



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

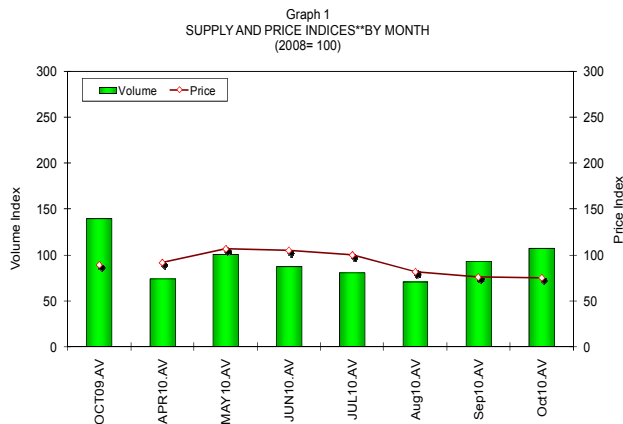
FUGALEI MARKET SURVEY – OCTOBER 2010

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. 10/10

OVERVIEW

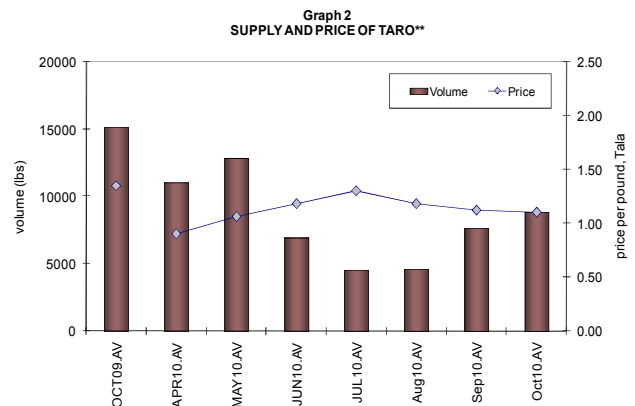
Associated with seasonal demand during White Sunday, the Samoa Bureau of Statistics' survey of the Fugalei market recorded a 15 percent rise in the volume of selected produce supplied to the market in October 2010. However, it was 23 percent lower than the level in the same month of 2009. The surge in the level of the overall supply reflected increases in the availability of most agricultural produce which was partially offset by declines in the availability of taro palagi, breadfruit, yam and head cabbage. (See Graph 1 and Tables 4 & 5)



The increased availability saw the overall price index at the Fugalei market decline 2 percent in October 2010, and 16 percent lower than in the same month of 2009.

TARO

The supply of taro to the market in October 2010 increased further by 16 percent to 8,849 pounds. At this level, it was 42 percent lower than the level in the same month last year. Consequently, its price at \$1.10 dropped 2 percent from the level last month and also 19 percent below the level in October 2009 due to increased demand for close substitutes. (See Graph 2 and Tables 1 & 2)



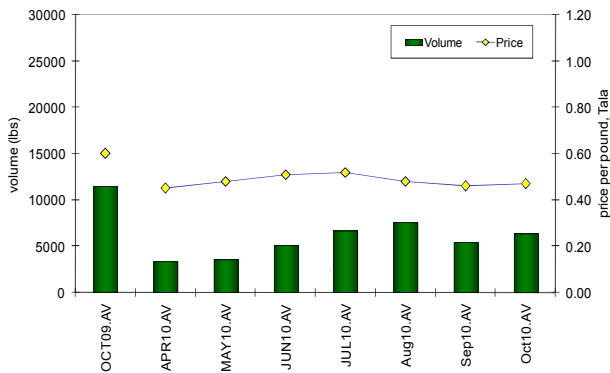
Average supply of taro in the month under review contributed to a 21 percent increase in taro volume when comparing the twelve months ending Oct 2009/2010 while weak demand led to a 30 percent drop in price.

BANANA

In response to increased demand during White Sunday, the average supply of banana in October 2010 (at 6,357 pounds) was 17 percent higher than the level in September 2010 but was 45 percent lower when comparing to October 2009. Similarly, average price at \$0.47 per pound shows a 2 percent increase from last month while

dropping 22 percent from October 2009; reflecting strong demand for this commodity. (See Graph 3 and Tables 1 & 2)

Graph 3
SUPPLY AND PRICE OF BANANA**

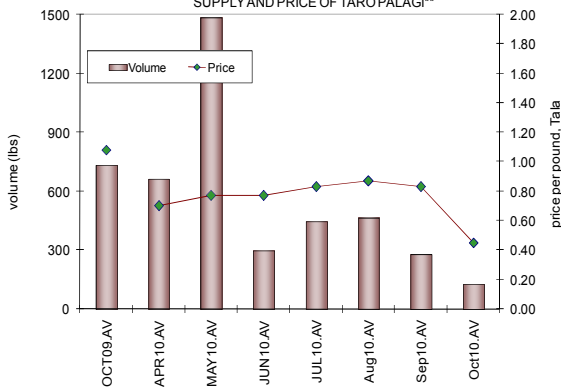


Comparing the twelve months ending October 2009 over the twelve months ending October 2010, current supply of banana contributed to a 35 percent decrease in banana volume with its price also decreasing 30 percent.

TARO PALAGI

On the downside, the supply of taro palagi did not respond to the strong demand conditions, as its availability (at 125 pounds) in October 2010 was lower by 55 percent and 83 percent respectively than the level in September 2010 and October 2009 in that order. In the same way, at \$0.45 per pound brought about 46 percent and 58 percent decreases from September 2010 and October 2009 respectively. (See Graph 4 and Tables 1 & 2)

Graph 4
SUPPLY AND PRICE OF TARO PALAGI**

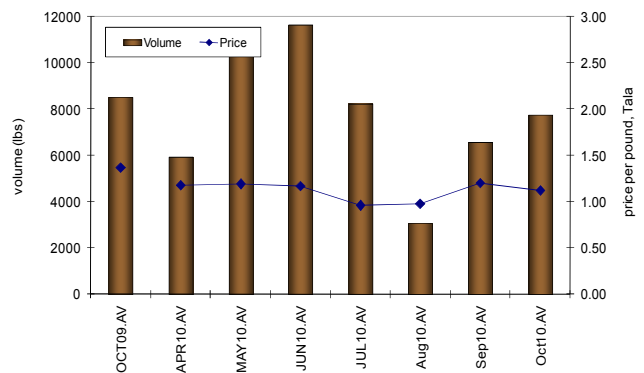


Despite the decreased availability of taro palagi in the month under review, it contributed to an increase of 24 percent in volume and 28 percent decrease in average price when comparing the twelve months ending October 2009/2010.

TAAMU

Taamu supplies at 7,741 pounds was 18 percent higher than that of September 2010 while average price dropped 7 percent to \$1.12 per pound from the previous month. When compared with the same month last year, current supply was 9 percent lower while average price also dropped to 18 percent as demand for taamu decreases. (See Graph 5 and Tables 1 & 2)

Graph 5
SUPPLY AND PRICE OF TA'AMU**

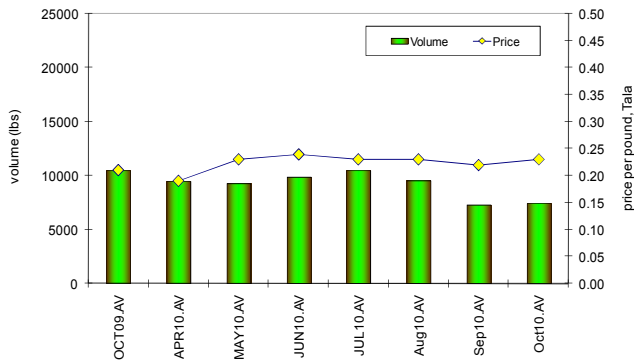


With increasing supplies of taamu in the month under review, a comparison of the twelve months ending October 2009 over the twelve months ending October 2010 revealed current supply contributing to a 48 percent increase in volume while its price declined 41 percent.

COCONUT

The availability of coconut at the market rose 2 percent to 7458 pounds over September 2010, a level that was 29 percent lower than October 2009. Increased demand for this commodity drove its average price up 5 percent to \$0.23 per pound from last month and 10 percent higher than the level in October 2009. (See Graph 6 and Tables 1 & 2)

Graph 6
SUPPLY AND PRICE OF COCONUT

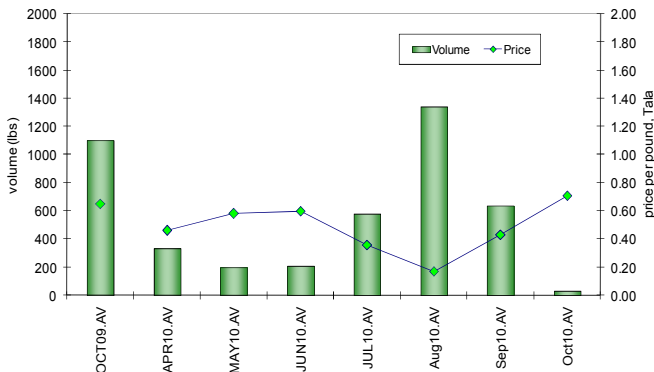


Current supply of coconut contributed to an overall 15 percent decrease in volume when comparing the twelve months ending October 2009/2010 resulting in its average price rising 5 percent.

BREADFRUIT

With the breadfruit season coming to an end, there was a dramatic fall in volume from the previous month showing a 95 percent decrease to 32 pounds, a level that was 97 percent lower than the same month of last year. Despite the drop in volume, demand drove its price up 65 percent to \$0.71 per pound from September 2010 and 9 percent increasing from October 2009. (See Graph 7 and Tables 1 & 2)

Graph 7
SUPPLY AND PRICE OF BREADFRUIT

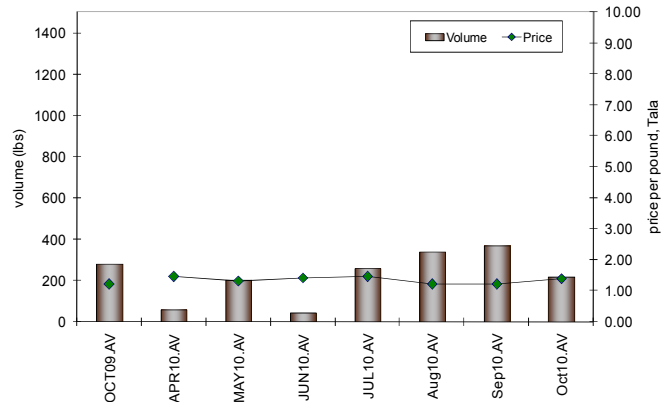


With the lower volume in the month under review, current supply of breadfruit contributed to a 26 percent decrease in average availability of breadfruit when comparing the twelve months ending October 2009/2010 with its average price also decreasing 41 percent.

YAM

The supply of yam in October 2010 dropped 41 percent (to 219 pounds) over the previous month and was 22 percent lower than in October last year. Consequently, its price rose to \$1.40 per pound showing an equal increase of 16 percent from the previous month as well as from October 2009. (See Graph 8 and Tables 1 & 2)

Graph 8
SUPPLY AND PRICE OF YAM

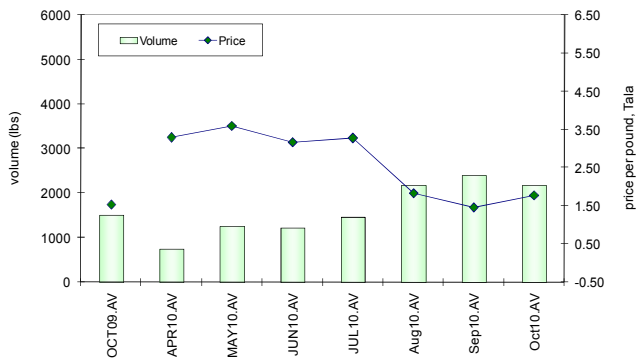


Reflecting the lower volume in October 2010, current supply of yam contributed to a 28 percent decrease in supply with price also decreasing 6 percent when comparing the twelve months ending October 2009/2010.

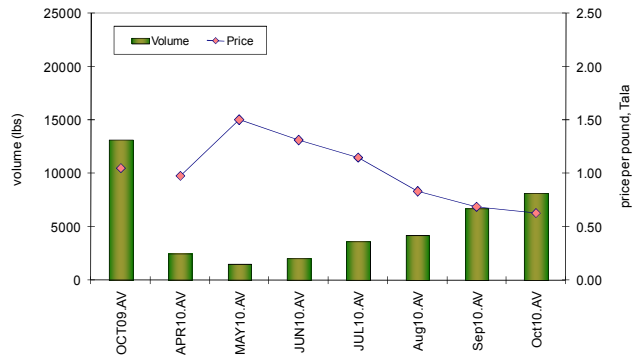
VEGETABLE PRODUCE

Favourable seasonal weather patterns saw the output of most vegetable produce trend upwards in October 2010. Increases were registered in the average supplies of cucumber (2275 pounds) to 59 percent, Chinese cabbage (1201 pounds) to 51 percent, tomatoes (813 pounds) to 31 percent and pumpkin (8154 pounds) to 21 percent whilst head cabbage availability dropped (2185 pounds) to 20 percent. Compared to October 2009, the supplies of most vegetable produce were also higher, with the exception of tomatoes and pumpkin which fell to 13 percent and 38 percent respectively. Consequently, head cabbage increases to 45 percent, Chinese cabbage rose to 16 percent and cucumber rising more than tripling its volume from the same month of last year. (See Graphs 9 to 13 and Tables 1 & 2)

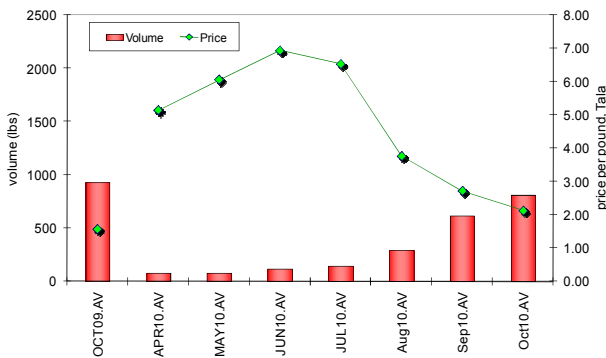
**Graph 9
SUPPLY AND PRICES OF H.CABBAGE****



**Graph 13
SUPPLY AND PRICE OF PUMPKIN****



**Graph 10
SUPPLY AND PRICE OF TOMATOES****

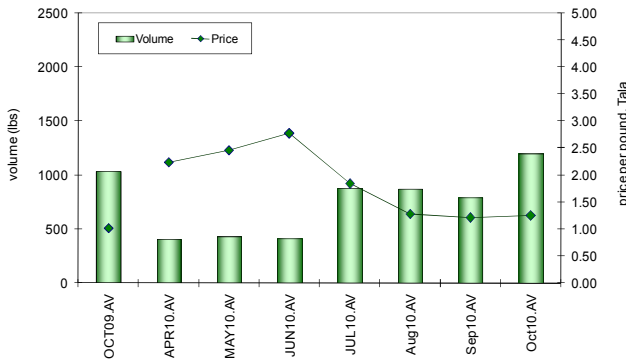


Average price for vegetable produce shows an increase for prices of head cabbage (\$1.78 per pound) and Chinese cabbage (\$1.25 per pound) to 22 percent and 3 percent respectively. However, prices for tomato dropped to \$2.13 per pound (down 22 percent), cucumber fell to \$0.96 per pound (down 17 percent) and pumpkin decreasing 9 percent to \$0.63 per pound as a result of weak demand.

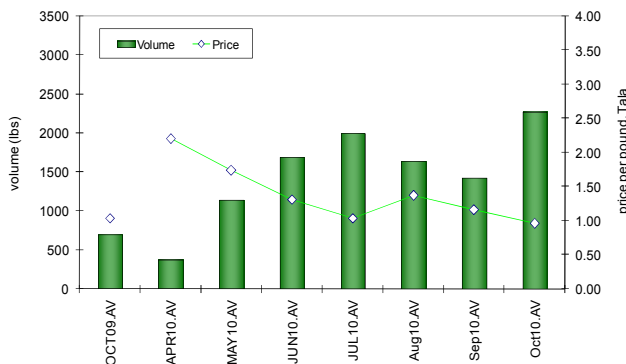
SELLERS

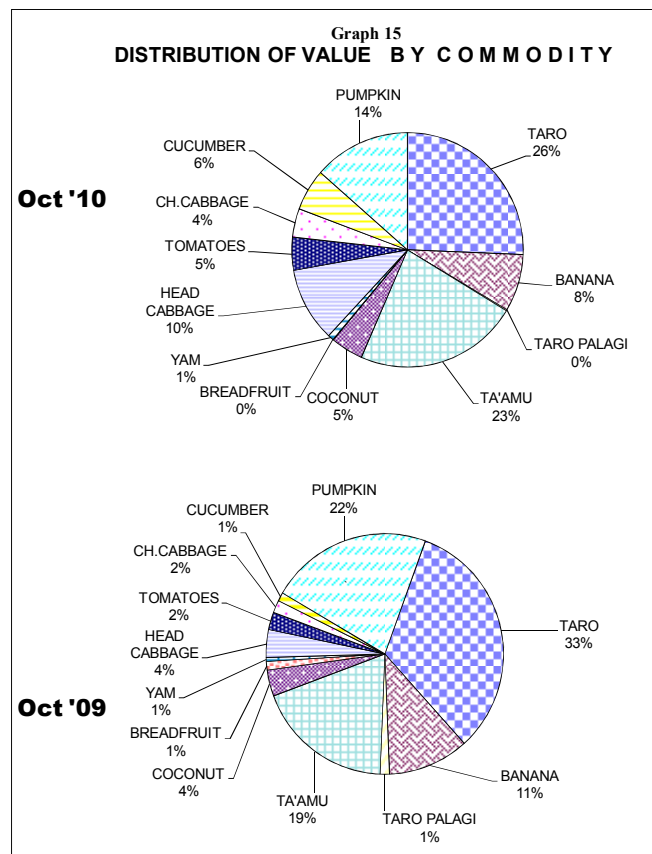
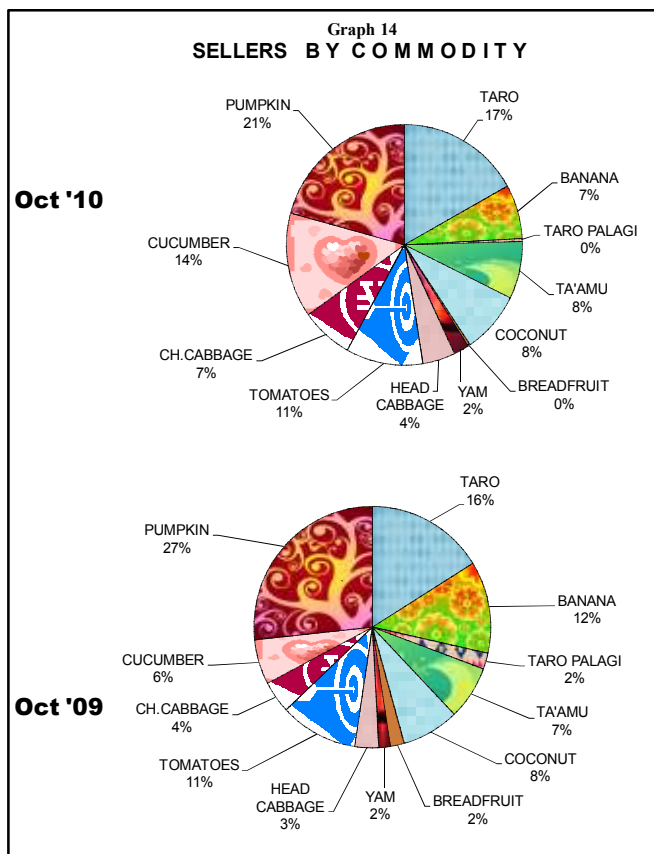
The number of sellers on the days surveyed in October 2010 fell 3 percent to 250. When compared with the same month of 2009, the current number of sellers was 20 percent lower reflecting decreased suppliers of most staple crop. (See Graph 14 and Table 6)

**Graph 11
SUPPLY AND PRICE OF CH.CABBAGE****



**Graph 12
SUPPLY AND PRICE OF CUCUMBER**





Pumpkin continued to be the largest group in the market despite its decreasing total to 52 from 56 in September 2010 and 84 in October 2009. Taro sellers followed with a total of 42 lower than September 2010 (48) and October 2009 (51). Cucumber sellers were third increasing to 35 sellers from 29 in the previous month and 19 in the same month last year. Sellers of coconut, taamu and banana followed with decreasing total of 21, 19 and 18 from 24, 20 and 21 in the same order in September 2010 while tomatoes and Chinese cabbage sellers went up to 26 and 18 respectively. Breadfruit and yam sellers showed a decreasing total in the month under review to 1 and 5 whereas the total head cabbage sellers was the same in the previous month.

VALUE OF SUPPLIES

In connection with increased volume in October 2010, the average value of selected produce at the market increased 12 percent to \$37,900; a level that was 39 percent lower than the same month last year.

Taro continued its dominance contributing the most to the total value of produce surveyed in October 2010, with a share of 26 percent, higher than its share in the previous month (25 percent) but lower than in October 2009 (32 percent). Taamu followed with its same share of 23 percent in the previous month, but a reduction in its contribution from 19 percent in October 2009. Pumpkin accounted for 14 percent of total value of produce, same in the previous month but 22 percent higher in the same month last year. Head cabbage, banana and cucumber contributed 10 percent, 8 percent and 6 percent respectively. Tomatoes and coconut brought in 5 percent each while Chinese cabbage and yam accounted for 4 percent and 1 percent respectively. The rest of the other commodities have relatively lower shares. (See Graph 15 and Table 3)

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)*

PRODUCE	2008 AVE	OCT09.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	Oct10.AV	Oct-10	
										% chng from prev mnth	%chng from oct 09
TARO	8472	15154	11017	12873	6913	4559	4612	7602	8849	16	-42
BANANA	10716	11494	3350	3617	5120	6724	7566	5413	6357	17	-45
TARO PALAGI	447	735	663	1484	297	448	465	280	125	-55	-83
TA'AMU	4436	8515	5950	10672	11653	8236	3051	6565	7741	18	-9
COCONUT	12078	10475	9455	9296	9875	10464	9522	7318	7458	2	-29
BREADFRUIT	849	1104	334	199	209	580	1340	635	32	-95	-97
YAM HEAD	478	282	59	204	43	259	338	370	219	-41	-22
CABBAGE	1999	1504	744	1261	1220	1468	2180	2406	2185	-9	45
TOMATOES	770	933	80	78	122	144	293	622	813	31	-13
CH.CABBAGE	991	1034	406	431	415	879	874	795	1201	51	16
CUCUMBER	1407	700	376	1143	1691	1997	1642	1430	2275	59	225
PUMPKIN	7716	13137	2507	1515	2024	3608	4242	6735	8154	21	-38

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

PRODUCE	2008 AVE	OCT09.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	Oct10.AV	% chng from prev mnth	%chng from oct 09
TARO	1.43	1.35	0.90	1.06	1.18	1.30	1.18	1.12	1.10	-2	-19
BANANA	0.58	0.60	0.45	0.48	0.51	0.52	0.48	0.46	0.47	2	-22
TARO PALAGI	0.83	1.08	0.70	0.77	0.77	0.83	0.87	0.83	0.45	-46	-58
TA'AMU	1.56	1.37	1.18	1.19	1.17	0.96	0.98	1.20	1.12	-7	-18
COCONUT	0.22	0.21	0.19	0.23	0.24	0.23	0.23	0.22	0.23	5	10
BREADFRUIT	0.41	0.65	0.46	0.58	0.60	0.36	0.17	0.43	0.71	65	9
YAM HEAD	1.46	1.21	1.46	1.33	1.42	1.46	1.21	1.21	1.40	16	16
CABBAGE	2.99	1.54	3.29	3.60	3.17	3.27	1.83	1.46	1.78	22	16
TOMATOES	3.19	1.58	5.14	6.06	6.94	6.54	3.77	2.72	2.13	-22	35
CH.CABBAGE	1.89	1.02	2.24	2.46	2.77	1.84	1.28	1.21	1.25	3	23
CUCUMBER	1.34	1.04	2.20	1.74	1.31	1.04	1.37	1.16	0.96	-17	-8
PUMPKIN	0.90	1.05	0.98	1.50	1.31	1.15	0.83	0.69	0.63	-9	-40

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

PRODUCE	Total value 2008	OCT09.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	Oct10.AV	% chng from prev mnth	%chng from oct 09
TARO	139.1	20.5	9.9	13.7	8.2	5.9	5.4	8.5	9.7		
BANANA	73.6	6.9	1.5	1.7	2.6	3.5	3.6	2.5	3.0		
TARO PALAGI	4.6	0.8	0.5	1.1	0.2	0.4	0.4	0.2	0.1		
TA'AMU	78.8	11.7	7.0	12.7	13.6	7.9	3.0	7.9	8.7		
COCONUT	31.1	2.2	1.8	2.1	2.4	2.4	2.2	1.6	1.7		
BREADFRUIT	4.2	0.7	0.2	0.1	0.1	0.2	0.2	0.3	0.0		
YAM HEAD	8.4	0.3	0.1	0.3	0.1	0.4	0.4	0.5	0.3		
CABBAGE	66.4	2.3	2.5	4.5	3.9	4.8	4.0	3.5	3.9		
TOMATOES	25.0	1.5	0.4	0.5	0.8	0.9	1.1	1.7	1.7		
CH.CABBAGE	21.3	1.1	0.9	1.1	1.2	1.6	1.1	1.0	1.5		
CUCUMBER	19.9	0.7	0.8	2.0	2.2	2.1	2.3	1.7	2.2		
PUMPKIN	77.8	13.8	2.5	2.3	2.7	4.2	3.5	4.7	5.1		
	550.0	62.4	28.0	42.1	37.9	34.3	27.3	33.9	37.9	12	-39

Table 4: Volume Index (2008 = 100)*

PRODUCE	2008 Weights	OCT09.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	Oct10.AV	% chng from prev mnth	%chng from oct 09
TARO	0.25	179	130	152	82	54	54	90	104		
BANANA	0.13	107	31	34	48	63	71	51	59		
TARO PALAGI	0.01	164	148	332	66	100	104	63	28		
TA'AMU	0.14	192	134	241	263	186	69	148	174		
COCONUT	0.06	87	78	77	82	87	79	61	62		
BREADFRUIT	0.01	130	39	23	25	68	158	75	4		
YAM HEAD	0.02	59	12	43	9	54	71	77	46		
CABBAGE	0.12	75	37	63	61	73	109	120	109		
TOMATOES	0.05	121	10	10	16	19	38	81	106		
CH.CABBAGE	0.04	104	41	43	42	89	88	80	121		
CUCUMBER	0.04	50	27	81	120	142	117	102	162		
PUMPKIN	0.14	170	32	20	26	47	55	87	106		
	1.00	140	75	101	88	81	71	94	107	15	-23

Table 5: Price Index (2008 = 100)*

PRODUCE	2008 Weights	OCT09.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	Oct10.AV	% chng from prev mnth	%chng from oct 09
TARO	0.25	95	63	74	83	91	83	79	77		
BANANA	0.13	103	77	83	88	89	83	79	81		
TARO PALAGI	0.01	130	84	92	92	100	105	100	54		
TA'AMU	0.14	88	76	76	75	61	63	77	72		
COCONUT	0.06	97	88	106	111	106	106	102	106		
BREADFRUIT	0.01	157	111	140	145	87	41	104	171		
YAM HEAD	0.02	83	100	91	98	100	83	83	96		
CABBAGE	0.12	51	110	120	106	109	61	49	60		
TOMATOES	0.05	50	161	190	218	205	118	85	67		
CH.CABBAGE	0.04	54	118	130	146	97	68	64	66		
CUCUMBER	0.04	77	164	129	97	77	102	86	71		
PUMPKIN	0.14	116	108	166	145	127	92	76	70		
	1.00	89	92	106	105	100	81	76	75	-2	-16

Table 6: Number of Sellers*

PRODUCE	OCT09.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	Oct10.AV	% chng from prev mnth	%chng from oct 09
TARO	51	61	47	38	29	29	48	42		
BANANA	39	21	17	25	26	26	21	18		
TARO PALAGI	7	5	8	4	3	4	3	1		
TA'AMU	23	17	27	23	24	15	20	19		
COCONUT	24	27	26	27	33	28	24	21		
BREADFRUIT	6	3	2	2	6	6	4	1		
YAM HEAD	5	2	5	2	7	9	9	5		
CABBAGE	10	4	4	6	9	8	11	11		
TOMATOES	33	6	6	12	10	19	23	26		
CH.CABBAGE	14	8	7	8	18	10	11	18		
CUCUMBER	19	14	21	24	31	23	29	35		
PUMPKIN	84	29	22	22	29	49	56	52		
	313	198	190	192	226	223	257	250	-3	-20