

FUGALEI MARKET SURVEY REPORT  
JUNE 2007

Monthly Report No. 6/07\*

Prepared by: Research and Statistics Department

Central Bank of Samoa

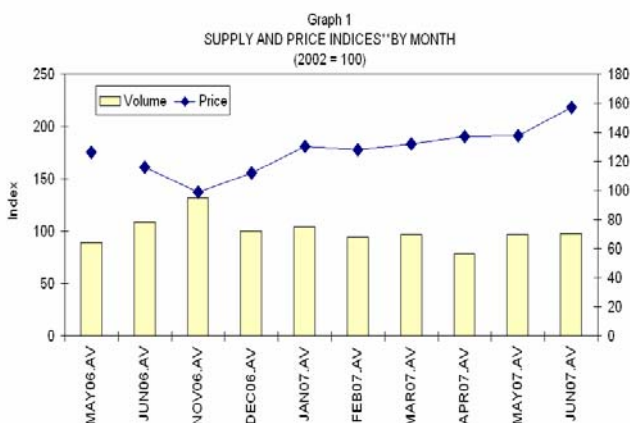
Date of Issue: 3 August 2007

**OVERVIEW**

The Central Bank’s survey of the Fugalei Market recorded an unchanged level in the overall volume of selected produce\* supplied to the Market in June 2007. However, it was 10 percent lower than that in the same month of 2006. The steady level of the overall supply reflected increases in the availability of most agricultural produce which was offset by declines in taro, coconut, Chinese cabbage and pumpkin.

The overall price index at the Fugalei Market, on the other hand, jumped 14 percent in June 2007, a level that was also 35 percent higher than that in June 2006. The sharp rise in price level clearly reflected the surge in demand for agricultural goods at the Market following the independence celebrations and the influx of overseas visitors for holidays and regional meetings. (See Graph 1 and Tables 4 & 5.)

increased 16 percent as a result. (See Graph 2 and Table 1 and 2.)

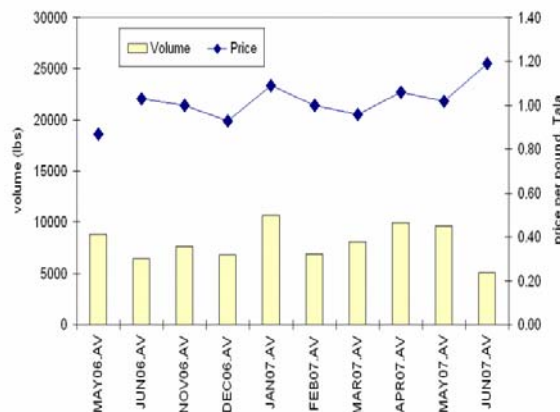


The supply of agricultural produce at the Fugalei Market during the 2006/2007 fiscal year was 8 percent lower than the level in 2005/2006 and the average price level increased 4 percent as a result.

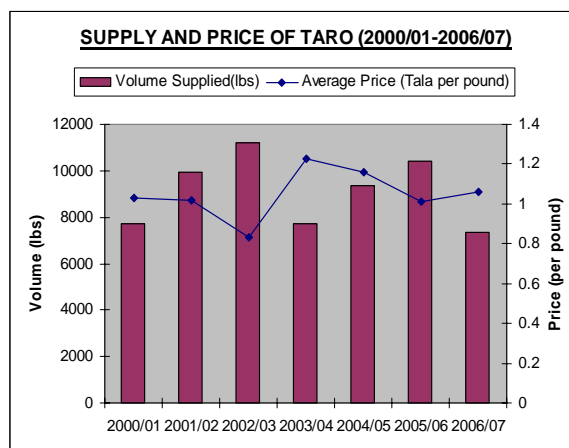
**TARO**

A sharp increase in breadfruit supply to the market caused taro farmers to cut back on taro supplies to the Market in June 2007. And, consequent to a severe drop in its average level of supply by 48 percent to 5,041 pounds, the average price of taro rose 17 percent to \$1.19 per pound. When compared to June 2006, the supply of taro shrank 21 percent and its price

Graph 2  
SUPPLY AND PRICE OF TARO\*\*



The average supply of taro in the twelve months to end June 2007 when compared with the corresponding period of 2006 was 30 percent lower and its average price level increased 12 percent as a result. At this level, the average supply of taro in 2006/07 was also lower than the level in the past seven to eight years when it started to recover from the taro leaf blight. Its average price in 2006/07 as a result was higher than those of past fiscal years since 2000/01 with the exception of 2003/04 and 2004/05 where it was lower as depicted in the graph below.

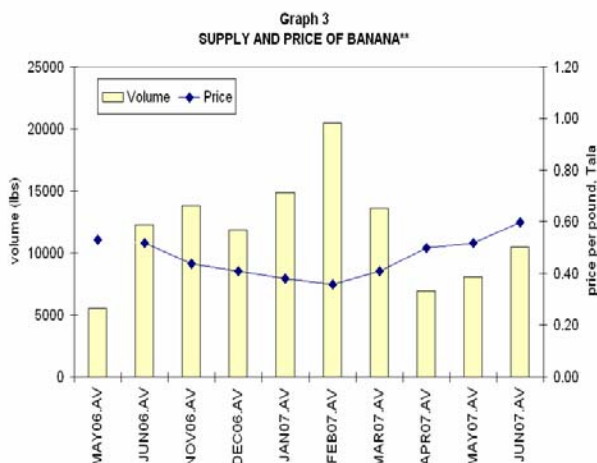


According to industry experts and some farmers at the Market, the lower level of taro supply over the year reflected the trend where many taro farmers were leaving the crop in favour of other more profitable alternatives such as banana

and taamu as well as increased inflows of overseas remittances. The local taro's quality is still being affected by the taro leaf blight. According to the Ministry of Agriculture, other major factors were the impact of developments in other sectors such as tourism and infrastructure as well as the migration of farm workers overseas.

**BANANA**

The average supply of banana jumped 30 percent to 10,472 pounds in June 2007 but its price hiked 15 percent to \$0.60 per pound as a result of stronger demand due to the substantial decline in taro supply. However, when compared with the same month of 2006, the availability of banana was 15 percent lower and its price consequently expanded 15 percent. (See Graph 3 and Table 1 and 2.)

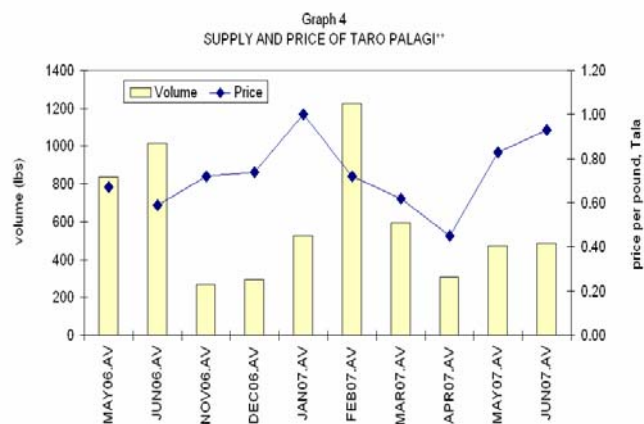


Despite the hike in the month under review, the average availability of banana, at 13,877 pounds per month during fiscal year 2006/2007 contracted 15 percent when compared with the same period of 2005/2006 although its price declined 2 percent to \$0.46 per pound.

**TARO PALAGI**

Taro palagi availability (at 484 pounds) edged up 2 percent in June 2007 but its price surged 12 percent due to stronger demand especially from small home-based taro chips manufacturers, the main buyers. However, its average supply was 52 percent below the level in the same month last year and its average price level jumped 58

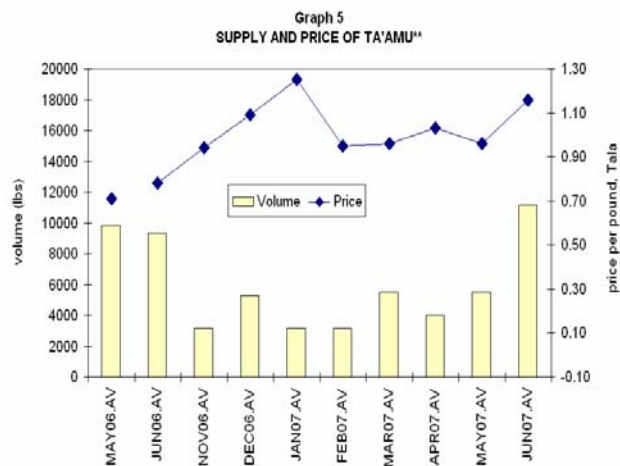
percent as a result. (See Graph 4 and Tables 1 and 2.)



Despite the higher volume in June 2007, the average availability of taro palagi during the twelve months of 2006/2007 (at 589 pounds) was 32 percent lower than the level in 2005/2006 but its average price remained the same.

**TAAMU**

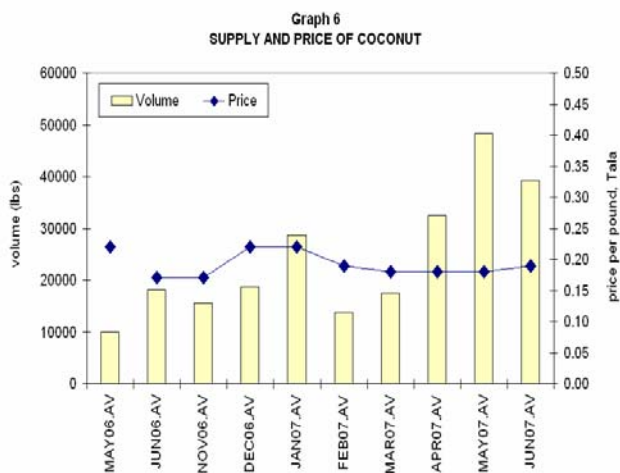
Taamu availability (at 11,147 pounds) more than doubled in the month under review but its price shot up 21 percent to \$1.16 per pound due to stronger demand largely as a result of the lower taro supplies. Similarly, when compared with June 2006, the supply of taamu rose 20 percent but its price surged 49 percent as a result of stronger demand. (See Graph 5 and Table 1 and 2.)



Despite the improvement in June 2007, the monthly average availability of taamu to the Market in the twelve months to end June 2007 fell 16 percent and its price was 13 percent higher as a result.

**COCONUT**

The availability of coconut at the Market dropped 19 percent to 39,186 pounds and its price increased 6 percent to \$0.19 per pound as a result. However, when compared with the same month last year, coconut supply more than doubled but its price jumped 12 percent due to stronger demand. (See Graph 6 and Table 1 and 2.)

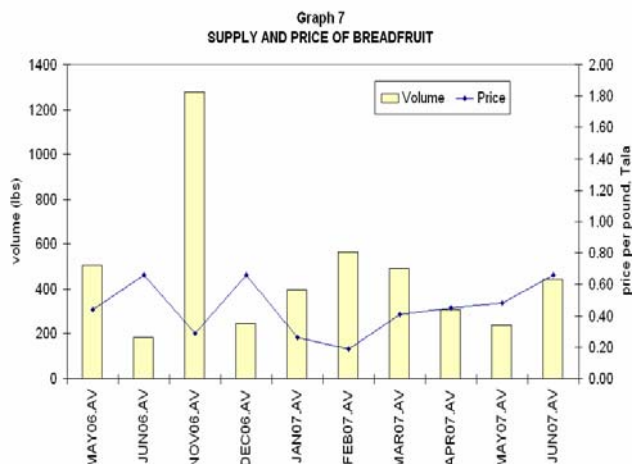


The average monthly availability of coconut during 2006/2007 at 22,324 pounds per month was 72 percent higher when compared with 2005/2006 and its price decreased 5 percent as a result. This large increase reflects the absence of alternatives for coconut suppliers as supplies that used to go to the coconut oil mill and desiccated coconut factory were diverted to the Fugalei Market.

**BREADFRUIT**

The supply of breadfruit during the month under review jumped 87 percent but its price rose 38 percent due to stronger demand consequent of the fall in taro supplies. Similarly, when compared with the same month last year, breadfruit availability was more than twofold higher but its price remained unchanged due to

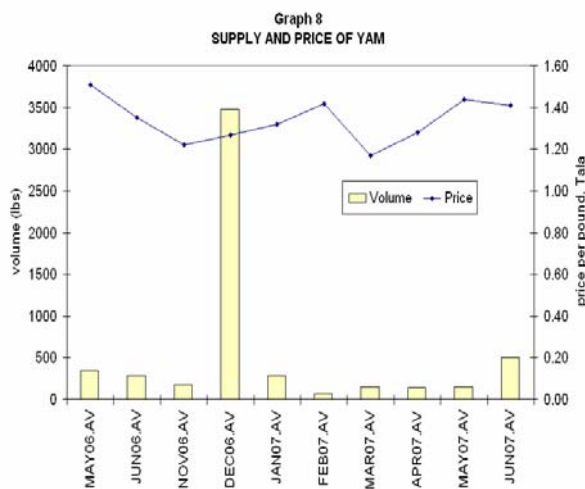
stronger demand. (See Graph 7 and Table 1 and 2.)



However, the average availability of breadfruit in the twelve months to end June 2007 (at 561 pounds per month) was 16 percent lower when compared with the same period to June 2006 but its price tumbled 30 percent due to lower demand.

**YAM**

The supply of yam jumped more than threefold from the level last month and up 76 percent from the level in the same month last year. Its price was 2 percent lower than the level last month but was 4 percent higher than that of the same month last year due to stronger demand. (See Graph 8 and Table 1 and 2.)

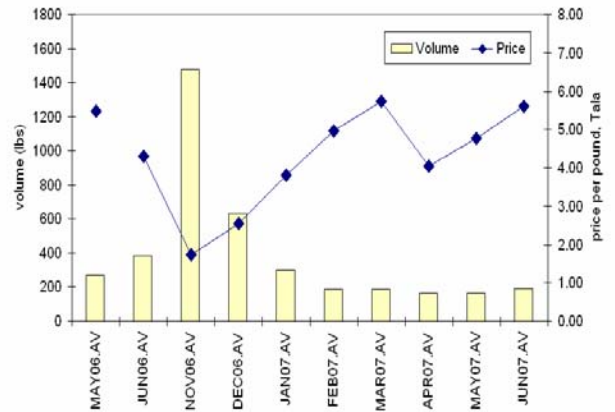


The average availability of yam in the twelve months to end June 2007, at 554 pounds per month, more than double when compared with the period to June 2006 and its price was 24 percent lower as a result.

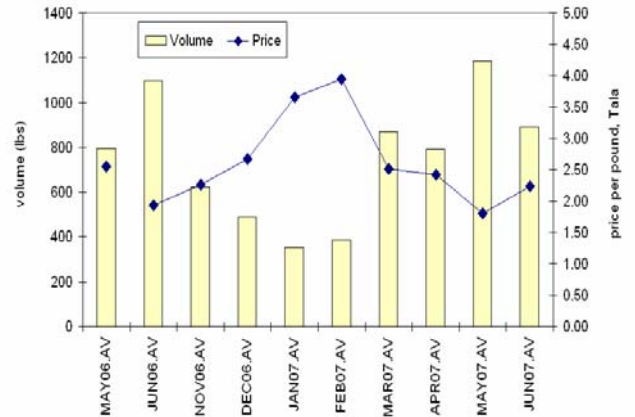
**VEGETABLE PRODUCE**

The output of most vegetable produce increased in June 2007. The average supplies of head cabbage, tomatoes and cucumber went up by 19 percent, 18 percent and 45 percent respectively. Consequently, the prices of head cabbage and cucumber fell 6 percent and 26 percent respectively but that of tomatoes rose 18 percent due to stronger demand. On the down side, the supply of pumpkin and Chinese cabbage shrank 53 percent and 25 percent respectively and their prices went up by 26 percent and 24 percent in that order. (See Graphs 9 to 13 and Tables 1 and 2.)

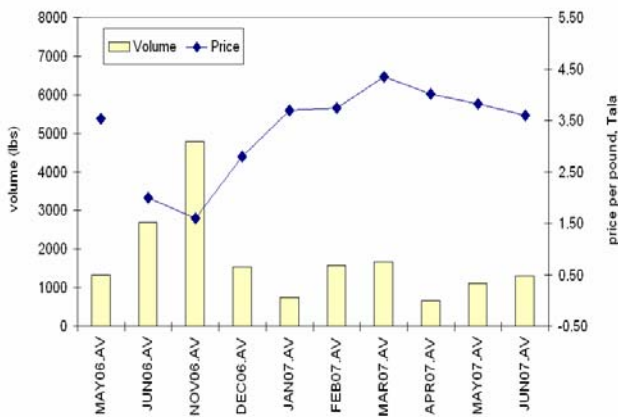
**Graph 10  
SUPPLY AND PRICE OF TOMATOES\*\***



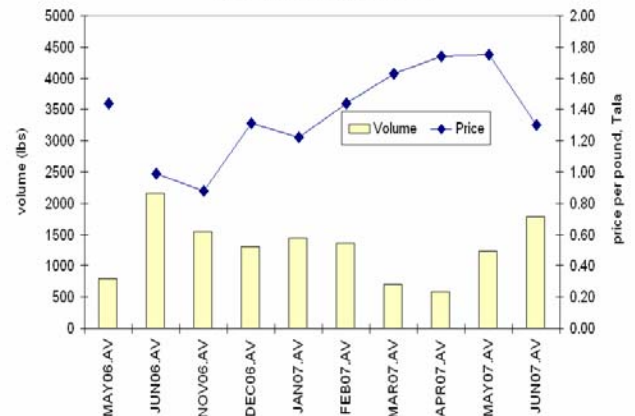
**Graph 11  
SUPPLY AND PRICE OF CH.CABBAGE\*\***

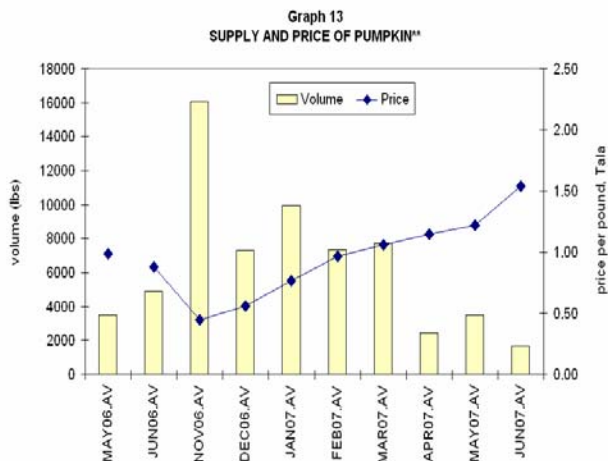


**Graph 9  
SUPPLY AND PRICES OF H.CABBAGE\*\***



**Graph 12  
SUPPLY AND PRICE OF CUCUMBER**





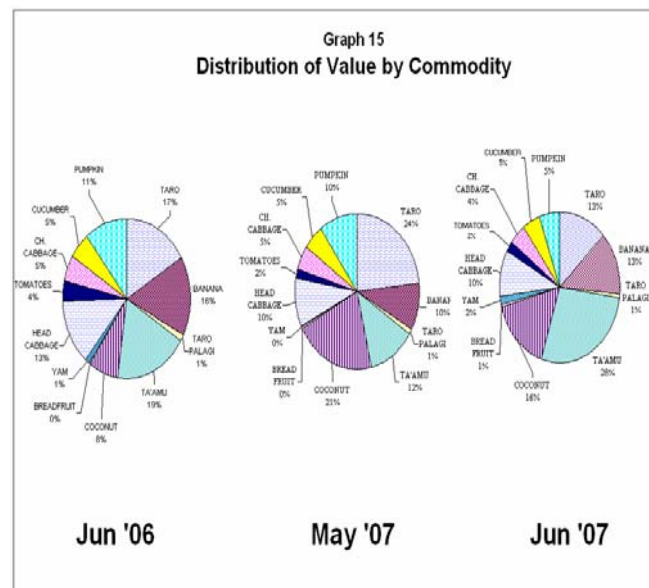
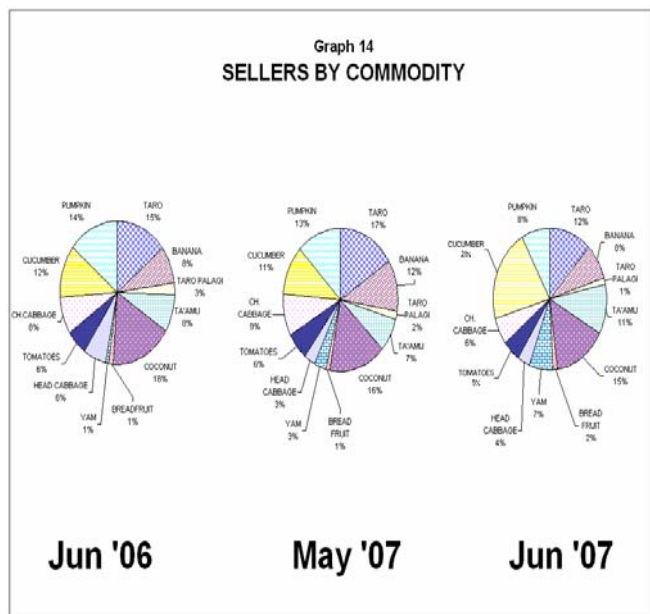
Head cabbage sellers also increased to 8 from 5 in the previous month but lower than 13 in June 2006.

**VALUE OF SUPPLIES**

Despite an unchanged level of supply, the average value of selected produce supplies to the Market (at \$46,800) increased 11 percent to a level 17 percent above that in the same month of 2006 due to the hike in the overall price index. (See Graph 15 and Table 3.)

**SELLERS**

Despite the steady level of overall supply, the number of sellers (219) on the days surveyed in June 2007 was 31 percent (or 52) higher than the level last month (at 167) and also 3 percent above the level in the same month last year (at 212). (See Graph 14 and Table 6.)



Taamu contributed the largest share (28 percent) of the total value of produce supplied to the Market in June 2007, up from 13 percent in May 2007 and 18 percent in June 2006. Coconut accounted for 16 percent, down from 21 percent in May 2007 but higher than 8 percent in June 2006. Taro and banana followed with 13 percent each, down from 23 percent and 10 percent respectively in May 2007 and 17 percent and 16 percent in that order in June 2006.

Head cabbage and pumpkin contributed 10 percent and 5 percent each respectively, compared to their shares of 10 percent each in the previous month and 13 percent and 11 percent in that order in June 2006. Cucumber and Chinese cabbage contributed 5 percent and 4 percent respectively compared to their

Cucumber sellers were the largest group with its total surging to 47 from 19 in May 2007 and 26 in June 2006. Coconut sellers followed with a total of 32, up from 27 in May 2007 but lower than 37 in June 2006. Taro sellers remained unchanged at 26 but were down from 30 in the same month last year. Taamu and yam sellers increased to 25 and 14 respectively from 12 and 5 in the previous month and 17 and 2 in June 2006 in that order.

shares of 5 percent each in both May 2007 and June 2006. Taro palagi's contribution remained minute at only 1 percent. The least shares were recorded for tomatoes, yam and breadfruit, the latter being a result of seasonal trends.

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*@ 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

3 August 2007