



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

FUGALEI MARKET SURVEY – SEPTEMBER 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

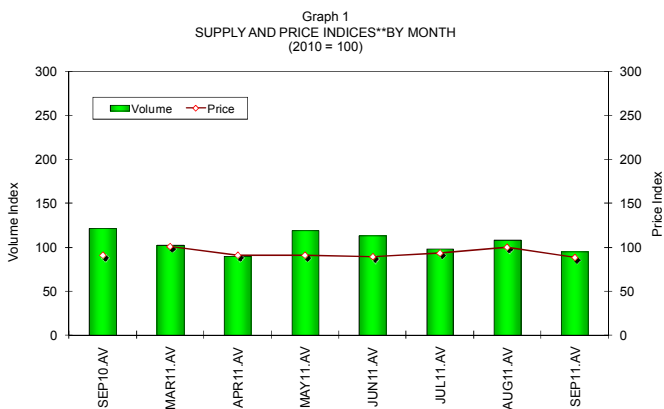
Issue No. 09 /11

OVERVIEW

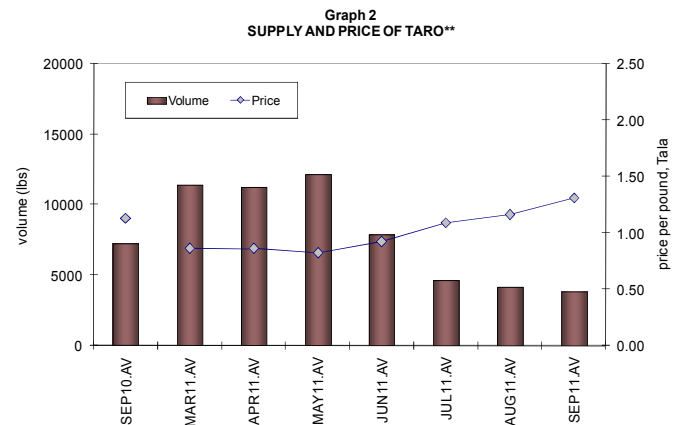
In September 2011, the Samoa Bureau of Statistics' monthly survey of the Fugalei Market showed agricultural supplies reduced 13 percent from August 2011 and 22 percent lower than a year earlier. The decrease in supplies in the month under review was due to unfavorable dry season leading to substantial decreases in supplies of Chinese and head cabbage, pumpkin, taro, breadfruit, taro palagi, banana and coconut. (See Graph 1 and Tables 4 & 5)

TARO

The supply of taro to the market in the month under review recorded a 7 percent drop to 3,847 pounds from August 2011. In contrast, decreased availability of taro led to its average price rising 13 percent to \$1.31 per pound from the previous month. In comparison with the same month last year current taro supply was 47 percent lower while its average price was 16 percent higher. (See Graph 2 and Tables 1 & 2)



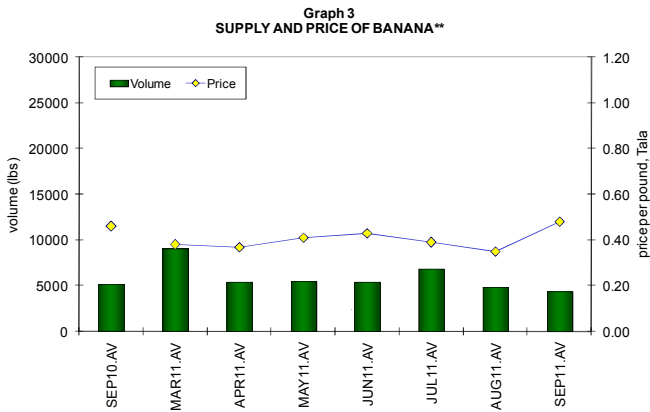
In line with average supplies of agricultural produce falling, average price level declined 11 percent from the previous month; a level that was 2 percent lower than that of September 2010. The decrease in the average price level in the month under review can be attributed to the decline in prices of ta'amu, tomato, head cabbage, yam, pumpkin and cucumber reflecting weak demand for agricultural produce in September 2011.



With the lower volume in September 2011, supply of taro from the twelve months ending September 2010 was slightly lower than average supply in the twelve months ending September 2011 leading to a 5 percent decline in volume. Price also dropped 11 percent as a result of lower demand for taro.

BANANA

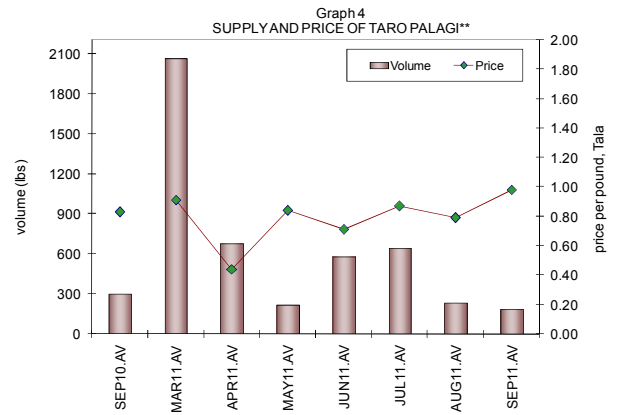
The availability of banana at the market in September 2011 decreased 10 percent to 4,413 pounds from August 2011, marking the lowest levels of banana volume in 2011 to date. Average price on the other hand increased 37 percent to \$0.48 per pound. When compared with the same month in 2010 the current supply of banana was 15 percent lower while average price was 4 percent higher. (See Graph 3 and Tables 1 & 2)



Comparing the twelve months ending September 2011 over the twelve months ending September 2010 revealed current supply of banana contributing to a 9 percent increase in volume while its average price decreased 10 percent.

TARO PALAGI

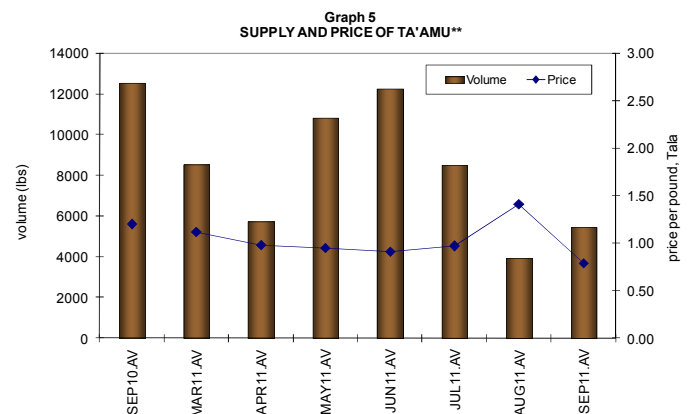
Taro palagi supplies fell 22 percent to 184 pounds from the previous month while average price rose 24 percent to \$0.98 per pound. In comparison with September 2010, current supply of taro palagi was 39 percent lower while average price was 18 percent higher. (See Graph 4 and Tables 1 & 2)



In line with the significant loss in taro palagi volume in the month under review, current supply of taro palagi contributed to a 15 percent drop in volume while decreased demand pushed its average price down 18 percent when comparing the twelve months ending September 2011 over the twelve months ending September 2010.

TA'AMU

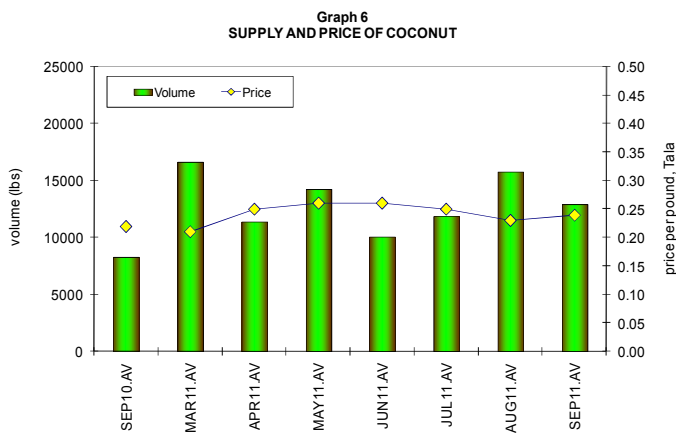
At 5,456 pounds, the supplies of ta'amu to the market expand 38 percent from August 2011. Ta'amu price consequently decreased 44 percent; putting average price at \$0.79 per pound. In comparison with September 2010, current ta'amu volume was 57 percent lower while price was also 34 percent lower reflecting weak demand for this staple crop over the year. (See Graph 5 and Tables 1 & 2)



Despite the sharp increase in ta'amu supplies in the month under review, a quick comparison of the twelve months ending September 2011 over the twelve months ending September 2010, revealed current supply contributing to a 6 percent drop in volume and average price also fell 11 percent.

COCONUT

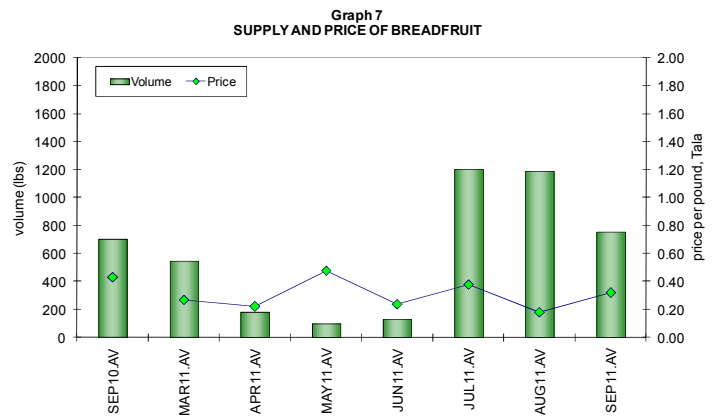
Coconut availability to the market in the month under review showed an 18 percent decrease to 12,934 pounds while its average price rose 4 percent to \$0.24 per pound from the previous month. September 2010 coconut supplies recorded current supply being 56 percent higher while average price was also 9 percent higher reflecting increased demand over the year. (See Graph 6 and Tables 1 & 2)



Despite the lower supply of coconut in the month under review, it contributed to a 7 percent increase in average volume in the twelve months ending September 2011 compared to the twelve months ending September 2010. Similarly to the rise in volume, its price also rose 5 percent in response to stronger demand.

BREADFRUIT

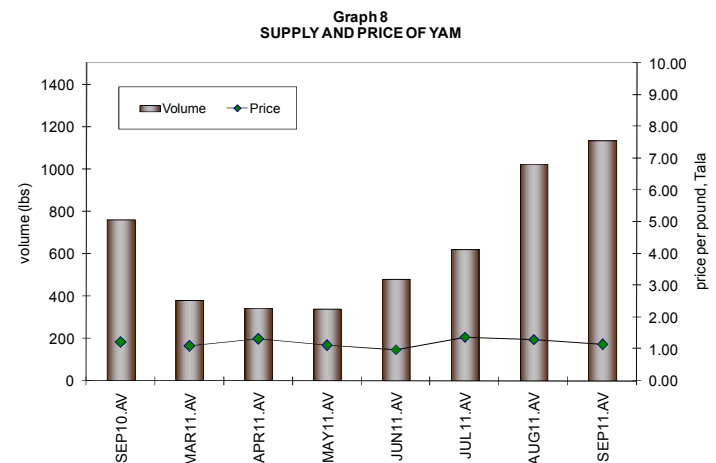
Breadfruit supplies took a 36 percent slump from the previous month to end the third quarter at 757 pounds. At this level, however, breadfruit volume was 8 percent higher than the volume in September 2010. As a result of less availability, average breadfruit prices at the market expanded 78 percent registering \$0.32 per pound; a price level that was 26 percent lower when compared with the same month last year. (See Graph 7 and Tables 1 & 2)



Current supply of breadfruit contributed to a 10 percent decrease in average volume as average price reflected the same movement with a 7 percent decline when comparing the twelve months ending September 2011 over the twelve months ending September 2010.

YAM

The supply of yam at 1,133 in the month under review continued its climb adding 11 percent in volume from August 2011 and was 49 percent higher than September 2010. However, average price at \$1.14 fell 12 percent from the previous month and was 6 percent lower than the same month last year. (See Graph 8 and Tables 1 & 2)



Aligned with increased volume of yam in the month under review, current supply of yam contributed to a 54 percent increase in volume when comparing the twelve months ending September 2011 over the twelve months ending September 2010. Its average price subsequently fell 7 percent.

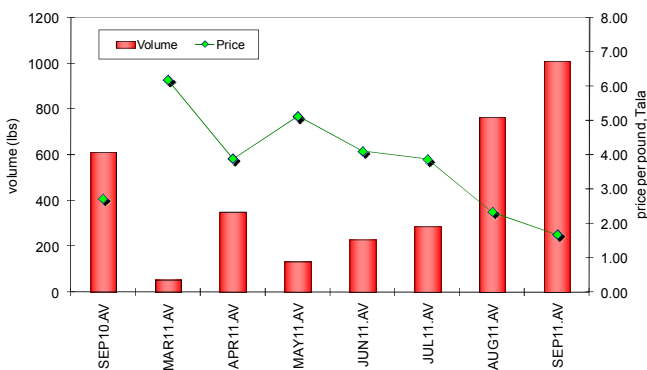
VEGETABLE PRODUCE

In September 2011, the supply of vegetable produce to the market decreased with the exception of tomato and cucumber. Tomato experienced a 32 percent increase (to 1,011 pounds) and cucumber also rose 8 percent (to 953 pounds) in volume. On the other hand, Chinese cabbage at 937 pounds (down 51 percent) experienced the largest reduction in volume. Pumpkin at 10,854 pounds (down 27 percent), and head cabbage at 2,126 pounds (down 23 percent) also recorded significant losses in supply for these commodities from the previous month. (See Graphs 9 to 13 and Tables 1 & 2)

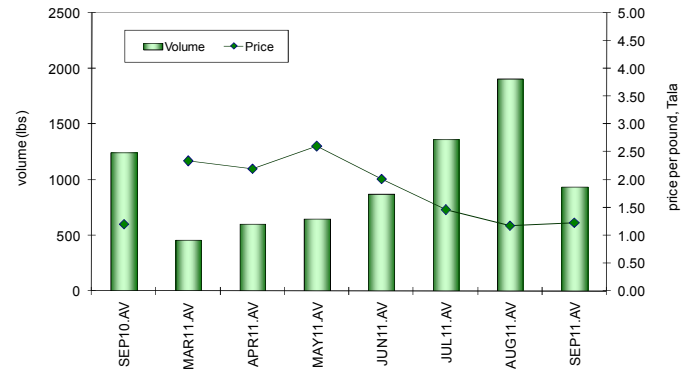
Graph 9
SUPPLY AND PRICES OF H.CABBAGE**



Graph 10
SUPPLY AND PRICE OF TOMATOES**



Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER



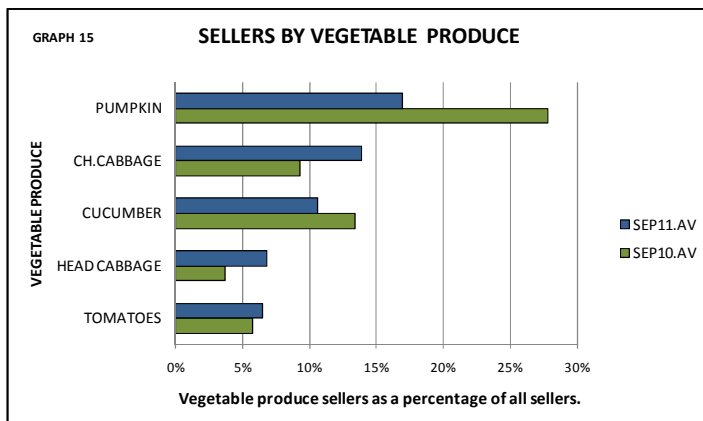
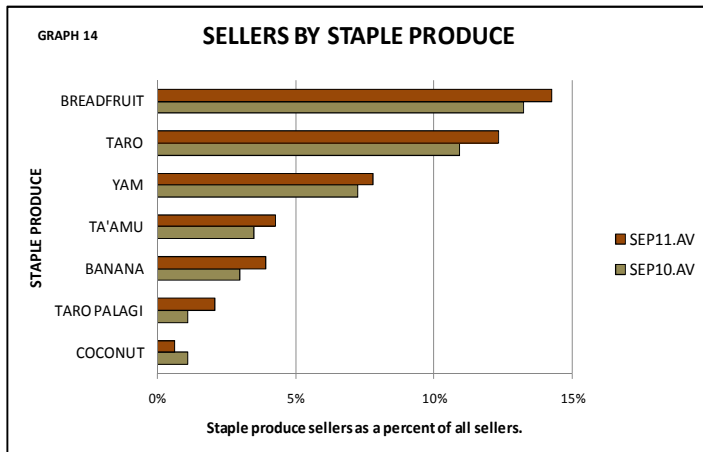
Graph 13
SUPPLY AND PRICE OF PUMPKIN**



With decreased volume of most vegetable produce and coupled with weak domestic demand at the market, all average prices fell with the exception of Chinese cabbage whose average price rose 4 percent to \$1.23 per pound from the previous month. Tomato prices fell 28 percent to \$1.68 per pound while head cabbage prices experienced an 11 percent decrease (to \$1.66 per pound). Pumpkin and cucumber prices declined 2 percent (to \$0.88 per pound) and 1 percent (to \$1.47 per pound) respectively.

SELLERS

Corresponding to the reduction in overall supply of agricultural produce to the Fugalei market in September 2011, the number of sellers at 249 slipped 1 percent from August 2011 and was 3 percent lower than September 2010. This decrease was reflected by the absence of more pumpkin and tomato sellers in the month under review. (See Graph 14 and 15 & Table 6)

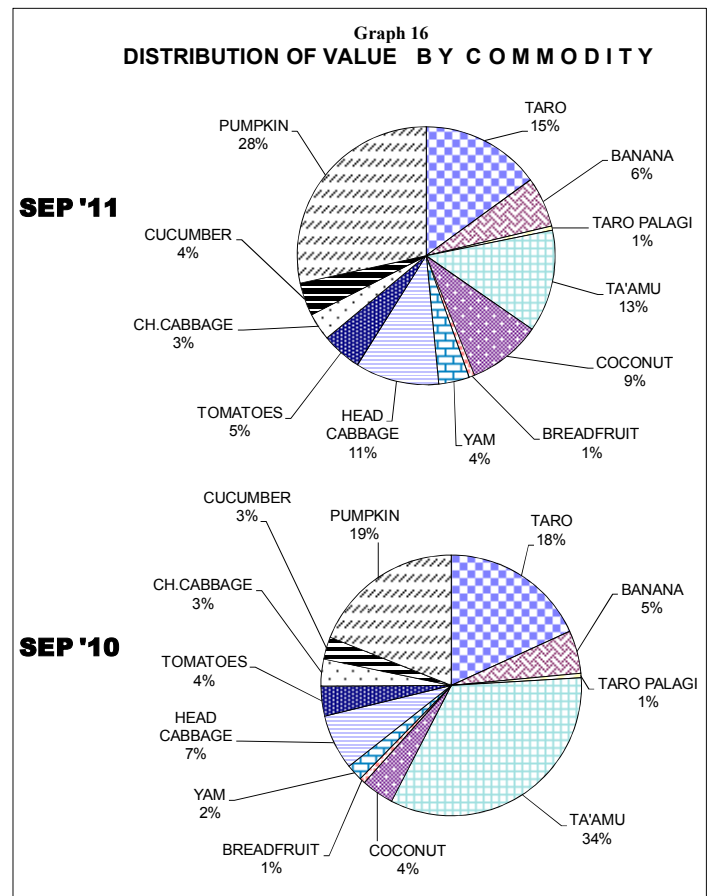


Pumpkin sellers continued to be the largest group at the market despite its decreasing total to 42 from 70 in Aug 2011 and 56 in September 2010. Coconut sellers followed with a total of 36 up from 33 in the previous month and 24 in the same month last year. Cucumber sellers were next with a total of 35 up from 23 in August 2011 and 29 in September 2010. Taro sellers at 31 showed an increase from 28 in the previous month but were lower than 48 in the same month last year. Sellers of tomatoes fell to 26 from 34 in August 2011 but were higher than 23 in the same month of a year ago. Sellers of banana increased to 19 from 18 in the previous month but lower than 21 in September 2010. Head and Chinese

cabbages suppliers both increased to 17 and 16 respectively from 9 and 15 in August 2011 while ta'amu and yam sellers followed showing increases to 11 and 10 from 9 and 8 in the previous month. Breadfruit and taro palagi recorded the least number of sellers at 5 and 2 respectively in September 2011.

VALUE OF SUPPLIES

In connection with the decreased volume in September 2011, the average value of selected produce at the market decreased 19 percent to \$33,600: a level that was 25 percent lower than the same month last year.

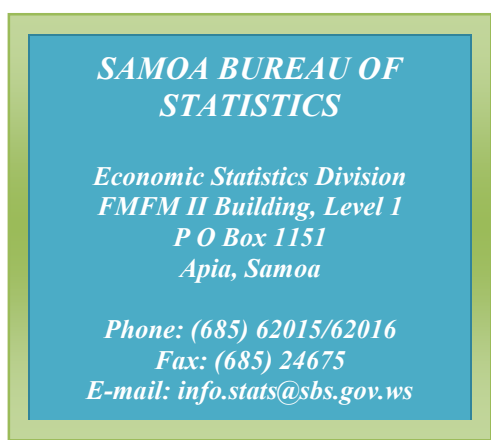


In September 2011, pumpkin continued to contribute the most to total value of produce surveyed, with a 28 percent share; a level that was lower than the 33 percent in August 2011 but was much higher than 19 percent of a year ago. Taro followed with a 15 percent contribution, up from 12 percent in the previous month but lower than the 18 percent in the same month last year. Ta'amu accounted for 13 percent; slightly lower than 15 percent in the previous month while head cabbage dropped to 11 percent

from 12 percent in August 2011. Coconut, banana and tomato contributed 9, 6 and 5 percent respectively to total value while yam and cucumber were responsible for 4 percent each. Chinese cabbage accounted for 3 percent of total value and relatively lower shares were recorded for the rest of the other commodities in September 2011. (See Graph 16 and Table 3)

@ Weights for the selected produce have been revised using 2010 as the base period and have been incorporated starting from January 2010, therefore, data in table 1, table 3, table 4 and table 5 have been revised to reflect this update.

** 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 long horizontal stroke extending to the right.

Muagututi'a S Reupena
Government Statistician

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)*

PRODUCE	2010 AVE	SEP10.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	Sep-11	
										% chng from prev mnth	%chng from Sep 10
TARO	8422	7233	11411	11251	12157	7908	4641	4138	3847	-7	-47
BANANA	6349	5191	9088	5415	5498	5445	6853	4899	4413	-10	-15
TARO PALAGI	484	303	2063	678	218	581	644	236	184	-22	-39
TA'AMU	10042	12550	8543	5730	10814	12261	8484	3952	5456	38	-57
COCONUT	9964	8278	16676	11425	14280	10047	11902	15800	12934	-18	56
BREADFRUIT	608	704	550	185	99	132	1206	1188	757	-36	8
YAM	415	762	381	344	342	480	622	1025	1133	11	49
HEAD CABBAGE	1531	2111	2371	2026	2774	3332	2690	2755	2126	-23	1
TOMATOES	300	614	56	350	133	230	286	767	1011	32	65
CH.CABBAGE	720	1248	459	607	649	871	1362	1911	937	-51	-25
CUCUMBER	978	1080	227	498	1251	1469	1056	880	953	8	-12
PUMPKIN	7508	12354	2671	4827	7536	5897	6954	14836	10854	-27	-12

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

PRODUCE	2010 AVE	SEP10.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	% chng from prev mnth	%chng from Sep 10
TARO	1.05	1.13	0.86	0.86	0.82	0.92	1.09	1.16	1.31	13	16
BANANA	0.45	0.46	0.38	0.37	0.41	0.43	0.39	0.35	0.48	37	4
TARO PALAGI	0.76	0.83	0.91	0.44	0.84	0.71	0.87	0.79	0.98	24	18
TA'AMU	1.10	1.20	1.12	0.98	0.95	0.91	0.97	1.41	0.79	-44	-34
COCONUT	0.23	0.22	0.21	0.25	0.26	0.26	0.25	0.23	0.24	4	9
BREADFRUIT	0.41	0.43	0.27	0.22	0.48	0.24	0.38	0.18	0.32	78	-26
YAM	1.34	1.21	1.09	1.31	1.11	0.98	1.37	1.29	1.14	-12	-6
HEAD CABBAGE	2.86	1.46	2.90	2.61	2.17	2.13	1.94	1.87	1.66	-11	14
TOMATOES	4.55	2.72	6.19	3.89	5.13	4.11	3.88	2.34	1.68	-28	-38
CH.CABBAGE	2.27	1.20	2.34	2.20	2.60	2.02	1.46	1.18	1.23	4	3
CUCUMBER	1.49	1.16	1.31	1.90	1.59	1.11	1.28	1.49	1.47	-1	27
PUMPKIN	1.00	0.69	1.49	1.08	1.14	1.13	1.15	0.90	0.88	-2	28

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

PRODUCE	Total value 2010	SEP10.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	% chng from prev mnth	%chng from Sep 10
TARO	103.1	8.2	9.8	9.7	10.0	7.3	5.1	4.8	5.0		
BANANA	34.2	2.4	3.5	2.0	2.3	2.3	2.7	1.7	2.1		
TARO PALAGI	4.6	0.3	1.9	0.3	0.2	0.4	0.6	0.2	0.2		
TA'AMU	133.3	15.1	9.6	5.6	10.3	11.2	8.2	5.6	4.3		
COCONUT	27.2	1.8	3.5	2.9	3.7	2.6	3.0	3.6	3.1		
BREADFRUIT	2.5	0.3	0.2	0.0	0.1	0.0	0.5	0.2	0.2		
YAM	6.6	0.9	0.4	0.5	0.4	0.5	0.9	1.3	1.3		
HEAD CABBAGE	45.0	3.1	6.9	5.3	6.0	7.1	5.2	5.2	3.5		
TOMATOES	11.6	1.7	0.4	1.4	0.7	0.9	1.1	1.8	1.7		
CH.CABBAGE	16.3	1.5	1.1	1.3	1.7	1.8	2.0	2.3	1.2		
CUCUMBER	15.0	1.3	0.3	1.0	2.0	1.6	1.4	1.3	1.4		
PUMPKIN	78.0	8.5	4.0	5.2	8.6	6.7	8.0	13.4	9.6		
	477.5	44.9	41.4	35.1	45.8	42.4	38.5	41.3	33.6	-19	-25

*on the days surveyed

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	SEP10.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	% chng from prev mnth	%chng from Sep 10
TARO	0.22	86	135	134	144	94	55	49	46		
BANANA	0.07	82	143	85	87	86	108	77	70		
TARO PALAGI	0.01	63	427	140	45	120	133	49	38		
TA'AMU	0.28	125	85	57	108	122	84	39	54		
COCONUT	0.06	83	167	115	143	101	119	159	130		
BREADFRUIT	0.01	116	90	30	16	22	198	195	124		
YAM	0.01	183	92	83	82	116	150	247	273		
HEAD CABBAGE	0.09	138	155	132	181	218	176	180	139		
TOMATOES	0.02	204	19	117	44	77	95	255	337		
CH.CABBAGE	0.03	173	64	84	90	121	189	265	130		
CUCUMBER	0.03	110	23	51	128	150	108	90	98		
PUMPKIN	0.16	165	36	64	100	79	93	198	145		
	1.00	122	102	90	119	113	98	108	95	-13	-22

Table 5: Price Index (2010 = 100)*

PRODUCE	2010 Weights	SEP10.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	% chng from prev mnth	%chng from Sep 10
TARO	0.22	108	82	82	78	88	104	111	125		
BANANA	0.07	102	84	82	91	95	87	78	106		
TARO PALAGI	0.01	109	119	58	110	93	114	103	128		
TA'AMU	0.28	109	102	89	86	83	88	128	72		
COCONUT	0.06	96	92	109	114	114	109	101	105		
BREADFRUIT	0.01	104	66	53	117	58	92	44	78		
YAM	0.01	90	81	98	83	73	102	96	85		
HEAD CABBAGE	0.09	51	101	91	76	74	68	65	58		
TOMATOES	0.02	60	136	86	113	90	85	51	37		
CH.CABBAGE	0.03	53	103	97	115	89	64	52	54		
CUCUMBER	0.03	78	88	128	107	75	86	100	99		
PUMPKIN	0.16	69	150	108	114	113	115	90	88		
	1.00	91	101	91	91	89	93	100	88	-11	-2

Table 6: Number of Sellers*

PRODUCE	SEP10.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	% chng from prev mnth	%chng from Sep 10
TARO	48	49	53	42	40	26	28	31		
BANANA	21	28	23	22	24	30	18	19		
TARO PALAGI	3	11	4	3	5	3	3	2		
TA'AMU	20	11	12	17	23	17	9	11		
COCONUT	24	25	28	36	31	33	33	36		
BREADFRUIT	4	3	2	1	2	7	3	5		
YAM	9	5	4	4	5	5	8	10		
HEAD CABBAGE	11	6	10	7	9	10	9	17		
TOMATOES	23	7	16	12	17	18	34	26		
CH.CABBAGE	11	8	10	7	10	11	15	16		
CUCUMBER	29	10	20	15	30	27	23	35		
PUMPKIN	56	19	22	34	34	30	70	42		
	257	180	203	197	228	216	251	249	-1	-3

*on the days surveyed

@ new weights and base