



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

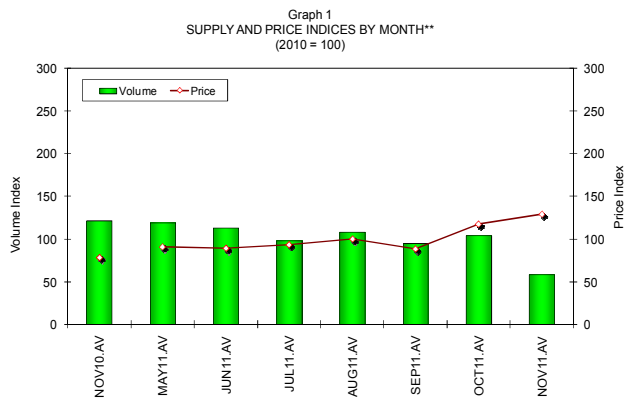
FUGALEI MARKET SURVEY – NOVEMBER 2011

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. 11/11

OVERVIEW

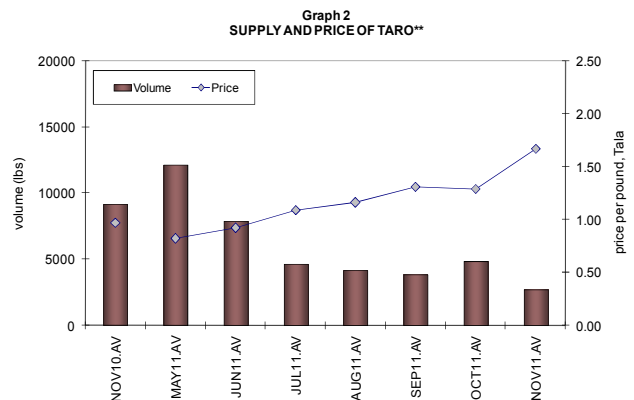
The Samoa Bureau of Statistics survey of Agriculture produce at the Fugalei Market in the month of November 2011 recorded a downturn of 44 percent in overall volume substantiated by the prolonged periods of dry weather conditions. As indicated by most farmers, limited rainfall negatively affected most produce; in particular, taro and ta'amu recording significant reductions in supply to the market. When comparing the month under review with the same month of last year, current supply was 52 percent lower. (See Graph 1 and Tables 4 & 5)



The overall price index however, increased 10 percent from the previous month and was 64 percent higher than November 2010. The increase in the overall price index in the month under review stem from significant increases in the prices of all produce with the exception of banana, ta'amu, breadfruit and cucumber.

TARO

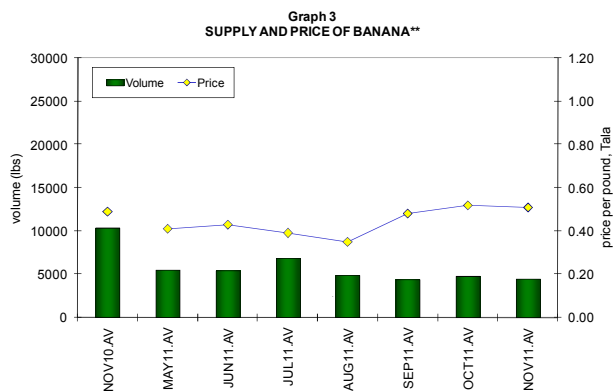
The availability of taro to the Fugalei Market at 2,702 pounds fell 44 percent from the previous month and was 71 percent lower when compared to November 2010. This month's supply marked the lowest volume for taro to the market to date in 2011. Consequent to this month's lower volume, the average price of taro increased 29 percent to \$1.67 per pound from the previous month and was 72 percent higher when comparing the same month of last year. (See Graph 2 and Tables 1 & 2)



In line with the lower volume of taro supplies in November 2011, current supply contributed to a 9 percent decrease in volume and 1 percent decrease in average price when comparing the 12 months ending November 2011 over the twelve months ending November 2010.

BANANA

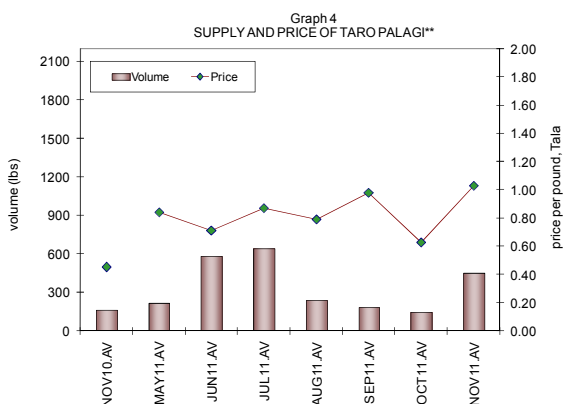
Banana supplies dropped 7 percent in November 2011 to 4,488 pounds. Compared to the same month of 2010, current supply was 57 percent lower. Similarly, average price at \$0.51 per pound revealed a 2 percent decrease from last month but was 4 percent higher than November 2010. (See Graph 3 and Tables 1 & 2)



Regardless of this month's lower supply of banana, current supply contributed to a 6 percent increase in volume and 7 percent decrease in its average price when reviewing the 12 months ending November 2011 over the 12 months ending November 2010.

TARO PALAGI

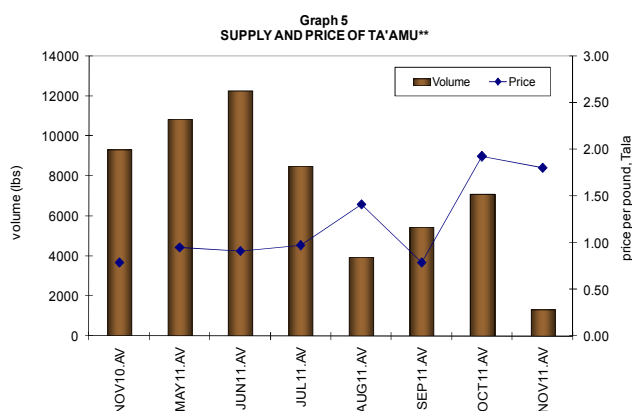
The supply of taro palagi in the month under review rose tripling its volume from October 2011 to 454 pounds while its price also surged 64 percent to \$1.03 per pound reflecting stronger demand for this staple crop. In comparison to November 2010, current supply of taro palagi was almost three times higher and average price was also two times more than that of November 2010. (See Graph 4 and Tables 1 & 2)



Current supply of taro palagi contributed to a 6 percent increase in volume and a 1 percent reduction in price when comparing the 12 months ending November 2011 over November 2010.

TA'AMU

After improving in the October 2011, the supply of ta'amu at the market sharply declined 81 percent to 1,336 pounds in November 2011 as weak demand led its average price to fall 6 percent to \$1.80 per pound. In comparison with November 2010, current ta'amu supply was 86 percent lower while average price was almost two times higher reflecting less availability of this staple crop. (See Graph 5 and Tables 1 & 2)

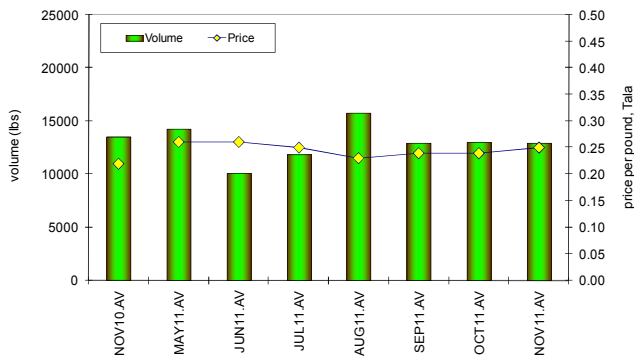


Lower supply for ta'amu in the month under review contributed to a 29 percent decrease in volume while average price rose 7 percent when reviewing the twelve months ending November 2011 over the twelve months ending November 2010.

COCONUT

At 12,927 pounds, the supply of coconut in the month under review slipped 1 percent from the previous month while its price rose 4 percent to \$0.25 per pound. Similarly, at its current level, the average availability of coconut was 4 percent lower than the same month of last year while average price was 14 percent higher over the year. (See Graph 6 and Tables 1 & 2)

Graph 6
SUPPLY AND PRICE OF COCONUT**

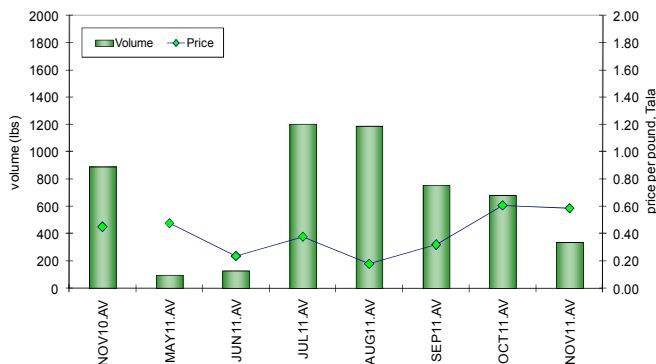


Despite the lower availability of coconut in the twelve months ending November 2011, it contributed to a 15 percent increase in volume as price also rose 7 percent when compared to the twelve months ending November 2010.

BREADFRUIT

Breadfruit supply at 341 pounds in November 2011 declined 50 percent from the previous month, a level that was 62 percent lower than that in the same month of 2010. Average price at \$0.59 per pound dropped 3 percent from the previous month as a result of weak demand for breadfruit but when compared to November 2010, the current price was 31 percent higher. (See Graph 7 and Tables 1 & 2)

Graph 7
SUPPLY AND PRICE OF BREADFRUIT**

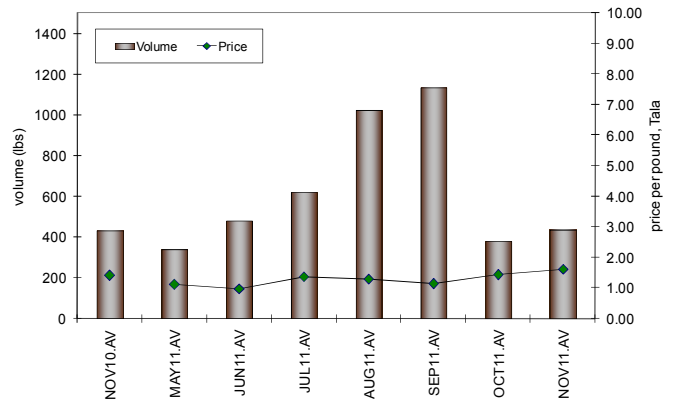


A twelve months comparison ending November 2011 over the twelve months ending November 2010 consequently revealed current supply contributing to a 3 percent increase in volume while price fell 8 percent.

YAM

The supply of yam increased 14 percent (to 436 pounds) from the previous month and was 1 percent higher than its level last year. Increased demand for yam drove its price up 13 percent to \$1.62 per pound from the previous month and was 15 percent higher than the same month last year. (See Graph 8 and Tables 1 & 2)

Graph 8
SUPPLY AND PRICE OF YAM**

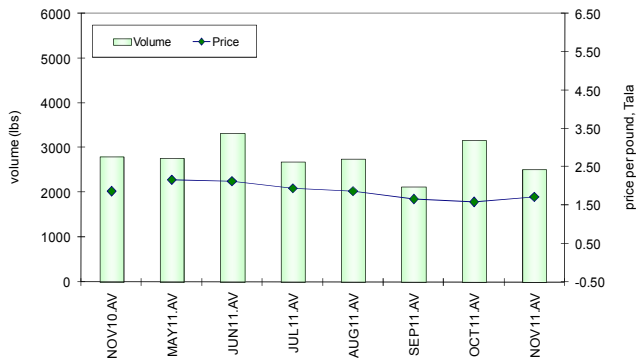


The higher volume of yam supplied in the month under review contributed to an overall 37 percent increase in the average availability of this commodity when comparing the twelve months ending November 2011 over the twelve months ending November 2010 while its average price dropped 8 percent.

VEGETABLE PRODUCE

Dry weather conditions tended to affect the availability of most vegetable produce negatively in November 2011 with the exception of cucumber whose volume rose 69 percent to 355 pounds. Chinese cabbage recorded the largest decrease in supply of 66 percent (to 274 pounds) from the previous month, followed by a 56 percent reduction in pumpkin supplies to 4,735 pounds. Tomato and head cabbage supplies fell 53 percent (to 558 pounds) and 21 percent (to 2,508 pounds) respectively. (See Graphs 9 to 13 and Tables 1 & 2)

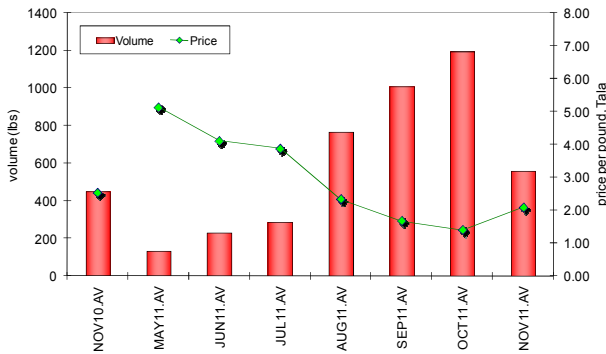
**Graph 9
SUPPLY AND PRICES OF H.CABBAGE****



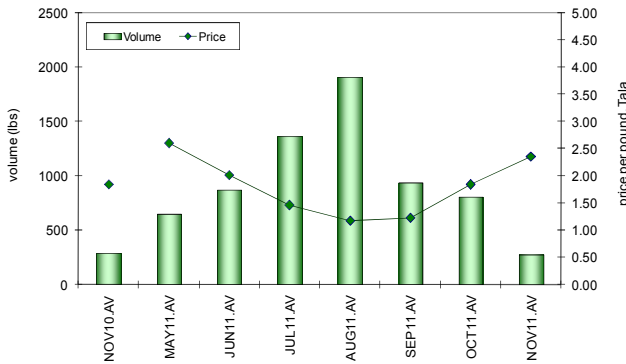
**Graph 13
SUPPLY AND PRICE OF PUMPKIN****



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



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



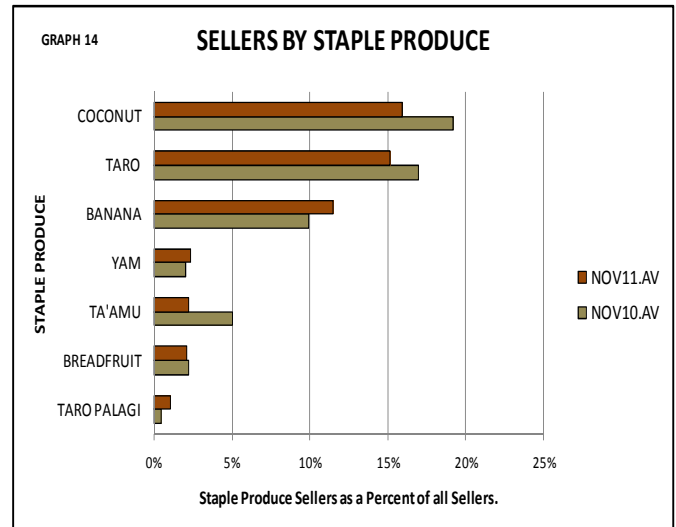
**Graph 12
SUPPLY AND PRICE OF CUCUMBER****

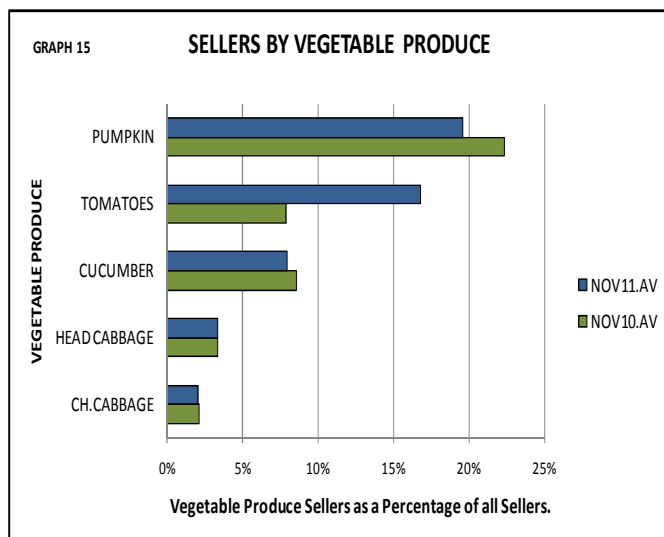


Consequent to less availability of most vegetable produce, average prices rose in the month under review. Tomato prices expanded 49 percent to \$2.09 per pound, followed by a 42 percent increase in pumpkin prices at \$1.09 per pound. Chinese and head cabbage prices also rose 28 percent (to \$2.36 per pound) and 9 percent (to \$1.72 per pound) respectively. Cucumber prices fell 9 percent to \$1.78 per pound.

SELLERS

At 170, the number of sellers at the Fugalei Market on the days surveyed in the month under review was 23 percent lower than in October 2011 and when compared to November 2010, the current number of sellers was 40 percent lower. (See Graphs 14 and 15 and Table 6)

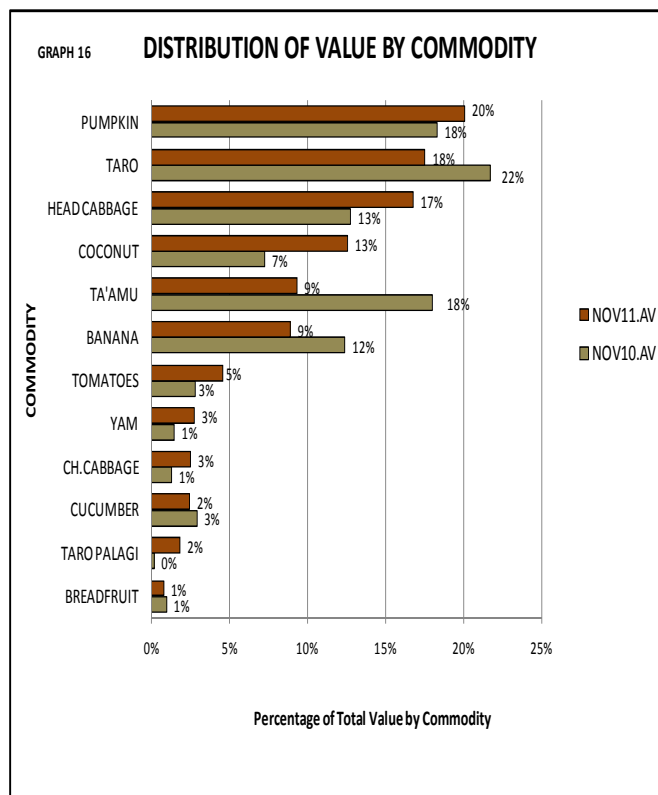




In the month under review, pumpkin sellers remained the largest group with 33 suppliers despite its decreasing total from 58 in the previous month and 64 in the same month last year. Tomato sellers followed with its total falling to 29 from 38 in October 2011 but higher than 23 in November 2010. Coconut sellers were third with a decreasing total of 27 from 32 in October 2011 and 55 in November 2010. Taro sellers increased to 26 from 17 in the previous month but was lower than 49 in November 2010. Banana sellers decreased to 20 from 21 and 28 respectively from the previous month and the same month of 2010 while cucumber sellers increased to 14 from 12 in the previous month but was lower than 25 in November 2010. Chinese cabbage, yam, breadfruit and ta'amu recorded 4 sellers each decreasing from 8, 5, 5 and 15 respectively from October 2011. Head cabbage and taro palagi recorded 6 and 2 sellers in that order.

VALUE OF SUPPLIES

Consequent to the lower volume in November 2011, the average value of selected produce supplied to the market decreased 41 percent to \$25,700 from October 2011 and was 37 percent lower when compared to the total value in November 2010.



Contributing the most to the total value of produce surveyed in November 2011 was pumpkin, recording a 20 percent share increasing from 19 percent and 18 percent in October 2011 and November 2010 respectively. Taro followed with an 18 percent share which was higher than its contribution of 14 percent in the previous month but was lower than its 22 percent share in November 2010. Head cabbage contributed 17 percent to total value of supplies, higher than its 12 percent share in the previous month and 13 percent share last year. Coconut contributed 13 percent, which was higher than 7 percent each in October 2011 and November 2010. Banana and ta'amu accounted for 9 percent each while tomato recorded a 5 percent share. Yam and Chinese cabbage contributed shares of 3 percent each while cucumber and taro palagi both brought in 2 percent. Breadfruit contributed the least share of 1 percent to the total value of supplies in November 2011. (See Graph 16 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.

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)*

PRODUCE	2010 AVE	NOV10.AV	MAY11.AV	JUN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	OCT11.AV	NOV11.AV	Nov-11	
										% chng from prev mnth	% chng from Nov 10
TARO	8422	9158	12157	7908	4641	4138	3847	4864	2702	-44	-71
BANANA	6349	10351	5498	5445	6853	4899	4413	4806	4488	-7	-57
TARO PALAGI	484	163	218	581	644	236	184	145	454	212	178
TA'AMU	10042	9303	10814	12261	8484	3952	5456	7089	1336	-81	-86
COCONUT	9964	13513	14280	10047	11902	15800	12934	13030	12927	-1	-4
BREADFRUIT	608	891	99	132	1206	1188	757	682	341	-50	-62
YAM	415	431	342	480	622	1025	1133	381	436	14	1
HEAD CABBAGE	1531	2807	2774	3332	2690	2755	2126	3160	2508	-21	-11
TOMATOES	300	452	133	230	286	767	1011	1195	558	-53	23
CH.CABBAGE	720	288	649	871	1362	1911	937	805	274	-66	-5
CUCUMBER	978	1212	1251	1469	1056	880	953	210	355	69	-71
PUMPKIN	7508	11166	7536	5897	6954	14836	10854	10848	4735	-56	-58

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

PRODUCE	2010 AVE	NOV10.AV	MAY11.AV	JUN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	OCT11.AV	NOV11.AV	% chng from prev month	% chng from Nov 10
TARO	1.05	0.97	0.82	0.92	1.09	1.16	1.31	1.29	1.67	29	72
BANANA	0.45	0.49	0.41	0.43	0.39	0.35	0.48	0.52	0.51	-2	4
TARO PALAGI	0.76	0.45	0.84	0.71	0.87	0.79	0.98	0.63	1.03	64	129
TA'AMU	1.10	0.79	0.95	0.91	0.97	1.41	0.79	1.92	1.80	-6	128
COCONUT	0.23	0.22	0.26	0.26	0.25	0.23	0.24	0.24	0.25	4	14
BREADFRUIT	0.41	0.45	0.48	0.24	0.38	0.18	0.32	0.61	0.59	-3	31
YAM	1.34	1.41	1.11	0.98	1.37	1.29	1.14	1.43	1.62	13	15
HEAD CABBAGE	2.86	1.86	2.17	2.13	1.94	1.87	1.66	1.58	1.72	9	-8
TOMATOES	4.55	2.54	5.13	4.11	3.88	2.34	1.68	1.40	2.09	49	-18
CH.CABBAGE	2.27	1.85	2.60	2.02	1.46	1.18	1.23	1.84	2.36	28	28
CUCUMBER	1.49	0.98	1.59	1.11	1.28	1.49	1.47	1.96	1.78	-9	82
PUMPKIN	1.00	0.67	1.14	1.13	1.15	0.90	0.88	0.77	1.09	42	63

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

PRODUCE	Total value 2010	NOV10.AV	MAY11.AV	JUN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	OCT11.AV	NOV11.AV	% chng from prev mnth	% chng from Nov 10
TARO	103.1	8.9	10.0	7.3	5.1	4.8	5.0	6.3	4.5		
BANANA	34.2	5.1	2.3	2.3	2.7	1.7	2.1	2.5	2.3		
TARO PALAGI	4.6	0.1	0.2	0.4	0.6	0.2	0.2	0.1	0.5		
TA'AMU	133.3	7.4	10.3	11.2	8.2	5.6	4.3	13.6	2.4		
COCONUT	27.2	3.0	3.7	2.6	3.0	3.6	3.1	3.1	3.2		
BREADFRUIT	2.5	0.4	0.1	0.0	0.5	0.2	0.2	0.4	0.2		
YAM	6.6	0.6	0.4	0.5	0.9	1.3	1.3	0.5	0.7		
HEAD CABBAGE	45.0	5.2	6.0	7.1	5.2	5.2	3.5	5.0	4.3		
TOMATOES	11.6	1.2	0.7	0.9	1.1	1.8	1.7	1.7	1.2		
CH.CABBAGE	16.3	0.5	1.7	1.8	2.0	2.3	1.2	1.5	0.7		
CUCUMBER	15.0	1.2	2.0	1.6	1.4	1.3	1.4	0.4	0.6		
PUMPKIN	78.0	7.5	8.6	6.7	8.0	13.4	9.6	8.4	5.2		
	477.5	40.9	45.8	42.4	38.5	41.3	33.6	43.5	25.7	-41	-37

*on the days surveyed

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	NOV'10.AV	MAY'11.AV	JUN'11.AV	JUL'11.AV	AUG'11.AV	SEP'11.AV	OCT'11.AV	NOV'11.AV	% chng from prev month	% chng from Nov 10
TARO	0.22	109	144	94	55	49	46	58	32		
BANANA	0.07	163	87	86	108	77	70	76	71		
TARO PALAGI	0.01	34	45	120	133	49	38	30	94		
TA'AMU	0.28	93	108	122	84	39	54	71	13		
COCONUT	0.06	136	143	101	119	159	130	131	130		
BREADFRUIT	0.01	147	16	22	198	195	124	112	56		
YAM	0.01	104	82	116	150	247	273	92	105		
HEAD CABBAGE	0.09	183	181	218	176	180	139	206	164		
TOMATOES	0.02	150	44	77	95	255	337	398	186		
CH.CABBAGE	0.03	40	90	121	189	265	130	112	38		
CUCUMBER	0.03	124	128	150	108	90	98	21	36		
PUMPKIN	0.16	149	100	79	93	198	145	145	63		
	1.00	122	119	113	98	108	95	104	58	-44	-52

Table 5: Price Index (2010 = 100)*

PRODUCE	2010 Weights	NOV10.AV	MAY11.AV	JUN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	OCT11.AV	NOV11.AV	% chng from prev mnth	% chng from Nov 10
TARO	0.22	93	78	88	104	111	125	123	159		
BANANA	0.07	109	91	95	87	78	106	115	113		
TARO PALAGI	0.01	59	110	93	114	103	128	82	135		
TA'AMU	0.28	72	86	83	88	128	72	175	164		
COCONUT	0.06	96	114	114	109	101	105	105	109		
BREADFRUIT	0.01	109	117	58	92	44	78	148	143		
YAM	0.01	105	83	73	102	96	85	107	121		
HEAD CABBAGE	0.09	65	76	74	68	65	58	55	60		
TOMATOES	0.02	56	113	90	85	51	37	31	46		
CH.CABBAGE	0.03	82	115	89	64	52	54	81	104		
CUCUMBER	0.03	66	107	75	86	100	99	132	120		
PUMPKIN	0.16	67	114	113	115	90	88	77	109		
	1.00	78	91	89	93	100	88	117	129	10	65

Table 6: Number of Sellers*

PRODUCE	NOV10.AV	MAY11.AV	JUN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	OCT11.AV	NOV11.AV	% chng from prev mnth	% chng from Nov 10
TARO	49	42	40	26	28	31	17	26		
BANANA	28	22	24	30	18	19	21	20		
TARO PALAGI	1	3	5	3	3	2	1	2		
TA'AMU	14	17	23	17	9	11	15	4		
COCONUT	55	36	31	33	33	36	32	27		
BREADFRUIT	6	1	2	7	3	5	5	4		
YAM	6	4	5	5	8	10	5	4		
HEAD CABBAGE	10	7	9	10	9	17	10	6		
TOMATOES	23	12	17	18	34	26	38	29		
CH.CABBAGE	6	7	10	11	15	16	8	4		
CUCUMBER	25	15	30	27	23	35	12	14		
PUMPKIN	64	34	34	30	70	42	58	33		
	285	197	228	216	251	249	220	170	-23	-40

*on the days surveyed

@ new weights and base

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