



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

FUGALEI MARKET SURVEY – JANUARY 2011

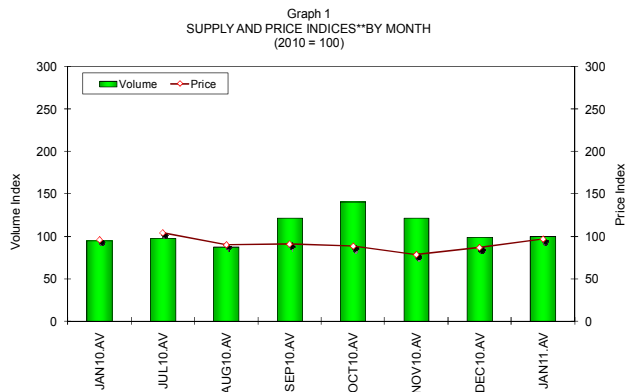
This report introduces a new base period (Average Prices and Quantities 2010 = 100). Consequently, the attached tables have been revised accordingly.

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

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OVERVIEW

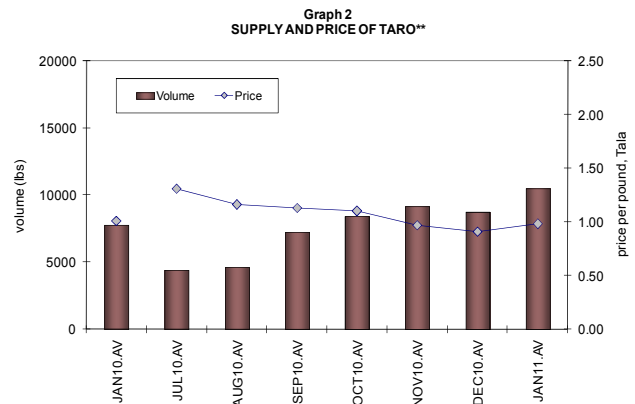
Despite the heavy down pour, which flooded the Fugalei Market during the second and third weeks of January 2011, the Samoa Bureau of Statistics' survey confirmed the overall volume of selected produce available at the market remained unchanged from the previous month. And when compared to January 2010, the volume index for the month under review was 5 percent higher. (See Graph 1 and Tables 4 & 5)



Driven by domestic demand in January 2011, the overall price level at the market rose 12 percent, reflecting higher prices for most produce (with the exception of banana and breadfruit). And when compared to January 2010, it was 1 percent higher.

TARO

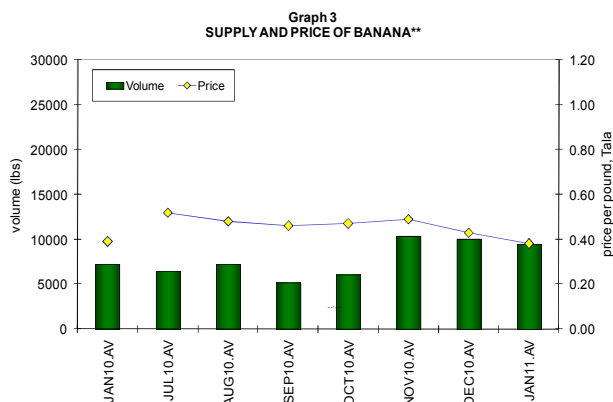
Despite the seasonal wet weather conditions in January 2011, taro supplies increased 21 percent to 10,525 pounds, with strong demand pushing its price up 8 percent to \$0.98 per pound from December 2010. When compared to January last year, the volume of taro in the month under review was 35 percent higher with its price down 3 percent from a year ago. (See Graph 2 and Tables 1 & 2)



In spite of the improvement in the month under review, the average supply of taro contributed to a 24 percent decrease in volume and 29 percent decrease in average price when comparing the twelve months ending January 2010/2011.

BANANA

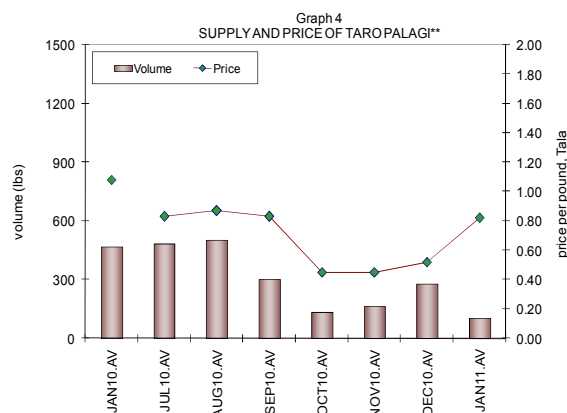
The supply of banana fell 5 percent to 9,484 pounds from the previous month. Its price however, fell 12 percent to \$0.38 per pound reflecting the shift in demand away from this staple crop to its close substitutes. However, when compared to January 2010, the current volume of banana was 31 percent higher even though its price was 3 percent lower. (See Graph 3 and Tables 1 & 2)



Comparing the twelve months ending January 2011 over the twelve months ending January 2010, lower supplies of banana in the month under review contributed to a 28 percent decrease in both volume and average price.

TARO PALAGI

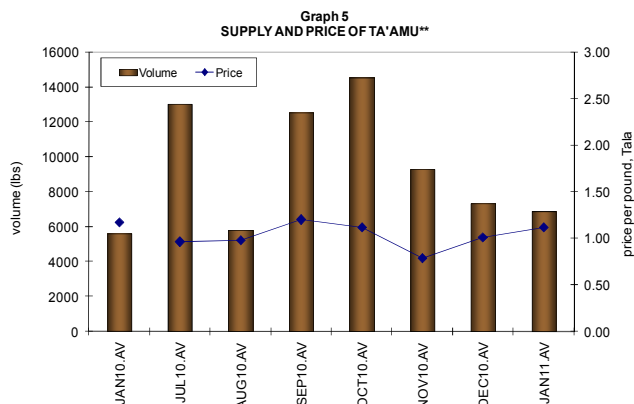
Taro palagi supplies slumped in January 2011 to 103 pounds, a level that was 63 percent lower when compared to the previous month and also 78 percent lower when compared to January 2010. Less availability of this crop led to a price rise of 58 percent (to \$0.82 per pound) in the month under review, a level that was 24 percent lower than that in the same month of 2010. (See Graph 4 and Tables 1 & 2)



Current supply of taro palagi contributed to a 4 percent increase in volume and a 31 percent reduction in price when comparing the twelve months ending January 2011 over the twelve months ending January 2010.

TA'AMU

The availability of ta'amu declined 6 percent (to 6,899 pounds) from the previous month; subsequently, strong demand pushed its price up 11 percent to \$1.12 per pound. When compared with January 2010, the current supply of ta'amu was 23 percent higher its price, however, was 4 percent lower as demand for this staple crop weakened over the year. (See Graph 5 and Tables 1 & 2)



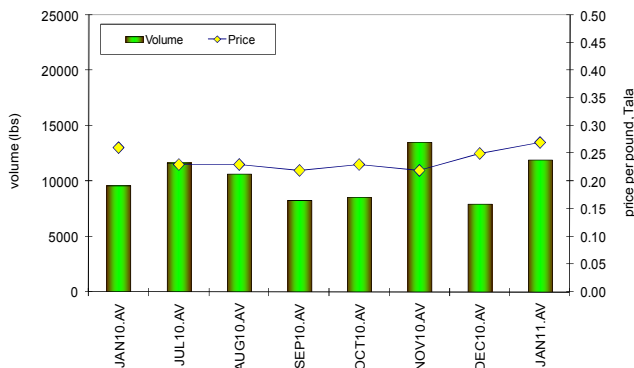
Despite the lower volume in the month under review, current supply of ta'amu contributed to a 141 percent rise in volume as ta'amu supplies were more than doubled in the twelve months ending January 2011

over the twelve months ending January 2010. In contrast, the average price of ta'amu declined 38 percent over the same period.

COCONUT

The volume of coconut at the market expanded 50 percent to 11,940 pounds with its price also increasing 8 percent to \$0.27 per pound in January 2011 from December 2010 reflecting stronger demand for this commodity. When compared with the same month last year, coconut supply in the month under review was 24 percent higher as its price followed the same trend edging up 4 percent over the year. (See Graph 6 and Tables 1 & 2)

Graph 6
SUPPLY AND PRICE OF COCONUT

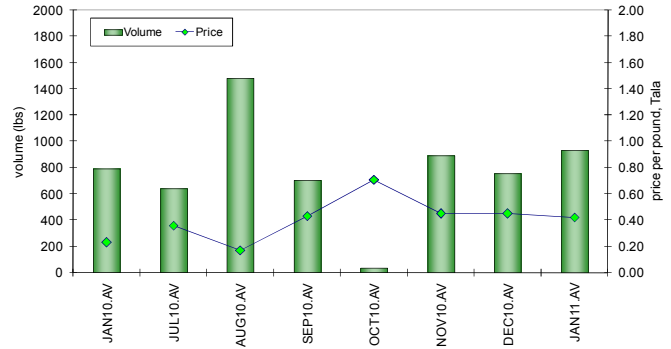


A twelve month comparison ending January 2010/2011 revealed current supply contributing to a 29 percent decrease in volume while price also fell 1 percent.

BREADFRUIT

In the month under review, the average supply of breadfruit to the market surged 23 percent to 935 pounds from the previous month; a level that was 18 percent higher than January 2010. At \$0.42 per pound, the price of breadfruit was cheaper (down 7 percent) than in the previous month but was significantly higher (up 83 percent) than the \$0.23 per pound that prevailed in January last year. (See Graph 7 and Tables 1 & 2)

Graph 7
SUPPLY AND PRICE OF BREADFRUIT

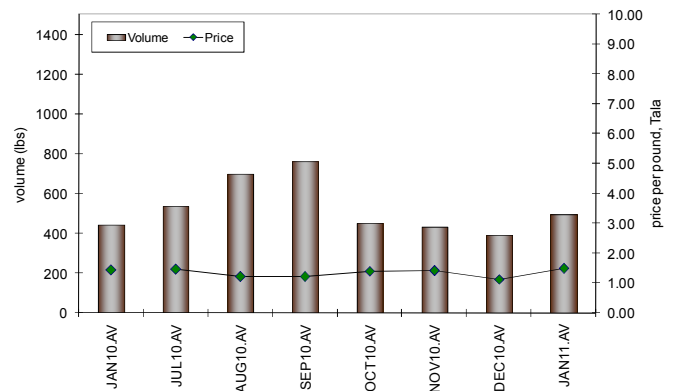


The average availability of breadfruit in the month under review contributed to a 15 percent decrease in volume while price also fell 38 percent when comparing the twelve months ending January 2010/2011.

YAM

The supply of yam in January 2011 jumped 27 percent to 495 pounds from the previous month and was 12 percent higher than in January 2010. Driven by increased demand, its price rose 32 percent to \$1.48 per pound from December 2010 marking the highest average price for yam in the latter half of 2010; a level that was 3 percent higher than in January 2010. (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 a solid 63 percent increase in the average availability of this commodity as its price fell 8 percent when comparing the twelve

months ending January 2011 over the twelve months ending January 2010.

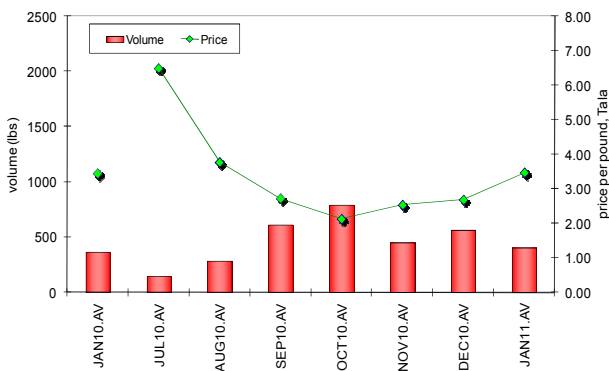
VEGETABLE PRODUCE

With heavy downpour in January 2011, the supplies of all perishable vegetables to the Fugalei market were adversely affected, with the exception of pumpkin whose volume rose 21 percent to 7,051 pounds. In particular, supplies of head cabbage contracted 32 percent (to 1,568 pounds) from the previous month, followed by a 27 percent decrease in tomato supplies (to 409 pounds). Cucumber and Chinese cabbage supplies fell 25 percent (to 980 pounds) and 19 percent (to 477 pounds) respectively. (See Graphs 9 to 13 and Tables 1 & 2)

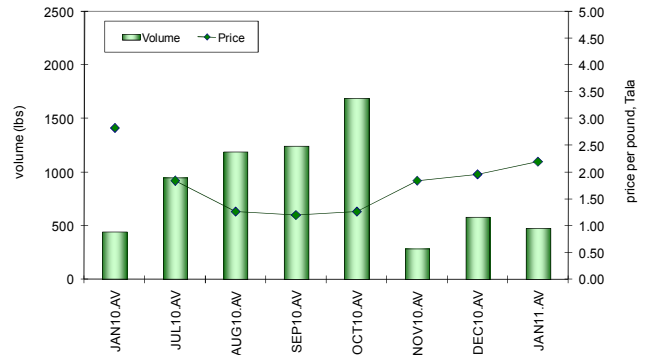
Graph 9
SUPPLY AND PRICES OF H.CABBAGE**



Graph 10
SUPPLY AND PRICE OF TOMATOES**



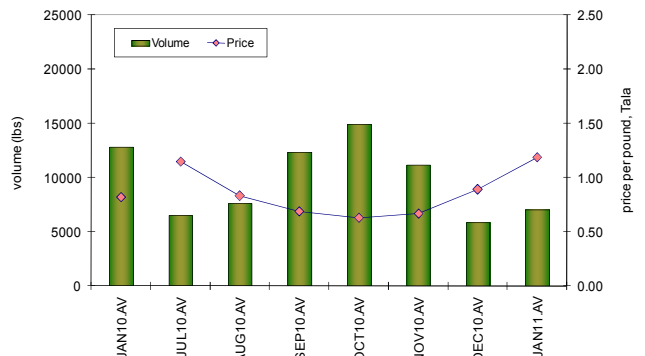
Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER



Graph 13
SUPPLY AND PRICE OF PUMPKIN**

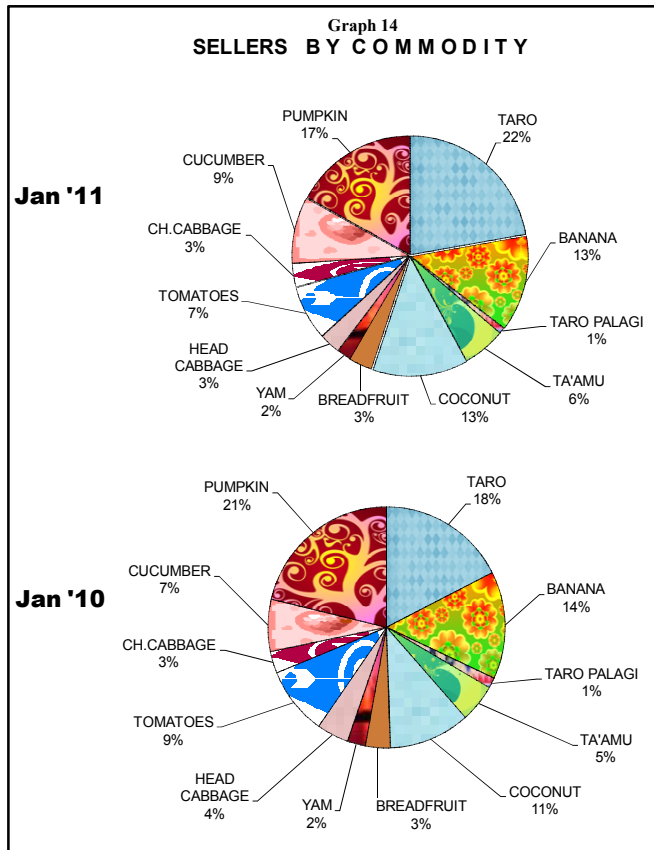


Consequent to less availability of most vegetable produce, average prices rose in the month under review. Tomato prices jumped 29 percent to \$3.46 per pound, followed by a 12 percent price rise in Chinese cabbage to \$2.20 per pound. Cucumber and head cabbage prices also edged up 7 percent (to \$1.10 per pound) and 4 percent (to \$2.20 per pound) respectively. Pumpkin proved to be the vegetable of

choice in January 2011 with strong demand pushing its price up 34 percent to \$1.19 per pound.

SELLERS

At 243, the number of sellers at the Fugalei market on the days surveyed in the month under review increased 8 percent from the level last month, reflecting increased suppliers of staple produce. This current level revealed a 13 percent improvement from the same month a year ago. (See Graph 14 and Table 6)

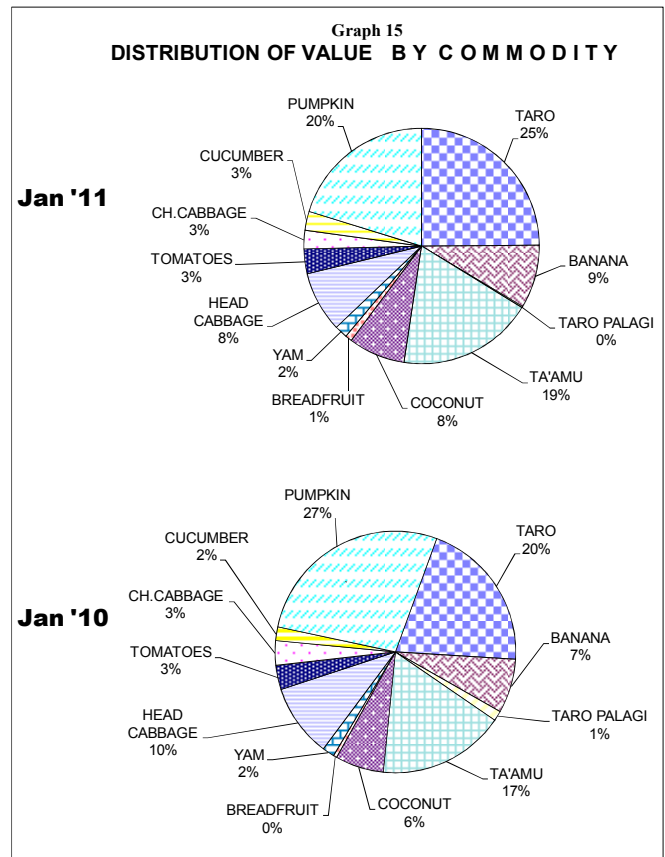


Taro sellers were the largest group with its total increasing to 54 from 51 in December 2010 and 38 in January 2010. Pumpkin sellers followed with a total of 41, increasing from 38 in the previous month but was slightly lower than 46 in January 2010. Banana and coconut sellers were third, both increasing to 32 from 28 and 21 respectively in the previous month, also higher than 31 and 24 in the same month of 2010 in that order. Ta'amu sellers also increased to 14 from

13 in December 2010 and 11 in the same month last year. Cucumber sellers at 22 was lower than 27 in the previous month but higher than 15 in January 2010. Tomato sellers fell to 18 from 25 and 20 in December and January of 2010 in that order. Sellers of breadfruit and Chinese cabbage both rose to 8 from 5 and 6 in the previous month. Sellers of head cabbage added 1 while yam lost 1 seller from December 2010. The number of sellers for taro palagi remained unchanged at 2.

VALUE OF SUPPLIES

The average value of selected produce supplied to the market at \$41,400 in January 2011 was 13 percent higher than the previous month and was 7 percent higher than that in January 2010.

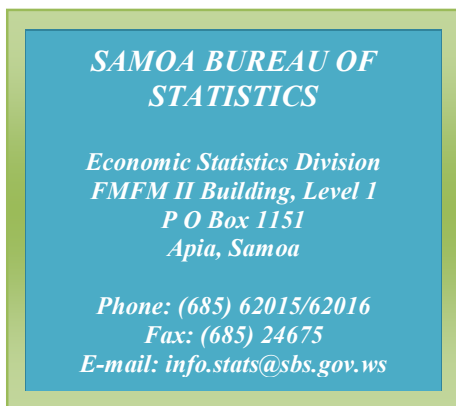


Taro contributed the most to the value of produce surveyed with a share of 25 percent in January 2011, a level higher than 24 and 20 percent in December and January 2010 respectively. Pumpkin followed

with a 20 percent share; which was significantly higher than 9 percent in the previous month but slightly lower than 27 percent in the same month last year. Ta'amu supplies accounted for 19 percent of total volume; up from 13 percent in December 2010 and 17 percent in January 2010. Banana contributed 9 percent which was lower than 15 percent in the previous month but higher than 7 percent in January 2010. Head cabbage and coconut both accounted for 8 percent each of total value, while cucumber, Chinese cabbage and tomatoes were responsible for 3 percent each. 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.



A handwritten signature in black ink, appearing to read 'Leota Salani'.

Leota Aliielua Salani
Acting Government Statistician

SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)*

PRODUCE	2010 AVE	JAN10.AV	JUL10.AV	AUG10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	Jan-11	
										% chng from prev mnth	%chng from Jan 10
TARO	8422	7799	4422	4659	7233	8448	9158	8724	10525	21	35
BANANA	6349	7230	6448	7256	5191	6096	10351	10014	9484	-5	31
TARO PALAGI	484	468	484	502	303	136	163	279	103	-63	-78
TA'AMU	10042	5621	13027	5797	12550	14547	9303	7318	6899	-6	23
COCONUT	9964	9646	11685	10708	8278	8528	13513	7949	11940	50	24
BREADFRUIT	608	792	642	1485	704	35	891	759	935	23	18
YAM	415	442	534	698	762	451	431	391	495	27	12
HEAD CABBAGE	1531	1410	1298	2002	2111	2096	2807	2312	1568	-32	11
TOMATOES	300	366	144	283	614	794	452	563	409	-27	12
CH.CABBAGE	720	449	954	1194	1248	1690	288	587	477	-19	6
CUCUMBER	978	398	1501	1235	1080	1710	1212	1313	980	-25	146
PUMPKIN	7508	12813	6484	7613	12354	14908	11166	5849	7051	21	-45

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

PRODUCE	2010 AVE	JAN10.AV	JUL10.AV	AUG10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	% chng from prev mnth	%chng from Jan 10
TARO	1.05	1.01	1.31	1.16	1.13	1.10	0.97	0.91	0.98	8	-3
BANANA	0.45	0.39	0.52	0.48	0.46	0.47	0.49	0.43	0.38	-12	-3
TARO PALAGI	0.76	1.08	0.83	0.87	0.83	0.45	0.45	0.52	0.82	58	-24
TA'AMU	1.10	1.17	0.96	0.98	1.20	1.12	0.79	1.01	1.12	11	-4
COCONUT	0.23	0.26	0.23	0.23	0.22	0.23	0.22	0.25	0.27	8	4
BREADFRUIT	0.41	0.23	0.36	0.17	0.43	0.71	0.45	0.45	0.42	-7	83
YAM	1.34	1.43	1.46	1.21	1.21	1.40	1.41	1.12	1.48	32	3
HEAD CABBAGE	2.86	2.67	3.27	1.83	1.46	1.78	1.86	2.11	2.20	4	-18
TOMATOES	4.55	3.44	6.49	3.77	2.72	2.13	2.54	2.69	3.46	29	1
CH.CABBAGE	2.27	2.83	1.84	1.27	1.20	1.27	1.85	1.96	2.20	12	-22
CUCUMBER	1.49	1.79	1.04	1.37	1.16	0.96	0.98	1.03	1.10	7	-39
PUMPKIN	1.00	0.82	1.15	0.83	0.69	0.63	0.67	0.89	1.19	34	45

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

PRODUCE	Total value 2010	JAN10.AV	JUL10.AV	AUG10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	% chng from prev mnth	%chng from Jan 10
TARO	103.1	7.9	5.8	5.4	8.2	9.3	8.9	7.9	10.3		
BANANA	34.2	2.8	3.4	3.5	2.4	2.9	5.1	4.3	3.6		
TARO PALAGI	4.6	0.5	0.4	0.4	0.3	0.1	0.1	0.1	0.1		
TA'AMU	133.3	6.6	12.5	5.7	15.1	16.3	7.4	7.4	7.7		
COCONUT	27.2	2.5	2.7	2.5	1.8	2.0	3.0	2.0	3.2		
BREADFRUIT	2.5	0.2	0.2	0.3	0.3	0.0	0.4	0.3	0.4		
YAM	6.6	0.6	0.8	0.8	0.9	0.6	0.6	0.4	0.7		
HEAD CABBAGE	45.0	3.8	4.3	3.7	3.1	3.7	5.2	4.9	3.5		
TOMATOES	11.6	1.3	0.9	1.1	1.7	1.7	1.2	1.5	1.4		
CH.CABBAGE	16.3	1.3	1.8	1.5	1.5	2.2	0.5	1.2	1.1		
CUCUMBER	15.0	0.7	1.6	1.7	1.3	1.6	1.2	1.4	1.1		
PUMPKIN	78.0	10.5	7.5	6.3	8.5	9.4	7.5	5.2	8.4		
	477.5	38.6	41.7	32.8	44.9	49.7	40.9	36.7	41.4	13	7

Table 4: Volume Index (2010 = 100)*

PRODUCE	2010 Weights	JAN10.AV	JUL10.AV	AUG10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	% chng from prev mnth	%chng from Jan 10
TARO	0.22	93	53	55	86	100	109	104	125		
BANANA	0.07	114	102	114	82	96	163	158	149		
TARO PALAGI	0.01	97	100	104	63	28	34	58	21		
TA'AMU	0.28	56	130	58	125	145	93	73	69		
COCONUT	0.06	97	117	107	83	86	136	80	120		
BREADFRUIT	0.01	130	106	244	116	6	147	125	154		
YAM	0.01	106	129	168	183	109	104	94	119		
HEAD CABBAGE	0.09	92	85	131	138	137	183	151	102		
TOMATOES	0.02	122	48	94	204	264	150	187	136		
CH.CABBAGE	0.03	62	132	166	173	235	40	82	66		
CUCUMBER	0.03	41	154	126	110	175	124	134	100		
PUMPKIN	0.16	171	86	101	165	199	149	78	94		
	1.00	95	97	88	122	141	122	100	100	0	5

Table 5: Price Index (2010 = 100)*

PRODUCE	2010 Weights	JAN10.AV	JUL10.AV	AUG10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	% chng from prev mnth	%chng from Jan 10
TARO	0.22	96	125	111	108	105	93	87	94		
BANANA	0.07	87	115	106	102	104	109	95	84		
TARO PALAGI	0.01	141	109	114	109	59	59	68	107		
TA'AMU	0.28	107	87	89	109	102	72	92	102		
COCONUT	0.06	114	101	101	96	101	96	109	118		
BREADFRUIT	0.01	56	87	41	104	172	109	109	102		
YAM	0.01	107	109	90	90	105	105	84	111		
HEAD CABBAGE	0.09	93	114	64	51	62	65	74	77		
TOMATOES	0.02	76	143	83	60	47	56	59	76		
CH.CABBAGE	0.03	125	81	56	53	56	82	86	97		
CUCUMBER	0.03	121	70	92	78	65	66	69	74		
PUMPKIN	0.16	82	115	83	69	63	67	89	120		
	1.00	96	105	90	91	88	78	87	97	12	1

Table 6: Number of Sellers*

PRODUCE	JAN10.AV	JUL10.AV	AUG10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	% chng from prev mnth	%chng from Jan 10
TARO	38	29	29	48	42	49	51	54		
BANANA	31	26	26	21	18	28	28	32		
TARO PALAGI	3	3	4	3	1	1	2	2		
TA'AMU	11	24	15	20	19	14	13	14		
COCONUT	24	33	28	24	21	55	21	32		
BREADFRUIT	7	6	6	4	1	6	5	8		
YAM	5	7	9	9	5	6	6	5		
HEAD CABBAGE	9	9	8	11	11	10	6	7		
TOMATOES	20	10	19	23	26	23	25	18		
CH.CABBAGE	6	18	10	11	18	6	6	8		
CUCUMBER	15	31	23	29	35	25	27	22		
PUMPKIN	46	29	49	56	52	64	38	41		
	215	226	223	257	250	285	225	243	8	13