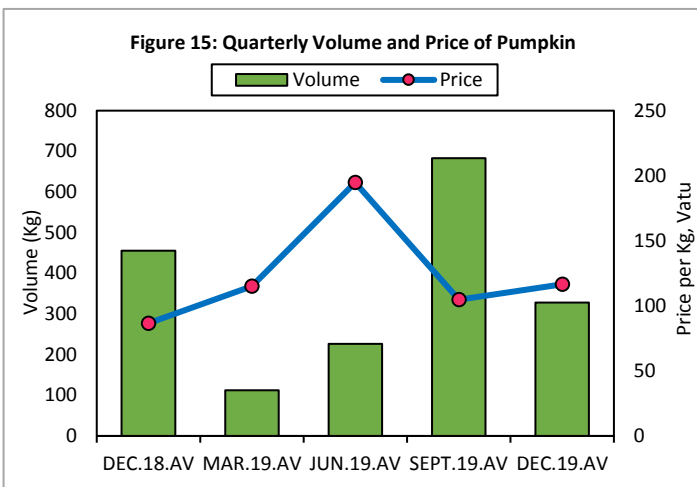
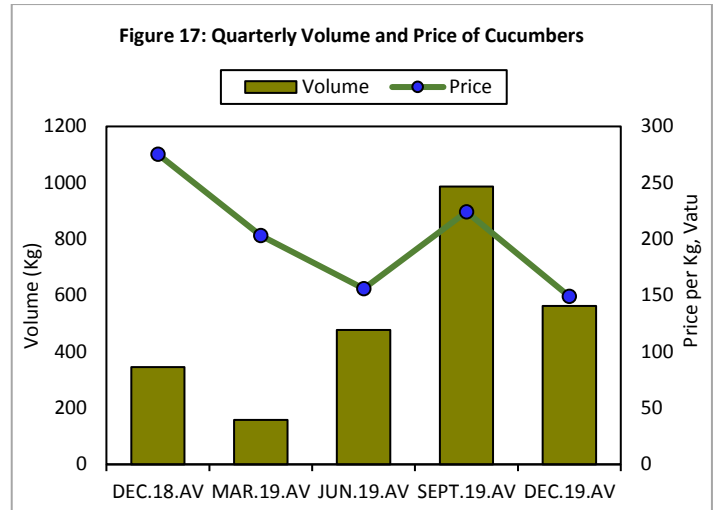
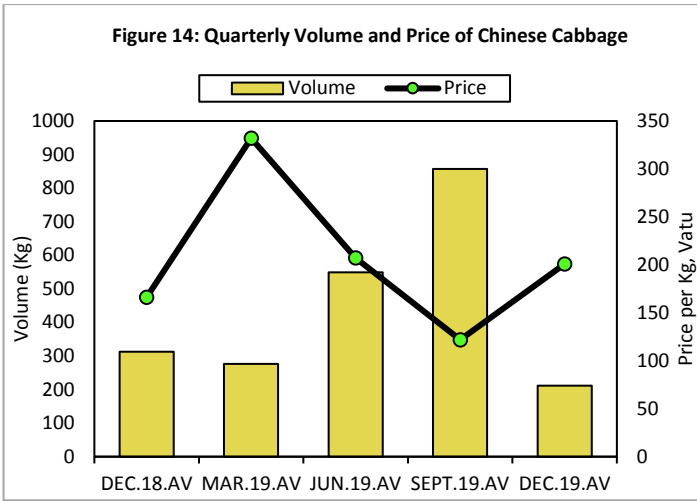
The average price per kilograms in December 2019 decreased for Purple bowl cabbage at -26 percent, carrot at -23 percent, Cucumber at -33 percent and Tomato at -35 percent. However, the average price per kilograms of White bowl cabbage, Chinese cabbage, Pumpkin, Island cabbage and Lettuce rose by VT43, VT79, VT12, VT28 and VT233 per kilograms respectively compared to the previous quarter.

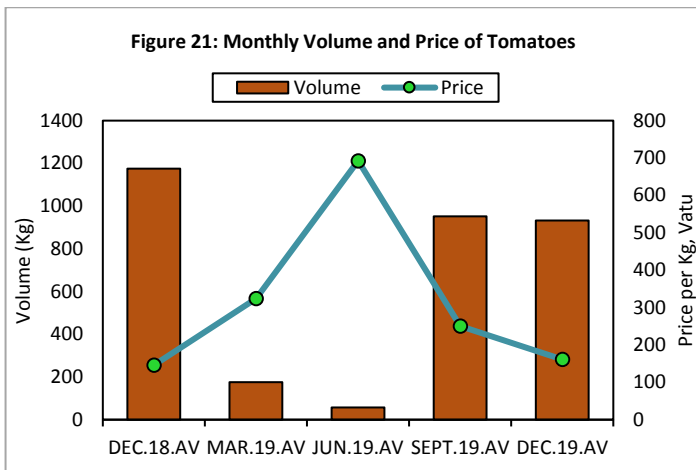
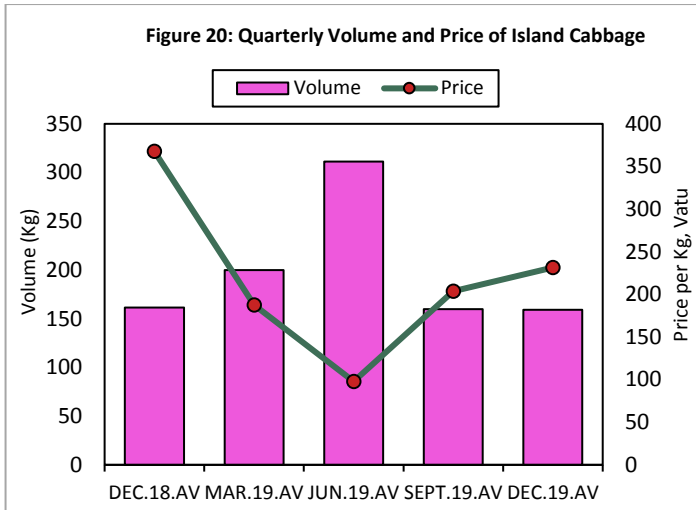


Compared to the same quarter of 2018, average price per kilograms increased for Lettuce at VT253, Purple bowl cabbage at VT74, Chinese cabbage at VT35, White bowl cabbage at VT48, Carrot at VT20, Pumpkin at VT30 and Tomato at VT16. The rest of the vegetables decreased during this period.

All fruits recorded a decrease in the average price in the previous quarter except for Ripe banana which increased by 80 percent in the previous quarter. Green coconuts decreased by -3 percent, Pawpaw by -6 percent and Water melon by -12 percent. When compared with December of 2018, Green coconut increased by 42 percent and Banana ripe by 40 percent while the average price of the rest of







**SELLERS PER PRODUCE**

December quarter of 2019 recorded a total of 1076 sellers<sup>1</sup> at the Port Vila Central Market. This is an increase of 2 percent from the previous quarter and also an increase of 73 percent in the corresponding quarter of previous year. (Refer to Table 6).

Ripe Banana sellers registered the largest share of local vendors per produce at 15 percent in the quarter under review. This is a slight increase of 4 vendors compared to the previous quarter and an increase of 46 vendors compared to December quarter of 2018. Pawpaw followed with 12 percent share of vendors, it is an increase of 10 vendors, when compared to the previous quarter and an increase of 38 vendors when compared to the corresponding quarter of 2018.

Green Banana contributed 11 percent share of vendors. This is an increase by 38 vendors compared to the corresponding quarter of the previous year, however the number of vendors remained unchanged compared to the previous quarter of December 2018. Tomato came fourth with 10 percent share of vendors, this is a decrease by -8 percent from the previous quarter and an increase of 7 percent compared to December quarter of 2018.

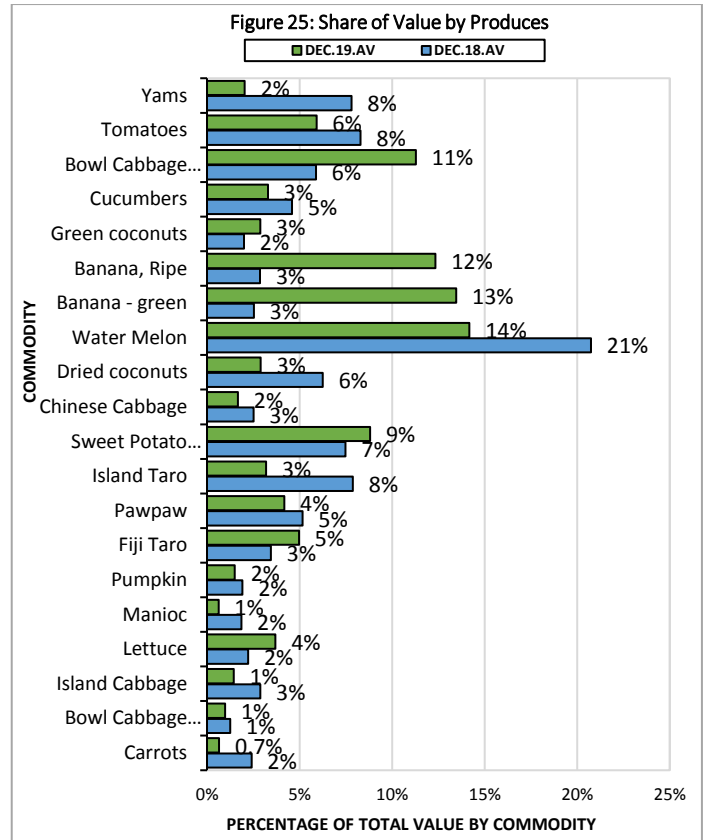
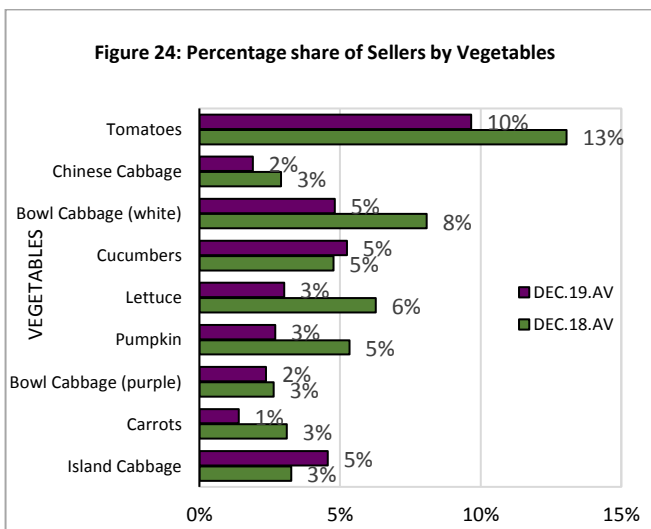
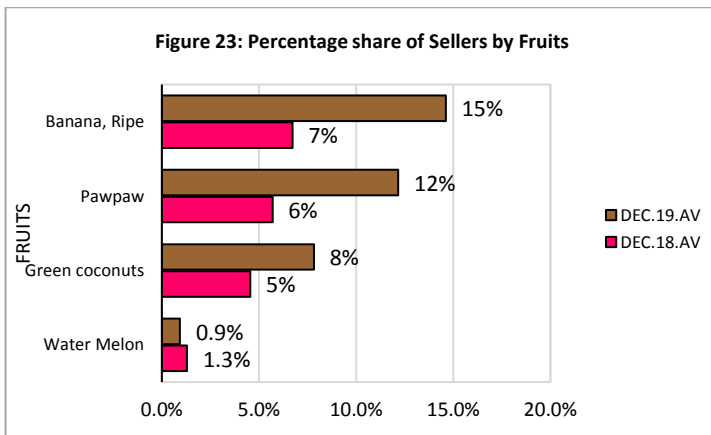
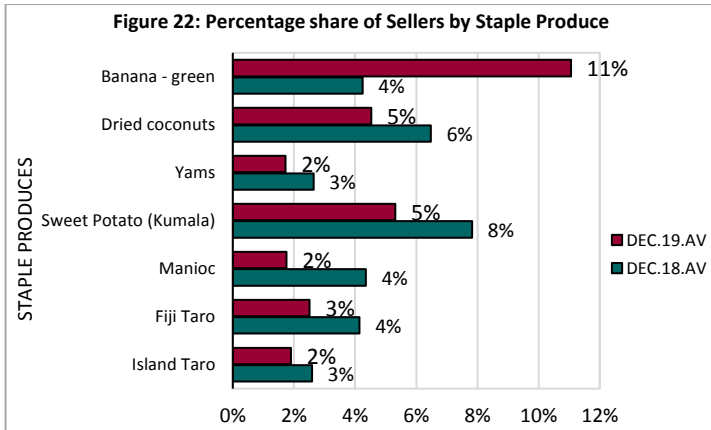
Green coconut contributed 8 percent share of vendors, in the quarter under review. This is an increase by 2 vendors from the previous quarter and an increase by 22 vendors when compared to the corresponding quarter of the previous year. Dried coconut, White bowl cabbage, Cucumber, Island Cabbage and Sweet Potato (Kumala) all contributed 5 percent share of vendor each. Dried coconut decreased by 12 vendors compared to the previous quarter, however the number of vendors remained unchanged when compared to December quarter of 2018. White bowl cabbage decreased by 17 vendors when compared to previous quarter and also decreased by 4 vendors when compared to December quarter of 2018. Cucumber decreased by 6 vendors when compared to the previous quarter, however it increased by 9 vendors when compared to the same quarter of the previous year. Sweet Potato (Kumala) increased by 4 vendors over the previous quarter and slightly decreased by 1 vendor in the same quarter of the previous year. Island cabbage increased by 1 vendor when compared to the previous quarter and also increased by 11 vendors when compared to the same quarter of the previous year.

Fiji Taro, Pumpkin and Lettuce all contributed 3 percent shares each. When compared to the previous quarter, Fiji Taro decreased by 7 vendors, Pumpkin decreased by 11 vendors and Lettuce decreased by 16 vendors. When compared to December quarter of 2018, Fiji Taro decreased by 2 vendors while Pumpkin decreased by 5 vendors and Lettuce decreased by 6 vendors.

Island Taro, Manioc, Yam, Purple bowl cabbage and Chinese cabbage, Water melon and Carrot all contributed less than 2 percent share each of local vendors in the quarter under review.

<sup>1</sup> This is the total number of sellers at the market. However, one seller can sell more than 1 type of produce hence the analysis by sellers per produce





Water Melon registered the highest share in value of 14 percent in December quarter of 2019, which increased by VT221,000 compared with the previous quarter, however it decreased by VT68,000 when compared to the same quarter of previous year. Green banana contributed second highest share in value by 13 percent which is an increase by VT195,000 when compared to the previous quarter and also an increase by VT290,000 when compared to December quarter of 2018. Ripe banana contributed third highest share in value by 12 percent which is an increase by VT158,000 when compared to the previous quarter and also an increase by VT255,000 when compared to December quarter of 2018. White bowl cabbage contributed fourth highest share in value by 11 percent which is an increase by VT52,000 when compared to the previous quarter and also an increase by VT166,000 when compared to December quarter of 2018. Sweet potato (Kumala) contributed 9 percent share in value, which is an increase by VT126,000 when compared to the previous quarter and also an increase by VT70,000 when compared to December quarter of 2018. Tomato contributed 6 percent share in value, which is a decrease by VT88,000 when compared to the previous quarter and also a decrease by VT21,000 when compared to December quarter of 2018. Fiji taro contributed 5 percent share in value, which is an increase by VT41,000 when compared to the previous quarter and also an increase by VT55,000 when compared to December quarter of 2018, Pawpaw

**VALUE OF SUPPLIES**

The average value of commodities at the Port Vila Market in the referenced quarter is VT2.5 million, an increase of 4 percent over September quarter of 2019 and 23 percent compared to same quarter of year 2018. (Refer to table 3).

and Lettuce both contributed with 4 percent each share in value. When compared to the previous quarter, Pawpaw increased by VT13,000 and Lettuce increased by VT37,000. When compared to the corresponding quarter of year 2018, Pawpaw remained unchanged while Lettuce increased by VT48,000. Island taro, Dried coconut, Green coconut and Cucumber all contributed 3 percent each share in value. When compared to the previous quarter, Island taro decreased by VT16,000, Dried coconut decreased by VT36,000, Green coconut by VT97,000 and Cucumber by VT137,000. When compared to the same quarter of the previous year, Island taro decreased by VT82,000, Dried coconut decreased by VT55,000, Green coconut increased by VT32,000 while Cucumber decreased by VT11,000.

Yam, Chinese cabbage, Pumpkin, Manioc, Purple bowl cabbage, Island cabbage and Carrot all contributed to less than 2 percent each share in value.

## CONCEPTS AND DEFINITIONS

The Port Vila Market Survey was instigated to measure the price and volume of specific agricultural produces in the main market. The survey is conducted on a fortnightly basis.

The data analysed in this report shows quarterly average supply and prices of the commodities under study. Weights are based on 2016 using HIES 2010 and Agriculture Census 2007 and were used henceforth.

## NEXT UPDATE (QUARTERLY)

## RELEASE DATE

September 15<sup>th</sup> 2020

## PROVINCIAL STATISTICS OFFICES

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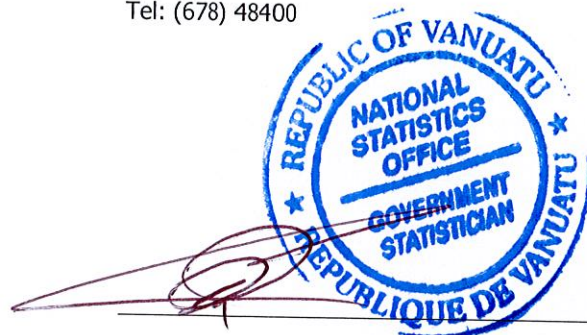
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Mr. KAP Calo Andy

**Government Statistician**

## Annex I: Summary Tables

**Table 1: Quantity Supplied (in kilograms)**

PRODUCE	2016.AVG	SEP.18.AV	DEC.18.AV	MAR.19.AV	JUN.19.AV	SEP.19.AV	Sep-19	
							% chng from prev qtr	% chng from SEP18
Fiji Taro	74	648	678	66	326	647	99	0
Island Taro	550	876	1084	720	1228	572	-53	-35
Manioc	534	759	889	859	756	1138	51	50
Sweet Potato (Kumala)	954	1554	2158	1982	1043	971	-7	-37
Yams	250	999	460	230	2088	1651	-21	65
Banana - green	255	1522	448	1155	1969	2004	2	32
Banana, Ripe	435	1951	571	781	1881	1941	3	-1
Pawpaw	568	1397	574	694	961	944	-2	-32
Water Melon	448	48	1748	1557	685	628	-8	1211
Bowl Cabbage (white)	309	1806	1262	145	213	2312	987	28
Bowl Cabbage (purple)	53	86	210	57	0	73	-	-15
Carrots	78	271	259	26	3	30	952	-89
Chinese Cabbage	543	619	313	276	549	857	56	38
Cucumbers	343	299	345	158	477	987	107	230
Pumpkin	45	734	455	112	227	683	201	-7
Island Cabbage	171	155	162	200	311	160	-49	3
Lettuce	45	260	252	10	35	284	705	9
Tomatoes	198	767	1176	175	57	952	1584	24
Dried coconuts	650	1703	2027	1253	2371	2344	-1	38
Green coconuts	309	875	507	424	529	1430	170	63

**Table 2: Weighted Average Price Per Kilograms (in Vatu)**

PRODUCE	2016.AVE	SEP.18.AV	DEC.18.AV	MAR.19.AV	JUN.19.AV	SEP.19.AV	% chng from prev qtr	
							% chng from prev qtr	% chng from SEP18
Fiji Taro	137.18	120	105	151	160	131	-17.7	9.4
Island Taro	185.86	157	150	192	185	169	-8.2	7.7
Manioc	55.14	51	43	63	54	56	2.8	10.0
Sweet Potato (Kumala)	73.13	66	72	69	87	101	16.5	52.6
Yams	224.09	192	351	241	196	178	-9.2	-7.5
Banana - green	118.47	67	117	78	76	74	-3.7	10.0
Banana, Ripe	128.86	104	104	101	80	81	0.4	-22.8
Pawpaw	78.85	112	186	86	83	99	18.2	-12.1
Water Melon	184.57	271	245	204	222	223	0.7	-17.6
Bowl Cabbage (white)	218.28	212	96	144	254	102	-60.0	-52.1
Bowl Cabbage (purple)	209.97	380	124	164	0	267	-	-29.7
Carrots	164.80	274	192	256	278	275	-1.0	0.4
Chinese Cabbage	133.48	230	166	332	207	122	-41.2	-47.1
Cucumbers	200.67	100	275	203	156	224	43.6	124.7
Pumpkin	145.18	100	87	115	195	105	-46.2	4.5
Island Cabbage	218.16	165	368	188	98	204	108.1	23.2
Lettuce	521.80	332	183	769	424	202	-52.4	-39.1
Tomatoes	312.23	240	146	324	693	250	-63.8	4.2
Dried coconuts	56.00	41	64	58	42	47	12.3	15.6
Green coconuts	133.09	95	81	115	76	119	56.9	25.6

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

PRODUCE	Total Value 2016	SEP.18.AV	DEC.18.AV	MAR.19.AV	JUN.19.AV	SEP.19.AV	% chng from prev qtr	% chng from SEP18
Fiji Taro	38.6	78	71	10	52	85	63	9
Island Taro	422.4	138	163	138	227	97	-57	-30
Manioc	113.8	39	38	54	41	64	55	65
Sweet Potato (Kumala)	281.1	103	155	136	91	98	8	-5
Yams	216.0	192	161	55	409	294	-28	53
Banana - green	130.3	102	52	89	151	148	-2	45
Banana, Ripe	256.3	204	59	79	151	156	4	-23
Pawpaw	206.0	157	107	60	80	93	16	-41
Water Melon	315.7	13	429	318	152	140	-8	980
Bowl Cabbage (white)	184.1	383	122	21	54	235	335	-39
Bowl Cabbage (purple)	61.4	33	26	9	0	20	-	-40
Carrots	65.8	74	50	7	1	8	945	-89
Chinese Cabbage	309.5	143	52	92	114	105	-8	-27
Cucumbers	269.5	30	95	32	74	221	197	642
Pumpkin	27.5	74	39	13	44	72	62	-3
Island Cabbage	166.4	26	59	37	30	33	7	27
Lettuce	95.3	86	46	8	15	57	283	-34
Tomatoes	241.9	184	172	57	39	238	509	29
Dried coconuts	150.8	69	129	72	99	110	11	59
Green coconuts	168.2	83	41	49	40	170	324	105
	3720.4	2209	2066	1336	1865	2444	31	11

\*on the days surveyed

**Table 4: Volume Index (2016 = 100)**

PRODUCE	2016 Weights	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	% chng from prev qtr	% chng from SEP18
Fiji Taro	0.01	872	913	89	439	871	99	0
Island Taro	0.11	159	197	131	223	104	-53	-35
Manioc	0.03	142	166	161	141	213	51	50
Sweet Potato (Kumala)	0.08	163	226	208	109	102	-7	-37
Yams	0.06	400	184	92	835	660	-21	65
Banana - green	0.04	597	176	453	772	786	2	32
Banana, Ripe	0.07	449	131	180	433	447	3	-1
Pawpaw	0.06	246	101	122	169	166	-2	-32
Water Melon	0.08	11	390	348	153	140	-8	1211
Bowl Cabbage (white)	0.05	584	408	47	69	748	987	28
Bowl Cabbage (purple)	0.02	161	395	108	0	138	-	-15
Carrots	0.02	347	332	34	4	39	952	-89
Chinese Cabbage	0.08	114	58	51	101	158	56	38
Cucumbers	0.07	87	101	46	139	287	107	230
Pumpkin	0.01	1631	1012	249	504	1518	201	-7
Island Cabbage	0.04	91	94	117	182	93	-49	3
Lettuce	0.03	583	563	22	79	635	705	9
Tomatoes	0.07	388	594	88	29	481	1584	24
Dried coconuts	0.04	262	312	193	365	360	-1	38
Green coconuts	0.05	283	164	137	171	462	170	63
	1.00	266	248	146	230	325	41	22

Table 5: Price Index (2016 = 100)

PRODUCE	2016 Weights	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	% chng from prev mnth	% chng from JAN18
Fiji Taro	0.01	88	77	110	116	96	-18	9
Island Taro	0.11	85	81	103	99	91	-8	8
Manioc	0.03	92	78	114	99	101	3	10
Sweet Potato (Kumala)	0.08	91	98	94	119	138	16	53
Yams	0.06	86	157	107	88	79	-9	-7
Banana - green	0.04	57	99	65	65	62	-4	10
Banana, Ripe	0.07	81	80	78	62	63	0	-23
Pawpaw	0.06	142	236	109	106	125	18	-12
Water Melon	0.08	147	133	111	120	121	1	-18
Bowl Cabbage (white)	0.05	97	44	66	116	47	-60	-52
Bowl Cabbage (purple)	0.02	181	59	78	0	127	-	-30
Carrots	0.02	166	117	155	169	167	-1	0
Chinese Cabbage	0.08	173	125	249	155	91	-41	-47
Cucumbers	0.07	50	137	101	78	112	44	125
Pumpkin	0.01	69	60	79	134	72	-46	4
Island Cabbage	0.04	76	168	86	45	93	108	23
Lettuce	0.03	64	35	147	81	39	-52	-39
Tomatoes	0.07	77	47	104	222	80	-64	4
Dried coconuts	0.04	73	114	103	75	84	12	16
Green coconuts	0.05	71	61	87	57	89	57	26
	1.00	98	107	111	105	95	-10	-4

Table 6: Number of Sellers

PRODUCE	2016 AVE	SEP.18.AV	OCT.18.AV	NOV.18.AV	DEC.18.AV	JAN.19.AV	% chng from prev mnth	% chng from JAN18
Fiji Taro	3	19	13	3	12	19	61	-3
Island Taro	3	11	8	5	16	11	-31	-2
Manioc	8	18	14	10	16	20	27	14
Sweet Potato (Kumala)	11	26	25	19	24	21	-12	-19
Yams	4	16	9	5	27	24	-13	53
Banana - green	9	40	14	23	46	51	10	28
Banana, Ripe	15	53	22	30	65	64	-2	20
Pawpaw	14	44	18	21	43	47	9	5
Water Melon	1	1	4	2	2	2	27	367
Bowl Cabbage (white)	4	38	26	2	6	39	615	4
Bowl Cabbage (purple)	2	5	9	2	0	5	-	3
Carrots	1	18	10	2	1	4	550	-76
Chinese Cabbage	16	35	9	7	26	40	58	15
Cucumbers	10	20	15	11	24	31	30	55
Pumpkin	2	24	17	2	11	24	115	0
Island Cabbage	11	21	11	15	32	20	-38	-4
Lettuce	4	23	20	2	9	30	246	32
Tomatoes	7	39	42	10	9	49	431	24
Dried coconuts	10	29	21	15	35	33	-5	14
Green coconuts	5	27	15	12	22	34	53	28
	138	504	322	195	423	567	34	12

\*on the days surveyed

## **Annex II: Methodology**

The Market Survey is a new initiative which adds to the regular statistical releases from the Vanuatu National Statistics Office and it presents key findings on the average volume and price of commodities most commonly sold and bought at the main market in Port Vila. The information from this data will be beneficial for a variety of stakeholders to measure and understand the market rational between prices and quantity of the common selected products in the main market.

At the start, the Port Vila Central Market was the main focus. Base weights for selected agricultural produces were derived in 2016 using the 2010 Household Income and Expenditure Survey (HIES) and 2007 Agriculture Census. Since then, data collection was scheduled every fortnight to collect price, weights and count of 5 samples of these commodities.

There were 20 agricultural products currently being studied and these are grouped into 3 different categories i.e. Staple Produces, Fruits and Vegetables. The analysis is based on findings from the fortnightly collections and data entry which is averaged to calculate the quarterly Quantity Supplied (in Kilograms), Weighted Average Price per Kilogram, Value of supplies (in thousand vatu), Volume and Price Index and Number of Sellers per commodity.

The Market Survey data collection has recently expanded to Lenakel, Luganville and Manples market in late 2019 with inclusion of new commodities populating the markets recently. However, rebasing of base weights using updated HIES and Agriculture Census will make reporting possible in these new markets and for new additional produces.

