



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

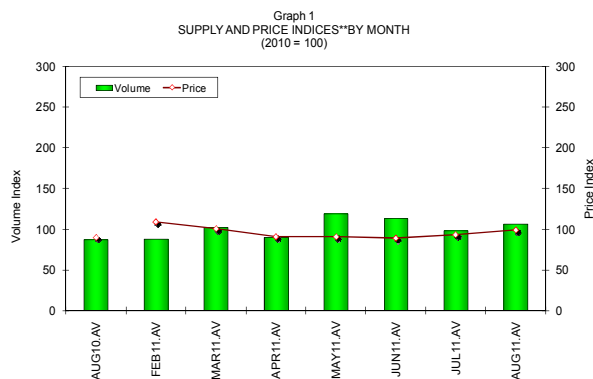
FUGALEI MARKET SURVEY – AUGUST 2011

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. 8/11

OVERVIEW

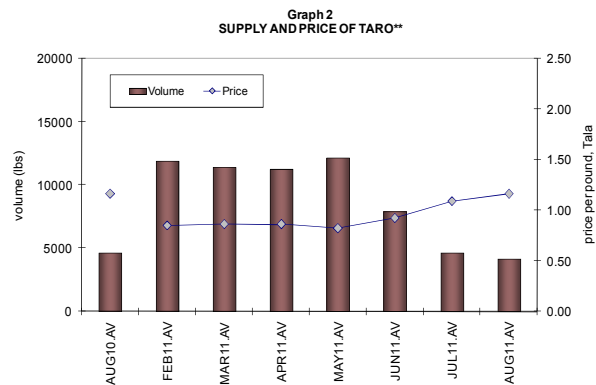
The Samoa Bureau of Statistic’s survey of the Fugalei Market recorded an 8 percent increase in the overall volume of selected produce supplied to the Market in August 2011. When compared with the same month last year, current overall volume was 21 percent higher. Substantial increase in supplies of Chinese cabbage, tomatoes, pumpkin and coconut led to this month’s volume index expanding. (See Graph 1 and Tables 4 & 5)



Higher domestic demand contributed to the overall price index rising 6 percent in August 2011, a level that was 10 percent higher when compared with August 2010. Considerable increases in average prices of taro, taamu and cucumber led to the increase in the overall price index.

TARO

Taro supplies at 4,138 pounds brought about an 11 percent decrease from the previous month and also from that of August 2010. With less availability of taro, its average price rose 6 percent from July 2011 but was the same with August 2010 at \$1.16 per pound. (See Graph 2 and Tables 1 & 2)

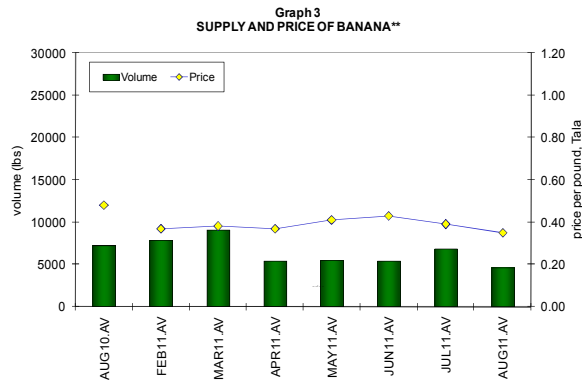


Average supply of taro in the month under review contributed to a 9 percent decrease in taro volume when comparing the twelve months ending August 2011 over the twelve months ending August 2010. Although there was a drop in volume, weak demand drove average taro prices down 14 percent as result.

BANANA

The average supply of banana declined 32 percent in August 2011 to 4,656 pounds from July 2011. In comparison to August 2010, current banana supply was 36 percent lower. Similarly, its average price dropped 10 percent to \$0.35 per pound from the previous month; a level that was 27 percent lower than that of

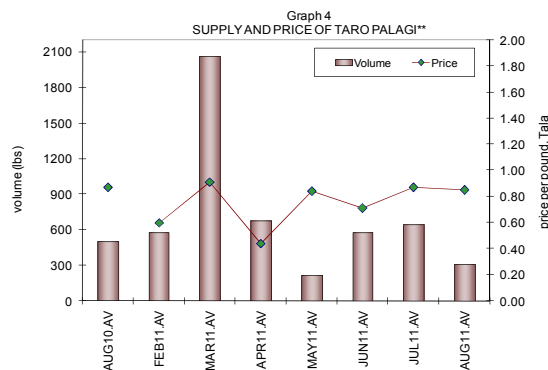
August 2010 as a result of weak demand for banana over the year. (See Graph 3 and Tables 1 & 2)



Despite the lower volume in August 2011, supply of banana from the twelve months ending August 2011 was 6 percent higher than average supply in the twelve months ending August 2010 while price fell 15 percent.

TARO PALAGI

Taro Palagi supplies at 309 pounds declined 52 percent in August 2011 from the previous month and was 39 percent lower when compared with August 2010. Weakened demand for taro palagi in the month under review resulted in its average price dropping 2 percent to \$0.85 per pound and was also 2 percent lower when compared to August 2010. (See Graph 4 and Tables 1 & 2)

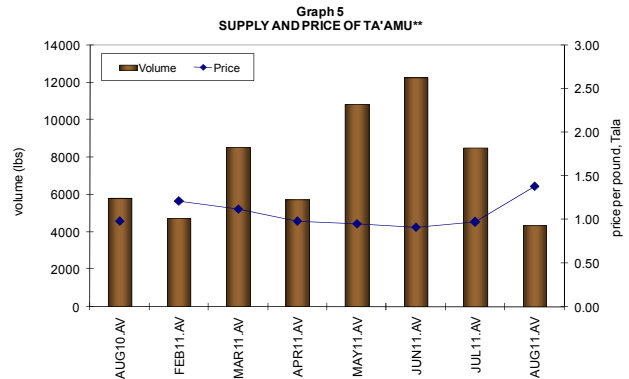


Decreased availability of taro palagi in August 2011 contributed to an 18 percent decrease in volume when comparing the twelve months ending August 2011 over the twelve months ending August 2010. Weak demand led to price decreasing 21 percent.

TA'AMU

Ta'amu availability, at 4,334 pounds, took a slump from the previous month (down 49 percent) and was 25 percent lower than in August 2010. With limited availability of ta'amu, its average price rose 42 percent to \$1.38 per pound from July 2011 and was also higher (up 41 percent) than that of a year ago.

(See Graph 5 and Tables 1 & 2)

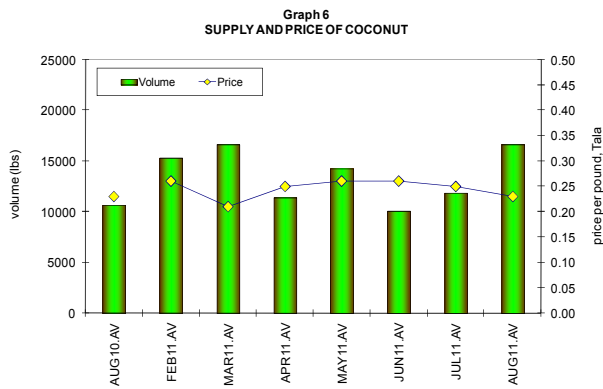


Despite the considerable loss in taamu supplies in the month under review, a comparison of the twelve months ending August 2011 over the twelve months ending August 2010, revealed current supply contributing to an 8 percent increase in volume while its price fell 7 percent.

COCONUT

Coconut supplies at 16,671 pounds rose 40 percent in the month under review from July 2011 while its average price fell 8 percent to \$0.23 per pound. Current volume of coconut was 56 percent higher while its average price, however, remained the same when compared to August 2010.

(See Graph 6 and Tables 1 & 2)

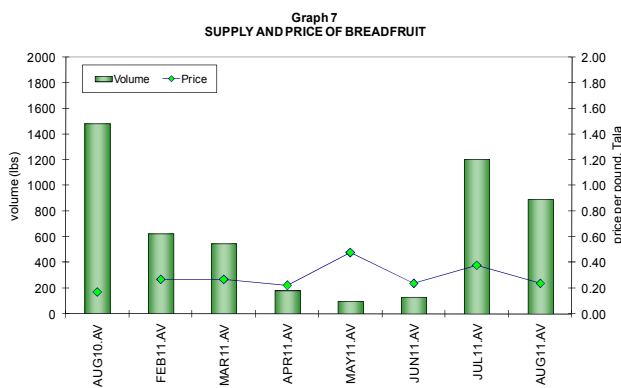


With the higher volume in August 2011, current supply of coconut contributed to a 3 percent increase in the average availability of coconut when comparing the twelve months ending August 2011 over the twelve months ending August 2010, average rice also rose 4 percent as a result of strong demand.

BREADFRUIT

With the first wave of breadfruit season winding down, supplies declined 26 percent to 891 pounds from the previous month; a level that was 40 percent lower than that of August 2010. Weak demand for this staple food crop resulted in its average price slumping 37 percent to \$0.24 per pound from July 2011. Current breadfruit prices were 41 percent higher than the \$0.17 per pound in August 2010.

(See Graph 7 and Tables 1 & 2)

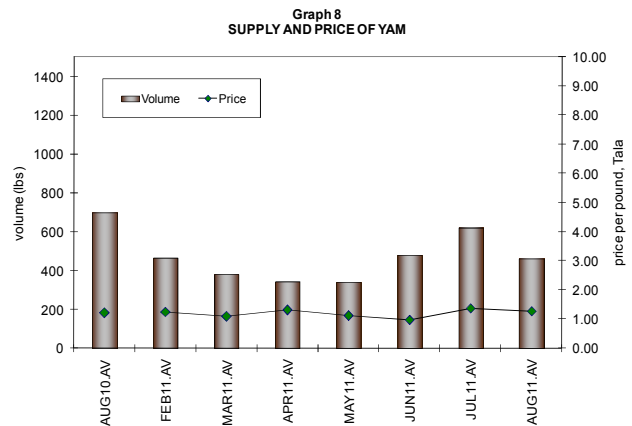


In line with decreasing breadfruit supplies in August 2011, current supply contributed to a 12 percent fall in volume while price took an 8

percent decrease; when comparing the twelve months ending August 2011 over the twelve months ending August 2010.

YAM

In August 2011, the supply of yam shrunk 26 percent to 460 pounds from the previous month as its average price also decreased 7 percent to \$1.28 per pound. Mirroring the same trend in volume with August 2010, the current volume of yam was 34 percent lower leading to its price rising 6 percent over the year. (See Graph 8 and Tables 1 & 2)



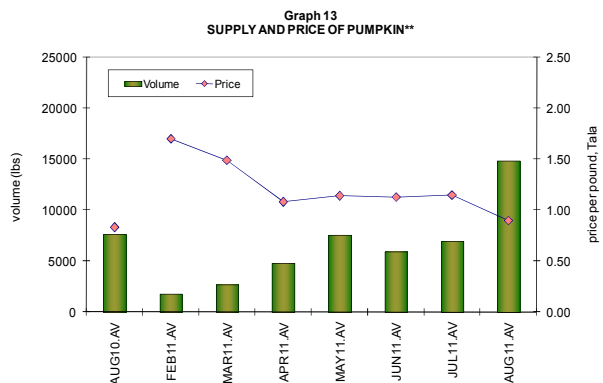
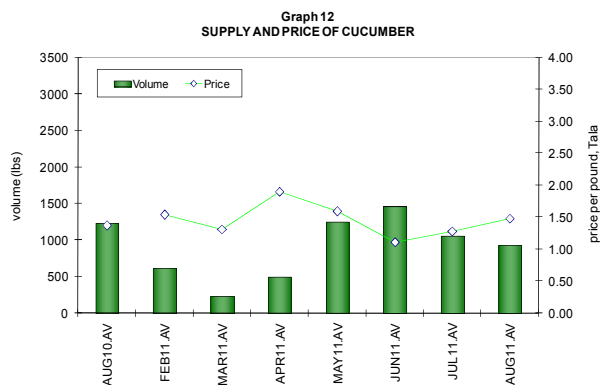
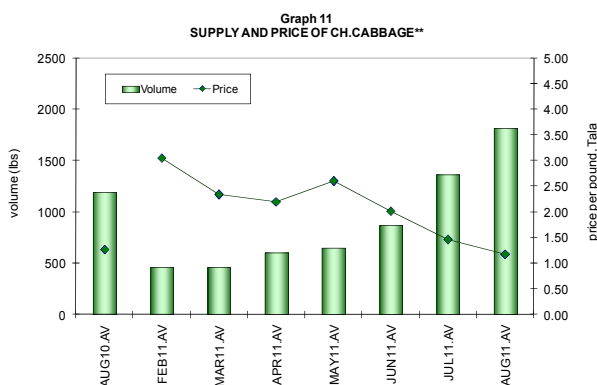
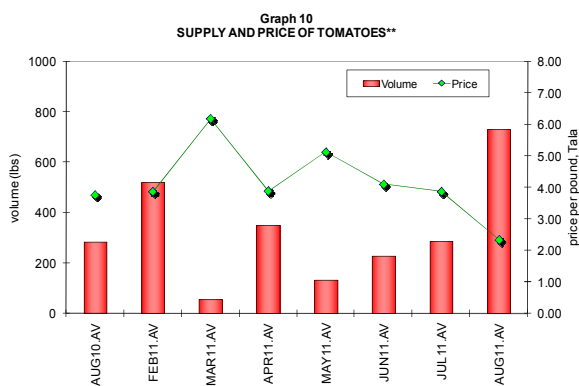
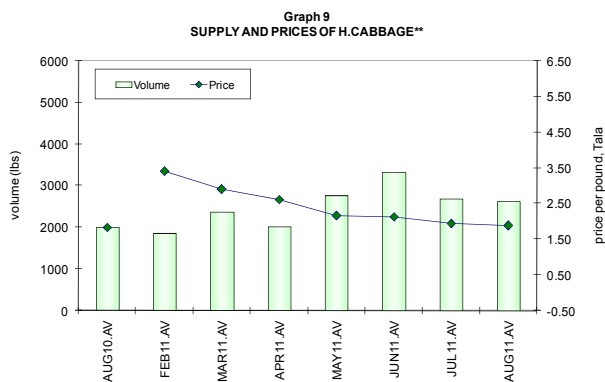
Although less availability of yam was recorded in August 2011, it contributed to an overall 44 percent increase in volume with an 8 percent decline in price when comparing the twelve months ending August 2011 over the twelve months ending August 2010.

VEGETABLE PRODUCE

Associated with increased number of suppliers, the output of most vegetable produce improved substantially in August 2011 with the exception of head cabbage and cucumber.

The average supplies of tomatoes at 733 pounds increased almost three times (up 156 percent) from the previous month, pumpkin at 14,850 more than doubled (up 114 percent) and Chinese cabbage increased 33 percent to 1,817 pounds.

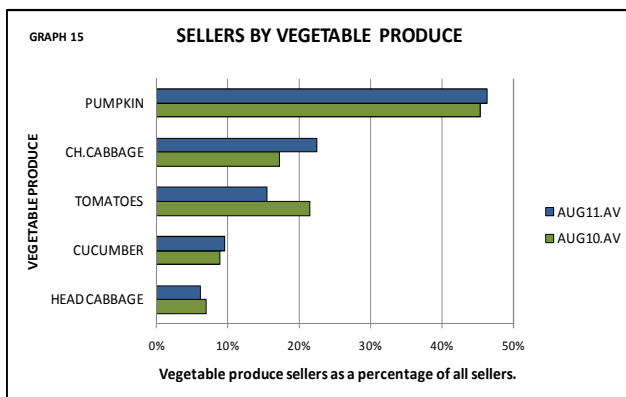
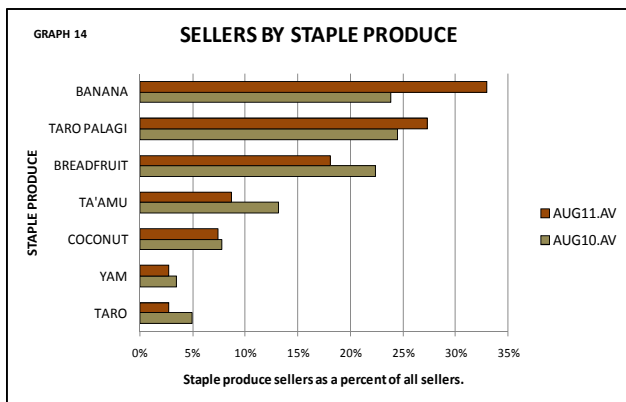
Consequent to increased availability, corresponding prices for tomatoes dropped 39 percent to \$2.35 per pound, Pumpkin prices fell 22 percent to \$0.90 per pound, and Chinese cabbage prices shrank 19 percent to \$1.18 per pound in that order. (See Graphs 9 to 13 and Tables 1 & 2)



On the downside, the supplies of cucumber at 932 pounds decreased 12 percent and head cabbage at 2,619 pounds fell 3 percent. Subsequently, decreased demand for head cabbage drove its price down 3 percent to \$1.88 per pound while less availability of cucumber led to its price rising 16 percent to \$1.48 per pound.

SELLERS

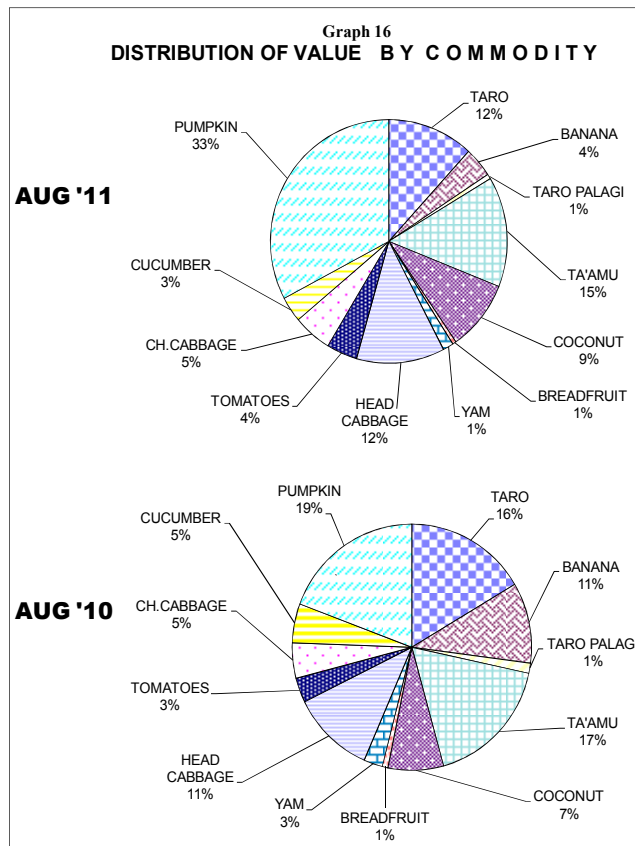
Reflecting the performance of overall supply at the market, the number of sellers at 251 on the days surveyed in August 2011 was 16 percent higher than in the previous month and 13 percent higher than the same month last year.



Pumpkin sellers recorded the largest increase with its total rising to 70 from 30 in July 2011 and 49 in August 2010. Tomatoes sellers followed with an increasing total of 34 from 18 in the previous month and 19 a year ago. Coconut sellers remained unchanged at 33 from July 2011 but was higher than 28 in August 2010 while taro sellers increased to 28 from 26 in July 2011 but was lower than 29 in August 2010. Cucumber sellers were next decreasing to 23 from 27 in the previous month but were the same with the same month a year ago. Banana sellers decreased significantly to 18 from 30 in July 2011 and 26 in August 2010. Chinese cabbage sellers followed with an increase to 15 from 11 and 10 respectively in the previous month and the same month last year. Ta'amu and head cabbage recorded 9 sellers each while yam, breadfruit and taro palagi sellers rounded the list up with 8, 3 and 3 in that order in August 2011. (See Graph 14 & 15 and Table 6)

VALUE OF SUPPLIES

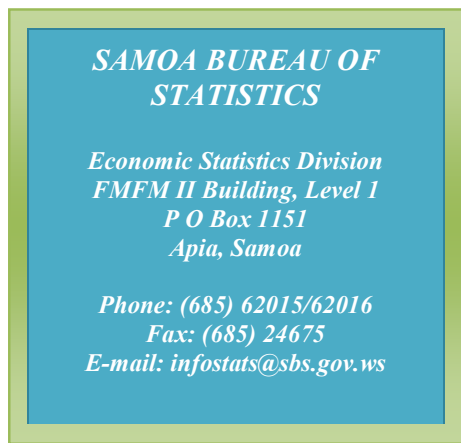
Aligned with the improvement in the level supply, the average value of selected produce supplied to the Market in August 2011 (at \$40,800) increased 6 percent from the previous month to a level that was 24 percent higher than that in the same month of 2010.



In August 2011, pumpkin contributed the most to the total value of produce surveyed with a 33 percent share which was higher than 21 percent in July 2011 and 19 percent in August 2010. Ta'amu followed with a 15 percent share, a level that was lower than 21 percent from the previous month and 17 percent from a year ago. Taro and head cabbage accounted for 12 percent each of total value in the month under review while coconut contributed 9 percent. Chinese cabbage and cucumber accounted for 5 percent and 3 percent respectively while tomato and banana both accounted for 4 percent each. Relatively lower shares were recorded for the rest of the other commodities in August 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 flourish extending to the right.

Muagututi'a S Reupena
Government Statistician

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)*

PRODUCE	2010 AVE	Aug-11								% chng from prev mnth	%chng from Aug 10
		AUG10.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	JUL11.AV	AUG11.AV		
TARO	8422	4659	11886	11411	11251	12157	7908	4641	4138	-11	-11
BANANA	6349	7256	7882	9088	5415	5498	5445	6853	4656	-32	-36
TARO PALAGI	484	502	581	2063	678	218	581	644	309	-52	-39
TA'AMU	10042	5797	4745	8543	5730	10814	12261	8484	4334	-49	-25
COCONUT	9964	10708	15301	16676	11425	14280	10047	11902	16671	40	56
BREADFRUIT	608	1485	627	550	185	99	132	1206	891	-26	-40
YAM	415	698	465	381	344	342	480	622	460	-26	-34
HEAD CABBAGE	1531	2002	1861	2371	2026	2774	3332	2690	2619	-3	31
TOMATOES	300	283	521	56	350	133	230	286	733	156	159
CH.CABBAGE	720	1194	459	459	607	649	871	1362	1817	33	52
CUCUMBER	978	1235	613	227	498	1251	1469	1056	932	-12	-25
PUMPKIN	7508	7613	1798	2671	4827	7536	5897	6954	14850	114	95

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

PRODUCE	2010 AVE	AUG10.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	JUL11.AV	AUG11.AV	% chng from prev mnth	%chng from Aug 10
TARO	1.05	1.16	0.85	0.86	0.86	0.82	0.92	1.09	1.16	6	0
BANANA	0.45	0.48	0.37	0.38	0.37	0.41	0.43	0.39	0.35	-10	-27
TARO PALAGI	0.76	0.87	0.60	0.91	0.44	0.84	0.71	0.87	0.85	-2	-2
TA'AMU	1.10	0.98	1.21	1.12	0.98	0.95	0.91	0.97	1.38	42	41
COCONUT	0.23	0.23	0.26	0.21	0.25	0.26	0.26	0.25	0.23	-8	0
BREADFRUIT	0.41	0.17	0.27	0.27	0.22	0.48	0.24	0.38	0.24	-37	41
YAM	1.34	1.21	1.24	1.09	1.31	1.11	0.98	1.37	1.28	-7	6
HEAD CABBAGE	2.86	1.83	3.40	2.90	2.61	2.17	2.13	1.94	1.88	-3	3
TOMATOES	4.55	3.77	3.87	6.19	3.89	5.13	4.11	3.88	2.35	-39	-38
CH.CABBAGE	2.27	1.27	3.05	2.34	2.20	2.60	2.02	1.46	1.18	-19	-7
CUCUMBER	1.49	1.37	1.54	1.31	1.90	1.59	1.11	1.28	1.48	16	8
PUMPKIN	1.00	0.83	1.70	1.49	1.08	1.14	1.13	1.15	0.90	-22	8

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

PRODUCE	Total value 2010	AUG10.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	JUL11.AV	AUG11.AV	% chng from prev mnth	%chng from Aug 10
TARO	103.1	5.4	10.1	9.8	9.7	10.0	7.3	5.1	4.8		
BANANA	34.2	3.5	2.9	3.5	2.0	2.3	2.3	2.7	1.6		
TARO PALAGI	4.6	0.4	0.4	1.9	0.3	0.2	0.4	0.6	0.3		
TA'AMU	133.3	5.7	5.7	9.6	5.6	10.3	11.2	8.2	6.0		
COCONUT	27.2	2.5	4.0	3.5	2.9	3.7	2.6	3.0	3.8		
BREADFRUIT	2.5	0.3	0.2	0.2	0.0	0.1	0.0	0.5	0.2		
YAM	6.6	0.8	0.6	0.4	0.5	0.4	0.5	0.9	0.6		
HEAD CABBAGE	45.0	3.7	6.3	6.9	5.3	6.0	7.1	5.2	4.9		
TOMATOES	11.6	1.1	2.0	0.4	1.4	0.7	0.9	1.1	1.7		
CH.CABBAGE	16.3	1.5	1.4	1.1	1.3	1.7	1.8	2.0	2.1		
CUCUMBER	15.0	1.7	0.9	0.3	1.0	2.0	1.6	1.4	1.4		
PUMPKIN	78.0	6.3	3.1	4.0	5.2	8.6	6.7	8.0	13.4		
	477.5	32.8	37.6	41.4	35.1	45.8	42.4	38.5	40.8	6	24

*on the days surveyed

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	AUG10.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	JUL11.AV	AUG11.AV	% chng from prev mnth	%chng from Aug 10
TARO	0.22	55	141	135	134	144	94	55	49		
BANANA	0.07	114	124	143	85	87	86	108	73		
TARO PALAGI	0.01	104	120	427	140	45	120	133	64		
TA'AMU	0.28	58	47	85	57	108	122	84	43		
COCONUT	0.06	107	154	167	115	143	101	119	167		
BREADFRUIT	0.01	244	103	90	30	16	22	198	147		
YAM	0.01	168	112	92	83	82	116	150	111		
HEAD CABBAGE	0.09	131	122	155	132	181	218	176	171		
TOMATOES	0.02	94	173	19	117	44	77	95	244		
CH.CABBAGE	0.03	166	64	64	84	90	121	189	252		
CUCUMBER	0.03	126	63	23	51	128	150	108	95		
PUMPKIN	0.16	101	24	36	64	100	79	93	198		
	1.00	88	88	102	90	119	113	98	106	8	21

Table 5: Price Index (2010 = 100)*

PRODUCE	2010 Weights	AUG10.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	JUL11.AV	AUG11.AV	% chng from prev mnth	%chng from Aug 10
TARO	0.22	111	81	82	82	78	88	104	111		
BANANA	0.07	106	82	84	82	91	95	87	78		
TARO PALAGI	0.01	114	79	119	58	110	93	114	111		
TA'AMU	0.28	89	110	102	89	86	83	88	126		
COCONUT	0.06	101	114	92	109	114	114	109	101		
BREADFRUIT	0.01	41	66	66	53	117	58	92	58		
YAM	0.01	90	93	81	98	83	73	102	96		
HEAD CABBAGE	0.09	64	119	101	91	76	74	68	66		
TOMATOES	0.02	83	85	136	86	113	90	85	52		
CH.CABBAGE	0.03	56	134	103	97	115	89	64	52		
CUCUMBER	0.03	92	104	88	128	107	75	86	100		
PUMPKIN	0.16	83	171	150	108	114	113	115	90		
	1.00	90	109	101	91	91	89	93	99	6	10

Table 6: Number of Sellers*

PRODUCE	AUG10.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	JUL11.AV	AUG11.AV	% chng from prev mnth	%chng from Aug 10
TARO	29	54	49	53	42	40	26	28		
BANANA	26	23	28	23	22	24	30	18		
TARO PALAGI	4	6	11	4	3	5	3	3		
TA'AMU	15	13	11	12	17	23	17	9		
COCONUT	28	36	25	28	36	31	33	33		
BREADFRUIT	6	4	3	2	1	2	7	3		
YAM	9	7	5	4	4	5	5	8		
HEAD CABBAGE	8	6	6	10	7	9	10	9		
TOMATOES	19	20	7	16	12	17	18	34		
CH.CABBAGE	10	7	8	10	7	10	11	15		
CUCUMBER	23	22	10	20	15	30	27	23		
PUMPKIN	49	16	19	22	34	34	30	70		
	223	213	180	203	197	228	216	251	16	13

*on the days surveyed

@ new weights and base