



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

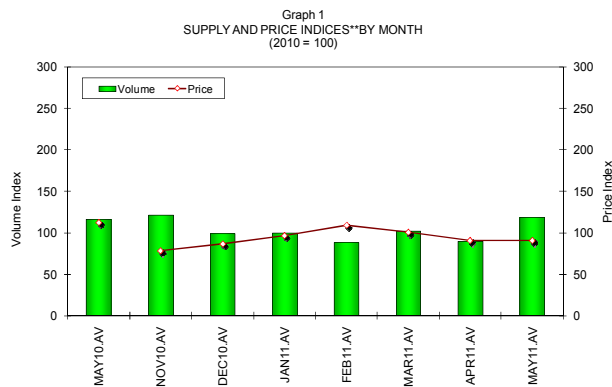
FUGALEI MARKET SURVEY – MAY 2011

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. 5 /11

OVERVIEW

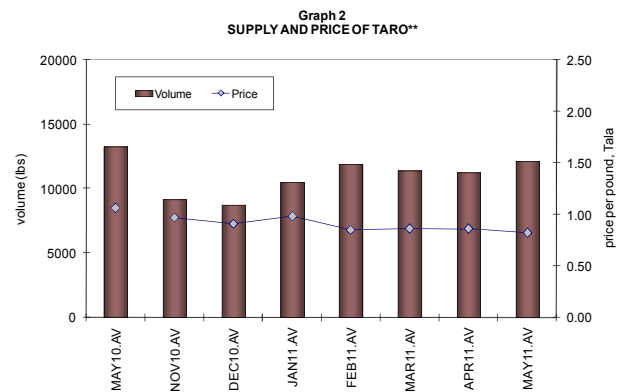
Agricultural supplies according to the Samoa Bureau of Statistics' survey in the month of May 2011 expanded 32 percent from April 2011 and 2 percent from May 2010. The expansion in the overall level of supply in the month under review was due to substantial gains in the supplies of taro, banana, taamu, coconut, and most vegetable produce. (See Graph 1 and Tables 4 & 5)



Despite the increase in Agricultural supply at the market in the month under review, overall price level remained the same from the previous month. In contrast, however, when compared to May 2010, the current price level was 20 percent lower.

TARO

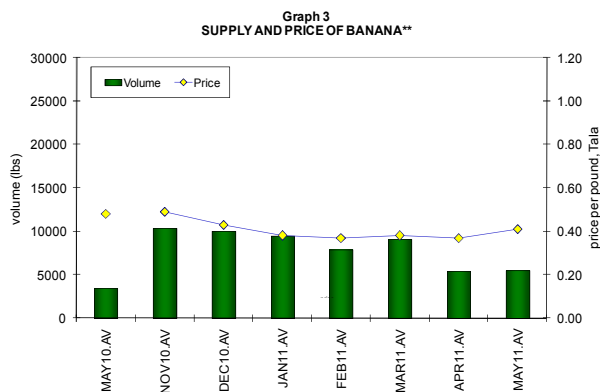
May 2011 brought about an 8 percent increase in taro supplies to 12,157 pounds from the previous month but was 8 percent lower than that of May 2010. Weak demand for taro in the month under review contributed to its average price decreasing by 5 percent to \$0.82 per pound from the previous month and 23 percent lower when compared to May 2010. (See Graph 2 and Tables 1 & 2)



Average supply of taro in the month under review contributed to a 17 percent decrease in taro volume when comparing the twelve months ending May 2010/2011 while weak demand led to a 20 percent drop in price.

BANANA

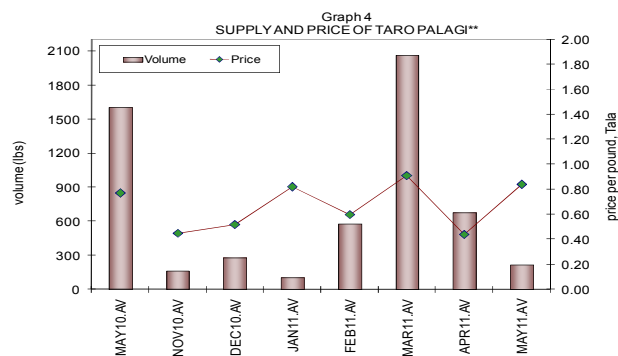
The average supplies of banana rose slightly by 2 percent in May 2011 to 5,498 pounds from April 2011. In comparison to May 2010, however, banana supply was 58 percent higher. In response to stronger demand for banana, there was an 11 percent expansion in price to \$0.41 per pound over the previous month, a level that was 15 percent lower than that of May 2010. (See Graph 3 and Tables 1 & 2)



Comparing the twelve months ending May 2011 over the twelve months ending May 2010, current supply of banana contributed to a 6 percent surge in banana volume with price falling by 16 percent.

TARO PALAGI

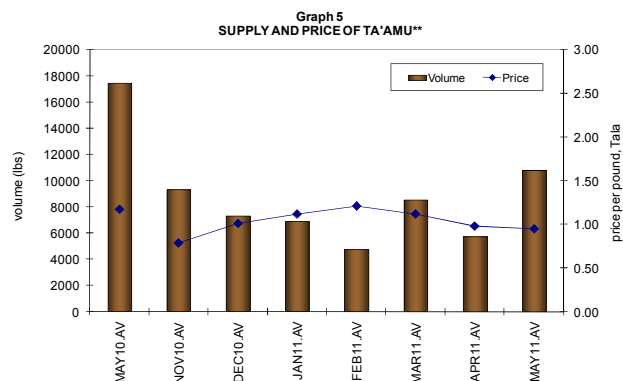
Taro palagi supplies in the month under review were reduced substantially by 68 percent from the previous month to 218 pounds. Subsequently, less availability drove its average price up 91 percent to \$0.84 per pound. Reviewing the same month in the previous year, current supply of taro palagi was 86 percent lower although average price was 9 percent higher from \$0.77 per pound in May 2010. (See Graph 4 and Tables 1 & 2)



Decreased availability of taro palagi in the month under review contributed to a 27 percent decrease in volume when comparing the twelve months ending May 2010/2011 with average price also dropping 29 percent stemming from weak demand for this staple crop.

TAAMU

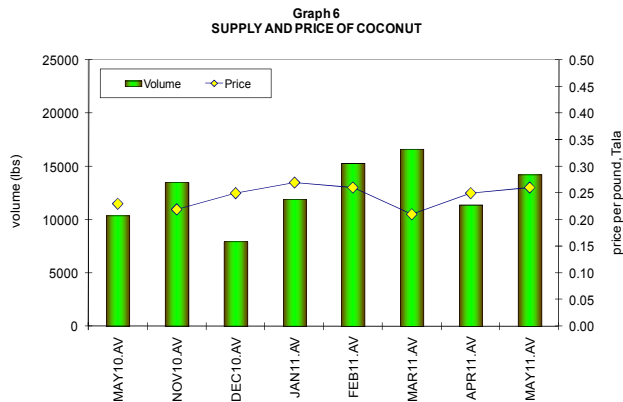
Taamu supplies at 10,814 pounds, was 89 percent higher than that of April 2011 while average price dropped 3 percent to \$0.95 per pound. When compared with the same month last year, current supply was 38 percent lower with average price also dropping 19 percent as demand for taamu decreased over the year. (See Graph 5 and Tables 1 & 2)



With a substantial increase in taamu supplies in the month under review, a comparison of the twelve months ending May 2011 over the twelve months ending May 2010 revealed current supply contributing to a 53 percent increase in volume while its price declined 26 percent.

COCONUT

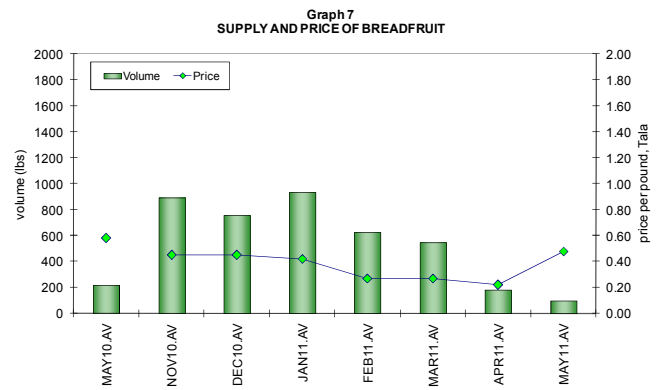
Coconut supplies in the month under review showed a significant increase of 25 percent to 14,280 pounds over April 2011, a level that was 37 percent higher than May 2010. Increased demand for this commodity drove its average price up 4 percent to \$0.26 per pound from April 2011 and was 13 percent higher when compared to May 2010. (See Graph 6 and Tables 1 & 2)



Despite the higher volume for coconut in the month under review, current supply of coconut contributed to a 4 percent decrease in the average availability of coconut when comparing the twelve months ending May 2010/2011 resulting in its average price rising 2 percent.

BREADFRUIT

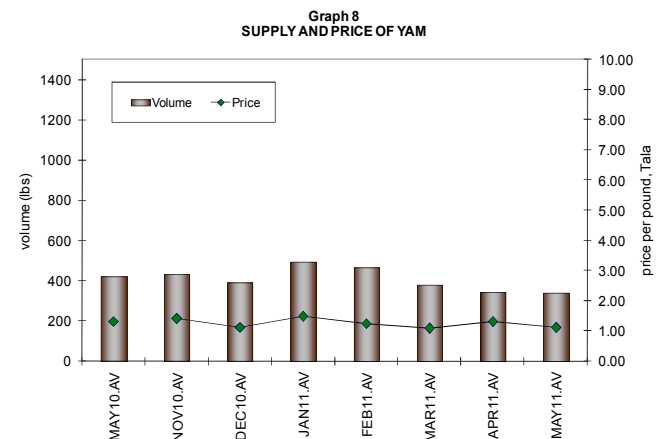
With breadfruit not at the peak of its growing season, a decline in the volume was recorded from the previous month showing a 46 percent decrease to 99 pounds, a level that was 55 percent lower than May 2010. Reflecting the drop in volume, average price was more than doubled (up 118 percent) to \$0.48 per pound from April 2011. In comparison with the same month last year, however, current prices were 17 percent lower. (See Graph 7 and Tables 1 & 2)



Current supply of breadfruit contributed to an overall 19 percent decrease in volume with weak demand driving its price down 11 percent when comparing the twelve months ending May 2010/2011.

YAM

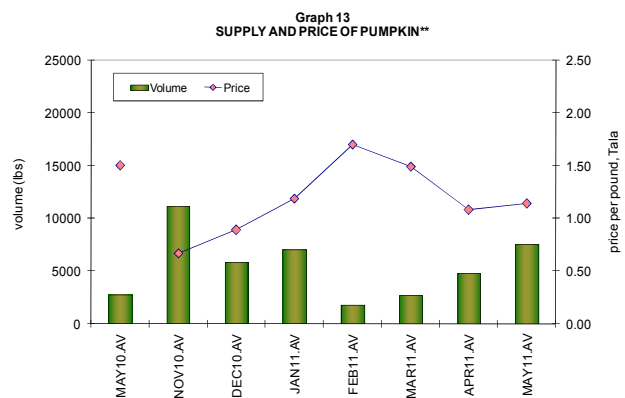
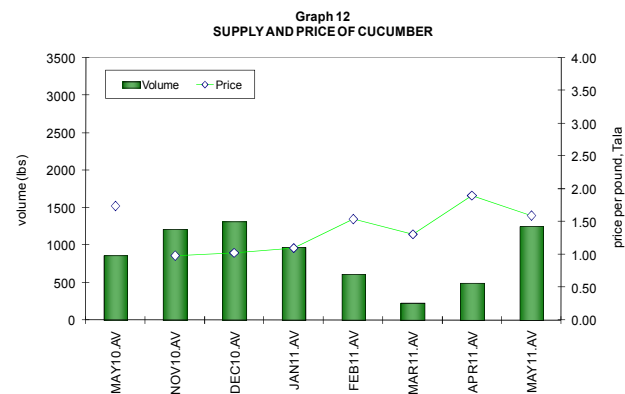
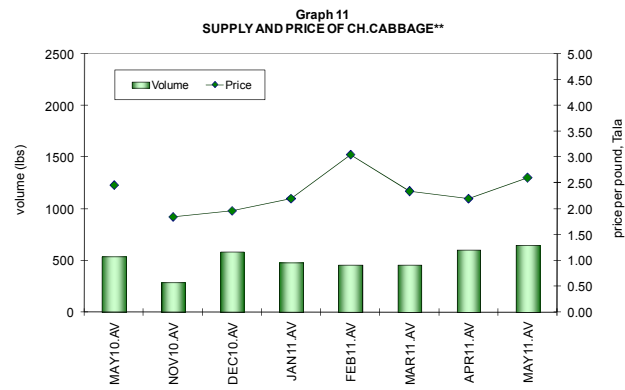
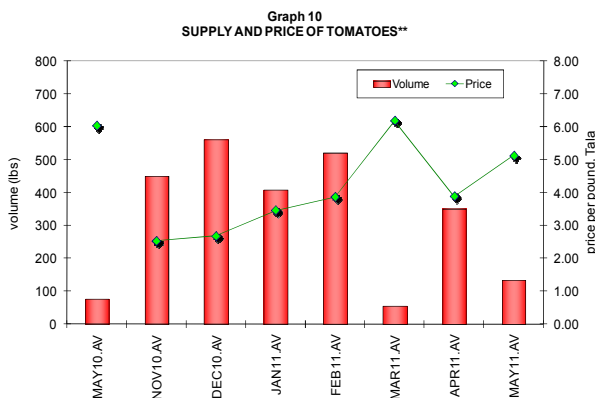
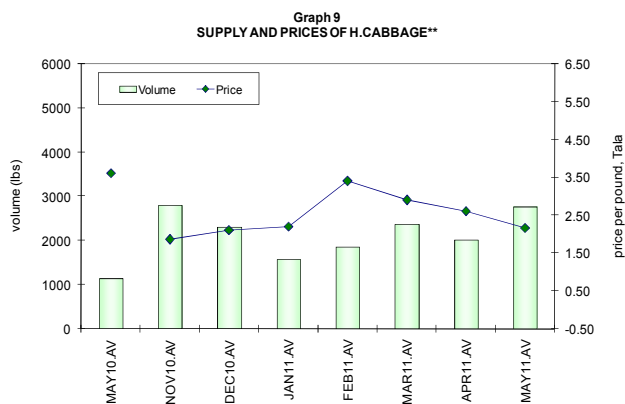
At 342 pounds, the supply of yam in May 2011 slipped 1 percent from April 2011, a level that was 19 percent lower than May 2010. Similarly, average price dropped 15 percent to \$1.11 per pound from the previous month and was 17 percent lower when compared to May 2010 illustrating very weak demand for yam over the year. (See Graph 8 and Tables 1 & 2)



Despite the slightly lower volume in May 2011, current supply of yam contributed to a 36 percent increase in supply while price showed a 10 percent decrease when comparing the twelve months ending May 2010/2011.

VEGETABLE PRODUCE

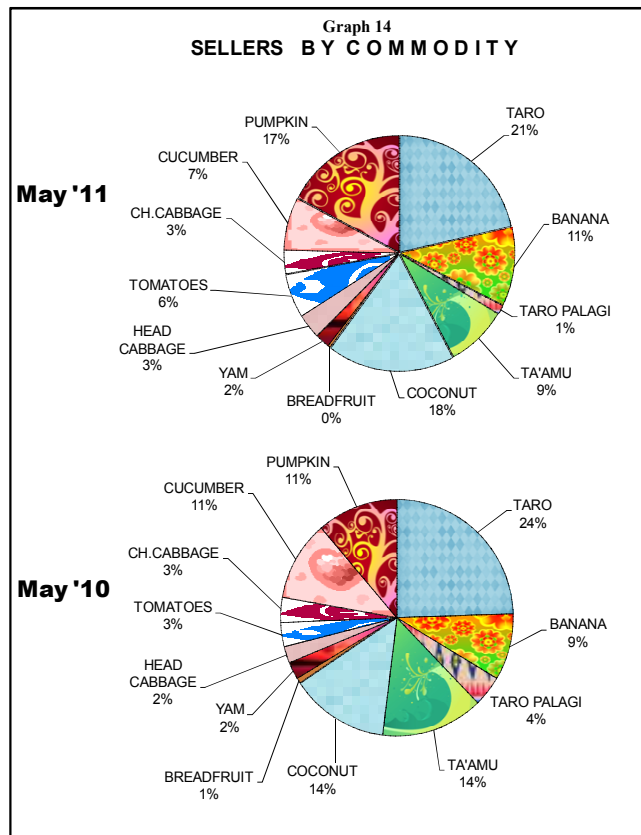
A general overview of all vegetable produce at the Fugalei Market in May 2011 revealed significant gains in supply with the exception of tomatoes, whose supply fell 62 percent to 133 pounds. Cucumber supplies at 1,251 pounds led the way almost tripling its volume from the previous month. Pumpkin supply rose 56 percent to 7,536 pounds while head cabbage increased 37 percent (to 2,774 pounds). Chinese cabbage supplies edged up 7 percent (to 649 pounds). (See Graphs 9 to 13 and Tables 1 & 2)



Average price for vegetable produce revealed all prices increasing with the exception of head cabbage registering a 17 percent decline to \$2.17 per pound and cucumber at \$1.59 per pound decreasing 16 percent. Tomato prices rose to \$5.13 per pound (up 32 percent), Chinese cabbage prices expanded to \$2.60 per pound (up 18 percent) and pumpkin prices also increased 6 percent (to \$1.14 per pound).

SELLERS

At 197, the number of sellers on the days surveyed in May 2011 decreased 3 percent from the previous month but was 4 percent higher when compared to the same month of the previous year. (See Graph 14 and Table 6)

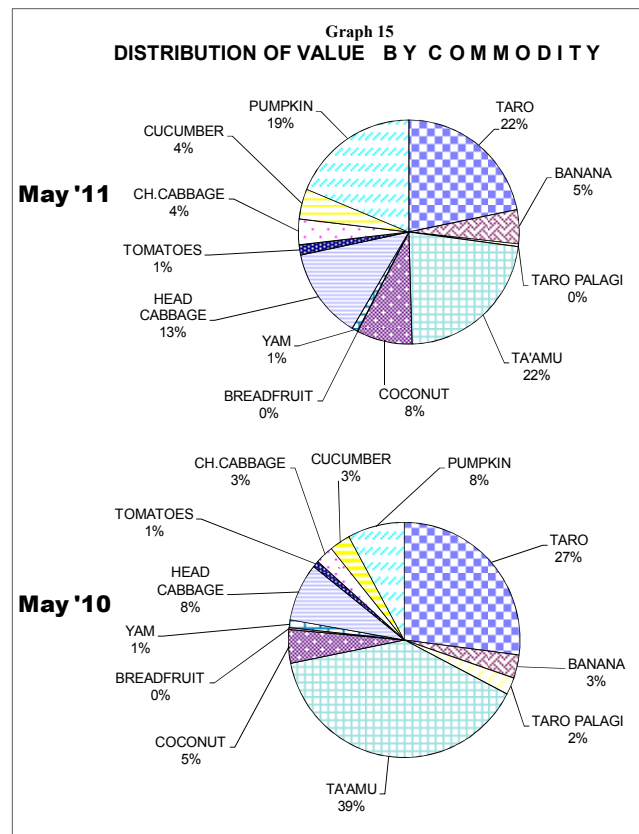


Taro sellers remained the largest group at the market despite its decreasing total to 42 from 53 in April 2011 and 47 in May 2010. Coconut sellers followed with a total of 36 which was higher than 28 in the previous month and 26 in the same month of last year. Pumpkin sellers were third with a total of 34 higher than 22 each in April 2011 and May 2010. Banana sellers followed with a total of 22 down from 23 in April 2011 and was higher than 17 in the same month of 2010. Taamu suppliers were next jumping to 17 from 12 last month even though a loss of 10 sellers was evident from May in the previous year. Cucumber and tomato sellers followed with 15 and 12 respectively lower than 20 and 16 in the previous month while 7 sellers each were recorded for Chinese and head cabbage. Yam, taro palagi and

breadfruit revealed the least number of sellers with 4, 3 and 1 correspondingly.

VALUE OF SUPPLIES

In connection with the elevated supplies of most agricultural produce in May 2011, the average value of selected produce at the Fugalei Market increased 30 percent to \$45,800 from the previous month; a level that was 12 percent lower than the same month of 2010. (See Graph 15 and Table 3)



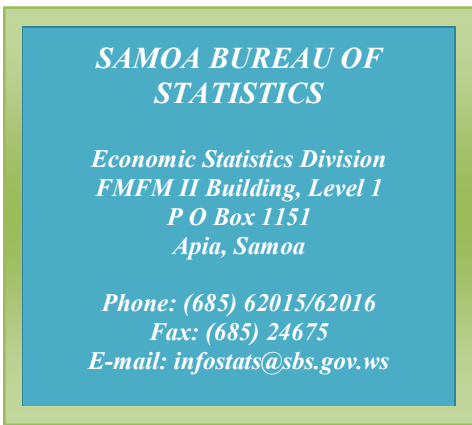
Taamu and taro with shares of 22 percent each contributed the most to the total value of produce surveyed. Taamu increased its share from 16 percent in the previous month but was substantially lower than its share of 39 percent in the same month last year while shares of taro decreased from 28 percent and 27 percent respectively from April 2011 and May 2010. Pumpkin followed with a 19 percent share, higher than 15 percent from the previous month and 8 percent in the same month last year. Head cabbage accounted for 13 percent down from 15 percent in the previous month but higher than 8

percent in May 2010. Coconut accounted for 8 percent of total value; banana contributed 5 percent while Chinese cabbage and cucumber contributed 4 percent each to the total value of produce supplied.

Tomato and yam contributed 1 percent each while relatively lower shares were recorded for the rest of the other commodities in May 2011.

@ 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	MAY10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	May-11	
										% chng from prev mnth	%chng from May 10
TARO	8422	13286	9158	8724	10525	11886	11411	11251	12157	8	-8
BANANA	6349	3469	10351	10014	9484	7882	9088	5415	5498	2	58
TARO PALAGI	484	1604	163	279	103	581	2063	678	218	-68	-86
TA'AMU	10042	17437	9303	7318	6899	4745	8543	5730	10814	89	-38
COCONUT	9964	10417	13513	7949	11940	15301	16676	11425	14280	25	37
BREADFRUIT	608	220	891	759	935	627	550	185	99	-46	-55
YAM	415	421	431	391	495	465	381	344	342	-1	-19
HEAD CABBAGE	1531	1152	2807	2312	1568	1861	2371	2026	2774	37	141
TOMATOES	300	77	452	563	409	521	56	350	133	-62	74
CH.CABBAGE	720	541	288	587	477	459	459	607	649	7	20
CUCUMBER	978	867	1212	1313	980	613	227	498	1251	151	44
PUMPKIN	7508	2746	11166	5849	7051	1798	2671	4827	7536	56	174

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

PRODUCE	2010 AVE	MAY10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	% chng from prev mnth	%chng from May 10
TARO	1.05	1.06	0.97	0.91	0.98	0.85	0.86	0.86	0.82	-5	-23
BANANA	0.45	0.48	0.49	0.43	0.38	0.37	0.38	0.37	0.41	11	-15
TARO PALAGI	0.76	0.77	0.45	0.52	0.82	0.60	0.91	0.44	0.84	91	9
TA'AMU	1.10	1.17	0.79	1.01	1.12	1.21	1.12	0.98	0.95	-3	-19
COCONUT	0.23	0.23	0.22	0.25	0.27	0.26	0.21	0.25	0.26	4	13
BREADFRUIT	0.41	0.58	0.45	0.45	0.42	0.27	0.27	0.22	0.48	118	-17
YAM	1.34	1.33	1.41	1.12	1.48	1.24	1.09	1.31	1.11	-15	-17
HEAD CABBAGE	2.86	3.61	1.86	2.11	2.20	3.40	2.90	2.61	2.17	-17	-40
TOMATOES	4.55	6.05	2.54	2.69	3.46	3.87	6.19	3.89	5.13	32	-15
CH.CABBAGE	2.27	2.46	1.85	1.96	2.20	3.05	2.34	2.20	2.60	18	6
CUCUMBER	1.49	1.74	0.98	1.03	1.10	1.54	1.31	1.90	1.59	-16	-9
PUMPKIN	1.00	1.50	0.67	0.89	1.19	1.70	1.49	1.08	1.14	6	-24

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

PRODUCE	Total value 2010	MAY10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	% chng from prev mnth	%chng from May 10
TARO	103.1	14.1	8.9	7.9	10.3	10.1	9.8	9.7	10.0		
BANANA	34.2	1.7	5.1	4.3	3.6	2.9	3.5	2.0	2.3		
TARO PALAGI	4.6	1.2	0.1	0.1	0.1	0.4	1.9	0.3	0.2		
TA'AMU	133.3	20.4	7.4	7.4	7.7	5.7	9.6	5.6	10.3		
COCONUT	27.2	2.4	3.0	2.0	3.2	4.0	3.5	2.9	3.7		
BREADFRUIT	2.5	0.1	0.4	0.3	0.4	0.2	0.2	0.0	0.1		
YAM	6.6	0.6	0.6	0.4	0.7	0.6	0.4	0.5	0.4		
HEAD CABBAGE	45.0	4.2	5.2	4.9	3.5	6.3	6.9	5.3	6.0		
TOMATOES	11.6	0.5	1.2	1.5	1.4	2.0	0.4	1.4	0.7		
CH.CABBAGE	16.3	1.3	0.5	1.2	1.1	1.4	1.1	1.3	1.7		
CUCUMBER	15.0	1.5	1.2	1.4	1.1	0.9	0.3	1.0	2.0		
PUMPKIN	78.0	4.1	7.5	5.2	8.4	3.1	4.0	5.2	8.6		
	477.5	52.1	40.9	36.7	41.4	37.6	41.4	35.1	45.8	30	-12

Table 4: Volume Index (2010 = 100)*

PRODUCE	2010 Weights	MAY10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	% chng from prev mnth	%chng from May 10
TARO	0.22	158	109	104	125	141	135	134	144		
BANANA	0.07	55	163	158	149	124	143	85	87		
TARO PALAGI	0.01	332	34	58	21	120	427	140	45		
TA'AMU	0.28	174	93	73	69	47	85	57	108		
COCONUT	0.06	105	136	80	120	154	167	115	143		
BREADFRUIT	0.01	36	147	125	154	103	90	30	16		
YAM	0.01	101	104	94	119	112	92	83	82		
HEAD CABBAGE	0.09	75	183	151	102	122	155	132	181		
TOMATOES	0.02	25	150	187	136	173	19	117	44		
CH.CABBAGE	0.03	75	40	82	66	64	64	84	90		
CUCUMBER	0.03	89	124	134	100	63	23	51	128		
PUMPKIN	0.16	37	149	78	94	24	36	64	100		
	1.00	116	122	100	100	88	102	90	119	32	2

Table 5: Price Index (2010 = 100)*

PRODUCE	2010 Weights	MAY10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	% chng from prev mnth	%chng from May 10
TARO	0.22	101	93	87	94	81	82	82	78		
BANANA	0.07	106	109	95	84	82	84	82	91		
TARO PALAGI	0.01	101	59	68	107	79	119	58	110		
TA'AMU	0.28	107	72	92	102	110	102	89	86		
COCONUT	0.06	101	96	109	118	114	92	109	114		
BREADFRUIT	0.01	141	109	109	102	66	66	53	117		
YAM	0.01	99	105	84	111	93	81	98	83		
HEAD CABBAGE	0.09	126	65	74	77	119	101	91	76		
TOMATOES	0.02	133	56	59	76	85	136	86	113		
CH.CABBAGE	0.03	108	82	86	97	134	103	97	115		
CUCUMBER	0.03	117	66	69	74	104	88	128	107		
PUMPKIN	0.16	151	67	89	120	171	150	108	114		
	1.00	113	78	87	97	109	101	91	91	0	-20

Table 6: Number of Sellers*

PRODUCE	MAY10.AV	NOV10.AV	DEC10.AV	JAN11.AV	FEB11.AV	MAR11.AV	APR11.AV	MAY11.AV	% chng from prev mnth	%chng from May 10
TARO	47	49	51	54	54	49	53	42		
BANANA	17	28	28	32	23	28	23	22		
TARO PALAGI	8	1	2	2	6	11	4	3		
TA'AMU	27	14	13	14	13	11	12	17		
COCONUT	26	55	21	32	36	25	28	36		
BREADFRUIT	2	6	5	8	4	3	2	1		
YAM	5	6	6	5	7	5	4	4		
HEAD CABBAGE	4	10	6	7	6	6	10	7		
TOMATOES	6	23	25	18	20	7	16	12		
CH.CABBAGE	7	6	6	8	7	8	10	7		
CUCUMBER	21	25	27	22	22	10	20	15		
PUMPKIN	22	64	38	41	16	19	22	34		
	190	285	225	243	213	180	203	197	-3	4