



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

FUGALEI MARKET SURVEY – MARCH 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.

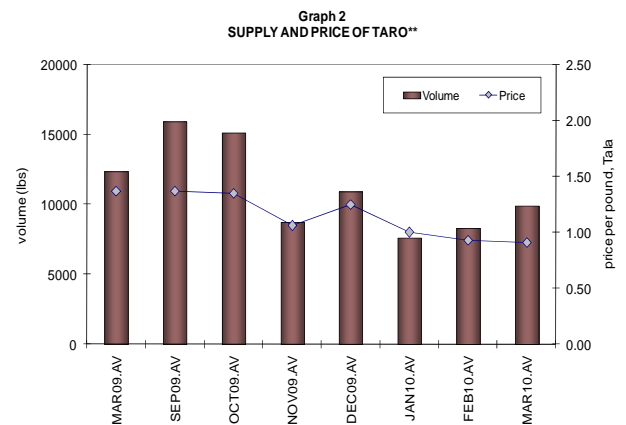
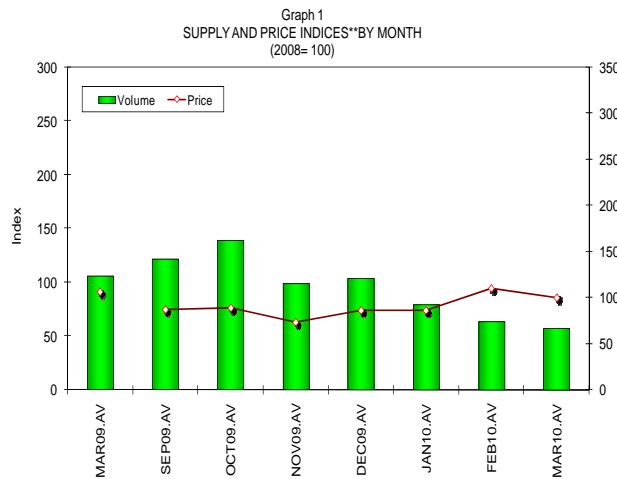
Issue No. 03 /10

OVERVIEW

Agricultural food supplies, according to the Samoa Bureau of Statistics survey of the Fugalei Market in March 2010, fell 10 percent and was 46 percent lower than that in March 2009. The reduction in the overall volume during the month under review was due to decreased supplies of banana, taamu, yam, head cabbage, tomatoes, and cucumber. (See Graph 1 and Tables 4 & 5)

TARO

The supply of taro recovered slightly from the previous month rising 19 percent to 9900 pounds as its average price slipped 2 percent to \$0.91 per pound as demand shifted to breadfruit which showed increased availability in the market. When compared with March 2009, the current volume of taro was 20 percent lower while weak demand over the year drove its price down 34 percent. (See Graph 2 and Tables 1 & 2)

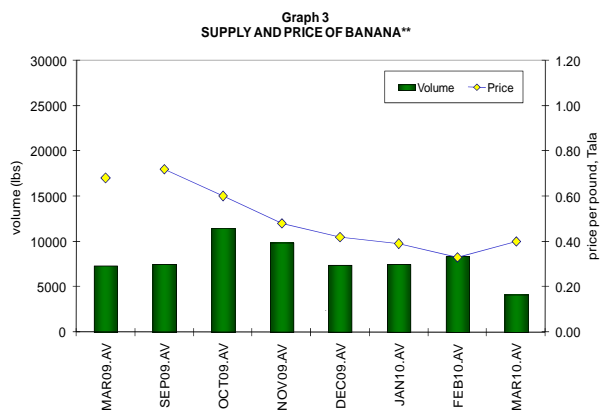


With a 10 percent reduction in volume the average price level mirrored the same movement with a 10 percent decline in average price indicating weak demand for most commodities at the market. When compared with the same month of the previous year, the overall price level in March 2010 was 6 percent lower reflecting decreased demand for available produce over the year.

This month's higher volume marked the highest average volume in the first quarter of 2010 and contributed to a 13 percent increase in the average availability of taro when comparing the twelve months ending March 2009/2010. Its average price, however, was 7 percent lower.

BANANA

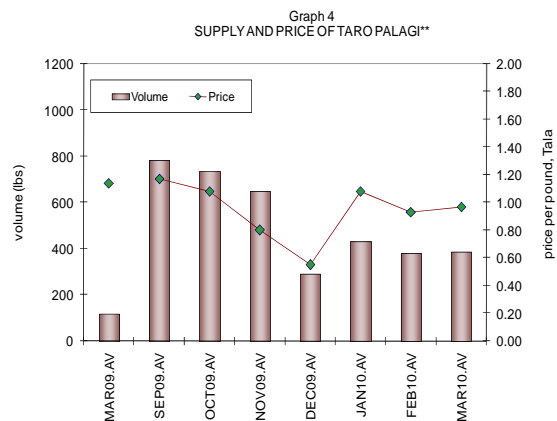
The average supply of banana, at 4134 pounds, was substantially lower in March 2010. As a result of less availability, its average price surged 21 percent to \$0.40 per pound marking the highest average price of the first quarter. In comparison to the same month last year, the current volume of banana was 44 percent lower, while its average price also fell 41 percent reflecting weak demand over the year. (See Graph 3 and Tables 1 & 2)



Despite the lower supply in the month under review, current supply of banana contributed to a 25 percent decrease in volume when comparing the twelve months ending March 2009/2010. Average price also declined 5 percent.

TARO PALAGI

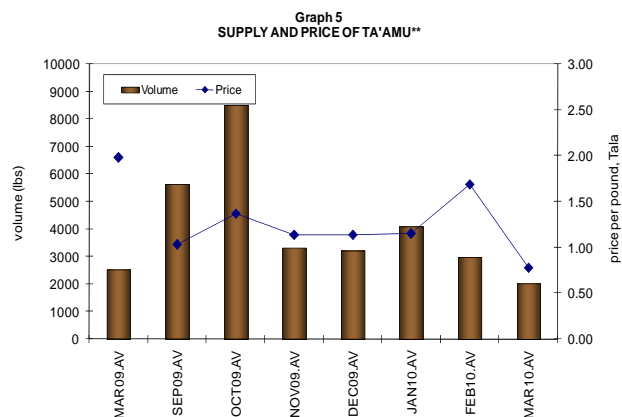
At 387 pounds, the volume of taro palagi in March 2010 was 2 percent higher than the previous month, with demand pushing its average price up to \$0.97 per pound (up 4 percent). However, at its current level, the average availability of taro palagi was almost doubled (up 229 percent) than the level in the same month last year while its average price dropped 15 percent. (See Graph 4 and Tables 1 & 2)



A twelve month comparison ending March 2009/2010 revealed current supply contributing to a 52 percent rise in volume while increased demand drove its average price up 18 percent.

TAAMU

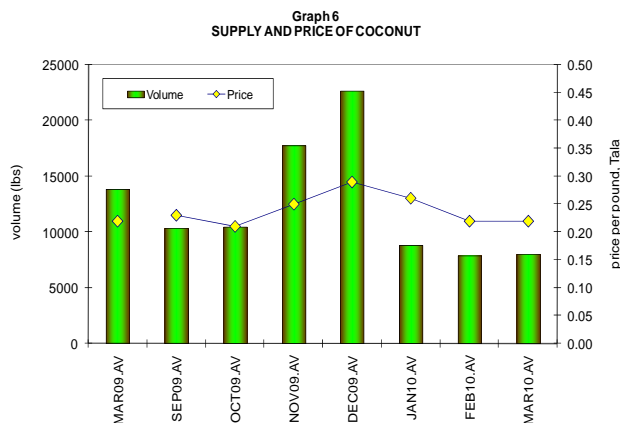
Taamu supplies fell 32 percent to 2021 pounds, marking the lowest level of the quarter while its average price followed suite with a 54 percent drop to \$0.78 per pound from February 2010. When compared to March 2009, the current supply of taamu was 20 percent lower as price fell even further by 61 percent as demand declined over the year. (See Graph 5 and Tables 1 & 2)



Despite its gradual decrease in volume over the first quarter, current supply contributed to a 24 percent increase in volume while price decreased 11 percent when comparing the twelve months ending March 2009/2010.

COCONUT

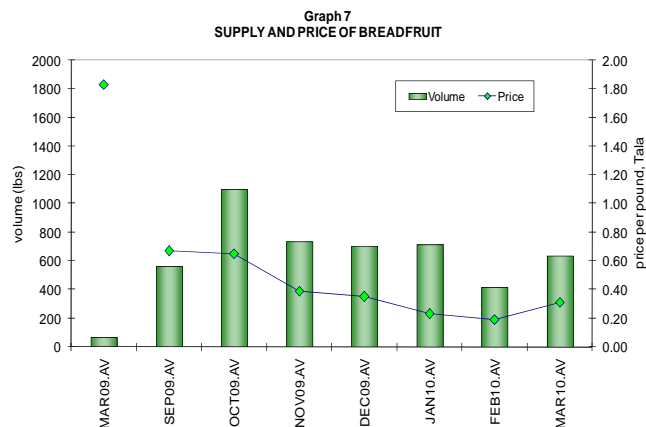
Although the average price of coconut (at \$0.22 per pound) remained unchanged from the previous month, its availability at the market in March 2010 rose slightly to 8025 pounds (up 1 percent). When compared with March 2009, the current supply of coconut was 42 percent lower while price showed no change. (See Graph 6 and Tables 1 & 2)



Current supply of coconut contributed to a 6 percent decrease in volume as demand pressures saw average price rise 11 percent when comparing the twelve months ending March 2009/2010.

BREADFRUIT

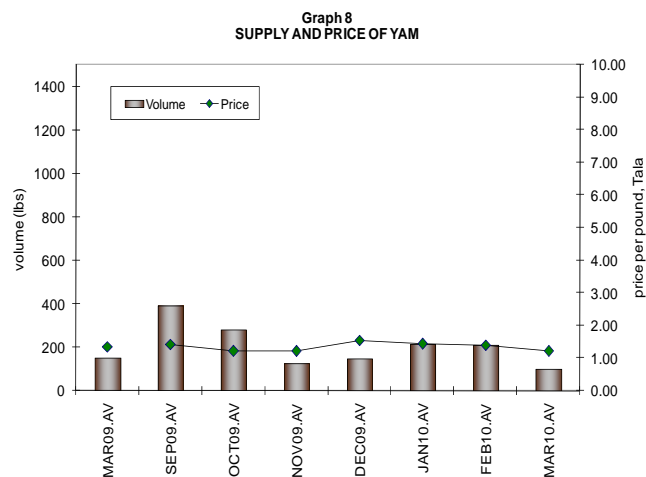
Breadfruit supply rebounded in the month under review with a 52 percent jump to 635 pounds. Its price also increased 63 percent to \$0.31 per pound from February 2010 reflecting low availability of other staples in the market. When compared with March 2009, current supply of breadfruit had increased almost tenfold as price registered a significant loss of 83 percent over the year. (See Graph 7 and Tables 1 & 2)



The month under review contributed to a 17 percent decrease in breadfruit supply while price also fell 11 percent when comparing the twelve months ending March 2009/2010.

YAM

The volume of yam supplied to the market in March 2010 took a dramatic downturn from the previous month falling 52 percent to 101 pounds and was 33 percent lower when compared with March 2009. Lower demand for this staple pushed its average price down to \$1.21 per pound (down 14 percent) in March 2010, a level that was 10 percent lower than that of March 2009.

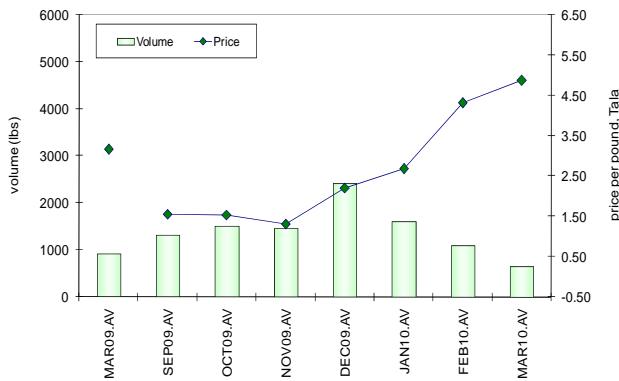


The lower volume of yam supplied in March 2010, contributed to a 42 percent drop in volume and a 2 percent rise in average price when comparing the twelve months ending March 2009/2010.

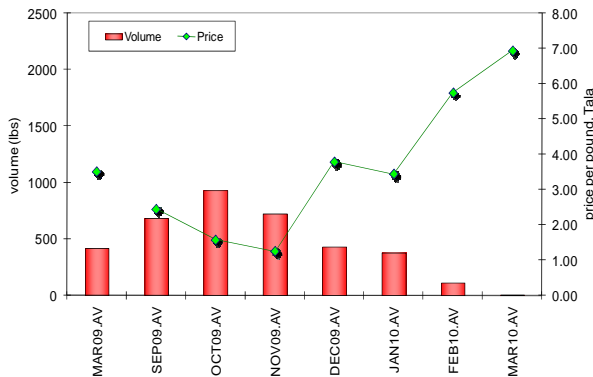
VEGETABLE PRODUCE

With wet weather conditions lingering on in March 2010, the supply of most perishable vegetables was largely affected in the month under review. In particular, the volume of head cabbage, tomatoes, and cucumber dropped 40 percent, 91 percent, and 3 percent respectively. Consequently, with the exception of cucumber, the price of head cabbage and tomatoes rose 13 percent (up to \$4.87 per pound) and 21 percent (up to \$6.94 per pound) in that order. Although supplies of Chinese cabbage and pumpkin experienced gains of 20 percent and 9 percent respectively, their average prices along with the price of cucumber experienced some significant losses in response to weak demand. The price of Chinese cabbage fell to \$3.43 per pound (down 19 percent), cucumber down 28 percent (to \$1.77 per pound) and pumpkin down 19 percent (to \$1.11 per pound).

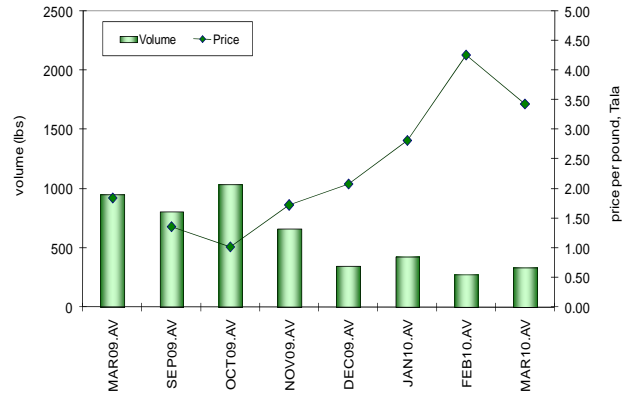
Graph 9
SUPPLY AND PRICES OF H.CABBAGE**



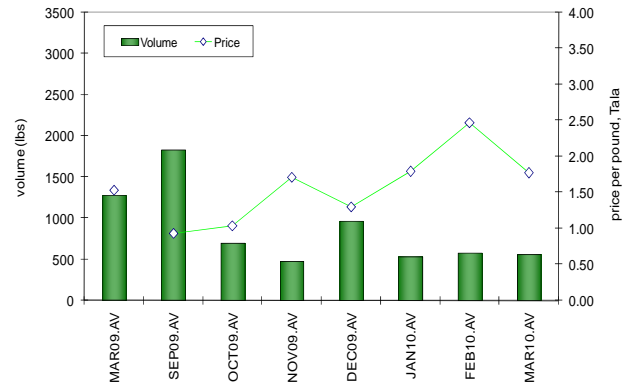
Graph 10
SUPPLY AND PRICE OF TOMATOES**



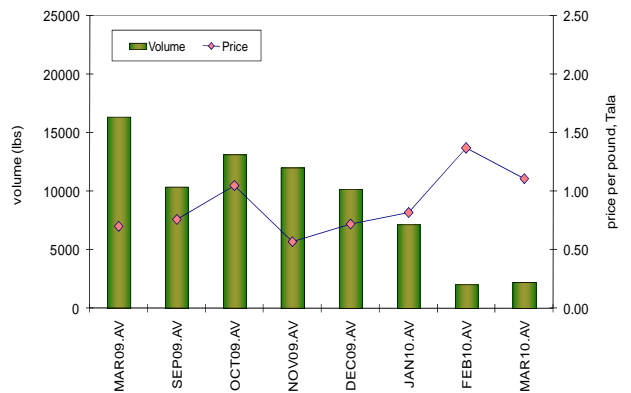
Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER

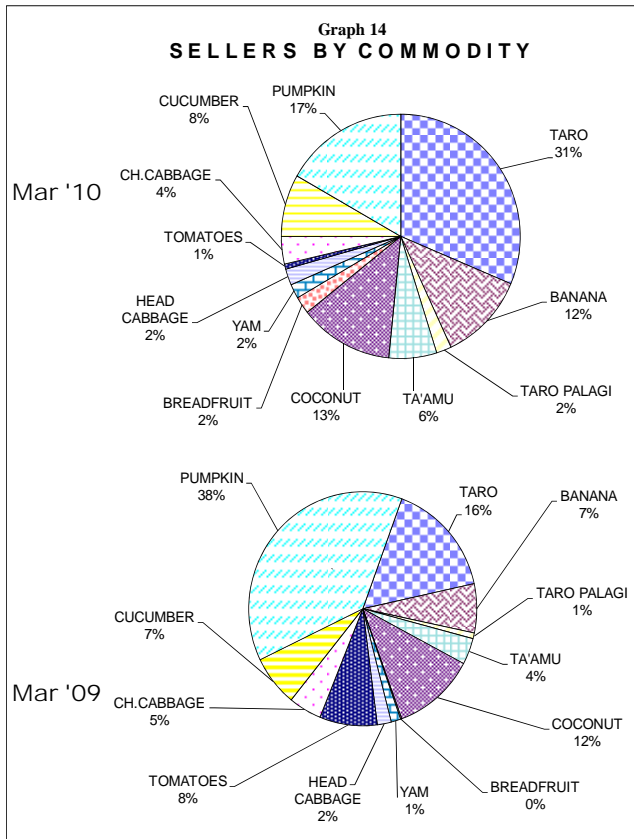


Graph 13
SUPPLY AND PRICE OF PUMPKIN**



SELLERS

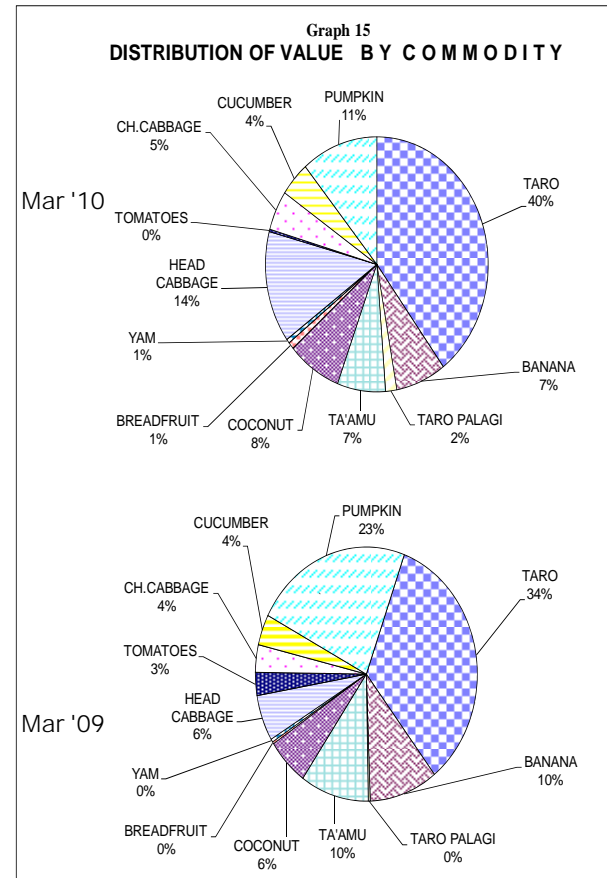
The number of sellers on the days surveyed in March 2010 increased 5 percent to 185. When compared to the same month of 2009, the current number of sellers was 41 percent lower reflecting decreased suppliers of most vegetable produce over the year.



In the month under review, taro sellers increased to 58 to remain the largest group, with suppliers of coconut, Chinese cabbage, cucumber, and pumpkin also rising. On the other hand, there was a reduction in the number of banana, taamu, breadfruit, head cabbage, and tomato sellers while those supplying taro palagi and yam remained unchanged.

VALUE OF SUPPLIES

As a result of the slip in average price levels in March 2010, the average value of selected produce supplied to the Market decreased 22 percent to \$22,600; a level that was 55 percent lower than the same month of 2009.



Taro continued to contribute the most towards the total value of produce surveyed, with a share of 40 percent, up from 27 percent in the previous month and 34 percent in March 2009. Head cabbage followed with a 14 percent contribution which was lower than the previous month (16 percent share) but substantially higher than March 2009 (6 percent share). Pumpkin accounted for an 11 percent share of total value while coconut contributed 8 percent. Taamu and banana brought in 7 percent shares each having decreased from February 2010 as well as March 2009. Relatively lower shares were recorded for the rest of the other commodities in March 2010.

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Table 1: Quantity Supplied (in pounds)*

PRODUCE	2008 AVE	MAR09.AV	SEP09.AV	OCT09.AV	NOV09.AV	DEC09.AV	JAN10.AV	FEB10.AV	MAR10.AV	Mar-10	
										% chng from prev mnth	%chng from Mar 09
TARO	8472	12380	15926	15154	8752	10947	7649	8302	9900	19	-20
BANANA	10716	7322	7492	11494	9925	7381	7532	8383	4134	-51	-44
TARO PALAGI	447	118	784	735	650	292	433	381	387	2	229
TA'AMU	4436	2519	5650	8515	3321	3218	4095	2982	2021	-32	-20
COCONUT	12078	13834	10354	10475	17751	22693	8825	7910	8025	1	-42
BREADFRUIT	849	69	566	1104	735	705	715	417	635	52	814
YAM HEAD	478	151	391	282	127	149	214	211	101	-52	-33
CABBAGE	1999	923	1313	1504	1470	2424	1601	1097	657	-40	-29
TOMATOES	770	417	685	933	724	430	377	110	10	-91	-98
CH.CABBAGE	991	949	808	1034	666	349	426	277	332	20	-65
CUCUMBER	1407	1282	1835	700	480	965	530	584	565	-3	-56
PUMPKIN	7716	16352	10379	13137	12030	10220	7184	2071	2263	9	-86

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

PRODUCE	2008 AVE	MAR09.AV	SEP09.AV	OCT09.AV	NOV09.AV	DEC09.AV	JAN10.AV	FEB10.AV	MAR10.AV	Mar-10	
										% chng from prev mnth	%chng from Mar 09
TARO	1.43	1.37	1.37	1.35	1.06	1.25	1.00	0.93	0.91	-2	-34
BANANA	0.58	0.68	0.72	0.60	0.48	0.42	0.39	0.33	0.40	21	-41
TARO PALAGI	0.83	1.14	1.17	1.08	0.80	0.55	1.08	0.93	0.97	4	-15
TA'AMU	1.56	1.98	1.03	1.37	1.14	1.14	1.15	1.69	0.78	-54	-61
COCONUT	0.22	0.22	0.23	0.21	0.25	0.29	0.26	0.22	0.22	0	0
BREADFRUIT	0.41	1.83	0.67	0.65	0.39	0.35	0.23	0.19	0.31	63	-83
YAM	1.46	1.35	1.42	1.21	1.21	1.54	1.43	1.40	1.21	-14	-10

HEAD												
CABBAGE	2.99	3.16	1.55	1.54	1.31	2.20	2.68	4.31	4.87	13	54	
TOMATOES	3.19	3.52	2.45	1.58	1.25	3.79	3.44	5.75	6.94	21	97	
CH.CABBAGE	1.89	1.85	1.36	1.02	1.72	2.08	2.82	4.26	3.43	-19	85	
CUCUMBER	1.34	1.53	0.93	1.04	1.71	1.30	1.79	2.47	1.77	-28	16	
PUMPKIN	0.90	0.70	0.76	1.05	0.57	0.72	0.82	1.37	1.11	-19	59	

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

PRODUCE	Total value 2008	MAR09.AV	SEP09.AV	OCT09.AV	NOV09.AV	DEC09.AV	JAN10.AV	FEB10.AV	MAR10.AV	% chng from prev mnth	%chng from Mar 09
TARO	139.1	17.0	21.8	20.5	9.3	13.7	7.7	7.7	9.0		
BANANA	73.6	5.0	5.4	6.9	4.8	3.1	2.9	2.8	1.7		
TARO PALAGI	4.6	0.1	0.9	0.8	0.5	0.2	0.5	0.4	0.4		
TA'AMU	78.8	5.0	5.8	11.7	3.8	3.7	4.7	5.0	1.6		
COCONUT	31.1	3.0	2.4	2.2	4.4	6.6	2.3	1.7	1.8		
BREADFRUIT	4.2	0.1	0.4	0.7	0.3	0.3	0.2	0.1	0.2		
YAM	8.4	0.2	0.6	0.3	0.2	0.2	0.3	0.3	0.1		
HEAD											
CABBAGE	66.4	2.9	2.0	2.3	1.9	5.3	4.3	4.7	3.2		
TOMATOES	25.0	1.5	1.7	1.5	0.9	1.6	1.3	0.6	0.1		
CH.CABBAGE	21.3	1.8	1.1	1.1	1.1	0.7	1.2	1.2	1.1		
CUCUMBER	19.9	2.0	1.7	0.7	0.8	1.3	1.0	1.4	1.0		
PUMPKIN	77.8	11.5	7.9	13.8	6.9	7.4	5.9	2.8	2.5		
	550.0	50.0	51.7	62.4	34.9	44.0	32.2	28.8	22.6	-22	-55

@ Data from January to March 1997 had been revised.

*on the days surveyed

Table 4: Volume Index (2008 = 100)*

PRODUCE	2008 Weights	MAR09.AV	SEP09.AV	OCT09.AV	NOV09.AV	DEC09.AV	JAN10.AV	FEB10.AV	MAR10.AV	% chng from prev mnth	%chng from Mar 09
TARO	0.25	146	188	179	103	129	90	98	117		
BANANA	0.13	68	70	107	93	69	70	78	39		
TARO PALAGI	0.01	26	175	164	145	65	97	85	86		
TA'AMU	0.14	57	127	192	75	73	92	67	46		
COCONUT	0.06	115	86	87	147	188	73	65	66		
BREADFRUIT	0.01	8	67	130	86	83	84	49	75		
YAM HEAD	0.02	32	82	59	27	31	45	44	21		
CABBAGE	0.12	46	66	75	74	121	80	55	33		
TOMATOES	0.05	54	89	121	94	56	49	14	1		
CH.CABBAGE	0.04	96	82	104	67	35	43	28	34		
CUCUMBER	0.04	91	130	50	34	69	38	41	40		
PUMPKIN	0.14	212	135	170	156	132	93	27	29		
	1.00	106	122	140	99	104	80	64	58	-10	-46

Table 5: Price Index (2008 = 100)*

PRODUCE	2008 Weights	MAR09.AV	SEP09.AV	OCT09.AV	NOV09.AV	DEC09.AV	JAN10.AV	FEB10.AV	MAR10.AV	% chng from prev mnth	%chng from Mar 09
TARO	0.25	96	96	95	74	88	70	65	64		
BANANA	0.13	117	124	103	83	72	67	57	69		
TARO PALAGI	0.01	137	141	130	96	66	130	112	117		
TA'AMU	0.14	127	66	88	73	73	74	108	50		
COCONUT	0.06	102	106	97	115	134	120	102	102		
BREADFRUIT	0.01	442	162	157	94	85	56	46	75		
YAM HEAD	0.02	93	98	83	83	106	98	96	83		
CABBAGE	0.12	106	52	51	44	74	90	144	163		

TOMATOES	0.05	110	77	50	39	119	108	180	218		
CH.CABBAGE	0.04	98	72	54	91	110	149	225	181		
CUCUMBER	0.04	114	69	77	127	97	133	184	132		
PUMPKIN	0.14	77	84	116	63	80	91	152	123		
	1.00	106	87	89	74	86	86	110	100	-10	-6

Table 6: Number of Sellers*

PRODUCE	MAR09.AV	SEP09.AV	OCT09.AV	NOV09.AV	DEC09.AV	JAN10.AV	FEB10.AV	MAR10.AV	% chng from prev mnth	%chng from Mar 09
TARO	51	37	51	47	46	38	44	58		
BANANA	22	18	39	41	29	31	30	22		
TARO PALAGI	3	10	7	6	4	3	4	4		
TA'AMU	12	10	23	17	10	11	13	12		
COCONUT	37	33	24	23	16	24	23	24		
BREADFRUIT	1	10	6	9	5	7	5	4		
YAM	4	5	5	5	3	5	4	4		
HEAD CABBAGE	6	8	10	10	9	9	5	4		
TOMATOES	26	24	33	34	20	20	13	1		
CH.CABBAGE	15	20	14	9	7	6	3	7		
CUCUMBER	22	27	19	17	24	15	12	15		
PUMPKIN	119	52	84	81	57	46	23	31		
	316	253	313	297	231	215	177	185	5	-41

*on the days surveyed