



GOVERNMENT OF SAMOA

# SAMOA BUREAU OF STATISTICS

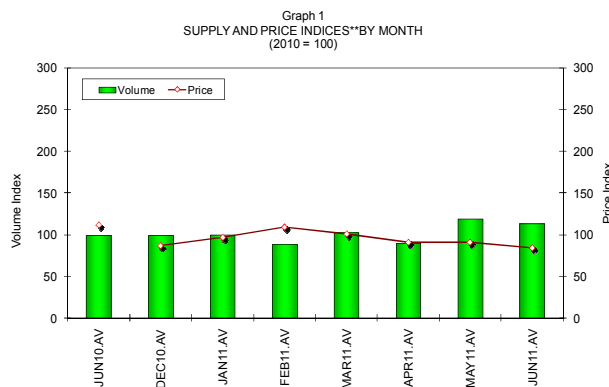
## FUGALEI MARKET SURVEY – JUNE 2011

*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. 6 /11

### OVERVIEW

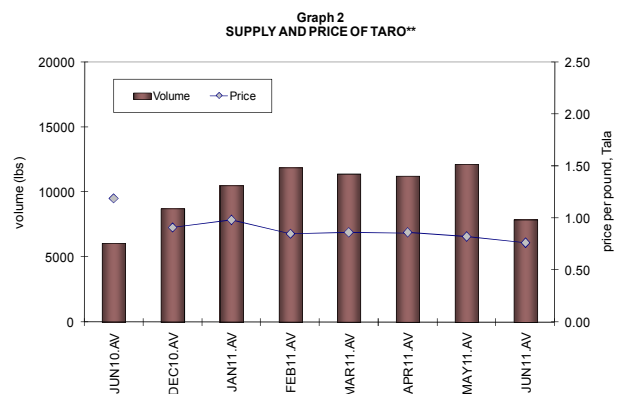
The Samoa Bureau of Statistic’s monthly survey of the Fugalei Market in June 2011 recorded a low availability of agricultural produce from May 2011 (down 5 percent). This drop in supply was largely due to significant losses in taro, coconut, and pumpkin while a smaller decrease in supply was evident in banana. However, when compared with June 2010, current overall supply was 15 percent higher. (See Graph 1 and Tables 4 & 5)



Reflecting lower domestic demand for agricultural produce in the month under review, the overall price index showed a 7 percent decline from the previous month and was 25 percent lower when compared with overall prices in June 2010. The decrease in the price level in the month under review can be attributed to substantial decreases in prices of all agricultural commodities with the exception of banana.

### TARO

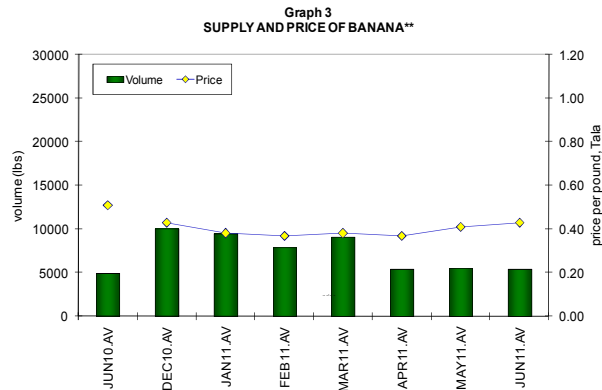
At 7,908 pounds; taro supplies for June 2011 fell 35 percent from the previous month but was 30 percent higher than a year ago. Despite the reduced availability of taro, average price also decreased 7 percent to \$0.76 per pound from May 2011. Similarly, when compared with June 2010, current price was 36 percent lower due to lower demand for this staple over the year. In the first six months of the calendar year, average taro volume in June 2011 marked the lowest supply available while average price also marked the lowest taro prices have been for the same period. (See Graph 2 and Tables 1 & 2)



In line with this month’s lower volume, the average supply of taro for the twelve months ending June 2011 was 15 percent lower over the twelve months ending June 2010 while weak demand pushed its price down 19 percent.

## BANANA

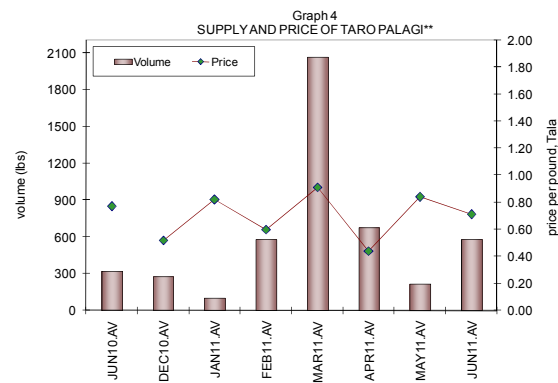
The average supply of banana slipped 1 percent to 5,445 pounds from May 2011, while increased demand for banana pushed its average price up 5 percent to \$0.43 per pound; marking the highest average price has been in the first half of 2011. In comparison to June 2010, current supply of banana was 11 percent higher while price was 16 percent lower. (See Graph 3 and Tables 1 & 2)



Despite the lower volume of banana in June 2011, its average supply in the twelve months ending June 2011 was 10 percent higher when compared with the twelve months ending June 2010 while weak demand for this staple revealed price falling 15 percent in the same period.

## TARO PALAGI

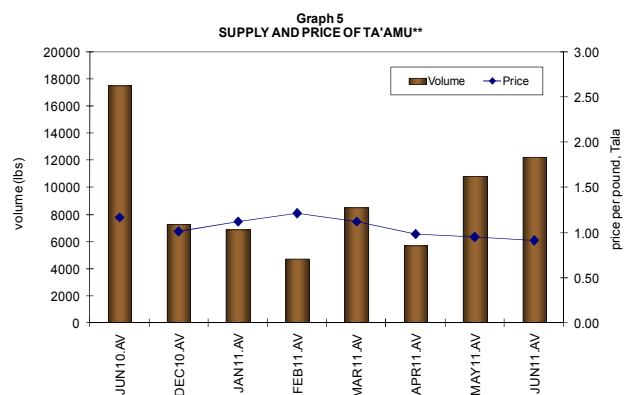
Supplies of taro palagi rebounded significantly to 581 pounds, more than doubling its volume in the previous month even though its average price declined 15 percent to \$0.71 per pound. In comparison with the same month a year ago, volume of taro palagi in the month under review was 81 percent higher in volume while price however fell 8 percent from \$0.77 per pound. (See Graph 4 and Tables 1 & 2)



The twelve months ending June 2011 revealed average taro palagi supplies were 20 percent lower than that of the twelve months ending June 2010 while price also was 26 percent lower.

## TAAMU

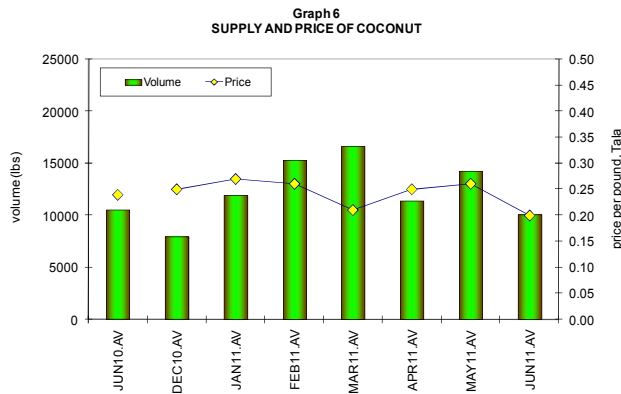
There was a significant supply of taamu in June 2011 registering a firm 12,261 pounds (up 13 percent from May 2011). This was the highest average volume in the first six months of the calendar year. However, increased supply to the market led to a 4 percent decline in its average price at \$0.91 per pound. In comparison with June 2010, current supply was 30 percent lower while price was also 22 percent lower over the year. (See Graph 5 and Tables 1 & 2)



This month's higher supply contributed to a 25 percent rise in taamu volume while price dropped 23 percent when comparing the twelve months ending June 2011 over the twelve months ending June 2010.

## COCONUT

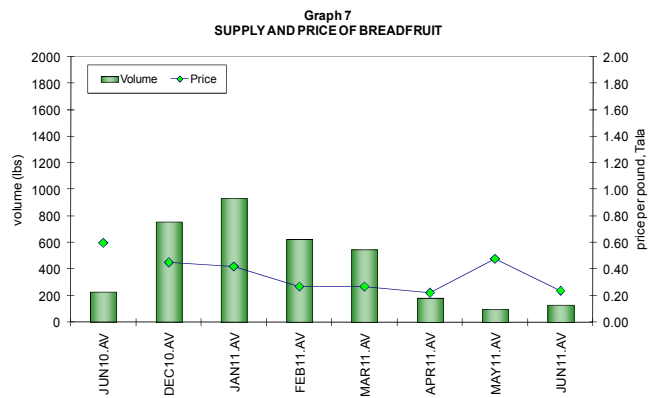
Coconut supplies declined 30 percent to 10,047 pounds from May 2011 while decreased demand pushed its average price down 23 percent to \$0.20 per pound, a price level that was 17 percent lower than that of June 2010 while average supply was also 5 percent lower. (See Graph 6 and Tables 1 & 2)



Current supply of coconut contributed to a 2 percent decrease in volume while average price showed no change when comparing the twelve months ending June 2011 over the twelve months ending June 2010.

## BREADFRUIT

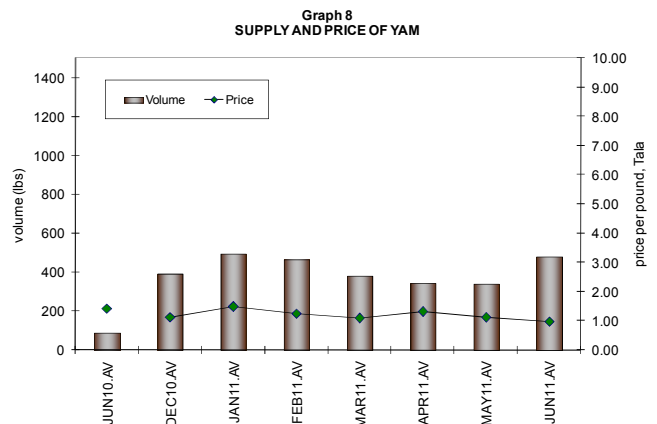
Although breadfruit season hasn't officially begun according to most farmers, June 2011 saw breadfruit supplies expand 33 percent to 132 pounds from the previous month. This was, however, 43 percent lower than that of June 2010. Its average price consequently dropped to \$0.24 per pound (down 50 percent) reflecting lower demand. Average breadfruit prices were 60 percent lower when compared to June 2010. (See Graph 7 and Tables 1 & 2)



Despite the higher volume in June 2011, current supply of breadfruit contributed to an 18 percent decrease in supply and price when the twelve months ending June 2011 was compared to the twelve months ending June 2010.

## YAM

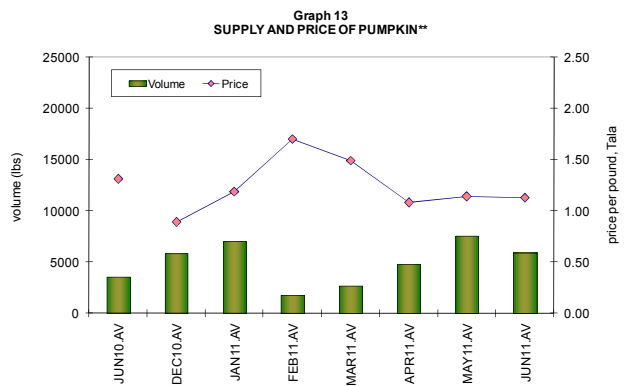
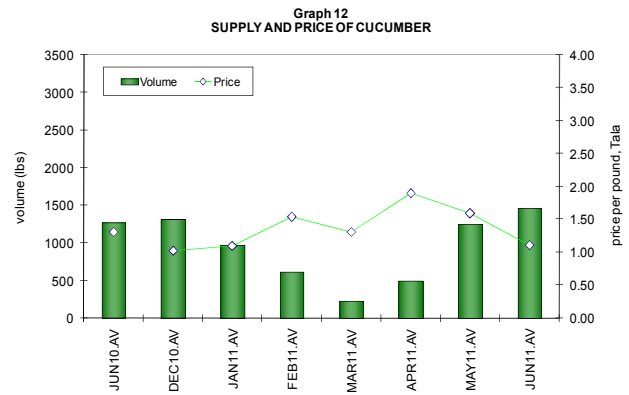
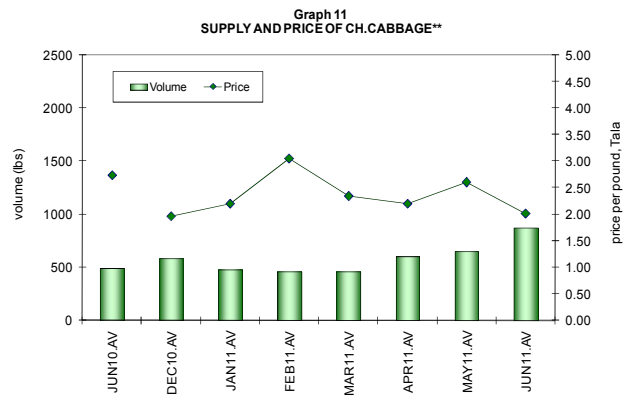
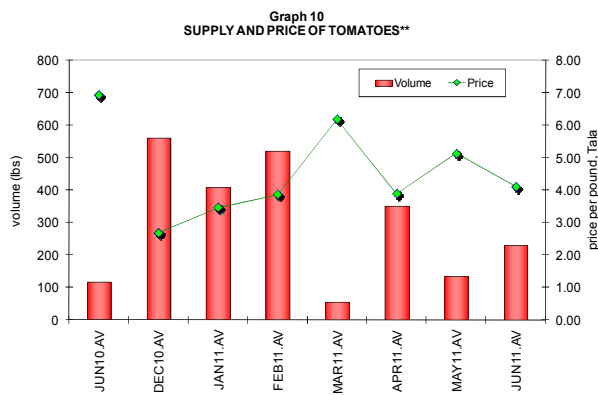
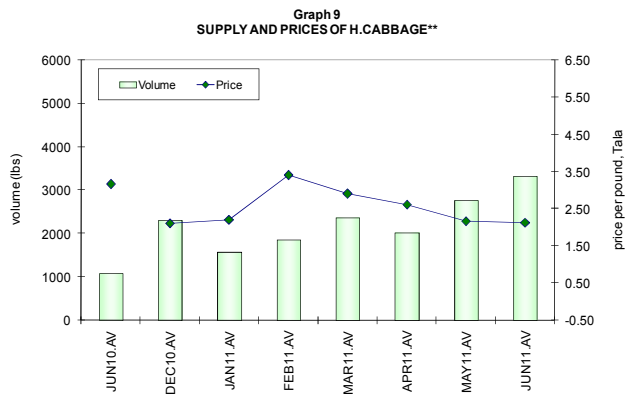
The volume of yam supplied to the market in June 2011 recovered to 480 pounds (up 41 percent) from May 2011 and was more than five times higher when compared with June 2010. With higher availability of yam, price fell 12 percent to \$0.98 per pound from May 2011 and was 31 percent lower than prices in June 2010. (See Graph 8 and Tables 1 & 2)



The higher volume of yam supplied in June 2010 contributed to an overall 54 percent rise in the average availability of this staple crop in the twelve months ending June 2011 when compared with the twelve months ending June 2010 while its price fell 11 percent.

## VEGETABLE PRODUCE

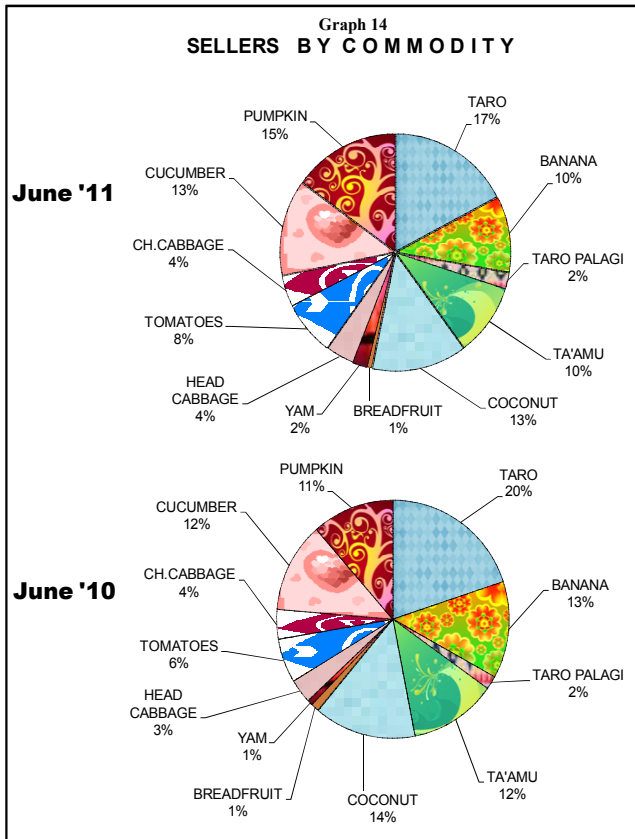
All vegetable produce in the month under review experienced significant gains in supply with the exception of pumpkin decreasing 22 percent to 5897 pounds from the previous month. Tomato supplies revealed the largest growth, rising 73 percent to 230 pounds. Chinese cabbage supply increased 34 percent to 871 pounds, head cabbage supply rose 20 percent to 3,332 pounds and cucumber supply rounding it off edging up 17 percent to 1,469 pounds. (See Graph 9, 10, 11, 12 & 13 and Tables 1 & 2)



With higher volume for most vegetable produce in the month under review, all average prices were on the downturn. Cucumber prices declined 30 percent to \$1.11 per pound, Chinese cabbage prices experienced a 22 percent reduction in volume (to \$2.02 per pound) and tomato prices fell 20 percent to \$4.11 per pound. Head cabbage price slipped 2 percent to \$2.13 per pound while average price for pumpkin shrunk 1 percent to \$1.13 per pound.

## SELLERS

The number of sellers on the days surveyed in June 2011 rose 16 percent to 228. When compared with the same month of 2010, the current number of sellers was 19 percent higher reflecting increased suppliers of most vegetable produce.

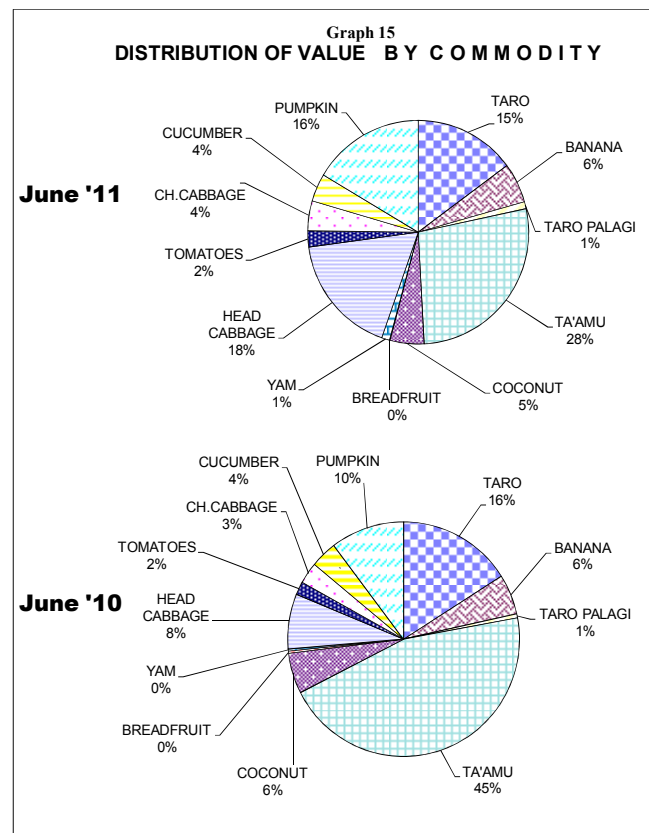


In the month under review, taro sellers remained the largest group at the market even though its total dropped to 40 from 42 in May 2011 but was higher than 38 in June 2010. Pumpkin sellers followed with an unchanged total of 34 from the previous month while increasing from 22 in June 2010. Sellers of coconut in June 2011 fell to 31 from 36 in the previous month but was higher than 27 in the same month of 2010. Cucumber suppliers at 30 were higher than 15 and 24 in May 2011 and June 2010 in that order. Banana sellers at 24 increased from 22 the previous month but was lower than 25 in June 2010. Taamu sellers at 23 rose from 17 in the previous month but held the same total with that in June 2010. Tomato, Chinese cabbage and head cabbage sellers at 17, 10 and 9 all increased from 12, 7 and 7 respectively from

the previous month and from 12, 8 and 6 in the same month of 2010 in that order. Sellers of yam and taro palagi at 5 each both increased from 4 and 3 from the previous month respectively. Breadfruit suppliers added 1 seller to make a total of 2 in June 2011. (See Graph 14 and Tables 1 & 2)

## VALUE OF SUPPLIES

Reflecting the lower price levels in June 2011, the average value of selected produce supplied to the Market decreased 11 percent to \$40,500; a level that was 10 percent lower than the same month last year.



Taamu contributed the most towards the total value of produce surveyed, with a share of 28 percent, increasing from 22 percent in the previous month but was significantly lower than 45 percent in June 2010. Head cabbage followed with an 18 percent contribution which was slightly higher than the previous month (13 percent share) and June 2010 (8 percent share). Pumpkin in the month under review increased its share to 16 percent of

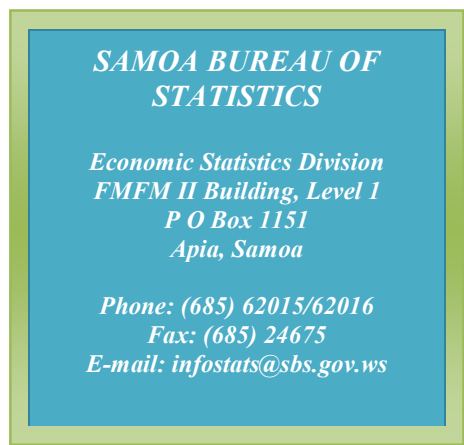
total value from the same month a year ago but was lower than 19 from the previous month. Taro accounted for 15 percent of total value decreasing from 22 percent in May 2011 and 16 percent in June 2010; marking a record low for taro contribution to total value in the first 6 months of the calendar year. Banana and coconut contributed 6 percent and 5 percent shares respectively to total value while cucumber and Chinese cabbage were responsible for 4 percent

shares each in the month under review. Relatively lower shares were recorded for the rest of the other commodities.

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*@ 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'.

**Muagututi'a S Reupena**  
**Government Statistician**

## SUMMARY OF MARKET SURVEY

**Table 1: Quantity Supplied (in pounds)\***

PRODUCE	2010 AVE	JUN10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	Jun-11	
										% chng from prev mnth	%chng from June 10
TARO	8422	6076	8724	10525	11886	11411	11251	12157	7908	-35	30
BANANA	6349	4910	10014	9484	7882	9088	5415	5498	5445	-1	11
TARO PALAGI	484	321	279	103	581	2063	678	218	581	167	81
TA'AMU	10042	17536	7318	6899	4745	8543	5730	10814	12261	13	-30
COCONUT	9964	10544	7949	11940	15301	16676	11425	14280	10047	-30	-5
BREADFRUIT	608	231	759	935	627	550	185	99	132	33	-43
YAM	415	89	391	495	465	381	344	342	480	41	438
HEAD CABBAGE	1531	1082	2312	1568	1861	2371	2026	2774	3332	20	208
TOMATOES	300	118	563	409	521	56	350	133	230	73	95
CH.CABBAGE	720	489	587	477	459	459	607	649	871	34	78
CUCUMBER	978	1273	1313	980	613	227	498	1251	1469	17	15
PUMPKIN	7508	3550	5849	7051	1798	2671	4827	7536	5897	-22	66

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

PRODUCE	2010 AVE	JUN10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	% chng from prev mnth	%chng from June 10
TARO	1.05	1.19	0.91	0.98	0.85	0.86	0.86	0.82	0.76	-7	-36
BANANA	0.45	0.51	0.43	0.38	0.37	0.38	0.37	0.41	0.43	5	-16
TARO PALAGI	0.76	0.77	0.52	0.82	0.60	0.91	0.44	0.84	0.71	-15	-8
TA'AMU	1.10	1.17	1.01	1.12	1.21	1.12	0.98	0.95	0.91	-4	-22
COCONUT	0.23	0.24	0.25	0.27	0.26	0.21	0.25	0.26	0.20	-23	-17
BREADFRUIT	0.41	0.60	0.45	0.42	0.27	0.27	0.22	0.48	0.24	-50	-60
YAM	1.34	1.42	1.12	1.48	1.24	1.09	1.31	1.11	0.98	-12	-31
HEAD CABBAGE	2.86	3.16	2.11	2.20	3.40	2.90	2.61	2.17	2.13	-2	-33
TOMATOES	4.55	6.94	2.69	3.46	3.87	6.19	3.89	5.13	4.11	-20	-41
CH.CABBAGE	2.27	2.74	1.96	2.20	3.05	2.34	2.20	2.60	2.02	-22	-26
CUCUMBER	1.49	1.31	1.03	1.10	1.54	1.31	1.90	1.59	1.11	-30	-15
PUMPKIN	1.00	1.31	0.89	1.19	1.70	1.49	1.08	1.14	1.13	-1	-14

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

PRODUCE	Total value 2010	JUN10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	% chng from prev mnth	%chng from June 10
TARO	103.1	7.2	7.9	10.3	10.1	9.8	9.7	10.0	6.0		
BANANA	34.2	2.5	4.3	3.6	2.9	3.5	2.0	2.3	2.3		
TARO PALAGI	4.6	0.3	0.1	0.1	0.4	1.9	0.3	0.2	0.4		
TA'AMU	133.3	20.5	7.4	7.7	5.7	9.6	5.6	10.3	11.2		
COCONUT	27.2	2.5	2.0	3.2	4.0	3.5	2.9	3.7	2.0		
BREADFRUIT	2.5	0.1	0.3	0.4	0.2	0.2	0.0	0.1	0.0		
YAM	6.6	0.1	0.4	0.7	0.6	0.4	0.5	0.4	0.5		
HEAD CABBAGE	45.0	3.4	4.9	3.5	6.3	6.9	5.3	6.0	7.1		
TOMATOES	11.6	0.8	1.5	1.4	2.0	0.4	1.4	0.7	0.9		
CH.CABBAGE	16.3	1.3	1.2	1.1	1.4	1.1	1.3	1.7	1.8		
CUCUMBER	15.0	1.7	1.4	1.1	0.9	0.3	1.0	2.0	1.6		
PUMPKIN	78.0	4.7	5.2	8.4	3.1	4.0	5.2	8.6	6.7		
	477.5	45.2	36.7	41.4	37.6	41.4	35.1	45.8	40.5	-11	-10

**Table 4: Volume Index (2010 = 100)\***

PRODUCE	2010 Weights	JUN10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	% chng from prev mnth	%chng from June 10
TARO	0.22	72	104	125	141	135	134	144	94		
BANANA	0.07	77	158	149	124	143	85	87	86		
TARO PALAGI	0.01	66	58	21	120	427	140	45	120		
TA'AMU	0.28	175	73	69	47	85	57	108	122		
COCONUT	0.06	106	80	120	154	167	115	143	101		
BREADFRUIT	0.01	38	125	154	103	90	30	16	22		
YAM	0.01	21	94	119	112	92	83	82	116		
HEAD CABBAGE	0.09	71	151	102	122	155	132	181	218		
TOMATOES	0.02	39	187	136	173	19	117	44	77		
CH.CABBAGE	0.03	68	82	66	64	64	84	90	121		
CUCUMBER	0.03	130	134	100	63	23	51	128	150		
PUMPKIN	0.16	47	78	94	24	36	64	100	79		
	1.00	99	100	100	88	102	90	119	113	-5	15

**Table 5: Price Index (2010 = 100)\***

PRODUCE	2010 Weights	JUN10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	% chng from prev mnth	%chng from June 10
TARO	0.22	114	87	94	81	82	82	78	73		
BANANA	0.07	113	95	84	82	84	82	91	95		
TARO PALAGI	0.01	101	68	107	79	119	58	110	93		
TA'AMU	0.28	107	92	102	110	102	89	86	83		
COCONUT	0.06	105	109	118	114	92	109	114	88		
BREADFRUIT	0.01	146	109	102	66	66	53	117	58		
YAM	0.01	106	84	111	93	81	98	83	73		
HEAD CABBAGE	0.09	110	74	77	119	101	91	76	74		
TOMATOES	0.02	153	59	76	85	136	86	113	90		
CH.CABBAGE	0.03	121	86	97	134	103	97	115	89		
CUCUMBER	0.03	88	69	74	104	88	128	107	75		
PUMPKIN	0.16	132	89	120	171	150	108	114	113		
	1.00	112	87	97	109	101	91	91	84	-7	-25

**Table 6: Number of Sellers\***

PRODUCE		JUN10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	JUN11.AV	% chng from prev mnth	%chng from June 10
TARO		38	51	54	54	49	53	42	40		
BANANA		25	28	32	23	28	23	22	24		
TARO PALAGI		4	2	2	6	11	4	3	5		
TA'AMU		23	13	14	13	11	12	17	23		
COCONUT		27	21	32	36	25	28	36	31		
BREADFRUIT		2	5	8	4	3	2	1	2		
YAM		2	6	5	7	5	4	4	5		
HEAD CABBAGE		6	6	7	6	6	10	7	9		
TOMATOES		12	25	18	20	7	16	12	17		
CH.CABBAGE		8	6	8	7	8	10	7	10		
CUCUMBER		24	27	22	22	10	20	15	30		
PUMPKIN		22	38	41	16	19	22	34	34		
		192	225	243	213	180	203	197	228	16	19