

STATISTICAL UPDATE: PORT VILA CENTRAL MARKET SURVEY

JUNE 2024

Release Date: 25th September 2024

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, analysed and published as quarterly average and by commodity groups.

Summary of Findings:

The Port Vila Market Survey of June quarter of 2024 showed an overall Volume increase of 44 percent on the supply of commodities while the overall price also increased by 12 percent compared to the previous quarter.

- ◆ Increase in the volume of Staple produce, Fruits and Vegetables produce supplied to the market contributed to the increase in the overall volume index compared to the previous quarter.
- ◆ The value of commodities increased by 32 percent at just over VT752,000.
- ◆ An average of 150 sellers was recorded for the quarter under review.

OVERVIEW

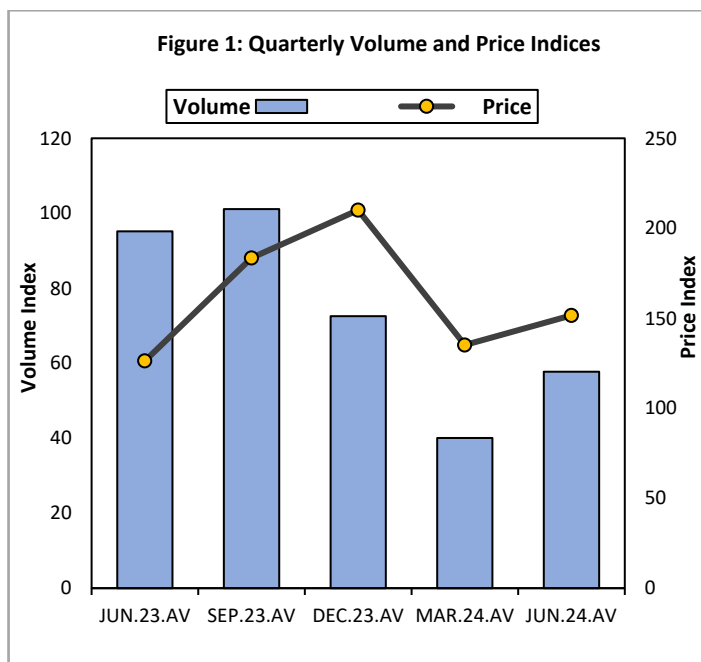
The Port Vila Market Survey in June quarter of 2024 showed an overall volume increase of 44 percent compared to the previous quarter. Staple produce, Fruits and Vegetables produce contributed to the increase in the overall volume. (Refer to table 1 & 4).

contributed to the increase in the overall price by 16 percent and 83 percent respectively. (Refer to table 2 & 5).

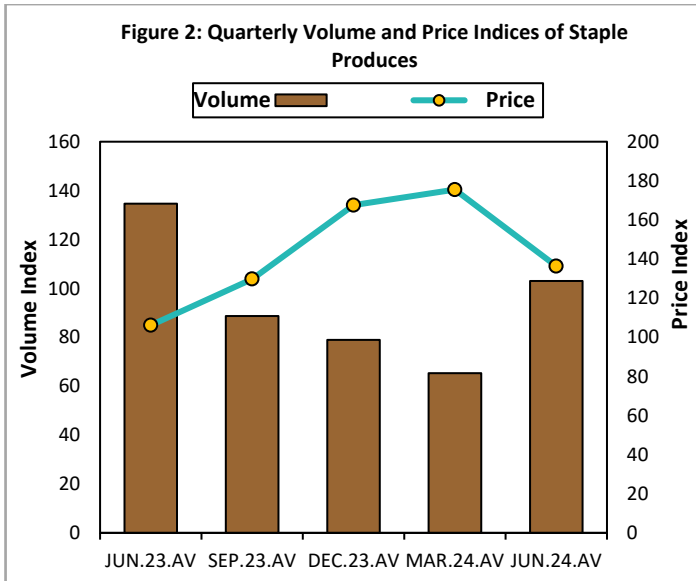
STAPLE FOOD PRODUCE

The supply of Staple food produce increased by 58 percent when compared to the previous quarter, while the average price decreased by -22 percent in the same quarter under review.

Commodities that contributed to the increase in volume were Dried Coconut at 574Kg, Manioc at 251Kg, Island Taro at 127Kg, Sweet Kumala at 140Kg, Yam at 100Kg and Green Banana at 66Kg. When compared to the same quarter of the previous year, the volume of Staple food decreased by -23 percent, while it's weighted average price increased by 28 percent. (Refer to table 1 & 2).



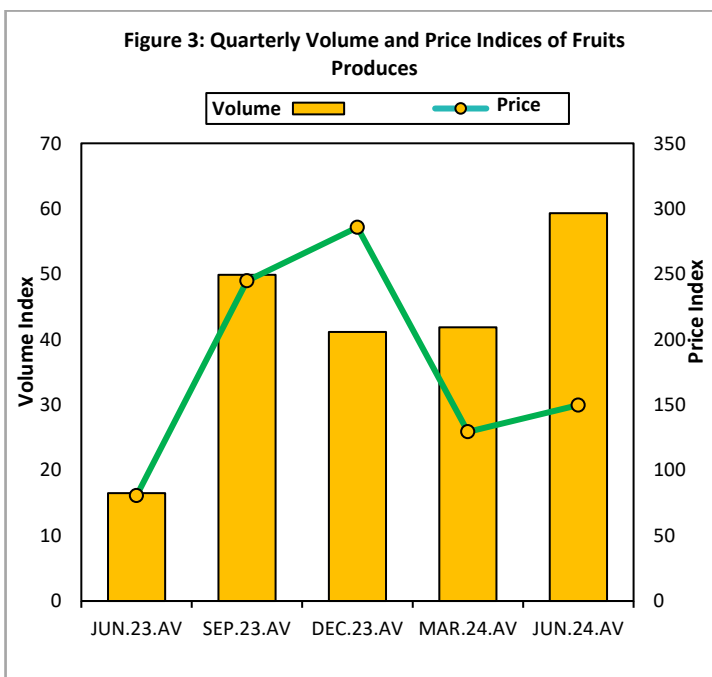
The overall price increased by 12 percent compared to the previous quarter. Fruits and vegetables produce



FRUIT PRODUCE

An overview of Fruits supplied to Port Vila Central Market in the quarter under review showed an overall volume increase of 42 percent compared to the previous quarter while its weighted average price increased by 16 percent. Fruits that contributed to the increase in volume were Watermelon at 165Kg, Ripe Banana at 156Kg and green coconut at 10Kg.

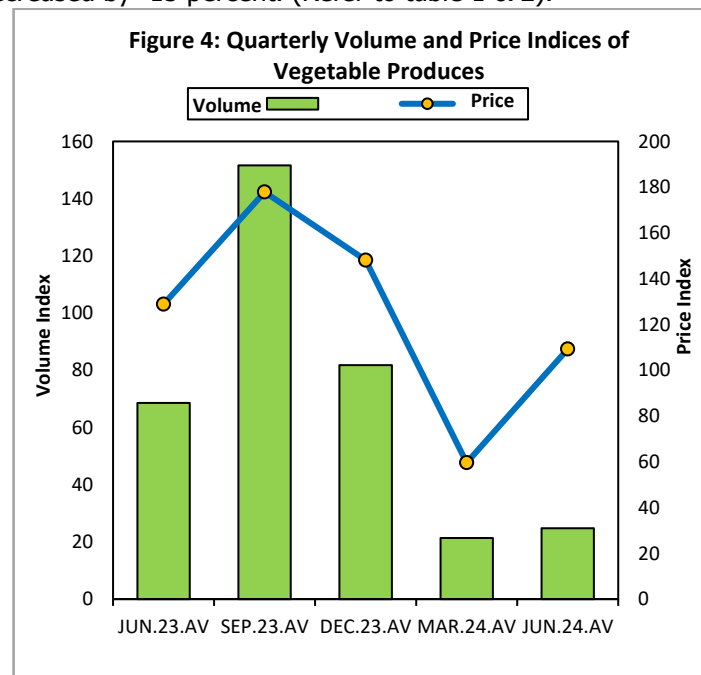
When compared to the same quarter of the previous year, the quantity supplied of fruits to the Central Market increased by 188Kg and the average price per kilograms increased by 86 percent. (Refer to table 1 & 2).



VEGETABLE PRODUCE

The supply of Vegetables to the Port Vila Central Market in June quarter of 2024 recorded an overall increase of 16 percent and the average price per kilograms increased by 83 percent compared to the previous quarter. Vegetables produce that contribute to the increase in the overall vegetables supplies includes, Chinese cabbage at 138Kg, Cucumber at 122Kg, Lettuce at 9Kg and Carrot at 4Kg. There was no White bowl cabbage and purple bowl cabbage sold at the Port Vila central market in the quarter under review.

When compared to the same quarter of the previous year, the supply of vegetables supplied to the market decreased by -64 percent and its average weighted price also decreased by -15 percent. (Refer to table 1 & 2).



SELLERS PER COMMODITY GROUPS

June quarter of 2024 recorded a total average of 150 sellers¹ at the Port Vila Central Market which is an increase of 57 vendors when compared to the previous quarter and a decrease of 8 vendors when compared to the same quarter of the previous year.

When compared to the previous quarter, Staple produce vendors increased by 29 vendors, Fruits produce vendors increased by 20 vendors and Vegetable produce vendors increased by 8 vendors. When compared to June quarter of 2023, Fruits produce vendors increased by 50 vendors while Staple and Vegetable produce vendors decreased by 15 and 43 vendors respectively. (Refer to table 6).

¹ 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

Figure 5: Percentage share of Sellers by Staple Produce

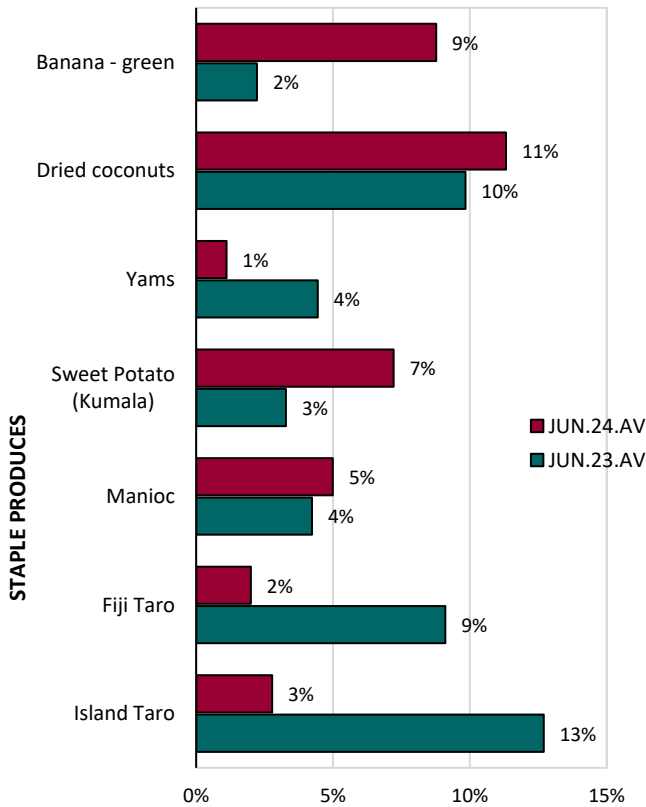


Figure 7: Percentage share of Sellers by Vegetables

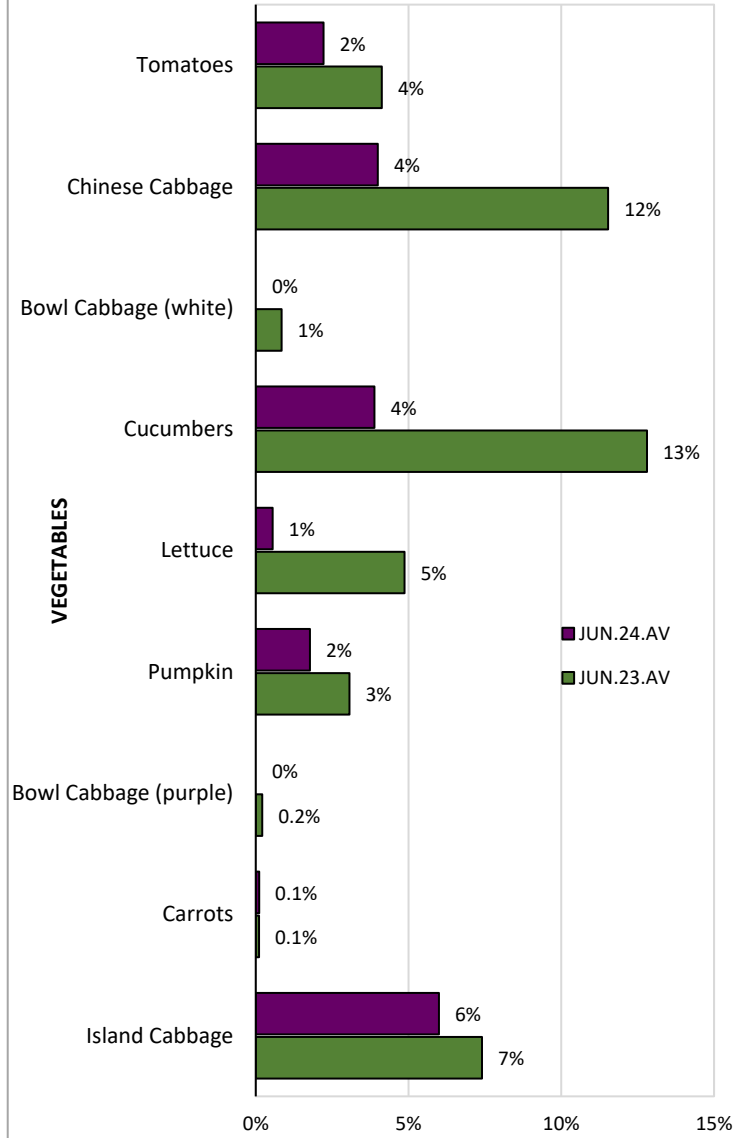
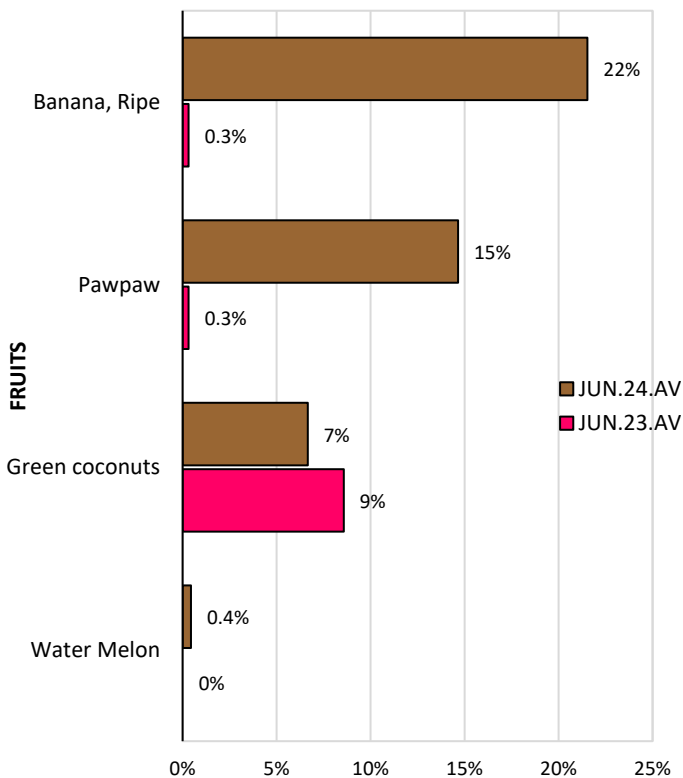


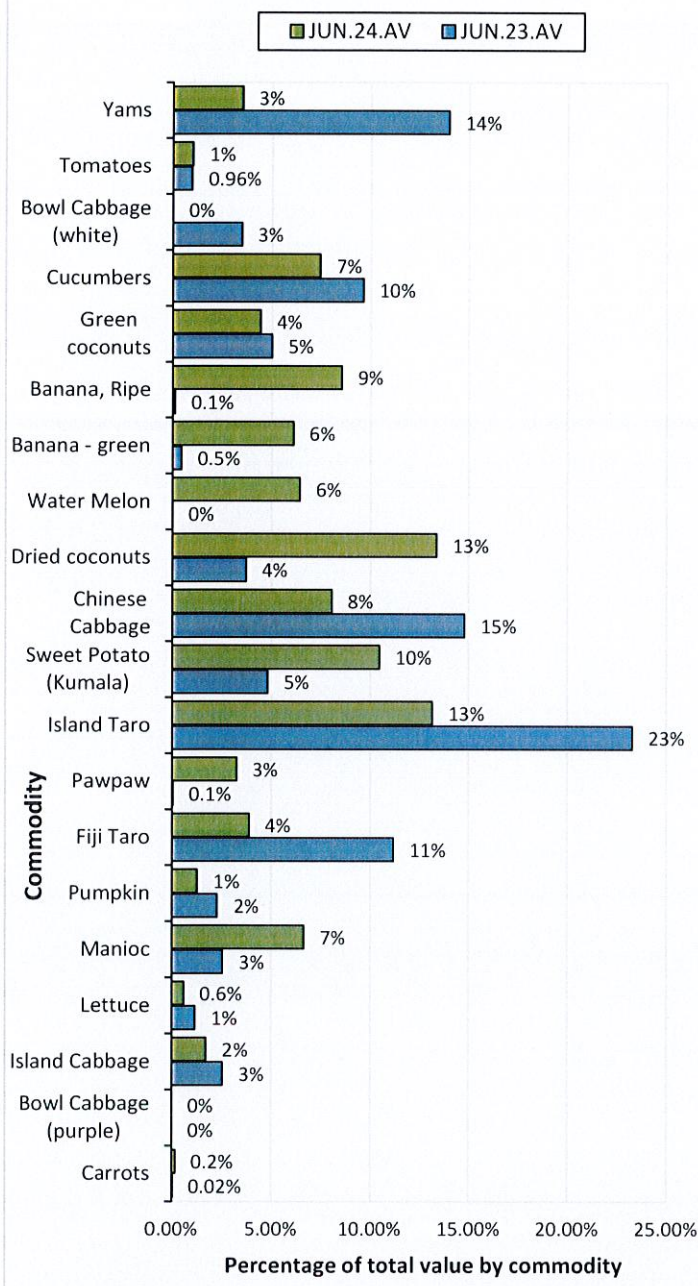
Figure 6: Percentage share of Sellers by Fruits



VALUE OF SUPPLIES

The average value of commodities at the Port Vila Central Market in the quarter under review recorded a value of VT752,000. This is an overall increase of 32 percent compared to the previous quarter and a decrease of -27 percent in the same quarter of the previous year. (Refer to table 3)

Figure 8: Share of Value by Produces



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

Quarter 3 2024

RELEASE DATE

22nd November 2024

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Staple produce registered the largest share in value at 57 percent. Staple produce increased in value by VT89,000 over the previous quarter and decreased in value by VT192,000 over the same quarter of the previous year. Fruits produce registered the second largest share in value at 23 percent. Fruits produce increased in value by VT11,000 over the previous quarter and it also increased in value by VT116,000 over the same quarter of the previous year. Vegetables produce registered the least share in value at 20 percent. Vegetables produce increased in value by VT79,000 over the previous quarter and decreased in value by VT209,000 over the same quarter of the previous year.



Mr. KAP Calo Andy

Chief Statistician

QUARTERLY AVERAGE

Table 1: Quantity Supplied (in kilograms)

| PRODUCE | 2016.AVE | JUN.23.AV | SEP.23.AV | DEC.23.AV | MAR.24.AV | JUN.24.AV | 24-Jun | |
|--------------------------|------------|------------|------------|------------|------------|------------|----------------------|--------------------|
| | | | | | | | % chng from prev qtr | % chng from Jun 23 |
| STAPLE PRODUCE | 467 | 629 | 414 | 369 | 305 | 481 | 58 | -23 |
| Fiji Taro | 74 | 797 | 370 | 188 | 184 | 160 | -13 | -80 |
| Island Taro | 550 | 1541 | 233 | 129 | 178 | 305 | 71 | -80 |
| Manioc | 534 | 350 | 430 | 302 | 216 | 467 | 116 | 33 |
| Sweet Potato (Kumala) | 954 | 322 | 874 | 1205 | 548 | 688 | 26 | 114 |
| Yam | 250 | 594 | 45 | 70 | 8 | 108 | 1175 | -82 |
| Banana - green | 255 | 63 | 105 | 96 | 374 | 440 | 18 | 601 |
| Dried coconut | 650 | 735 | 843 | 592 | 627 | 1201 | 91 | 63 |
| FRUITS | 440 | 73 | 219 | 181 | 184 | 261 | 42 | 260 |
| Banana, Ripe | 435 | 12 | 81 | 290 | 420 | 576 | 37 | 4710 |
| Pawpaw | 568 | 4 | 1 | 144 | 182 | 157 | -14 | 3570 |
| Water Melon | 448 | 0 | 501 | 16 | 0 | 165 | 100 | 100 |
| Green coconut | 309 | 274 | 295 | 274 | 135 | 145 | 8 | -47 |
| VEGETABLE PRODUCE | 198 | 136 | 301 | 162 | 42 | 49 | 16 | -64 |
| Bowl Cabbage (white) | 309 | 67 | 575 | 225 | 0 | 0 | 0 | -100 |
| Bowl Cabbage (purple) | 53 | 1 | 46 | 43 | 0 | 0 | 0 | -100 |
| Carrot | 78 | 1 | 39 | 35 | 0 | 4 | 100 | 448 |
| Chinese Cabbage | 543 | 462 | 639 | 39 | 0 | 138 | 100 | -70 |
| Cucumber | 343 | 452 | 492 | 241 | 19 | 141 | 653 | -69 |
| Pumpkin | 45 | 109 | 365 | 216 | 186 | 67 | -64 | -38 |
| Island Cabbage | 171 | 74 | 52 | 52 | 98 | 59 | -39 | -20 |
| Lettuce | 45 | 32 | 142 | 111 | 0 | 9 | 100 | -72 |
| Tomato | 198 | 27 | 358 | 499 | 79 | 24 | -69 | -9 |

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

| PRODUCE | 2016.AVE | JUN.23.AV | SEP.23.AV | DEC.23.AV | MAR.24.AV | JUN.24.AV | 24-Jun | |
|--------------------------|---------------|------------|------------|------------|------------|------------|----------------------|--------------------|
| | | | | | | | % chng from prev qtr | % chng from Jun 23 |
| STAPLE PRODUCE | 121.41 | 129 | 158 | 203 | 213 | 166 | -22 | 28 |
| Fiji Taro | 137.18 | 145 | 165 | 172 | 228 | 182 | -20 | 25 |
| Island Taro | 185.86 | 156 | 215 | 247 | 231 | 324 | 41 | 107 |
| Manioc | 55.14 | 76 | 98 | 111 | 167 | 107 | -36 | 42 |
| Sweet Potato (Kumala) | 73.13 | 155 | 187 | 122 | 142 | 114 | -19 | -26 |
| Yam | 224.09 | 243 | 355 | 506 | 412 | 243 | -41 | 0 |
| Banana - green | 118.47 | 75 | 0 | 170 | 224 | 104 | -54 | 40 |
| Dried coconut | 56 | 52 | 83 | 95 | 89 | 84 | -6 | 61 |
| FRUITS | 131.34 | 106 | 322 | 375 | 170 | 197 | 16 | 86 |
| Banana, Ripe | 128.86 | 113 | 579 | 290 | 192 | 112 | -42 | -1 |
| Pawpaw | 79 | 121 | 0 | 509 | 275 | 154 | -44 | 27 |
| Water Melon | 184.57 | 0 | 517 | 492 | 0 | 292 | 100 | 100 |
| Green coconut | 133.09 | 189 | 190 | 211 | 213 | 229 | 8 | 21 |
| VEGETABLE PRODUCE | 236.06 | 304 | 420 | 350 | 141 | 258 | 83 | -15 |
| Bowl Cabbage (white) | 218.28 | 531 | 517 | 265 | 0 | 0 | 0 | 100 |
| Bowl Cabbage (purple) | 209.97 | 0 | 641 | 322 | 0 | 0 | 0 | 0 |
| Carrot | 164.8 | 333 | 563 | 467 | 0 | 308 | 100 | -8 |
| Chinese Cabbage | 133.48 | 331 | 137 | 372 | 0 | 440 | 100 | 33 |
| Cucumber | 200.67 | 221 | 327 | 378 | 564 | 396 | -30 | 79 |
| Pumpkin | 145.18 | 217 | 147 | 127 | 0 | 143 | 100 | -34 |
| Island Cabbage | 218.16 | 354 | 394 | 414 | 346 | 218 | -37 | -38 |
| Lettuce | 521.8 | 378 | 370 | 457 | 0 | 504 | 100 | 33 |
| Tomato | 312.23 | 373 | 683 | 345 | 356 | 313 | -12 | -16 |

Table 3: Value of Supplies (in Vatu thousands)

| PRODUCE | Total Value 2016 | JUN.23.AV | SEP.23.AV | DEC.23.AV | MAR.24.AV | JUN.24.AV | % chng from prev qtr | % chng from Jun 23 |
|--------------------------|------------------|------------|------------|------------|------------|------------|----------------------|--------------------|
| STAPLE PRODUCE | 1352.9 | 621 | 403 | 353 | 340 | 429 | 26 | -31 |
| Fiji Taro | 38.6 | 116 | 61 | 32 | 42 | 29 | -30 | -75 |
| Island Taro | 422.4 | 241 | 50 | 32 | 41 | 99 | 141 | -59 |
| Manioc | 113.8 | 26 | 42 | 34 | 36 | 50 | 39 | 89 |
| Sweet Potato (Kumala) | 281.1 | 50 | 164 | 148 | 78 | 79 | 1 | 58 |
| Yam | 216 | 145 | 16 | 35 | 3 | 26 | 654 | -82 |
| Banana - green | 130.3 | 5 | 0 | 16 | 84 | 46 | -45 | 880 |
| Dried coconut | 150.8 | 38 | 70 | 56 | 56 | 100 | 81 | 163 |
| FRUITS | 946.1 | 54 | 362 | 223 | 159 | 170 | 7 | 217 |
| Banana, Ripe | 256.3 | 1 | 47 | 84 | 80 | 64 | -20 | 4661 |
| Pawpaw | 206 | 1 | 0 | 73 | 50 | 24 | -52 | 4563 |
| Water Melon | 315.7 | 0 | 259 | 8 | 0 | 48 | 100 | 0 |
| Green coconut | 168.2 | 52 | 56 | 58 | 29 | 33 | 16 | -36 |
| VEGETABLE PRODUCE | 1421.3 | 361 | 968 | 467 | 73 | 152 | 110 | -58 |
| Bowl Cabbage (white) | 184.1 | 36 | 297 | 59 | 0 | 0 | 0 | -100 |
| Bowl Cabbage (purple) | 61.4 | 0 | 30 | 14 | 0 | 0 | 0 | 0 |
| Carrot | 65.8 | 0 | 22 | 16 | 0 | 1 | 100 | 408 |
| Chinese Cabbage | 309.5 | 153 | 87 | 15 | 0 | 60 | 100 | -60 |
| Cucumber | 269.5 | 100 | 161 | 91 | 11 | 56 | 428 | -44 |
| Pumpkin | 27.5 | 24 | 54 | 27 | 0 | 10 | 100 | -59 |
| Island Cabbage | 166.4 | 26 | 20 | 22 | 34 | 13 | -62 | -51 |
| Lettuce | 95.3 | 12 | 53 | 51 | 0 | 5 | 100 | -63 |
| Tomato | 241.9 | 10 | 244 | 172 | 28 | 8 | -73 | -24 |
| | 3720.4 | 1035 | 1733 | 1043 | 571 | 752 | 32 | -27 |

Table 4: Volume Index (2016 = 100)

| PRODUCE | 2016 Weights | JUN.23.AV | SEP.23.AV | DEC.23.AV | MAR.24.AV | JUN.24.AV | % chng from prev qtr | % chng from Jun 23 |
|--------------------------|--------------|------------|------------|-----------|-----------|------------|----------------------|--------------------|
| STAPLE PRODUCE | 0.36 | 135 | 89 | 79 | 65 | 103 | 58 | -23 |
| Fiji Taro | 0.01 | 1073 | 498 | 252 | 247 | 215 | -13 | -80 |
| Island Taro | 0.11 | 280 | 42 | 23 | 32 | 55 | 71 | -80 |
| Manioc | 0.03 | 66 | 80 | 57 | 40 | 87 | 116 | 33 |
| Sweet Potato (Kumala) | 0.08 | 34 | 92 | 126 | 57 | 72 | 26 | 114 |
| Yam | 0.06 | 237 | 18 | 28 | 3 | 43 | 1175 | -82 |
| Banana - green | 0.04 | 25 | 41 | 38 | 147 | 173 | 18 | 601 |
| Dried coconut | 0.04 | 113 | 130 | 91 | 96 | 185 | 91 | 63 |
| FRUITS | 0.25 | 16 | 50 | 41 | 42 | 59 | 42 | 260 |
| Banana, Ripe | 0.07 | 3 | 19 | 67 | 97 | 133 | 37 | 4710 |
| Pawpaw | 0.06 | 1 | 0 | 25 | 32 | 28 | -14 | 3570 |
| Water Melon | 0.08 | 0 | 112 | 4 | 0 | 37 | 100 | 100 |
| Green coconut | 0.05 | 89 | 95 | 89 | 44 | 47 | 8 | -47 |
| VEGETABLE PRODUCE | 0.38 | 69 | 152 | 82 | 21 | 25 | 16 | -64 |
| Bowl Cabbage (white) | 0.05 | 22 | 186 | 73 | 0 | 0 | 0 | -100 |
| Bowl Cabbage (purple) | 0.02 | 2 | 87 | 80 | 0 | 0 | 0 | -100 |
| Carrot | 0.02 | 1 | 50 | 44 | 0 | 5 | 100 | 448 |
| Chinese Cabbage | 0.08 | 85 | 118 | 7 | 0 | 25 | 100 | -70 |
| Cucumber | 0.07 | 132 | 143 | 70 | 5 | 41 | 653 | -69 |
| Pumpkin | 0.01 | 241 | 810 | 480 | 413 | 149 | -64 | -38 |
| Island Cabbage | 0.04 | 43 | 30 | 31 | 57 | 35 | -39 | -20 |
| Lettuce | 0.03 | 72 | 319 | 248 | 0 | 20 | 100 | -72 |
| Tomato | 0.07 | 13 | 181 | 252 | 40 | 12 | -69 | -9 |
| | 1 | 95 | 101 | 73 | 40 | 58 | 44 | -39 |

**on the days surveyed*

Table 5: Price Index (2016 = 100)

| PRODUCE | 2016 Weights | JUN.23.AV | SEP.23.AV | DEC.23.AV | MAR.24.AV | JUN.24.AV | % chng from prev qtr | % chng from Jun 23 |
|--------------------------|--------------|------------|------------|------------|------------|------------|----------------------|--------------------|
| STAPLE PRODUCE | 0.36 | 106 | 130 | 168 | 176 | 136 | -22 | 28 |
| Fiji Taro | 0.01 | 106 | 120 | 125 | 166 | 133 | -20 | 25 |
| Island Taro | 0.11 | 84 | 116 | 133 | 124 | 174 | 41 | 107 |
| Manioc | 0.03 | 137 | 177 | 202 | 303 | 195 | -36 | 42 |
| Sweet Potato (Kumala) | 0.08 | 212 | 256 | 167 | 194 | 157 | -19 | -26 |
| Yam | 0.06 | 109 | 158 | 226 | 184 | 109 | -41 | 0 |
| Banana - green | 0.04 | 63 | 0 | 144 | 189 | 88 | -54 | 40 |
| Dried coconut | 0.04 | 93 | 148 | 169 | 158 | 149 | -6 | 61 |
| FRUITS | 0.25 | 81 | 245 | 286 | 129 | 150 | 16 | 86 |
| Banana, Ripe | 0.07 | 87 | 449 | 225 | 149 | 87 | -42 | -1 |
| Pawpaw | 0.06 | 154 | 0 | 645 | 349 | 196 | -44 | 27 |
| Water Melon | 0.08 | 0 | 280 | 266 | 0 | 158 | 100 | 100 |
| Green coconut | 0.05 | 142 | 143 | 158 | 160 | 172 | 8 | 21 |
| VEGETABLE PRODUCE | 0.38 | 129 | 178 | 148 | 60 | 109 | 83 | -15 |
| Bowl Cabbage (white) | 0.05 | 243 | 237 | 121 | 0 | 0 | 0 | -100 |
| Bowl Cabbage (purple) | 0.02 | 0 | 305 | 153 | 0 | 0 | 0 | 0 |
| Carrot | 0.02 | 202 | 342 | 283 | 0 | 187 | 100 | -8 |
| Chinese Cabbage | 0.08 | 248 | 102 | 278 | 0 | 329 | 100 | 33 |
| Cucumber | 0.07 | 110 | 163 | 188 | 281 | 197 | -30 | 79 |
| Pumpkin | 0.01 | 150 | 101 | 88 | 0 | 99 | 100 | -34 |
| Island Cabbage | 0.04 | 162 | 181 | 190 | 158 | 100 | -37 | -38 |
| Lettuce | 0.03 | 72 | 71 | 88 | 0 | 96 | 100 | 33 |
| Tomato | 0.07 | 120 | 219 | 111 | 114 | 100 | -12 | -16 |
| | 1 | 126 | 184 | 210 | 135 | 152 | 12 | 20 |

Table 6: Number of Sellers

| PRODUCE | 2016 AVE | JUN.23.AV | SEP.23.AV | DEC.23.AV | MAR.24.AV | JUN.24.AV | % chng from prev qtr | % chng from Jun 23 |
|--------------------------|-----------|-----------|------------|-----------|-----------|-----------|----------------------|--------------------|
| STAPLE PRODUCE | 46 | 72 | 49 | 43 | 28 | 57 | 106 | -21 |
| Fiji Taro | 3 | 14 | 9 | 6 | 2 | 3 | 50 | -79 |
| Island Taro | 3 | 20 | 7 | 4 | 1 | 4 | 257 | -79 |
| Manioc | 8 | 7 | 7 | 6 | 4 | 8 | 96 | 13 |
| Sweet Potato (Kumala) | 11 | 5 | 9 | 12 | 5 | 11 | 124 | 110 |
| Yam | 4 | 7 | 2 | 1 | 0 | 2 | 400 | -76 |
| Banana - green | 9 | 4 | 3 | 5 | 10 | 13 | 34 | 276 |
| Dried coconut | 10 | 16 | 12 | 8 | 6 | 17 | 191 | 10 |
| FRUITS | 35 | 15 | 15 | 30 | 45 | 65 | 157 | 348 |
| Banana, Ripe | 15 | 1 | 1 | 10 | 18 | 32 | 76 | 6367 |
| Pawpaw | 14 | 1 | 0 | 11 | 20 | 22 | 11 | 4300 |
| Water Melon | 1 | 0 | 2 | 0 | 0 | 1 | 100 | 0 |
| Green coconut | 5 | 14 | 11 | 9 | 7 | 10 | 43 | -26 |
| VEGETABLE PRODUCE | 57 | 71 | 127 | 89 | 20 | 28 | 44 | -61 |
| Bowl Cabbage (white) | 4 | 1 | 12 | 8 | 0 | 0 | 0 | -100 |
| Bowl Cabbage (purple) | 2 | 0 | 5 | 2 | 0 | 0 | 0 | -100 |
| Carrot | 1 | 0 | 4 | 5 | 0 | 0 | 0 | 0 |
| Chinese Cabbage | 16 | 18 | 24 | 3 | 0 | 6 | 100 | -67 |
| Cucumber | 10 | 20 | 17 | 10 | 2 | 6 | 192 | -71 |
| Pumpkin | 2 | 5 | 10 | 9 | 5 | 3 | -45 | -45 |
| Island Cabbage | 11 | 12 | 9 | 6 | 12 | 9 | -24 | -23 |
| Lettuce | 4 | 8 | 24 | 8 | 0 | 1 | 100 | -89 |
| Tomato | 7 | 7 | 22 | 38 | 1 | 3 | 400 | -49 |
| | 138 | 158 | 191 | 162 | 93 | 150 | 63 | -5 |