



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

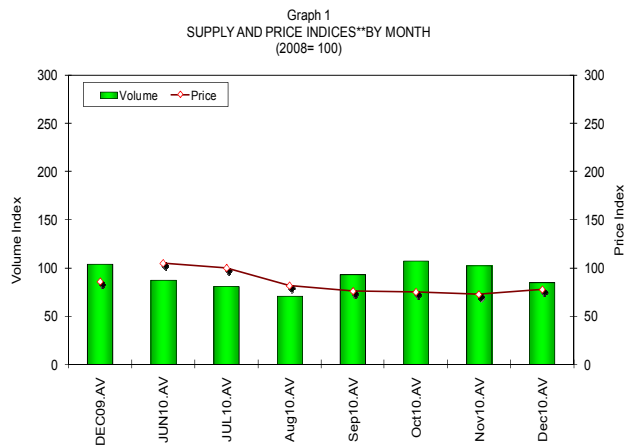
FUGALEI MARKET SURVEY – DECEMBER 2010

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. 12 /10

OVERVIEW

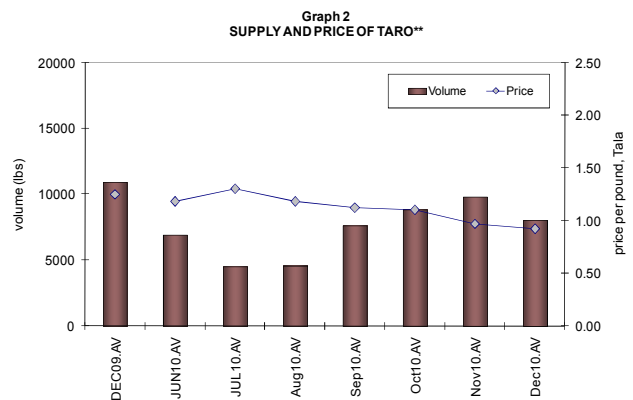
Agricultural food supplies according to the Samoa Bureau of Statistics survey of the Fugalei Market in December 2010 recorded an unexpected downturn in overall volume, decreasing 17 percent from the previous month and 18 percent lower than December 2009. This reduction in volume during the month under review was due in large part to decrease in supplies of taro, coconut, ta’amu, breadfruit, yam, banana, head cabbage and pumpkin. (See Graph 1 and Tables 4 & 5)



Despite the decrease in agricultural supply at the market, the average price level rose 7 percent from previous month. However, when compared to December 2009, the current price level was 10 percent lower. The increase in average price level in the month under review can be attributed to the rise in the prices of taro palagi, ta’amu, coconut and all vegetable produce.

TARO

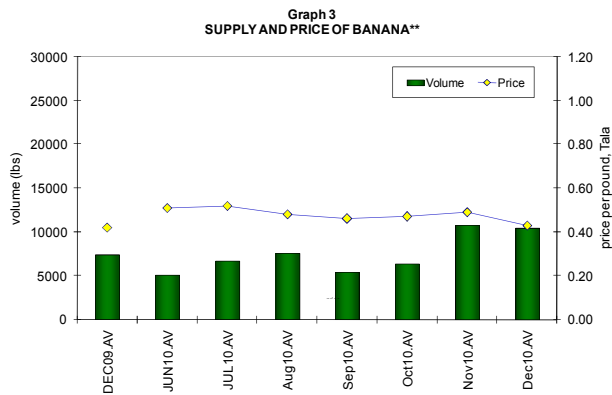
The average supply of taro in December 2010 was reduced 18 percent to 8,043 pounds, reversing the previous month’s improvement. Weak demand for taro also led its average price to decline 5 percent to \$0.92 per pound. When compared with December last year taro volume was 27 percent lower and price was also 26 percent lower. (See Graph 2 and Tables 1 & 2)



The month under review contributed to a 25 percent decrease in volume in the twelve months ending December 2009/2010 with price diving 29 percent.

BANANA

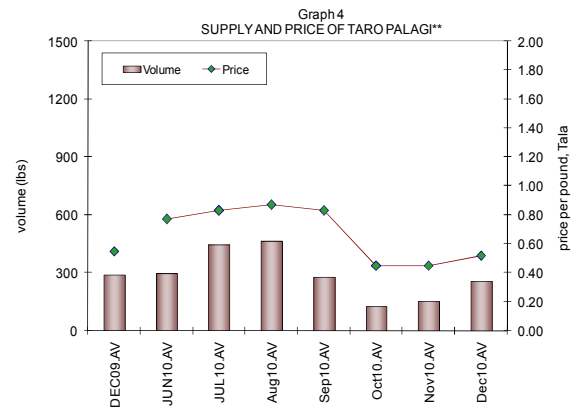
The average supply of banana in December 2010 (at 10,442 pounds) was 3 percent lower than in the previous month and 41 percent higher when compared to the level in December 2009. Similarly, its price fell 12 percent from last month to \$0.43 per pound while in the same month of 2009 it was 2 percent higher. (See Graph 3 and Tables 1 & 2)



Comparing the twelve months ending December 2009/2010, the month under review contributed to a 25 percent decrease in banana supply with price dropping 28 percent indicating weak demand for this commodity.

TARO PALAGI

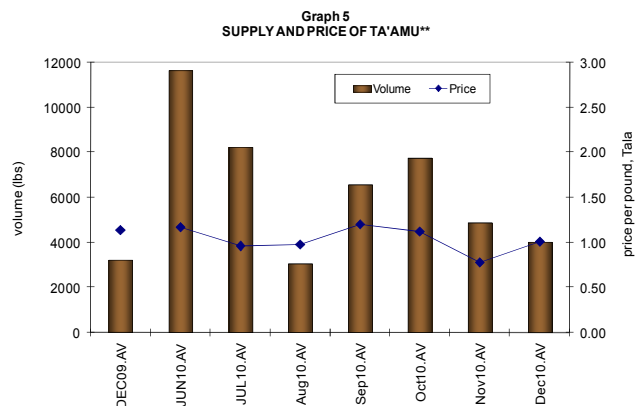
Taro palagi supplies showed a strong recovery from the previous month with volume rising 70 percent to 258 pounds. In response to strong demand, its average price jumped 16 percent to \$0.52 per pound. Reviewing the same month in the previous year, taro palagi volume was 12 percent lower as weak demand led to a 5 percent decline in price. (See Graph 4 and Tables 1 & 2)



Current supply of taro palagi contributed to a 3 and 31 percent decrease in volume and price respectively in an overview of the twelve months ending December 2009/2010.

TA'AMU

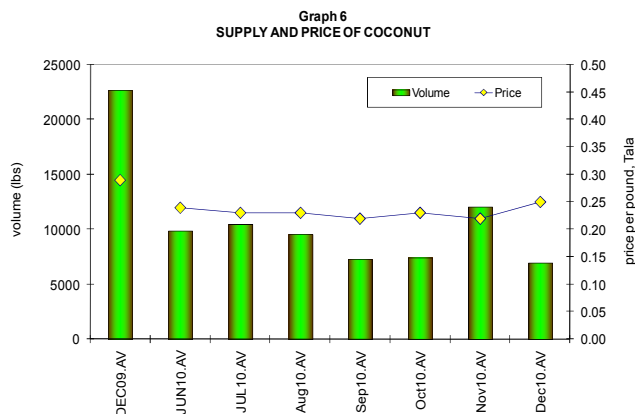
The 4,015 pounds of ta'amu supplied in the month under review was 18 percent lower than in November 2010 but 25 percent higher than in December 2009. As a consequence of less availability, the price of ta'amu (at \$1.01 per pound) was 29 percent higher compared to the previous month but 11 percent lower than in December 2009. (See Graph 5 and Tables 1 & 2)



Despite the decrease in December 2010, the average availability of ta'amu for the twelve months ending December 2009/2010 revealed current supply contributing to a 43 percent increase in volume while weak demand pushed its average price down 38 percent.

COCONUT

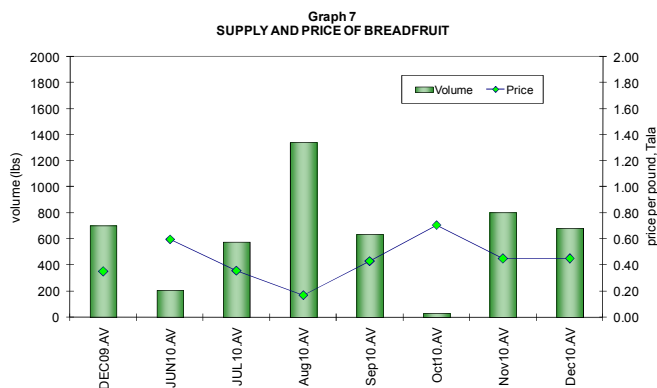
Likewise, the volume of coconut at the market decreased 43 percent to 6,937 pounds in December 2010, and as a result of less availability of this commodity its average price rose 14 percent to \$0.25 per pound. At this current level, the supply of coconut when compared to December 2009 was 69 percent lower while its price was 14 percent below that of a year ago due to weak demand. (See Graph 6 and Tables 1 & 2)



With lower supply of coconuts in the month under review, it contributed to a decrease of 36 percent in volume when comparing the twelve months ending December 2009/2010 price also fell 1 percent.

BREADFRUIT

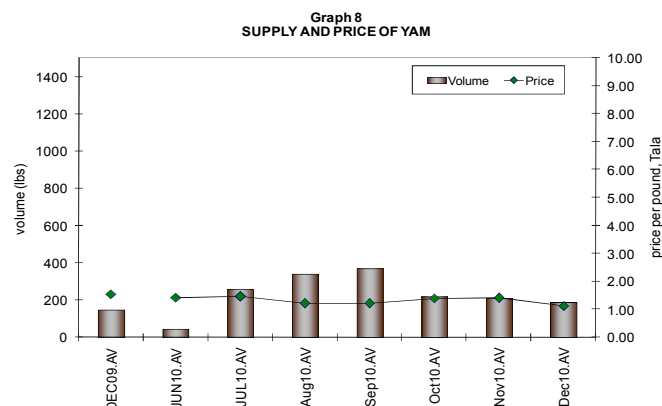
Breadfruit supplies in the month under review showed a 15 percent drop to 685 pounds with average price remaining the same (at \$0.45 per pound) from the previous month. Comparing the same month last year revealed this month's supplies were 3 percent lower while less availability over the year pushed average price up 29 percent. (See Graph 7 and Tables 1 & 2)



Current supply of breadfruit contributed to an overall 23 percent decrease in volume with weak demand also driving its price down 38 percent over the twelve months ending December 2009/2010.

YAM

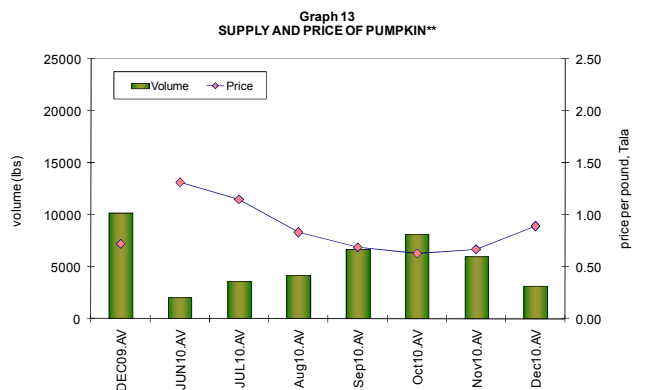
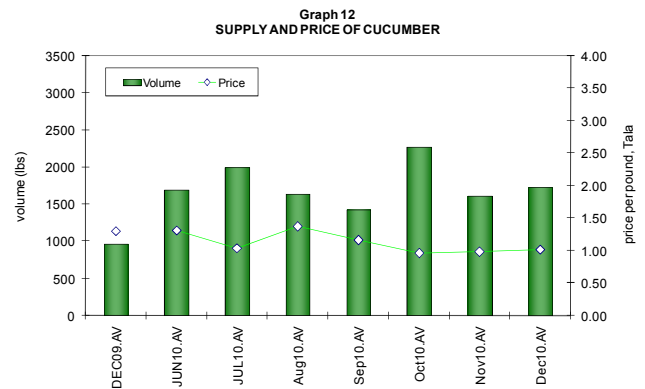
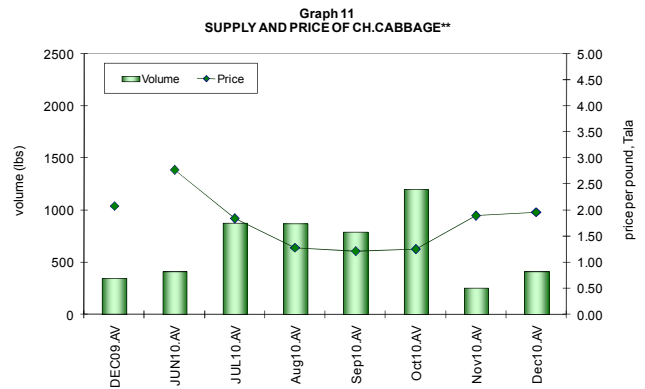
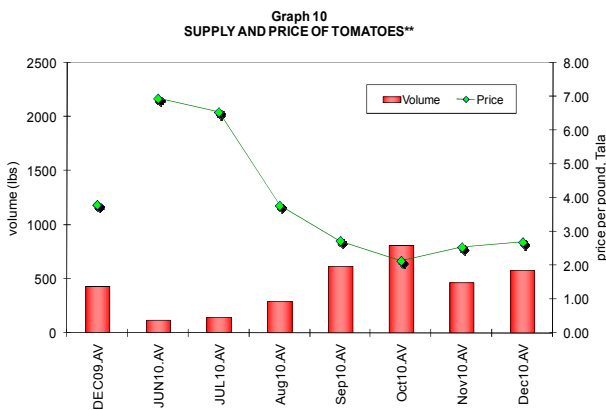
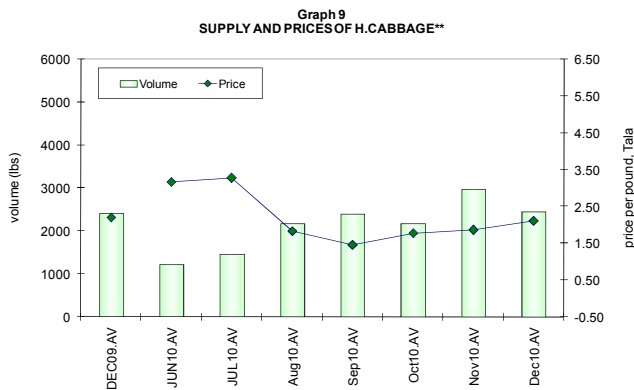
Yam supplies in December 2010 revealed a 9 percent decrease to 190 pounds from the previous month, a level that was 27 percent above that of a year earlier. And with demand shifting to its close substitutes such as ta'amu and taro palagi, the average price of yam declined 21 percent to \$1.12 per pound, 27 percent lower than a year ago. (See Graph 8 and Tables 1 & 2)



A twelve month comparison ending December 2009/2010 revealed current supply contributing to a 21 percent drop in yam volume with its average price also decreasing 8 percent.

VEGETABLE PRODUCE

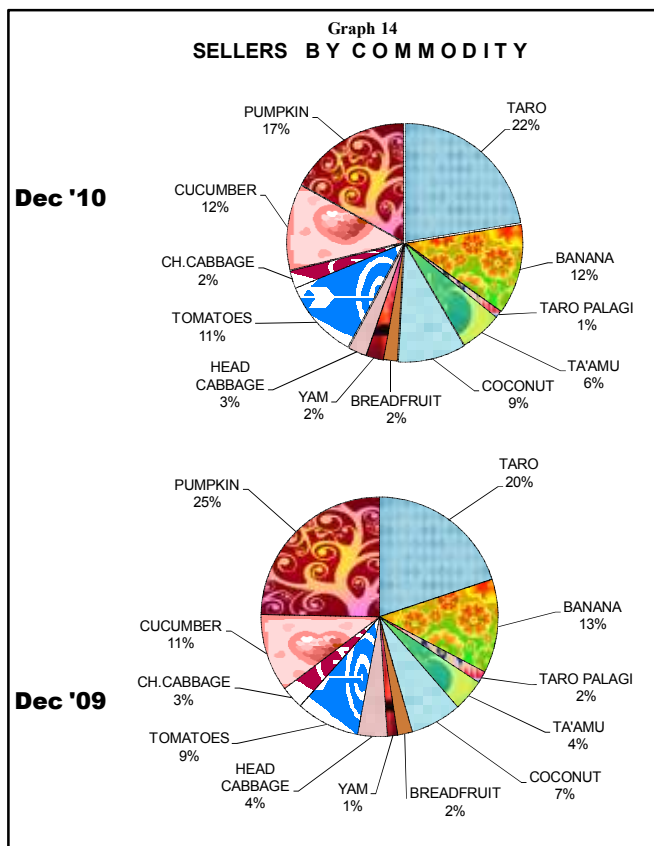
Encouraged by stronger domestic demand and the usual favourable weather conditions for vegetables in December 2010, the supply for most vegetables produce increased in the month under review. In particular, improved supplies were recorded for Chinese cabbage up 62 percent (to 414 pounds), tomatoes up 24 percent (to 580 pounds) and cucumber up 8 percent (to 1,733 pounds) while decreases were registered in the average supplies of pumpkin down 47 percent (to 3,165 pounds) and head cabbage down 18 percent (to 2,446 pounds). (See Graphs 9 to 13 and Tables 1 & 2)



Average prices for Chinese cabbage and cucumber rose 4 percent each to \$1.96 and \$1.02 per pound respectively. Tomato prices also edged up 6 percent to \$2.69 per pound with less availability, head cabbage and pumpkin were the popular vegetables of choice in December 2010 registering the largest price increases of 13 percent (to \$2.11 per pound) and 33 percent (to \$0.89 per pound) in that order.

SELLERS

Reflecting the reduction in supplies, the numbers of sellers on the days surveyed in December 2010 decreased 21 percent to 225, 2 percent lower than that of December 2009. The lower number of sellers in the month under review was mainly for those supplying coconut, breadfruit, ta'amu, head cabbage and pumpkin. (See Graph 14 and Table 6)

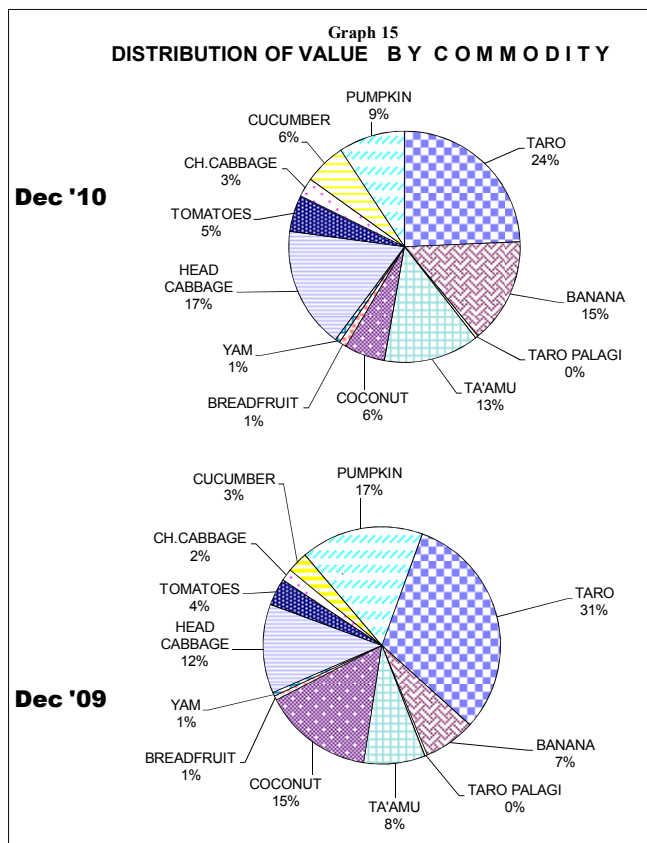


In the month under review, those supplying taro were the main suppliers of agricultural produce at the market, with its total jumping to 51 from 49 in November 2010 and 46 in December 2009. Pumpkin sellers followed with its total dropping to 38 from 64 in the previous month and 57 in the same month of last year. Banana sellers were third with an unchanged total of 28 from November 2010 but was slightly lower than 29 in December 2009. Cucumber and tomato sellers went up to 27 and 25 from 25 and 23 respectively in the previous month. Coconut, ta'amu and head cabbage sellers recorded a decrease in totals to 21, 13 and 6 from 55, 14 and 10 respectively from November 2010 while those supplying yam and Chinese cabbage remained

unchanged at 6 from the previous month. Breadfruit sellers decreased to 5 from 6 in November 2010 although those supplying taro palagi increased to 2 from 1 in the previous month.

VALUE OF SUPPLIES

Consequent to the fall in the level of supply, the average value of selected produce supplied to the market in December 2010 (at \$30,500) fell 12 percent to a level that was 31 percent lower than that in the same month of 2009.

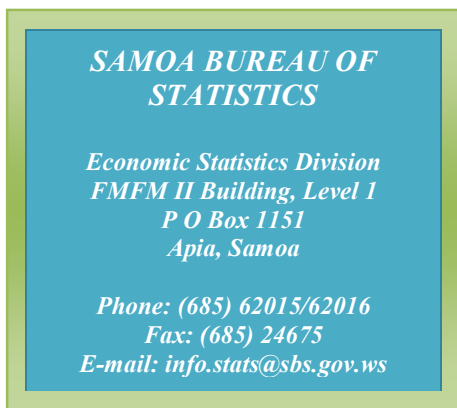


In December 2010, taro contributed the most to the value of produce surveyed with a 24 percent share which was lower than 27 percent in November 2010 and 31 percent in December 2009. Head cabbage followed with a 17 percent share, a level that was higher than its contribution of 16 percent from the previous month and 12 percent from the same month last year. Banana accounted for 15 percent of the total value of supplies, similar to the previous month but higher than December 2009 (7 percent). Ta'amu contributed 13 percent, a level that was higher than November 2010 (11 percent) and December 2009 (8

percent). Pumpkin represented 9 percent of the total value of supplies while coconut and cucumber accounted for 6 percent each. Tomatoes and Chinese cabbage recorded 5 percent and 3 percent respectively. Relatively lower shares were recorded for the rest of the other commodities. (See Graph 15 and Table 3)

@ Weights for the selected produce have been revised using 2008 as the base period and have been incorporated starting from January 2010 report.

*** Data shown reflects the average availability and prices of the selected produce at the Fugalei Market on each Friday (Thursday where Friday is a public holiday) in the months under reference.*



A handwritten signature in blue ink, appearing to read "Muagututia S Reupena", with a long horizontal stroke extending to the right.

Muagututia S Reupena
Government Statistician

Table 1: Quantity Supplied (in pounds)*

PRODUCE	2008 AVE	Dec-10								% chng from prev mnth	%chng from Dec 09
		DEC09.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	Oct10.AV	Nov10.AV	Dec10.AV		
TARO	8472	10947	6913	4559	4612	7602	8849	9837	8043	-18	-27
BANANA	10716	7381	5120	6724	7566	5413	6357	10793	10442	-3	41
TARO PALAGI	447	292	297	448	465	280	125	151	258	70	-12
TA'AMU	4436	3218	11653	8236	3051	6565	7741	4878	4015	-18	25
COCONUT	12078	22693	9875	10464	9522	7318	7458	12065	6937	-43	-69
BREADFRUIT	849	705	209	580	1340	635	32	804	685	-15	-3
YAM HEAD	478	149	43	259	338	370	219	209	190	-9	27
CABBAGE	1999	2424	1220	1468	2180	2406	2185	2971	2446	-18	1
TOMATOES	770	430	122	144	293	622	813	466	580	24	35
CH.CABBAGE	991	349	415	879	874	795	1201	256	414	62	19
CUCUMBER	1407	965	1691	1997	1642	1430	2275	1610	1733	8	80
PUMPKIN	7716	10220	2024	3608	4242	6735	8154	5975	3165	-47	-69

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

PRODUCE	2008 AVE	DEC09.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	Oct10.AV	Nov10.AV	Dec10.AV	% chng from prev mnth	%chng from Dec 09
TARO	1.43	1.25	1.18	1.30	1.18	1.12	1.10	0.97	0.92	-5	-26
BANANA	0.58	0.42	0.51	0.52	0.48	0.46	0.47	0.49	0.43	-12	2
TARO PALAGI	0.83	0.55	0.77	0.83	0.87	0.83	0.45	0.45	0.52	16	-5
TA'AMU	1.56	1.14	1.17	0.96	0.98	1.20	1.12	0.78	1.01	29	-11
COCONUT	0.22	0.29	0.24	0.23	0.23	0.22	0.23	0.22	0.25	14	-14
BREADFRUIT	0.41	0.35	0.60	0.36	0.17	0.43	0.71	0.45	0.45	0	29
YAM HEAD	1.46	1.54	1.42	1.46	1.21	1.21	1.40	1.41	1.12	-21	-27
CABBAGE	2.99	2.20	3.17	3.27	1.83	1.46	1.78	1.86	2.11	13	-4
TOMATOES	3.19	3.79	6.94	6.54	3.77	2.72	2.13	2.54	2.69	6	-29
CH.CABBAGE	1.89	2.08	2.77	1.84	1.28	1.21	1.25	1.89	1.96	4	-6
CUCUMBER	1.34	1.30	1.31	1.04	1.37	1.16	0.96	0.98	1.02	4	-22
PUMPKIN	0.90	0.72	1.31	1.15	0.83	0.69	0.63	0.67	0.89	33	24

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

PRODUCE	Total value 2008	DEC09.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	Oct10.AV	Nov10.AV	Dec10.AV	% chng from prev mnth	%chng from Dec 09
TARO	139.1	13.7	8.2	5.9	5.4	8.5	9.7	9.5	7.4		
BANANA	73.6	3.1	2.6	3.5	3.6	2.5	3.0	5.3	4.5		
TARO PALAGI	4.6	0.2	0.2	0.4	0.4	0.2	0.1	0.1	0.1		
TA'AMU	78.8	3.7	13.6	7.9	3.0	7.9	8.7	3.8	4.1		
COCONUT	31.1	6.6	2.4	2.4	2.2	1.6	1.7	2.7	1.7		
BREADFRUIT	4.2	0.3	0.1	0.2	0.2	0.3	0.0	0.4	0.3		
YAM HEAD	8.4	0.2	0.1	0.4	0.4	0.5	0.3	0.3	0.2		
CABBAGE	66.4	5.3	3.9	4.8	4.0	3.5	3.9	5.5	5.2		
TOMATOES	25.0	1.6	0.8	0.9	1.1	1.7	1.7	1.2	1.6		
CH.CABBAGE	21.3	0.7	1.2	1.6	1.1	1.0	1.5	0.5	0.8		
CUCUMBER	19.9	1.3	2.2	2.1	2.3	1.7	2.2	1.6	1.8		
PUMPKIN	77.8	7.4	2.7	4.2	3.5	4.7	5.1	4.0	2.8		
	550.0	44.0	37.9	34.3	27.3	33.9	37.9	34.8	30.5	-12	-31

Table 4: Volume Index (2008 = 100)*

PRODUCE	2008 Weights	DEC09.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	Oct10.AV	Nov10.AV	Dec10.AV	% chng from prev mnth	%chng from Dec 09
TARO	0.25	129	82	54	54	90	104	116	95		
BANANA	0.13	69	48	63	71	51	59	101	97		
TARO PALAGI	0.01	65	66	100	104	63	28	34	58		
TA'AMU	0.14	73	263	186	69	148	174	110	91		
COCONUT	0.06	188	82	87	79	61	62	100	57		
BREADFRUIT	0.01	83	25	68	158	75	4	95	81		
YAM HEAD	0.02	31	9	54	71	77	46	44	40		
CABBAGE	0.12	121	61	73	109	120	109	149	122		
TOMATOES	0.05	56	16	19	38	81	106	60	75		
CH.CABBAGE	0.04	35	42	89	88	80	121	26	42		
CUCUMBER	0.04	69	120	142	117	102	162	114	123		
PUMPKIN	0.14	132	26	47	55	87	106	77	41		
	1.00	104	88	81	71	94	107	103	85	-17	-18

Table 5: Price Index (2008 = 100)*

PRODUCE	2008 Weights	DEC09.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	Oct10.AV	Nov10.AV	Dec10.AV	% chng from prev mnth	%chng from Dec 09
TARO	0.25	88	83	91	83	79	77	68	65		
BANANA	0.13	72	88	89	83	79	81	84	74		
TARO PALAGI	0.01	66	92	100	105	100	54	54	62		
TA'AMU	0.14	73	75	61	63	77	72	50	65		
COCONUT	0.06	134	111	106	106	102	106	102	115		
BREADFRUIT	0.01	85	145	87	41	104	171	109	109		
YAM	0.02	106	98	100	83	83	96	97	77		
HEAD CABBAGE	0.12	74	106	109	61	49	60	62	71		
TOMATOES	0.05	119	218	205	118	85	67	80	84		
CH.CABBAGE	0.04	110	146	97	68	64	66	100	104		
CUCUMBER	0.04	97	97	77	102	86	71	73	76		
PUMPKIN	0.14	80	145	127	92	76	70	74	99		
	1.00	86	105	100	81	76	75	72	78	7	-10

Table 6: Number of Sellers*

PRODUCE	DEC09.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	Oct10.AV	Nov10.AV	Dec10.AV	% chng from prev mnth	%chng from Dec 09
TARO	46	38	29	29	48	42	49	51		
BANANA	29	25	26	26	21	18	28	28		
TARO PALAGI	4	4	3	4	3	1	1	2		
TA'AMU	10	23	24	15	20	19	14	13		
COCONUT	16	27	33	28	24	21	55	21		
BREADFRUIT	5	2	6	6	4	1	6	5		
YAM HEAD	3	2	7	9	9	5	6	6		
CABBAGE	9	6	9	8	11	11	10	6		
TOMATOES	20	12	10	19	23	26	23	25		
CH.CABBAGE	7	8	18	10	11	18	6	6		
CUCUMBER	24	24	31	23	29	35	25	27		
PUMPKIN	57	22	29	49	56	52	64	38		
	231	192	226	223	257	250	285	225	-21	-2