



GOVERNMENT OF SAMOA

# SAMOA BUREAU OF STATISTICS

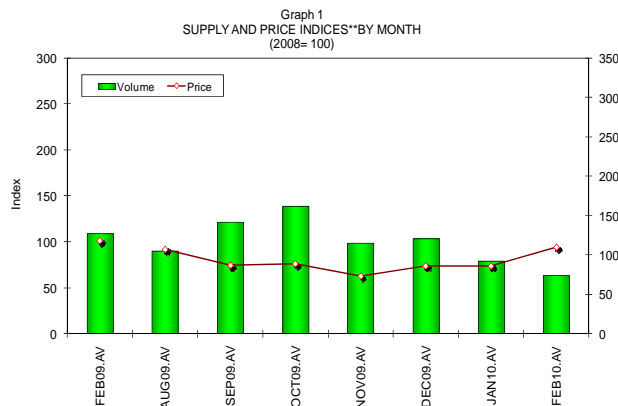
## FUGALEI MARKET SURVEY – FEBRUARY 2010

*This report provides a monthly review of selected agricultural produce available at the Fugalei Market based on the price data and volume index survey.*

Issue No. 02 /10

### OVERVIEW

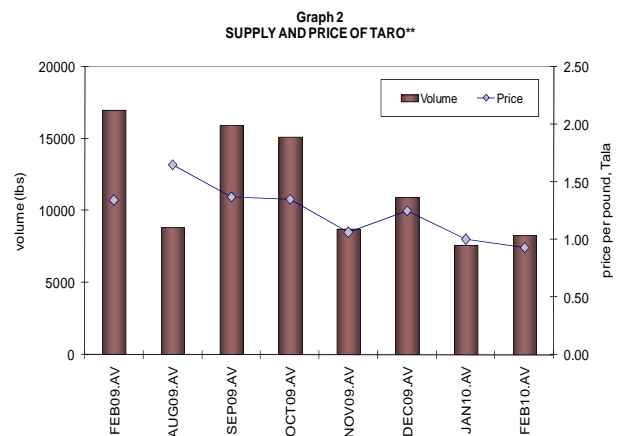
The Samoa Bureau of Statistics Survey of Agriculture food supply at the Fugalei Market in the month of February 2010 showed a 20 percent decrease in overall volume. This reduction in volume was evident across the board in almost all agricultural produce; taro palagi, taamu, coconut, breadfruit, yam, head cabbage, tomatoes, Chinese cabbage, and pumpkin. When comparing the month under review with the same month last year, supply was 41 percent lower. (See Graph 1 and Tables 4 & 5)



As a result of less availability of most staple produce as well as vegetable commodities, the average price level increased significantly by 28 percent with the largest price increases stemming from vegetable produce. The same month last year revealed average price level declining 7 percent in comparison. The month under review, however, registered the highest average price level in the past 6 months.

### TARO

Taro supplies recovered slightly from the previous month increasing 9 percent to 8302 pounds. Its average price however declined 7 percent to \$0.93 per pound. In comparison to February 2009, current volume showed a 51 percent decrease with average price following the same trend dropping 31 percent. (See Graph 2 and Tables 1 & 2)

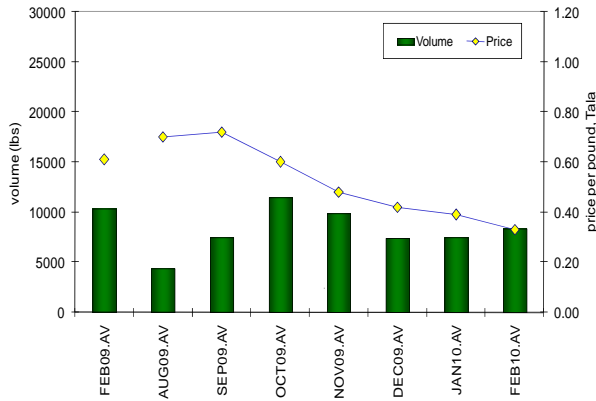


Current supply of taro contributed to a 15 percent increase in volume and a 3 percent reduction in its average price when comparing the twelve months ending February 2010 over February 2009.

### BANANA

Similarly, banana supplies rose 11 percent to 8383 pounds from January 2010. Although there was a surge in volume, its average price decreased 15 percent to \$0.33 per pound. This is the fifth consecutive month average price of banana has shown a continuous decrease. In comparison with the same month last year, there was a 19 percent reduction in supplies while a greater drop in price was realized with a 46 percent decrease, reflecting low demand for this staple. (See Graph 3 and Tables 1 & 2)

Graph 3  
SUPPLY AND PRICE OF BANANA\*\*

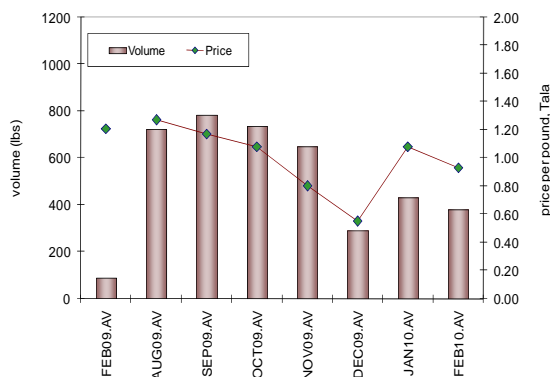


A twelve month comparison ending February 2010 over the twelve months ending February 2009 showed current supply contributing to a 26 percent decrease in volume while less availability of banana in the market pushed its average price up 3 percent.

### TARO PALAGI

The supply of taro palagi in the month under review fell 12 percent to 381 pounds from the previous month while average price dropped 14 percent to \$0.93 per pound. Reviewing the same month last year revealed current supply of taro palagi more than tripling its volume with a dramatic boost of 325 percent while average price for this staple declined 23 percent. (See Graph 4 and Tables 1 & 2)

Graph 4  
SUPPLY AND PRICE OF TARO PALAGI\*\*

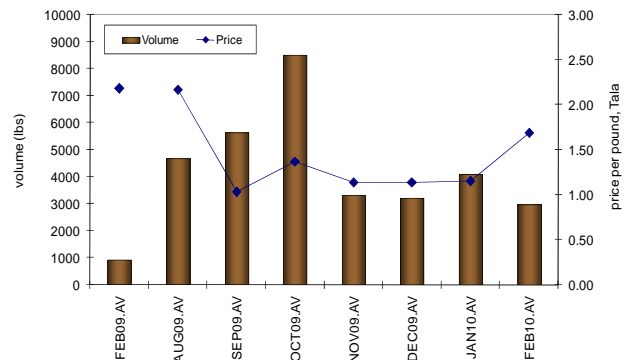


The month under review contributed to a 30 percent rise in volume and a 26 percent increase in average price when comparing the twelve months ending February 2010 over the twelve months ending February 2009.

### TAAMU

Taamu seemed to be the popular choice of staple this month. Although there was a substantial drop in taamu supply to 2982 pounds (down 27 percent) from the previous month, its average price jumped 47 percent to \$1.69 per pound in response to scarce availability in the market. Comparing the same month last year revealed current taamu volume more than doubling (up 223 percent) while price dropped 22 percent. (See Graph 5 and Tables 1 & 2)

Graph 5  
SUPPLY AND PRICE OF TA'AMU\*\*

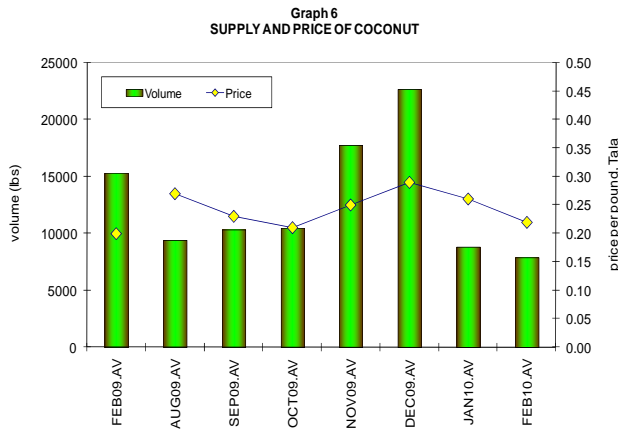


Despite the lower volume in the month under review, current supply of taamu contributed to a 21 percent rise in volume while average price showed very little movement recording a 1 percent decrease when reviewing the twelve months ending February 2009/2010.

### COCONUT

The availability of coconut at the market in February 2010 decreased 10 percent to 7910 pounds. Its average price followed the same trend falling 15 percent to \$0.22 per pound reflecting weak demand for this commodity. When compared with the same month in 2009 the current supply of coconut was also 48 percent lower pushing in its average price up 10 percent. (See Graph 6 and Tables 1 & 2)

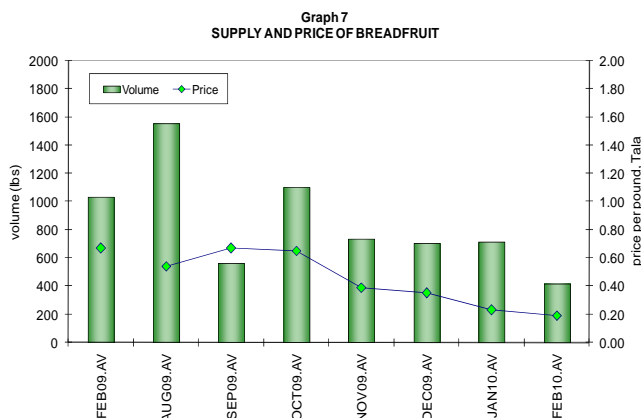
## YAM



The average availability of coconut in the twelve months ending February 2010 contributed to .1 percent decrease in volume as price surged 12 percent when compared with the twelve months ending February 2009.

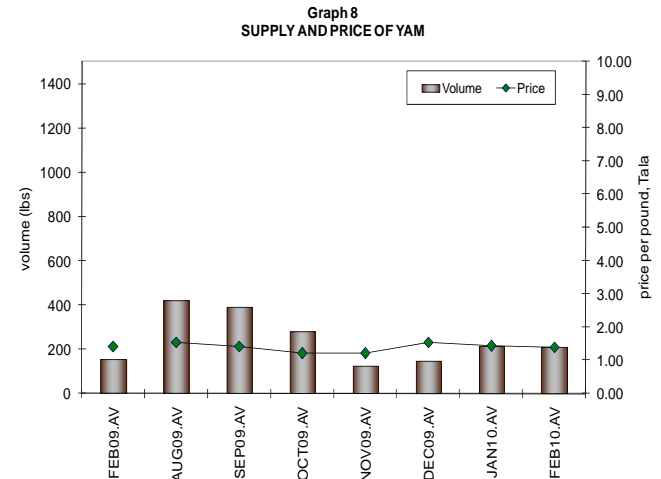
## BREADFRUIT

Breadfruit supplies took a dramatic dive to 417 pounds (down 42 percent) from the previous month reflecting the winding down of the breadfruit season. Along with the drop in volume, average prices of breadfruit decreased 17 percent to a meager \$0.19 per pound in February 2010 marking the fourth consecutive month of continuous decline in average price. Reviewing the same month last year mirrored the same trend with current volume decreasing by 60 percent and price falling 72 percent. (See Graph 7 and Tables 1 & 2)



A twelve month comparison ending February 2009/2010 revealed current supply contributing to a 28 percent decrease in volume as less availability of breadfruit pushed its average price up 43 percent.

There was very little movement in the supply of yam as volume slipped 1 percent to 211 pounds and average price slid a little further to \$1.40 per pound (down 2 percent) as demand shifted away from yam. In contrast, a comparison of volume in February 2009 showed current yam supplies expanding 35 percent even though price fell 1 percent. (See Graph 8 and Tables 1 & 2)

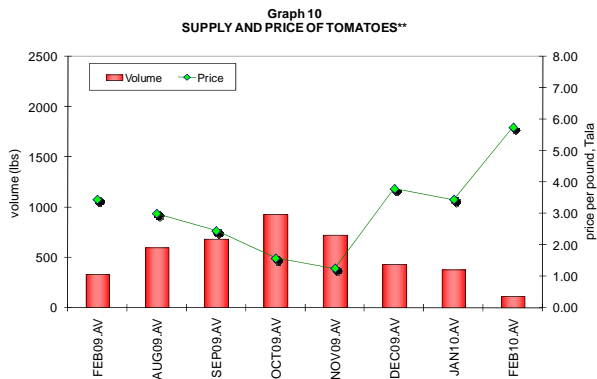
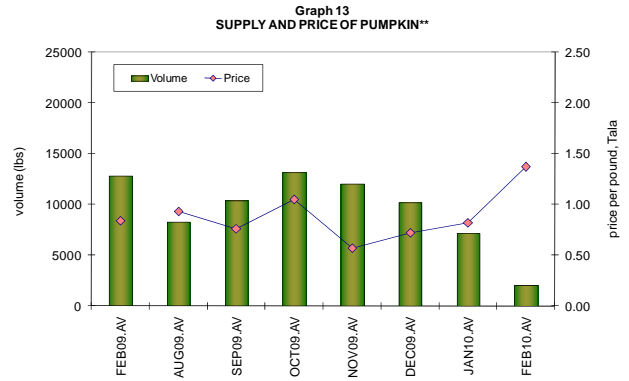
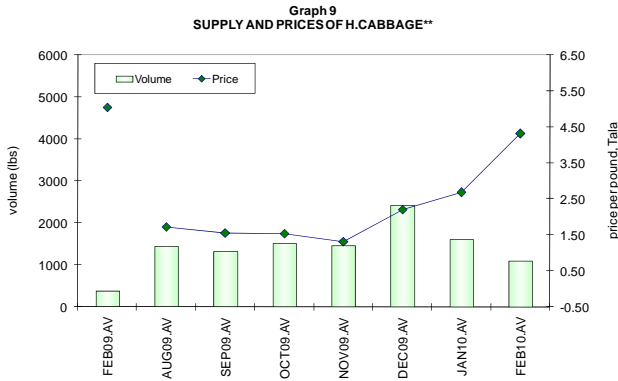


The lower volume of yam supplied in the twelve months ending February 2010 contributed to an overall 41 percent decline in the average availability of this food crop resulting in its price rising 3 percent when compared to the twelve months ending February 2009.

## VEGETABLE PRODUCE

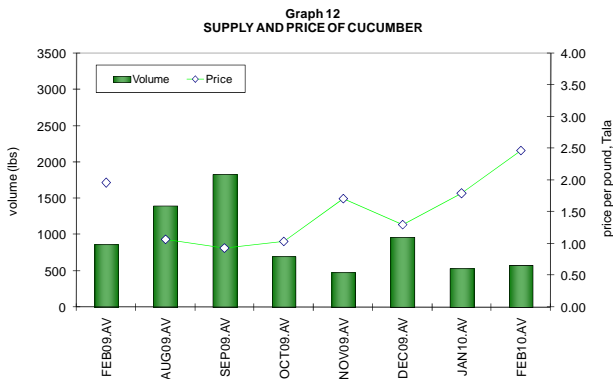
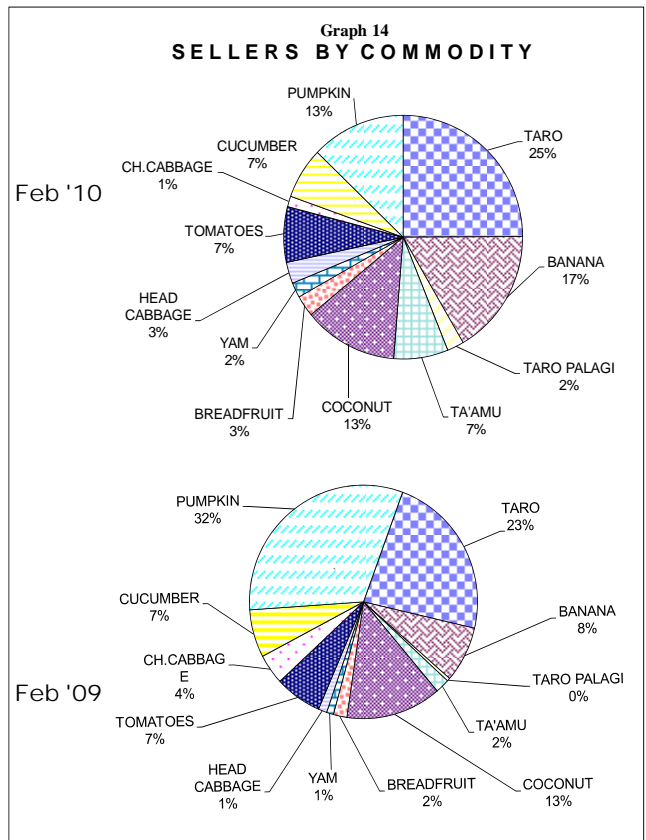
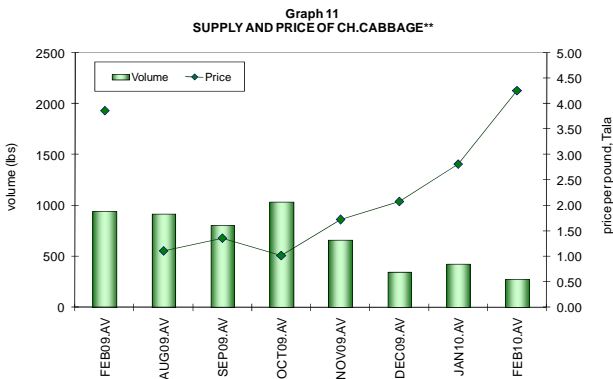
With the exception of cucumber, all vegetable produce in the month under review registered significant losses in supply. In particular, head cabbage, and Chinese cabbage volume dropping 31 percent and 35 percent respectively while tomatoes and pumpkin topped the list with a 71 percent reduction in volume for each. Consequently, corresponding prices for these commodities jumped in response to less availability. Head cabbage price rose 61 percent (to \$4.31 per pound), Chinese cabbage up 51 percent (to \$4.26 per pound) with tomatoes and pumpkin recording the largest increases of 67 percent each; Tomatoes towing a startling \$5.75 per pound while pumpkin prices rose to \$1.37 per pound. Cucumber appeared to be the vegetable of choice in February 2010 with a 10 percent improvement in volume while strong

demand pushed its average price up 38 percent to \$2.47 per pound. (See Graphs 9 to 13 and Tables 1 & 2)



**SELLERS**

Corresponding to the drop in overall supply of agricultural produce at the Fugalei Market in February 2010, the number of sellers (at 177) on the days surveyed in the month under review was 18 percent lower from the previous month. When compared with February 2009, the current number of sellers was 38 percent lower reflecting the decreased presence of vegetable sellers in the market.



In the month under review, taro sellers topped the sellers list increasing to 44 from 38 in January 2010 but much lower than 66 in February 2009. Banana sellers followed with a total of 30 down from 31 in January 2010 but higher than 22 in February 2009. Coconut and pumpkin sellers were third with a total of 23 sellers each. Taamu and tomato sellers were recorded at 13 sellers a piece while cucumber sellers fell to 12 from 15 from the previous month. Breadfruit and head cabbage sellers decreased to 5 each from 7 and 9 respectively in January 2010 while taro palagi and yam sellers followed with 4 each. Chinese cabbage sellers rounded it all up dropping to 3 from 6 sellers in January 2010.

**VALUE OF SUPPLIES**

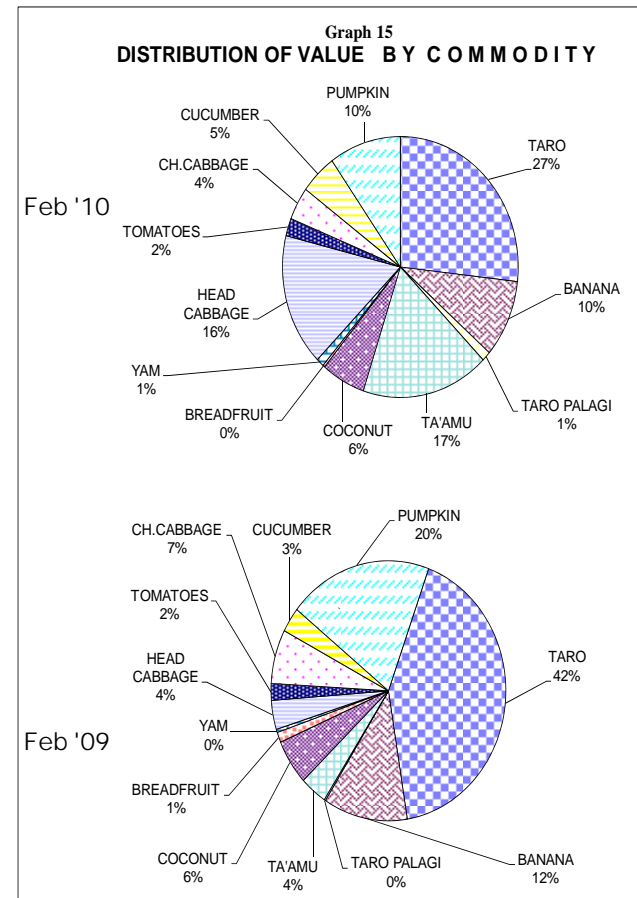
Although the average price level increased in February 2010, the average value of selected produce supplied to the market decreased 10 percent to \$28,800; a level that was 22 percent lower than the same month in 2009.

In connection to its increased volume supplied in February 2010, taro contributed the most to the total value of produce surveyed, with a share of 27 percent up from January 2010 (18 percent) but down from 42 percent in February 2009. Taamu followed with a 17 percent share higher than its contribution in the previous month (5 percent) and a year ago (4 percent). Head cabbage recorded a 16 percent share which was substantially higher than January 2010 (4 percent) as well as February 2009. Pumpkin and banana were responsible for 10 percent each of the overall value while coconut, cucumber, Chinese cabbage, and tomatoes contributed 6 percent, 5 percent, 4 percent, and 2 percent respectively in the month under review. Relatively lower shares were recorded for the rest of the other commodities in February 2010.

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