



GOVERNMENT OF SAMOA

# SAMOA BUREAU OF STATISTICS

## FUGALEI MARKET SURVEY – DECEMBER 2011

*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*

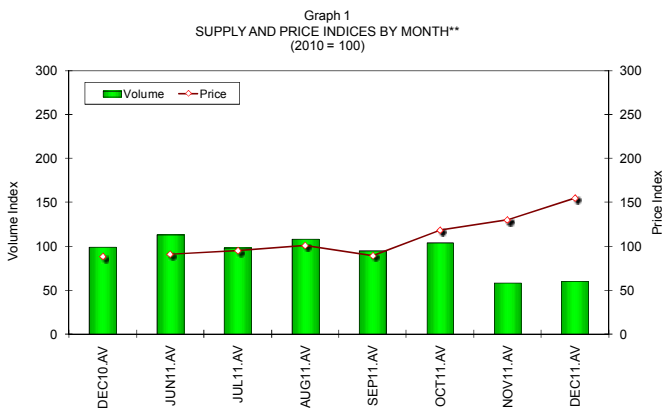
Issue No. 12/11

### OVERVIEW

*Agricultural food supplies according to the Samoa Bureau of Statistics' survey of the Fugalei Market in December 2011 recorded a slight increase in overall volume, rising 3 percent from the previous month but were 39 percent lower than December 2010. This gain in volume during the month under review was due to increases in supplies of taro, cucumber, head and Chinese cabbage and pumpkin. (See Graph 1 and Tables 4 & 5)*

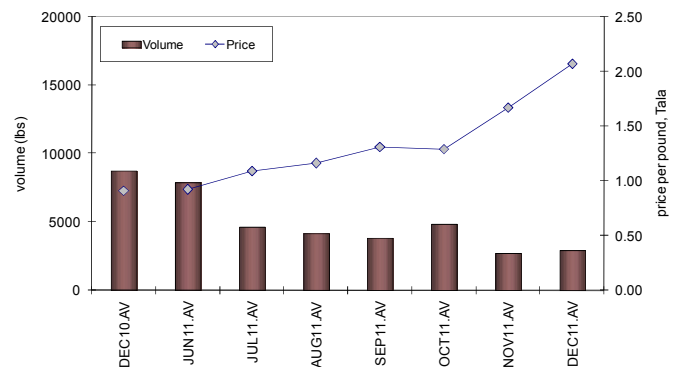
### TARO

The average supply of taro in December 2011 showed an increase of 9 percent to 2,955 pounds. Strong demand for taro also led its average price up 24 percent to \$2.07 per pound; a record high price for taro in the past five years. When compared with December last year taro volume was 66 percent lower while price was two times higher (up 127 percent). (See Graph 2 and Tables 1 & 2)



*Similarly, the average price level increased 19 percent from the previous month and when compared to December 2010, current price level was substantially 76 percent higher. The increase in average price level in the month under review can be attributed to the rise in the prices of ta'amu, taro, banana, coconut, taro palagi, head cabbage, tomatoes and pumpkin.*

Graph 2  
SUPPLY AND PRICE OF TARO\*\*



Despite the marginal increase of taro supply in the month under review, current supply contributed to a 13 percent decline in volume in the twelve months ending December 2011 over the twelve months ending December 2010, while price rose 10 percent.

### BANANA

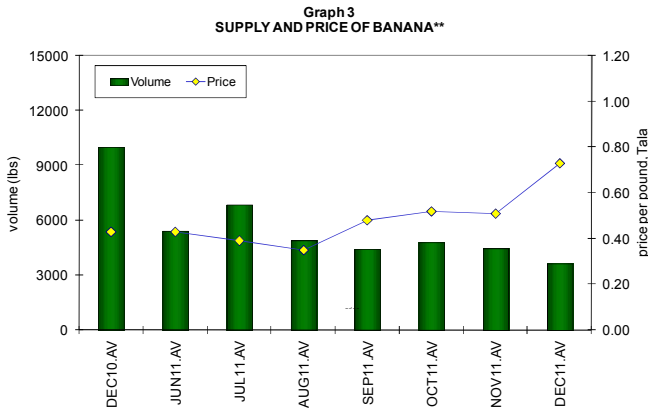
The average supply of banana in December 2011 (at 3,619 pounds) was 19 percent lower than in the previous month and 64 percent lower when

compared to the level in December 2010. Limited supply of banana led to a 43 percent rise from last month (to \$0.73 per pound) and in the same month of 2010 average price was 70 percent higher. (See Graph 3 and Tables 1 & 2)

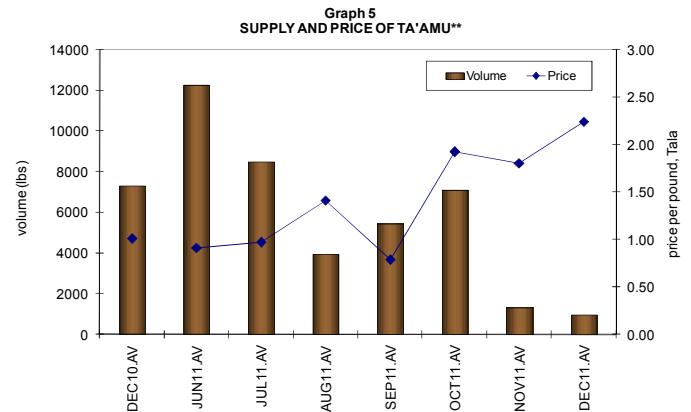
an overview of the twelve months ending December 2011 over the twelve months ending December 2010.

**TA'AMU**

The 965 pounds of ta'amu supplied in the month under review declined 28 percent and was 87 percent lower than in November 2011 and December 2010 respectively. However, the price of this staple (at \$2.24 per pound) rose 24 percent from the previous month but was more than double (up 122 percent) that of December 2010. (See Graph 5 and Tables 1 & 2)



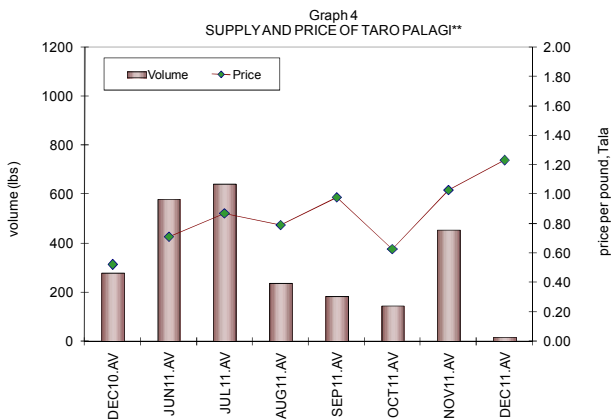
Comparing the twelve months ending December 2011 over the twelve months ending December 2010, the month under review contributed to a 6 percent decrease in banana supply with price also dropping 2 percent driven by lower demand for this staple crop.



**TARO PALAGI**

Taro palagi supplies for December 2011 plunged substantially from the previous month with volume falling 96 percent to 18 pounds while its average price surged 19 percent to \$1.23 per pound. Reviewing the same month in the previous year, taro palagi volume was 94 percent lower while price on the other hand was more than doubled. (See Graph 4 and Tables 1 & 2)

The decline in the average availability of ta'amu in the month under review contributed to a 37 percent decrease in volume for the twelve months ending December 2011 over the twelve months ending December 2010, while average price rose 17 percent.

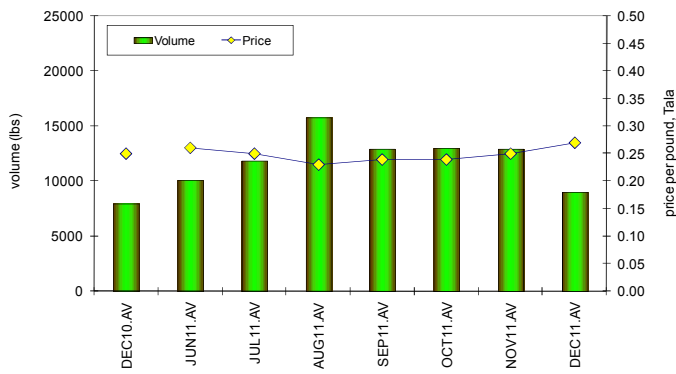


Current supply of taro palagi contributed to a 2 and 7 percent increase in volume and price respectively in

**COCONUT**

Likewise, the volume of coconut at the market dropped 30 percent to 9,014 pounds in December 2011 while its average price rose 8 percent to \$0.27 per pound. At this current level, the supply of coconut when compared to December 2010 was 13 percent higher while its price was also 8 percent higher than that of a year ago driven by higher demand over the year. (See Graph 6 and Tables 1 & 2)

Graph 6  
SUPPLY AND PRICE OF COCONUT\*\*

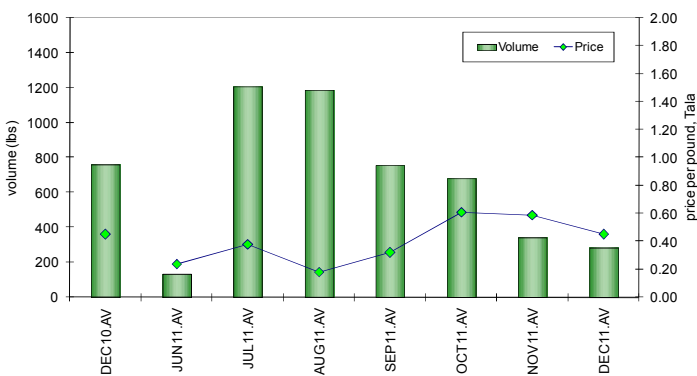


Despite the lower supply of coconut in the month under review, current supply contributed to an increase of 30 percent in volume when comparing the twelve months ending December 2011 over the twelve months ending December 2010, while stronger demand pushed average price up 9 percent.

## BREADFRUIT

Breadfruit supplies in the month under review revealed a 16 percent drop to 286 pounds with average price also declining 24 percent (to \$0.45 per pound) from the previous month. Comparing with the same month last year showed this month's supplies were 62 percent lower while price remained unchanged over the year. (See Graph 7 and Tables 1 & 2)

Graph 7  
SUPPLY AND PRICE OF BREADFRUIT\*\*

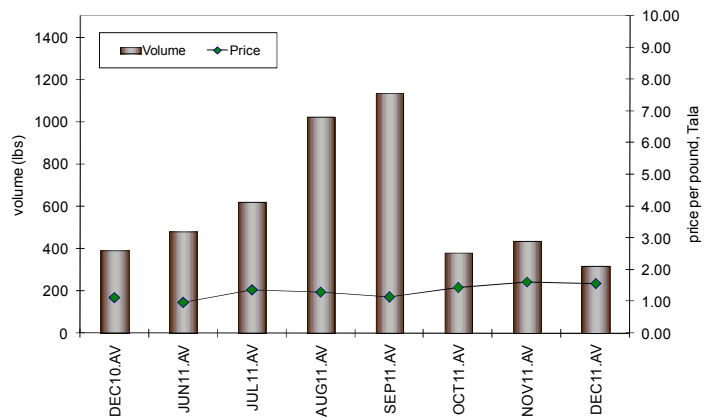


Current supply of breadfruit contributed to an overall 4 percent decrease in volume with weak demand also pushing its price down 10 percent when comparing the twelve months ending December 2011 over the twelve months ending December 2010.

## YAM

Yam supplies in December 2011 revealed a 27 percent decrease to 317 pounds from the previous month, a level that was 19 percent lower than that of a year earlier. And with weakened demand for yam, its average price also slipped 3 percent to \$1.57 per pound from November 2011 but was 40 percent higher than a year ago. (See Graph 8 and Tables 1 & 2)

Graph 8  
SUPPLY AND PRICE OF YAM\*\*

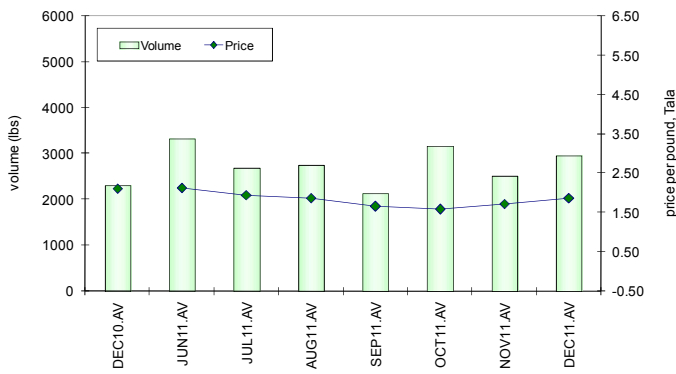


The twelve month comparison ending December 2011 over the twelve months ending December 2010, recorded current supply contributing to a 29 percent rise in yam volume with its average price decreasing 3 percent.

## VEGETABLE PRODUCE

Most vegetable supplies recovered in December 2011 with the onset of the wet season. In particular, improved supplies were recorded for cucumber at 1,060 pounds increasing almost three times above its volume in November 2011 (up 199 percent), pumpkin at 6,881 pounds (up 45 percent), head cabbage at 2,956 pounds (up 18 percent) and Chinese cabbage at 308 pounds (up 12 percent) while average supplies of tomato on the contrary at 200 pounds declined 64 percent. (See Graphs 9 to 13 and Tables 1 & 2)

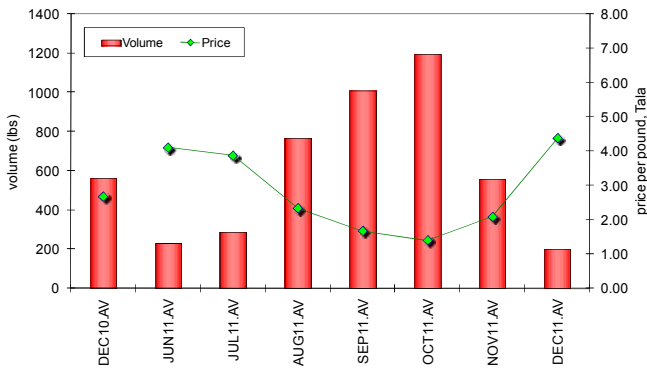
Graph 9  
SUPPLY AND PRICES OF H.CABBAGE\*\*



Graph 13  
SUPPLY AND PRICE OF PUMPKIN\*\*



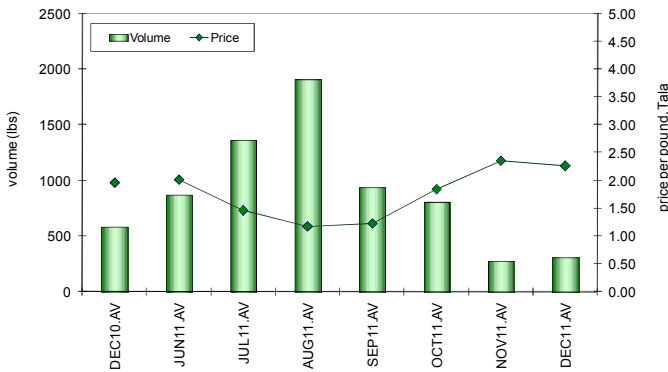
Graph 10  
SUPPLY AND PRICE OF TOMATOES\*\*



Average prices of tomato in response to lower availability doubled to \$4.38 per pound (up 110 percent). Increased demand for head cabbage and pumpkin led to average prices edging up 9 percent (to \$1.87 per pound) and 5 percent (to \$1.14 per pound) respectively. On the other hand, cucumber prices fell 22 percent (to \$1.38 per pound) while Chinese cabbage prices shrunk 4 percent (to \$2.26 per pound).

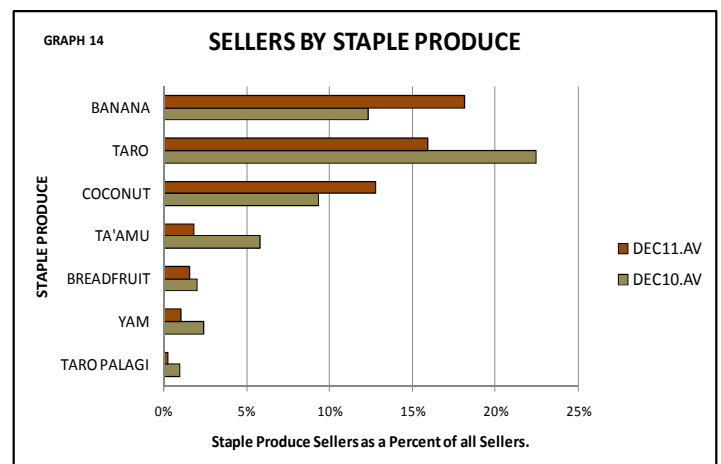
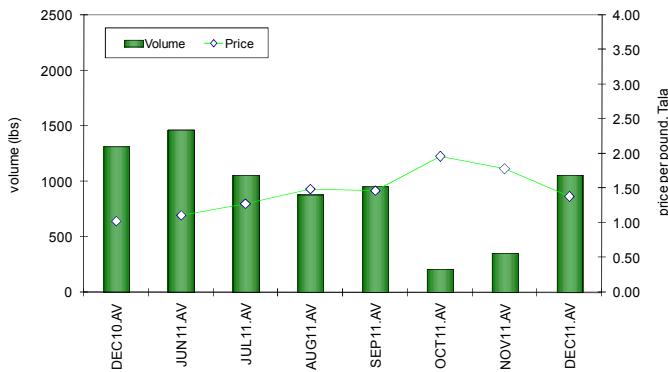
## SELLERS

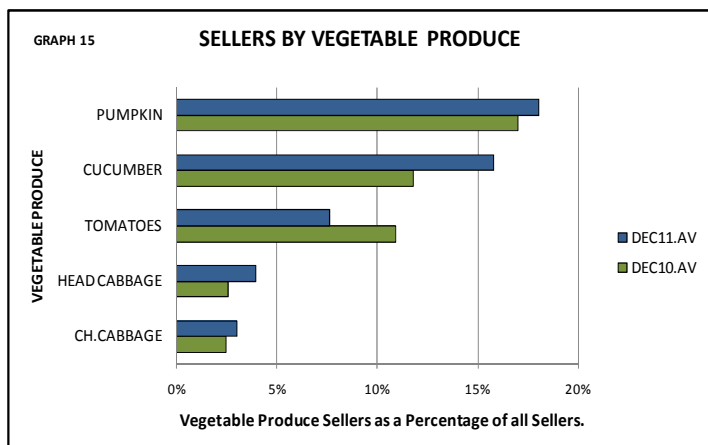
Graph 11  
SUPPLY AND PRICE OF CH.CABBAGE\*\*



The numbers of sellers on the days surveyed in December 2011 increased 12 percent to 190 from last month, a level that was 16 percent lower than that of December 2010. The increased number of sellers in the month under review was mainly from those supplying taro, banana, head and Chinese cabbage, cucumber and pumpkin. (See Graphs 14 and 15 and Table 6)

Graph 12  
SUPPLY AND PRICE OF CUCUMBER\*\*

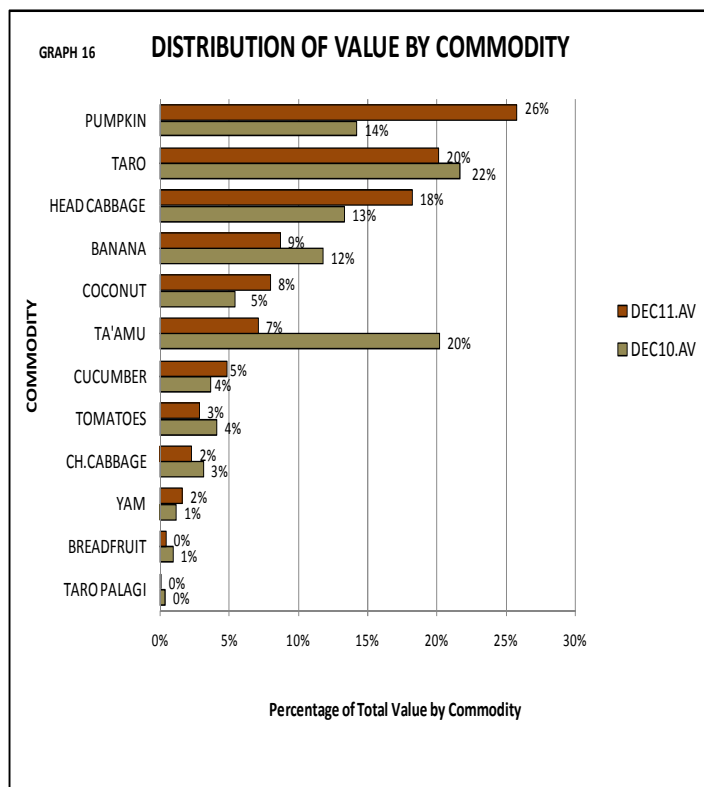




In the month under review, those supplying banana were the main suppliers of agricultural produce at the market, with its total jumping to 35 from 20 in November 2011 and 28 in December 2010. Pumpkin sellers followed with its total adding to 34 from 33 in the previous month but lower than 38 in the same month of last year. Taro and cucumber sellers were third both increasing to 30 from 26 and 14 respectively in November 2011 but were 51 and 27 in that order in December 2010. Coconut sellers at 24 fell from 27 in the previous month but were higher than 21 in December 2010 while tomato suppliers at 15 declined from 29 and 25 respectively in the previous month and the same month of 2010. Head and Chinese cabbage sellers at 8 and 6 respectively increased from 6 and 4 in the previous month in that order while those supplying taamu remained at 4 from last month. Breadfruit, yam and taro palagi sellers at 3, 2 and 1 respectively decreased from 4, 4 and 2 in that order from the previous month.

### VALUE OF SUPPLIES

Consequent to the slight rise in the level of supply, the average value of selected produce supplied to the market in December 2011 (at \$30,400) rose 18 percent from November 2011; a level that was 17 percent lower than that in the same month of 2010.

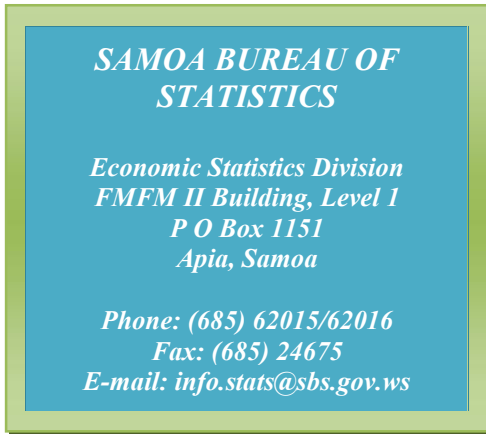


In the month under review, pumpkin contributed the most to the value of produce surveyed with a 26 percent share which was substantially higher than 20 percent in the previous month and 14 percent in December 2010. Taro followed with a 20 percent share, a level that was higher than its contribution of 18 percent from the previous month but lower than 22 percent from the same month last year. Head cabbage accounted for 18 percent of the total value of supplies, higher than 17 percent and 13 percent respectively in the previous month and December 2010. Banana contributed 9 percent, similar to its share in the previous month but lower than 12 percent in December last year. Coconut brought in 8 percent, a level that was lower than November 2011 (13 percent) but higher than December 2010 (5 percent). Ta'amu and cucumber accounted for 7 percent and 5 percent respectively of the total value of supplies while tomato, Chinese cabbage and yam accounted for 3 percent and 2 percent each in that order. Relatively lower shares were recorded for the rest of the other commodities. (See Graph 16 and Table 3)

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@ Weights for the selected produce have been revised using 2010 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 'Muagututi'a S Reupena', with a horizontal line extending to the right.

Muagututi'a S Reupena  
Government Statistician

**SUMMARY OF MARKET SURVEY**

**Table 1: Quantity Supplied (in pounds)\***

PRODUCE	2010 AVE	DEC10.AV	JUN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	OCT11.AV	NOV11.AV	DEC11.AV	Dec-11	
										% chng from prev mnth	%chng from Dec 10
TARO	8422	8724	7908	4641	4138	3847	4864	2702	2955	9	-66
BANANA	6349	10014	5445	6853	4899	4413	4806	4488	3619	-19	-64
TARO PALAGI	484	279	581	644	236	184	145	454	18	-96	-94
TA'AMU	10042	7318	12261	8484	3952	5456	7089	1336	965	-28	-87
COCONUT	9964	7949	10047	11902	15800	12934	13030	12927	9014	-30	13
BREADFRUIT	608	759	132	1206	1188	757	682	341	286	-16	-62
YAM	415	391	480	622	1025	1133	381	436	317	-27	-19
HEAD CABBAGE	1531	2312	3332	2690	2755	2126	3160	2508	2956	18	28
TOMATOES	300	563	230	286	767	1011	1195	558	200	-64	-65
CH.CABBAGE	720	587	871	1362	1911	937	805	274	308	12	-48
CUCUMBER	978	1313	1469	1056	880	953	210	355	1060	199	-19
PUMPKIN	7508	5849	5897	6954	14836	10854	10848	4735	6881	45	18

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

PRODUCE	2010 AVE	DEC10.AV	JUN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	OCT11.AV	NOV11.AV	DEC11.AV	% chng from prev mnth	%chng from Dec 10
TARO	1.05	0.91	0.92	1.09	1.16	1.31	1.29	1.67	2.07	24	127
BANANA	0.45	0.43	0.43	0.39	0.35	0.48	0.52	0.51	0.73	43	70
TARO PALAGI	0.76	0.52	0.71	0.87	0.79	0.98	0.63	1.03	1.23	19	137
TA'AMU	1.10	1.01	0.91	0.97	1.41	0.79	1.92	1.80	2.24	24	122
COCONUT	0.23	0.25	0.26	0.25	0.23	0.24	0.24	0.25	0.27	8	8
BREADFRUIT	0.41	0.45	0.24	0.38	0.18	0.32	0.61	0.59	0.45	-24	0
YAM	1.34	1.12	0.98	1.37	1.29	1.14	1.43	1.62	1.57	-3	40
HEAD CABBAGE	2.86	2.11	2.13	1.94	1.87	1.66	1.58	1.72	1.87	9	-11
TOMATOES	4.55	2.69	4.11	3.88	2.34	1.68	1.40	2.09	4.38	110	63
CH.CABBAGE	2.27	1.96	2.02	1.46	1.18	1.23	1.84	2.36	2.26	-4	15
CUCUMBER	1.49	1.03	1.11	1.28	1.49	1.47	1.96	1.78	1.38	-22	34
PUMPKIN	1.00	0.89	1.13	1.15	0.90	0.88	0.77	1.09	1.14	5	28

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

PRODUCE	Total value 2010	DEC10.AV	JUN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	OCT11.AV	NOV11.AV	DEC11.AV	% chng from prev mnth	%chng from Dec 10
TARO	103.1	7.9	7.3	5.1	4.8	5.0	6.3	4.5	6.1		
BANANA	34.2	4.3	2.3	2.7	1.7	2.1	2.5	2.3	2.6		
TARO PALAGI	4.6	0.1	0.4	0.6	0.2	0.2	0.1	0.5	0.0		
TA'AMU	133.3	7.4	11.2	8.2	5.6	4.3	13.6	2.4	2.2		
COCONUT	27.2	2.0	2.6	3.0	3.6	3.1	3.1	3.2	2.4		
BREADFRUIT	2.5	0.3	0.0	0.5	0.2	0.2	0.4	0.2	0.1		
YAM	6.6	0.4	0.5	0.9	1.3	1.3	0.5	0.7	0.5		
HEAD CABBAGE	45.0	4.9	7.1	5.2	5.2	3.5	5.0	4.3	5.5		
TOMATOES	11.6	1.5	0.9	1.1	1.8	1.7	1.7	1.2	0.9		
CH.CABBAGE	16.3	1.2	1.8	2.0	2.3	1.2	1.5	0.7	0.7		
CUCUMBER	15.0	1.4	1.6	1.4	1.3	1.4	0.4	0.6	1.5		
PUMPKIN	78.0	5.2	6.7	8.0	13.4	9.6	8.4	5.2	7.8		
	477.5	36.7	42.4	38.5	41.3	33.6	43.5	25.7	30.4	18	-17

\*on the days surveyed

@ new weights and base

**Table 4: Volume Index (2010 = 100)**

PRODUCE	2010 Weights	DEC10.AV	JUN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	OCT11.AV	NOV11.AV	DEC11.AV	% chng from prev mnth	%chng from Dec 10
TARO	0.22	104	94	55	49	46	58	32	35		
BANANA	0.07	158	86	108	77	70	76	71	57		
TARO PALAGI	0.01	58	120	133	49	38	30	94	4		
TA'AMU	0.28	73	122	84	39	54	71	13	10		
COCONUT	0.06	80	101	119	159	130	131	130	90		
BREADFRUIT	0.01	125	22	198	195	124	112	56	47		
YAM	0.01	94	116	150	247	273	92	105	76		
HEAD CABBAGE	0.09	151	218	176	180	139	206	164	193		
TOMATOES	0.02	187	77	95	255	337	398	186	67		
CH.CABBAGE	0.03	82	121	189	265	130	112	38	43		
CUCUMBER	0.03	134	150	108	90	98	21	36	108		
PUMPKIN	0.16	78	79	93	198	145	145	63	92		
	1.00	100	113	98	108	95	104	58	60	3	-39

**Table 5: Price Index (2010 = 100)\***

PRODUCE	2010 Weights	DEC10.AV	JUN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	OCT11.AV	NOV11.AV	DEC11.AV	% chng from prev mnth	%chng from Dec 10
TARO	0.22	87	88	104	111	125	123	159	198		
BANANA	0.07	95	95	87	78	106	115	113	162		
TARO PALAGI	0.01	68	93	114	103	128	82	135	161		
TA'AMU	0.28	92	83	88	128	72	175	164	204		
COCONUT	0.06	109	114	109	101	105	105	109	118		
BREADFRUIT	0.01	109	58	92	44	78	148	143	109		
YAM	0.01	84	73	102	96	85	107	121	117		
HEAD CABBAGE	0.09	74	74	68	65	58	55	60	65		
TOMATOES	0.02	59	90	85	51	37	31	46	96		
CH.CABBAGE	0.03	86	89	64	52	54	81	104	100		
CUCUMBER	0.03	69	75	86	100	99	132	120	93		
PUMPKIN	0.16	89	113	115	90	88	77	109	114		
	1.00	88	91	95	101	89	118	130	155	19	76

**Table 6: Number of Sellers\***

PRODUCE	DEC10.AV	JUN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	OCT11.AV	NOV11.AV	DEC11.AV	% chng from prev mnth	%chng from Dec 10
TARO	51	40	26	28	31	17	26	30		
BANANA	28	24	30	18	19	21	20	35		
TARO PALAGI	2	5	3	3	2	1	2	1		
TA'AMU	13	23	17	9	11	15	4	4		
COCONUT	21	31	33	33	36	32	27	24		
BREADFRUIT	5	2	7	3	5	5	4	3		
YAM	6	5	5	8	10	5	4	2		
HEAD CABBAGE	6	9	10	9	17	10	6	8		
TOMATOES	25	17	18	34	26	38	29	15		
CH.CABBAGE	6	10	11	15	16	8	4	6		
CUCUMBER	27	30	27	23	35	12	14	30		
PUMPKIN	38	34	30	70	42	58	33	34		
	225	228	216	251	249	220	170	190	12	-16

\*on the days surveyed

@ new weights and base