

**FUGALEI MARKET SURVEY REPORT**  
**NOVEMBER 2007**

**Monthly Report No. 11/07\***

**Prepared by: Research and Statistics Department**

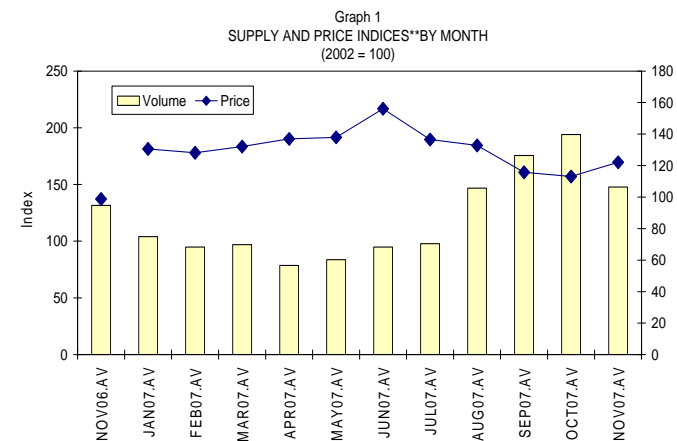
**Central Bank of Samoa**

**Date of Issue: 20 December 2007**

**OVERVIEW**

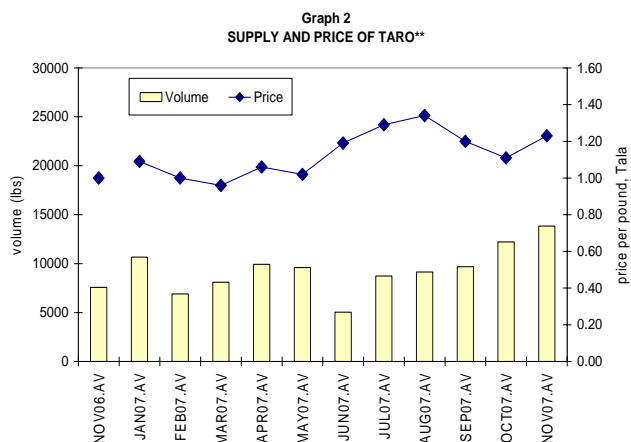
The Central Bank’s survey of the Fugalei Market recorded a 24 percent drop in the overall volume of selected produce\* supplied to the Market in November 2007 after rising 11 percent in the preceding month. However, the overall volume in November 2007 was 12 percent higher than the level in the same month of 2006. The monthly fall in the level of the overall supply reflected decreases in the availability of most agricultural produce which was partially offset by increases in the availability of taro, breadfruit, yam and chinese cabbage.

The lower availability saw the overall price index at the Fugalei Market increase 8 percent in November 2007, to a level 24 percent higher than in the same month of 2006, due to increased demand for most of the agricultural produce. The stronger demand was associated with the overall growth in the economy. (See Graph 1 and Tables 4 & 5.)



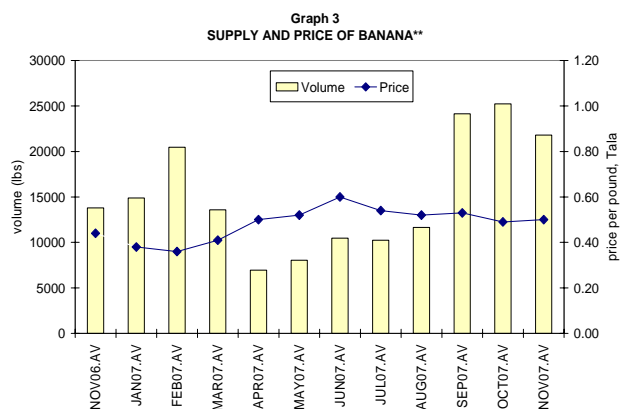
**TARO**

The supply of taro to the Market in November 2007 rose 13 percent to 13,835 pounds for the fourth consecutive month. At this level, it was also 82 percent higher than the level in the same month last year. Higher demand, however, saw its price (at \$1.23 per pound) increase 11 percent from the level in the preceding month and 23 percent above the level in November 2006. (See Graph 2 and Table 1 and 2.)



**BANANA**

The average supply of banana in November 2007 (at 21,794 pounds) was 14 percent lower than the level in October 2007, but was 58 percent higher than the level in November 2006. And, at \$0.50 per pound, its price was 2 percent higher than in the preceding month but was 14 percent above the level in November 2006 due to stronger demand. (See Graph 3 and Table 1 and 2.)



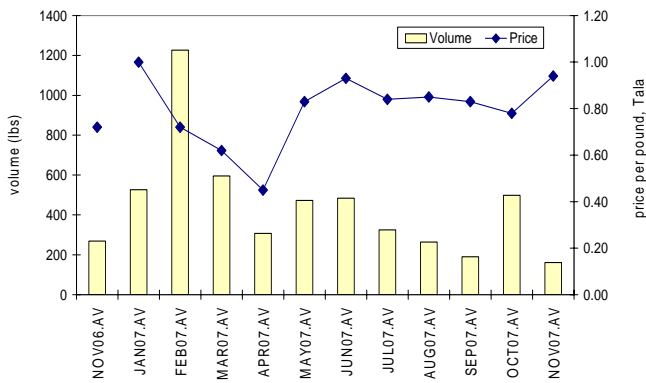
**TARO PALAGI**

At 161 pounds, the supply of taro palagi was 68 percent and 40 percent lower than the level in October 2007 and November 2006 respectively. Consequently, the price of taro palagi (at \$0.94 per pound) was 21 percent and 31 percent higher than the levels in the preceding month and the same month last year in that order. Taro

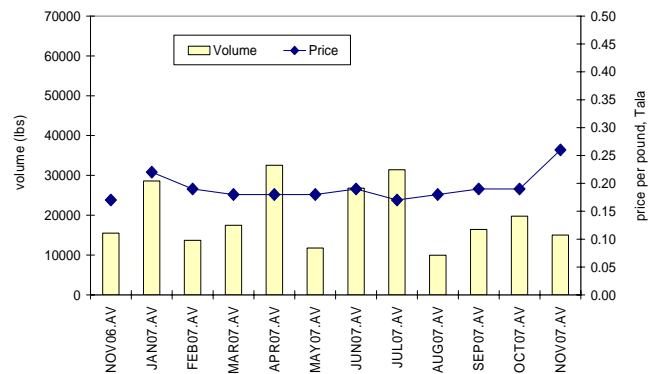
palagi is mainly used by small home-based manufacturers for making taro chips. (See Graph 4 and Tables 1 and 2.)

Consequently, its price at \$0.26 per pound was 37 percent and 53 percent above the levels in October 2007 and November 2006 in that order. (See Graph 6 and Table 1 and 2.)

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



Graph 6  
SUPPLY AND PRICE OF COCONUT



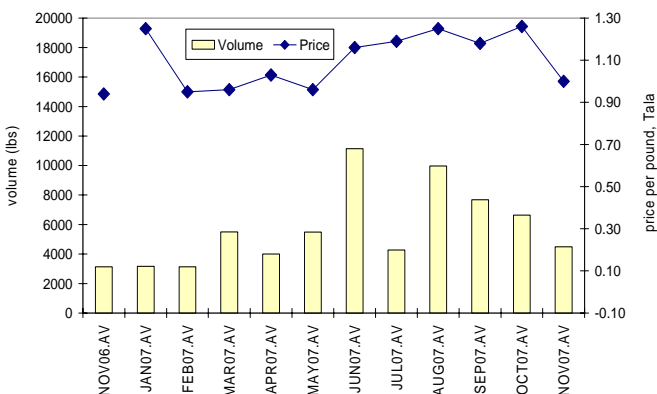
TAAMU

Due to the rise in the supplies of breadfruit and other close substitutes (taro and yam), the availability of taamu dropped 32 percent (to 4,493 pounds) from the level in October 2007 but was 44 percent above the level in November 2006. However, lower demand saw its price (at \$1.00 per pound) falling 21 percent from the level in the preceding month, but was 6 percent higher than in November 2006. (See Graph 5 and Table 1 and 2.)

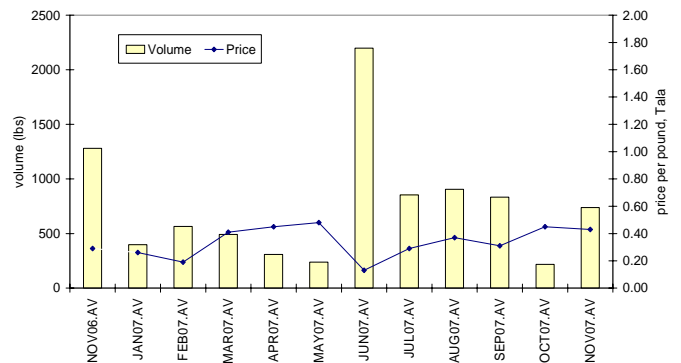
BREADFRUIT

At 738 pounds, the availability of breadfruit in November 2007 jumped more than threefold from October 2007 but was 42 percent lower than the level in November 2006. Consequently, at \$0.43 per pound, the price of breadfruit decreased 4 percent from the previous month whilst being 48 percent higher than that in November 2006. (See Graph 7 and Table 1 and 2.)

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



Graph 7  
SUPPLY AND PRICE OF BREADFRUIT



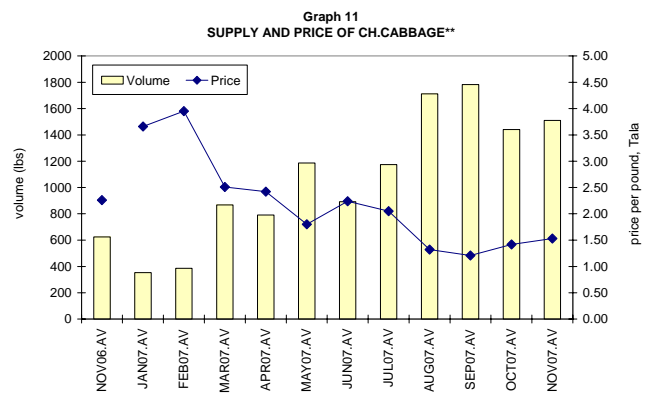
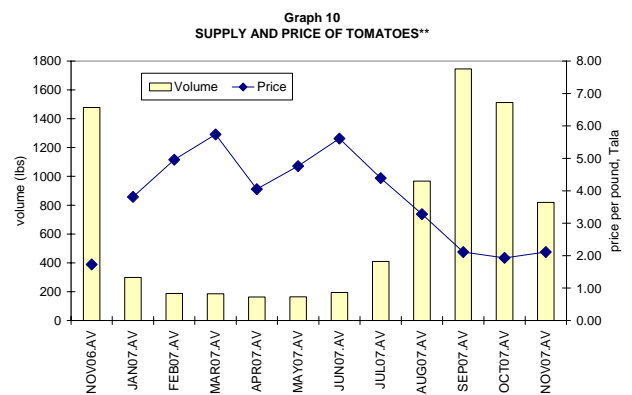
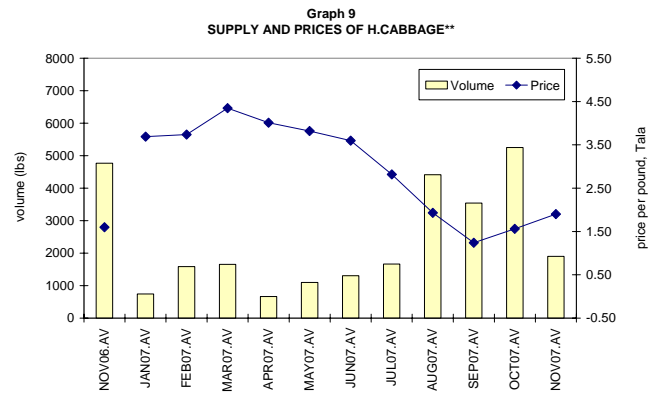
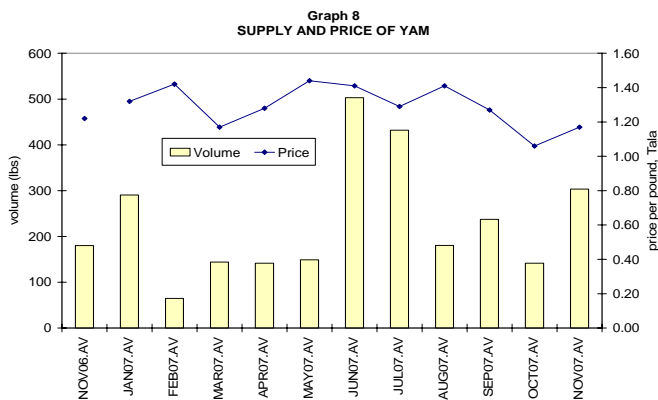
COCONUT

The availability of coconut at the Market was 24 percent and 3 percent lower than the levels in October 2007 and November 2006 respectively.

YAM

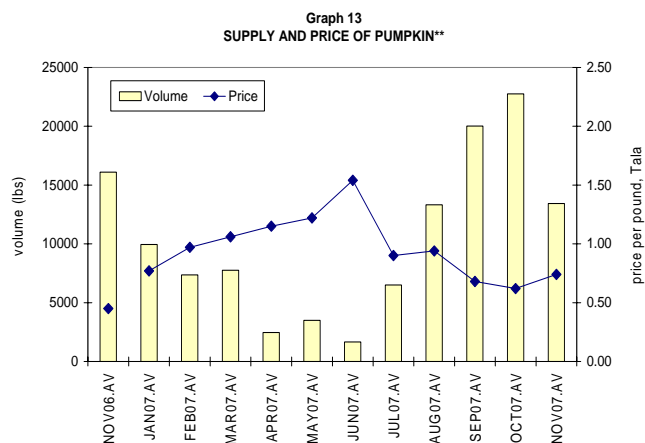
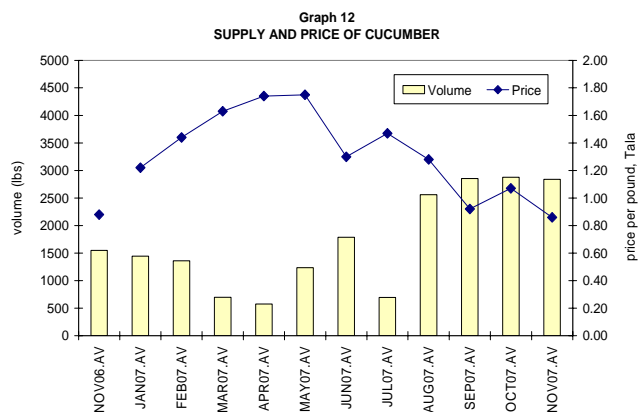
The supply of yam in November 2007 (at 303 pounds) was 114 percent and 69 percent higher than the level in the preceding month and

November 2006 respectively. Despite the volume rising in November 2007, the average price of yam (at \$1.17 per pound) rose 10 percent above that in the previous month due to stronger demand but declined 4 percent from November 2006. (See Graph 8 and Table 1 and 2.)



**VEGETABLE PRODUCE**

The onset of the rainy season towards the end of the year saw the supply of most vegetables (with the exception of chinese cabbage) falling in November 2007. Decreases were registered in the average availability of head cabbage (64 percent), tomatoes (46 percent), pumpkin (41 percent) and cucumber (1 percent) whilst that of Chinese cabbage increased 5 percent. Consequently, the prices of head cabbage, tomatoes and pumpkin rose 22 percent, 9 percent and 19 percent respectively. Reflecting strengthened demand, the price of Chinese cabbage also increased 8 percent whilst that of cucumber fell 20 percent. When compared to November 2006, the supplies of most vegetable produce were lower and their prices were higher as a result. (See Graphs 9 to 13 and Tables 1 and 2.)

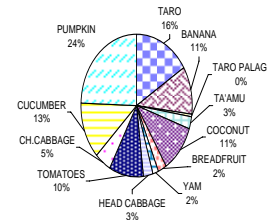


**SELLERS**

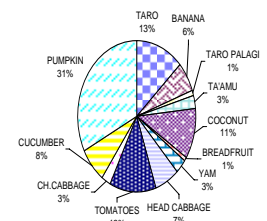
Reflecting the fall in the level of overall supply, the number of sellers (319) on the days surveyed in November 2007 were 15 percent (56) lower than in October 2007, but 36 percent (84) higher than in November 2006 (at 235). (See Graph 14 and Table 6.)

**Graph 14**  
**SELLERS BY COMMODITY**

Nov '07



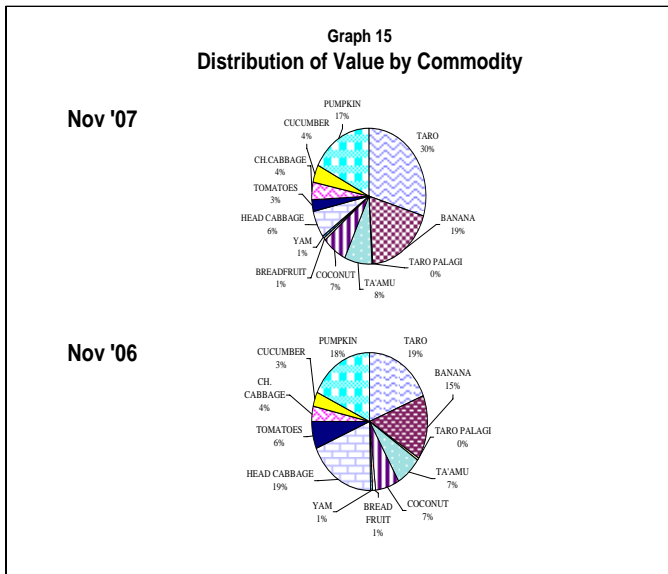
Nov '06



In November 2007, pumpkin sellers (78) recorded the largest drop of 39, followed by decreases in the number of head cabbage, tomatoes and coconut sellers. Sellers of taro, taro palagi, taamu and chinese cabbage also registered slight decreases whilst banana, breadfruit and cucumber recorded marginal increases.

**VALUE OF SUPPLIES**

Consequent to the fall in the level of supply, the average value of selected produce supplied to the Market (at \$57,200) dropped 17 percent to a level 42 percent above that in the same month of 2006. (See Graph 15 and Table 3.)



Taro, banana and pumpkin contributed the most to the total value of produce surveyed with shares of 30 percent, 19 percent and 17 percent respectively in November 2007, compared to their shares of 19 percent, 15 percent and 18 percent respectively in November 2006. Taamu followed with 8 percent, ahead of coconut (7 percent) and head cabbage (6 percent) in November 2007. Relatively lower shares were recorded for the rest of the produce in the month under review.

@ 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  
20 December 2007