



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

FUGALEI MARKET SURVEY – AUGUST 2010

This report provides a monthly review of selected agricultural produce available at the Fugalei Market based on the price data and volume index survey. Corresponding tables are attached for ease of reference

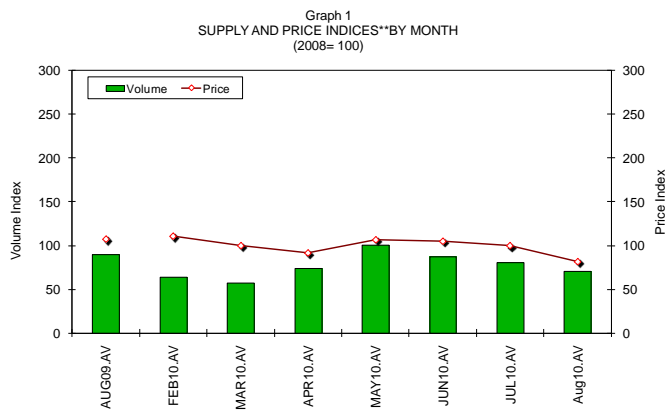
Issue No. 08 /10

OVERVIEW

The Samoa Bureau of Statistic's survey of the Fugalei Market recorded a 12 percent decline in the overall volume of selected produce supplied to the Market in August 2010. When compared with the same month last year, current overall volume was 21 percent lower. The drop in the level of supply in the month under review marks the third consecutive month of continual decline in available agricultural produce. As indicated by most farmers, the unpredictable changes in weather conditions has affected their crops negatively thus leading to reduced output. Substantial losses in supplies of taamu, coconut, and cucumber led to this month's volume index contracting. (See Graph 1 and Tables 4 & 5)

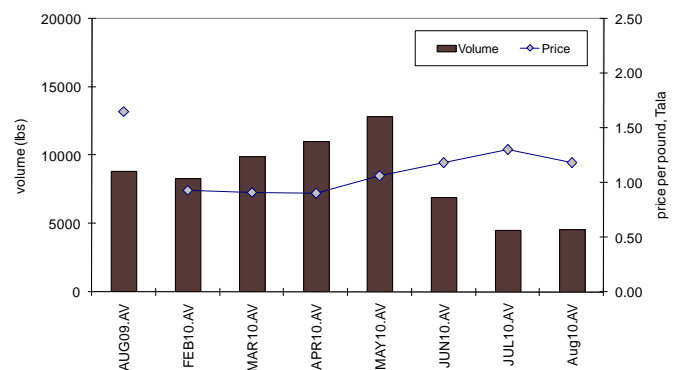
TARO

August 2010 brought about a 1 percent increase in taro supplies to 4,612 pounds from the previous month, but was 48 percent lower than that of August 2009. The average price of taro fell 9 percent to \$1.18 per pound from July 2010. When compared with the same month last year, average price was 28 percent lower reflecting weak demand for taro over the year. (See Graph 2 and Tables 1 & 2)



The decreased availability of selected produce at the Market coupled with low demand for most agricultural food crop contributed to the overall price index contracting 18 percent in August 2010, a level that was 24 percent lower when compared with August 2009. Considerable declines in average prices of most selected produce led to the decrease in the overall price index.

Graph 2
SUPPLY AND PRICE OF TARO**



Average supply of taro in the month under review contributed to a 5 percent increase in taro volume when comparing the twelve months ending August 2010 over the twelve months ending August 2009. Although there was a rise in volume, weak demand drove average taro prices down 29 percent as result.

BANANA

The average supply of banana surged a substantial 13 percent in August 2010 to 7,566 pounds from July 2010. In comparison to August 2009, however, current banana supply was 72 percent higher. Even though there was a

notable increase in the supply of bananas, its average price dropped 8 percent to \$0.48 per pound from the previous month; a level that was 31 percent lower than that of August 2009. (See Graph 3 and Tables 1 & 2)

Increased availability of taro palagi in August 2010 contributed to a 74 percent increase in volume when comparing the twelve months ending August 2010 over the twelve months ending August 2009. Weak demand led to price decreasing 16 percent.

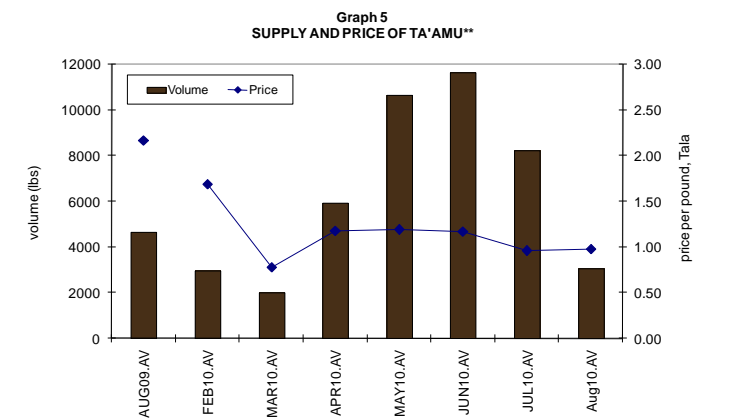
TAAMU

Taamu availability, at 3,051 pounds, took a dramatic drop from the previous month (down 63 percent) and was 35 percent lower than in August 2009. With limited availability of taamu, its average price rose slightly to \$0.98 per pound (up 2 percent). In contrast to August 2009, current price was significantly lower (down 55 percent) than the \$2.17 per pound that prevailed a year ago. (See Graph 5 and Tables 1 & 2)

Despite the higher volume in August 2010, supply of banana from the twelve months ending August 2009 was much higher than average supply in the twelve months ending August 2010 leading to a 28 percent decline in volume. Price also dropped 23 percent as a result of weak demand for banana.

TARO PALAGI

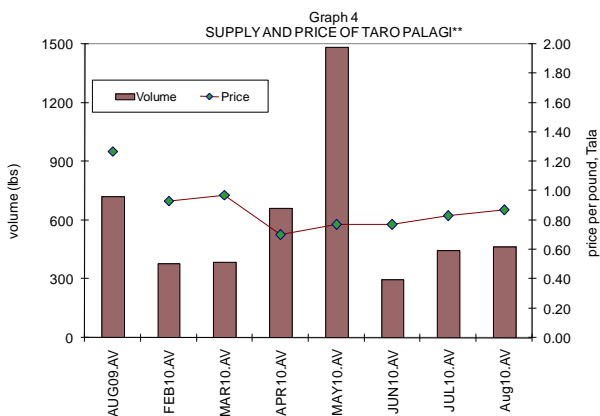
Taro Palagi continued its climb in supply for the 3rd consecutive month, rising 4 percent to 465 pounds from the previous month. However, when compared with August 2009, current supply was 36 percent lower. Increased demand for taro palagi in the month under review resulted in its average price rising 5 percent to \$0.87 per pound, although a year ago, current price was 31 percent lower as demand shifted away from taro palagi over the year. (See Graph 4 and Tables 1 & 2)



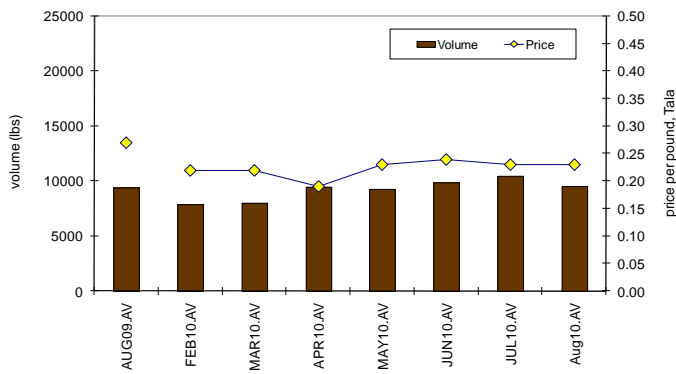
Despite the considerable loss in taamu supplies in the month under review, a comparison of the twelve months ending August 2010 over the twelve months ending August 2009, revealed current supply contributing to a 67 percent increase in volume while its price fell 43 percent.

COCONUT

Although coconut prices remained unchanged from the previous month at \$0.23 per pound, its average supply slid 9 percent to 9,522 pounds. When compared with August 2009, however, current supply was 1 percent higher as decreased demand for coconut over the year pushed its price down 15 percent. (See Graph 6 and Tables 1 & 2)



Graph 6
SUPPLY AND PRICE OF COCONUT

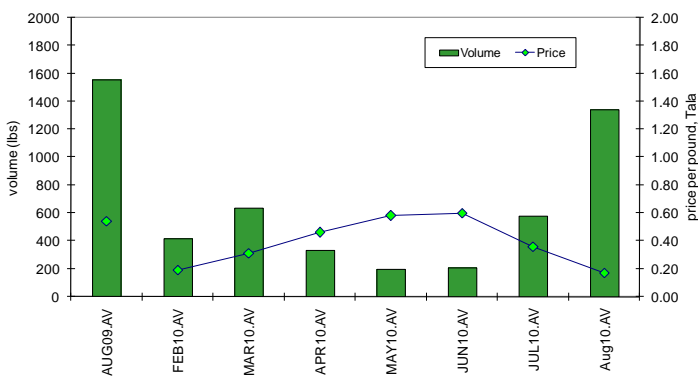


With the lower volume in August 2010, current supply of coconut contributed to a 10 percent decrease in the average availability of coconut when comparing the twelve months ending August 2010 over the twelve months ending August 2009, resulting in its average price rising 4 percent.

BREADFRUIT

As the breadfruit season begins, supplies more than doubled from the previous month to 1,340 pounds; a level that was 14 percent lower than that of August 2009. Weak demand for this staple food crop resulted in its average price taking a dramatic 53 percent dive to \$0.17 per pound from July 2010. Current breadfruit prices were 69 percent lower than the \$0.54 per pound that prevailed in August 2009. (See Graph 7 and Tables 1 & 2)

Graph 7
SUPPLY AND PRICE OF BREADFRUIT

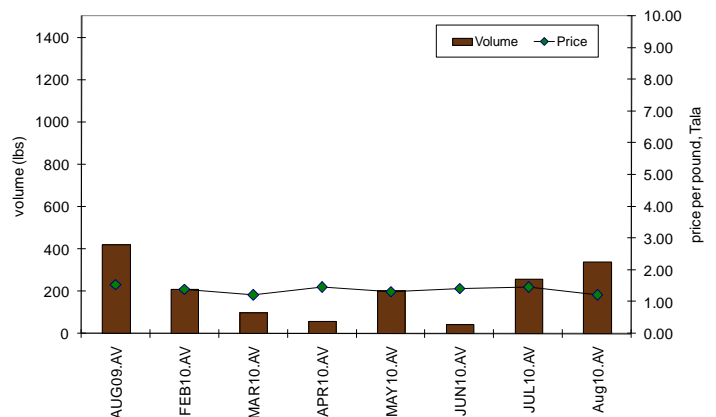


Despite the sharp increase in breadfruit supplies in August 2010, current supply contributed to a 16 percent decline in volume while price took an even greater fall with a 36 percent decrease; when comparing the twelve months ending August 2010 over the twelve months ending August 2009.

YAM

In August 2010, the supply of yam increased 30 percent to 338 pounds from the previous month as its average price decreased 17 percent to \$1.21 per pound. However, when compared with August 2009, the current volume of yam was 20 percent lower with weak demand over the year pushing its price down 22 percent. (See Graph 8 and Tables 1 & 2)

Graph 8
SUPPLY AND PRICE OF YAM

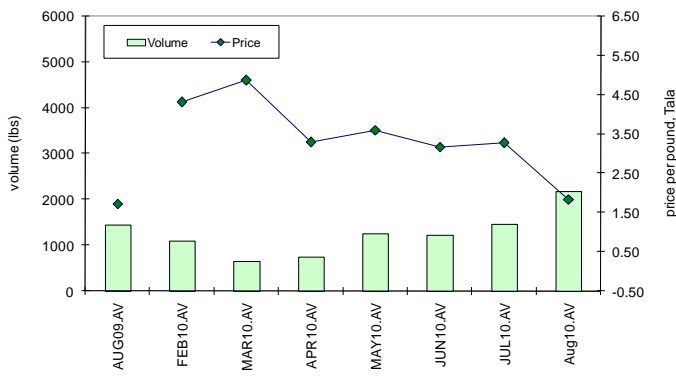


Current supply of yam contributed to an overall 41 percent decrease in volume with decreased demand leading to a 7 percent decline in price when comparing the twelve months ending August 2010 over the twelve months ending August 2009.

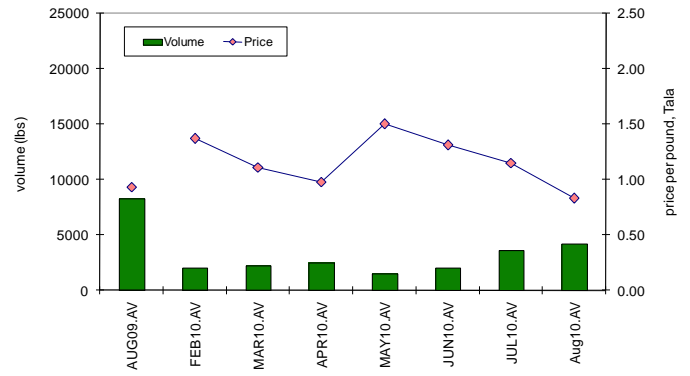
VEGETABLE PRODUCE

Encouraged by favorable weather conditions, the output of most vegetable produce improved substantially in August 2010. The average supply of head cabbage, tomatoes, and pumpkin increased 48 percent, 103 percent, and 18 percent respectively. Consequently, their corresponding prices dropped 44 percent, 42 percent, and 28 percent in that order. (See Graphs 9 to 13 and Tables 1 & 2)

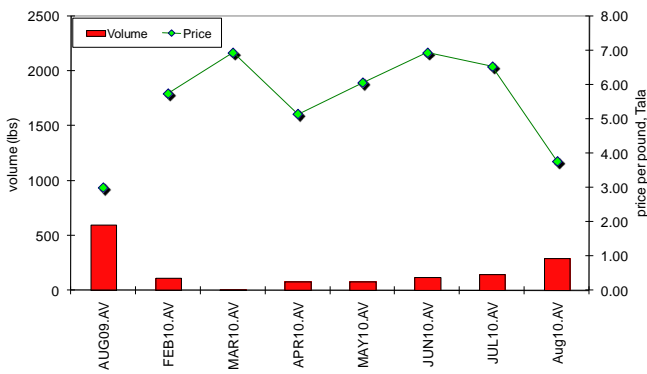
Graph 9
SUPPLY AND PRICES OF H.CABBAGE**



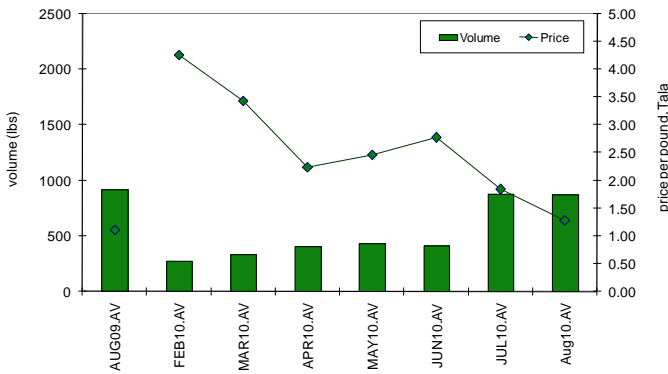
Graph 13
SUPPLY AND PRICE OF PUMPKIN**



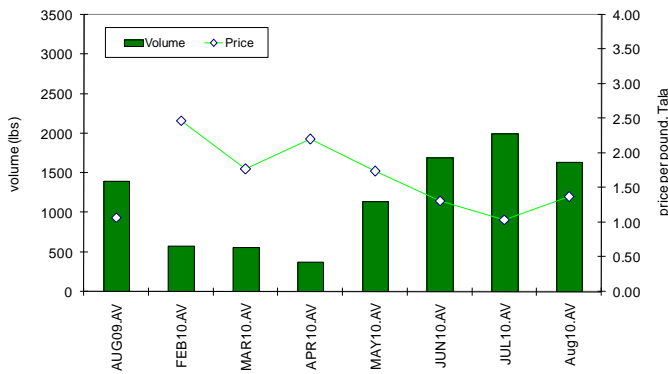
Graph 10
SUPPLY AND PRICE OF TOMATOES**



Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER



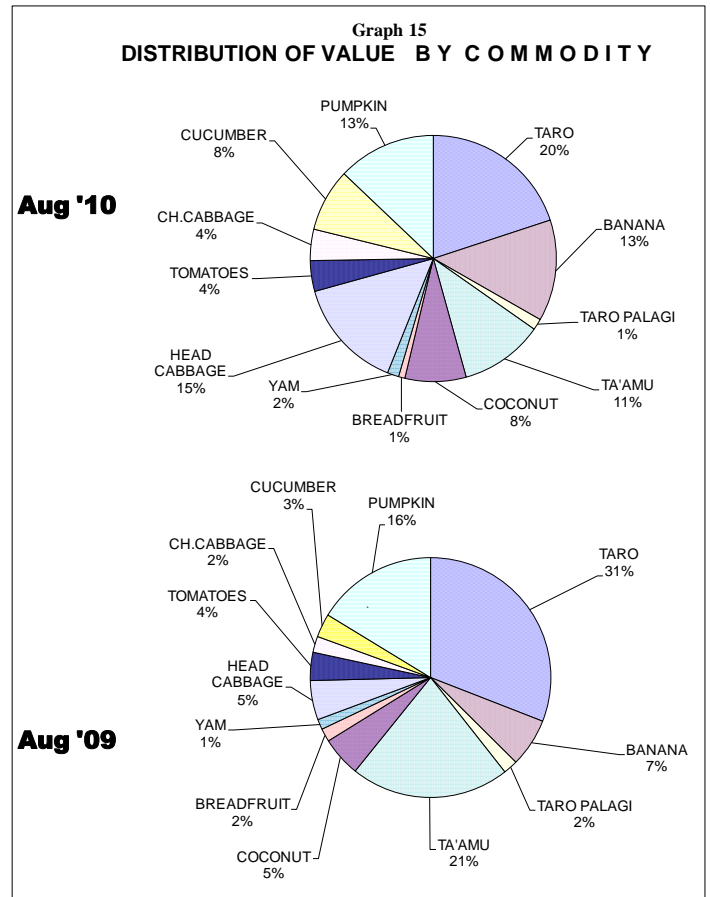
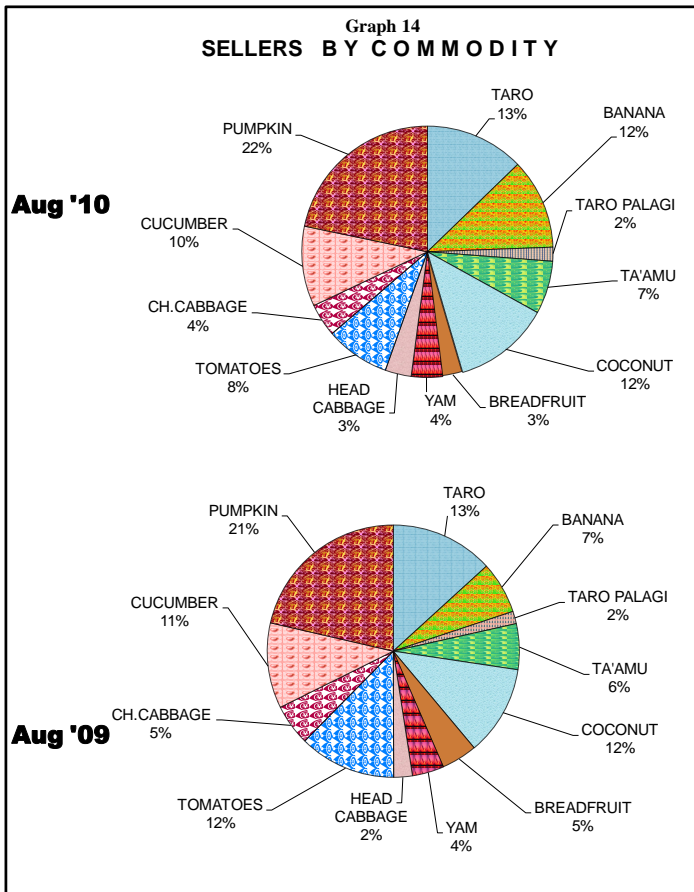
On the downside, the supplies of Chinese cabbage and cucumber fell 1 percent and 18 percent respectively. Subsequently, decreased demand for Chinese cabbage drove its price down 30 percent to \$1.28 per pound while less availability of cucumber led to its price rising 32 percent to \$1.37 per pound.

Compared to August 2009, the supplies of most vegetable produce were lower but their corresponding prices were higher reflecting higher demand.

SELLERS

Reflecting the contraction in overall supply, the number of sellers, at 223 on the days surveyed in August 2010 was 1 percent lower than in the previous month, and 11 percent lower than the same month last year.

Pumpkin sellers recorded the largest increase with its total rising to 49 from 29 in July 2010 even though it was lower than 54 in August 2009. Taro sellers followed with an unchanged total of 29 from the previous month but still lower than 33 a year ago. Coconut sellers fell to 28 from 33 from July 2010 and 29 in August 2009 while banana sellers remained at 26 from July 2010 but was much higher than 17 in August 2009. Cucumber sellers were next decreasing to 23 from 31 and 28 in the previous month and a year ago respectively. Tomato sellers increased to 19 from 10 in July 2010, but were much lower than 31 in August 2009. Taamu sellers followed with a drop to 15 from 24 in the previous month. Yam, head cabbage, breadfruit, and taro palagi sellers rounded the list up with 9, 8, 6, and 4 in that order in August 2010. (See Graph 14 and Table 6)



VALUE OF SUPPLIES

Consequent to the fall in the level of supply, the average value of selected produce supplied to the Market in August 2010 (at \$27,300) fell 20 percent to a level that was 42 percent lower than that in the same month of 2009.

In August 2010, taro contributed the most to the total value of produce surveyed with a 20 percent share which was lower than 21 percent in July 2010 and 31 percent in August 2009. Head cabbage followed with a 15 percent share, a level that was higher than 7 percent from the previous month and 5 percent from a year ago. Banana and pumpkin accounted for 13 percent each of total value while taamu contributed 11 percent. Cucumber and coconut accounted for 8 percent each while tomatoes and Chinese cabbage recorded 4 percent shares each. Relatively lower shares were recorded for the rest of the other commodities in August 2010. (See Graph 15 and Table 3)

SAMOA BUREAU OF STATISTICS

*Economic Statistics Division
FMFM II Building, Level 1
P O Box 1151
Apia, Samoa*

*Phone: (685) 62015/62016
Fax: (685) 24675
E-mail: info.stats@sbs.gov.ws*

Muagututia S Reupena
Government Statistician

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)*

PRODUCE	2008 AVE	AUG09.AV	FEB10.AV	MAR10.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Aug-10	
										% chng from prev mnth	%chng from Aug 09
TARO	8472	8864	8302	9900	11017	12873	6913	4559	4612	1	-48
BANANA	10716	4407	8383	4134	3350	3617	5120	6724	7566	13	72
TARO PALAGI	447	722	381	387	663	1484	297	448	465	4	-36
TA'AMU	4436	4671	2982	2021	5950	10672	11653	8236	3051	-63	-35
COCONUT	12078	9406	7910	8025	9455	9296	9875	10464	9522	-9	1
BREADFRUIT	849	1559	417	635	334	199	209	580	1340	131	-14
YAM HEAD	478	422	211	101	59	204	43	259	338	30	-20
CABBAGE	1999	1452	1097	657	744	1261	1220	1468	2180	48	50
TOMATOES	770	600	110	10	80	78	122	144	293	103	-51
CH.CABBAGE	991	916	277	332	406	431	415	879	874	-1	-5
CUCUMBER	1407	1399	584	565	376	1143	1691	1997	1642	-18	17
PUMPKIN	7716	8295	2071	2263	2507	1515	2024	3608	4242	18	-49

Table 2: Weighted Average Price Per Pound (in Tala)*

PRODUCE	2008 AVE	AUG09.AV	FEB10.AV	MAR10.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	% chng from prev mnth	%chng from Aug 09
TARO	1.43	1.65	0.93	0.91	0.90	1.06	1.18	1.30	1.18	-9	-28
BANANA	0.58	0.70	0.33	0.40	0.45	0.48	0.51	0.52	0.48	-8	-31
TARO PALAGI	0.83	1.27	0.93	0.97	0.70	0.77	0.77	0.83	0.87	5	-31
TA'AMU	1.56	2.17	1.69	0.78	1.18	1.19	1.17	0.96	0.98	2	-55
COCONUT	0.22	0.27	0.22	0.22	0.19	0.23	0.24	0.23	0.23	0	-15
BREADFRUIT	0.41	0.54	0.19	0.31	0.46	0.58	0.60	0.36	0.17	-53	-69
YAM HEAD	1.46	1.55	1.40	1.21	1.46	1.33	1.42	1.46	1.21	-17	-22
CABBAGE	2.99	1.72	4.31	4.87	3.29	3.60	3.17	3.27	1.83	-44	6
TOMATOES	3.19	2.99	5.75	6.94	5.14	6.06	6.94	6.54	3.77	-42	26
CH.CABBAGE	1.89	1.11	4.26	3.43	2.24	2.46	2.77	1.84	1.28	-30	15
CUCUMBER	1.34	1.07	2.47	1.77	2.20	1.74	1.31	1.04	1.37	32	28
PUMPKIN	0.90	0.93	1.37	1.11	0.98	1.50	1.31	1.15	0.83	-28	-11

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

PRODUCE	Total value 2008	AUG09.AV	FEB10.AV	MAR10.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	% chng from prev mnth	%chng from Aug 09
TARO	139.1	14.6	7.7	9.0	9.9	13.7	8.2	5.9	5.4		
BANANA	73.6	3.1	2.8	1.7	1.5	1.7	2.6	3.5	3.6		
TARO PALAGI	4.6	0.9	0.4	0.4	0.5	1.1	0.2	0.4	0.4		
TA'AMU	78.8	10.1	5.0	1.6	7.0	12.7	13.6	7.9	3.0		
COCONUT	31.1	2.5	1.7	1.8	1.8	2.1	2.4	2.4	2.2		
BREADFRUIT	4.2	0.8	0.1	0.2	0.2	0.1	0.1	0.2	0.2		
YAM HEAD	8.4	0.7	0.3	0.1	0.1	0.3	0.1	0.4	0.4		
CABBAGE	66.4	2.5	4.7	3.2	2.5	4.5	3.9	4.8	4.0		
TOMATOES	25.0	1.8	0.6	0.1	0.4	0.5	0.8	0.9	1.1		
CH.CABBAGE	21.3	1.0	1.2	1.1	0.9	1.1	1.2	1.6	1.1		
CUCUMBER	19.9	1.5	1.4	1.0	0.8	2.0	2.2	2.1	2.3		
PUMPKIN	77.8	7.7	2.8	2.5	2.5	2.3	2.7	4.2	3.5		
	550.0	47.3	28.8	22.6	28.0	42.1	37.9	34.3	27.3	-20	-42

Table 4: Volume Index (2008 = 100)*

PRODUCE	2008 Weights	AUG09.AV	FEB10.AV	MAR10.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	% chng from prev mnth	%chng from Aug 09
TARO	0.25	105	98	117	130	152	82	54	54		
BANANA	0.13	41	78	39	31	34	48	63	71		
TARO PALAGI	0.01	161	85	86	148	332	66	100	104		
TA'AMU	0.14	105	67	46	134	241	263	186	69		
COCONUT	0.06	78	65	66	78	77	82	87	79		
BREADFRUIT	0.01	183	49	75	39	23	25	68	158		
YAM HEAD	0.02	88	44	21	12	43	9	54	71		
CABBAGE	0.12	73	55	33	37	63	61	73	109		
TOMATOES	0.05	78	14	1	10	10	16	19	38		
CH.CABBAGE	0.04	92	28	34	41	43	42	89	88		
CUCUMBER	0.04	99	41	40	27	81	120	142	117		
PUMPKIN	0.14	107	27	29	32	20	26	47	55		
	1.00	90	64	58	75	101	88	81	71	-12	-21

Table 5: Price Index (2008 = 100)*

PRODUCE	2008 Weights	AUG09.AV	FEB10.AV	MAR10.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	% chng from prev mnth	%chng from Aug 09
TARO	0.25	116	65	64	63	74	83	91	83		
BANANA	0.13	120	57	69	77	83	88	89	83		
TARO PALAGI	0.01	153	112	117	84	92	92	100	105		
TA'AMU	0.14	139	108	50	76	76	75	61	63		
COCONUT	0.06	125	102	102	88	106	111	106	106		
BREADFRUIT	0.01	130	46	75	111	140	145	87	41		
YAM	0.02	107	96	83	100	91	98	100	83		
HEAD CABBAGE	0.12	57	144	163	110	120	106	109	61		
TOMATOES	0.05	94	180	218	161	190	218	205	118		
CH.CABBAGE	0.04	59	225	181	118	130	146	97	68		
CUCUMBER	0.04	80	184	132	164	129	97	77	102		
PUMPKIN	0.14	103	152	123	108	166	145	127	92		
	1.00	107	110	100	92	106	105	100	81	-18	-24

Table 6: Number of Sellers*

PRODUCE	AUG09.AV	FEB10.AV	MAR10.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	% chng from prev mnth	%chng from Aug 09
TARO	33	44	58	61	47	38	29	29		
BANANA	17	30	22	21	17	25	26	26		
TARO PALAGI	4	4	4	5	8	4	3	4		
TA'AMU	15	13	12	17	27	23	24	15		
COCONUT	29	23	24	27	26	27	33	28		
BREADFRUIT	12	5	4	3	2	2	6	6		
YAM HEAD	10	4	4	2	5	2	7	9		
CABBAGE	6	5	4	4	4	6	9	8		
TOMATOES	31	13	1	6	6	12	10	19		
CH.CABBAGE	13	3	7	8	7	8	18	10		
CUCUMBER	28	12	15	14	21	24	31	23		
PUMPKIN	54	23	31	29	22	22	29	49		
	251	177	185	198	190	192	226	223	-1	-11