



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

FUGALEI MARKET SURVEY – JANUARY 2010

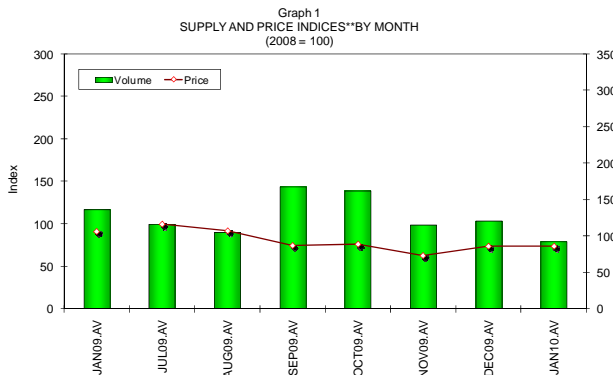
This is the first report prepared by the Samoa Bureau of Statistics on the Fugalei Market Survey. This monthly report was previously compiled and published by the Central Bank of Samoa and will now be continued by SBS.

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. 01 /10

OVERVIEW

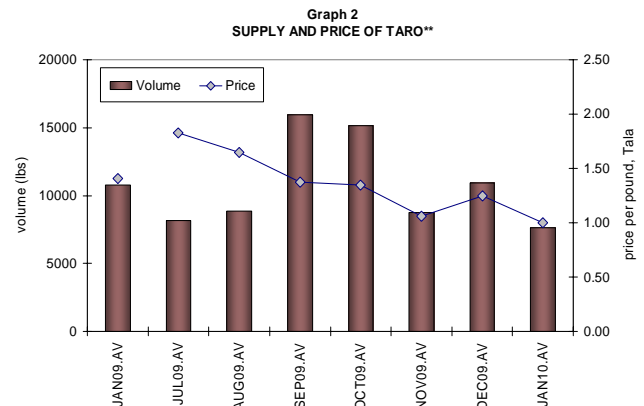
Agricultural food supplies according to the Samoa Bureau of Statistics survey of the Fugalei Market in January 2010 recorded a significant drop in overall volume, decreasing 23 percent from the previous month and 31 percent from January 2009. This reduction in volume during the month under review was due in large part to decreases in supplies of taro and coconut and most vegetable produce. (See Graph 1 and Tables 4&5)



Despite the decrease in agricultural supply at the market, the average price level remained unchanged from the previous month. However, when compared to January 2009, the current price level was 19 percent lower. The drop in volume for most vegetable produce in the month under review resulted in the rise of their corresponding prices.

TARO

January brought about a 30 percent decrease in taro supplies to 7649 pounds from the previous month. Weak demand for taro also caused its average price to decline by 20 percent to \$1.00 per pound. January last year revealed similar movements in supply of taro with 29 percent drop in volume as well as price. (See Graph 2 and Table 1&2)

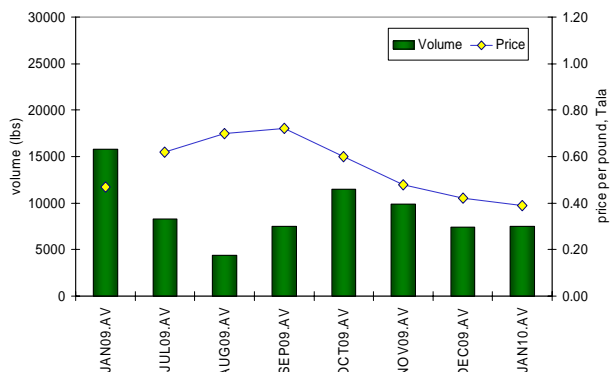


The month under review contributed to a 25 percent increase in taro volume in the twelve months ending January 2009/2010 with a less than 1 percent drop in price.

BANANA

Although banana supplies rose 2 percent (to 7532 pounds) over the previous month, its average price declined by 7 percent to \$0.39 per pound indicating weak demand for this commodity. In the same month last year, banana volume plummeted 52 percent as price also dropped 17 percent. (See Graph 3 and Tables 1&2)

Graph 3
SUPPLY AND PRICE OF BANANA**



Comparing the twelve months ending January 2009/2010, the month under review contributed to a 26 percent decrease in banana supply causing price to increase by 8 percent due to less availability in the market.

TARO PALAGI

Taro palagi supplies showed a strong recovery from the previous month with volume rising 49 percent to 433 pounds. In response to strong demand, its average price almost doubled rising 96 percent to \$1.08 per pound. Reviewing the same month in the previous year, taro palagi volume doubled with a 109 percent increase as weak demand caused a 4 percent decrease in price. (See Graph 4 and Table 1&2)

Graph 4
SUPPLY AND PRICE OF TARO PALAGI**

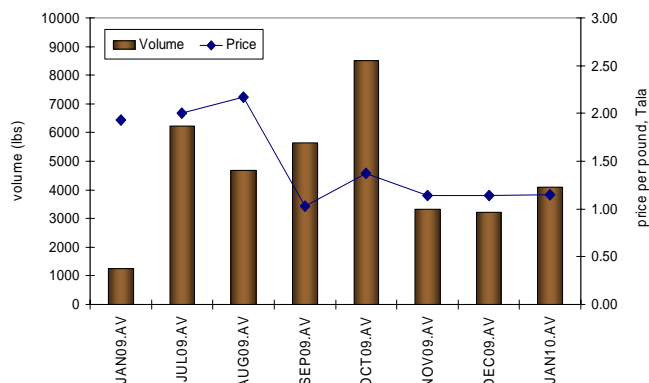


Current supply of taro palagi contributed to a 12 percent increase in volume while popularity for this staple resulted in a 33 percent increase in price in an overview of the twelve months ending January 2009/2010.

TAAMU

Taamu showed a substantial surge in volume of 27 percent (to 4095 pounds) although average price showed very little movement with a 1 percent rise to \$1.15 per pound from the previous month. When compared with the same month last year supply was more than doubled registering a solid 226 percent increase while price dropped 40 percent as demand shifted away from taamu. (See Graph 5 and Tables 1&2)

Graph 5
SUPPLY AND PRICE OF TA'AMU**

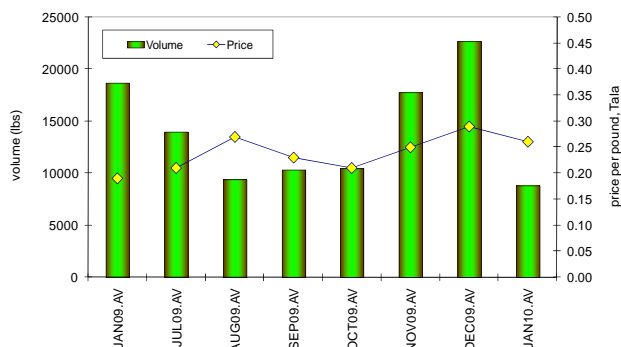


A twelve month comparison ending January 2009/2010 revealed current supply contributing to a 4 percent increase in volume while demand pushed its average price up 5 percent.

COCONUT

Coconut supplies in the month under review showed a dramatic drop of 61 percent to 8825 pounds. Its average price also declined 10 percent to \$0.26 per pound. Comparing the same month last year revealed a 53 percent drop in volume. As a result of less availability of coconuts at the market its price rose 37 percent. (See Graph 6 and Tables 1&2)

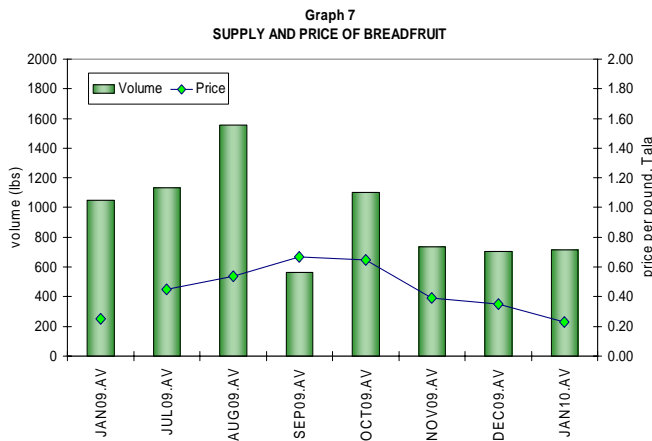
Graph 6
SUPPLY AND PRICE OF COCONUT



Despite the lower volume in the month under review, the average availability of coconut for the twelve months ending January 2009/2010 contributed to a 39 percent increase in supply and a 12 percent increase in price indicating strong demand for coconut.

BREADFRUIT

With the breadfruit season tapering off, there was very little movement in volume with a 1 percent increase to 715 pounds. However, weak demand for breadfruit drove its price down even further to \$0.23 per pound (down 34 percent). Similarly, January 2009 revealed the same trend with a 32 percent drop in volume while price fell 8 percent. (See Graph 7 and Tables 1&2)

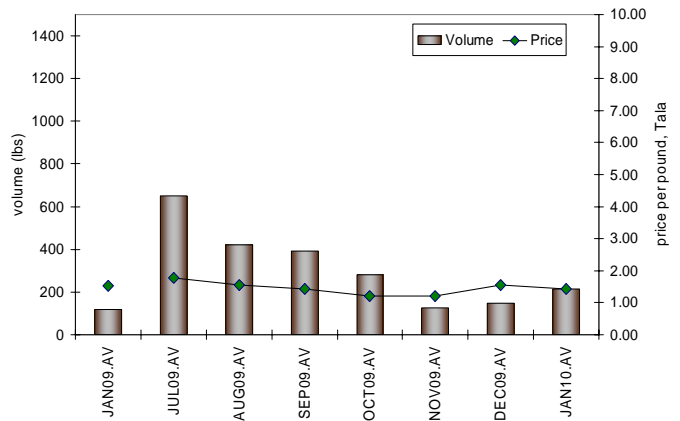


Current supply of breadfruit contributed to an overall 17 percent decrease in volume driving its average price up 60 percent over the twelve months ending January 2009/2010.

YAM

Although the supply of yam rose by 44 percent to 214 pounds, its average price fell 7 percent to \$1.43 per pound in response to less demand for yam. The same month last year recorded a similar trend with 82 percent increase in volume while average price decreased 7 percent. (See Graph 8 and Tables 1&2)

Graph 8
SUPPLY AND PRICE OF YAM

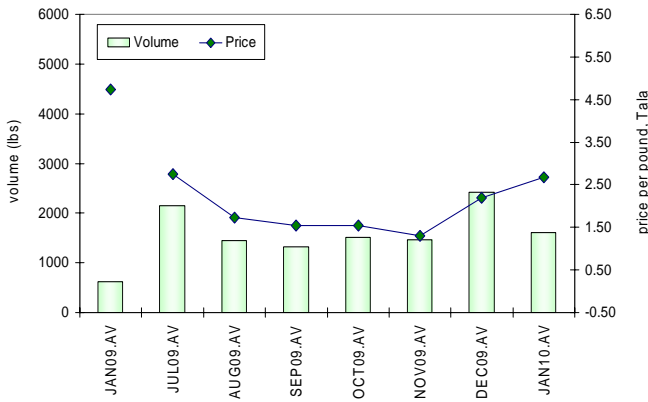


A twelve month comparison ending January 2009/2010 revealed current supply contributing to a 43 percent drop in yam volume resulting in its average price rising 2 percent.

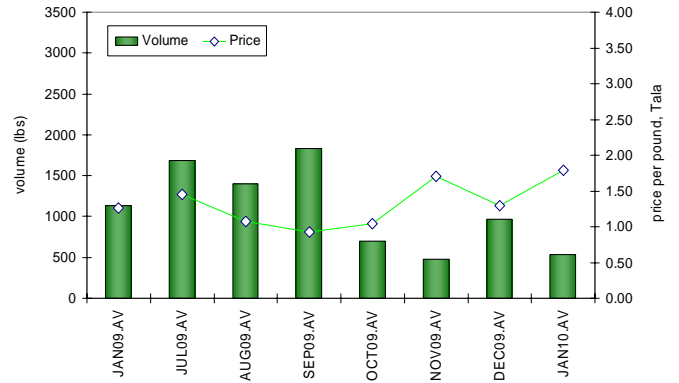
VEGETABLE PRODUCE

Vegetable produce in the month under review seemed to fall in total volume with the exception of Chinese cabbage, which increased 22 percent in comparison to December 2009. Head cabbage, tomato, cucumber, and pumpkin supplies decreased by 34 percent, 12 percent, 45 percent, and 30 percent respectively. Consequently, this reduction in supply pushed average prices up for these commodities. Head cabbage price rose 22 percent (to \$2.68 per pound), Chinese cabbage up 36 percent (to \$2.82 per pound), cucumber showing the largest increase in price with 38 percent (to \$1.79 per pound), and pumpkin price following the same trend with a 14 percent rise (to \$.82 per pound). In contrast, tomatoes were the only vegetable produce to show a decrease in price, falling 9 percent to \$3.44 per pound as a result of lower demand. (See Graph 9 to 13 and Tables 1 and 2)

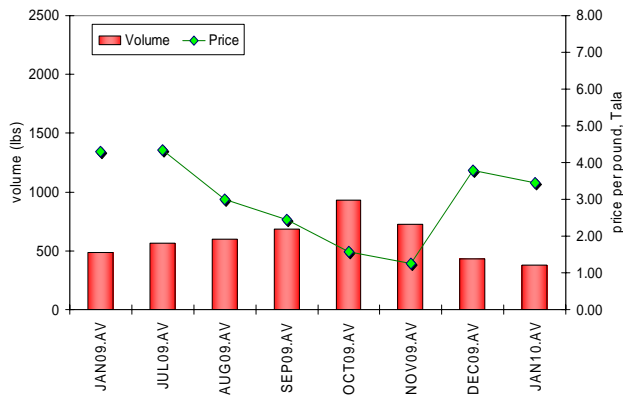
Graph 9
SUPPLY AND PRICES OF H.CABBAGE**



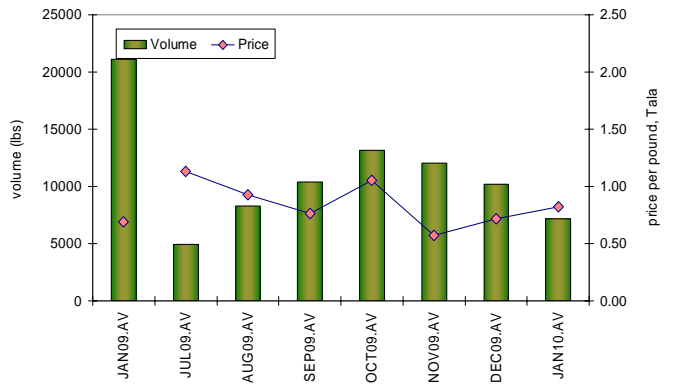
Graph 12
SUPPLY AND PRICE OF CUCUMBER



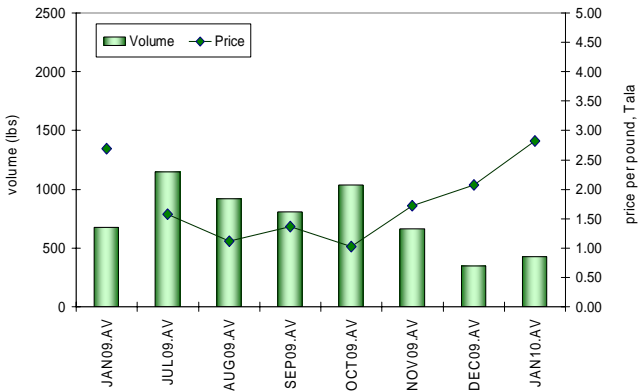
Graph 10
SUPPLY AND PRICE OF TOMATOES**



Graph 13
SUPPLY AND PRICE OF PUMPKIN**



Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



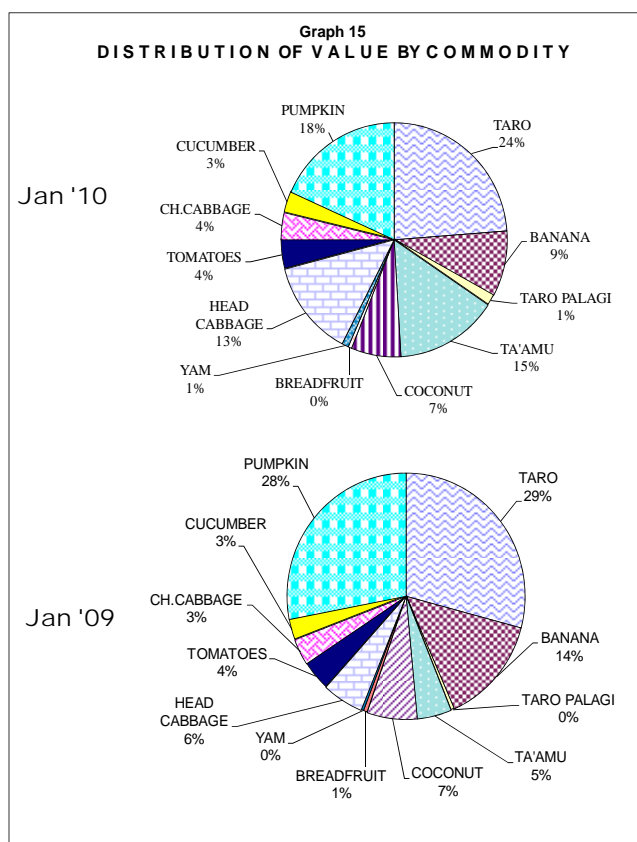
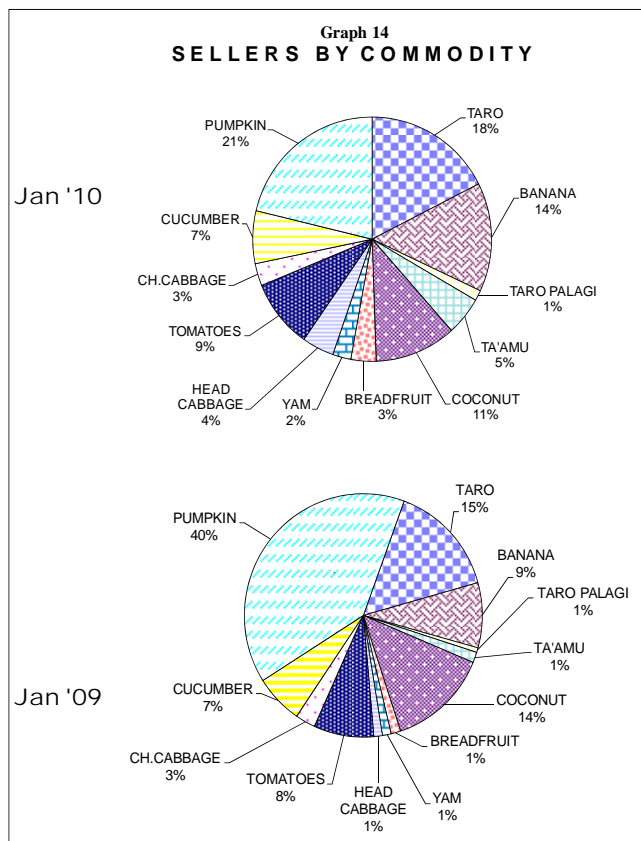
SELLERS

The lower overall supply of agricultural produce in January 2010 corresponded to a 33 percent decrease to 215 in the number of sellers at the Fugalei Market, a level that was much lower than the 321 number of sellers in January last year. (See Graph 14 and Table 6).

Pumpkin sellers remained the largest group at the Market, despite its decreasing total to 46 from 57 in December 2009 and two times lower than the 127 in January 2009. Taro sellers followed with a total of 38, down from 46 in December 2009 and 49 in January 2009. Banana sellers were third with a total of 31 which is higher than the 29 in December 2009 and 28 in January 2009. Coconut sellers were recorded at 24 up from 16 in December 2009 but down from 44 in January 2009. Tomato sellers remained at 20 from the previous month but dropped from the 26 in January of last year. Cucumber and Chinese cabbage sellers decreased to 15 and 6 respectively from 24 and 7 in the previous month and 21 and 9 in that order from January 2009. Taamu sellers increased to 11 from 10 of December 2009 and up 5 from January 2009. Head cabbage remained constant from the previous month at 9 but was higher than 4 in January 2009. Breadfruit and

yam sellers increased to 7 and 5 from 5 and 3 in December 2009 and from 4 each in January 2009. Sellers of taro palagi fell to 3 from 4 in the previous month but was higher than the 2 in the same month last year.

substantially lower than the 31 percent in the previous month and 29 percent in January 2009. Pumpkin followed with an 18 percent share; slightly higher than its contribution in the previous month (17 percent share) but much lower than its 28 percent share a year ago. Taamu registered a solid 15 percent share in the month under review compared to 8 percent in December 2009 and 5 percent in the previous year. Head cabbage accounted for a higher share of 13 percent from 12 percent in the previous month and a 6 percent share in January last year. Banana and coconut contributed 9 percent and 7 percent respectively while tomatoes and Chinese cabbage reported shares of 4 percent each as cucumber showed a 3 percent share towards overall value of supplies.



VALUE OF SUPPLIES

Reflecting the lower supply in the month under review, the average value of selected produce sold at Fugalei Market decreased 37 percent to \$32,200; a level that was lower than the 38 percent in the same month last year. (See Graph 15 and Table 3).

Taro contributed the most to the total value of produce surveyed, with a share of 24 percent that was

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)*

PRODUCE	2008 AVE	JAN09.AV	JUL09.AV	AUG09.AV	SEP09.AV	OCT09.AV	NOV09.AV	DEC09.AV	JAN10.AV	Jan-10	
										% chng from prev mnth	%chng from Jan 09
TARO	8472	10747	8186	8864	15926	15154	8752	10947	7649	-30	-29
BANANA	10716	15763	8279	4407	7492	11494	9925	7381	7532	2	-52
TARO PALAGI	447	207	520	722	784	735	650	292	433	49	109
TA'AMU	4436	1255	6219	4671	5650	8515	3321	3218	4095	27	226
COCONUT	12078	18708	13963	9406	10354	10475	17751	22693	8825	-61	-53
BREADFRUIT	849	1052	1135	1559	566	1104	735	705	715	1	-32
YAM	478	118	651	422	391	282	127	149	214	44	82
HEAD CABBAGE	1999	615	2148	1452	1313	1504	1470	2424	1601	-34	160
TOMATOES	770	483	567	600	685	933	724	430	377	-12	-22
CH.CABBAGE	991	673	1151	916	808	1034	666	349	426	22	-37
CUCUMBER	1407	1130	1687	1399	1835	700	480	965	530	-45	-53
PUMPKIN	7716	21118	4943	8295	10379	13137	12030	10220	7184	-30	-66

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

PRODUCE	2008 AVE	JAN09.AV	JUL09.AV	AUG09.AV	SEP09.AV	OCT09.AV	NOV09.AV	DEC09.AV	JAN10.AV	Jan-10	
										% chng from prev mnth	%chng from Jan 09
TARO	1.43	1.41	1.83	1.65	1.37	1.35	1.06	1.25	1.00	-20.00	-29.08
BANANA	0.58	0.47	0.62	0.70	0.72	0.60	0.48	0.42	0.39	-7.14	-17.02
TARO PALAGI	0.83	1.12	1.07	1.27	1.17	1.08	0.80	0.55	1.08	96.36	-3.57
TA'AMU	1.56	1.93	2.00	2.17	1.03	1.37	1.14	1.14	1.15	0.88	-40.41
COCONUT	0.22	0.19	0.21	0.27	0.23	0.21	0.25	0.29	0.26	-10.34	36.84
BREADFRUIT	0.41	0.25	0.45	0.54	0.67	0.65	0.39	0.35	0.23	-34.29	-8.00
YAM	1.46	1.53	1.78	1.55	1.42	1.21	1.21	1.54	1.43	-7.14	-6.54
HEAD CABBAGE	2.99	4.73	2.75	1.72	1.55	1.54	1.31	2.20	2.68	21.82	-43.34
TOMATOES	3.19	4.30	4.33	2.99	2.45	1.58	1.25	3.79	3.44	-9.23	-20.00
CH.CABBAGE	1.89	2.69	1.58	1.11	1.36	1.02	1.72	2.08	2.82	35.58	4.83
CUCUMBER	1.34	1.26	1.45	1.07	0.93	1.04	1.71	1.30	1.79	37.69	42.06
PUMPKIN	0.90	0.69	1.13	0.93	0.76	1.05	0.57	0.72	0.82	13.89	18.84

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

PRODUCE	Total value 2008	JAN09.AV	JUL09.AV	AUG09.AV	SEP09.AV	OCT09.AV	NOV09.AV	DEC09.AV	JAN10.AV	% chng from prev mnth	%chng from Jan 09
TARO	139.1	15.2	15.0	14.6	21.8	20.5	9.3	13.7	7.7	-44.1	-49.5
BANANA	73.6	7.4	5.1	3.1	5.4	6.9	4.8	3.1	2.9	-5.2	-60.3
TARO PALAGI	4.6	0.2	0.6	0.9	0.9	0.8	0.5	0.2	0.5	193.8	104.3
TA'AMU	78.8	2.4	12.4	10.1	5.8	11.7	3.8	3.7	4.7	28.3	94.6
COCONUT	31.1	3.6	2.9	2.5	2.4	2.2	4.4	6.6	2.3	-65.2	-35.5
BREADFRUIT	4.2	0.3	0.5	0.8	0.4	0.7	0.3	0.3	0.2	-36.0	-38.5
YAM	8.4	0.2	1.2	0.7	0.6	0.3	0.2	0.2	0.3	34.8	72.2
HEAD CABBAGE	66.4	2.9	5.9	2.5	2.0	2.3	1.9	5.3	4.3	-19.5	47.4
TOMATOES	25.0	2.1	2.5	1.8	1.7	1.5	0.9	1.6	1.3	-20.2	-37.5
CH.CABBAGE	21.3	1.8	1.8	1.0	1.1	1.1	1.1	0.7	1.2	66.7	-33.7
CUCUMBER	19.9	1.4	2.5	1.5	1.7	0.7	0.8	1.3	1.0	-24.0	-33.1
PUMPKIN	77.8	14.6	5.6	7.7	7.9	13.8	6.9	7.4	5.9	-20.0	-59.6
	550.0	52.0	55.9	47.3	51.7	62.4	34.9	44.0	32.2	-26.8	-38.1

@ Data from January to March 1997 had been revised.
*on the days surveyed

Table 4: Volume Index (2008 = 100)*

PRODUCE	2008 Weights	JAN09.AV	JUL09.AV	AUG09.AV	SEP09.AV	OCT09.AV	NOV09.AV	DEC09.AV	JAN10.AV	% chng from prev mnth	%chng from Jan 09
TARO	0.25	127	97	105	188	179	103	129	90		
BANANA	0.13	147	77	41	70	107	93	69	70		
TARO PALAGI	0.01	46	116	161	175	164	145	65	97		
TA'AMU	0.14	28	140	105	127	192	75	73	92		
COCONUT	0.06	155	116	78	86	87	147	188	73		
BREADFRUIT	0.01	124	134	183	67	130	86	83	84		
YAM	0.02	25	136	88	82	59	27	31	45		
HEAD CABBAGE	0.12	31	107	73	66	75	74	121	80		
TOMATOES	0.05	63	74	78	89	121	94	56	49		
CH.CABBAGE	0.04	68	116	92	82	104	67	35	43		
CUCUMBER	0.04	80	120	99	130	50	34	69	38		
PUMPKIN	0.14	274	64	107	135	170	156	132	93		
	1.00	117	100	90	122	140	99	104	80	-23	-31

Table 5: Price Index (2008 = 100)*

PRODUCE	2008 Weights	JAN09.AV	JUL09.AV	AUG09.AV	SEP09.AV	OCT09.AV	NOV09.AV	DEC09.AV	JAN10.AV	% chng from prev mnth	%chng from Jan 09
TARO	0.25	99	128	116	96	95	74	88	70		
BANANA	0.13	81	107	120	124	103	83	72	67		
TARO PALAGI	0.01	135	129	153	141	130	96	66	130		
TA'AMU	0.14	124	128	139	66	88	73	73	74		
COCONUT	0.06	88	97	125	106	97	115	134	120		
BREADFRUIT	0.01	60	109	130	162	157	94	85	56		
YAM	0.02	105	122	107	98	83	83	106	98		
HEAD CABBAGE	0.12	158	92	57	52	51	44	74	90		
TOMATOES	0.05	135	136	94	77	50	39	119	108		
CH.CABBAGE	0.04	142	83	59	72	54	91	110	149		
CUCUMBER	0.04	94	108	80	69	77	127	97	133		
PUMPKIN	0.14	76	125	103	84	116	63	80	91		
	1.00	107	116	107	87	89	74	86	86	0	-19

Table 6: Number of Sellers*

PRODUCE	JAN09.AV	JUL09.AV	AUG09.AV	SEP09.AV	OCT09.AV	NOV09.AV	DEC09.AV	JAN10.AV	% chng from prev mnth	%chng from Jan 09
TARO	49	35	33	37	51	47	46	38	-18	-22
BANANA	28	21	17	18	39	41	29	31	6	12
TARO PALAGI	2	4	4	10	7	6	4	3	-20	50
TA'AMU	5	17	15	10	23	17	10	11	10	144
COCONUT	44	38	29	33	24	23	16	24	48	-46
BREADFRUIT	4	9	12	10	6	9	5	7	54	73
YAM	4	10	10	5	5	5	3	5	64	42
HEAD CABBAGE	4	11	6	8	10	10	9	9	1	149
TOMATOES	26	27	31	24	33	34	20	20	-2	-25
CH.CABBAGE	9	17	13	20	14	9	7	6	-13	-28
CUCUMBER	21	33	28	27	19	17	24	15	-38	-29
PUMPKIN	127	49	54	52	84	81	57	46	-20	-64
	321	271	251	253	313	297	231	215	-7	-33

*on the days surveyeed