



GOVERNMENT OF SAMOA

SAMOA BUREAU OF STATISTICS

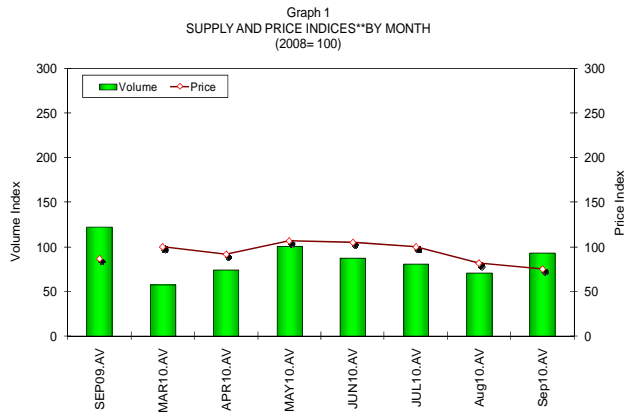
FUGALEI MARKET SURVEY – SEPTEMBER 2010

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. 09 /10

OVERVIEW

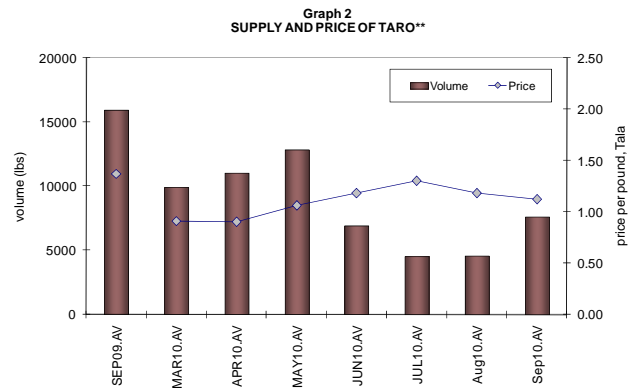
In September 2010, the Samoa Bureau of Statistics' monthly survey of the Fugalei Market showed agricultural supplies expand 32 percent from August 2010 but was 23 percent lower than a year earlier. The rise in supplies in the month under review was due in large part to substantial increases in supplies of taro, taamu, yam, head cabbage, tomato, and pumpkin. (See Graph 1 and Tables 4 & 5)



Although average supplies of agricultural produce was on the rise, average price level slipped 6 percent from the previous month; a level that was 12 percent lower than that of September 2009. The decrease in the average price level in the month under review can be attributed to the decline in prices of taro, banana, taro palagi, coconut, and significant price reductions in all vegetable produce. Consequently, reflecting weak demand for agricultural produce in September 2010.

TARO

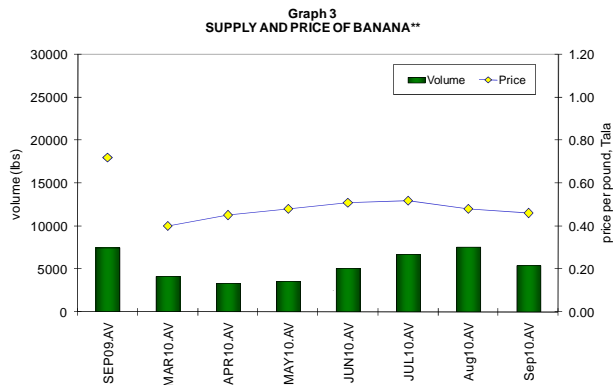
The supply of taro to the market in the month under review recorded a 65 percent jump to 7,602 pounds from August 2010. In contrast to the sharp increase in volume, decreased demand for taro led to its average price falling 5 percent to \$1.12 per pound from the previous month as demand shifted to its close substitutes (taamu and breadfruit). In comparison with the same month last year current taro supply was 52 percent lower while its average price was also 18 percent lower. (See Graph 2 and Tables 1 & 2)



Despite the higher volume in September 2010, supply of taro from the twelve months ending September 2009 was slightly higher than average supply in the twelve months ending September 2010 leading to a 10 percent decline in volume. Price also dropped 30 percent as a result of lower demand for taro.

BANANA

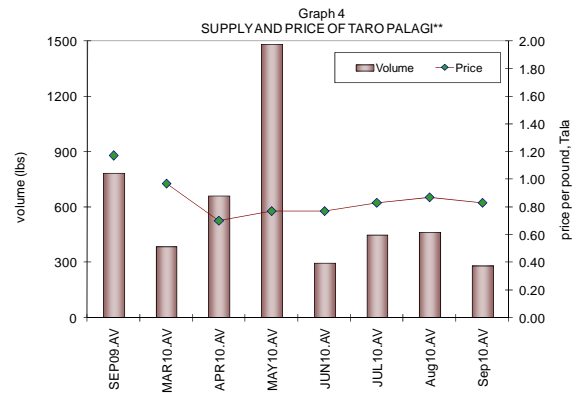
The availability of banana at the market in September 2010 decreased 28 percent to 5,413 pounds from August 2010, marking the lowest levels of banana volume in the third quarter. Average price followed the same trend falling 4 percent to \$0.46 per pound reflecting weak demand for this commodity. When compared with the same month in 2009 the current supply of banana was 28 percent lower while average price was also 36 percent lower. (See Graph 3 and Tables 1 & 2)



Comparing the twelve months ending September 2010 over the twelve months ending September 2009 revealed current supply of banana contributing to a 29 percent reduction in volume as low demand for this staple pushed its average price down 28 percent.

TARO PALAGI

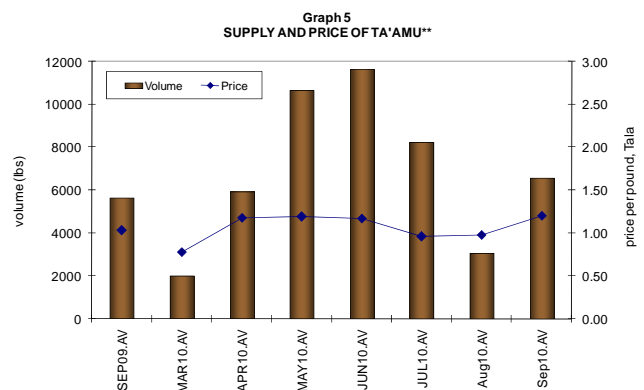
Taro palagi supplies fell 40 percent to 280 pounds from the previous month while average price slid 5 percent to \$0.83 per pound. In comparison with September 2009, current supply of taro palagi was 64 percent lower and average price was 29 percent lower as demand for taro palagi decreased over the year. (See Graph 4 and Tables 1 & 2)



Despite the significant loss in taro palagi volume in the month under review, current supply of taro palagi contributed to a 61 percent rise in volume while decreased demand pushed its average price down 21 percent when comparing the twelve months ending September 2010 over the twelve months ending September 2009.

TAAMU

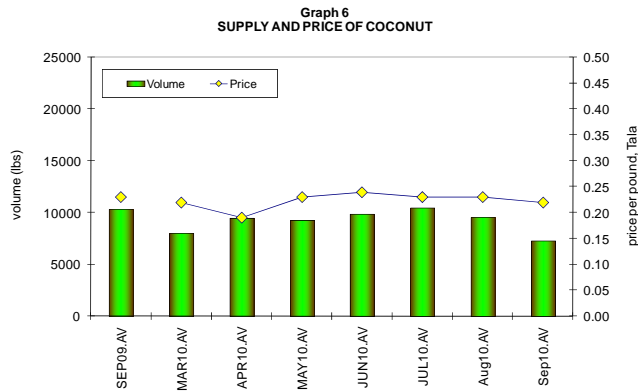
At 6,565 pounds, the supply of taamu to the market more than doubled its volume with a dramatic boost of 115 percent from August 2010. Driven by strong demand, taamu price also edged up 22 percent; putting average price at \$1.20 per pound confirming taamu as the popular staple of choice in September 2010. In comparison with September 2009, current taamu volume was 16 percent higher while price was also 17 percent higher reflecting firm demand for this staple crop over the year. (See Graph 5 and Tables 1 & 2)



With the sharp increase in taamu supplies in the month under review, a quick comparison of the twelve months ending September 2010 over the twelve months ending September 2009, revealed current supply contributing to a 64 percent rise in volume while average price fell 40 percent.

COCONUT

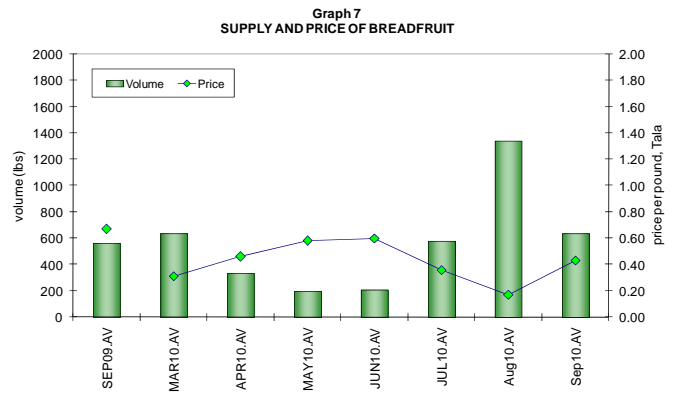
Coconut availability to the market in the month under review showed a 23 percent decrease to 7,318 pounds. Weakened demand for this commodity led to its average price also declining 4 percent to \$0.22 per pound. September 2009 revealed a similar trend in coconut supplies recording current supply being 29 percent lower while average price was also 4 percent lower over the year. (See Graph 6 and Tables 1 & 2)



The lower supply of coconut in the month under review contributed to a 14 percent decline in average volume in the twelve months ending September 2010 compared to the same period last year. Consequent to the decline in volume, its price rose 5 percent.

BREADFRUIT

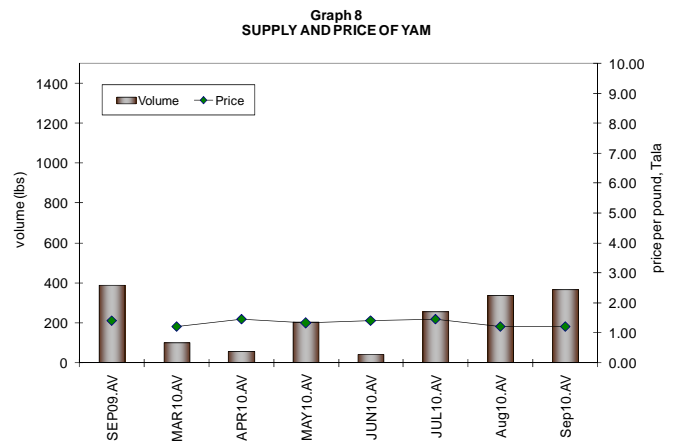
Breadfruit supplies took a 53 percent dive from the previous month to end the third quarter at 635 pounds. At this level, however, breadfruit volume was 12 percent higher than the volume in September 2009. As a result of less availability, average breadfruit prices at the market more than doubled registering \$0.43 per pound; a price level that was 36 percent lower when compared with the same month last year. (See Graph 7 and Tables 1 & 2)



Current supply of breadfruit contributed to a 5 percent decrease in average volume as average price reflected the same movement with a 40 percent decline when comparing the twelve months ending September 2010 over the twelve months ending September 2009.

YAM

Although the average price of yam remained unchanged at \$1.21 per pound from August 2010, its supply continued its climb adding a 9 percent gain in volume confirming a third quarter high of 370 pounds. In comparison with September 2009, however, current supply of yam was 5 percent lower while lower demand over the year led to its average price being 15 lower. (See Graph 8 and Tables 1 & 2)



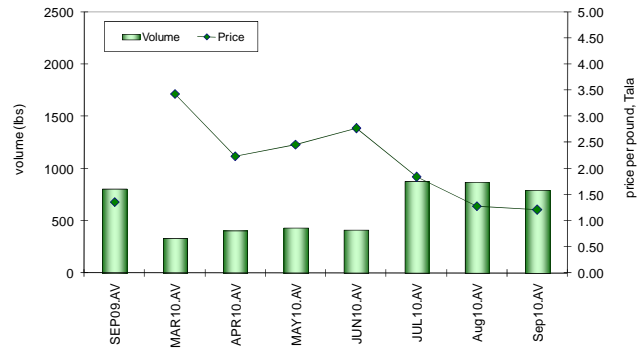
Despite the increased volume of yam in the month under review, current supply of yam contributed to a 30 percent decrease in volume when comparing the twelve months ending September 2010 over the twelve months ending September 2009. Its average price also fell 9 percent.

VEGETABLE PRODUCE

In September 2010, the supply of vegetable produce to the market increased with the exception of Chinese cabbage and cucumber, experiencing a 9 percent and 13 percent reduction in volume. Head cabbage (up 10 percent), tomatoes (up 112 percent), and pumpkin (up 59 percent) recorded significant gains in supply marking the highest volume for these commodities for the third quarter respectively.

As a result of an increase of most vegetable produce and vegetable sellers to the market, consumers reaped the benefits of lower prices. Head cabbage prices fell 20 percent to \$1.47 per pound while tomato prices experienced a 28 percent decrease (to \$2.72 per pound) revealing the lowest prices for tomatoes since January 2010. Chinese cabbage and cucumber prices declined 5 percent (to \$1.21 per pound) and 15 percent (to \$1.16 per pound) respectively. Pumpkin prices also slid to \$0.69 per pound (down 17 percent). (See Graphs 9 to 13 and Tables 1 & 2)

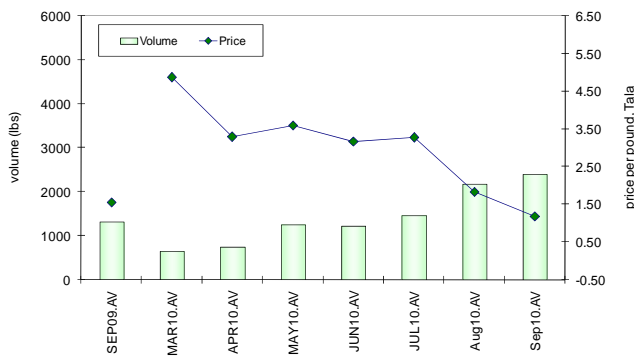
Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER



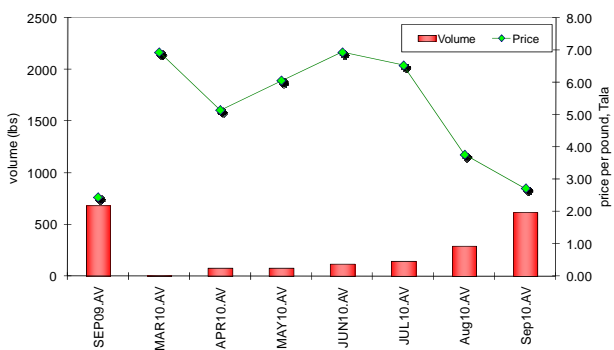
Graph 9
SUPPLY AND PRICES OF H.CABBAGE**



Graph 13
SUPPLY AND PRICE OF PUMPKIN**

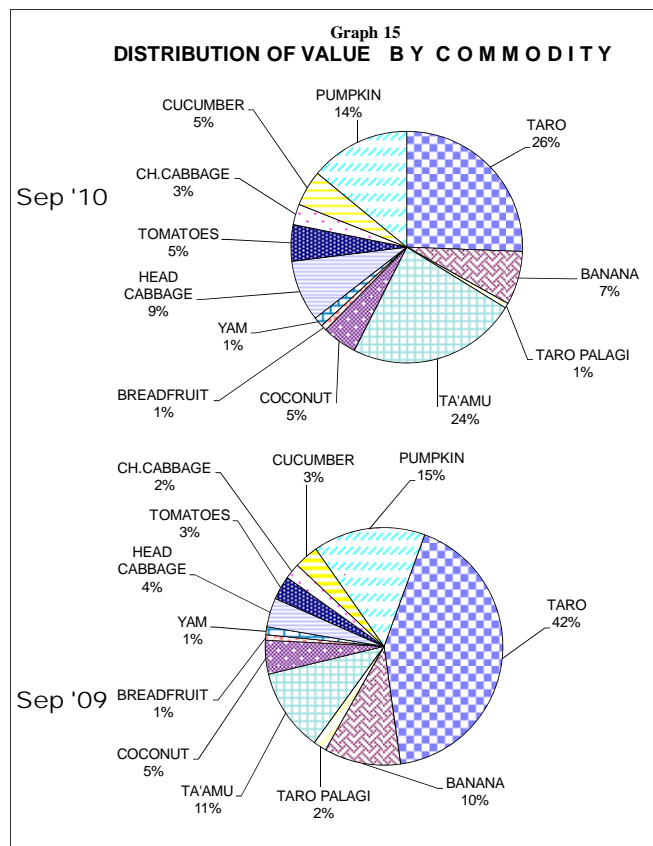
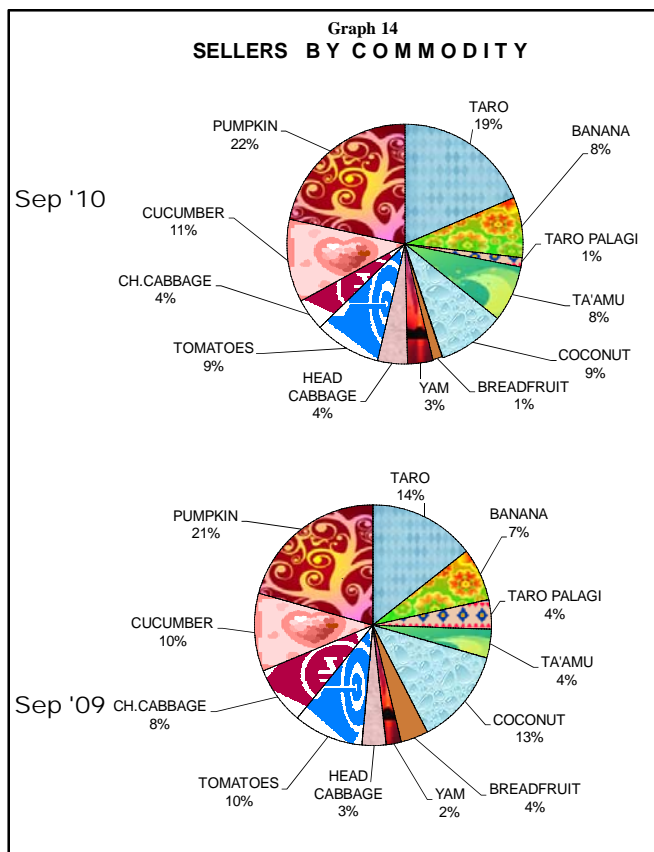


Graph 10
SUPPLY AND PRICE OF TOMATOES**



SELLERS

Corresponding to the expansion in overall supply of agricultural produce to the Fugalei market in September 2010, the number of sellers (at 257) was 15 percent higher than in August 2010 and 2 percent higher than September 2009. This increase was largely reflected by the presence of more vegetable sellers in the month under review. (See Graph 14 and Table 6)



Pumpkin sellers continued to be the largest group at the market increasing to 56 from 49 in Aug 2010 and 52 in September 2009. Taro sellers followed with a total of 48, up from 29 in the previous month and 37 in the same month last year. Cucumber sellers were next with a total of 29 up from 23 in August 2010 and a 27 in September 2010. Coconut sellers at 24 showed a decrease from 28 in the previous month and 33 in the same month last year. Sellers of Tomatoes grew to 23 from 19 in August 2010 while sellers of banana fell from 26 to 21. Taamu sellers followed showing a strong increase to 20 from the previous month of 15 and 10 a year ago. Head and Chinese cabbage followed with 11 sellers each while sellers of taro palagi, breadfruit, and yam recorded 3, 4, and 9 sellers respectively in September 2010.

In September 2010, taro continued to contribute the most to total value of produce surveyed, with a share of 25 percent; a level that was higher than the 20 percent in August 2010 but was much lower than 42 percent a year ago. Taamu followed with a 24 percent contribution; up from 11 percent from the previous month and the same month last year. Pumpkin accounted for 14 percent while head cabbage and banana contributed 9 and 7 percent respectively. Coconut, tomatoes, and cucumber were responsible for 5 percent each of total value. Relatively lower shares were recorded for the rest of the other commodities in September 2010. (See Graph 15 and Table 3)

VALUE OF SUPPLIES

In connection with the increased volume in September 2010, the average value of selected produce at the market increased 24 percent to \$33,900: a level that was 34 percent lower than the same month last year.

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SUMMARY OF MARKET SURVEY

Table 1: Quantity Supplied (in pounds)*

PRODUCE	2008 AVE									Sep-10	
		SEP09.AV	MAR10.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	% chng from prev mnth	%chng from Sep 09
TARO	8472	15926	9900	11017	12873	6913	4559	4612	7602	65	-52
BANANA	10716	7492	4134	3350	3617	5120	6724	7566	5413	-28	-28
TARO PALAGI	447	784	387	663	1484	297	448	465	280	-40	-64
TA'AMU	4436	5650	2021	5950	10672	11653	8236	3051	6565	115	16
COCONUT	12078	10354	8025	9455	9296	9875	10464	9522	7318	-23	-29
BREADFRUIT	849	566	635	334	199	209	580	1340	635	-53	12
YAM HEAD	478	391	101	59	204	43	259	338	370	9	-5
CABBAGE	1999	1313	657	744	1261	1220	1468	2180	2406	10	83
TOMATOES	770	685	10	80	78	122	144	293	622	112	-9
CH.CABBAGE	991	808	332	406	431	415	879	874	795	-9	-2
CUCUMBER	1407	1835	565	376	1143	1691	1997	1642	1430	-13	-22
PUMPKIN	7716	10379	2263	2507	1515	2024	3608	4242	6735	59	-35

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

PRODUCE	2008 AVE	SEP09.AV	MAR10.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	% chng from prev mnth	%chng from Sep 09
TARO	1.43	1.37	0.91	0.90	1.06	1.18	1.30	1.18	1.12	-5	-18
BANANA	0.58	0.72	0.40	0.45	0.48	0.51	0.52	0.48	0.46	-4	-36
TARO PALAGI	0.83	1.17	0.97	0.70	0.77	0.77	0.83	0.87	0.83	-5	-29
TA'AMU	1.56	1.03	0.78	1.18	1.19	1.17	0.96	0.98	1.20	22	17
COCONUT	0.22	0.23	0.22	0.19	0.23	0.24	0.23	0.23	0.22	-4	-4
BREADFRUIT	0.41	0.67	0.31	0.46	0.58	0.60	0.36	0.17	0.43	153	-36
YAM HEAD	1.46	1.42	1.21	1.46	1.33	1.42	1.46	1.21	1.21	0	-15
CABBAGE	2.99	1.55	4.87	3.29	3.60	3.17	3.27	1.83	1.46	-20	-6
TOMATOES	3.19	2.45	6.94	5.14	6.06	6.94	6.54	3.77	2.72	-28	11
CH.CABBAGE	1.89	1.36	3.43	2.24	2.46	2.77	1.84	1.28	1.21	-5	-11
CUCUMBER	1.34	0.93	1.77	2.20	1.74	1.31	1.04	1.37	1.16	-15	25
PUMPKIN	0.90	0.76	1.11	0.98	1.50	1.31	1.15	0.83	0.69	-17	-9

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

PRODUCE	Total value 2008	SEP09.AV	MAR10.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	% chng from prev mnth	%chng from Sep 09
TARO	139.1	21.8	9.0	9.9	13.7	8.2	5.9	5.4	8.5		
BANANA	73.6	5.4	1.7	1.5	1.7	2.6	3.5	3.6	2.5		
TARO PALAGI	4.6	0.9	0.4	0.5	1.1	0.2	0.4	0.4	0.2		
TA'AMU	78.8	5.8	1.6	7.0	12.7	13.6	7.9	3.0	7.9		
COCONUT	31.1	2.4	1.8	1.8	2.1	2.4	2.4	2.2	1.6		
BREADFRUIT	4.2	0.4	0.2	0.2	0.1	0.1	0.2	0.2	0.3		
YAM HEAD	8.4	0.6	0.1	0.1	0.3	0.1	0.4	0.4	0.5		
CABBAGE	66.4	2.0	3.2	2.5	4.5	3.9	4.8	4.0	3.5		
TOMATOES	25.0	1.7	0.1	0.4	0.5	0.8	0.9	1.1	1.7		
CH.CABBAGE	21.3	1.1	1.1	0.9	1.1	1.2	1.6	1.1	1.0		
CUCUMBER	19.9	1.7	1.0	0.8	2.0	2.2	2.1	2.3	1.7		
PUMPKIN	77.8	7.9	2.5	2.5	2.3	2.7	4.2	3.5	4.7		
	550.0	51.7	22.6	28.0	42.1	37.9	34.3	27.3	33.9	24	-34

Table 4: Volume Index (2008 = 100)*

PRODUCE	2008 Weights	SEP09.AV	MAR10.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	% chng from prev mnth	%chng from Sep 09
TARO	0.25	188	117	130	152	82	54	54	90		
BANANA	0.13	70	39	31	34	48	63	71	51		
TARO PALAGI	0.01	175	86	148	332	66	100	104	63		
TA'AMU	0.14	127	46	134	241	263	186	69	148		
COCONUT	0.06	86	66	78	77	82	87	79	61		
BREADFRUIT	0.01	67	75	39	23	25	68	158	75		
YAM HEAD	0.02	82	21	12	43	9	54	71	77		
CABBAGE	0.12	66	33	37	63	61	73	109	120		
TOMATOES	0.05	89	1	10	10	16	19	38	81		
CH.CABBAGE	0.04	82	34	41	43	42	89	88	80		
CUCUMBER	0.04	130	40	27	81	120	142	117	102		
PUMPKIN	0.14	135	29	32	20	26	47	55	87		
	1.00	122	58	75	101	88	81	71	94	32	-23

Table 5: Price Index (2008 = 100)*

PRODUCE	2008 Weights	SEP09.AV	MAR10.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	% chng from prev mnth	%chng from Sep 09
TARO	0.25	96	64	63	74	83	91	83	79		
BANANA	0.13	124	69	77	83	88	89	83	79		
TARO PALAGI	0.01	141	117	84	92	92	100	105	100		
TA'AMU	0.14	66	50	76	76	75	61	63	77		
COCONUT	0.06	106	102	88	106	111	106	106	102		
BREADFRUIT	0.01	162	75	111	140	145	87	41	104		
YAM	0.02	98	83	100	91	98	100	83	83		
HEAD CABBAGE	0.12	52	163	110	120	106	109	61	49		
TOMATOES	0.05	77	218	161	190	218	205	118	85		
CH.CABBAGE	0.04	72	181	118	130	146	97	68	64		
CUCUMBER	0.04	69	132	164	129	97	77	102	86		
PUMPKIN	0.14	84	123	108	166	145	127	92	76		
	1.00	87	100	92	106	105	100	81	76	-6	-12

Table 6: Number of Sellers*

PRODUCE	SEP09.AV	MAR10.AV	APR10.AV	MAY10.AV	JUN10.AV	JUL10.AV	Aug10.AV	Sep10.AV	% chng from prev mnth	%chng from Sep 09
TARO	37	58	61	47	38	29	29	48		
BANANA	18	22	21	17	25	26	26	21		
TARO PALAGI	10	4	5	8	4	3	4	3		
TA'AMU	10	12	17	27	23	24	15	20		
COCONUT	33	24	27	26	27	33	28	24		
BREADFRUIT	10	4	3	2	2	6	6	4		
YAM	5	4	2	5	2	7	9	9		
HEAD										
CABBAGE	8	4	4	4	6	9	8	11		
TOMATOES	24	1	6	6	12	10	19	23		
CH.CABBAGE	20	7	8	7	8	18	10	11		
CUCUMBER	27	15	14	21	24	31	23	29		
PUMPKIN	52	31	29	22	22	29	49	56		
	253	185	198	190	192	226	223	257	15	2