

**FUGALEI MARKET SURVEY REPORT**  
**AUGUST 2007**

**Monthly Report No. 8/07\***

**Prepared by: Research and Statistics Department**

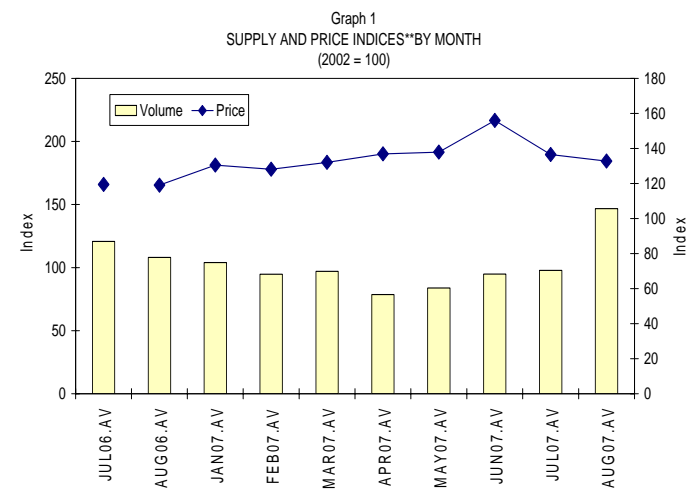
**Central Bank of Samoa**

**Date of Issue: 24 September 2007**

**OVERVIEW**

The Central Bank’s survey of the Fugalei Market recorded a 50 percent surge in the overall volume of selected produce\* supplied to the Market in August 2007. Similarly, it was also 36 percent higher than the level in the same month of 2006. The surge in the level of the overall supply reflected increases in the availability of most agricultural produce which was partially offset by declines in the availability of taro palagi, coconut and yam.

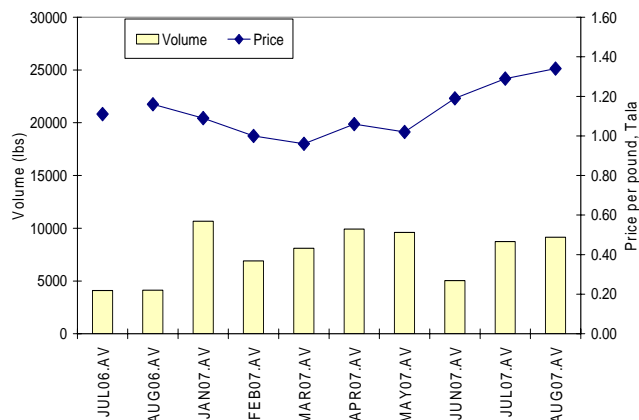
The increased availability saw the overall price index at the Fugalei Market decrease 3 percent in August 2007, but was 12 percent higher than in August 2006 due to stronger domestic demand for agricultural produce as the country hosted the Thirteenth South Pacific Games at the end of the month under review. (See Graph 1 and Tables 4 & 5.)



**TARO**

The supply of taro to the Market in August 2007 increased further by 5 percent to 9,139 pounds. At this level, it was more than double the level in the same month last year. However, stronger demand associated with our hosting of the Thirteenth South Pacific Games saw its price, at \$1.34 per pound, increase 4 percent and 16 percent higher than the level in the previous month and the same month last year in that order. (See Graph 2 and Table 1 and 2.)

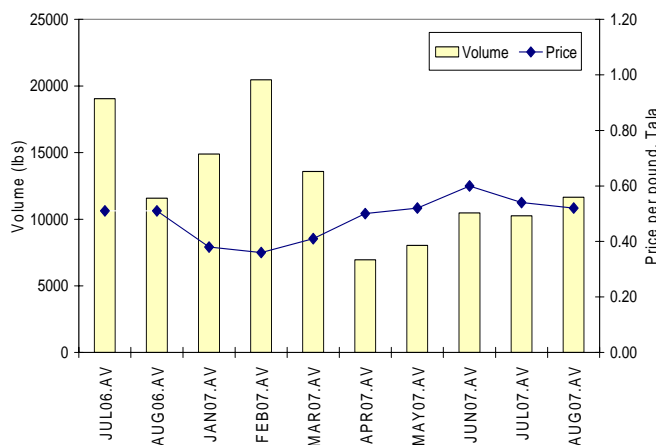
Graph 2  
SUPPLY AND PRICE OF TARO\*\*



**BANANA**

The average supply of banana in August 2007 (at 11,645 pounds) was 14 percent and 1 percent higher than the level in July 2007 and August last year respectively. At \$0.52 per pound, the price for banana was 4 percent lower than the level for the previous month but was 2 percent above that in the same month last year. (See Graph 3 and Table 1 and 2.)

Graph 3  
SUPPLY AND PRICE OF BANANA\*\*

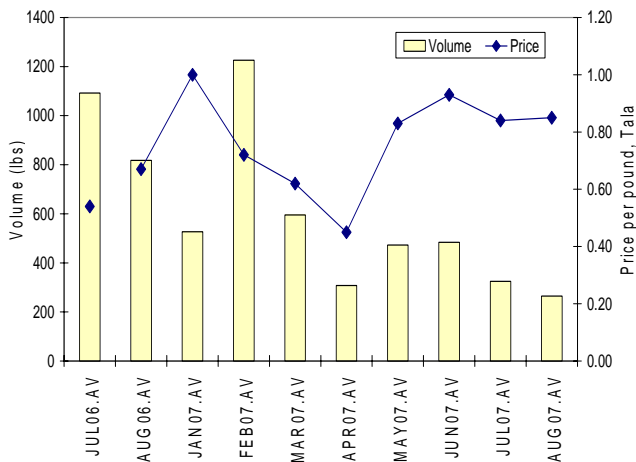


**TARO PALAGI**

On the downside, taro palagi did not respond to the strong demand conditions with availability (at 264 pounds) in August 2007 19 percent and 68 percent below that for July 2007 and August last year respectively. And, consequently, its

price (at \$0.85 per pound) was 1 percent and 27 percent higher than the level in July 2007 and August last year in that order. Demand for this produce is largely determined by the small home-based taro chips manufacturers. (See Graph 4 and Tables 1 and 2.)

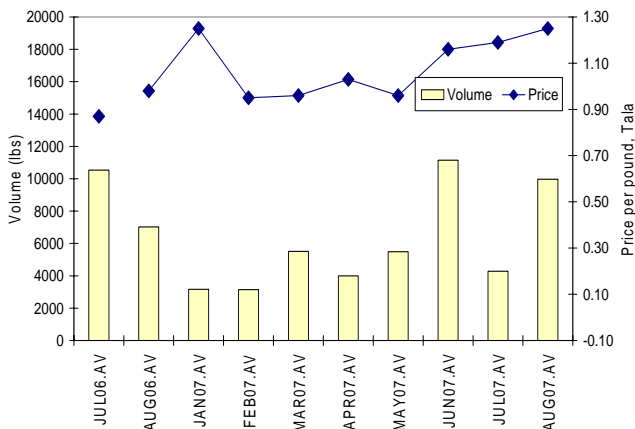
Graph 4  
SUPPLY AND PRICE OF TARO PALAGI\*\*



TAAMU

Taamu availability surged by more than twofold to a level 42 percent higher than the level in August last year. Stronger demand however, saw its price (at \$1.25 per pound) increase by 5 percent to a level 28 percent higher than in August 2006. (See Graph 5 and Table 1 and 2.)

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



COCONUT

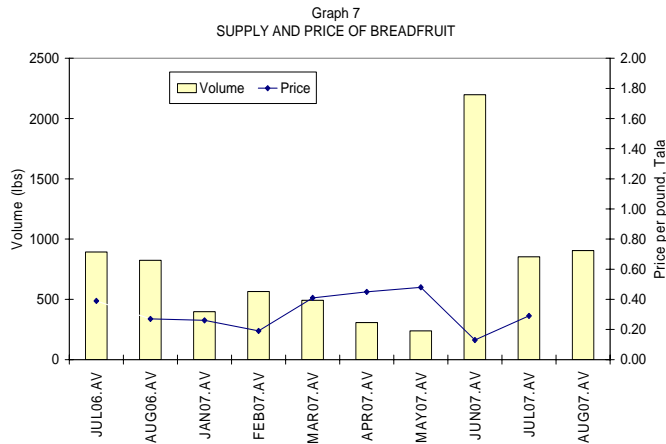
The availability of coconut at the Market dropped 68 percent to a level 34 percent lower than in August 2006. At \$0.18 per pound, its price increased 6 percent from the level in July 2007 but was 10 percent below the level for August last year. The decline in coconut availability at the Market possibly reflects the supply of coconuts to the caterers who were responsible for the food preparations during the Thirteenth South Pacific Games. (See Graph 6 and Table 1 and 2.)

Graph 6  
SUPPLY AND PRICE OF COCONUT



BREADFRUIT

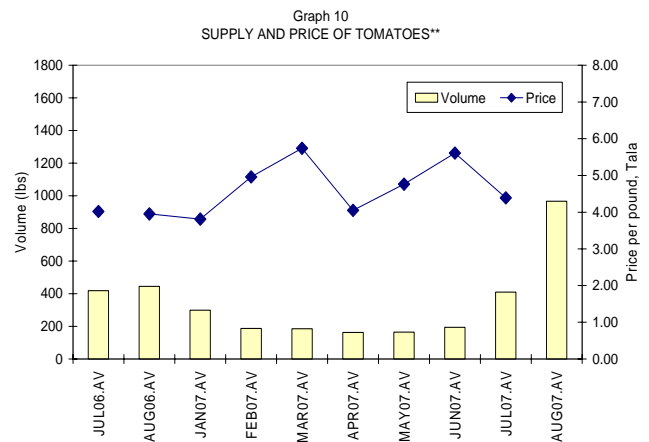
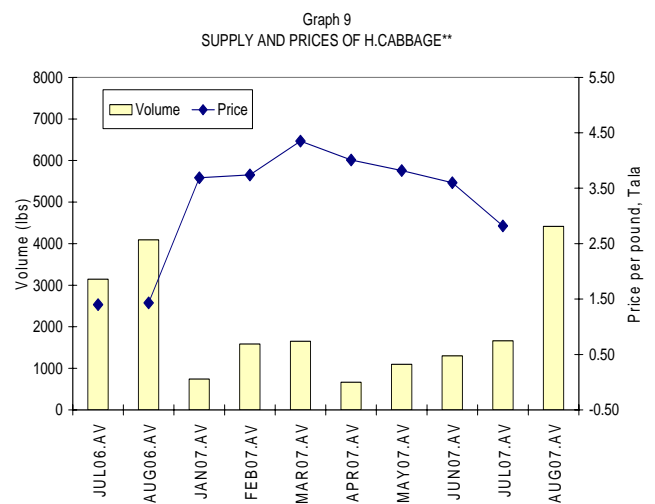
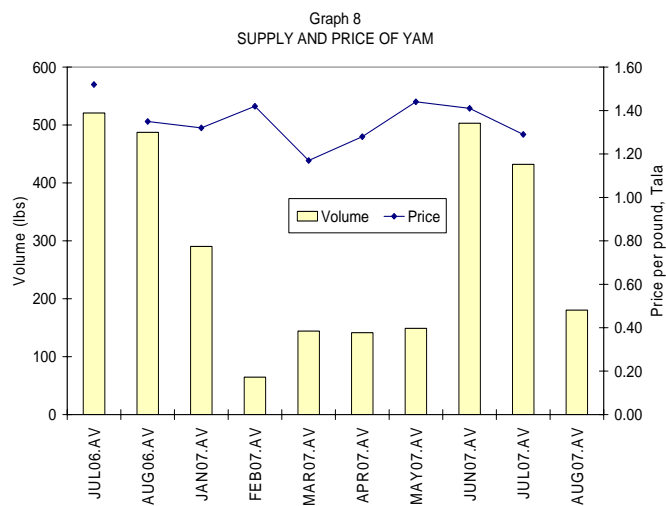
At 905 pounds, the supply of breadfruit during the month under review was 6 percent and 10 percent higher than the level in July 2007 and August last year in that order. Stronger demand however, saw its price (at \$0.37 per pound) increase by 28 percent and 37 percent in that order. (See Graph 7 and Table 1 and 2.)



Consequently, the prices of cucumber, head cabbage and tomatoes dropped by 13 percent, 32 percent and 25 percent respectively. Similarly, the price of chinese cabbage tumbled 36 percent while that of pumpkin increased 4 percent. Compared to August 2006, the supplies of all vegetable produce were higher but their prices were also more expensive reflecting the surge in demand associated with the hosting of the Thirteenth South Pacific Games. (See Graphs 9 to 13 and Tables 1 and 2.)

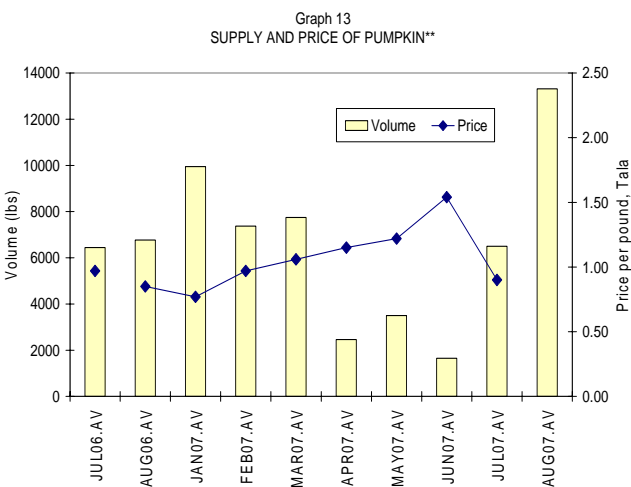
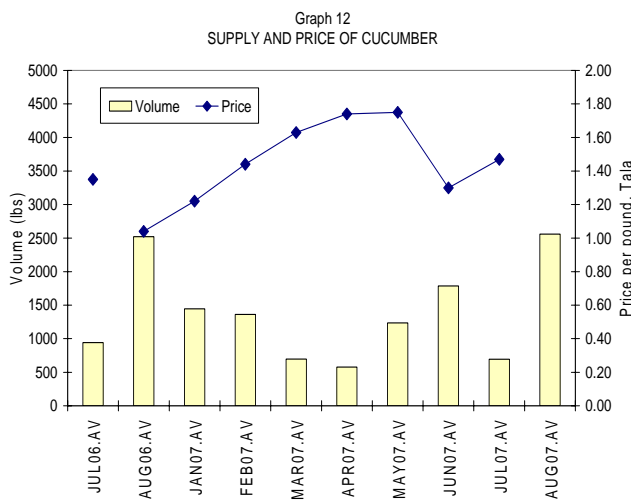
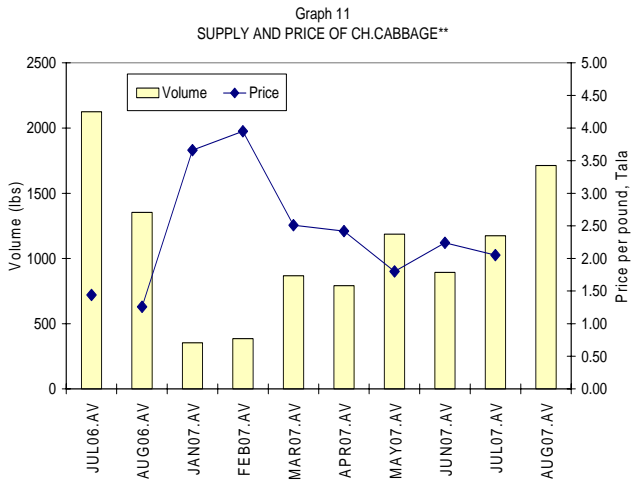
YAM

The supply of yams in August 2007 was 58 percent and 63 percent lower than the level in July 2007 and August last year respectively. Consequently, its price increased 9 percent and 4 percent in that order. (See Graph 8 and Table 1 and 2.)

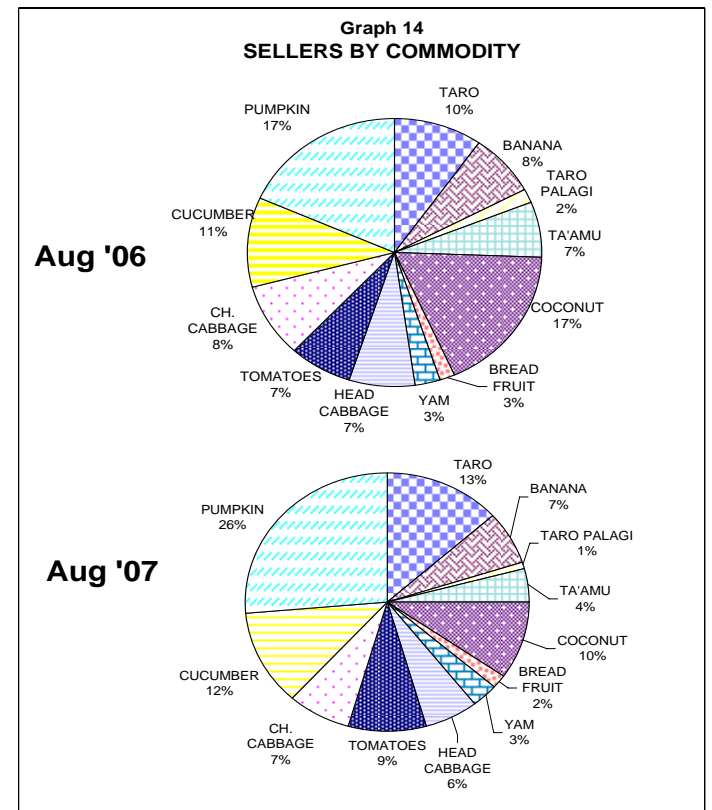


VEGETABLE PRODUCE

Encouraged by increased demand and the usual favourable seasonal weather patterns, the output of most vegetable produce improved substantially in August 2007. The average supplies of cucumber, head cabbage and tomatoes jumped 269 percent, 166 percent and 136 percent respectively. The volume of Chinese cabbage and pumpkin also went up by 46 percent and 105 percent in that order.



Reflecting the expansion in the level of overall supply, the number of sellers (293) on the days surveyed in August 2007 were 50 percent (or 98) higher than the level last month. It was also 38 percent above the level in the same month last year (at 213). (See Graph 14 and Table 6.)



Pumpkin sellers recorded the largest increase (of 86 percent) with its total up to 78 from 42 in July 2007 and 39 in August 2006. Cucumber and taro sellers followed with totals of 35 and 39 respectively, up from 12 and 25 in that order in July 2007 and 24 and 21 in that order in August 2006. Sellers of Chinese cabbage, tomatoes, head cabbage and taamu also increased to 21, 27, 18 and 13 respectively, from their totals of 16, 16, 8 and 9 in that order in the previous month and compared to their totals of 19 for Chinese cabbage and 15 each for the other three produce in August 2006. At 9, yam sellers were slightly below the level last month but higher than 3 in the same month last year while breadfruit (at a low of 4) was unchanged from its level last month and the same month last year.

**SELLERS**

Coconut sellers were slightly above the level last month but lower than 38 in August 2006.

cabbage, cucumber, taro palagi, yam and breadfruit in the month under review.

**VALUE OF SUPPLIES**

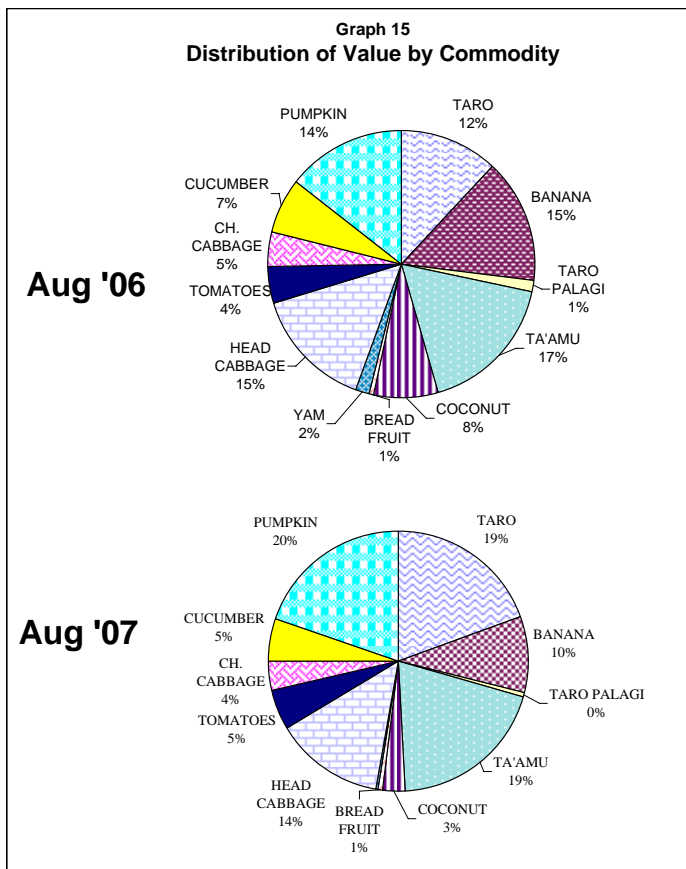
Consequent to the rise in the level of supply, the average value of selected produce supplied to the Market (at \$63,100) jumped 43 percent to a level 59 percent above that in the same month of 2006. (See Graph 15 and Table 3.)

@ Weights for the selected produce have been revised using 2002 as the base period and have been incorporated starting from January 2003 report.

\* The selected produce are: taro, banana, ta'amu, taro palagi, coconut, head cabbage, tomatoes, chinese cabbage, cucumber and pumpkin. Breadfruit and Yam were recently included in the composition of the overall Indices.

\*\* 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.

CENTRAL BANK OF SAMOA  
24 September 2007



Taamu and pumpkin contributed the largest shares of 20 percent each of the total value of produce supplied to the Market in August 2007, up from 12 percent and 13 percent in that order in July 2007 and 17 percent and 15 percent respectively in August 2006. Taro, head cabbage and banana followed with shares of 19 percent, 13 percent and 10 percent respectively in August 2007, compared to their shares of 26 percent, 11 percent and 12 percent in the previous month. Relatively lower shares were recorded for coconut, tomatoes, Chinese