



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

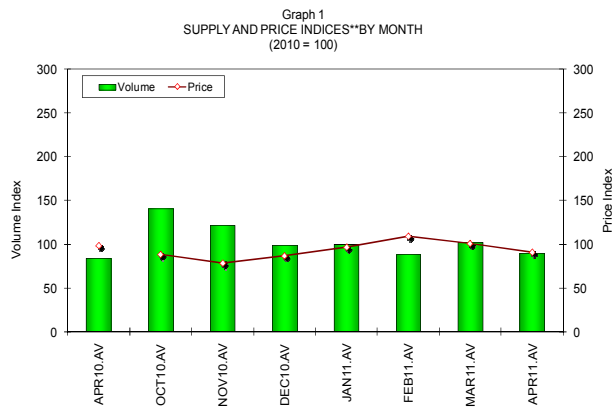
FUGALEI MARKET SURVEY – APRIL 2011

This report provides a monthly review of selected agricultural produce available at the Fugalei Market based on the price data and volume index survey.

Issue No. 4 /11

OVERVIEW

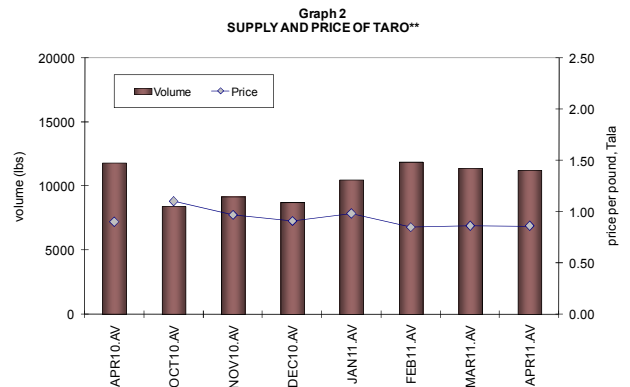
The Samoa Bureau of Statistics' monthly survey of the Fugalei Market in April 2011 showed agricultural supplies fell 12 percent from March 2011 but was 8 percent higher than a year earlier. The decrease in supplies in the month under review was due in large part to significant decline in supplies of all staple produce. (See Graph 1 and Tables 4 & 5)



Similarly, average price level slipped 11 percent from the previous month while an 8 percent drop was realized when compared with April 2010. The decrease in average price level in the month under review can be attributed to the substantial fall in prices of all produce with the exception of taro, coconut, yam and cucumber.

TARO

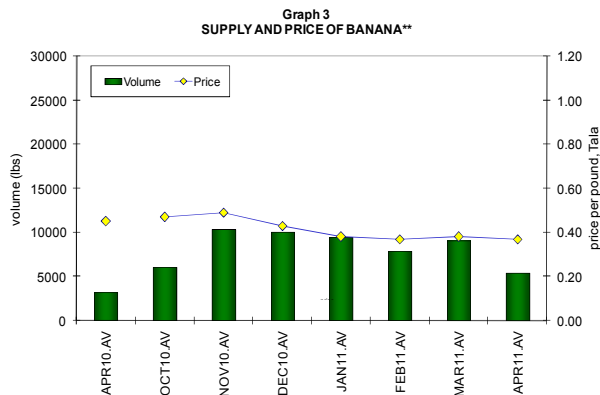
Taro supplies in the month under review lost 1 percent (to 11,251 pounds) from March 2011 and was 5 percent lower than that of April 2010. Average price of taro remained at \$0.86 per pound from the previous month and when compared with the same month last year current price was 4 percent lower reflecting weak demand for taro over the year. (See Graph 2 and Tables 1 & 2)



This month's lower volume contributed to a 12 percent decrease in taro volume in the twelve months ending April 2011 when compared with the twelve months ending April 2010 when compared with the twelve months ending April 2011 as its average price experienced a 22 percent loss in the corresponding period.

BANANA

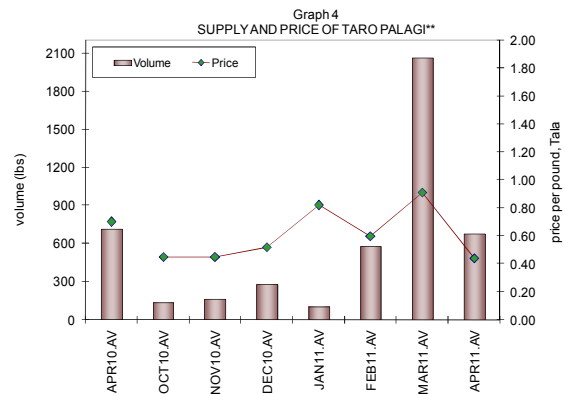
The supply of banana to the market in April 2011 decreased 40 percent to 5,415 pounds from March 2011. However, when compared with the same month last year banana volume was 68 percent higher. Its average price at \$0.37 per pound dropped 3 percent in response to weakened demand for this staple crop when compared to the previous month. Current price level for banana was 18 percent lower than that of the same month last year. (See Graph 3 and Tables 1 & 2)



Over the twelve months ending April 2010/2011, this month's lower level of volume contributed to a 2 percent decrease in volume as weak demand pushed its average price down 18 percent.

TARO PALAGI

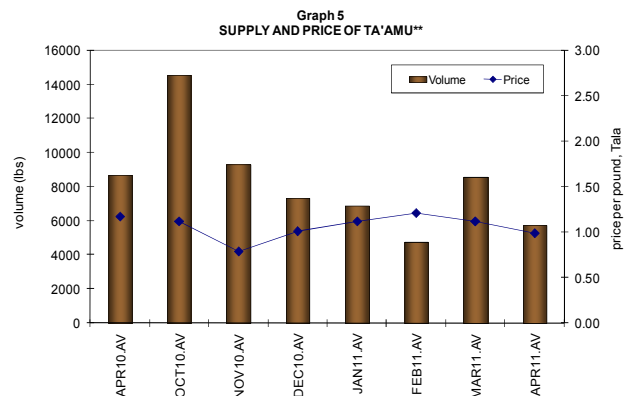
Also on the downturn, the volume of taro palagi available at the Fugalei Market in April 2011 decreased significantly to 678 pounds (down 67 percent) from the previous month. At this current level it was 5 percent lower than the level in the same month last year. Weak demand however, affected the average price of this commodity and pushed its price down to \$0.44 per pound (down 52 percent) from \$0.91 in March 2011. Current price for taro palagi was 37 percent lower than average prices in April 2010. (See Graph 4 and Tables 1 & 2)



The reduction in volume in the month under review contributed to a 10 percent increase in taro palagi supplies when comparing the twelve months ending April 2010 with the twelve months ending April 2011. Average price in the corresponding period dropped 32 percent.

TAAMU

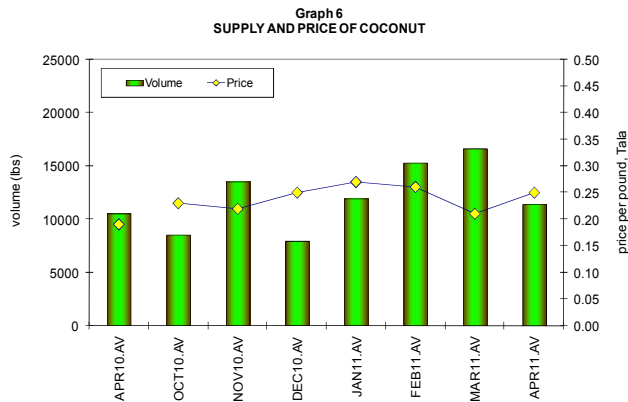
Taamu supplies also showed a 33 percent decrease in volume (to 5730 pounds). When compared with April 2010, current level of taamu was 34 percent lower. Average price of taamu in April 2011 revealed a 13 percent decline to \$0.98 per pound from the previous month and a 16 percent decrease was recorded from the same month last year reflecting weak demand over the year. (See Graph 5 and Tables 1 & 2)



Although taamu supplies were lower in the month under review, a quick comparison of the twelve months ending April 2010/2011 revealed current supply contributing to a 90 percent increase in volume while its price dropped 29 percent.

COCONUT

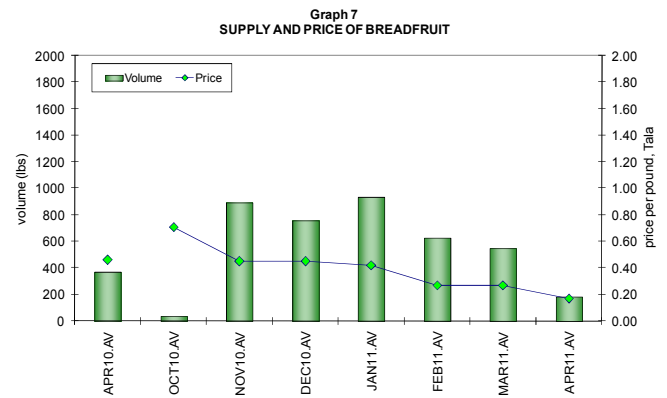
Coconut supplies fell 31 percent from the previous month (to 11,425 pounds) even though this month's level was 8 percent higher than April 2010. With the decrease in supply, its average price rose to \$0.25 per pound (up 19 percent) and was 32 percent higher when compared with the average price level in the previous year. (See Graph 6 and Tables 1 & 2)



The average availability of coconut in the twelve months ending April 2011 was 8 percent lower when compared with the twelve months ending April 2010 while its average price was 1 percent higher as a result of lower demand.

BREADFRUIT

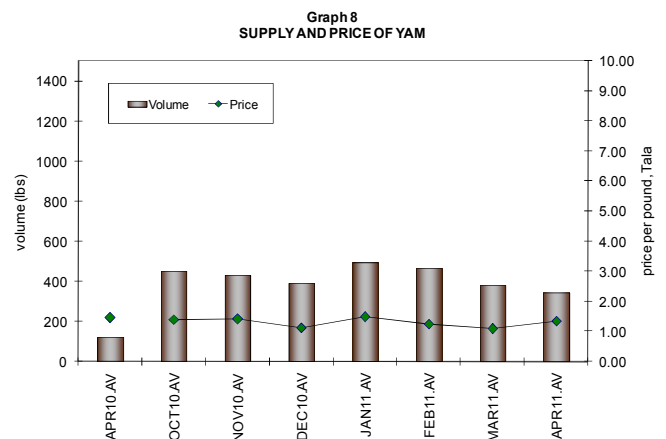
Breadfruit supplies slumped to 185 pounds (down 66 percent) from March 2011. At this level, breadfruit volume was 50 percent lower than that in April 2010. In addition, with reduced demand for breadfruit at the market, its average price contracted 19 percent to \$0.22 per pound which was also 52 percent lower than that in the same month last year. (See Graph 7 and Tables 1 & 2)



Breadfruit supplies in the month under review contributed to a 17 percent decline in breadfruit supply as average price mirrored the same movement with a 13 percent decrease when comparing the twelve months ending April 2010/2011.

YAM

The supply of yam to the Fugalei Market in April 2011 was in short supply as volume fell 10 percent to 344 pounds from March 2011. On the contrary, however, this level was more than double its volume in April 2010. Less availability of yam pushed its average price up 20 percent to \$1.31 per pound from the previous month but was 10 percent lower than average yam prices in April 2010.



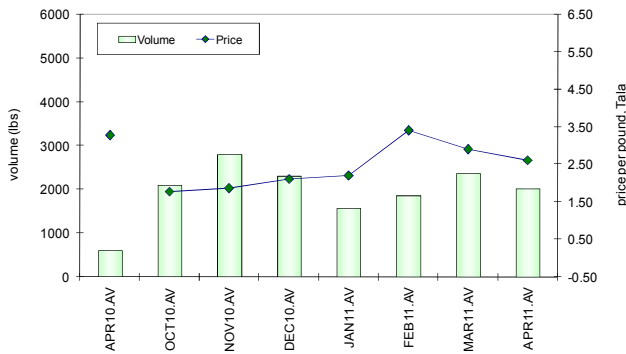
Even though the level of yam supplies was lower in April 2011, the average availability of this commodity at the market was 46 percent higher in the twelve months ending April 2011 over the twelve months

ending April 2010. Its price declined 10 percent as a result.

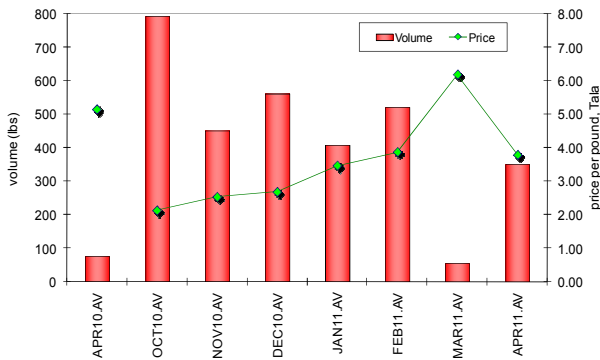
VEGETABLE PRODUCE

In response to favourable weather conditions in the month under review, most vegetable produce at the market rebounded as all vegetable produce experienced significant gains in supply from the previous month with the exception of head cabbage whose volume fell 15 percent (to 2,026 pounds). In particular, tomatoes rose almost seven fold (up 528 percent) to 350 pounds, cucumber supplies more than doubled its volume (up 120 percent) to 498 pounds, pumpkin supplies increased 81 percent (to 4,827 pounds) with Chinese cabbage edging up 32 percent (to 607 pounds).

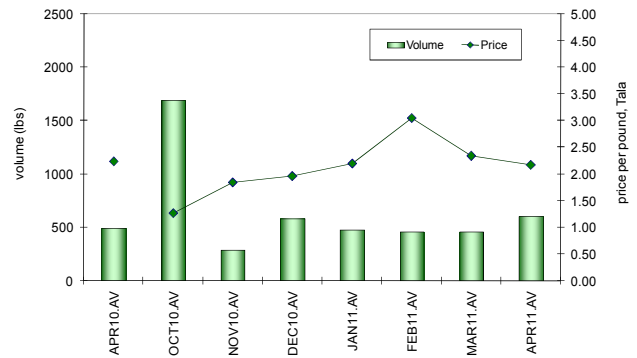
Graph 9
SUPPLY AND PRICES OF H.CABBAGE**



Graph 10
SUPPLY AND PRICE OF TOMATOES**



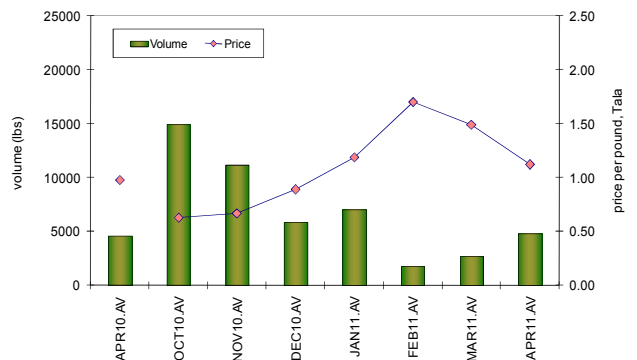
Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER



Graph 13
SUPPLY AND PRICE OF PUMPKIN**

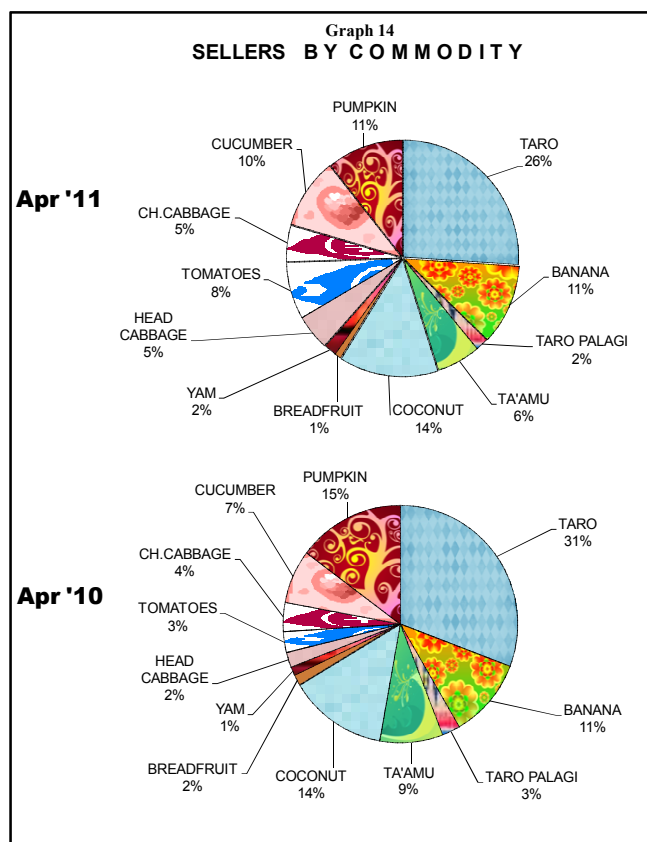


With increased availability of most vegetable crops, average prices of most vegetables fell as a result of tougher competition between sellers. Cucumber was the only vegetable commodity that experienced a price increase of 45 percent to \$1.90 per pound in response to strong demand. On the downturn, prices of tomatoes decreased 37 percent to \$3.89 per pound; pumpkin prices fell 28 percent to \$1.08 per pound. Head cabbage prices decreased 10 percent to \$2.61 per pound while the price of Chinese cabbage

rounded the performance of vegetable produce up with a 6 percent decline to \$2.20 per pound.

SELLERS

The number of sellers on the days surveyed in April 2011 increased 13 percent to 203 from March 2011. When compared with the same month of 2010, the current number of sellers was 3 percent higher reflecting increased suppliers of vegetables over the year.

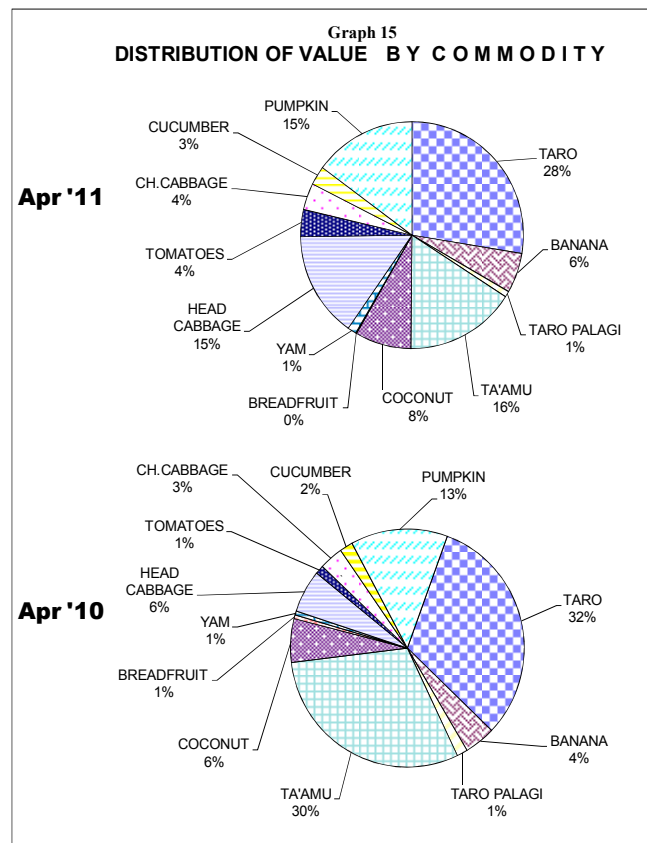


Taro sellers continued to be the largest group increasing to 53 from 49 in March 2011 but lower than 61 in April 2010. Coconut sellers followed with 28, an increase from 25 in March 2011 and 27 in April 2010. Banana sellers were third with 23 down from 28 in March 2011 but higher than 21 a year ago. Pumpkin sellers at 22 on the other hand increased from 19 in the previous month but was lower than 29 in April 2010. Sellers of cucumber and tomato followed with 20 and 16 sellers, increasing from 10 and 7 respectively from the previous month and 14 and 6 in that order from April 2010. Sellers of ta'amu

added 1 from 11 in the previous month while sellers of Chinese cabbage and head cabbage at 10 each both increased from 8 and 6 respectively from March 2011. Sellers of yam, taro palagi and breadfruit were the lowest with 4, 4 and 2 in that order.

VALUE OF SUPPLIES

Subsequent to decreased volume in April 2011, the average value of selected produce at the market decreased 15 percent to \$35,100: a level that was 4 percent higher than the same month last year.

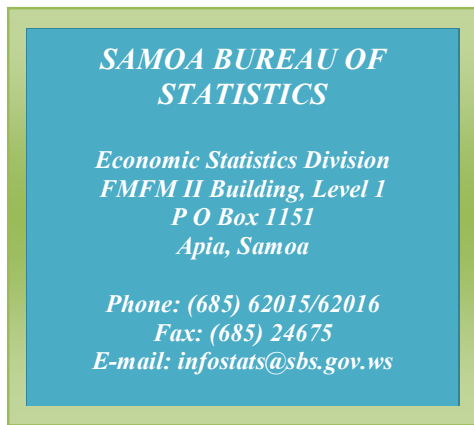


Taro continued its dominance contributing the most to the total value of produce surveyed with a share of 28 percent; higher than its share of the previous month (24 percent) but was lower than 32 percent in April 2010. Ta'amu followed with a 16 percent share; substantially lower than March 2011 (23 percent) and April 2010 (30 percent). Head cabbage contributed a 15 percent share, which was lower than 17 percent in the previous month but was relatively higher than 6 percent in April 2010 while pumpkin, with the same 15 percent share was higher

than 10 percent and 13 percent in the previous month and April 2010 respectively. Coconut and banana contributed 8 percent and 6 percent respectively while tomatoes and Chinese cabbage contributed 4 percent each. Cucumber brought in 3 percent while taro palagi and yam contributed 1 percent each. Relatively lower shares were recorded for the rest of the other commodities in April 2011.

@ 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 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	APR10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	Apr-11	
											% chng from prev mnth	%chng from Apr 10
TARO	8422	11841	7233	8448	9158	8724	10525	11886	11411	11251	-1	-5
BANANA	6349	3214	5191	6096	10351	10014	9484	7882	9088	5415	-40	68
TARO PALAGI	484	716	303	136	163	279	103	581	2063	678	-67	-5
TA'AMU	10042	8680	12550	14547	9303	7318	6899	4745	8543	5730	-33	-34
COCONUT	9964	10548	8278	8528	13513	7949	11940	15301	16676	11425	-31	8
BREADFRUIT	608	370	704	35	891	759	935	627	550	185	-66	-50
YAM	415	123	762	451	431	391	495	465	381	344	-10	180
HEAD CABBAGE	1531	600	2111	2096	2807	2312	1568	1861	2371	2026	-15	238
TOMATOES	300	78	614	794	452	563	409	521	56	350	528	351
CH.CABBAGE	720	495	1248	1690	288	587	477	459	459	607	32	22
CUCUMBER	978	282	1080	1710	1212	1313	980	613	227	498	120	77
PUMPKIN	7508	4617	12354	14908	11166	5849	7051	1798	2671	4827	81	5

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

PRODUCE	2010 AVE	APR10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	% chng from prev mnth	%chng from Apr 10
TARO	1.05	0.90	1.13	1.10	0.97	0.91	0.98	0.85	0.86	0.86	0	-4
BANANA	0.45	0.45	0.46	0.47	0.49	0.43	0.38	0.37	0.38	0.37	-3	-18
TARO PALAGI	0.76	0.70	0.83	0.45	0.45	0.52	0.82	0.60	0.91	0.44	-52	-37
TA'AMU	1.10	1.17	1.20	1.12	0.79	1.01	1.12	1.21	1.12	0.98	-13	-16
COCONUT	0.23	0.19	0.22	0.23	0.22	0.25	0.27	0.26	0.21	0.25	19	32
BREADFRUIT	0.41	0.46	0.43	0.71	0.45	0.45	0.42	0.27	0.27	0.22	-19	-52
YAM	1.34	1.46	1.21	1.40	1.41	1.12	1.48	1.24	1.09	1.31	20	-10
HEAD CABBAGE	2.86	3.27	1.46	1.78	1.86	2.11	2.20	3.40	2.90	2.61	-10	-20
TOMATOES	4.55	5.14	2.72	2.13	2.54	2.69	3.46	3.87	6.19	3.89	-37	-24
CH.CABBAGE	2.27	2.24	1.20	1.27	1.85	1.96	2.20	3.05	2.34	2.20	-6	-2
CUCUMBER	1.49	2.20	1.16	0.96	0.98	1.03	1.10	1.54	1.31	1.90	45	-14
PUMPKIN	1.00	0.98	0.69	0.63	0.67	0.89	1.19	1.70	1.49	1.08	-28	10

Table 3: Value of Supplies (in Tala thousands)

PRODUCE	Total value 2010	APR10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	% chng from prev mnth	%chng from Apr 10
TARO	103.1	10.7	8.2	9.3	8.9	7.9	10.3	10.1	9.8	9.7		
BANANA	34.2	1.5	2.4	2.9	5.1	4.3	3.6	2.9	3.5	2.0		
TARO PALAGI	4.6	0.5	0.3	0.1	0.1	0.1	0.1	0.4	1.9	0.3		
TA'AMU	133.3	10.2	15.1	16.3	7.4	7.4	7.7	5.7	9.6	5.6		
COCONUT	27.2	2.0	1.8	2.0	3.0	2.0	3.2	4.0	3.5	2.9		
BREADFRUIT	2.5	0.2	0.3	0.0	0.4	0.3	0.4	0.2	0.2	0.0		
YAM	6.6	0.2	0.9	0.6	0.6	0.4	0.7	0.6	0.4	0.5		
HEAD CABBAGE	45.0	2.0	3.1	3.7	5.2	4.9	3.5	6.3	6.9	5.3		
TOMATOES	11.6	0.4	1.7	1.7	1.2	1.5	1.4	2.0	0.4	1.4		
CH.CABBAGE	16.3	1.1	1.5	2.2	0.5	1.2	1.1	1.4	1.1	1.3		
CUCUMBER	15.0	0.6	1.3	1.6	1.2	1.4	1.1	0.9	0.3	1.0		
PUMPKIN	78.0	4.5	8.5	9.4	7.5	5.2	8.4	3.1	4.0	5.2		
	477.5	33.7	44.9	49.7	40.9	36.7	41.4	37.6	41.4	35.1	-15	4

*on the days surveyed

@ new weights and base

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	APR10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	% chng from prev mnth	%chng from Apr 10
TARO	0.22	141	86	100	109	104	125	141	135	134		
BANANA	0.07	51	82	96	163	158	149	124	143	85		
TARO PALAGI	0.01	148	63	28	34	58	21	120	427	140		
TA'AMU	0.28	86	125	145	93	73	69	47	85	57		
COCONUT	0.06	106	83	86	136	80	120	154	167	115		
BREADFRUIT	0.01	61	116	6	147	125	154	103	90	30		
YAM	0.01	30	183	109	104	94	119	112	92	83		
HEAD CABBAGE	0.09	39	138	137	183	151	102	122	155	132		
TOMATOES	0.02	26	204	264	150	187	136	173	19	117		
CH.CABBAGE	0.03	69	173	235	40	82	66	64	64	84		
CUCUMBER	0.03	29	110	175	124	134	100	63	23	51		
PUMPKIN	0.16	61	165	199	149	78	94	24	36	64		
	1.00	84	122	141	122	100	100	88	102	90	-12	8

Table 5: Price Index (2010 = 100)

PRODUCE	2010 Weights	APR10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	% chng from prev mnth	%chng from Apr 10
TARO	0.22	86	108	105	93	87	94	81	82	82		
BANANA	0.07	100	102	104	109	95	84	82	84	82		
TARO PALAGI	0.01	92	109	59	59	68	107	79	119	58		
TA'AMU	0.28	107	109	102	72	92	102	110	102	89		
COCONUT	0.06	83	96	101	96	109	118	114	92	109		
BREADFRUIT	0.01	112	104	172	109	109	102	66	66	53		
YAM	0.01	109	90	105	105	84	111	93	81	98		
HEAD CABBAGE	0.09	114	51	62	65	74	77	119	101	91		
TOMATOES	0.02	113	60	47	56	59	76	85	136	86		
CH.CABBAGE	0.02	99	53	56	82	86	97	134	103	97		
CUCUMBER	0.03	148	78	65	66	69	74	104	88	128		
PUMPKIN	0.16	98	69	63	67	89	120	171	150	108		
	1.00	99	91	88	78	87	97	109	101	91	-11	-8

Table 6: Number of Sellers

PRODUCE	APR10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	% chng from prev mnth	%chng from Apr 10
TARO	61	48	42	49	51	54	54	49	53		
BANANA	21	21	18	28	28	32	23	28	23		
TARO PALAGI	5	3	1	1	2	2	6	11	4		
TA'AMU	17	20	19	14	13	14	13	11	12		
COCONUT	27	24	21	55	21	32	36	25	28		
BREADFRUIT	3	4	1	6	5	8	4	3	2		
YAM	2	9	5	6	6	5	7	5	4		
HEAD CABBAGE	4	11	11	10	6	7	6	6	10		
TOMATOES	6	23	26	23	25	18	20	7	16		
CH.CABBAGE	8	11	18	6	6	8	7	8	10		
CUCUMBER	14	29	35	25	27	22	22	10	20		
PUMPKIN	29	56	52	64	38	41	16	19	22		
	198	257	250	285	225	243	213	180	203	13	3

*on the days surveyed

@ new weights and base