



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

FUGALEI MARKET SURVEY – MARCH 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.

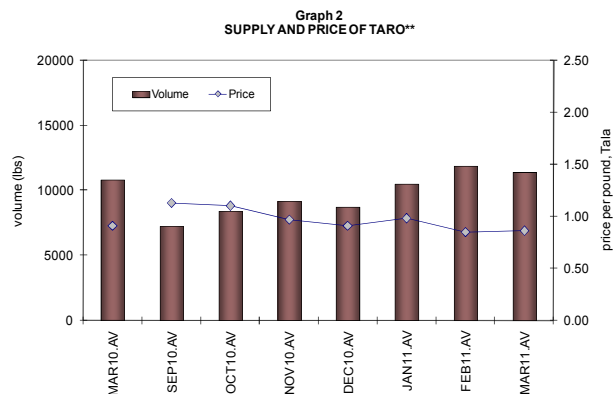
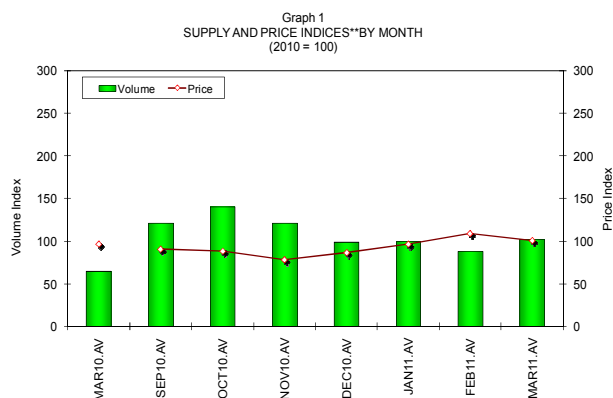
Issue No. 03 /11

TARO

OVERVIEW

Agricultural food supplies, according to the Samoa Bureau of Statistics survey of the Fugalei Market in March 2011, rose 16 percent from the previous month and were 58 percent higher than that in March 2010. The increase in overall volume during the month under review was due to increased supplies of banana, taro palagi, ta’amu, coconut, head cabbage and pumpkin. (See Graph 1 and Tables 4 & 5)

The supply of taro fell slightly from the previous month, decreasing 4 percent to 11,411 pounds as its average price increased 1 percent to \$0.86 per pound as demand shifted to banana and taro palagi. When compared with March 2010, the current volume of taro was 5 percent higher while weak demand over the year drove its price down 5 percent. (See Graph 2 and Tables 1 & 2)

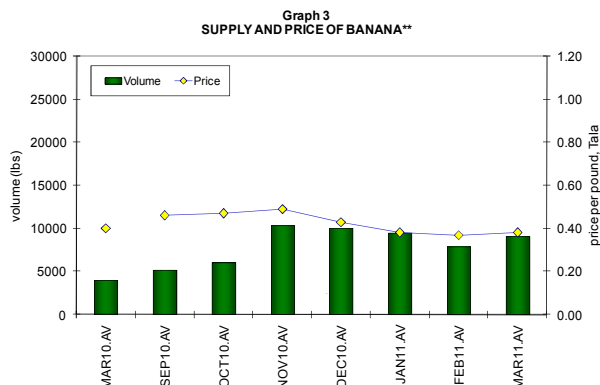


With a 16 percent expansion in volume, the average price level contracted 7 percent as a result of increased availability for most commodities at the market. Reduced prices of ta’amu, coconut, yam, head and Chinese cabbage, cucumber and pumpkin led to the decline in the price index. When compared with the same month of the previous year, the overall price level in March 2011 was 5 percent higher.

Lower volume for taro in the month under review contributed to a 10 percent decrease in volume when comparing the twelve months ending March 2010/2011. Its average price, however, was 24 percent lower reflecting very weak demand for this commodity.

BANANA

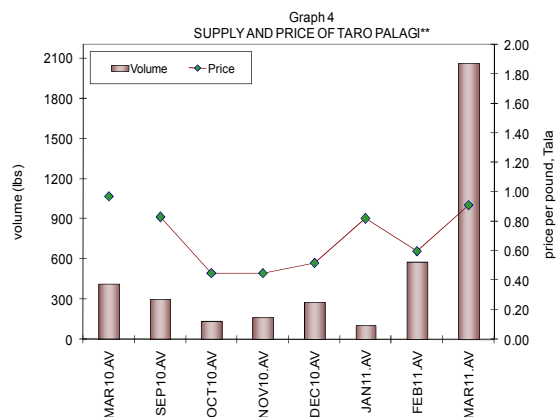
The average supply of banana at 9,088 pounds in March 2011 was 15 percent higher than in the previous month. As a result of increased demand for this produce, its average price surged 3 percent to \$0.38 per pound. The current volume of banana was more than double its volume in March 2010 while its average price fell 5 percent. (See Graph 3 and Tables 1 & 2)



Despite the higher volume in the month under review, current supply of banana contributed to an 8 percent decrease in volume when comparing the twelve months ending March 2011 over the twelve months ending March 2010. Average price also declined 21 percent.

TARO PALAGI

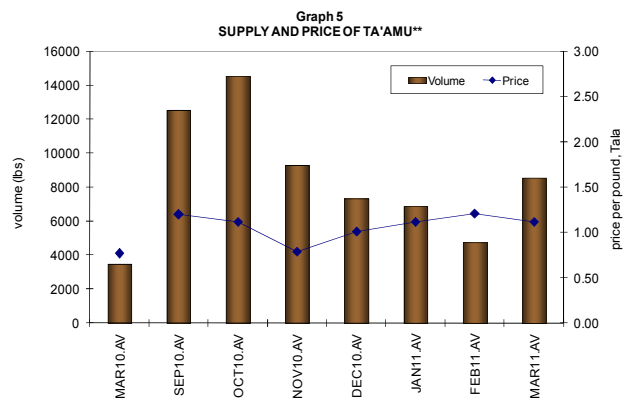
Taro palagi recovered substantially in the month under review, expanding more than threefold its total in the previous month to 2,063 pounds, with strong demand pushing its average price up to \$0.91 per pound (up 52 percent) marking a quarterly high in average volume and price. Similarly, at its current level, the average availability of taro palagi was almost five times higher (up 394 percent) than the level in the same month last year while its average price fell 6 percent. (See Graph 4 and Tables 1 & 2)



A twelve month comparison ending March 2010/2011 revealed current supply contributing to a 13 percent rise in volume while average price fell 33 percent.

TA'AMU

Ta'amu supplies rose 80 percent to 8,543 pounds, while its average price in contrast dropped 7 percent to \$1.12 per pound from February 2011. When compared to March 2010, the current supply of ta'amu was more than doubled while its price was also 45 percent higher reflecting strong demand over the year. (See Graph 5 and Tables 1 & 2)

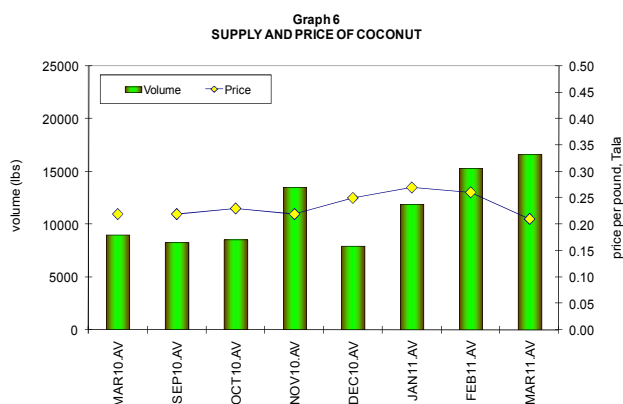


With the increased supply of ta'amu in the month under review, current supply contributed to a 112 percent rise in volume as ta'amu supplies were more than doubled in the twelve months ending March 2011 over the twelve months ending March 2010. In

contrast, the average price of ta'amu declined 31 percent over the same period.

COCONUT

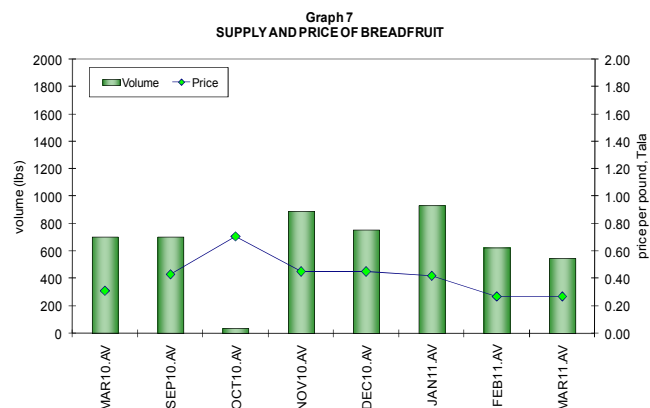
At 16,676 pounds, the availability of coconuts at the market in March 2011 rose 9 percent from the previous month; a level that was 85 percent higher than that in March 2010. Its average price at \$0.21 per pound on the contrary, declined 19 percent from the previous month and was 5 percent lower when compared to March 2010. (See Graph 6 and Tables 1 & 2)



Current supply of coconut contributed to an 8 percent decrease in volume as lower demand pushed its average price down 2 percent when comparing the twelve months ending March 2010/2011.

BREADFRUIT

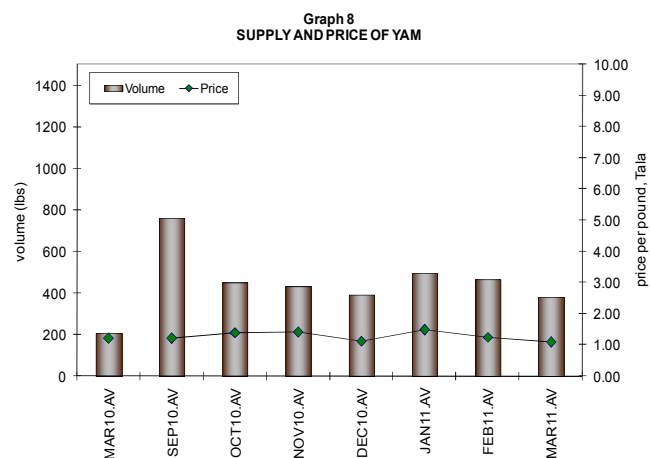
Although breadfruit supply declined in the month under review with a 12 percent drop to 550 pounds, its average price at \$0.27 per pound remained unchanged from February 2011. When compared with March 2010, current supply was 22 percent lower while price was also 13 percent lower reflecting weak demand for this staple over the year. (See Graph 7 and Tables 1 & 2)



The month under review contributed to an 11 percent decrease in breadfruit supply while price also fell 13 percent when comparing the twelve months ending March 2010/2011.

YAM

The volume of yam supplied to the market in March 2011 at 381 pounds recorded an 18 percent slump from the previous month but was 83 percent higher when compared with March 2010. Lower demand for this staple pushed its average price down to \$1.09 per pound (down 12 percent) in March 2011; a level that was 10 percent lower than that of March 2010.

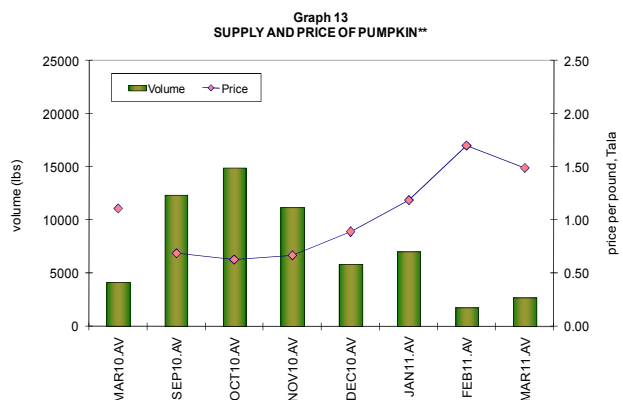
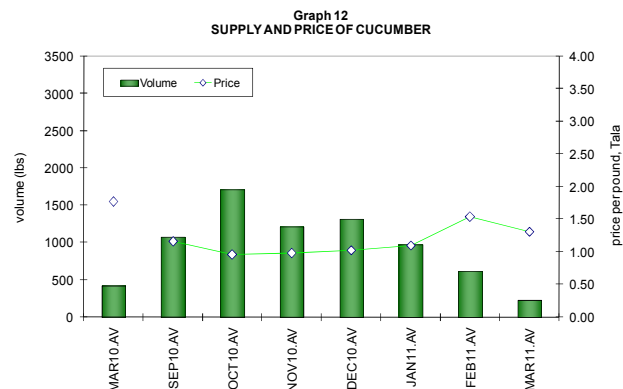
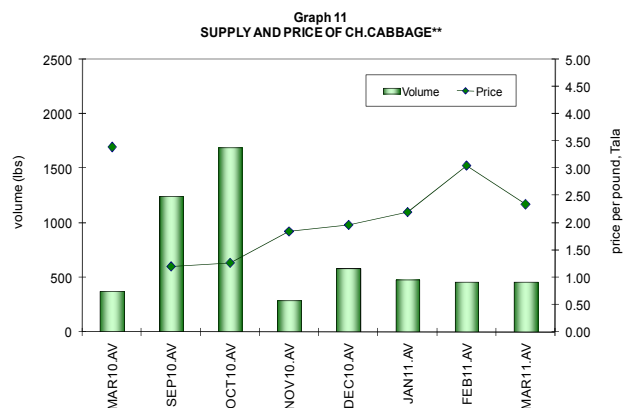
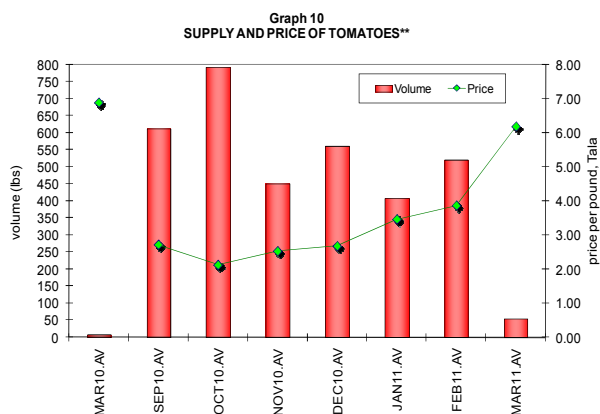
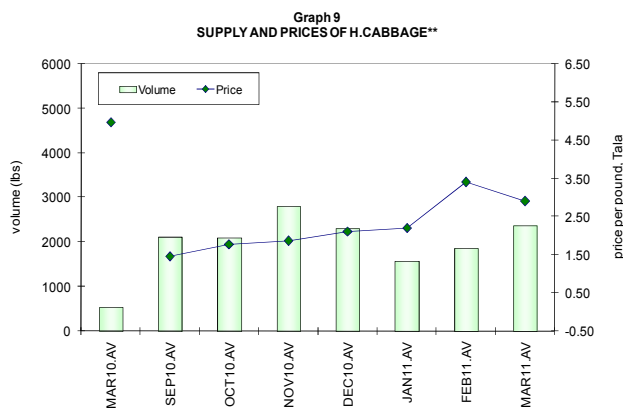


Despite the lower volume of yam supplied in March 2011, current supply contributed to a 41 percent

increase in volume and an 8 percent decrease in average price when comparing the twelve months ending March 2010/2011.

VEGETABLE PRODUCE

In the month under review, tomato and cucumber supplies were mainly affected. Tomato supplies took a dramatic downturn of 89 percent to a meager 56 pounds from the previous month. Cucumber supplies at 227 pounds also declined 63 percent from the previous month. On the upside of volume, pumpkin supplies at 2,671 pounds expanded 49 percent from February 2011 while head cabbage supply also rose to 2,371 pounds (up 27 percent). Chinese cabbage supply remained at 459 pounds from the previous month.

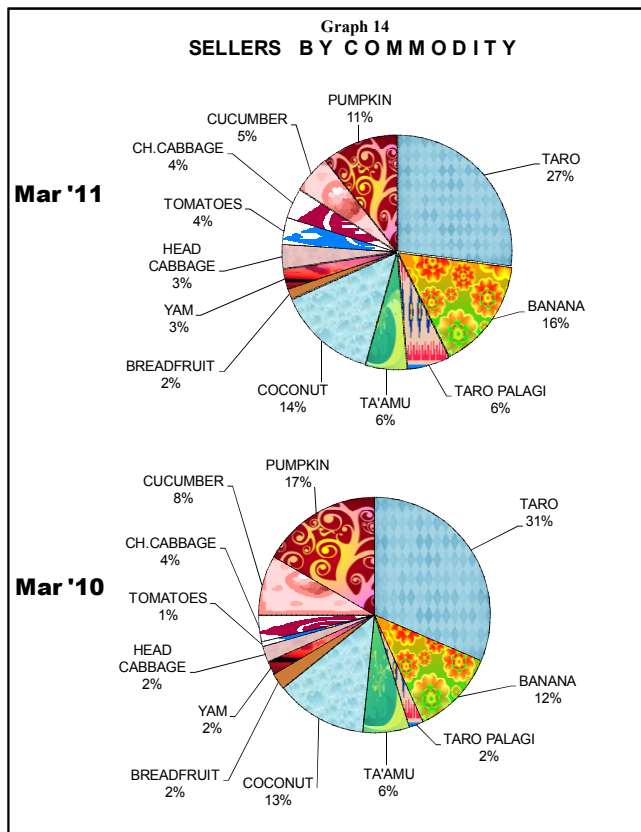


As a result of lower demand in the month under review, average prices of all vegetable produce decreased with the exception of tomatoes, its average price jumped 60 percent (to \$6.19 per pound) almost doubling the average price of February 2011. On the positive side for consumers, Chinese cabbage prices declined 23 percent (to \$2.34 per pound). Average prices of cucumber and head cabbage at \$1.31 per pound and \$2.90 per

pound respectively both dropped 15 percent. Pumpkin prices also slid 12 percent to \$1.49 per pound from the previous month to round off the performance of vegetable produce in March 2011.

SELLERS

The number of sellers on the days surveyed in March 2011 decreased 16 percent to 180. When compared to the same month of 2010, the current number of sellers was 3 percent lower reflecting decreased suppliers of most staple produce at the market.

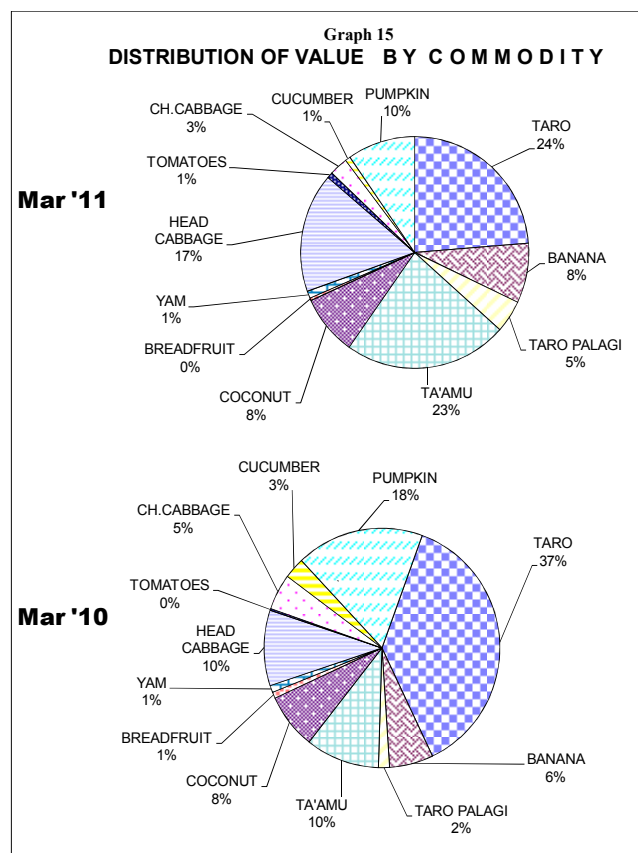


In the month under review, taro sellers remained the largest group in the market even though its total dropped to 49 from a 54 and 58 in February 2011 and March 2010 in that order. Banana sellers followed with a total of 28 increasing from 23 and 22 in February 2011 and March 2010 respectively. Sellers of coconut in March 2011 fell to 25 from 36 in the previous month but were higher by 1 than its

total in the same month of 2010. Pumpkin suppliers at 19 were higher than 16 in the previous month but was much lower than 31 in March 2010. Ta'amu and coconut sellers both at 11 fell from 13 and 22 in the previous month and from 12 and 15 in March 2010 in that order. On the other hand, taro palagi sellers at 11 rose from 6 and 4 in the previous month and March 2010 respectively. Chinese cabbage sellers at 8 added 1 to its total from the previous month. Sellers of tomatoes, yam and breadfruit all declined to 7, 5 and 3 from 20, 7 and 4 from the previous month in that order. Head cabbage suppliers remained unchanged at 6.

VALUE OF SUPPLIES

In March 2011, the average value of selected produce supplied to the Market improved 10 percent to \$41,400; a level that was 57 percent higher than that in the same month of 2010.

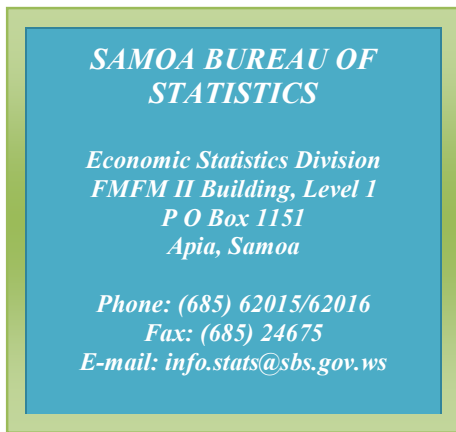


Taro continued to contribute the most towards the total value of produce surveyed, with a share of 24 percent, down from 27 percent in the previous month and 37 percent in March 2010. Ta'amu followed with a 23 percent contribution which was significantly higher than the previous month (15 percent share) and March 2010 (10 percent share). Head cabbage in the month under review maintained its 17 percent share of total value from the previous month but was higher than 10 percent

in the same month a year ago. Pumpkin accounted for 10 percent of total value increasing from 8 percent in February 2011 but lower than 18 percent in March 2010. Coconut and banana both contributed 8 percent shares to total value while taro palagi and Chinese cabbage were responsible for 5 and 3 percent shares respectively in the month under review. Relatively lower shares were recorded for the rest of the other commodities.

@ 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	MAR10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	Mar-11	
										% chng from prev mnth	%chng from Mar 10
TARO	8422	10830	7233	8448	9158	8724	10525	11886	11411	-4	5
BANANA	6349	3964	5191	6096	10351	10014	9484	7882	9088	15	129
TARO PALAGI	484	418	303	136	163	279	103	581	2063	255	394
TA'AMU	10042	3471	12550	14547	9303	7318	6899	4745	8543	80	146
COCONUT	9964	9005	8278	8528	13513	7949	11940	15301	16676	9	85
BREADFRUIT	608	704	704	35	891	759	935	627	550	-12	-22
YAM	415	208	762	451	431	391	495	465	381	-18	83
HEAD CABBAGE	1531	540	2111	2096	2807	2312	1568	1861	2371	27	339
TOMATOES	300	9	614	794	452	563	409	521	56	-89	503
CH.CABBAGE	720	376	1248	1690	288	587	477	459	459	0	22
CUCUMBER	978	425	1080	1710	1212	1313	980	613	227	-63	-47
PUMPKIN	7508	4166	12354	14908	11166	5849	7051	1798	2671	49	-36

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

PRODUCE	2010 AVE	MAR10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	% chng from prev mnth	%chng from Mar 10
TARO	1.05	0.91	1.13	1.10	0.97	0.91	0.98	0.85	0.86	1	-5
BANANA	0.45	0.40	0.46	0.47	0.49	0.43	0.38	0.37	0.38	3	-5
TARO PALAGI	0.76	0.97	0.83	0.45	0.45	0.52	0.82	0.60	0.91	52	-6
TA'AMU	1.10	0.77	1.20	1.12	0.79	1.01	1.12	1.21	1.12	-7	45
COCONUT	0.23	0.22	0.22	0.23	0.22	0.25	0.27	0.26	0.21	-19	-5
BREADFRUIT	0.41	0.31	0.43	0.71	0.45	0.45	0.42	0.27	0.27	0	-13
YAM	1.34	1.21	1.21	1.40	1.41	1.12	1.48	1.24	1.09	-12	-10
HEAD CABBAGE	2.86	4.97	1.46	1.78	1.86	2.11	2.20	3.40	2.90	-15	-42
TOMATOES	4.55	6.90	2.72	2.13	2.54	2.69	3.46	3.87	6.19	60	-10
CH.CABBAGE	2.27	3.39	1.20	1.27	1.85	1.96	2.20	3.05	2.34	-23	-31
CUCUMBER	1.49	1.77	1.16	0.96	0.98	1.03	1.10	1.54	1.31	-15	-26
PUMPKIN	1.00	1.11	0.69	0.63	0.67	0.89	1.19	1.70	1.49	-12	34

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

PRODUCE	Total value 2010	MAR10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	% chng from prev mnth	%chng from Mar 10
TARO	103.1	9.9	8.2	9.3	8.9	7.9	10.3	10.1	9.8		
BANANA	34.2	1.6	2.4	2.9	5.1	4.3	3.6	2.9	3.5		
TARO PALAGI	4.6	0.4	0.3	0.1	0.1	0.1	0.1	0.4	1.9		
TA'AMU	133.3	2.7	15.1	16.3	7.4	7.4	7.7	5.7	9.6		
COCONUT	27.2	2.0	1.8	2.0	3.0	2.0	3.2	4.0	3.5		
BREADFRUIT	2.5	0.2	0.3	0.0	0.4	0.3	0.4	0.2	0.2		
YAM	6.6	0.3	0.9	0.6	0.6	0.4	0.7	0.6	0.4		
HEAD CABBAGE	45.0	2.7	3.1	3.7	5.2	4.9	3.5	6.3	6.9		
TOMATOES	11.6	0.1	1.7	1.7	1.2	1.5	1.4	2.0	0.4		
CH.CABBAGE	16.3	1.3	1.5	2.2	0.5	1.2	1.1	1.4	1.1		
CUCUMBER	15.0	0.8	1.3	1.6	1.2	1.4	1.1	0.9	0.3		
PUMPKIN	78.0	4.6	8.5	9.4	7.5	5.2	8.4	3.1	4.0		
	477.5	26.4	44.9	49.7	40.9	36.7	41.4	37.6	41.4	10	57

Table 4: Volume Index (2010 = 100)*

PRODUCE	2010 Weights	MAR10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	% chng from prev mnth	%chng from Mar 10
TARO	0.22	129	86	100	109	104	125	141	135		
BANANA	0.07	62	82	96	163	158	149	124	143		
TARO PALAGI	0.01	86	63	28	34	58	21	120	427		
TA'AMU	0.28	35	125	145	93	73	69	47	85		
COCONUT	0.06	90	83	86	136	80	120	154	167		
BREADFRUIT	0.01	116	116	6	147	125	154	103	90		
YAM	0.01	50	183	109	104	94	119	112	92		
HEAD CABBAGE	0.09	35	138	137	183	151	102	122	155		
TOMATOES	0.02	3	204	264	150	187	136	173	19		
CH.CABBAGE	0.03	52	173	235	40	82	66	64	64		
CUCUMBER	0.03	44	110	175	124	134	100	63	23		
PUMPKIN	0.16	55	165	199	149	78	94	24	36		
	1.00	65	122	141	122	100	100	88	102	16	58

Table 5: Price Index (2010 = 100)*

PRODUCE	2010 Weights	MAR10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	% chng from prev mnth	%chng from Mar 10
TARO	0.22	87	108	105	93	87	94	81	82		
BANANA	0.07	89	102	104	109	95	84	82	84		
TARO PALAGI	0.01	127	109	59	59	68	107	79	119		
TA'AMU	0.28	70	109	102	72	92	102	110	102		
COCONUT	0.06	96	96	101	96	109	118	114	92		
BREADFRUIT	0.01	75	104	172	109	109	102	66	66		
YAM	0.01	90	90	105	105	84	111	93	81		
HEAD CABBAGE	0.09	174	51	62	65	74	77	119	101		
TOMATOES	0.02	152	60	47	56	59	76	85	136		
CH.CABBAGE	0.03	149	53	56	82	86	97	134	103		
CUCUMBER	0.03	119	78	65	66	69	74	104	88		
PUMPKIN	0.16	111	69	63	67	89	120	171	150		
	1.00	97	91	88	78	87	97	109	101	-7	5

Table 6: Number of Sellers*

PRODUCE	MAR10.AV	SEP10.AV	OCT10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	% chng from prev mnth	%chng from Mar 10
TARO	58	48	42	49	51	54	54	49		
BANANA	22	21	18	28	28	32	23	28		
TARO PALAGI	4	3	1	1	2	2	6	11		
TA'AMU	12	20	19	14	13	14	13	11		
COCONUT	24	24	21	55	21	32	36	25		
BREADFRUIT	4	4	1	6	5	8	4	3		
YAM	4	9	5	6	6	5	7	5		
HEAD CABBAGE	4	11	11	10	6	7	6	6		
TOMATOES	1	23	26	23	25	18	20	7		
CH.CABBAGE	7	11	18	6	6	8	7	8		
CUCUMBER	15	29	35	25	27	22	22	10		
PUMPKIN	31	56	52	64	38	41	16	19		
	185	257	250	285	225	243	213	180	-16	-3