



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

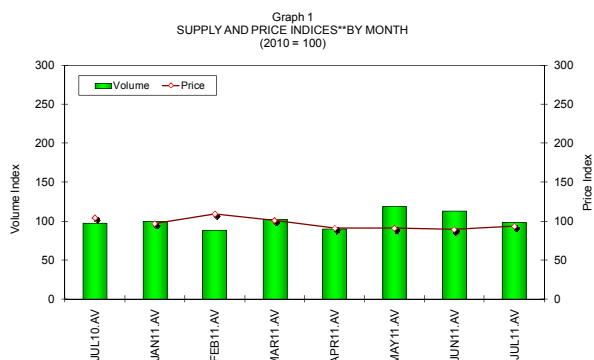
FUGALEI MARKET SURVEY – JULY 2011

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. 7/11

OVERVIEW

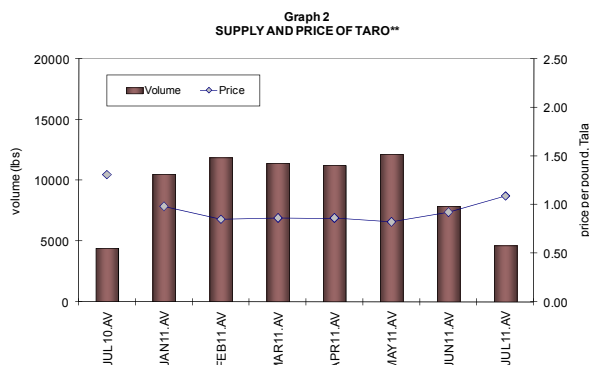
The Samoa Bureau of Statistics Survey of Agriculture food supply at the Fugalei Market in the month of July 2011 revealed a 13 percent decrease in overall volume. This reduction in volume was due in large part to the substantial reductions of taro, ta’amu, head cabbage and cucumber supplies. When comparing the month under review with the same month last year, current supply was 1 percent higher. (See Graph 1 and Tables 4 & 5)



The overall price index on the contrary, increased 5 percent from the previous month but was 11 percent lower than July 2010. The overall increase in the price index in the month under review, stem from increases in the prices of most staple produce, cucumber and pumpkin.

TARO

At 4,641 pounds, the average supply of taro on the days surveyed declined 41 percent from the previous month while its price increased 18 percent to \$1.09 per pound as a result of less availability. The supply of taro in the month under review, however, was 5 percent higher when compared with July 2010 while its average price was 17 percent lower. (See Graph 2 and Tables 1 & 2)

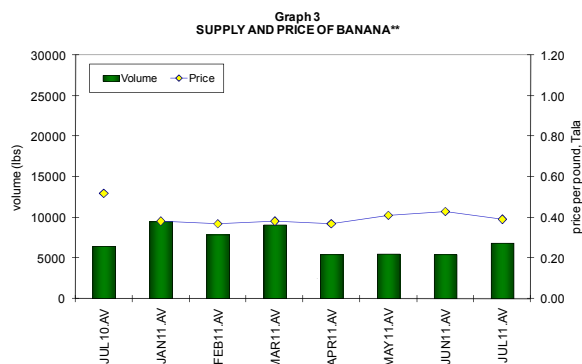


Current supply of taro contributed to a 12 percent decrease in volume and a 17 percent reduction in price when comparing the twelve months ending July 2011 over July 2010.

BANANA

The availability of banana increased in July 2011, with supplies rising 26 percent (to 6,853 pounds) from the previous month. Subsequent to increased availability, the average price of banana dropped 9 percent to \$0.39 per pound. In

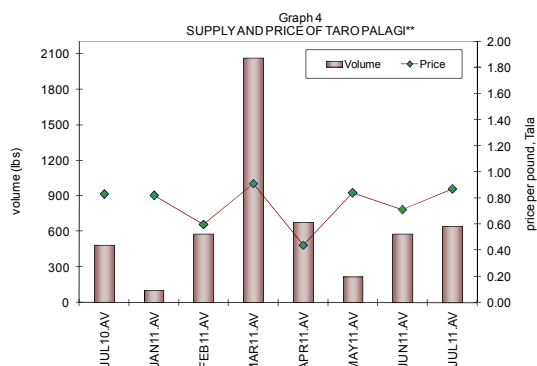
comparison with the same month last year, this month's supply was 6 percent higher while its price was 25 percent lower over the year. (See Graph 3 and Tables 1 & 2)



The higher volume in the month under review contributed to a 14 percent increase in banana volume while average price was 16 percent lower in the twelve months ending July 2011 over the twelve months ending July 2010.

TARO PALAGI

The supply of taro palagi in the month under review continued its upward trend for the third consecutive month edging up 11 percent to 644 pounds from the previous month as demand drove its price up 23 percent to \$0.87 per pound. In comparison to July 2010, current supply of taro palagi was 33 percent higher while average price also revealed a 5 percent rise over the year. (See Graph 4 and Tables 1 & 2)

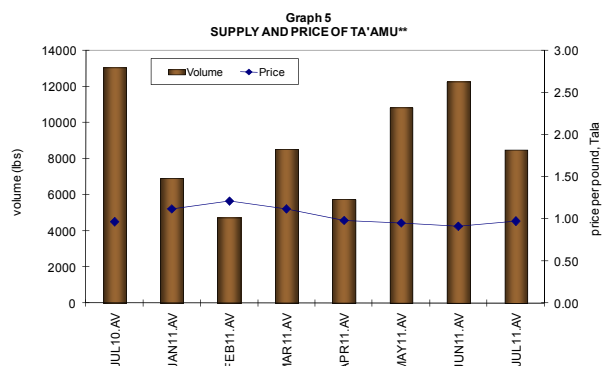


Despite the increase in volume of taro palagi in the month under review, current supply contributed to an 18 percent and 24 percent reduction in volume

and average price respectively when comparing the twelve months ending July 2011 over the twelve months ending July 2010.

TA'AMU

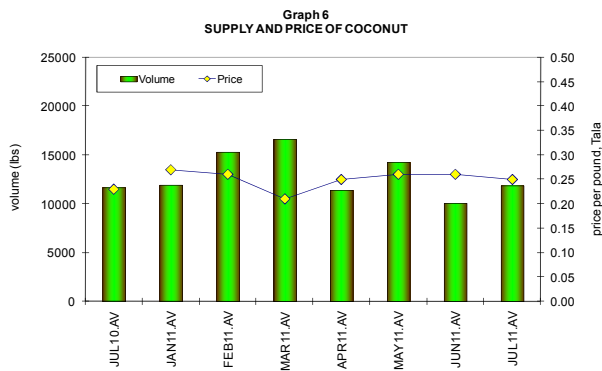
Ta'amu supplies took a substantial loss of 31 percent in volume (to 8,484 pounds) in July 2011. Consequent to less availability, its average price increased 7 percent to \$0.97 per pound. In comparison with July 2010, current taamu supplies were 35 percent lower while its average price rose 1 percent 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 an 11 percent rise in volume while average price took a 17 percent fall when reviewing the twelve months ending July 2011 over the twelve months ending July 2010.

COCONUT

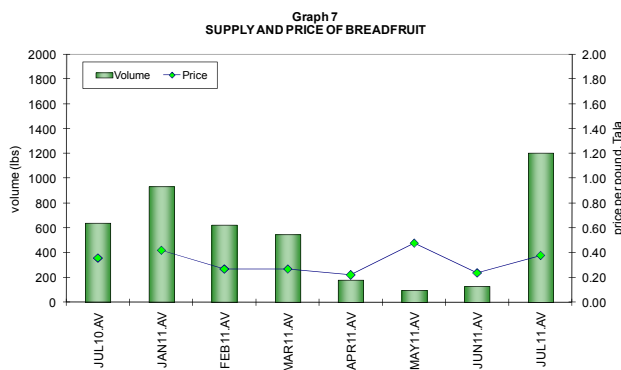
At 11,902 pounds, the supply of coconut in the month under review increased 18 percent from the previous month while its price dropped 4 percent to \$0.25 per pound. However, at its current level, the average availability of coconut was 2 percent higher than the same month last year with stronger demand pushing its average price up 9 percent. (See Graph 6 and Tables 1 & 2)



The average availability of coconut in the twelve months ending July 2011 contributed to a 1 percent decrease in volume as price rose 2 percent when compared to the twelve months ending July 2010.

BREADFRUIT

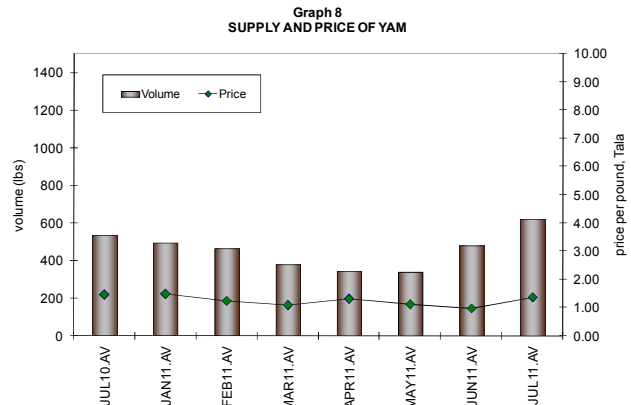
With the onset of breadfruit season well under way in the month under review, breadfruit supplies increased almost 10 fold (to 1,206 pounds) from the previous month. In connection with decreased availability of its close substitutes (taro and ta'amu) the demand for breadfruit pushed its average price up 58 percent to \$0.38 per pound. When compared with July 2010, current supply of breadfruit was 88 percent higher while its average price also rose 6 percent over the year. (See Graph 7 and Tables 1 & 2)



Despite the higher volume and price in the month under review, a twelve month comparison ending July 2011 over the twelve months ending July 2010, revealed current supply contributing to a 6 percent decrease in volume as weak demand drove its price down 16 percent.

YAM

Yam supplies in the month under review rose 29 percent to 622 pounds from June 2011. Increased demand also pushed its average price up 40 percent to \$1.37 per pound. A comparison of volume with July 2010 showed current yam supplies were 16 percent higher while price dropped 6 percent over the year. (See Graph 8 and Tables 1 & 2)

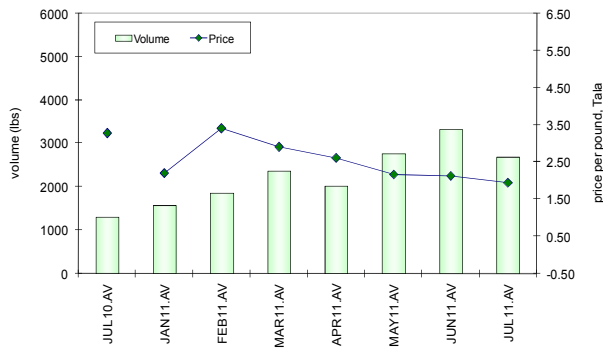


The higher volume of yam supplied in the month under review contributed to an overall 62 percent rise in the average availability of this commodity when comparing the twelve months ending July 2011 over the twelve months ending July 2010 while its average price fell 10 percent.

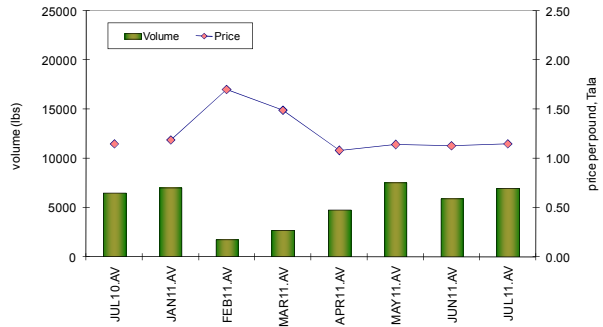
VEGETABLE PRODUCE

Most vegetable produce supplied in the month under review experienced significant gains in volume from June 2011. Chinese cabbage supply increased to 1,362 pounds (up 56 percent), tomato supplies at 286 pounds increased 25 percent and pumpkin followed with an 18 percent increase to 6,954 pounds. On the contrary, cucumber supply fell 28 percent to 1,056 pounds while head cabbage registered a 19 percent drop in supply to 2,690 pounds. (See Graphs 9 to 13 and Tables 1 & 2)

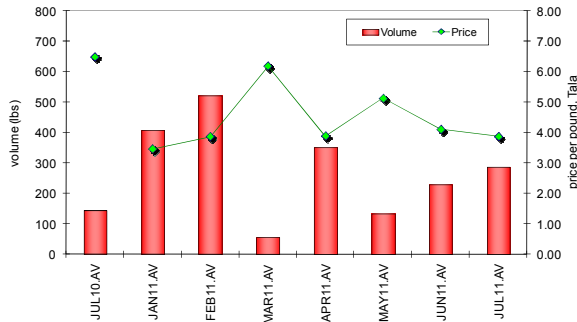
**Graph 9
SUPPLY AND PRICES OF H.CABBAGE****



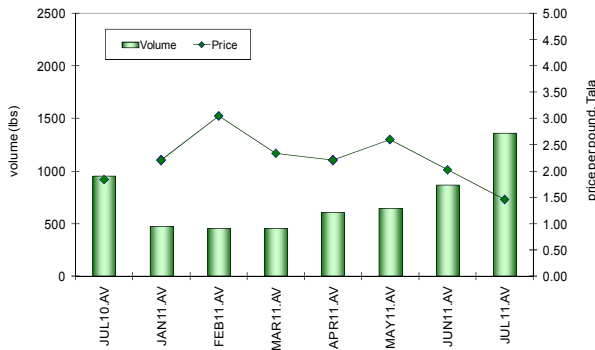
**Graph 13
SUPPLY AND PRICE OF PUMPKIN****



**Graph 10
SUPPLY AND PRICE OF TOMATOES****



**Graph 11
SUPPLY AND PRICE OF CH.CABBAGE****



**Graph 12
SUPPLY AND PRICE OF CUCUMBER**

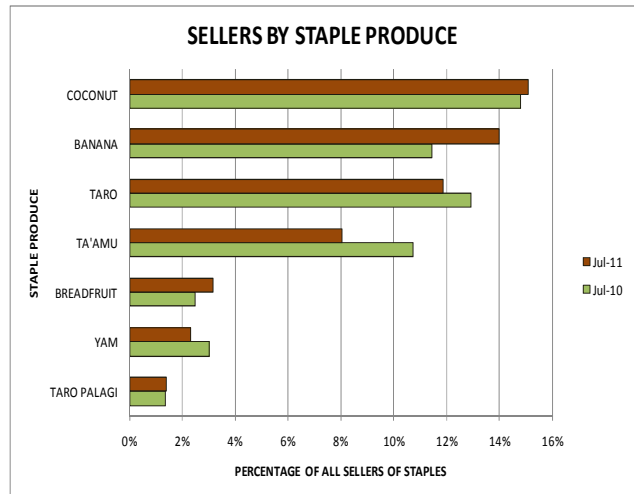


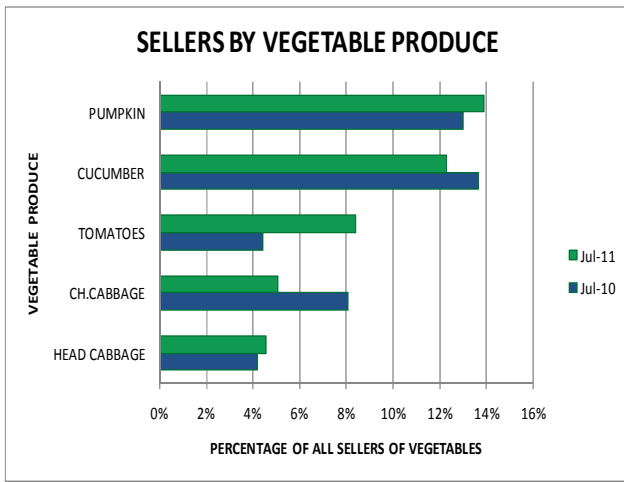
An abundance of Chinese cabbage and tomatoes at the market led to their prices declining 28 percent (to \$1.46 per pound) and 6 percent (to \$3.88 per pound) respectively. Weakened demand for head cabbage drove its price down 9 percent (to \$1.94 per pound) while less availability on the other hand pushed cucumber prices up 15 percent (to \$1.28 per pound). Pumpkin prices rose 2 percent to \$1.15 per pound. (See Graphs 9 to 13 and Tables 1 & 2)

SELLERS

The number of sellers on the days surveyed in July 2011 decreased 5 percent to 216. When compared with the same month of 2010, the current number of sellers was 4 percent lower reflecting decreased suppliers of taro, yam, ta'amu, cucumber and Chinese cabbage.

SELLERS BY STAPLE PRODUCE

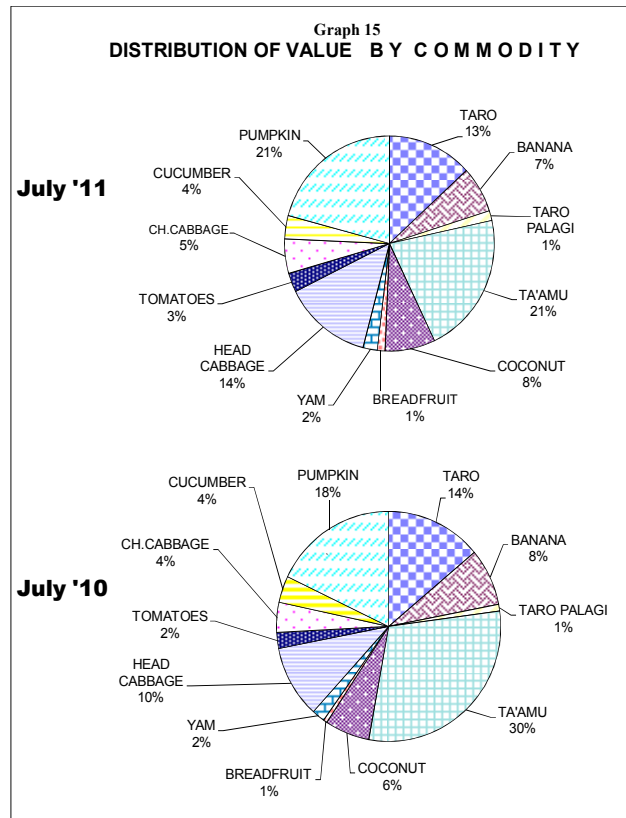




Sellers of coconut showed the largest improvement at 33 from 31 in June 2011 but remained the same from July 2010. Sellers of banana and pumpkin at 30 each increased from 26 and 29 respectively in July 2010. However, when compared with the previous month, banana sellers increased from 24 while pumpkin sellers fell from 34. Cucumber and taro suppliers at 27 and 26 declined from 30 and 40 respectively from the previous month and were also lower than 31 and 29 in July 2010 in that order. Tomato sellers followed with a total of 18, increasing from 17 and 10 in June 2011 and July 2010 respectively. Ta'amu sellers, on the other hand, at 17 fell from 23 and 24 in June 2011 and July 2010 in that order. Chinese and head cabbage sellers at 11 and 10 both increased from a 10 and 9 respectively from the previous month. Breadfruit sellers at 7 rose from 2 in the previous month, yam sellers remained at 5 while taro palagi dropped to 3 from 5 in June 2011 (See Graph 14 and Table 6).

VALUE OF SUPPLIES

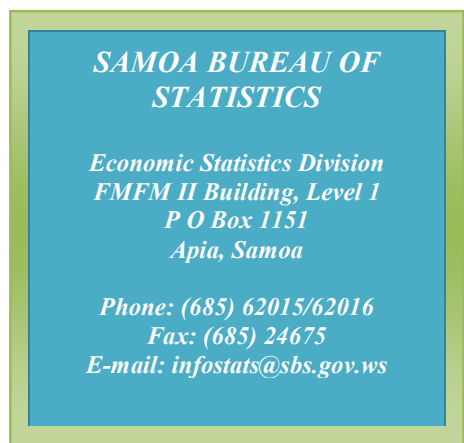
The average value of selected produce supplied to the market decreased 9 percent to \$38,500; a level that was 8 percent lower than the same month last year.



Ta'amu and pumpkin at 21 percent each both contributed the most to the total value of produce surveyed in July 2011, despite a reduction in taamu share from 26 percent in the previous month and 30 percent in July 2010 while pumpkin increased from 16 percent and 18 percent in June 2011 and July 2010 respectively. Head cabbage followed with a 14 percent share which fell from 18 percent in June 2011 but was higher than 10 percent in July 2010. Taro accounted for 13 percent of the total value of produce in July 2011; a level that was lower than its 15 percent and 14 percent contribution last month and the year before. Coconut and banana accounted for 8 percent and 7 percent respectively of total value while Chinese cabbage, cucumber and tomato contributed 5 percent, 4 percent and 3 percent correspondingly. Relatively lower shares were recorded for the rest of the other commodities in July 2011. (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 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	JUL10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	JUL11.AV	Jul-11	
										% chng from prev mnth	%chng from July 10
TARO	8422	4422	10525	11886	11411	11251	12157	7908	4641	-41	5
BANANA	6349	6448	9484	7882	9088	5415	5498	5445	6853	26	6
TARO PALAGI	484	484	103	581	2063	678	218	581	644	11	33
TA'AMU	10042	13027	6899	4745	8543	5730	10814	12261	8484	-31	-35
COCONUT	9964	11685	11940	15301	16676	11425	14280	10047	11902	18	2
BREADFRUIT	608	642	935	627	550	185	99	132	1206	813	88
YAM	415	534	495	465	381	344	342	480	622	29	16
HEAD CABBAGE	1531	1298	1568	1861	2371	2026	2774	3332	2690	-19	107
TOMATOES	300	144	409	521	56	350	133	230	286	25	98
CH.CABBAGE	720	954	477	459	459	607	649	871	1362	56	43
CUCUMBER	978	1501	980	613	227	498	1251	1469	1056	-28	-30
PUMPKIN	7508	6484	7051	1798	2671	4827	7536	5897	6954	18	7

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

PRODUCE	2010 AVE	JUL10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	JUL11.AV	% chng from prev mnth	%chng from July 10
TARO	1.05	1.31	0.98	0.85	0.86	0.86	0.82	0.92	1.09	18	-17
BANANA	0.45	0.52	0.38	0.37	0.38	0.37	0.41	0.43	0.39	-9	-25
TARO PALAGI	0.76	0.83	0.82	0.60	0.91	0.44	0.84	0.71	0.87	23	5
TA'AMU	1.10	0.96	1.12	1.21	1.12	0.98	0.95	0.91	0.97	7	1
COCONUT	0.23	0.23	0.27	0.26	0.21	0.25	0.26	0.26	0.25	-4	9
BREADFRUIT	0.41	0.36	0.42	0.27	0.27	0.22	0.48	0.24	0.38	58	6
YAM	1.34	1.46	1.48	1.24	1.09	1.31	1.11	0.98	1.37	40	-6
HEAD CABBAGE	2.86	3.27	2.20	3.40	2.90	2.61	2.17	2.13	1.94	-9	-41
TOMATOES	4.55	6.49	3.46	3.87	6.19	3.89	5.13	4.11	3.88	-6	-40
CH.CABBAGE	2.27	1.84	2.20	3.05	2.34	2.20	2.60	2.02	1.46	-28	-21
CUCUMBER	1.49	1.04	1.10	1.54	1.31	1.90	1.59	1.11	1.28	15	23
PUMPKIN	1.00	1.15	1.19	1.70	1.49	1.08	1.14	1.13	1.15	2	0

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

PRODUCE	Total value 2010	JUL10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	JUL11.AV	% chng from prev mnth	%chng from July 10
TARO	103.1	5.8	10.3	10.1	9.8	9.7	10.0	7.3	5.1		
BANANA	34.2	3.4	3.6	2.9	3.5	2.0	2.3	2.3	2.7		
TARO PALAGI	4.6	0.4	0.1	0.4	1.9	0.3	0.2	0.4	0.6		
TA'AMU	133.3	12.5	7.7	5.7	9.6	5.6	10.3	11.2	8.2		
COCONUT	27.2	2.7	3.2	4.0	3.5	2.9	3.7	2.6	3.0		
BREADFRUIT	2.5	0.2	0.4	0.2	0.2	0.0	0.1	0.0	0.5		
YAM	6.6	0.8	0.7	0.6	0.4	0.5	0.4	0.5	0.9		
HEAD CABBAGE	45.0	4.3	3.5	6.3	6.9	5.3	6.0	7.1	5.2		
TOMATOES	11.6	0.9	1.4	2.0	0.4	1.4	0.7	0.9	1.1		
CH.CABBAGE	16.3	1.8	1.1	1.4	1.1	1.3	1.7	1.8	2.0		
CUCUMBER	15.0	1.6	1.1	0.9	0.3	1.0	2.0	1.6	1.4		
PUMPKIN	78.0	7.5	8.4	3.1	4.0	5.2	8.6	6.7	8.0		
	477.5	41.7	41.4	37.6	41.4	35.1	45.8	42.4	38.5	-9	-8

*on the days surveyed

**revised figure

@ new weights and base

PRODUCE	2010 Weights	JUL10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	JUL11.AV	% chng from prev mnth	%chng from July 10
TARO	0.22	53	125	141	135	134	144	94	55		
BANANA	0.07	102	149	124	143	85	87	86	108		
TARO PALAGI	0.01	100	21	120	427	140	45	120	133		
TA'AMU	0.28	130	69	47	85	57	108	122	84		
COCONUT	0.06	117	120	154	167	115	143	101	119		
BREADFRUIT	0.01	106	154	103	90	30	16	22	198		
YAM	0.01	129	119	112	92	83	82	116	150		
HEAD CABBAGE	0.09	85	102	122	155	132	181	218	176		
TOMATOES	0.02	48	136	173	19	117	44	77	95		
CH.CABBAGE	0.03	132	66	64	64	84	90	121	189		
CUCUMBER	0.03	154	100	63	23	51	128	150	108		
PUMPKIN	0.16	86	94	24	36	64	100	79	93		
	1.00	97	100	88	102	90	119	113	98	-13	1

Table 5: Price Index (2010 = 100)*

PRODUCE	2010 Weights	JUL10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	JUL11.AV	% chng from prev mnth	%chng from July 10
TARO	0.22	125	94	81	82	82	78	88	104		
BANANA	0.07	115	84	82	84	82	91	95	87		
TARO PALAGI	0.01	109	107	79	119	58	110	93	114		
TA'AMU	0.28	87	102	110	102	89	86	83	88		
COCONUT	0.06	101	118	114	92	109	114	114	109		
BREADFRUIT	0.01	87	102	66	66	53	117	58	92		
YAM	0.01	109	111	93	81	98	83	73	102		
HEAD CABBAGE	0.09	114	77	119	101	91	76	74	68		
TOMATOES	0.02	143	76	85	136	86	113	90	85		
CH.CABBAGE	0.03	81	97	134	103	97	115	89	64		
CUCUMBER	0.03	70	74	104	88	128	107	75	86		
PUMPKIN	0.16	115	120	171	150	108	114	113	115		
	1.00	105	97	109	101	91	91	89	93	5	-11

Table 6: Number of Sellers*

PRODUCE	JUL10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	JUL11.AV	% chng from prev mnth	%chng from July 10
TARO	29	54	54	49	53	42	40	26		
BANANA	26	32	23	28	23	22	24	30		
TARO PALAGI	3	2	6	11	4	3	5	3		
TA'AMU	24	14	13	11	12	17	23	17		
COCONUT	33	32	36	25	28	36	31	33		
BREADFRUIT	6	8	4	3	2	1	2	7		
YAM	7	5	7	5	4	4	5	5		
HEAD CABBAGE	9	7	6	6	10	7	9	10		
TOMATOES	10	18	20	7	16	12	17	18		
CH.CABBAGE	18	8	7	8	10	7	10	11		
CUCUMBER	31	22	22	10	20	15	30	27		
PUMPKIN	29	41	16	19	22	34	34	30		
	226	243	213	180	203	197	228	216	-5	-4

*on the days surveyed

**revised figure

@ new weights and base