

SAMOA
- Market Functionality Index -

DECEMBER 2023



ACKNOWLEDGEMENT



The University of the South Pacific (USP) research team conducted assessments at four markets in Samoa. These assessments at Apia, Vaitele, Vailele and Salelologa markets form the basis of this report.

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Despite efforts to achieve rigor in phases of this research, any error in this report is regretted and remains the responsibility of the author.

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Motivation

- Over the past few decades Samoa has experienced a series of natural disasters. The impacts of back-to-back Cyclones, Ofa in 1990 and Val in 1991, and others since then, have impacted livelihoods, properties and critical infrastructure. The *taro* leaf blight in 1993 exposed Samoa's vulnerability for relying on one crop, *taro*, for local consumption and export. The 2009 *tsunami* exacerbated the impacts of prior disasters, impacted the country's resilience and damaged the agricultural sector. More recently the COVID-19 pandemic affected markets and livelihoods following the measles outbreak in Samoa (2019) which impacted the tourism sector.
- While post-disaster assistance is a significant component of recovery and has been well documented (Fakhruddin & Schick, 2019), more market assessments are needed to understand the degree to which local markets meet household food and non-food needs before and after disasters.
- In 2022, WFP partnered with the University of the South Pacific (USP) to assess market functionality in five selected markets in Samoa. The Market Functionality Index (MFI) - a WFP global tool adapted to Samoa context used to assess the feasibility of market-based interventions and associated risks for markets as well as potential areas for market strengthening initiatives. Identifying, collecting and analysing market information can inform decisions relating to disaster response programmes to ensure that households' food and non-food needs are met.
- Further, the survey analysis results can inform the type of modality (cash or non-cash assistance, or a combination of activities) during shock and disasters, deemed suitable based on the functionality of the markets. And how this information can support future or existing interventions.
- Market assessments took place between 3 July 2023 to 19 July 2023. Four markets were selected – 1) Apia central, 2) Vaitele, 3) Vailele and 4) Salelologa. Although the team are not new to market research, this was the first time using the MFI tool. And, with the intention to roll out similar assessments in the future, it was best to start on a small scale.
- All four markets are known to the team. *Salelologa* is the lone market on the big island of Savaii. A view on how this market fared before and after disasters is invaluable. The remaining three markets are located on the island of Upolu. They serve 54.1% or 111,281 of Samoa's population of 205,557 (2021) (Samoa Bureau of Statistics 2021, p. 10). *Apia* is the main market of Upolu and the country's capital. *Vaitele* lies to the West of Apia. It is a fast-growing residential area and a vibrant business centre. As a manufacturing zone, it has also attracted several development within its vicinity such as Samoa's major sporting facilities and the UN house nearby. Then, retail outlets, big and small, operated by Chinese and Samoans alike have flourished in recent years. *Vailele* is situated to the East of Apia and it is an emerging market. While the pace of development there is not as fast as the West, its population is growing owing to the subdivision of once a coconut estate into freehold residential lots. Situated within this area is the official home of the Head of State of Samoa and Council of Deputies. Further, retail shops operated by Chinese have already made in-roads into this region in the last ten years. A perspective from an emerging market is also critical to understanding market functionality.

THE MARKET FUNCTIONALITY INDEX

The [Market Functionality Index](#) is WFP's standardized market assessment tool that has been designed to provide insights into the feasibility of market-based interventions, highlighting associated risks and potential areas for market strengthening initiatives. It is further useful to monitor market functionality and, hence, access to food.

The MFI **methodology** used for this exercise is WFP's standardized market assessment approach that aims to quantify market functionality as a score out of ten per marketplace, while also identifying weaknesses or areas of interventions to guarantee effective future functionality.

SURVEY

The methodology relies on a standard survey where questions are organized under nine dimensions deemed crucial to make a judgement statement around market functionality. These are: Assortment, Availability, Price, Resilience of Supply Chains, Competition, Infrastructure, Service, Food Quality and Access and Protection.

SCORING

Markets are thus globally scored on a scale from 0 to 10 to allow worldwide comparability, where full market functionality (MFI=10) refers to a fully developed, efficient and functional market

WEIGHT

The MFI considers three categories of commodities:

- 1) Cereals and staples
- 2) Food items other than cereals and
- 3) Non-food items (NFIs).

When estimating the intermediate scores by dimension, the three commodity groups are weighted differently according to their relative importance to population's food security. The rationale is that people first secure an adequate caloric intake through cereals and staples, then consider a diet more nutritionally balanced through other food items, and finally try to meet their remaining essential needs.

This means intermediate scores will be impacted more by the measurements (assortment, availability, etc.) of cereals than non-cereal food and NFIs.

On the other hand, equal weighting is applied to all dimensions when estimating the aggregate index.

REPORT FORMAT

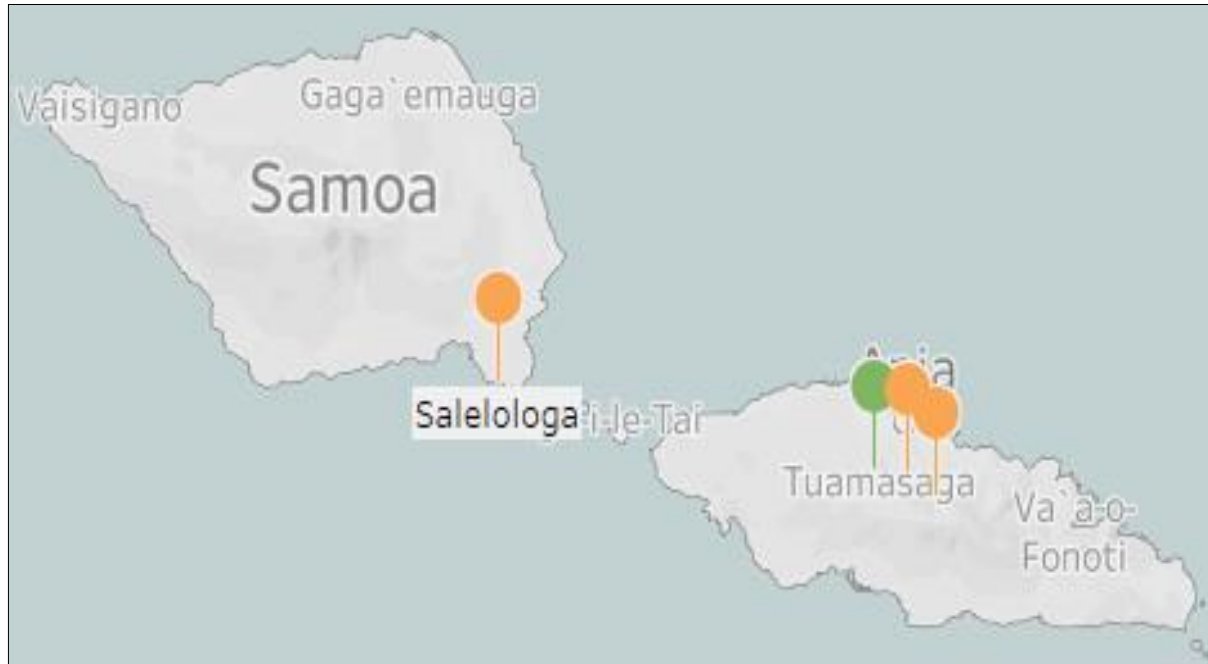
Report findings have been divided into 9 key dimensions of a functioning market:

1. Assortment
2. Availability
3. Prices
4. Supply Chain Resilience
5. Competition
6. Infrastructure
7. Service
8. Food Quality
9. Access and Protection

Following the above order, each dimension is discussed with the MFI results in the next sections of the report.

DATA COLLECTION

Data collection took place between 3 July and 20 July 2023. Four markets were selected – Apia, Vaitele, Vailele and Salelologa. The first three are located on the Island of Upolu; the last one on the island of Savaii. Both are the main inhabited islands of the group excluding several smaller islands. In total, 107 trader surveys were conducted excluding 4 Focus Group Discussions, two on each island.



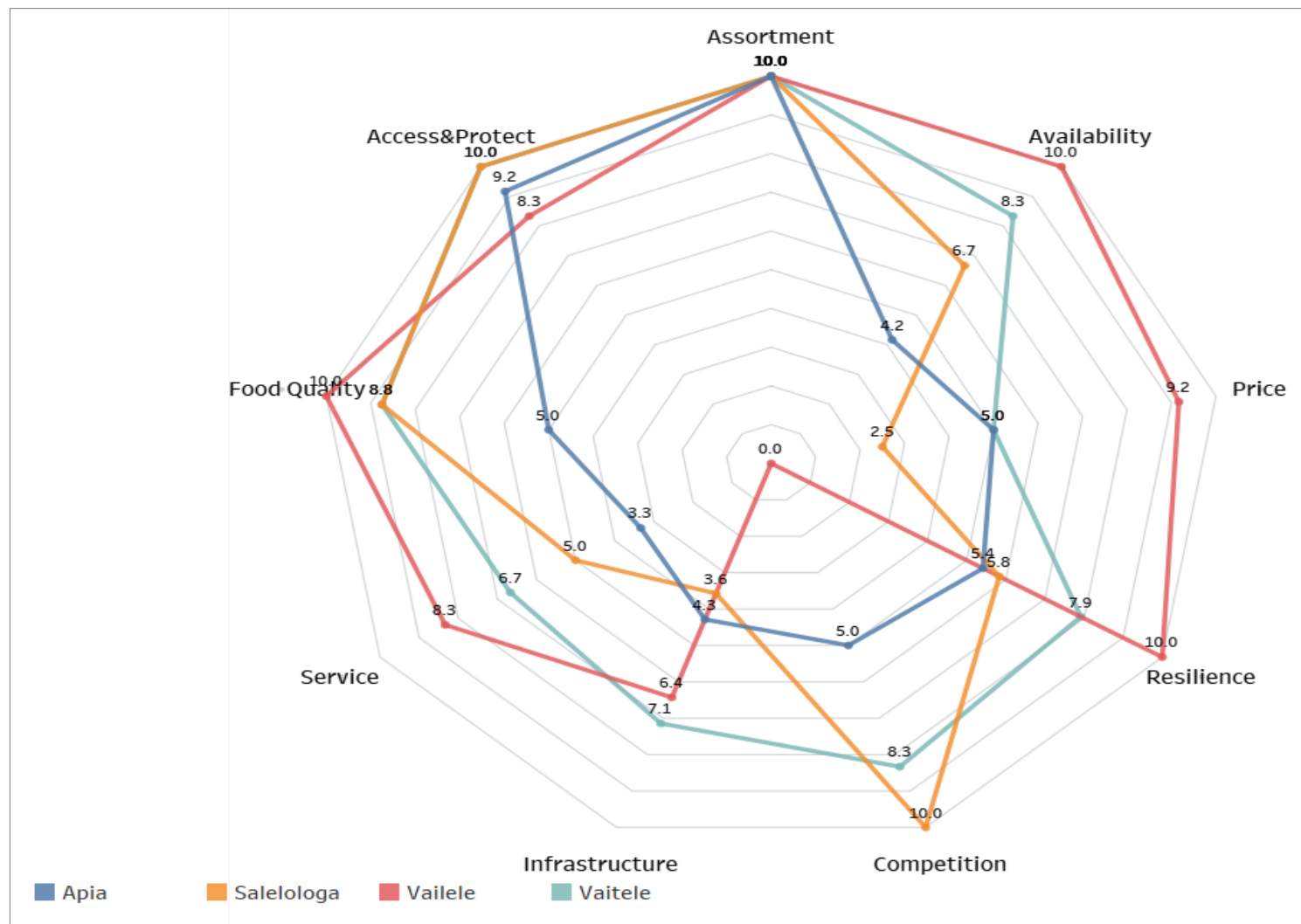
OVERVIEW

- Vaitele is considered the highest functional market with overall low risk.
- Apia market is of medium risk.
- Salelologa and Vailele have found to be High risk and Very High-Risk markets respectively. The scoring may have been affected by the size of the market.
- Availability, Price, Competition, Infrastructure and Service dimensions need close monitoring. Targeted interventions would be beneficial to strengthen functionality and dimensions and minimise the risks in case of any potential shock and/or disaster.

Market..	Assessment Round	Risk level for market-based..	Assort..	Availabi..	Price	Resilien..	Compet..	Infrastr..	Service	Quality	AccessP..	MFI
Apia	1	Medium Risk	10.0	4.2	5.0	5.4	5.0	4.3	3.3	5.0	9.2	4.7
Salelolo..	1	High Risk	10.0	6.7	2.5	5.8	10.0	3.6	5.0	8.8	10.0	4.9
Vailele	1	Very High Risk	10.0	10.0	9.2	10.0	0.0	6.4	8.3	10.0	8.3	4.3
Vaitele	1	Low Risk	10.0	8.3	5.0	7.9	8.3	7.1	6.7	8.8	10.0	6.7
Reg Avg.			10.0	7.3	5.4	7.3	5.8	5.4	5.8	8.1	9.4	5.2
	Average		10.0	7.3	5.4	7.3	5.8	5.4	5.8	8.1	9.4	5.2



COUNTRY MARKET ASSESSMENT : OVERVIEW



- MFI scores in the nine dimensions for each of the assessed markets.
- The five selected markets were scored on a scale from 0 to 10 to also allow worldwide comparability, where full market functionality (MFI=10) refers to a fully functional and efficient market in relation to certain risk thresholds.
- Although data collected confirms that there is a reasonable level of assortments and resilience in the surveyed markets, these dimensions indicated the lowest functionality in Vailele (resilience) and Salelologa (assortment) at the time of the assessment.
- In these surveyed markets, these dimension falls beneath the threshold for risks associated with implementing cash-based transfers at the time of survey.
- Relevant actions and close monitoring of markets are needed to minimise the risks for these dimensions..

FINDINGS BY MFI DIMENSION : 1. ASSORTMENT

ASSORTMENT

The assortment of essential goods addresses two questions:

1. Can customers find all of their essential needs in the market?
2. Do they have a wide range of choice?

Essential needs refer to what households require to ensure minimum living standards (items such as food, shelter, basic household items, safe drinking water, sanitation and hygiene or healthcare).

To evaluate choice, the MFI investigates the maximum number of commodities, or Stock Keeping Units (SKUs) sold in outlets in the market.

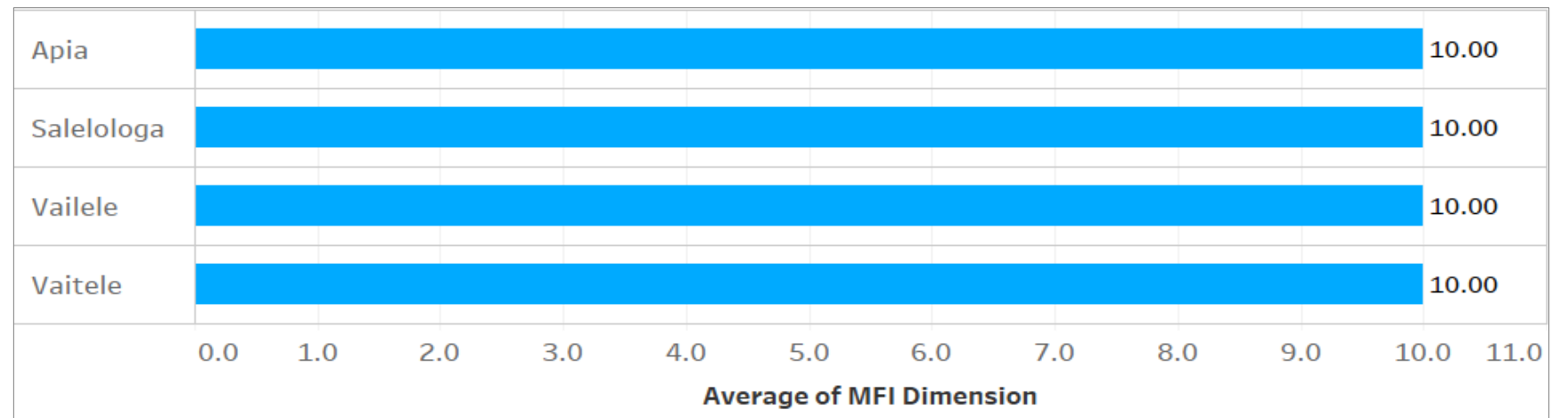
KEY FINDINGS

- Assortment is found to be strong in the four markets.
- No issues for customers finding their essential needs at the markets.
- All markets have high product breadth of over 1,000 distinct items.
- A wide of cereals are available; bread, flour, pasta, rice and wheat being the most common.
- The most common non-cereals are fish/eggs, fruits and vegetables, milk and dairy products, roots and tubers and nuts and seeds.

RECOMMENDATION

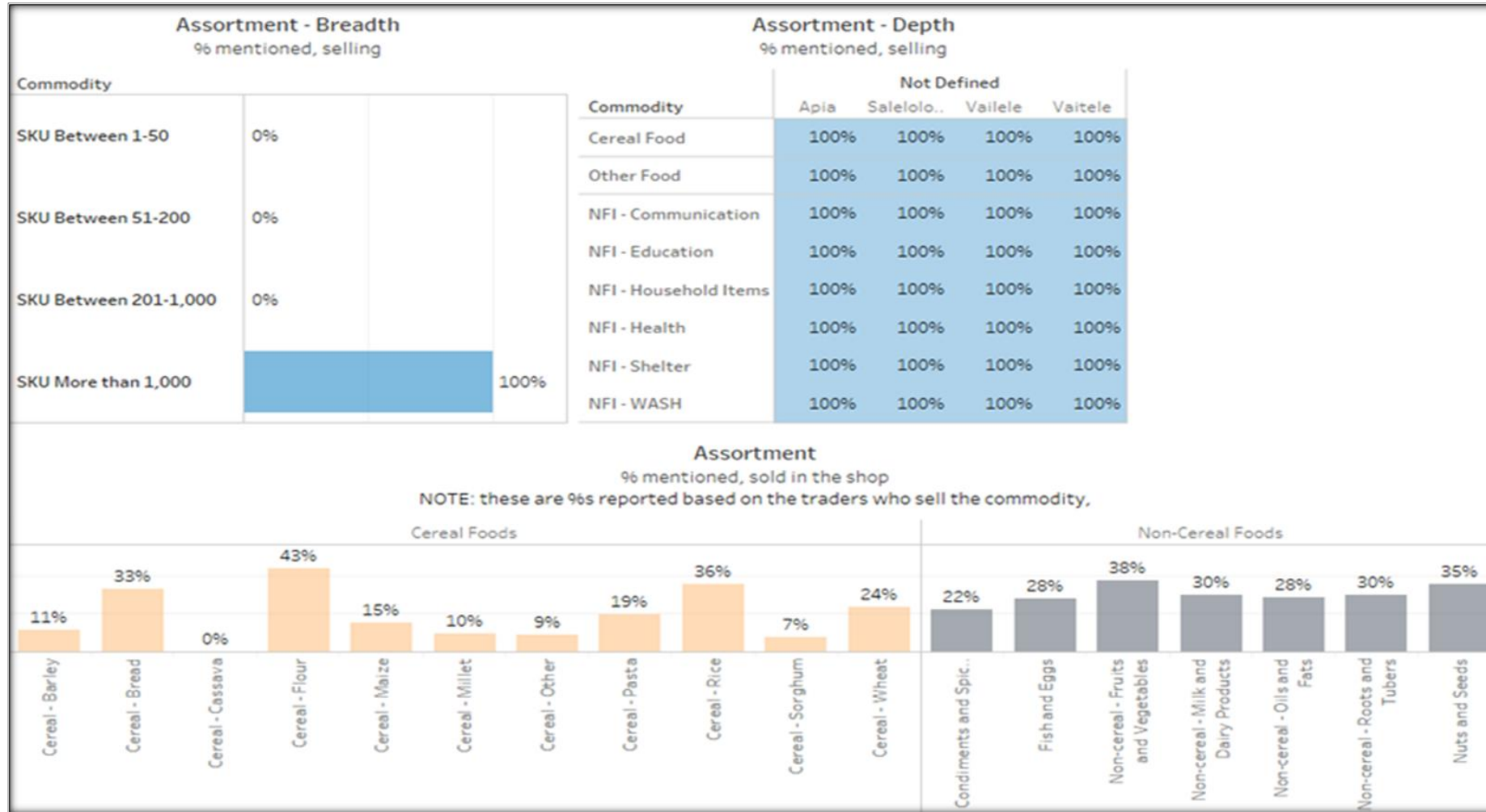
1. Regular monitoring assortment of essential food is important to ensure variety of food s and NFI's are available to meet existing demands.
2. Improved availability and localised warehousing capacity to store excess assortments supplies, including basic NFIs, for meeting demands during any potential shock /disasters.

SCORE BY MARKET



FINDINGS BY MFI DIMENSION : ASSORTMENT (cont'd)

Chart 1



- The first bar chart displays the % traders by breadth of assortment.
- The second chart displays the average percentage of traders mentioning different product categories sold.
- If a trader mentioned he/she sold Cereal or Other foods he/she was asked to specify which items.
- See in the graph below the average percentages of traders mentioning they sell the specified items.

FINDINGS BY MFI DIMENSION : 2. AVAILABILITY

AVAILABILITY

Availability is the physical presence of goods in sufficient quantities, thus adequate supplies in a functioning market. Availability addresses two questions:

1.Are there any key products that are scarce?

2.Are there any key products which are already running out?

Availability assesses whether certain products are scarce or likely to become scarcer in the short run.

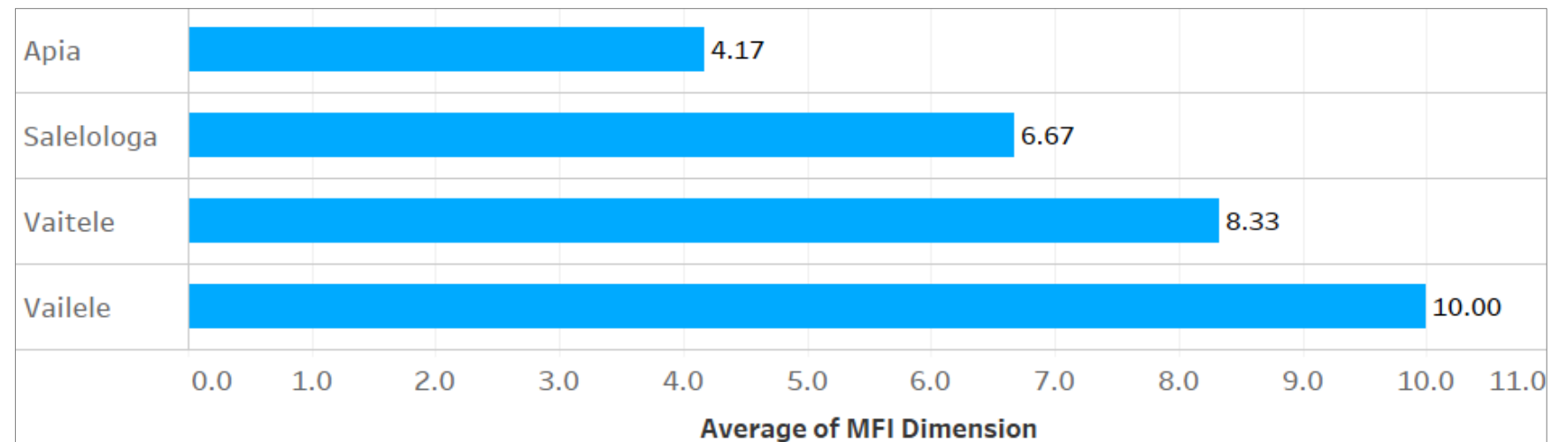
KEY FINDINGS

- Overall, Samoa's risk-level on the Availability dimension is low. That is, traders believed that they have sufficient stocks to meet current demand.
- However, Apia market fell in a high-risk category.
- At the time of assessment, sugar was scarce in Samoa. It may be a normal market behaviour but it revealed Samoa's reliance (and vulnerability) on external shocks.

RECOMMENDATIONS

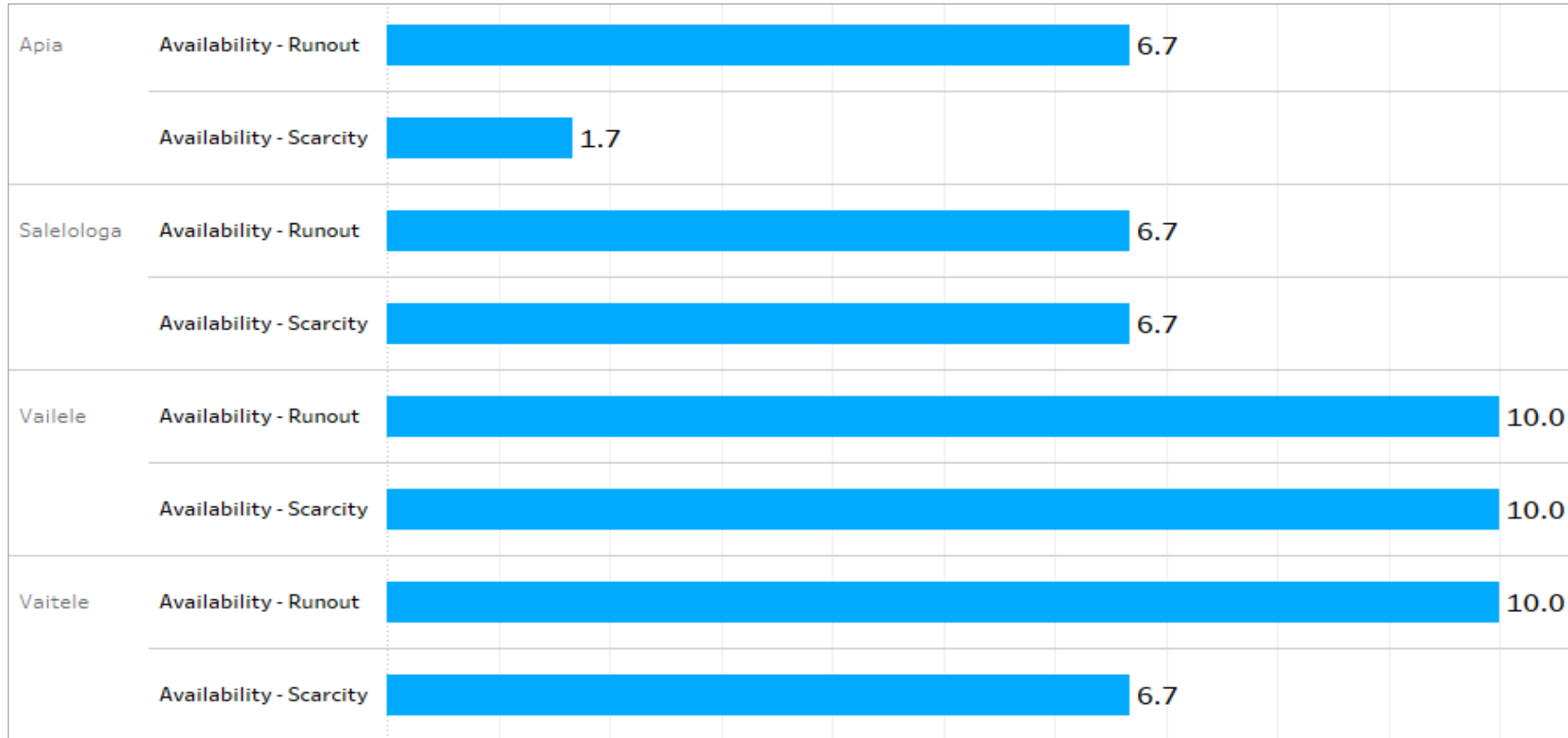
1. Identifying needs in an event of limited availability or non-availability of Food and NFIs would be beneficial to take required response timely..
2. Conduct regular monitoring to track any limitation in availability or non-availability of food and NFIs and ensure sufficient supplies to fill the gaps..
3. Encourage households to grow fast maturing crops to increase availability on the market and reduce vulnerability.

SCORE BY MARKET



FINDINGS BY MFI DIMENSION : AVAILABILITY (cont'd)

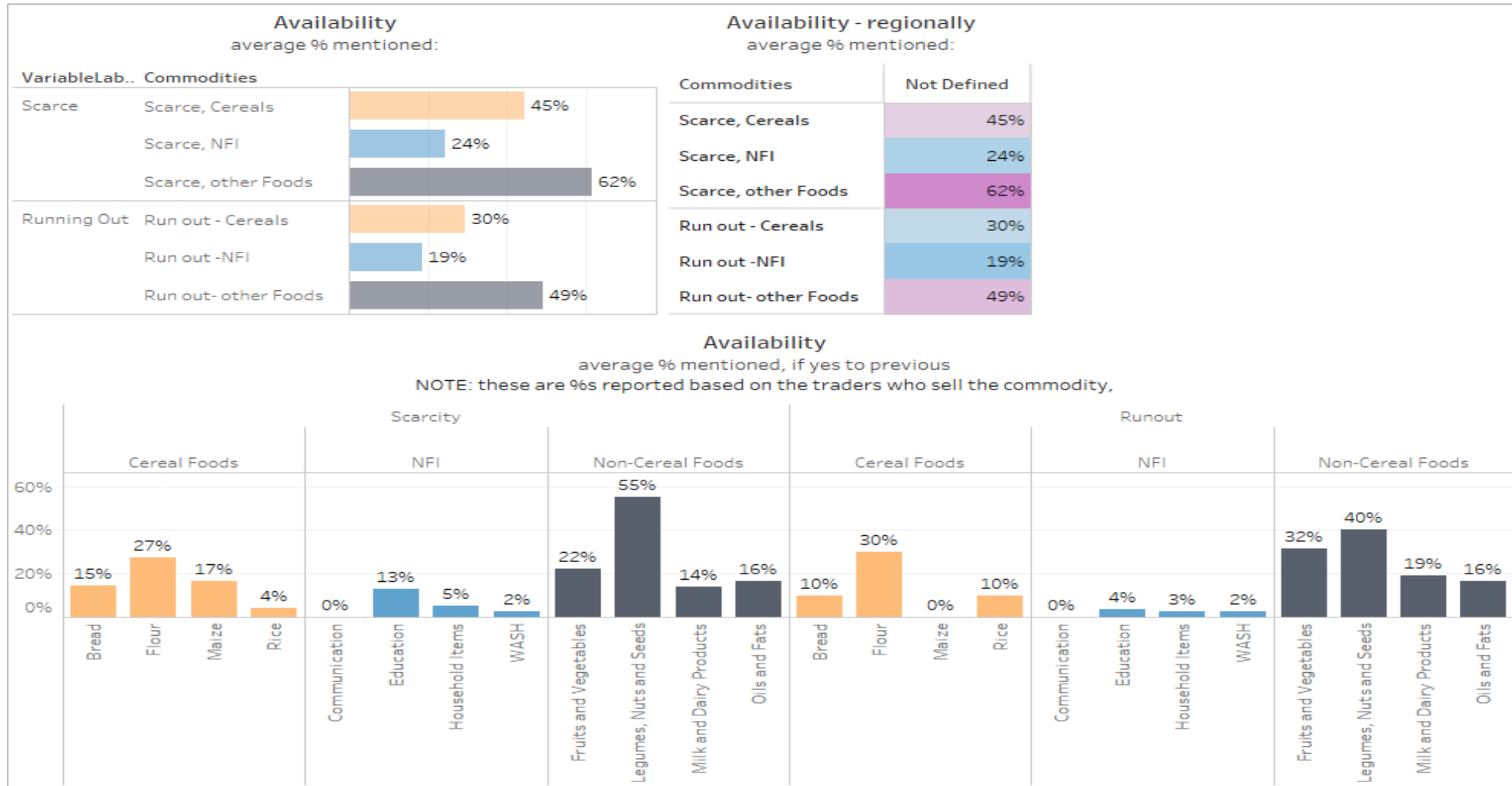
Table 2



- Overall, Samoa's risk is low on the Availability dimension.
- However, Apia market is at a high-risk level for traders believed they had insufficient stock to match demand at the time of the assessment.

FINDINGS BY MFI DIMENSION : AVAILABILITY (cont'd)

Chart 2



- The first bar chart displays the average percentage of traders responding what they are experiencing scarcity in: respectively each of the product categories.
- The bar chart below displays the % of commodity traders that DO report issues in each commodity conditional on there being at least 5 traders selling the said commodity, e.g. if there is only 1 Rice trader and says Rice is running out, we do not report that value.

FINDINGS BY MFI DIMENSION : 3. PRICE

PRICE

Affordable, stable, predictable prices are key characteristics of functioning markets. The price dimensions answers two questions:

1. Were there significant price increases in the past month?
2. Are prices predictable or are they subject to unpredictable variations?

The price dimension assesses stability of prices and the nature of any price changes. The critical aspect is unpredictability rather than variability itself. In markets with high seasonal changes, volatility can be largely predictable and, thus, not necessarily harmful because market players know how to adjust.

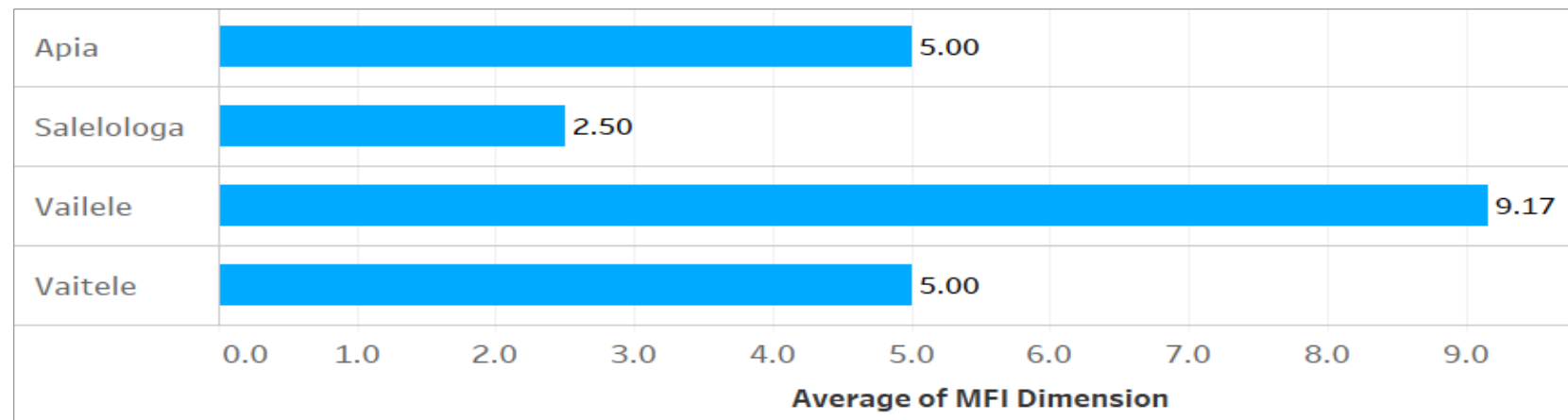
KEY FINDINGS

- Salelologa scored the lowest in the Price dimension and the market with the highest risk.
- Traders maintained that the prices of commodities were affordable, stable and predictable in the past. But, the high cost of fuel, the impacts of COVID-19 pandemic, war in Ukraine and climate change have affected the prices of all product categories.
- Traders most commonly reported an increase in prices for non-cereal foods (66%), cereal foods (66%) and NFIs (41%). Of the cereal foods, traders reported an increase mostly for flour and rice.
- The shortage of supplies of root crops was reportedly due to the reduction of local labour to the New Zealand Recognized Seasonal Employer (RSE) Scheme. It provides employment for Samoans in that country's horticulture and agriculture sectors for up to nine months.

RECOMMENDATIONS

1. Maintain and strengthen regular monitoring of market prices for essential food and NFIs.
2. Develop and regularly update the Minimum Expenditure Basket based on existing prices.
3. Conduct regular reviews to inform cash transfers value and make necessary adjustments, when necessary.

SCORE BY MARKET



FINDINGS BY MFI DIMENSION : PRICE (cont'd)

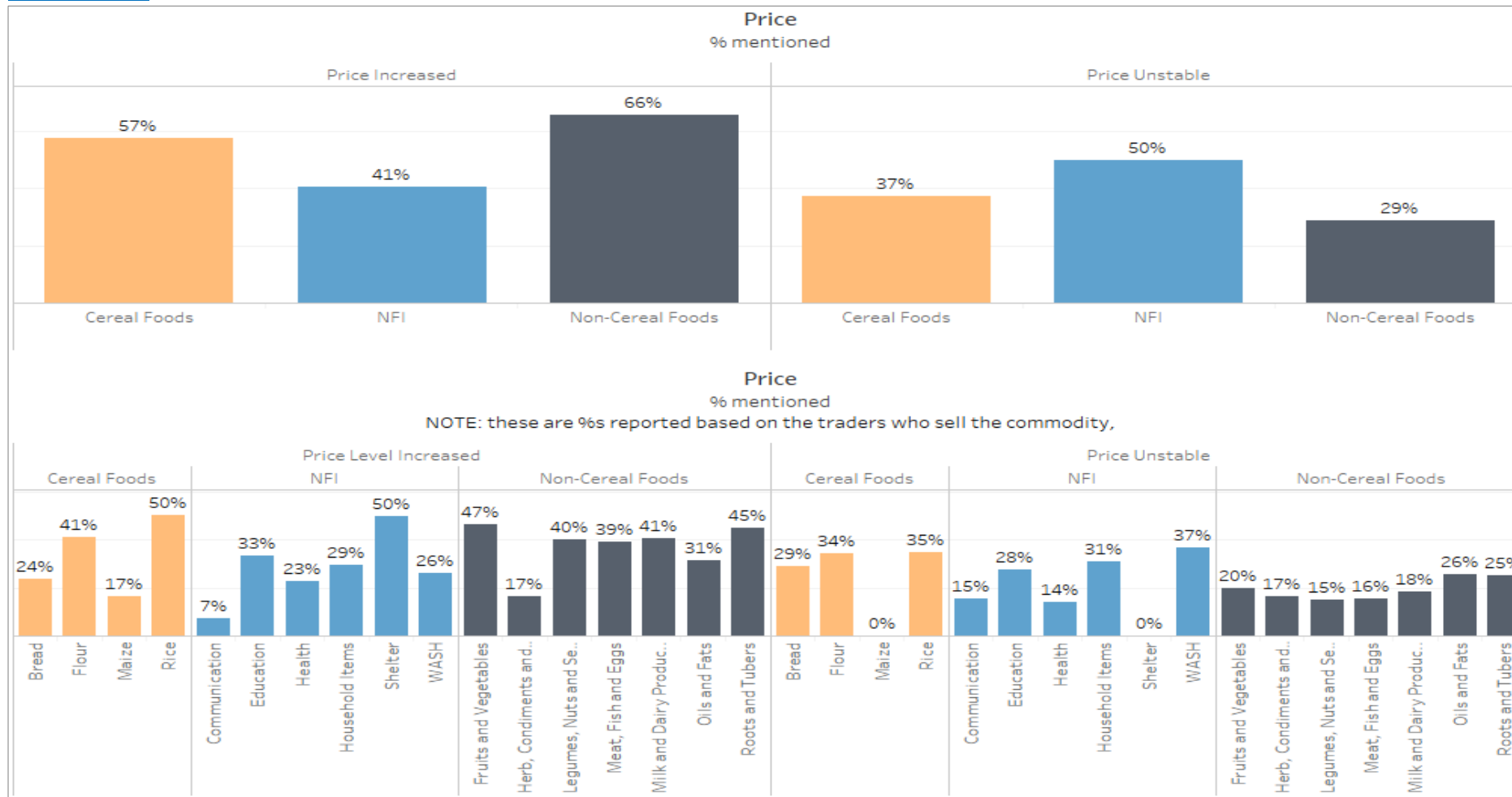
Table 3

Apia	Price - Price Level	1.7
	Price - Price Stability	8.3
Salelologa	Price - Price Level	1.7
	Price - Price Stability	3.3
Vailele	Price - Price Level	10.0
	Price - Price Stability	8.3
Vaitele	Price - Price Level	0.0
	Price - Price Stability	10.0

- Overall, Apia, Salelologa and Vailele markets have experienced price increase on Food and NFIs.
- In terms of price stability, traders at Salelologa market believed that prices were not stable.

FINDINGS BY MFI DIMENSION : PRICE (cont'd)

Chart 3



- The first bar chart displays the average percentage of traders reporting instability/recent price increase in: respectively each of the product categories.
- The bar chart below displays the % of commodity traders that DO report issues in each commodity conditional on there being at least 5 traders selling the said commodity, e.g. if there is only 1 Rice price is spiking, we do not report that value.

FINDINGS BY MFI DIMENSION : 4. SUPPLY CHAIN RESILIENCE



SUPPLY CHAIN RESILIENCE

The resilience dimension evaluates responsiveness of supply chains and their resilience or vulnerability to shock. The score addresses two questions:

1. How responsive are supply chains to shock in demand?
2. How vulnerable is the Supply Chain?

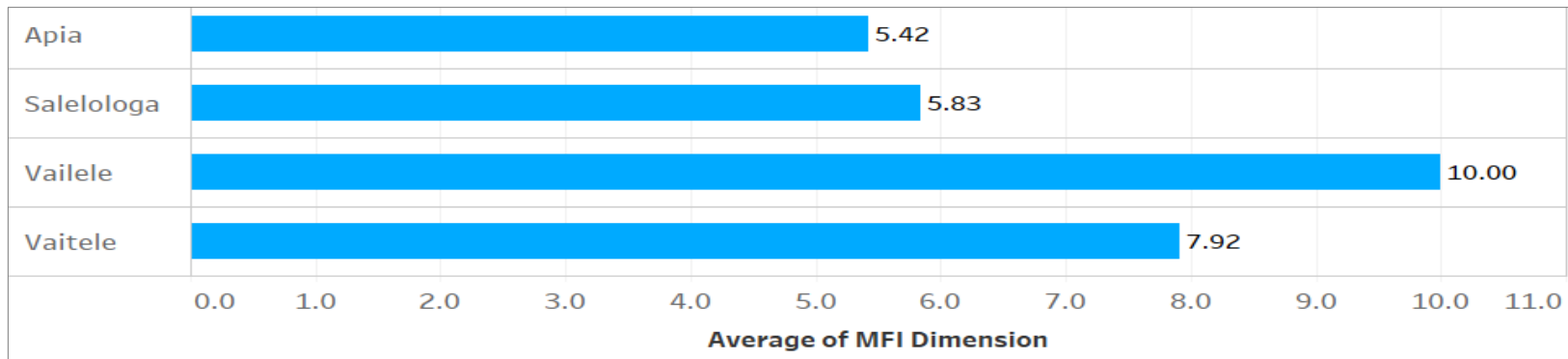
Responsiveness of supply chains is measured by stock and lead time. A shorter lead time helps a trader adjust to changing demand more rapidly and to be aware of upstream supply chain disruptions earlier. Additionally, a shorter lead time is associated with lower stocks.

The MFI, thus, takes a separate look at buffer stocks, rating their level as adequate or not (i.e. sufficient for 1 week) and ability to restock rapidly. The MFI also evaluates the suppliers that traders rely on. The score considers location and number of supply sources. Supply chains are more resilient with more supply sources and geographically dispersed suppliers.

KEY FINDINGS

- Overall, Apia market scored the lowest in the supply chain resilience dimension and also the highest risk level.
- Several traders reported currently having stocks of food and NFI's available for sale. Nonetheless, there was not sufficient stocks, and in case of shocks, while the timing for replenishing of the stocks might be lengthy.
- The resilience of these markets should be assessed for potential supply chain disruptions.

SCORE BY MARKET



RECOMMENDATIONS

- Government to support investments for effective and responsive supply chain.
- Assess the markets with low supply chain resilience, determine and implement relevant actions as on stocks and lead time, availability of buffer stocks, increasing the ability to restock, etc.

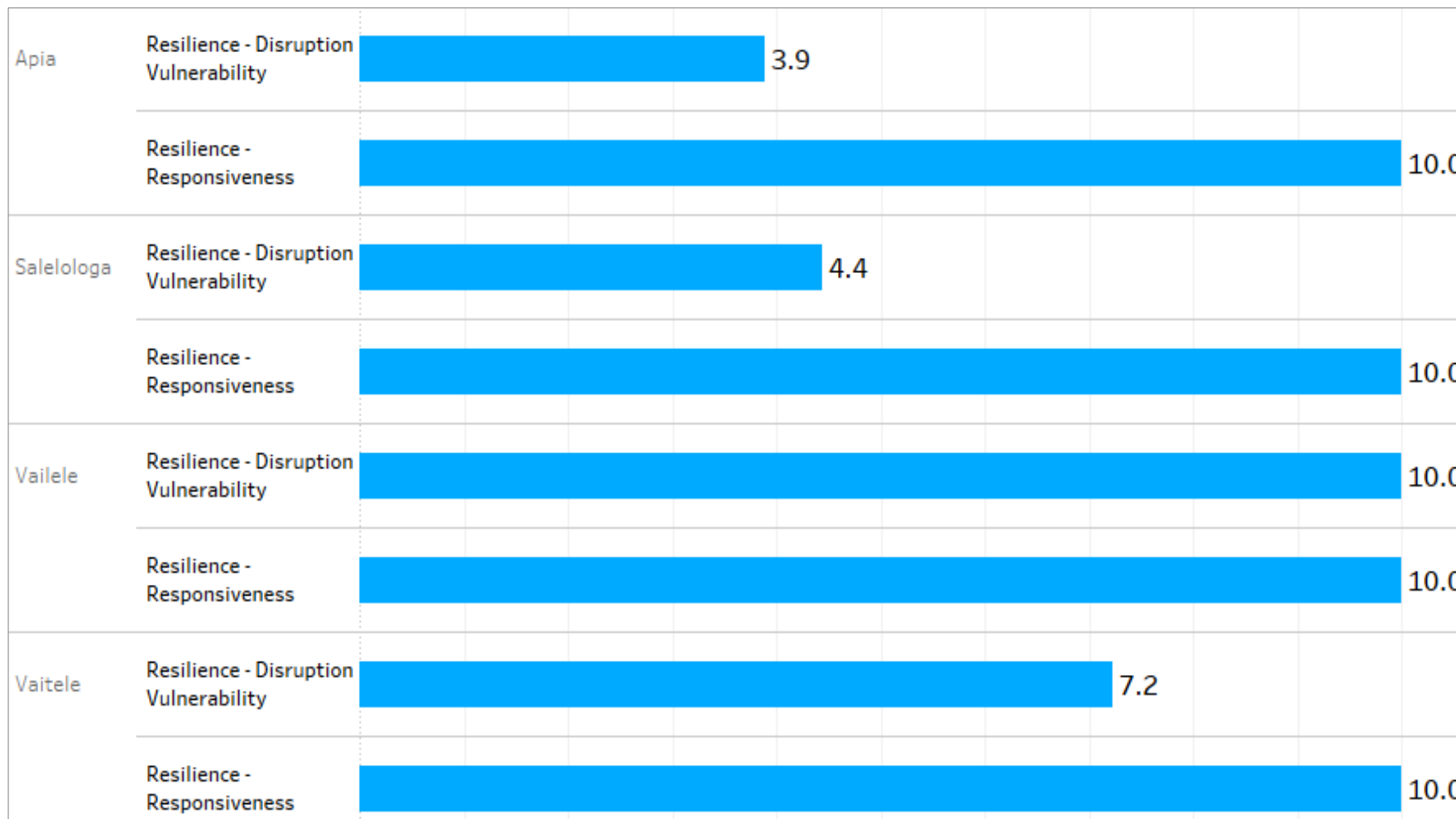
SUPPLY CHAIN RESILIENCE

Node Density: refers to the geographical spacing of nodes within a supply chain network; **Node Complexity:** refers to having more than one supplier; **Node criticality:** refers to the presence of a single supplier upon which most traders rely upon.

MarketName	Node Complexity			Node Criticality			Node Density			Responsiv..	Responsiv..
	Cereals	Other Food	NFI	Cereals	Other Food	NFI	Cereals	Other Food	NFI	Current stock	Lead time
Apia	Yes	Yes	Yes	No	No	Yes	No	No	No	Yes	Yes
Salelologa	No	No	Yes	Yes	Yes	Yes	No	No	Yes	Yes	Yes
Vailele	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Vaitele	Yes	Yes	Yes	Yes	No	Yes	No	Yes	Yes	Yes	Yes

FINDINGS BY MFI DIMENSION : SUPPLY CHAIN RESILIENCE (cont'd)

Table 4



- Overall, Apia and Salelologa markets are vulnerable to disruptions in supply chain.
- Both markets do not have supply sources in dispersed locations.

FINDINGS BY MFI DIMENSION : 5. COMPETITION

COMPETITION

Competition among market participants characterizes a functioning market. This dimension investigates if the business environment is conducive to fair competition, which is typically the case when there are enough traders in the marketplace with equal to varying power.

The Competition score addresses two questions:

1. Is there sufficient competition within the market? *Are there more than 5 players?*

2. Does a trader control the market? *Is there a monopoly?*

These two conditions should lower the risk for few traders to build a monopoly, set prices and profit disproportionately from a potential introduction of cash-based transfers.

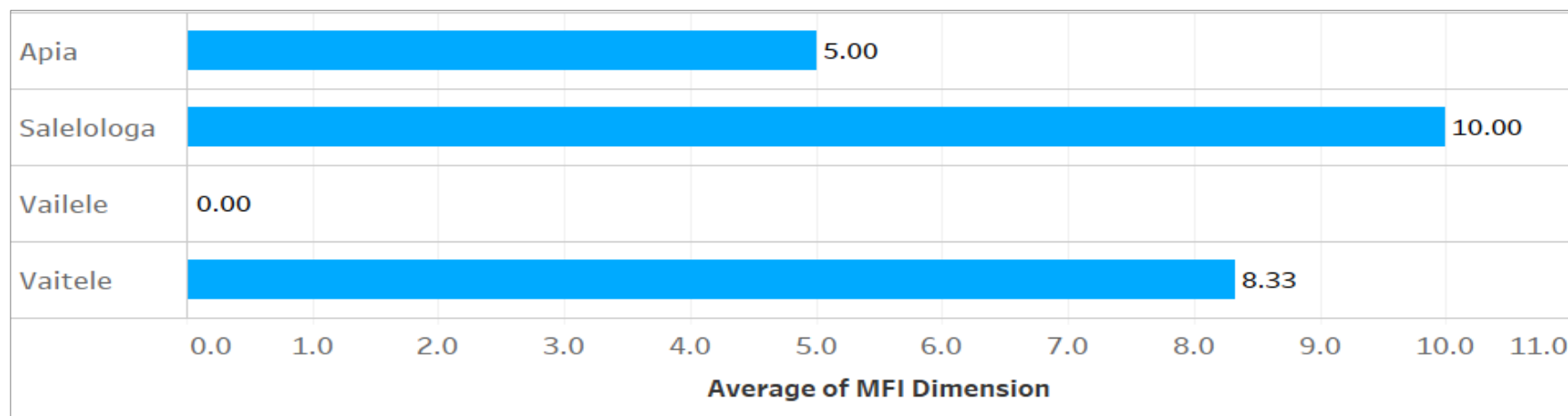
KEY FINDINGS

- There are multiple trading spaces, stores, kiosks, small- medium size shops in the assessed markets.
- Overall, a reasonable level of competition existed at Apia (borderline score), Salelologa and Vaitele markets.
- Vailele is a high-risk market. It is an emerging market with few traders and there is no sufficient quantity and variety and food available. But as new business developments (retail outlets, supermarkets) move away from Apia to the East coast, indications are, this market is likely to grow.
- Competition will pick up as new traders enter the market.

RECOMMENDATION

1. Assess and monitor market trends to avoid the likelihood of unhealthy competition.

SCORE BY MARKET



FINDINGS BY MFI DIMENSION : COMPETITION (cont'd)

Table 5

Apia	Competition - Less than five	10.0
	Competition - One controls	0.0
Salelologa	Competition - Less than five	10.0
	Competition - One controls	10.0
Vailele	Competition - Less than five	0.0
	Competition - One controls	0.0
Vaitele	Competition - Less than five	6.7
	Competition - One controls	10.0

- Overall, there is sufficient competition at Apia, Salelologa and Vaitele markets.
- Vailele is a developing market. It is relatively small with few traders and limited competition. Monitoring the evolution of this market is a worthwhile investment.

FINDINGS BY MFI DIMENSION : 6. INFRASTRUCTURE

INFRASTRUCTURE

The infrastructure dimension assesses the type and condition of the physical structures which host shops/stalls in addition to sewage systems, electricity and communication networks in the market premises. Infrastructure addresses:

1. What is the overall condition of the shops/stalls where customers shop?
2. What infrastructure is available in and around the shops/stalls?

For question 1, the methodology scores the market based on the state of the shops and stalls evaluated according to three categories: Poor state and severe maintenance issues, medium state (minor maintenance issues) and Good state.

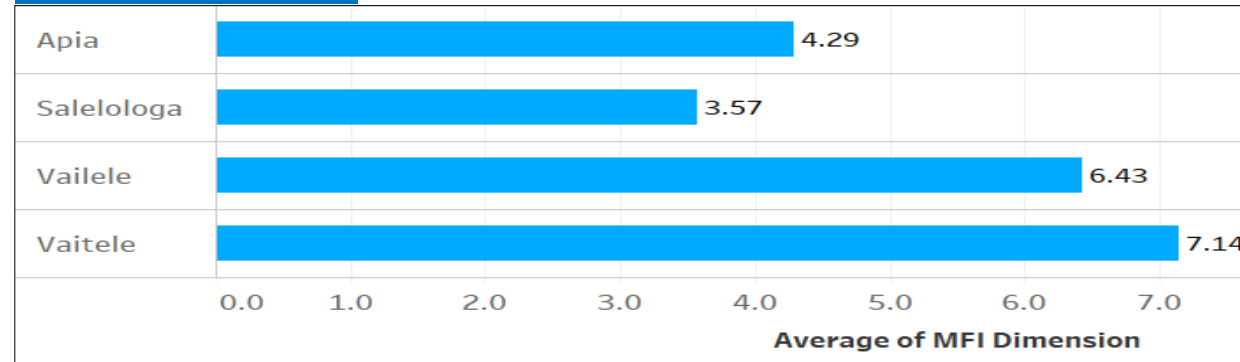
For question 2, the methodology verifies the presence of the following services in the market premises:

- A closed sewage system
- A dedicated waste collection area
- Walkways and emergency exit(s)
- Shelter
- Uninterrupted electricity
- Reliable communication network (mobile phone coverage and/or internet)
- Water availability (manual pump or tap in close proximity of each vendor, i.e. max 5 min walking)
- Toilets

KEY FINDINGS

- Overall condition of infrastructure is medium state, that is, in need of minor maintenance.
- Apia and Salelologa are high risk markets in the Infrastructure dimension.
- Traders spoke of the need for a reliable communication network, walkways, dedicated waste collection and uninterrupted water supplies.
- Toilet facilities are available but need regular cleaning and maintenance.

SCORE BY MARKET



INFRASTRUCTURE BY MARKET

Features: The table below displays a Yes if the considered features are present in a market, a No otherwise. Conditions: The combination of "Yes", "No" attempts to give a description of the state of traders. As an example the combination "Yes", "No", "No" (Order matters!) can be interpreted as the best one as it depicts a market where all stores are in an excellent condition.

MarketName	Conditions			Features						
	Good	Medium	Poor	Closed sewage sys..	Network	Shelter	Toilet	Walkways	Waste Collection A..	Water
Apia	No	Yes	No	Yes	No	Yes	Yes	No	Yes	No
Salelologa	No	Yes	No	Yes	No	No	Yes	No	Yes	No
Vailele	No	Yes	No	Yes	Yes	Yes	Yes	Yes	No	Yes
Vaitele	No	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes

RECOMMENDATIONS

1. Invest in building a food market at Vailele.
2. Regular inspection and maintenance of existing physical infrastructure including WaSH facilities.
3. Investing in appropriate water supply system to support water needs and ensure maintenance.

FINDINGS BY MFI DIMENSION : INFRASTRUCTURE(cont'd)

Table 6

Apia	Infrastructure - Condition	3.3
	Infrastructure - Features	5.0
Salelologa	Infrastructure - Condition	3.3
	Infrastructure - Features	3.8
Vaialele	Infrastructure - Condition	3.3
	Infrastructure - Features	8.8
Vaitele	Infrastructure - Condition	3.3
	Infrastructure - Features	10.0

- Overall, the condition of infrastructure in all assessed markets require attention.
- Features of infrastructure at Apia and Salelologa markets need improvement – walkways, water supplies and communication networks.
- Toilet facilities are available but need regular cleaning and maintenance.

FINDINGS BY MFI DIMENSION : 7. SERVICE

SERVICE

The service dimension looks at the service provided while shopping as well as during check-out. The level of service is directly or indirectly associated with different features of a functioning market such as transparency, competition or reliability.

The more competitive the market environment, the higher incentive for retailers to provide the best value to customers; otherwise, these might shop somewhere else.

The service dimension addresses:

1. How is the customers' overall shopping experience?
2. How is the check-out experience?

The methodology includes in shopping experience the following elements: overall shop organization – which influences how easy it is to find products; price transparency – tags; possibility to shop remotely. Similarly, we consider customers check-out experience based on the following elements: accepted forms of payments, waiting time at check out and itemized receipts.

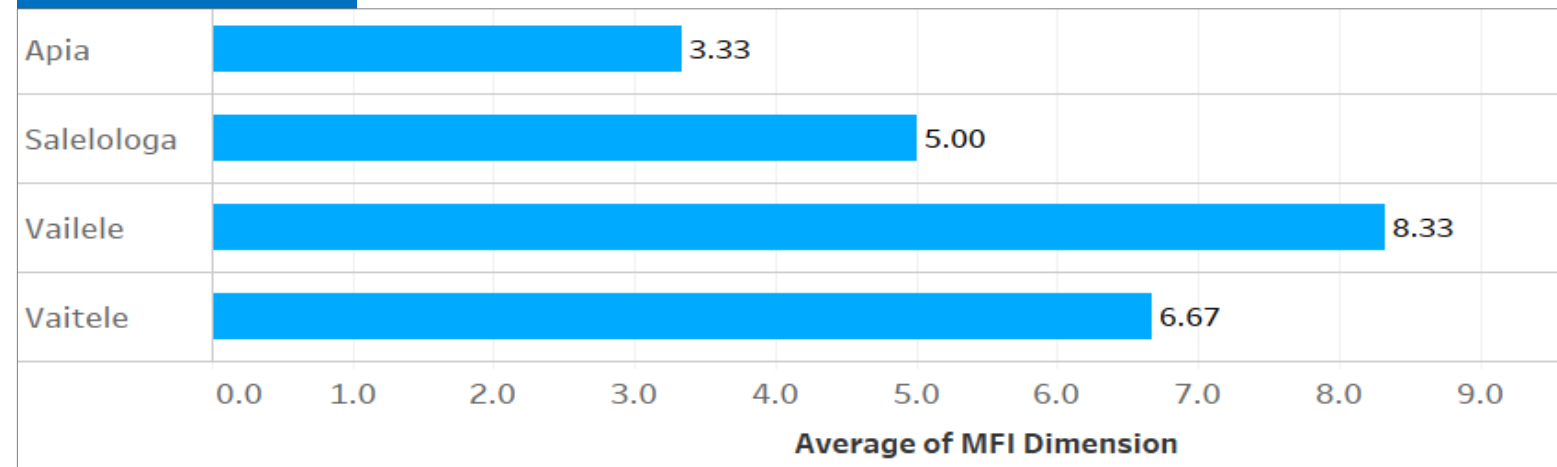
KEY FINDINGS

- Overall, Apia and Salelologa have lower scores than Vailele and Vaitele markets.
- In terms of customer check out experience, 75% of the markets did not offer multiple forms of payment, 50% issued no receipts after transactions and 25% displayed price tags on commodities.
- No market offers remote purchase facility.

RECOMMENDATIONS

1. Relevant authorities to enforce the display of product prices and payment modalities.
2. Encourage traders to consider remote purchase as a viable alternative.

SCORE BY MARKET



FINDINGS BY MFI DIMENSION : SERVICE (cont'd)



Table 7

Apia	Service - Checkout	3.3							
	Service - Shopping	3.3							
Salelologa	Service - Checkout	3.3							
	Service - Shopping	6.7							
Vailele	Service - Checkout	10.0							
	Service - Shopping	6.7							
Vaitele	Service - Checkout	6.7							
	Service - Shopping	6.7							

- Overall, Apia market has the poorest shopping and check-out experiences.

FINDINGS BY MFI DIMENSION : 8. FOOD QUALITY

FOOD QUALITY

In many marketplaces, food may be available in sufficient quantities, but the quality of this food may vary. Availability of food unsafe for human consumption is no better – even worse, in some instances – than unavailability of food. The MFI examines food quality against key principles of hygiene and cleanliness, material separation, temperature control and stock management. Essentially, the survey examines 8 key conditions for shops:

1. Is food protected from contaminants?
2. Are fresh fruits and vegetables in the shops well-separated from raw meat, poultry, fish or seafood?
3. Is food that requires refrigeration properly refrigerated?
4. Is refrigeration in the shops/stalls always working?
5. Is food for sale in the shop/stall not expired?
6. Are processed pre-packaged foods in the shops/stalls intact and in properly labelled containers?
7. Is food in the shops/stalls free of visible signs of spoilage and bad smells?
8. Are food packages intact and free from signs of decay or damage?

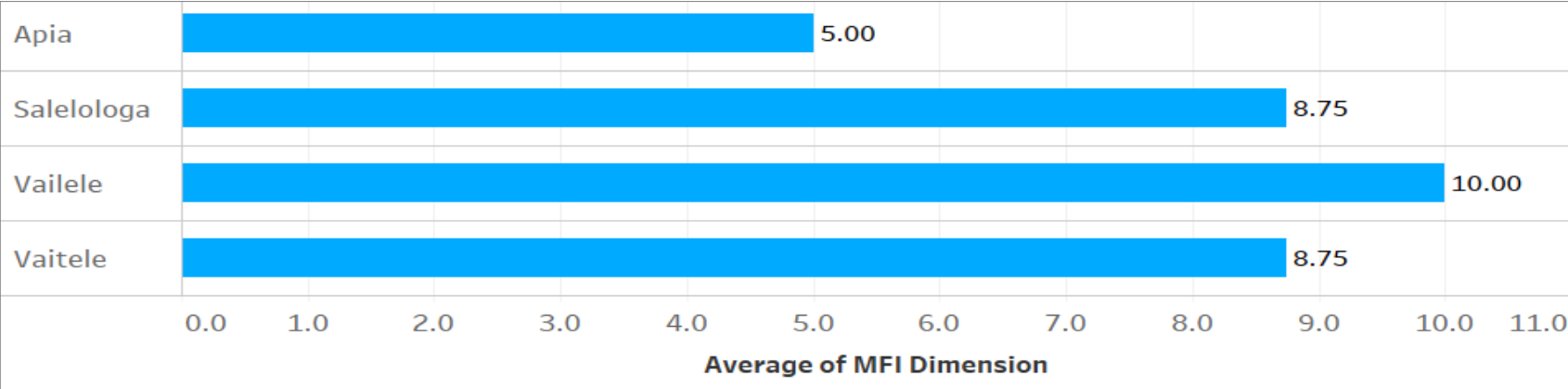
KEY FINDINGS

- Overall, Apia market scored the lowest in the Quality dimension. Need regular assessment to assess food quality-related issues traders face.
- Notwithstanding favourable result at Salelologa, Vailele and Vaitele, field observations called for improvement in food safety practices.
- If some food items (frozen included) have visible sign of spoilage at Apia, Salelologa and Vaitele markets.
- Observations suggest that refrigerated area of some sailing pointns has an unpleasant smell that warrants intervention.

RECOMMENDATIONS

1. Enforce regular inspections of vendors for compliance to acceptable food safety standards.
2. Strengthen local task force to report noncompliance and other breaches of acceptable food safety standards.
3. Provide food safety training to build capability and establish a food safety champions.
4. Improve cooling capacities in markets for fresh and sufficient availability of supplies. Cold chain infrastructure for storing perishable food products is available but limited to selected places.

SCORE BY MARKET



FINDINGS BY MFI DIMENSION : FOOD QUALITY (cont'd)

Chart 4

Food Quality
 The table below displays a Yes if the analyzed feature of Food quality is predominantly present in a market, a No otherwise. Considering the results find the % Essential Food quality Features to summarize the information

MarketName	All goods are labelled and ..	Food has no visible sign o..	Food separated fr..	Fresh separated fr..	Meats/ Poultry Food..	Plastic packaged fo..	Prepackaged intact&labell..	Refrigerai on always work..	% Essential Food Quality Features
Apia	No	No	Yes	Yes	Yes	No	No	Yes	50%
Salelologa	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	88%
Vaiilele	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	100%
Vaitetele	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	88%

- Overall, Apia market reveals food quality concerns – i) the notable absence of labelling of some products, ii) visible signs of spoilage iii) some plastic packaged food not always intact.

FINDINGS BY MFI DIMENSION : 9. ACCESS & PROTECTION



ACCESS & PROTECTION

Safe access to the marketplace is a crucial dimension of market functionality. Access addresses two key questions:

1. Are customers able to reach markets?
2. Are there fragile groups facing protection issues accessing the market? Or are there any general security concerns?

The MFI weights Access and Protection issues by severity. For access it weights based on the level of severity: is it hard to get to the market because of road infrastructure, or is access limited due to seasonal events? Were there natural disasters preventing customers access more permanently? The weight is higher the more permanent the access issues are.

The protection rationale is similar: issues are weighted according to the fraction of the population impacted: Are there social barriers? Are there protection issues limited to a marginalized group?

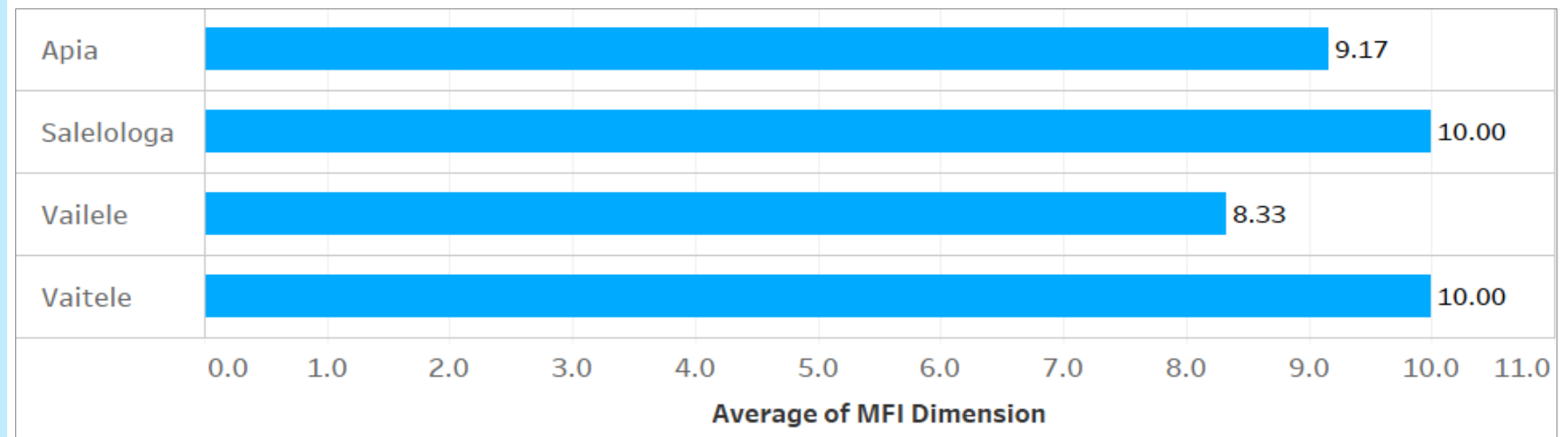
KEY FINDINGS

- Overall, Samoa’s risk level is low in the Access and Protection dimension.
- However, 25% of markets reported physical threats and social barriers to consumers.
- No access for people with disability at all markets.
- Vailele, as an emerging market faces more challenges in this area at the moment.
- Further assessments are needed to understand the extent of any access and protection issues.

RECOMMENDATIONS

1. Improve facilities, where needed, including wheelchair ramps to ensure access for people and children living with disabilities.
2. Support in mobile delivery services of essential food and NFIs for isolated communities in times of need and where accessibility to market is a challenge.

SCORE BY MARKET



FINDINGS BY MFI DIMENSION : ACCESS & PROTECTION (cont'd)

Table 8

Apia	AccessProtection - Access Issues	10.0
	AccessProtection - Protection Issues	8.3
Salelologa	AccessProtection - Access Issues	10.0
	AccessProtection - Protection Issues	10.0
Vailele	AccessProtection - Access Issues	10.0
	AccessProtection - Protection Issues	6.7
Vaitele	AccessProtection - Access Issues	10.0
	AccessProtection - Protection Issues	10.0

Overall, customers have no issues accessing the markets.

Accessibility for people with disability to market is a limitation.

There are protection-related issues at Apia and Vailele markets. The extent of these protection-related issues require further investigations.

R Dimensions	Recommendations
1. Assortment	<ol style="list-style-type: none"> Regular monitoring assortment of essential food is important to ensure variety of food s and NFI's are available to meet existing demands. Improved availability and localised warehousing capacity to store excess assortments supplies, including basic NFIs for meeting demands during any potential shock /disasters.
2. Availability	<ol style="list-style-type: none"> Identifying needs in an event of limited availability or non-availability of Food and NFIs would be beneficial for timely response. Conduct regular monitoring to track any limitation in availability or non-availability of food and NFIs and ensure sufficient supplies. Encourage households to grow fast maturing crops to increase availability on the market and reduce vulnerability.
3. Prices	<ol style="list-style-type: none"> Maintain and strengthen regular monitoring of market prices for essential food and NFIs. Develop and regularly update the Minimum Expenditure Basket based on existing prices. Conduct regular reviews to inform cash transfers value and make necessary adjustments, when necessary.
4. Supply Chain Resilience	<ul style="list-style-type: none"> Invest for effective and responsive supply chain. Assess the markets with low supply chain resilience, determine and implement relevant actions as on stocks and lead time, availability of buffer stocks, increasing the ability to restock, etc.
5. Competition	<ol style="list-style-type: none"> Assess and monitor market trends to avoid the likelihood of unhealthy competition.
6. Infrastructure	<ol style="list-style-type: none"> Invest in building a food market at Vailele. Regular inspection and maintenance of existing physical infrastructure including WaSH facilities. Investing in appropriate water supply system to support water needs and ensure maintenance.
7. Service	<ol style="list-style-type: none"> Relevant authorities to enforce the display of product prices and payment modalities. Encourage traders to consider remote purchase as a viable alternative.
8. Quality	<ol style="list-style-type: none"> Enforce regular inspections of vendors for compliance to acceptable food safety standards. Strengthen local task force to report noncompliance and other breaches of acceptable food safety standards. Provide food safety training to build capability and establish a food safety champions. Improve cooling capacities in markets for fresh and sufficient availability of supplies. Cold chain infrastructure for storing perishable food products is available but limited to selected places.
9. Access and Protection	<ol style="list-style-type: none"> Improve facilities, where needed, including wheelchair ramps to ensure access for people and children living with disabilities. Support in mobile delivery services of essential food and NFIs for isolated communities in times of need and where accessibility to market is a challenge.

ANNEX



Table A1.

The table displays the scores of each of the dimensions assessed as well as the MFI score per market. The regional average is also displayed. Scores are colored to support the identification of the weakest areas/markets.

Market..	Assessment Round	Risk level for market-based..	Assort..	Availabi..	Price	Resilien..	Compet..	Infrastr..	Service	Quality	AccessP..	MFI
Apia	1	Medium Risk	10.0	4.2	5.0	5.4	5.0	4.3	3.3	5.0	9.2	4.7
Salelolo..	1	High Risk	10.0	6.7	2.5	5.8	10.0	3.6	5.0	8.8	10.0	4.9
Vailele	1	Very High Risk	10.0	10.0	9.2	10.0	0.0	6.4	8.3	10.0	8.3	4.3
Vaitele	1	Low Risk	10.0	8.3	5.0	7.9	8.3	7.1	6.7	8.8	10.0	6.7
Reg Avg.			10.0	7.3	5.4	7.3	5.8	5.4	5.8	8.1	9.4	5.2
	Average		10.0	7.3	5.4	7.3	5.8	5.4	5.8	8.1	9.4	5.2

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