

# STATISTICAL UPDATE: PORT VILA CENTRAL MARKET SURVEY

## SEPTEMBER 2023

Release Date: 22<sup>nd</sup> February 2024

The Port Vila Central Market Survey summarises selected agricultural produces sold at the main Port Vila Municipal 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.

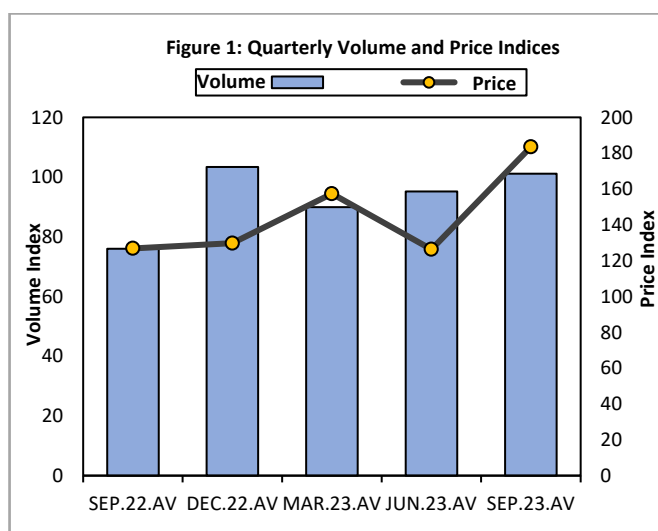
### Summary of Findings:

The Port Vila Market Survey of September quarter of 2023 showed an overall Volume increase of 6 percent on the supply of commodities while the overall price increased by 45 percent compared to the previous quarter.

- ◆ Increase in the volume of 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 67 percent at VT1.7 million.
- ◆ An average of 191 sellers was recorded for the quarter under review.

### OVERVIEW

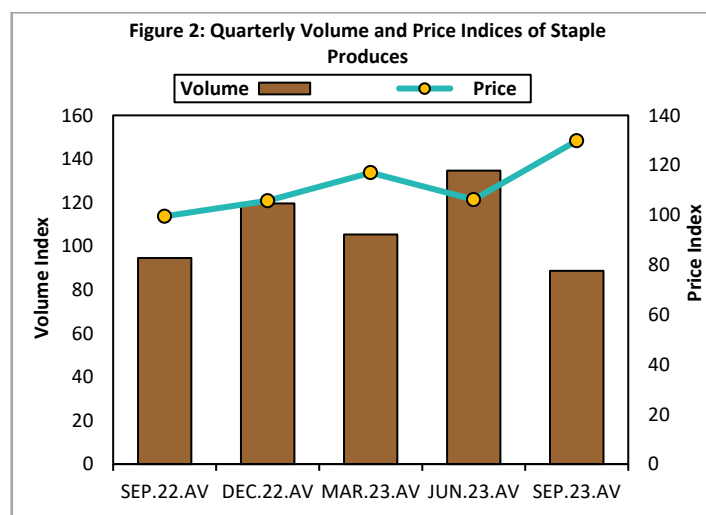
The Port Vila Market Survey in September quarter of 2023 showed an overall volume increase of 6 percent compared to the previous quarter. Fruits and Vegetables produce contributed to the increase in the overall volume. (Refer to table 1 & 4).



The overall price increased by 45 percent compared to the previous quarter. Fruits Vegetables and staple produce contributed to the increase in overall price. (Refer to table 2 & 5).

### STAPLE FOOD PRODUCE

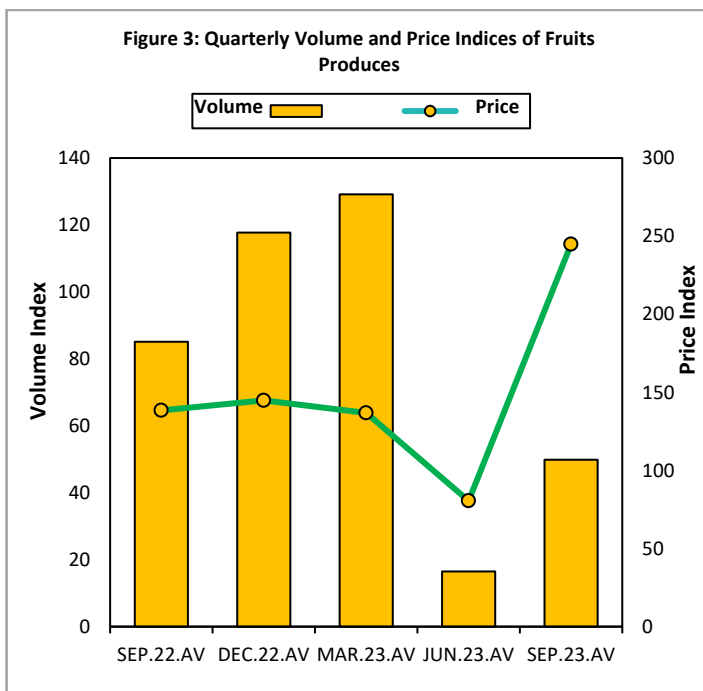
The supply of Staple food produce decreased by -34 percent when compared to the previous quarter, while the average price increased by 22 percent in the same quarter under review. Commodities that contributed to the decrease in volume were Yam at -92 percent, Island Taro at -85 percent and Fiji Taro at -54 percent. When compared to the same quarter of the previous year, the volume of Staple food decreased by -6 percent, while it's weighted average price increased by 30 percent. (Refer to table 1 & 2).



**FRUIT PRODUCE**

An overview of Fruits supplied to Port Vila Central Market in the quarter under review showed an overall increase of 147 Kilograms compared to the previous quarter. Fruits that contributed to the increase in volume were, Water Melon at 501 kilograms, Ripe Banana at 69 Kilograms and Green coconut at 21 kilograms. The average price per kilograms of fruits produced increased by VT216 in the quarter under review.

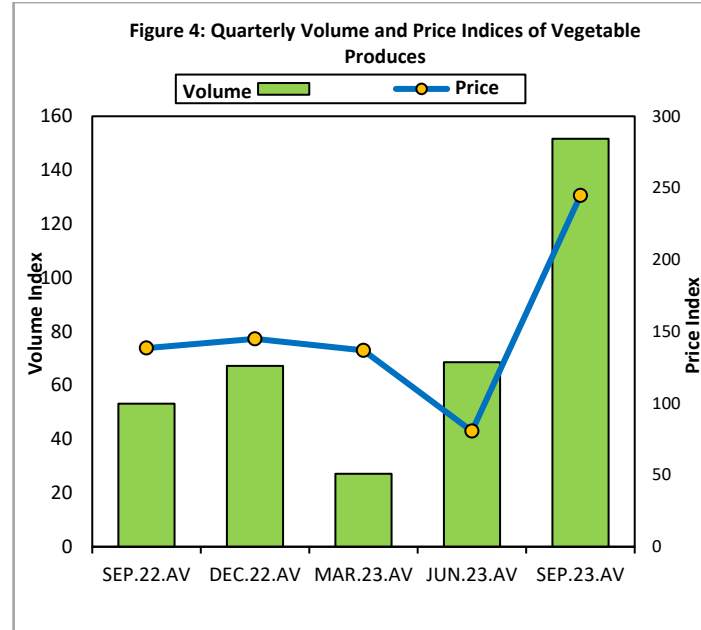
When compared to the same quarter of the previous year, the quantity supplied of fruits to the Central Market decreased by -41 percent and the average price per kilograms increased by 77 percent. (Refer to table 1 & 2).



**VEGETABLE PRODUCE**

The supply of Vegetables to the Port Vila Central Market in September quarter of 2023 recorded an overall increase of 165 Kilograms and the average price per kilograms increased by 38 percent compared to the previous quarter. Vegetable produces that contribute to the increase in vegetables supplies includes, White bowl cabbage at 507 kilograms, tomato at 331 kilograms, pumpkin at 256 kilograms, Chinese cabbage at 177 kilograms, lettuce at 110 kilograms, bowl cabbage purple at 45 kilograms, cucumber at 40 kilograms and carrot at 38 kilograms.

When compared to the same quarter of the previous year, the supply of vegetables supplied to the market also increased by 195 kilograms and its average weighted price also increased by 51 percent. (Refer to table 1 & 2).



**SELLERS PER COMMODITY GROUPS**

September quarter of 2023 recorded a total average of 191 sellers<sup>1</sup> at the Port Vila Central Market which is an increase of 33 vendors when compared to the previous quarter and an increase of 10 vendors when compared to the same quarter of the previous year.

When compared to the previous quarter, Vegetables produce vendors increased by 79 percent, Fruits produce vendors increased by 5 percent while Staple produce vendors decreased by 32 percent in the quarter under review.

When compared to September quarter of 2022, Staple food vendors decreased by 23 percent and vegetables supply vendors increased by 60 percent while fruits supply vendors decreased by 60 percent. (Refer to table 6).

<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

Figure 5: Percentage share of Sellers by Staple Produce

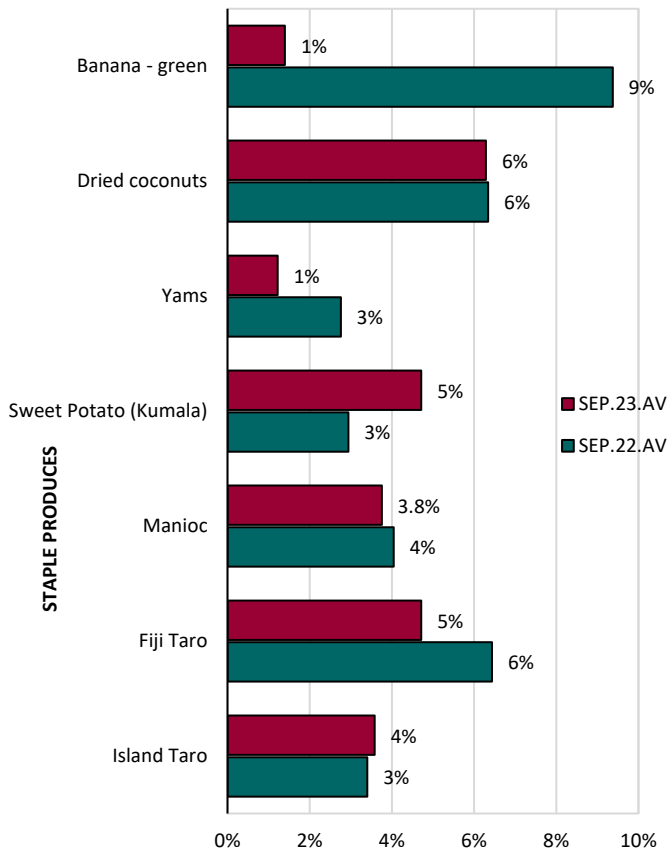


Figure 7: Percentage share of Sellers by Vegetables

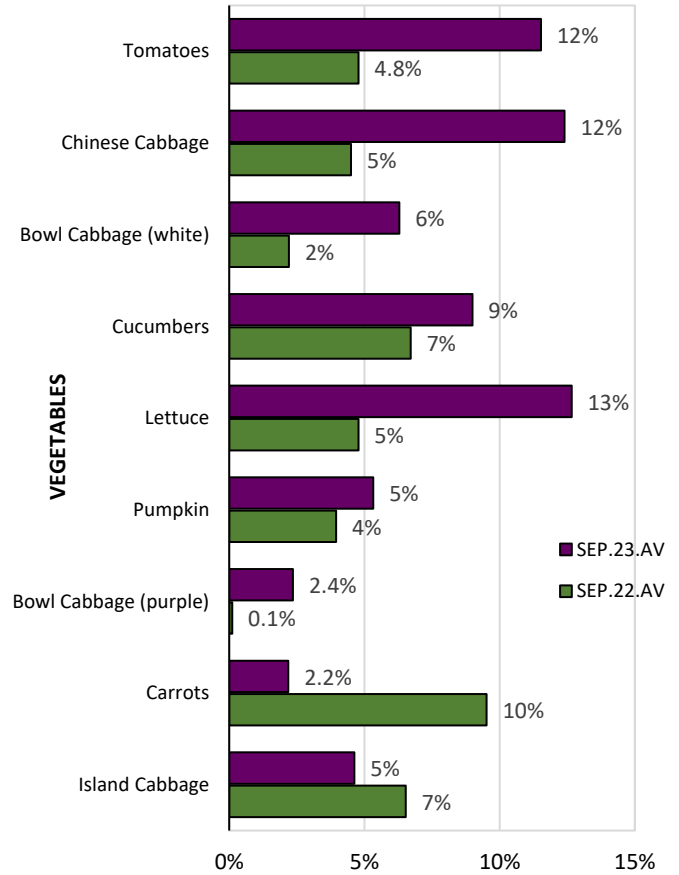
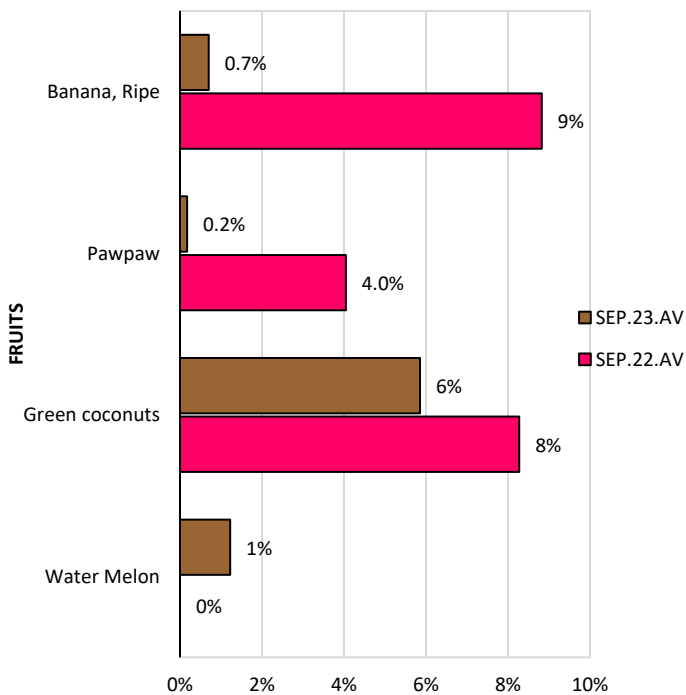


Figure 6: Percentage share of Sellers by Fruits



**VALUE OF SUPPLIES**

The average value of commodities at the Port Vila Central Market in the quarter under review recorded a value of VT1,732,540. This is an overall increase of 67 percent compared to the previous quarter and increase of 84 percent in the same quarter of the previous year. (Refer to table 3)

**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**

Quarter 4 2023

15<sup>th</sup> March 2024

**PROVINCIAL STATISTICS OFFICES**

**Sanma Office**

PO Box 273  
MFEM Building,  
Luganville, SANTO  
Tel/Fax: (678) 36542

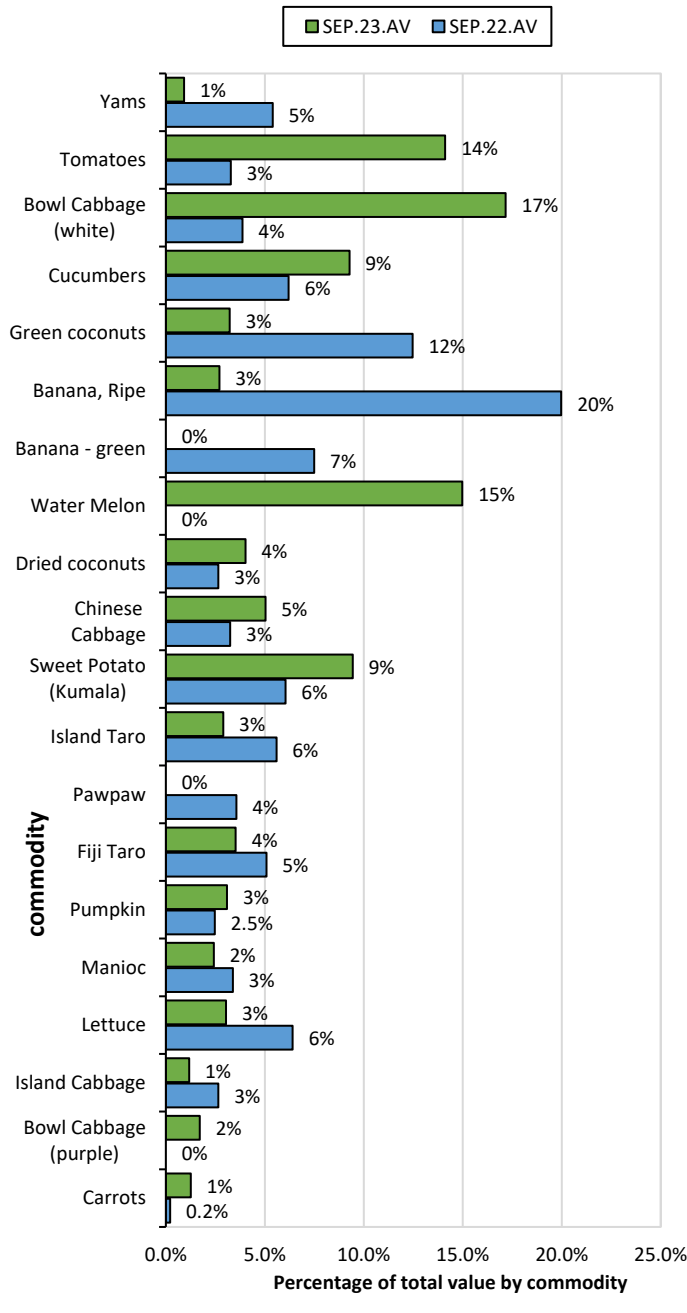
**Tafea Office**

MFEM Building,  
Isangel TANNA  
Tel: (678) 88014  
Ext/VOIP: 8361

**Malampa Office**

MFEM Building,  
Lakatoro, MALEKULA  
Tel: (678) 48400  
Ext/VIOP: 7475

**Figure 8: Share of Value by Produces**



Vegetables produce registered the largest share in value at 56 percent. Vegetable produce increased by VT607,000 over the previous quarter and increased by VT702,000 compared to the same quarter of the previous year. Staple produce registered the second highest share in value at 23 percent. Staple produce decreased by VT218,000 over the previous quarter and increased by VT68,000 over the same quarter of the previous year. Fruits produce shared the least in value at 21 percent. Fruits produced increased by VT309,000 in value over the previous quarter and VT24,000 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	SEP.22.AV	DEC.22.AV	MAR.23.AV	JUN.23.AV	SEP.23.AV	Sep-23	
							% chng from prev qtr	% chng from sep 22
<b>STAPLE PRODUCE</b>	<b>467</b>	<b>441</b>	<b>558</b>	<b>492</b>	<b>629</b>	<b>414</b>	<b>-34</b>	<b>-6</b>
Fiji Taro	74	484	674	389	797	370	-54	-24
Island Taro	550	305	209	710	1541	233	-85	-24
Manioc	534	424	342	507	350	430	23	1
Sweet Potato (Kumala)	954	537	1161	330	322	874	171	63
Yam	250	230	191	107	594	45	-92	-80
Banana - green	255	543	731	682	63	105	67	-81
Dried coconut	650	567	600	718	735	843	15	49
<b>FRUITS</b>	<b>440</b>	<b>374</b>	<b>518</b>	<b>568</b>	<b>73</b>	<b>219</b>	<b>202</b>	<b>-41</b>
Banana, Ripe	435	967	1063	873	12	81	576	-92
Pawpaw	568	147	188	205	4	1	-80	-99
Water Melon	448	0	561	890	0	501	0	0
Green coconut	309	383	260	305	274	295	8	-23
<b>VEGETABLE PRODUCE</b>	<b>198</b>	<b>105</b>	<b>133</b>	<b>54</b>	<b>136</b>	<b>301</b>	<b>121</b>	<b>185</b>
Bowl Cabbage (white)	309	95	225	0	67	575	753	503
Bowl Cabbage (purple)	53	5	32	0	1	46	4,571	741
Carrot	78	9	23	0	1	39	5050	354
Chinese Cabbage	543	179	133	40	462	639	38	256
Cucumber	343	171	180	49	452	492	9	187
Pumpkin	45	181	280	156	109	365	236	102
Island Cabbage	171	141	136	222	74	52	-30	-63
Lettuce	45	101	71	10	32	142	341	41
Tomato	198	66	120	9	27	358	1244	445

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

PRODUCE	2016.AVE	SEP.22.AV	DEC.22.AV	MAR.23.AV	JUN.23.AV	SEP.23.AV	Sep-23	
							% chng from prev qtr	% chng from Sep 22
<b>STAPLE PRODUCE</b>	<b>121.41</b>	<b>121</b>	<b>128</b>	<b>142</b>	<b>129</b>	<b>158</b>	<b>22</b>	<b>30</b>
Fiji Taro	137.18	99	110	122	145	165	14	68
Island Taro	185.86	172	208	271	156	215	38	25
Manioc	55.14	75	82	77	76	98	29	30
Sweet Potato (Kumala)	73.13	106	109	87	155	187	21	77
Yam	224.09	221	234	291	243	355	46	61
Banana - green	118.47	130	110	100	75	0	-100	-100
Dried coconut	56	44	46	46	52	83	59	88
<b>FRUITS</b>	<b>131.34</b>	<b>182</b>	<b>190</b>	<b>180</b>	<b>106</b>	<b>322</b>	<b>204</b>	<b>77</b>
Banana, Ripe	128.86	194	175	128	113	579	414	199
Pawpaw	78.85	228	185	179	121	0	-100	-100
Water Melon	184.57	0	206	196	0	517	0	0
Green coconut	133.09	306	196	216	189	190	0	-38
<b>VEGETABLE PRODUCE</b>	<b>236.06</b>	<b>277</b>	<b>306</b>	<b>311</b>	<b>304</b>	<b>420</b>	<b>38</b>	<b>51</b>
Bowl Cabbage (white)	218.28	382	248	0	531	517	-2	35
Bowl Cabbage (purple)	209.97	0	248	0	0	641	0	0
Carrot	164.8	235	414	0	333	563	69	139
Chinese Cabbage	133.48	170	187	540	331	137	-59	-20
Cucumber	200.67	340	263	484	221	327	48	-4
Pumpkin	145.18	128	131	212	217	147	-32	14
Island Cabbage	218.16	176	168	264	354	394	12	124
Lettuce	521.8	594	667	482	378	370	-2	-38
Tomato	312.23	469	425	818	373	683	83	46

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

PRODUCE	Total Value 2016	SEP.22.AV	DEC.22.AV	MAR.23.AV	JUN.23.AV	SEP.23.AV	% chng from prev qtr	% chng from Sep 22
<b>STAPLE PRODUCE</b>	<b>1352.9</b>	<b>335</b>	<b>424</b>	<b>441</b>	<b>621</b>	<b>403</b>	<b>-35</b>	<b>20</b>
Fiji Taro	38.6	48	74	47	116	61	-47	28
Island Taro	422.4	53	44	193	241	50	-79	-4
Manioc	113.8	32	28	39	26	42	59	32
Sweet Potato (Kumala)	281.1	57	126	29	50	164	228	188
Yam	216	51	45	31	145	16	-89	-69
Banana - green	130.3	70	80	68	5	0	-100	-100
Dried coconut	150.8	25	27	33	38	70	82	180
<b>FRUITS</b>	<b>946.1</b>	<b>338</b>	<b>387</b>	<b>388</b>	<b>54</b>	<b>362</b>	<b>575</b>	<b>7</b>
Banana, Ripe	256.3	188	186	111	1	47	3370	-75
Pawpaw	206	33	35	37	1	0	-100	-100
Water Melon	315.7	0	115	174	0	259	0	0
Green coconut	168.2	117	51	66	52	56	8	-52
<b>VEGETABLE PRODUCE</b>	<b>1421.3</b>	<b>266</b>	<b>304</b>	<b>149</b>	<b>361</b>	<b>968</b>	<b>168</b>	<b>264</b>
Bowl Cabbage (white)	184.1	36	56	0	36	297	732	717
Bowl Cabbage (purple)	61.4	0	8	0	0	30	0	0
Carrot	65.8	2	10	0	0	22	8632	986
Chinese Cabbage	309.5	31	25	22	153	87	-43	186
Cucumber	269.5	58	47	24	100	161	61	176
Pumpkin	27.5	23	37	33	24	54	127	130
Island Cabbage	166.4	25	23	59	26	20	-22	-18
Lettuce	95.3	60	48	5	12	53	331	-12
Tomato	241.9	31	51	7	10	244	2359	694
	3720.4	939	1115	978	1035	1773	67	84

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

PRODUCE	2016 Weights	SEP.22.AV	DEC.22.AV	MAR.23.AV	JUN.23.AV	SEP.23.AV	% chng from prev qtr	% chng from Sep 22
<b>STAPLE PRODUCE</b>	<b>0.36</b>	<b>95</b>	<b>120</b>	<b>105</b>	<b>135</b>	<b>89</b>	<b>-34</b>	<b>-6</b>
Fiji Taro	0.01	652	908	524	1073	498	-54	-24
Island Taro	0.11	55	38	129	280	42	-85	-24
Manioc	0.03	79	64	95	66	80	23	1
Sweet Potato (Kumala)	0.08	56	122	35	34	92	171	63
Yam	0.06	92	76	43	237	18	-92	-80
Banana - green	0.04	213	287	268	25	41	67	-81
Dried coconut	0.04	87	92	110	113	130	15	49
<b>FRUITS</b>	<b>0.25</b>	<b>85</b>	<b>118</b>	<b>129</b>	<b>16</b>	<b>50</b>	<b>202</b>	<b>-41</b>
Banana, Ripe	0.07	149	245	201	3	19	576	-87
Pawpaw	0.06	33	33	36	1	0	-80	-100
Water Melon	0.08	0	125	199	0	112	0	0
Green coconut	0.05	67	84	99	89	95	8	41
<b>VEGETABLE PRODUCE</b>	<b>0.38</b>	<b>53</b>	<b>67</b>	<b>27</b>	<b>69</b>	<b>152</b>	<b>121</b>	<b>185</b>
Bowl Cabbage (white)	0.05	17	73	0	22	186	753	1007
Bowl Cabbage (purple)	0.02	1	60	0	2	87	4571	15948
Carrot	0.02	3	30	0	1	50	5050	1699
Chinese Cabbage	0.08	90	25	7	85	118	38	30
Cucumber	0.07	55	53	14	132	143	9	159
Pumpkin	0.01	340	621	346	241	810	236	138
Island Cabbage	0.04	181	79	130	43	30	-30	-83
Lettuce	0.03	19	160	21	72	319	341	1613
Tomato	0.07	19	61	4	13	181	1244	845
	1	76	103	90	95	101	6	33

**Table 5: Price Index (2016 = 100)**

PRODUCE	2016 Weights	SEP.22.AV	DEC.22.AV	MAR.23.AV	JUN.23.AV	SEP.23.AV	% chng from prev qtr	% chng from Sep 22
<b>STAPLE PRODUCE</b>	<b>0.36</b>	<b>99</b>	<b>106</b>	<b>117</b>	<b>106</b>	<b>130</b>	<b>22</b>	<b>30</b>
Fiji Taro	0.01	72	80	89	106	120	14	68
Island Taro	0.11	93	112	146	84	116	38	25
Manioc	0.03	136	148	140	137	177	29	30
Sweet Potato (Kumala)	0.08	145	148	119	212	256	21	77
Yam	0.06	99	104	130	109	158	46	61
Banana - green	0.04	109	93	84	63	0	-100	-100
Dried coconut	0.04	79	82	82	93	148	59	88
<b>FRUITS</b>	<b>0.25</b>	<b>138</b>	<b>145</b>	<b>137</b>	<b>81</b>	<b>245</b>	<b>204</b>	<b>77</b>
Banana, Ripe	0.07	150	136	99	87	449	414	199
Pawpaw	0.06	289	234	228	154	0	-100	-100
Water Melon	0.08	0	111	106	0	280	0	0
Green coconut	0.05	230	147	162	142	143	0	-38
<b>VEGETABLE PRODUCE</b>	<b>0.38</b>	<b>117</b>	<b>130</b>	<b>132</b>	<b>129</b>	<b>178</b>	<b>38</b>	<b>52</b>
Bowl Cabbage (white)	0.05	175	114	0	243	237	-2	35
Bowl Cabbage (purple)	0.02	0	118	0	0	305	0	0
Carrot	0.02	143	251	0	202	342	69	139
Chinese Cabbage	0.08	128	140	404	248	102	-59	-20
Cucumber	0.07	170	131	241	110	163	48	-4
Pumpkin	0.01	88	90	146	150	101	-32	14
Island Cabbage	0.04	81	77	121	162	181	12	124
Lettuce	0.03	114	128	92	72	71	-2	-38
Tomato	0.07	150	136	262	120	219	83	46
	1	127	130	157	126	184	45	45

**Table 6: Number of Sellers**

PRODUCE	2016 AVE	SEP.22.AV	DEC.22.AV	MAR.23.AV	JUN.23.AV	SEP.23.AV	% chng from prev qtr	% chng from Sep 22
<b>STAPLE PRODUCE</b>	<b>46</b>	<b>64</b>	<b>80</b>	<b>61</b>	<b>72</b>	<b>49</b>	<b>-32</b>	<b>-23</b>
Fiji Taro	3	12	16	8	14	9	-37	-23
Island Taro	3	6	6	6	20	7	-66	11
Manioc	8	7	6	6	7	7	8	-2
Sweet Potato (Kumala)	11	5	12	5	5	9	74	69
Yam	4	5	4	3	7	2	-67	-53
Banana - green	9	17	24	20	4	3	-24	-84
Dried coconut	10	12	12	12	16	12	-23	4
<b>FRUITS</b>	<b>35</b>	<b>38</b>	<b>73</b>	<b>63</b>	<b>15</b>	<b>15</b>	<b>5</b>	<b>-60</b>
Banana, Ripe	15	16	29	32	1	1	167	-92
Pawpaw	14	7	25	15	1	0	-33	-95
Water Melon	1	0	2	2	0	2	0	0
Green coconut	5	15	17	14	14	11	-17	-26
<b>VEGETABLE PRODUCE</b>	<b>57</b>	<b>79</b>	<b>101</b>	<b>29</b>	<b>71</b>	<b>127</b>	<b>79</b>	<b>60</b>
Bowl Cabbage (white)	4	4	9	0	1	12	800	200
Bowl Cabbage (purple)	2	0	2	0	0	5	1250	2150
Carrot	1	18	2	0	0	4	2400	-77
Chinese Cabbage	16	8	6	2	18	24	30	190
Cucumber	10	12	20	4	20	17	-15	41
Pumpkin	2	7	18	5	5	10	110	42
Island Cabbage	11	12	15	15	12	9	-24	-25
Lettuce	4	9	6	1	8	24	215	179
Tomato	7	9	23	4	7	22	238	154
	138	181	253	153	158	191	21	5