



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

FUGALEI MARKET SURVEY – NOVEMBER 2010

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

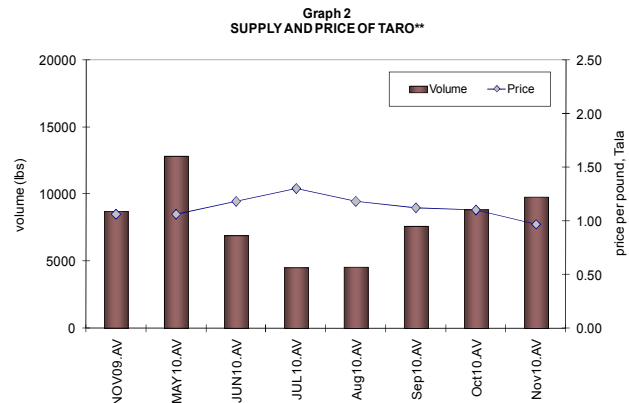
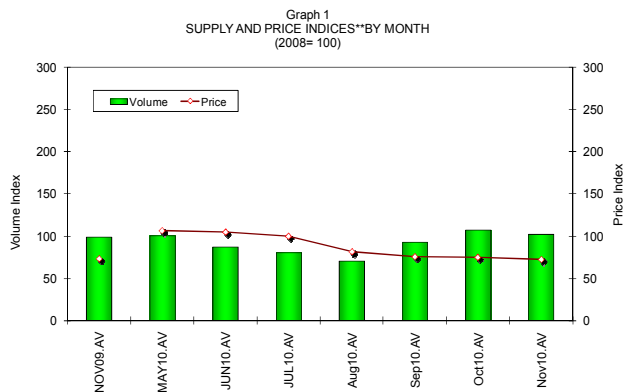
Issue No. 11 /10

OVERVIEW

The Samoa Bureau of Statistics survey of Agriculture food supply at the Fugalei Market in the month of November 2010 recorded a downturn of 4 percent in overall volume. This reduction in overall volume was due to unfavourable weather condition for most vegetable produce with less availability of ta’amu and yam. However, when comparing the month under review with the same month of last year, current supply was 4 percent higher. (See Graph 1 and Tables 4 & 5)

TARO

The availability of taro at the Fugalei Market continued its upward trend with an 11 percent increase to 9837 pounds in the month under review which was 12 percent higher than November 2009. Consequent to this month’s higher volume, the average price of taro dropped 12 percent to \$0.97 per pound from the previous month and was 8 percent lower when comparing the same month of last year demand decreased for this commodity over the year. (See Graph 2 and Tables 1 & 2)

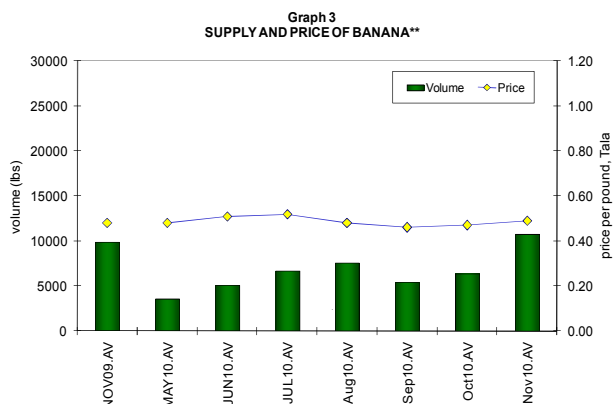


The overall price index followed the same trend contracting 4 percent from the previous month and 2 percent from November 2009. The decrease in the overall price index in the month under review stem from decreases in the prices of taro, ta’amu, coconut and breadfruit.

Despite the higher volume of taro supplies in November 2010, it contributed to a 22 percent decrease in volume and 27 percent decrease in average price when comparing the 12 months ending November 2009/2010.

BANANA

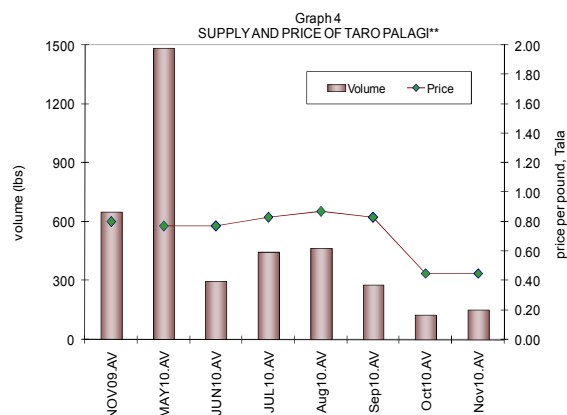
Banana supplies continued its surge for the third consecutive month in November 2010 with a 70 percent increase to 10793 pounds. Compared to the same month of 2009, current supply was 9 percent higher. Similarly, average price at \$0.49 per pound revealed a 4 percent increase from last month and was 2 percent higher than November 2009 reflecting strong demand over the year. (See Graph 3 and Tables 1 & 2)



Regardless of this month's higher supply of banana, current supply contributed to a 34 percent decrease in volume and 29 percent decrease in its average price when reviewing the 12 months ending November 2010 over the 12 months ending November 2009.

TARO PALAGI

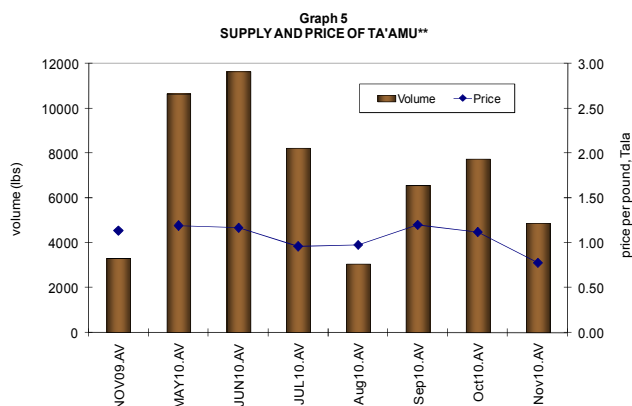
The supply of taro palagi in the month under review rose 21 percent to 151 pounds from the previous month while its price remained at \$0.45 per pound. In comparison to November 2009, current supply of taro palagi was 77 percent lower and average price was also 44 percent lower. (See Graph 4 and Tables 1 & 2)



Current supply of taro palagi contributed to a 1 percent increase in volume and a 29 percent reduction in price when comparing the 12 months ending November 2010 over November 2009.

TA'AMU

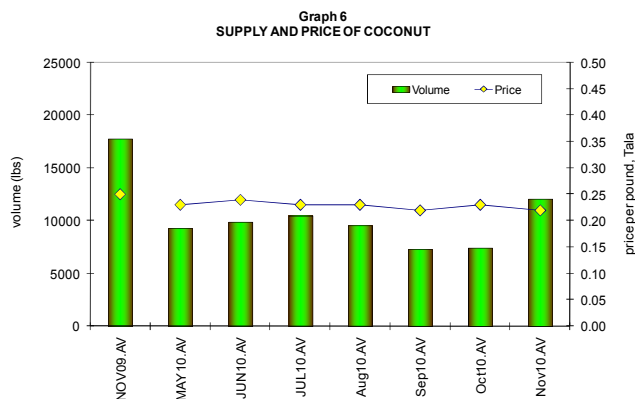
After improving in the October 2010, the supply of ta'amu at the market decreased 37 percent to 4878 pounds in November 2010 as weak demand led its average price to fall 30 percent to \$0.78 per pound. In comparison with November 2009, current ta'amu supply was 47 percent higher although decreased demand for this staple food pushed its average price down 32 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 a 46 percent rise in volume while average price took a 40 percent drop when reviewing the twelve months ending November 2010 over the twelve months ending November 2009.

COCONUT

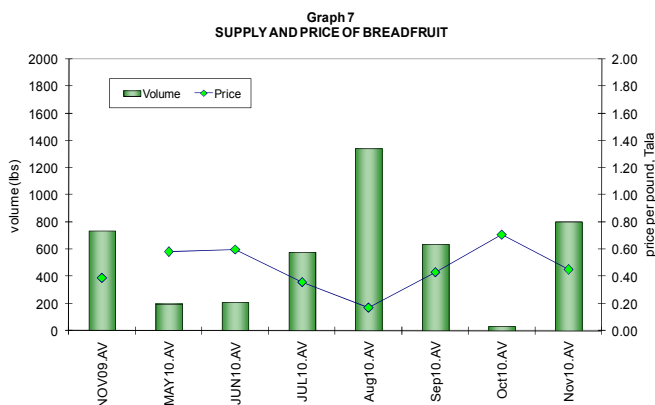
At 12065 pounds, the supply of coconut in the month under review rose 62 percent from the previous month while its price fell 4 percent to \$0.22 per pound. However, at its current level, the average availability of coconut was 32 percent lower than the same month of last year with average price also was 12 percent lower as a result of weakened demand over the year. (See Graph 6 and Tables 1 & 2)



The average availability of coconut in the twelve months ending November 2010 contributed to a 24 percent decrease in volume as price rose 4 percent when compared to the twelve months ending November 2009.

BREADFRUIT

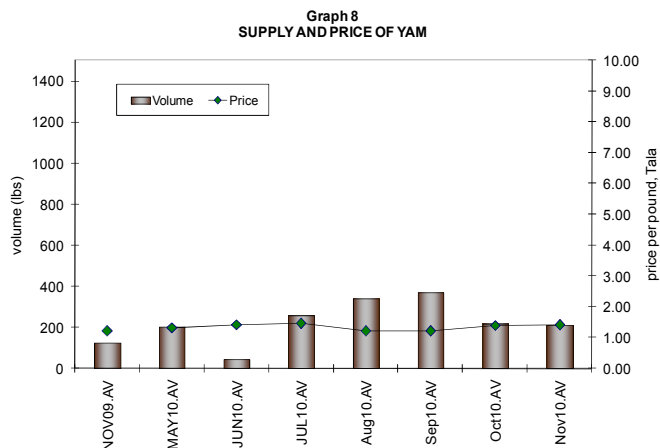
The onset of the breadfruit season started slowly in November 2010 with volume rebounding to 804 pounds, a level that was extremely higher than its level in the previous month, pushing its price down to 37 percent to \$0.45 per pound as demand weakened for breadfruit. When compared to November 2009, the current level of breadfruit supplies to the market was 9 percent higher as its current price was also 15 percent higher reflecting strong demand for breadfruit over the year. (See Graph 7 and Tables 1 & 2)



A twelve month comparison ending November 2010 over the twelve month ending November 2009 consequently revealed current supply contributing to a 28 percent decrease in volume while price also fell 39 percent.

YAM

The supply of yam declined 5 percent (to 209 pounds) from the previous month but was 65 percent higher than its level last year. Increased demand for yam drove its price up 1 percent to \$1.41 per pound from the previous month and was 17 percent higher than the same month last year. (See Graph 8 and Tables 1 & 2)

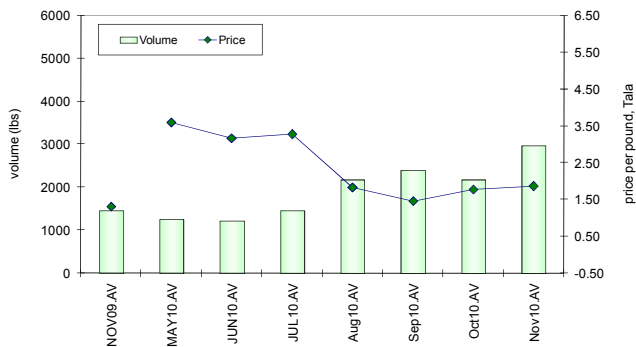


The lower volume of yam supplied in the month under review contributed to an overall 24 percent decline in the average availability of this commodity when comparing the twelve months ending November 2010 over the twelve months ending November 2009. Weak demand led to its average price also falling 3 percent.

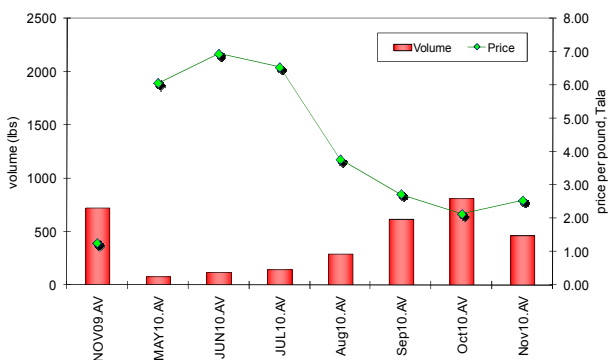
VEGETABLE PRODUCE

Variation in weather condition tended to be very unfavourable, affecting the availability of most vegetable produce negatively in November 2010 with the exception of head cabbage whose volume rose 36 percent to 2971 pounds. Mainly affected was Chinese cabbage which recorded the largest decrease of 79 percent (to 256 pounds) from the previous month, followed by a 43 percent reduction in tomatoes to 466 pounds. Cucumber and pumpkin supplies fell 29 percent (to 1610 pounds) and 27 percent (to 5975 pounds) respectively. (See Graphs 9 to 13 and Tables 1 & 2)

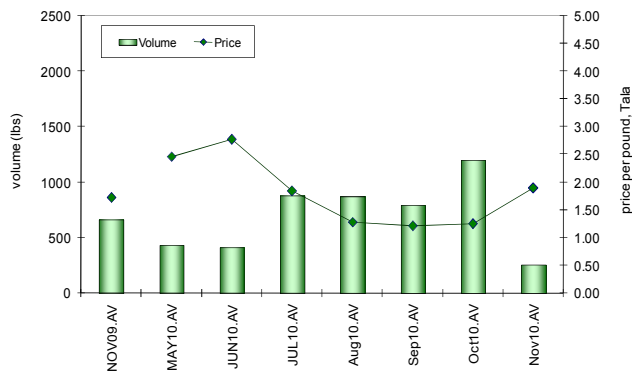
Graph 9
SUPPLY AND PRICES OF H.CABBAGE**



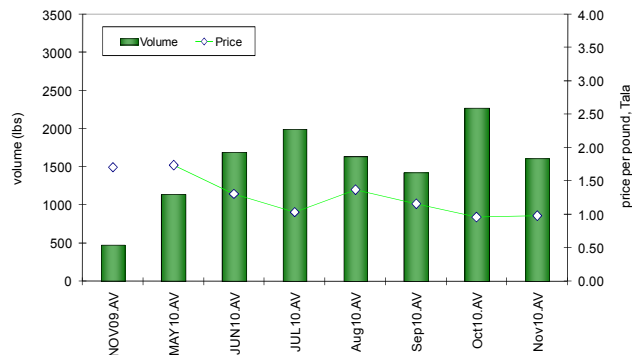
Graph 10
SUPPLY AND PRICE OF TOMATOES**



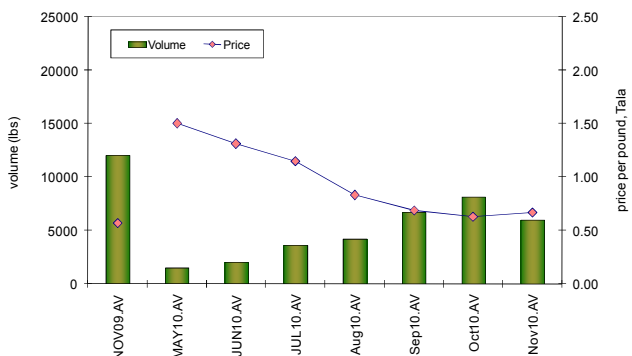
Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER



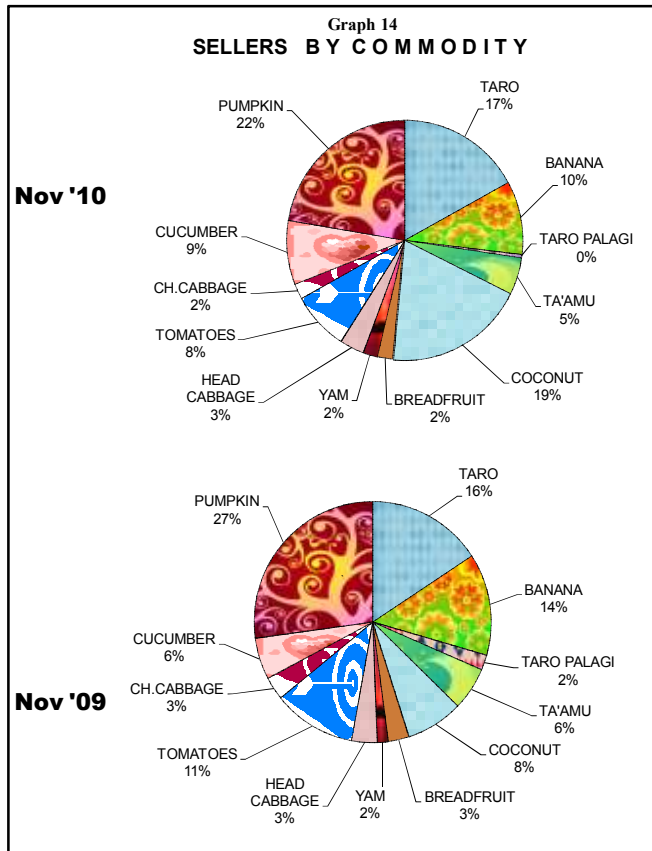
Graph 13
SUPPLY AND PRICE OF PUMPKIN**



Consequent to less availability of most vegetable produce average prices rose in the month under review. Chinese cabbage jumped 51 percent to \$1.89 per pound, followed by a 19 percent increase in tomato prices at \$2.54 per pound. Pumpkin and cucumber prices also went up 6 percent (to \$0.67 per pound) and 2 percent (to \$0.98 per pound) respectively. Driven by strong demand, head cabbage prices grew 4 percent to \$1.86 per pound.

SELLERS

At 285, the number of sellers at the Fugalei Market on the days surveyed in the month under review was 14 percent higher than in October 2010 reflecting increased suppliers of staple produce. However, when compared to November 2009, the current number of sellers was 4 percent lower. (See Graph 14 and Table 6)

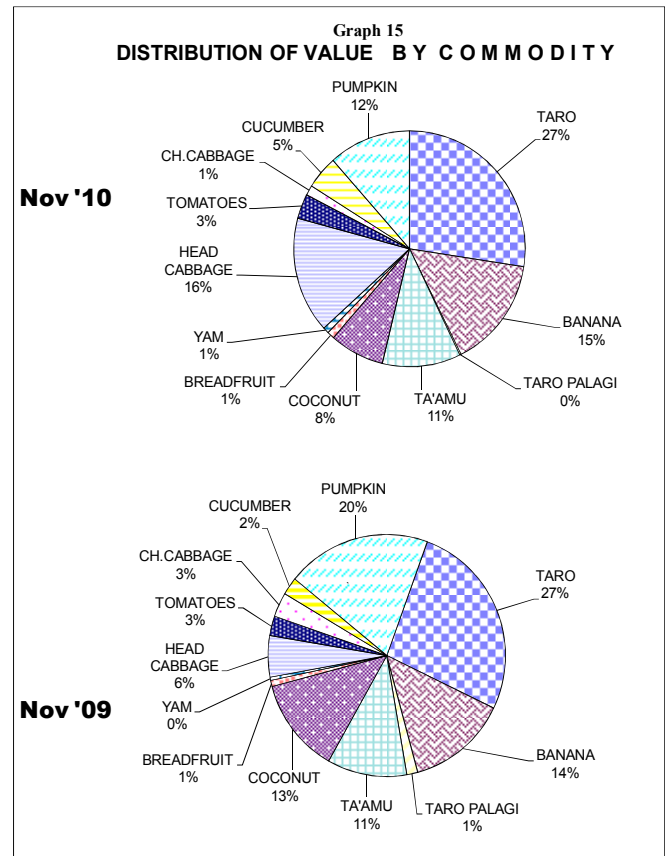


In the month under review, pumpkin sellers remained the largest group with 64 suppliers higher than 52 in the previous month but down from 81 in the same month last year. Coconut sellers followed with its total jumping to 55 from 21 in October 2010 and 23 in November 2009. Taro sellers were third with a total of 49 from 42 in October 2010 and 47 in November 2009. Banana sellers increased to 28 from 18 in the previous month but decreased from 41 in November 2009. Tomatoes and cucumber sellers decreased to 23 and 25 respectively from 26 and 35 in the previous month. Those supplying ta'amu, head cabbage and Chinese cabbage fell to 14, 10 and 6 from 19, 11 and 18 respectively from October 2010. Breadfruit and yam sellers increased to 6 each from 1

and 5 from the previous month in that order while those supplying taro palagi remained unchanged.

VALUE OF SUPPLIES

Highlighted by the lower volume in November 2010, the average value of selected produce supplied to the market decreased 8 percent to \$34,800 from October 2010 but was similar to the total volume in November 2009.



Contributing the most to the value of produce surveyed in November 2010 was taro, which recorded a 27 percent share similar to November 2009 and higher than its share in the previous month (26 percent). Followed with a 16 percent share was head cabbage which was higher than its contribution of 10 percent and 6 percent respectively in October 2010 and November 2009. Banana contributed 15 percent to the value of supplies, higher than its 8 percent share in the previous month and 14 percent share last year. Pumpkin and ta'amu represented 12 percent and 11 percent respectively lower than their shares of the previous month of 14 percent and 23 percent in

that order. Relatively lower shares were recorded for the rest of the other commodities. (See Graph 15 and Table 3)

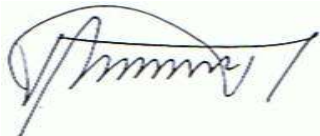
@ Weights for the selected produce have been revised using 2008 as the base period and have been incorporated starting from January 2010 report.

** 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.

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)*

PRODUCE	2008 AVE	NOV09.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	Oct10.AV	Nov10.AV	Nov-10	
										% chng from prev mnth	%chng from Nov 09
TARO	8472	8752	12873	6913	4559	4612	7602	8849	9837	11	12
BANANA	10716	9925	3617	5120	6724	7566	5413	6357	10793	70	9
TARO PALAGI	447	650	1484	297	448	465	280	125	151	21	-77
TA'AMU	4436	3321	10672	11653	8236	3051	6565	7741	4878	-37	47
COCONUT	12078	17751	9296	9875	10464	9522	7318	7458	12065	62	-32
BREADFRUIT	849	735	199	209	580	1340	635	32	804	2428	9
YAM HEAD	478	127	204	43	259	338	370	219	209	-5	65
CABBAGE	1999	1470	1261	1220	1468	2180	2406	2185	2971	36	102
TOMATOES	770	724	78	122	144	293	622	813	466	-43	-36
CH.CABBAGE	991	666	431	415	879	874	795	1201	256	-79	-62
CUCUMBER	1407	480	1143	1691	1997	1642	1430	2275	1610	-29	236
PUMPKIN	7716	12030	1515	2024	3608	4242	6735	8154	5975	-27	-50

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

PRODUCE	2008 AVE	NOV09.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	Oct10.AV	Nov10.AV	% chng from prev mnth	%chng from Nov 09
TARO	1.43	1.06	1.06	1.18	1.30	1.18	1.12	1.10	0.97	-12	-8
BANANA	0.58	0.48	0.48	0.51	0.52	0.48	0.46	0.47	0.49	4	2
TARO PALAGI	0.83	0.80	0.77	0.77	0.83	0.87	0.83	0.45	0.45	0	-44
TA'AMU	1.56	1.14	1.19	1.17	0.96	0.98	1.20	1.12	0.78	-30	-32
COCONUT	0.22	0.25	0.23	0.24	0.23	0.23	0.22	0.23	0.22	-4	-12
BREADFRUIT	0.41	0.39	0.58	0.60	0.36	0.17	0.43	0.71	0.45	-37	15
YAM HEAD	1.46	1.21	1.33	1.42	1.46	1.21	1.21	1.40	1.41	1	17
CABBAGE	2.99	1.31	3.60	3.17	3.27	1.83	1.46	1.78	1.86	4	42
TOMATOES	3.19	1.25	6.06	6.94	6.54	3.77	2.72	2.13	2.54	19	103
CH.CABBAGE	1.89	1.72	2.46	2.77	1.84	1.28	1.21	1.25	1.89	51	10
CUCUMBER	1.34	1.71	1.74	1.31	1.04	1.37	1.16	0.96	0.98	2	-43
PUMPKIN	0.90	0.57	1.50	1.31	1.15	0.83	0.69	0.63	0.67	6	18

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

PRODUCE	Total value 2008	NOV09.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	Oct10.AV	Nov10.AV	% chng from prev mnth	%chng from Nov 09
TARO	139.1	9.3	13.7	8.2	5.9	5.4	8.5	9.7	9.5		
BANANA	73.6	4.8	1.7	2.6	3.5	3.6	2.5	3.0	5.3		
TARO PALAGI	4.6	0.5	1.1	0.2	0.4	0.4	0.2	0.1	0.1		
TA'AMU	78.8	3.8	12.7	13.6	7.9	3.0	7.9	8.7	3.8		
COCONUT	31.1	4.4	2.1	2.4	2.4	2.2	1.6	1.7	2.7		
BREADFRUIT	4.2	0.3	0.1	0.1	0.2	0.2	0.3	0.0	0.4		
YAM HEAD	8.4	0.2	0.3	0.1	0.4	0.4	0.5	0.3	0.3		
CABBAGE	66.4	1.9	4.5	3.9	4.8	4.0	3.5	3.9	5.5		
TOMATOES	25.0	0.9	0.5	0.8	0.9	1.1	1.7	1.7	1.2		
CH.CABBAGE	21.3	1.1	1.1	1.2	1.6	1.1	1.0	1.5	0.5		
CUCUMBER	19.9	0.8	2.0	2.2	2.1	2.3	1.7	2.2	1.6		
PUMPKIN	77.8	6.9	2.3	2.7	4.2	3.5	4.7	5.1	4.0		
	550.0	34.9	42.1	37.9	34.3	27.3	33.9	37.9	34.8	-8	0

Table 4: Volume Index (2008 = 100)*

PRODUCE	2008 Weights	NOV09.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	Oct10.AV	Nov10.AV	% chng from prev mnth	%chng from Nov 09
TARO	0.25	103	152	82	54	54	90	104	116		
BANANA	0.13	93	34	48	63	71	51	59	101		
TARO PALAGI	0.01	145	332	66	100	104	63	28	34		
TA'AMU	0.14	75	241	263	186	69	148	174	110		
COCONUT	0.06	147	77	82	87	79	61	62	100		
BREADFRUIT	0.01	86	23	25	68	158	75	4	95		
YAM HEAD	0.02	27	43	9	54	71	77	46	44		
CABBAGE	0.12	74	63	61	73	109	120	109	149		
TOMATOES	0.05	94	10	16	19	38	81	106	60		
CH.CABBAGE	0.04	67	43	42	89	88	80	121	26		
CUCUMBER	0.04	34	81	120	142	117	102	162	114		
PUMPKIN	0.14	156	20	26	47	55	87	106	77		
	1.00	99	101	88	81	71	94	107	103	-4	4

Table 5: Price Index (2008 = 100)*

PRODUCE	2008 Weights	NOV09.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	Oct10.AV	Nov10.AV	% chng from prev mnth	%chng from Nov 09
TARO	0.25	74	74	83	91	83	79	77	68		
BANANA	0.13	83	83	88	89	83	79	81	84		
TARO PALAGI	0.01	96	92	92	100	105	100	54	54		
TA'AMU	0.14	73	76	75	61	63	77	72	50		
COCONUT	0.06	115	106	111	106	106	102	106	102		
BREADFRUIT	0.01	94	140	145	87	41	104	171	109		
YAM HEAD	0.02	83	91	98	100	83	83	96	97		
CABBAGE	0.12	44	120	106	109	61	49	60	62		
TOMATOES	0.05	39	190	218	205	118	85	67	80		
CH.CABBAGE	0.04	91	130	146	97	68	64	66	100		
CUCUMBER	0.04	127	129	97	77	102	86	71	73		
PUMPKIN	0.14	63	166	145	127	92	76	70	74		
	1.00	74	106	105	100	81	76	75	72	-4	-2

Table 6: Number of Sellers*

PRODUCE	NOV09.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	Oct10.AV	Nov10.AV	% chng from prev mnth	%chng from Nov 09
TARO	47	47	38	29	29	48	42	49		
BANANA	41	17	25	26	26	21	18	28		
TARO PALAGI	6	8	4	3	4	3	1	1		
TA'AMU	17	27	23	24	15	20	19	14		
COCONUT	23	26	27	33	28	24	21	55		
BREADFRUIT	9	2	2	6	6	4	1	6		
YAM HEAD	5	5	2	7	9	9	5	6		
CABBAGE	10	4	6	9	8	11	11	10		
TOMATOES	34	6	12	10	19	23	26	23		
CH.CABBAGE	9	7	8	18	10	11	18	6		
CUCUMBER	17	21	24	31	23	29	35	25		
PUMPKIN	81	22	22	29	49	56	52	64		
	297	190	192	226	223	257	250	285	14	-4