



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

FUGALEI MARKET SURVEY – JANUARY 2012

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

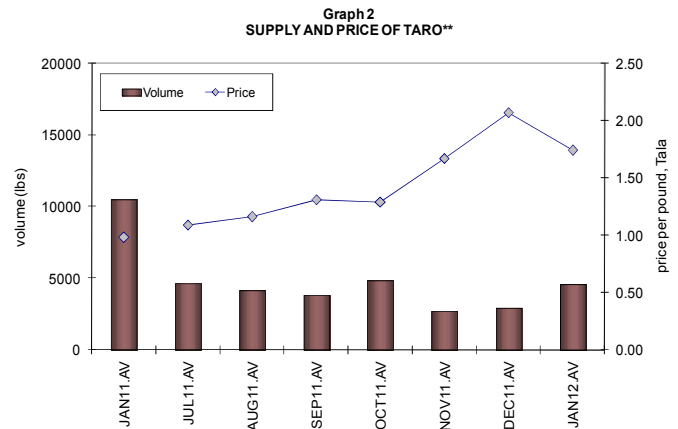
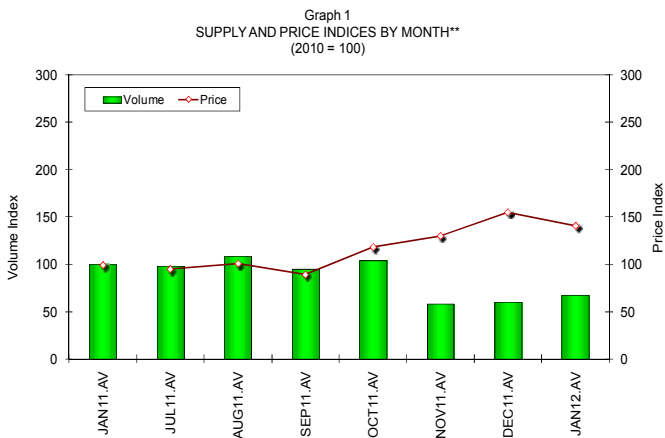
Issue No. 1 /12

OVERVIEW

The Samoa Bureau of Statistics survey of the Fugalei Market in January 2012 recorded overall volume of selected produce slowly recovering from previous months. When compared to December 2011, the volume index for the month under review increased 11 percent but was 33 percent lower than the same month of 2011. The surge in the level of the overall supply reflected increases in the availability of most commodities with the exception of ta’amu, yam and head cabbage. (See Graph 1 and Tables 4 & 5)

TARO

Taro supplies rebounded in the month under review increasing 54 percent to 4,560 pounds while its price however dropped 16 percent to \$1.74 per pound from December 2011. When compared to January last year, the volume of taro in the month under review was 57 percent lower with its price 78 percent higher from a year ago. (See Graph 2 and Tables 1 & 2)

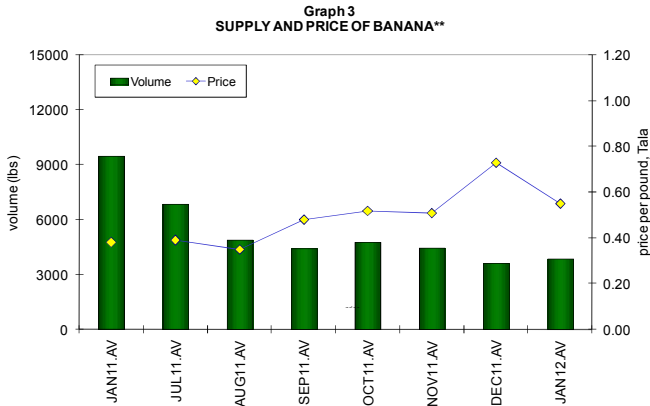


On the other hand, the overall price level at the market decreased 10 percent from December 2011, reflecting lower prices for most produce (with the exception of taro palagi, yam, head and Chinese cabbage). And when compared to January 2011, average price level in the month under review was 42 percent higher.

In spite of the improvement in the month under review, the average supply of taro contributed to a 21 percent reduction in volume when comparing the twelve months ending January 2012 over the twelve months ending January 2011, while its price rose 17 percent.

BANANA

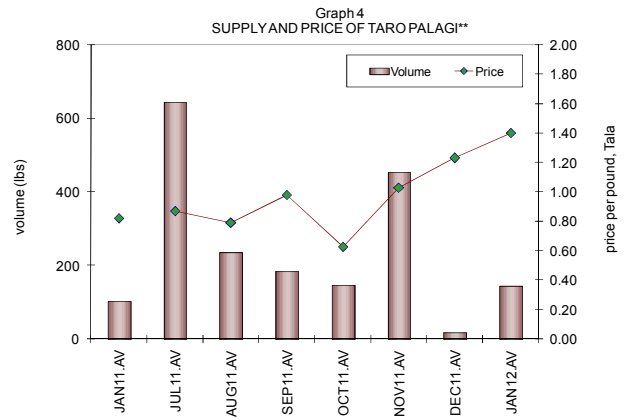
The supply of banana expanded 6 percent to 3,852 pounds from the previous month while its price fell 25 percent to \$0.55 per pound. However, when compared to January 2011, the current volume of banana was 59 percent lower while its price was 45 percent higher. (See Graph 3 and Tables 1 & 2)



Comparing the twelve months ending January 2012 over the twelve months ending January 2011, supplies of banana in the month under review contributed to a 16 percent decrease in volume and a 2 percent increase in average price.

TARO PALAGI

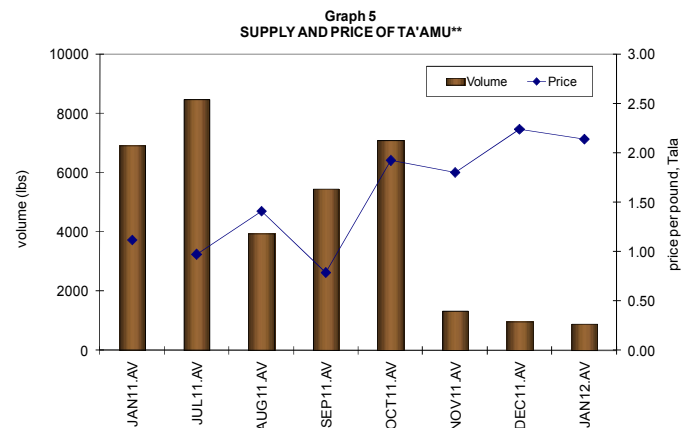
Taro palagi supplies showed signs of recovery in January 2012 to 145 pounds, a level that was eight times higher when compared to the previous month and 41 percent higher when compared to January 2011. Strong demand led to a price rise of 14 percent (to \$1.40 per pound) in the month under review. Of all the root crops available at the market in January 2012, taro palagi prices were still the lowest when compared to the prices of its close substitutes (taro, ta'amu, and yam). When compared with the same month of 2011, current average prices were 71 percent higher. (See Graph 4 and Tables 1 & 2)



Current supply of taro palagi contributed to a 9 percent rise in volume and 17 percent increase in price when comparing the twelve months ending January 2012 over the twelve months ending January 2011.

TA'AMU

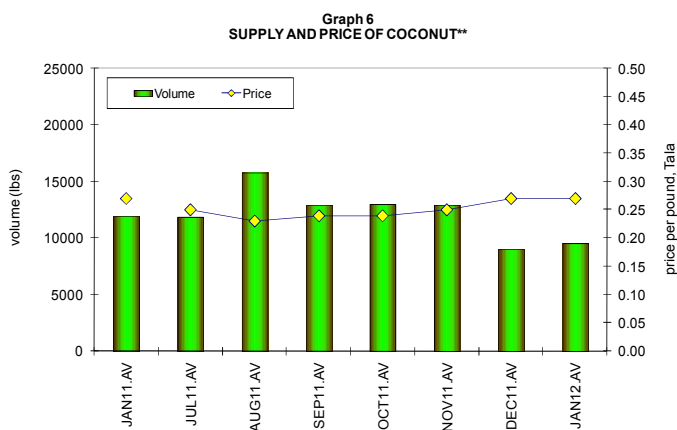
The availability of ta'amu declined 7 percent (to 896 pounds) from the previous month; similarly, weakened demand pushed its price down 4 percent to \$2.14 per pound. When compared with January 2011, the current supply of ta'amu was 87 percent lower while its price was 91 percent higher. (See Graph 5 and Tables 1 & 2)



In line with the lower volume in the month under review, current supply of ta'amu contributed to a 42 percent reduction in volume in the twelve months ending January 2012 over the twelve months ending January 2011. In contrast, the average price of ta'amu rose 25 percent over the same period.

COCONUT

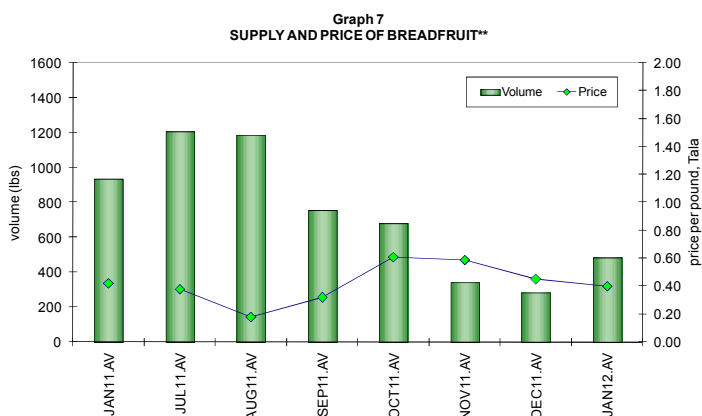
The volume of coconut at the market increased 6 percent to 9,564 from the previous month but was 20 percent lower than in January 2011. Its average price (at \$0.27 per pound) in the month under review remained the same with that of December and January 2011. (See Graph 6 and Tables 1 & 2)



A twelve month comparison ending January 2012 over the twelve months ending January 2011 revealed current supply contributing to a 25 percent increase in volume while price also rose 9 percent.

BREADFRUIT

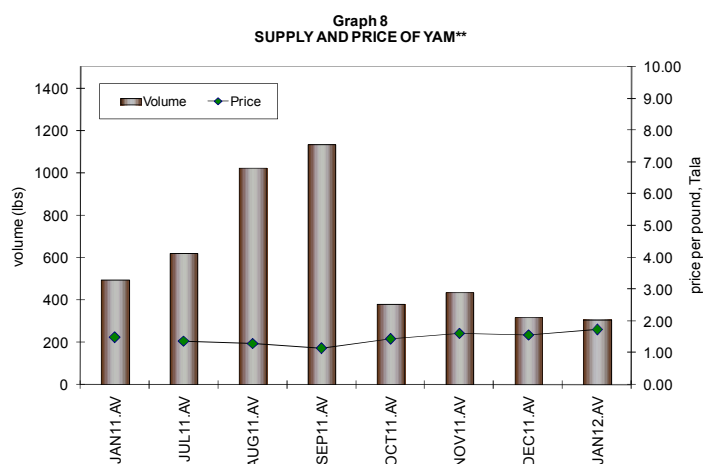
In the month under review, the average supply of breadfruit to the market increased significantly by 69 percent to 484 pounds from the previous month; a level that was 48 percent lower than January 2011. At \$0.40 per pound, the price of breadfruit fell 11 percent from the previous month and was 5 percent lower than that in January last year. (See Graph 7 and Tables 1 & 2)



The average availability of breadfruit in the month under review contributed to a 12 percent decrease in volume while price also fell 14 percent when comparing the twelve months ending January 2012 over the twelve months ending January 2011.

YAM

The supply of yam in January 2012 slipped 3 percent to 307 pounds from the previous month and was 38 percent lower than in January 2011. With less availability, its price rose 10 percent to \$1.73 per pound from December 2011; a level that was 17 percent higher than in January 2011. (See Graph 8 and Tables 1 & 2)

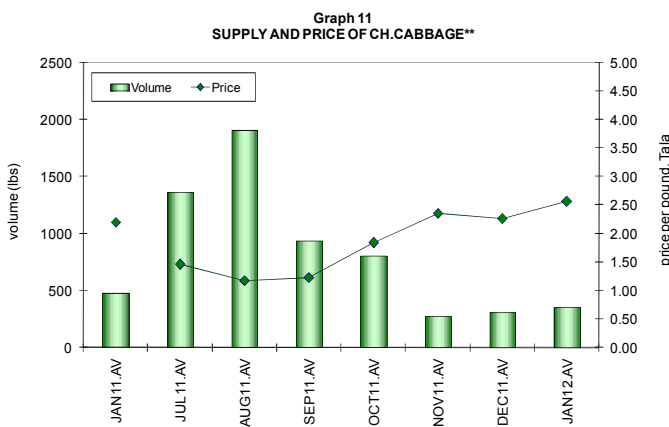
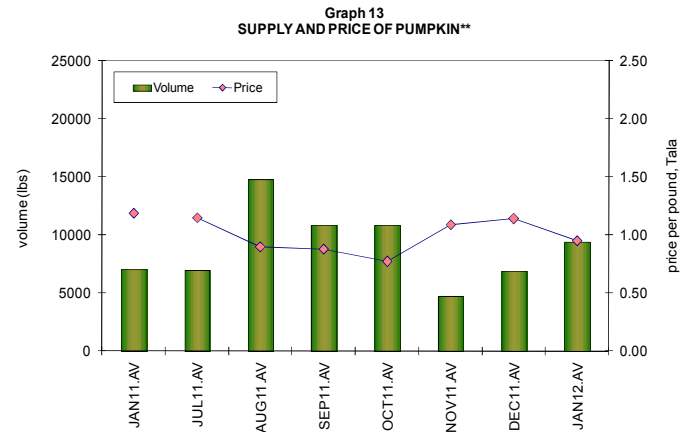
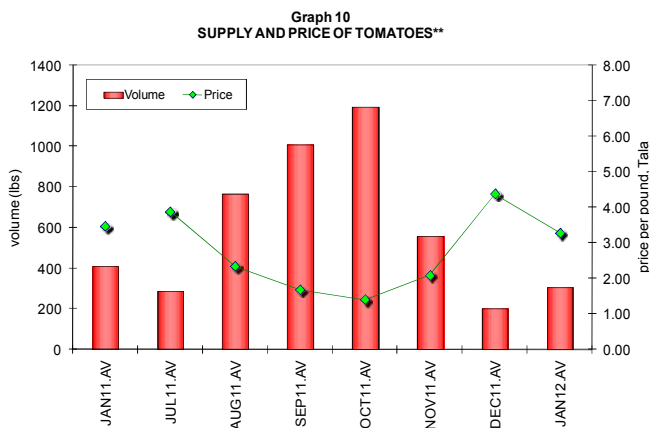
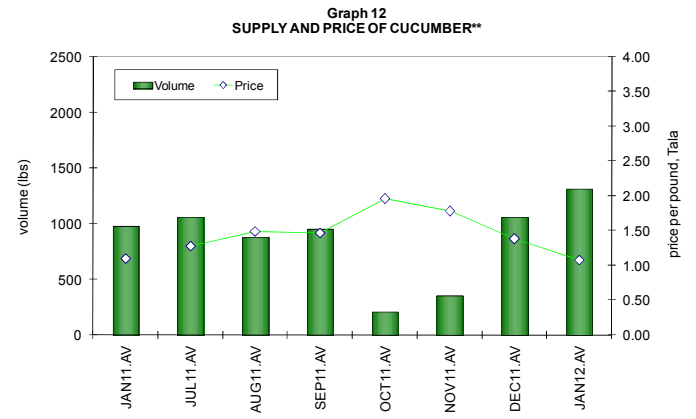
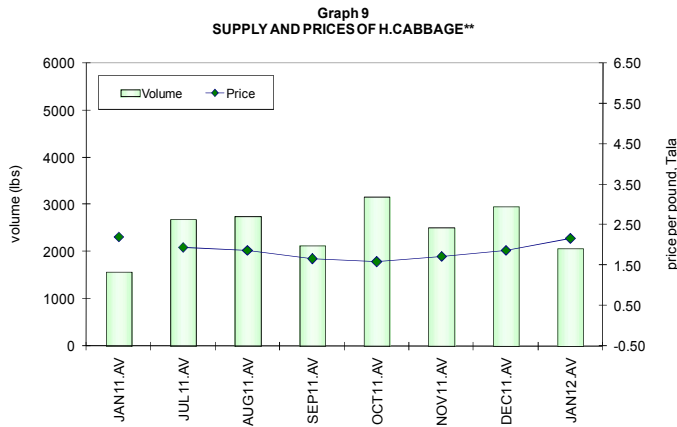


Despite the lower volume of yam supplied in the month under review, current supply contributed to a 24 percent increase in the average availability of this commodity as its price fell 1 percent when comparing the twelve months ending January 2012 over the twelve months ending January 2011.

VEGETABLE PRODUCE

The supplies of most vegetables to the Fugalei market improved in the month under review, with the exception of head cabbage whose volume declined 30 percent to 2,063 pounds. In particular, supplies of tomatoes expanded 52 percent (to 304 pounds) from the previous month, followed by a 36 percent increase in pumpkin supplies (to 9,390 pounds). Cucumber and Chinese cabbage supplies rose 24 percent (to 1,314 pounds) and 15 percent (to 356

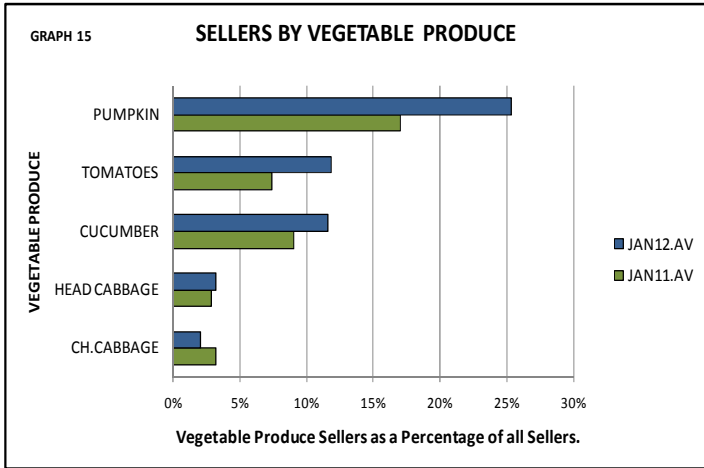
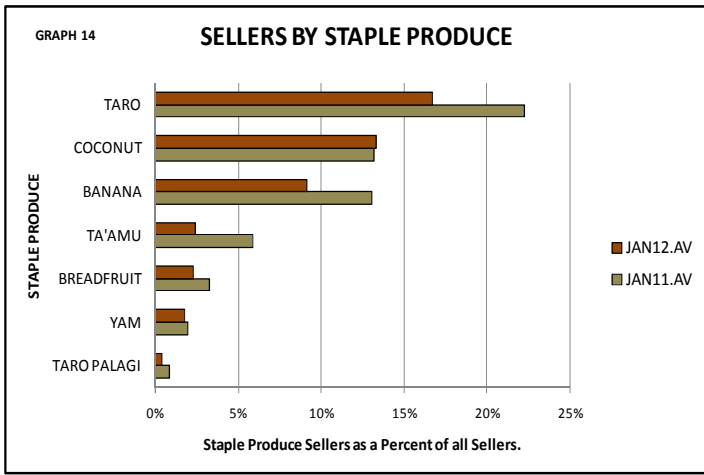
pounds) respectively. (See Graphs 9 to 13 and Tables 1 & 2)



Consequent to increased availability of most vegetable produce, average prices experienced a general rate of decline in the month under review. Tomato prices shrank 25 percent to \$3.28 per pound, followed by a 22 percent slump in cucumber prices to \$1.08 per pound and pumpkin prices also fell 17 percent (to \$0.95 per pound). Driven by demand; average prices of Chinese cabbage edged up 13 percent to \$2.56 per pound while head cabbage prices also rose 16 percent to \$2.17 per pound.

SELLERS

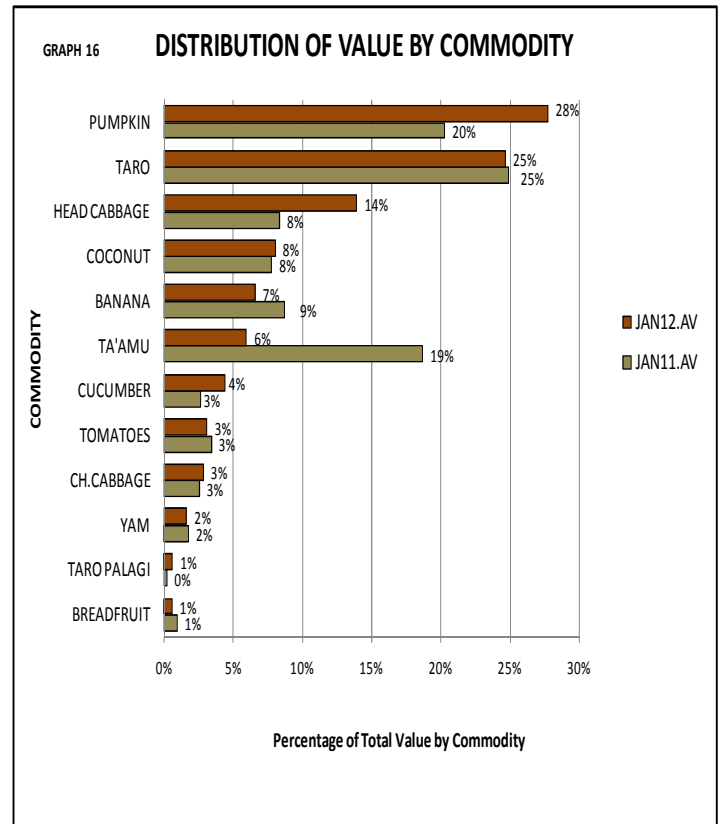
At 186; the number of sellers at the Fugalei market on the days surveyed in the month under review decreased 3 percent from last month and was also 23 percent lower than the same month of a year ago. (See Graphs 14 and 15 and Table 6)



Pumpkin sellers were the largest group with its total increasing to 47 from 34 in December and 41 in January 2011. Taro sellers followed with a total of 31, higher than 30 in the previous month but lower than 54 in January 2011. Coconut sellers were third, increasing to 25 from 24 in the previous month but lower than 32 in the same month of 2011. Sellers of cucumber at 22 shrunk from 30 in the previous month but were the same with that in January 2011. Tomato sellers at that same total (22) increased from 15 and 18 in December and January 2011 in that order while suppliers of banana at 17 decreased significantly from 35 in the previous month and 32 in the same month of 2011. Head cabbage sellers dropped to 6 from 8 while ta'amu added 1 to its total of 4 in December 2011. Sellers of breadfruit and Chinese cabbage both recorded 4 each in the month under review while yam and taro palagi recorded 3 and 1 sellers respectively.

VALUE OF SUPPLIES

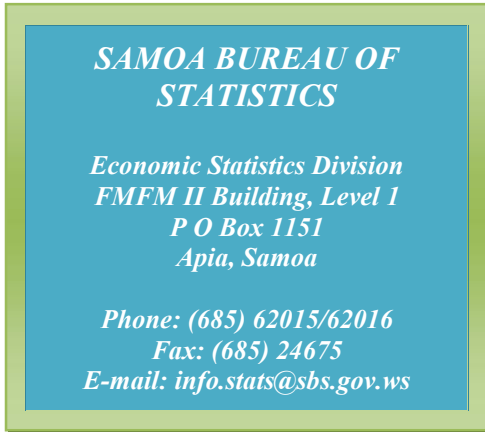
The average value of selected produce supplied to the market at \$32,200 in January 2012 was 6 percent higher than the previous month but was 22 percent lower than that in January 2011.



Pumpkin contributed the most to the value of produce surveyed with a share of 28 percent in January 2012, a level higher than 26 and 20 percent in December and January 2011 respectively. Taro followed with a 25 percent share; which was higher than 20 percent in the previous month but was the same with that in the same month last year. Head cabbage supplies accounted for 14 percent of total value; down from 18 percent in December 2011 but higher than 8 percent in January 2011. Coconut share remained at 8 percent from the previous month while banana and taamu contributed 7 percent and 6 percent respectively decreasing from 9 percent and 7 percent in the previous month in that order. Cucumber accounted for 4 percent while Chinese cabbage and tomato contributed 3 percent each to total value. Yam was responsible for a 2 percent share while breadfruit and taro palagi each recorded 1 percent. (See Graph 16 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 report.

** 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	JAN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	OCT11.AV	NOV11.AV	DEC11.AV	JAN12.AV	Jan-12	
										% chng from prev mnth	%chng from Jan 11
TARO	8422	10525	4641	4138	3847	4864	2702	2955	4560	54	-57
BANANA	6349	9484	6853	4899	4413	4806	4488	3619	3852	6	-59
TARO PALAGI	484	103	644	236	184	145	454	18	145	706	41
TA'AMU	10042	6899	8484	3952	5456	7089	1336	965	896	-7	-87
COCONUT	9964	11940	11902	15800	12934	13030	12927	9014	9564	6	-20
BREADFRUIT	608	935	1206	1188	757	682	341	286	484	69	-48
YAM HEAD	415	495	622	1025	1133	381	436	317	307	-3	-38
CABBAGE	1531	1568	2690	2755	2126	3160	2508	2956	2063	-30	32
TOMATOES	300	409	286	767	1011	1195	558	200	304	52	-26
CH.CABBAGE	720	477	1362	1911	937	805	274	308	356	15	-25
CUCUMBER	978	980	1056	880	953	210	355	1060	1314	24	34
PUMPKIN	7508	7051	6954	14836	10854	10848	4735	6881	9390	36	33

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

PRODUCE	2010 AVE	JAN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	OCT11.AV	NOV11.AV	DEC11.AV	JAN12.AV	Jan-12	
										% chng from prev mnth	%chng from Jan 11
TARO	1.05	0.98	1.09	1.16	1.31	1.29	1.67	2.07	1.74	-16	78
BANANA	0.45	0.38	0.39	0.35	0.48	0.52	0.51	0.73	0.55	-25	45
TARO PALAGI	0.76	0.82	0.87	0.79	0.98	0.63	1.03	1.23	1.40	14	71
TA'AMU	1.10	1.12	0.97	1.41	0.79	1.92	1.80	2.24	2.14	-4	91
COCONUT	0.23	0.27	0.25	0.23	0.24	0.24	0.25	0.27	0.27	0	0
BREADFRUIT	0.41	0.42	0.38	0.18	0.32	0.61	0.59	0.45	0.40	-11	-5
YAM HEAD	1.34	1.48	1.37	1.29	1.14	1.43	1.62	1.57	1.73	10	17
CABBAGE	2.86	2.20	1.94	1.87	1.66	1.58	1.72	1.87	2.17	16	-1
TOMATOES	4.55	3.46	3.88	2.34	1.68	1.40	2.09	4.38	3.28	-25	-5
CH.CABBAGE	2.27	2.20	1.46	1.18	1.23	1.84	2.36	2.26	2.56	13	16
CUCUMBER	1.49	1.10	1.28	1.49	1.47	1.96	1.78	1.38	1.08	-22	-2
PUMPKIN	1.00	1.19	1.15	0.90	0.88	0.77	1.09	1.14	0.95	-17	-20

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

PRODUCE	Total value 2010	JAN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	OCT11.AV	NOV11.AV	DEC11.AV	JAN12.AV	% chng from prev mnth	%chng from Jan 11
TARO	103.1	10.3	5.1	4.8	5.0	6.3	4.5	6.1	7.9		
BANANA	34.2	3.6	2.7	1.7	2.1	2.5	2.3	2.6	2.1		
TARO PALAGI	4.6	0.1	0.6	0.2	0.2	0.1	0.5	0.0	0.2		
TA'AMU	133.3	7.7	8.2	5.6	4.3	13.6	2.4	2.2	1.9		
COCONUT	27.2	3.2	3.0	3.6	3.1	3.1	3.2	2.4	2.6		
BREADFRUIT	2.5	0.4	0.5	0.2	0.2	0.4	0.2	0.1	0.2		
YAM HEAD	6.6	0.7	0.9	1.3	1.3	0.5	0.7	0.5	0.5		
CABBAGE	45.0	3.5	5.2	5.2	3.5	5.0	4.3	5.5	4.5		
TOMATOES	11.6	1.4	1.1	1.8	1.7	1.7	1.2	0.9	1.0		
CH.CABBAGE	16.3	1.1	2.0	2.3	1.2	1.5	0.7	0.7	0.9		
CUCUMBER	15.0	1.1	1.4	1.3	1.4	0.4	0.6	1.5	1.4		
PUMPKIN	78.0	8.4	8.0	13.4	9.6	8.4	5.2	7.8	8.9		
	477.5	41.4	38.5	41.3	33.6	43.5	25.7	30.4	32.2	6	-22

*on the days surveyed @ new weights and base

Table 4: Volume Index (2010 = 100)

PRODUCE	2010 Weights	JAN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	OCT11.AV	NOV11.AV	DEC11.AV	JAN12.AV	% chng from prev mnth	%chng from Jan 11
TARO	0.22	125	55	49	46	58	32	35	54		
BANANA	0.07	149	108	77	70	76	71	57	61		
TARO PALAGI	0.01	21	133	49	38	30	94	4	30		
TA'AMU	0.28	69	84	39	54	71	13	10	9		
COCONUT	0.06	120	119	159	130	131	130	90	96		
BREADFRUIT	0.01	154	198	195	124	112	56	47	80		
YAM HEAD	0.01	119	150	247	273	92	105	76	74		
CABBAGE	0.09	102	176	180	139	206	164	193	135		
TOMATOES	0.02	136	95	255	337	398	186	67	101		
CH.CABBAGE	0.03	66	189	265	130	112	38	43	49		
CUCUMBER	0.03	100	108	90	98	21	36	108	134		
PUMPKIN	0.16	94	93	198	145	145	63	92	125		
	1.00	100	98	108	95	104	58	60	67	11	-33

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

PRODUCE	2010 Weights	JAN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	OCT11.AV	NOV11.AV	DEC11.AV	JAN12.AV	% chng from prev mnth	%chng from Jan 11
TARO	0.22	94	104	111	125	123	159	198	166		
BANANA	0.07	84	87	78	106	115	113	162	122		
TARO PALAGI	0.01	107	114	103	128	82	135	161	183		
TA'AMU	0.28	102	88	128	72	175	164	204	195		
COCONUT	0.06	118	109	101	105	105	109	118	118		
BREADFRUIT	0.01	102	92	44	78	148	143	109	97		
YAM HEAD	0.01	111	102	96	85	107	121	117	129		
CABBAGE	0.09	77	68	65	58	55	60	65	76		
TOMATOES	0.02	76	85	51	37	31	46	96	72		
CH.CABBAGE	0.03	97	64	52	54	81	104	100	113		
CUCUMBER	0.03	74	86	100	99	132	120	93	73		
PUMPKIN	0.16	120	115	90	88	77	109	114	95		
	1.00	99	95	101	89	118	130	155	140	-10	42

**Table 6: Number of
Sellers***

PRODUCE	JAN11.AV	JUL11.AV	AUG11.AV	SEP11.AV	OCT11.AV	NOV11.AV	DEC11.AV	JAN12.AV	% chng from prev mnth	%chng from Jan 11
TARO	54	26	28	31	17	26	30	31		
BANANA	32	30	18	19	21	20	35	17		
TARO PALAGI	2	3	3	2	1	2	1	1		
TA'AMU	14	17	9	11	15	4	4	5		
COCONUT	32	33	33	36	32	27	24	25		
BREADFRUIT	8	7	3	5	5	4	3	4		
YAM HEAD	5	5	8	10	5	4	2	3		
CABBAGE	7	10	9	17	10	8	8	6		
TOMATOES	18	18	34	26	38	29	15	22		
CH.CABBAGE	8	11	15	16	8	4	6	4		
CUCUMBER	22	27	23	35	12	14	30	22		
PUMPKIN	41	30	70	42	58	33	34	47		
	243	216	251	249	220	172	191	186	-3	-23

*on the days
surveyed
@ new weights
and base
revised figures

