

Market Link

for primary producers

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

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opportunities for small-holders and medium-scale commercial farmers in Samoa.

It is locally known as '*tamato*' and different varieties are widely cultivated for marketing and home consumption in Samoa.

From the year 2019, 32.8 acres covered by tomato production with the total number of 3460 major crop households. It is a huge drop from the Agriculture Survey in 2015

Local Tomato

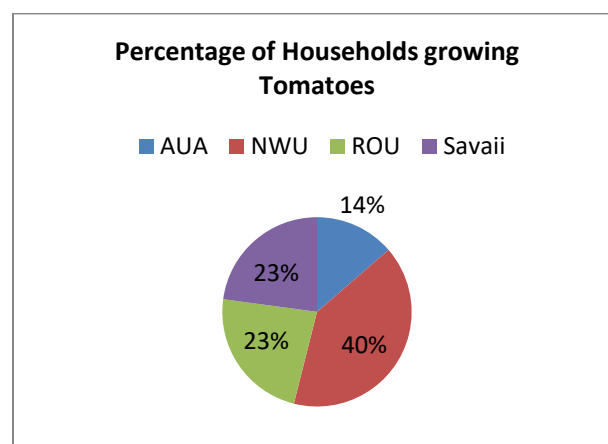


Tomato (*Solanum lycopersicum*) is an important vegetable crop that is widely cultivated in Samoa. In the world, tomato is among the most widely produced and consumed vegetables for both the fresh fruit market and the food processing industry. This is because of the crops high nutritional value (rich in minerals, vitamins B & C, iron and phosphorus), and its economic importance in terms of potential export allowing income generating

Local Tomatoes Recorded in 2019	
Number of Agricultural Households	26900 HH
Number of Major Households growing Tomatoes	3460
Area of land used for growing tomatoes by Major households	32.8 acres

Source: Agriculture Census Survey 2019

Figure 1: Number of major crop households growing Tomatoes within regions



Source: Agriculture Census Survey 2019

According to the Agriculture Census Survey 2019, it showcases a huge drop in terms of production as well as the number of households involved. The

number of major crop households growing tomatoes dropped from 8,099 to 3,460 with the total land area covered of 32.8 acres.

Recommended Varieties:

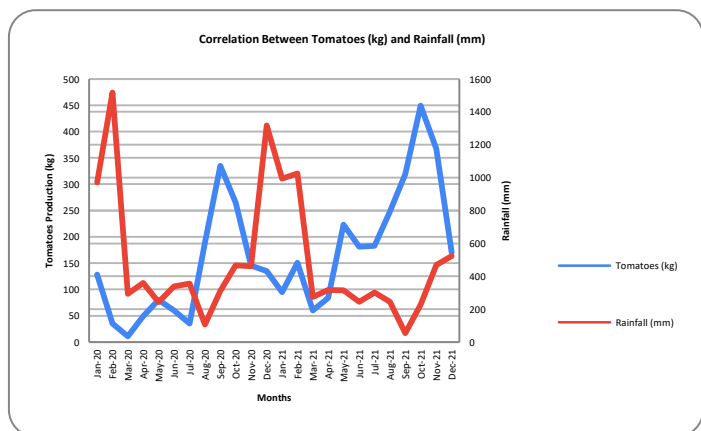
- Roma
- Raising Sun
- Heat Master
- Real Gold
- Big Beef
- King Kong
- Tropical
- Beef Stake

These are the different varieties that are grown in Samoa. Tomato seedlings can be bought from Nu'u Crops Division (MAF) for \$1 each.

Domestic Market Situation

The overall supply and prices of tomato to the local markets fluctuates in each year as indicated in figure 2 below. One of the major causes of these differences according to farmers is the climate change, specifically extremely high temps and too much rainfall that causes harm to the supply of good quality tomatoes to the markets. Fortunately, a technology was introduced recently that resolves all these climatic issues by using tunnel houses, however, this tech is costly and most of the farmers cannot afford it unless a donor funding agency is lending a good hand to assist.

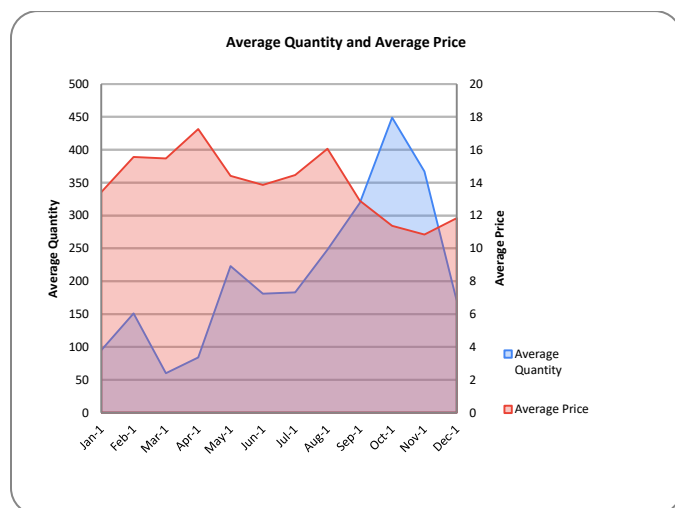
Figure 2: Correlation of Tomatoes Production (kg) and Rainfall (mm)



Source: Stats Unit MAF

Figure 2 also explains an important trend regarding the impact of rainfall to the production of Tomatoes. As shown in the graph, the higher the rainfall the lower the production and the lower the rainfall the higher the production. It is recorded that from January to February 2020 and 2021 rainfall remains high and drops all throughout the year. The rainfall affected the production in other months that followed and it took the farmers to recover and when rainfall dropped in September to November the production increased.

Figure 3: Average Quantity and average Price of Agriculture Products at Local Markets in 2021



Source: Samoa Bureau of Statistics

Figure 3 indicates how the price of agricultural products selling at local markets, including tomatoes, is affected by the volume supplied by sellers/farmers on a monthly basis. The results reflect and follow the usual Law of Supply and Demand, whereas if the volumes supplied increases, consumers reaped the benefits of lower prices, and when supply is short, the price will go higher.

Figure 4: Summary of Local Market Survey 2019-2021

Local Market Survey conducted by the Samoa Bureau of Statistics			
Year	2019	2020	2021
Average Quantity	243	158	122
Average Price	12.89	16.32	14.85

Comparing the trend of the average prices for tomatoes selling at the local market through the SBS Local Market Survey shows that tomatoes range from \$10-\$17 per kilo around February to July, then a bit drop around the months of August to December and a high rise in the beginning of January. The pattern is likely to be the same for the other years. Average price of tomatoes drop in 2019 and increase in 2020 then drop a little bit in 2021. The survey also shows that the drop in price of tomatoes at the end of the year is because of the high number of sellers and quantity supplied at the market.

Export Market Situation

Locally, tomatoes are highly in demand resulting in importing throughout the years. The inconsistency of domestic supplies is compensated by importing from New Zealand, United State, Australia and Fiji. Quality is the main concern for buyers and constitutes. This, together with the erratic domestic supply, is the main reason why imported products are purchased on a regular basis.

On the export side, tomatoes have not been exported throughout the years except 2018 which recorded that only a small quantity was reexported to Tokelau. There hasn't been any exports since then.

Figure 5: Tomatoes Import from 2019-2021

Tomatoes (Export)	Quantity (kg)	Sum of CIF
2019	19461	\$56,234.00
2020	26853	\$64,247.00
2021	10835	\$40,897.00

As shown on the table above there is an increase of tomato importation in Samoa. As mentioned before it is because of the quality that most restaurants and supermarkets preferred that strengthen the importation of tomatoes

The year 2018 was the last year that tomatoes were exported to overseas markets, nothing has been recorded for 2019 till 2021 according to figure 5 above. **Figure 6: Ways our local farmers are selling tomatoes at Fugalei Market**

Tomatoes sold in plates



Tomatoes sold in packets



Major challenges faced by the local farmers are the unpredictability of the weather, pests and diseases and lack of access to quality planting materials.

Technical division –Crops at Nu'u together with the China-Samoa Agricultural Project are assisting and researching for improved techniques for tomato production to ensure consistency and good quality produce. Farmers investing money and time in new technology and more-intensive crop management will need to get a better price for their crop, if all this effort is to be worthwhile. Hence, improved production will ensure consistent average price and therefore more stable income platform for farmers in general.

Table1: Average Prices at the Fugalei Market

Commodities (SAT\$/kg)	November 2022	December 2022	Lowest Price for 2022 to date	Highest Price for 2022 to date
Taro	3.61	4.08	3.35	4.46
Banana	1.55	1.72	1.24	1.72
Ta'amu	9.09	21.74	4.28	21.74
Coconut	0.90	1.15	0.71	1.15
Breadfruit	1.39	4.00	1.17	4.00
Yam	3.41	5.17	3.16	5.65
Head Cabbage	9.51	9.81	7.36	11.64
Tomato	13.60	19.25	12.84	19.25
Chinese Cabbage	10.00	9.09	5.15	10.00
Cucumber	5.43	6.64	4.00	6.64
Pumpkin	3.36	3.35	3.71	4.04

Source: Samoa Bureau of Statistics

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

May-June 2019	USD\$	NZD\$	AUD\$	YEN\$	FJD\$	EURO
1 Samoan Tala SAT\$=	0.36765	0.58824	0.54734	48.33692	0.81195	0.34297

Source: Central Bank of Samoa

Market Link Newsletter

This newsletter is published bi-monthly 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 and Communication Division and ask for Suepasi Palatiso.

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