GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

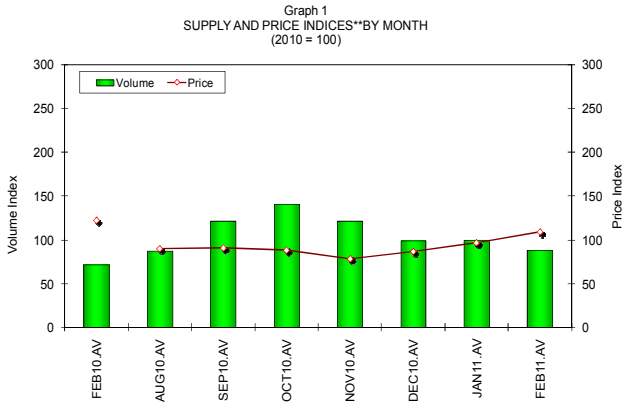
FUGALEI MARKET SURVEY – FEBRUARY 2011

This report provides a monthly review of the volume and prices of selected agricultural produce available at the Fugalei Market.

Issue No. 2 / 11

OVERVIEW

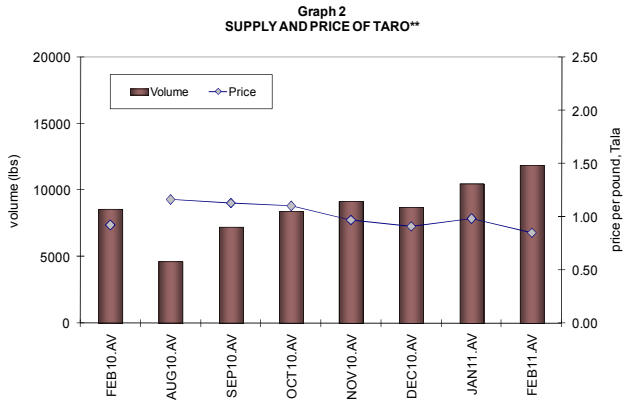
The Samoa Bureau of Statistics survey of Agricultural food supplies at the Fugalei Market in the month of February 2011 showed a 12 percent decrease in overall volume. This reduction in volume in the month under review was due to decreased supplies of banana, ta'amu , breadfruit, yam, Chinese cabbage, cucumber and pumpkin. As indicated by most farmers, wet weather conditions in February were largely to blame for the reduced availability of these agriculture produce to the market. When comparing supply in the month under review with the same month last year overall volume was 24 percent higher. (See Graph 1 and Tables 4 & 5)



Although the availability of most staple and vegetable produce fell, the average price level increased 12 percent with the largest price increases stemming from all vegetable produce. The same month last year revealed average price level was 11 percent lower in comparison. The month under review, however, registered the highest average price level in the past seven months.

TARO

Even though taro supplies surged 13 percent to 11,886 pounds from the previous month, its average price declined 13 percent to $0.85 per pound. In comparison to February 2010, current volume was 38 percent higher while average price in contrast was 8 percent lower. Taro availability in the month under review marks the highest level of taro volume in the past six months. While its price revealed the lowest it has been for the same time period. (See Graph 2 and Tables 1 & 2)



Despite the increase in taro volume in the month under review, supply of taro in the twelve months ending February 2010 was much higher than taro supply in the twelve months ending February 2011 leading to a 12 percent decrease in volume and a 26 percent reduction in its average price.

BANANA

On the contrary, banana supplies decreased 17 percent to 7,882 pounds from January 2011. Average price followed the same trend dropping 3 percent to $0.37 per pound. This is the third consecutive month average price of banana has shown a continuous decrease. In comparison

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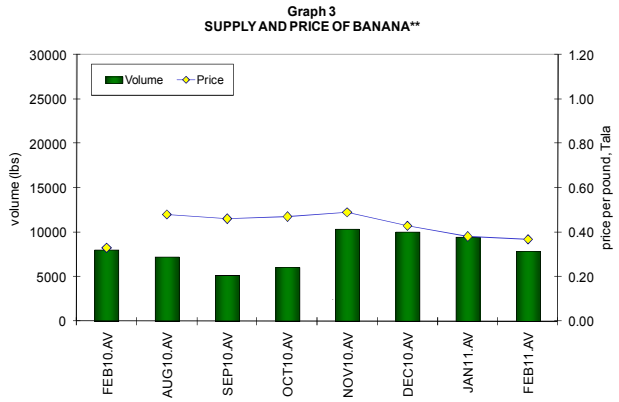
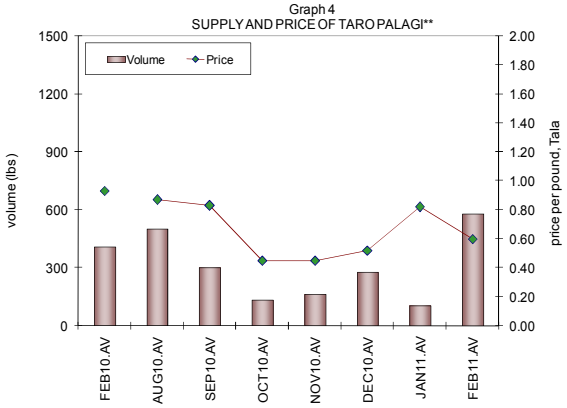
with the same month last year, current supply was 2 percent lower while average price was 12 percent higher for this staple. (See Graph 3 and Tables 1 & 2)



A twelve month comparison ending February 2011 over the twelve months ending February 2010 showed current supply contributing to a 17 percent decrease in volume with lower demand dragging its average price down 24 percent.

TARO PALAGI

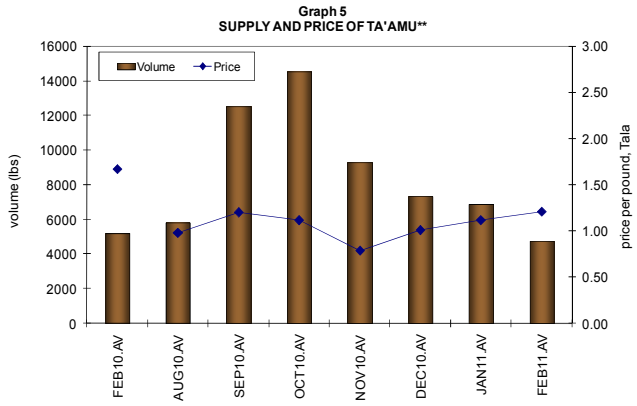
In the month under review, the supply of taro palagi jumped more than five times to 581 pounds from that in the previous month while average price dropped 27 percent to $0.60 per pound. Reviewing the same month last year revealed current supply of taro palagi was 41 percent higher while average price for this staple was 35 percent lower. (See Graph 4 and Tables 1 & 2)



The month under review contributed to a 9 percent decrease in volume and a 34 percent decrease in average price when comparing the twelve months ending February 2011 over the twelve months ending February 2010.

TA'AMU

At 4,745 pounds, ta'amu supply dropped 31 percent from the previous month while its price, rose 8 percent to $1.21 per pound in response to less availability of this staple crop. Comparing the same month last year revealed current ta'amu volume was 9 percent lower and average price mirroring the same decline was dropping 28 percent. (See Graph 5 and Tables 1 & 2)

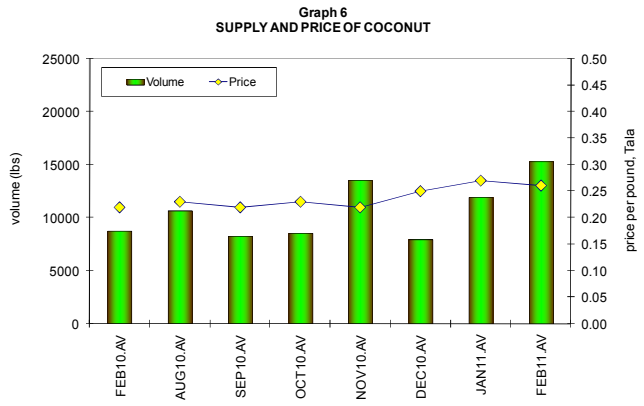


Despite the lower volume in the month under review, current supply of ta'amu contributed to a significant increase of supply almost doubling in volume while average price showed a 37 percent decrease when reviewing the twelve months ending February 2010/2011.

COCONUT

The availability of coconut at the market in February 2011 increased 28 percent to 15,301 pounds from the previous month although its average price decreased 4 percent to $0.26 per pound. However, when compared with the same month in 2010, the current supply of coconut was 75 percent higher with average price also 18 percent higher reflecting increased

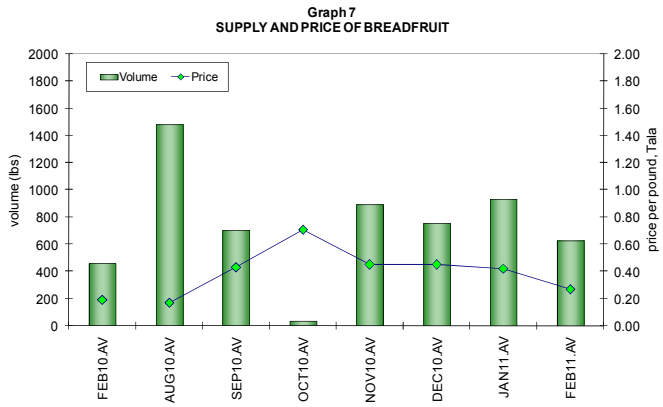
demand for this commodity over the year. (See Graph 6 and Tables 1 & 2)



The average availability of coconut in the twelve months ending February 2011 led to a 16 percent decrease in volume as price also dropped 2 percent when compared with the twelve months ending February 2010.

BREADFRUIT

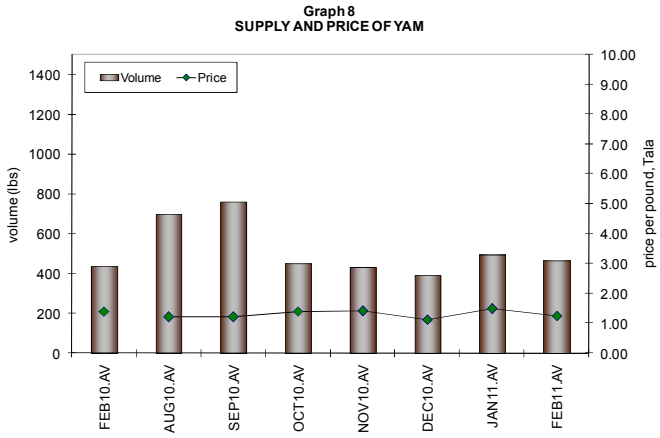
Breadfruit supplies contracted 33 percent to 627 pounds from the previous month reflecting the winding down of the breadfruit season. Along with the drop in volume, average price of breadfruit decreased 36 percent to $0.27 per pound in February 2011. When reviewing the same month last year however, current volume was 36 percent higher while price was also 42 percent higher driven by stronger demand over the year. (See Graph 7 and Tables 1 & 2)



While the lower volume recorded in the month under review, breadfruit supplies in the twelve months ending February 2011 led to a 2 percent decline while price also fell 30 percent when compared with the twelve months ending February 2010.

YAM

Supply of yam slipped 6 percent to 465 pounds and average price slid to $1.24 (down 16 percent) as demand shifted away from yam. In contrast, a comparison of volume in February 2010 showed current yam supplies was 7 percent higher even though price fell 11 percent. (See Graph 8 and Tables 1 & 2)

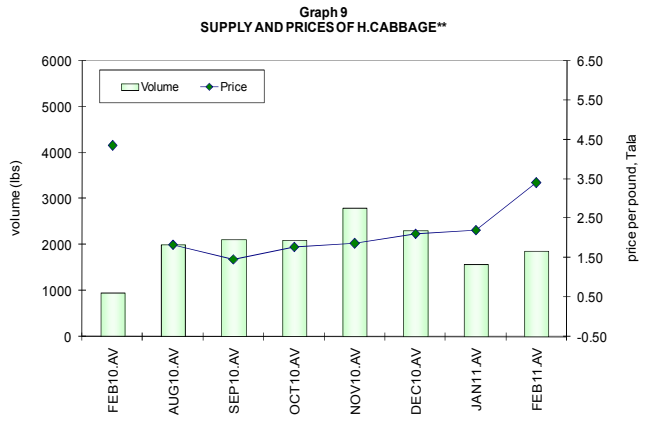


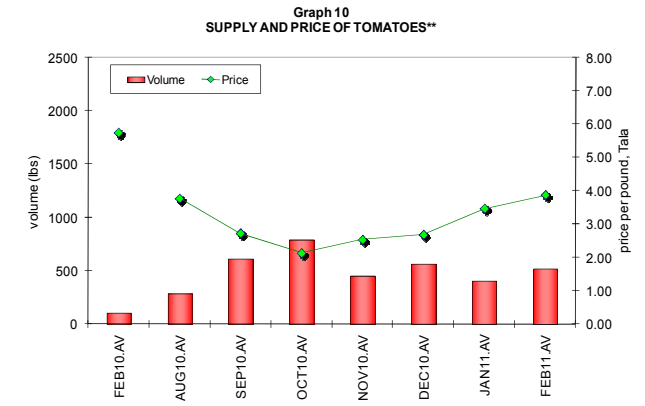
Although yam supplies were lower in the month under review, its volume contributed to an overall 38 percent increase in the average availability of this food crop in the twelve months ending February 2011 as its price decreased 8 percent when compared to the twelve months ending February 2010.

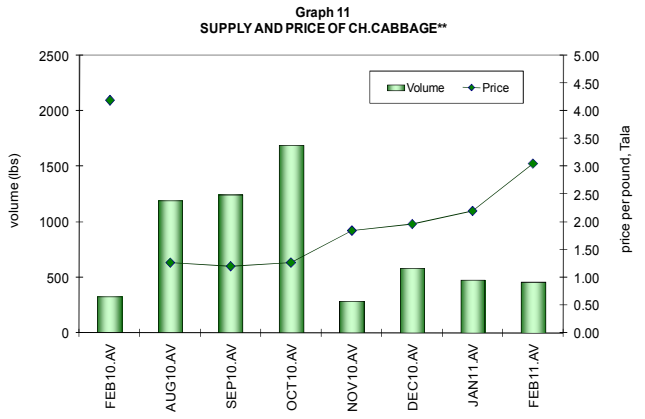
VEGETABLE PRODUCE

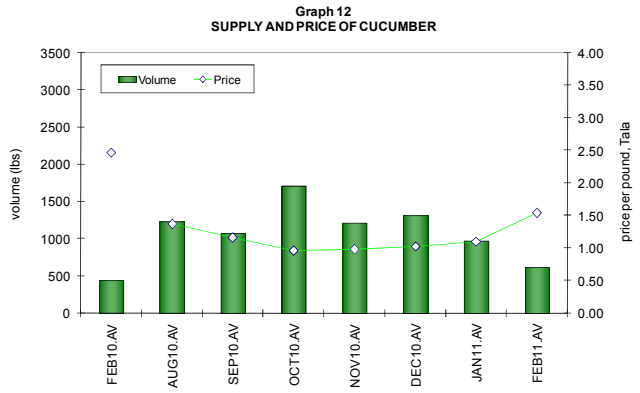
With the exception of head cabbage and tomatoes, all vegetable produce in the month under review registered significant losses in supply. In particular when compared to January 2011, Chinese cabbage and cucumber volume dropped 4 percent (to 459 pounds) and 37 percent (to 613 pounds) while pumpkin topped the list with a 74 percent reduction (to 1,798 pounds) in volume. On the positive side, the

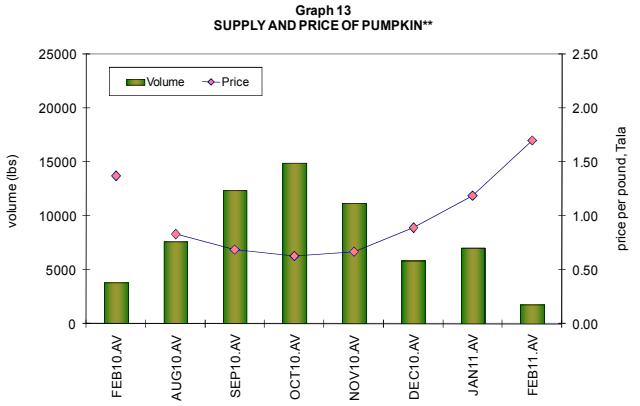
supplies of head cabbage and tomatoes improved 19 percent (to 1,861 pounds) and 27 percent (to 521 pounds) respectively from the previous month. (See Graphs 9 to 13 and Tables 1 & 2)







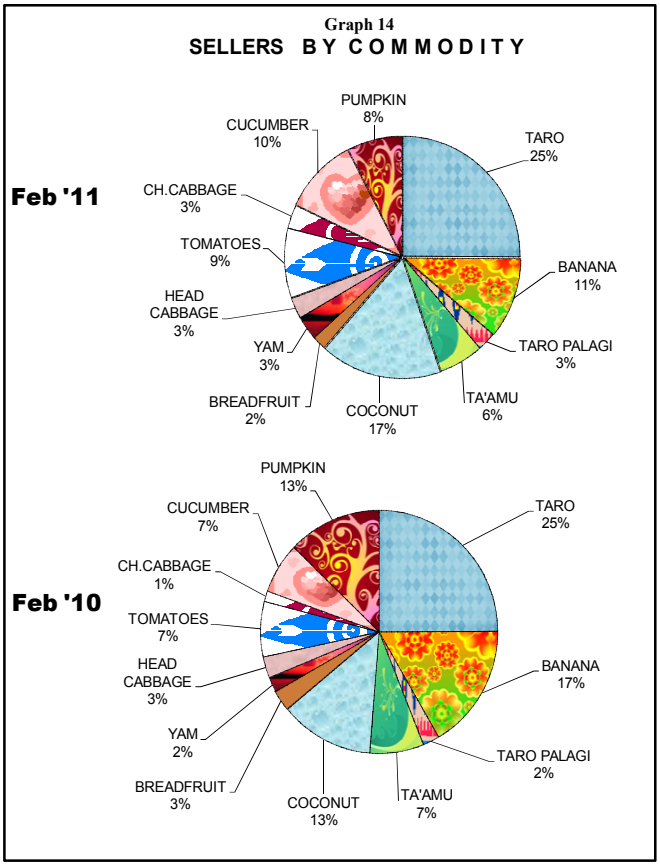




Consequent to less availability of most vegetable produce, average prices rose significantly in the month under review. Prices for head cabbage, pumpkin and cucumber rose 55 percent (to $3.40 per pound), 43 percent (to $1.70 per pound) and 40 percent (to $1.54 per pound) in that order. Chinese cabbage prices jumped 39 percent to $3.05 per pound, followed by a 12 percent rise in the price of tomato to $3.87 per pound.

SELLERS

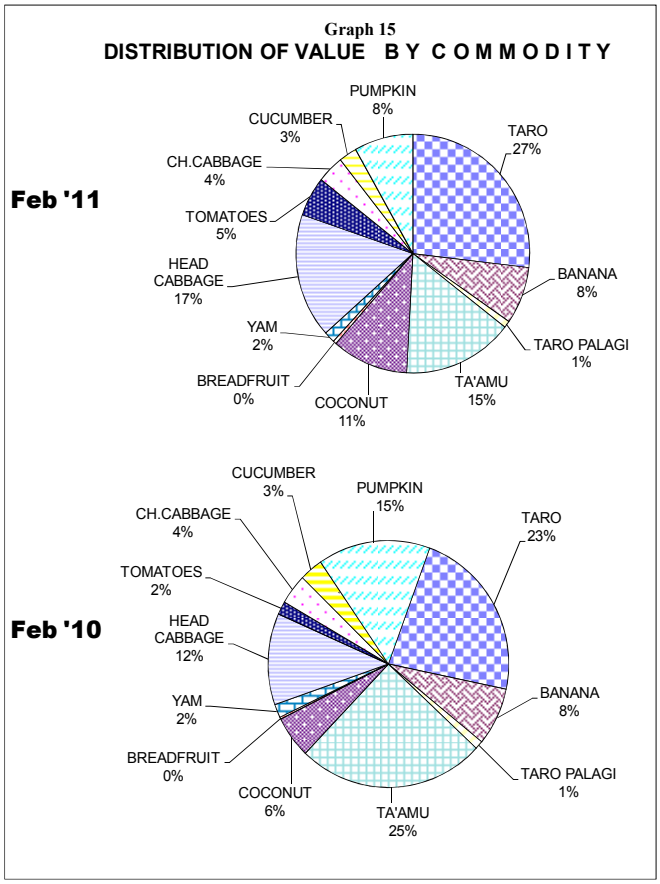
Corresponding to the overall supply of agricultural produce to the Fugalei market in February 2011, the number of sellers at 213 on the days surveyed in the month under review was 12 percent lower from the previous month. When compared with February 2010, the current number of sellers was 21 percent higher, reflecting increased suppliers of most vegetable produce. (See Graph 14 and Table 6)



In the month under review, taro sellers topped the sellers list at 54 recording no change from the previous month but higher than 44 in February 2010. Coconut sellers followed with its total increasing to 36 from 32 in January 2011 and 23 in February 2010. Banana sellers were third with a decreasing total of 23 from 32 and 30 respectively in the previous month and in the same month a year ago. Cucumber sellers remained unchanged at 22 in the month under review from the previous month which was higher than 12 in February 2010. Tomato sellers also increased to 20 from 18 in January 2011 and 13 in February 2010. Pumpkin sellers fell to 16 from 41 and 23 in January 2011 and February 2010 in that order. Sellers of ta'amu lost 1 from the previous month while its total of 13 stayed the same from February 2010. Yam and Chinese cabbage sellers both recorded 7 sellers each while head cabbage and taro palagi came in with 6 sellers each. Breadfruit sellers rounded the sellers list with a total of 4 in the month under review.

VALUE OF SUPPLIES

Although the average price level increased in February 2011, the average value of selected produce supplied to the market decreased 9 percent to $37,600; a level that was 8 percent higher than the same month of 2010.



Taro contributed the most to the value of selected produce surveyed with a share of 27 percent in February 2011, a level higher than 25 percent and 23 percent in January 2011 and February 2010 in that order. Head cabbage followed with a 17 percent share in the month under review which was significantly higher than 8 percent in the previous month and 12 percent in the same month of last year. Ta'amu accounted for 15 percent of total value; down from 19 percent in January 2011 and substantially lower than 25 percent in February 2010. Coconut contributed 11 percent which was higher than 8 percent in the previous month and 6 percent in

February 2010. Banana and pumpkin both accounted for 8 percent of total value, while tomato, Chinese cabbage and cucumber were responsible for 5 percent, 4 percent and 3 percent in that order. Relatively lower shares were recorded for the rest of the other commodities. (See Graph 15 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.*

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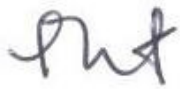

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)*

PRODUCE	2010 AVE	FEB10.AV	AUG10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	Feb-11	
										% chng from prev mnth	%chng from Feb 10
TARO	8422	8590	4659	7233	8448	9158	8724	10525	11886	13	38
BANANA	6349	8042	7256	5191	6096	10351	10014	9484	7882	-17	-2
TARO PALAGI	484	411	502	303	136	163	279	103	581	465	41
TA'AMU	10042	5221	5797	12550	14547	9303	7318	6899	4745	-31	-9
COCONUT	9964	8748	10708	8278	8528	13513	7949	11940	15301	28	75
BREADFRUIT	608	462	1485	704	35	891	759	935	627	-33	36
YAM	415	436	698	762	451	431	391	495	465	-6	7
HEAD CABBAGE	1531	959	2002	2111	2096	2807	2312	1568	1861	19	94
TOMATOES	300	107	283	614	794	452	563	409	521	27	389
CH.CABBAGE	720	330	1194	1248	1690	288	587	477	459	-4	39
CUCUMBER	978	438	1235	1080	1710	1212	1313	980	613	-37	40
PUMPKIN	7508	3826	7613	12354	14908	11166	5849	7051	1798	-74	-53

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

PRODUCE	2010 AVE	FEB10.AV	AUG10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	% chng from prev mnth	%chng from Feb 10
TARO	1.05	0.92	1.16	1.13	1.10	0.97	0.91	0.98	0.85	-13	-8
BANANA	0.45	0.33	0.48	0.46	0.47	0.49	0.43	0.38	0.37	-3	12
TARO PALAGI	0.76	0.93	0.87	0.83	0.45	0.45	0.52	0.82	0.60	-27	-35
TA'AMU	1.10	1.67	0.98	1.20	1.12	0.79	1.01	1.12	1.21	8	-28
COCONUT	0.23	0.22	0.23	0.22	0.23	0.22	0.25	0.27	0.26	-4	18
BREADFRUIT	0.41	0.19	0.17	0.43	0.71	0.45	0.45	0.42	0.27	-36	42
YAM	1.34	1.40	1.21	1.21	1.40	1.41	1.12	1.48	1.24	-16	-11
HEAD CABBAGE	2.86	4.35	1.83	1.46	1.78	1.86	2.11	2.20	3.40	55	-22
TOMATOES	4.55	5.75	3.77	2.72	2.13	2.54	2.69	3.46	3.87	12	-33
CH.CABBAGE	2.27	4.19	1.27	1.20	1.27	1.85	1.96	2.20	3.05	39	-27
CUCUMBER	1.49	2.47	1.37	1.16	0.96	0.98	1.03	1.10	1.54	40	-38
PUMPKIN	1.00	1.37	0.83	0.69	0.63	0.67	0.89	1.19	1.70	43	24

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

PRODUCE	Total value 2010	FEB10.AV	AUG10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	% chng from prev mnth	%chng from Feb 10
TARO	103.1	7.9	5.4	8.2	9.3	8.9	7.9	10.3	10.1		
BANANA	34.2	2.7	3.5	2.4	2.9	5.1	4.3	3.6	2.9		
TARO PALAGI	4.6	0.4	0.4	0.3	0.1	0.1	0.1	0.1	0.4		
TA'AMU	133.3	8.7	5.7	15.1	16.3	7.4	7.4	7.7	5.7		
COCONUT	27.2	1.9	2.5	1.8	2.0	3.0	2.0	3.2	4.0		
BREADFRUIT	2.5	0.1	0.3	0.3	0.0	0.4	0.3	0.4	0.2		
YAM	6.6	0.6	0.8	0.9	0.6	0.6	0.4	0.7	0.6		
HEAD CABBAGE	45.0	4.2	3.7	3.1	3.7	5.2	4.9	3.5	6.3		
TOMATOES	11.6	0.6	1.1	1.7	1.7	1.2	1.5	1.4	2.0		
CH.CABBAGE	16.3	1.4	1.5	1.5	2.2	0.5	1.2	1.1	1.4		
CUCUMBER	15.0	1.1	1.7	1.3	1.6	1.2	1.4	1.1	0.9		
PUMPKIN	78.0	5.2	6.3	8.5	9.4	7.5	5.2	8.4	3.1		
	477.5	34.8	32.8	44.9	49.7	40.9	36.7	41.4	37.6	-9	8

Table 4: Volume Index (2010 = 100)*

PRODUCE	2010 Weights	FEB10.AV	AUG10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	% chng from prev mnth	%chng from Feb 10
TARO	0.22	102	55	86	100	109	104	125	141		
BANANA	0.07	127	114	82	96	163	158	149	124		
TARO PALAGI	0.01	85	104	63	28	34	58	21	120		
TA'AMU	0.28	52	58	125	145	93	73	69	47		
COCONUT	0.06	88	107	83	86	136	80	120	154		
BREADFRUIT	0.01	76	244	116	6	147	125	154	103		
YAM	0.01	105	168	183	109	104	94	119	112		
HEAD CABBAGE	0.09	63	131	138	137	183	151	102	122		
TOMATOES	0.02	35	94	204	264	150	187	136	173		
CH.CABBAGE	0.03	46	166	173	235	40	82	66	64		
CUCUMBER	0.03	45	126	110	175	124	134	100	63		
PUMPKIN	0.16	51	101	165	199	149	78	94	24		
	1.00	71	88	122	141	122	100	100	88	-12	24

Table 5: Price Index (2010 = 100)*

PRODUCE	2010 Weights	FEB10.AV	AUG10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	% chng from prev mnth	%chng from Feb 10
TARO	0.22	88	111	108	105	93	87	94	81		
BANANA	0.07	73	106	102	104	109	95	84	82		
TARO PALAGI	0.01	122	114	109	59	59	68	107	79		
TA'AMU	0.28	152	89	109	102	72	92	102	110		
COCONUT	0.06	96	101	96	101	96	109	118	114		
BREADFRUIT	0.01	46	41	104	172	109	109	102	66		
YAM	0.01	105	90	90	105	105	84	111	93		
HEAD CABBAGE	0.09	152	64	51	62	65	74	77	119		
TOMATOES	0.02	126	83	60	47	56	59	76	85		
CH.CABBAGE	0.03	185	56	53	56	82	86	97	134		
CUCUMBER	0.03	166	92	78	65	66	69	74	104		
PUMPKIN	0.16	138	83	69	63	67	89	120	171		
	1.00	122	90	91	88	78	87	97	109	12	-11

Table 6: Number of Sellers*

PRODUCE		FEB10.AV	AUG10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	% chng from prev mnth	%chng from Feb 10
TARO		44	29	48	42	49	51	54	54		
BANANA		30	26	21	18	28	28	32	23		
TARO PALAGI		4	4	3	1	1	2	2	6		
TA'AMU		13	15	20	19	14	13	14	13		
COCONUT		23	28	24	21	55	21	32	36		
BREADFRUIT		5	6	4	1	6	5	8	4		
YAM		4	9	9	5	6	6	5	7		
HEAD CABBAGE		5	8	11	11	10	6	7	6		
TOMATOES		13	19	23	26	23	25	18	20		
CH.CABBAGE		3	10	11	18	6	6	8	7		
CUCUMBER		12	23	29	35	25	27	22	22		
PUMPKIN		23	49	56	52	64	38	41	16		
		177	223	257	250	285	225	243	213	-12	21