

FUGALEI MARKET SURVEY REPORT
SEPTEMBER 2007

Monthly Report No. 9/07*

Prepared by: Research and Statistics Department

Central Bank of Samoa

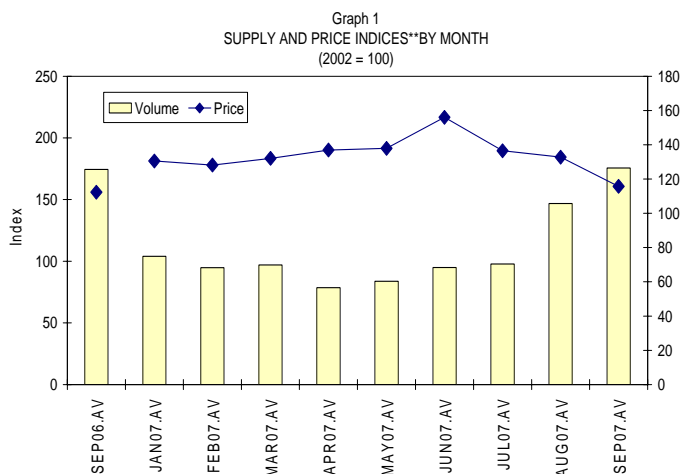
Date of Issue: 17 October 2007

OVERVIEW

The Central Bank’s survey of the Fugalei Market recorded a 20 percent rise in the overall volume of selected produce* supplied to the Market in September 2007. Similarly, it was also 1 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, taamu, breadfruit and head cabbage.

The increased availability saw the overall price index at the Fugalei Market decline 13 percent in September 2007, but was 3 percent higher than in the same month of 2006, due to stronger domestic demand for agricultural produce especially staple food crops like taro and banana. This stronger demand was associated with the hosting of the 13th South Pacific Games which ended in the second week of September 2007. (See Graph 1 and Tables 4 & 5.)

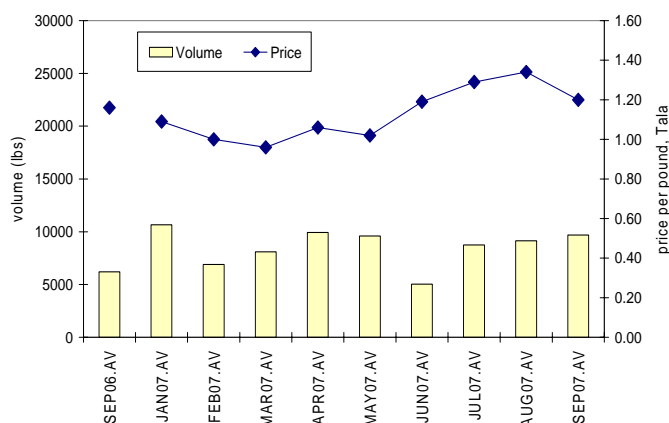
associated with the hosting of the Thirteenth South Pacific Games. (See Graph 2 and Table 1 and 2.)



TARO

The supply of taro to the Market in September 2007 increased further by 6 percent to 9,686 pounds. At this level, it was also 56 percent higher than the level in the same month last year. Consequently, its price (at \$1.20 per pound) dropped 10 percent from the level last month but was 3 percent above the level in September 2006 due to increased demand

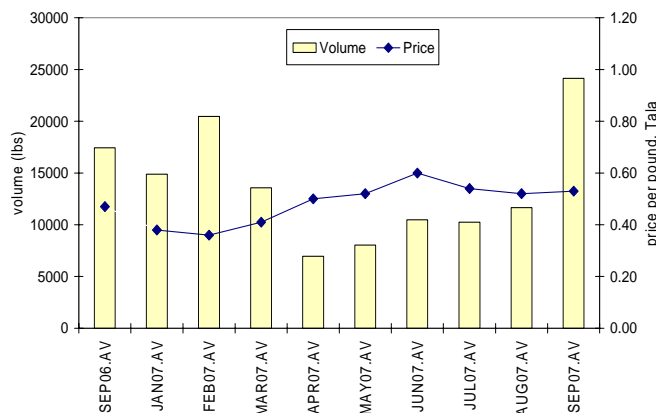
Graph 2
SUPPLY AND PRICE OF TARO**



BANANA

In response to increased demand associated with the SPG, the average supply of banana in September 2007 (at 24,141 pounds) was 107 percent and 38 percent higher than the level in August 2007 and September last year respectively. However, at \$0.53 per pound, the price for banana was 2 percent and 13 percent higher in that order due to stronger demand. (See Graph 3 and Table 1 and 2.)

Graph 3
SUPPLY AND PRICE OF BANANA**

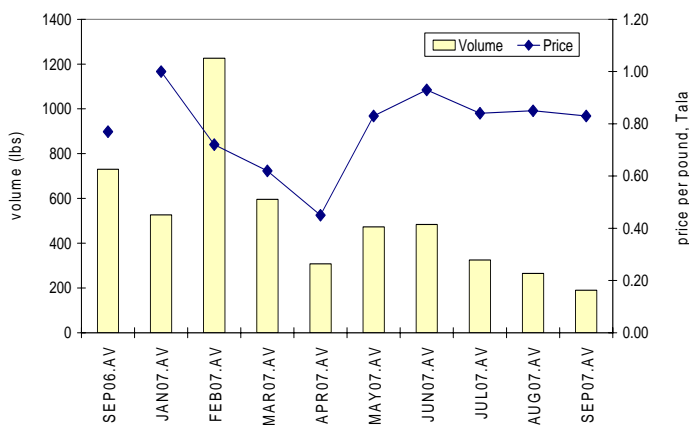


TARO PALAGI

On the downside, the supply of taro palagi did not respond to the strong demand conditions, as

its availability (at 190 pounds) in September 2007 was lower by 28 percent and 74 percent respectively than the level in August 2007 and September last year in that order. Consequently, the price of taro palagi (at \$0.83 per pound) was 2 percent lower than in August 2007 but 8 percent higher than the same month last year. The major factor contributing to the weakened demand for taro palagi was the abundance of other food crops like taro and banana for consumption. Taro palagi is mainly used by small home-based manufacturers for making taro chips. (See Graph 4 and Tables 1 and 2.)

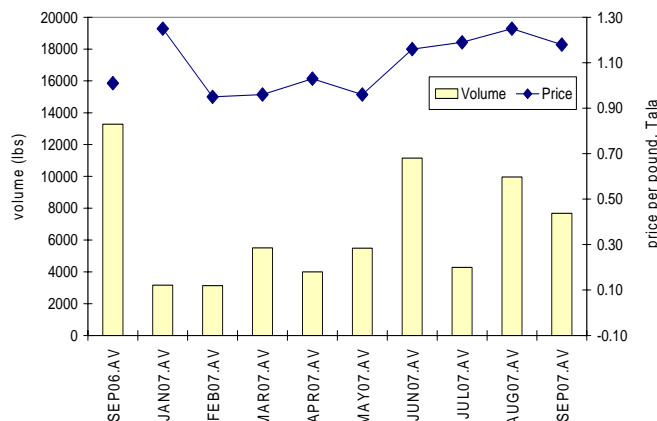
Graph 4
SUPPLY AND PRICE OF TARO PALAGI**



TAAMU

Also adversely affected by the rise in supplies of close substitutes was taamu, the availability for which dropped 23 percent and 42 percent respectively from the level in August 2007 and September 2006 in that order. Its price (at \$1.18 per pound) was 6 percent below the level in August 2007 but 17 percent higher than that in September last year. (See Graph 5 and Table 1 and 2.)

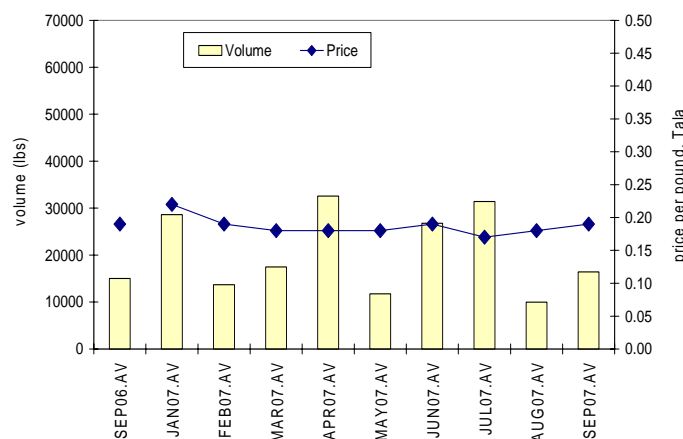
Graph 5
SUPPLY AND PRICE OF TA'AMU**



COCONUT

The availability of coconut at the Market was 64 percent and 9 percent higher than the level in August 2007 and September 2006 respectively. However, at \$0.19 per pound, its price increased 6 percent from the level in August 2007 but was unchanged compared to September last year. The strong demand for coconuts was due largely to food preparations for the South Pacific Games. (See Graph 6 and Table 1 and 2.)

Graph 6
SUPPLY AND PRICE OF COCONUT



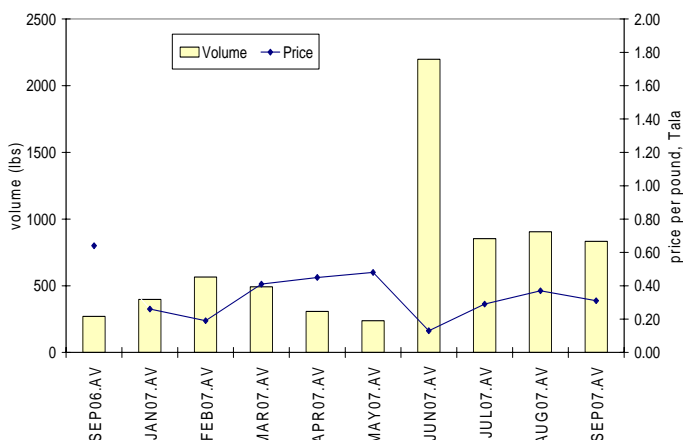
BREADFRUIT

There was plenty of breadfruit around, with the survey recording an average supply of 834 pounds during the month under review - 8 percent below the level in August 2007 but threefold higher than in September last year. And, at \$0.31 per pound, the price of breadfruit

was 16 percent lower than in August 2007 and 52 percent below the level in September last year. (See Graph 7 and Table 1 and 2.)

exception of head cabbage) trend upwards in September 2007. Increases were registered in the average supplies of tomatoes (80 percent), pumpkin (50 percent), cucumber (11 percent) and Chinese cabbage (4 percent) whilst head cabbage availability dropped 20 percent. Consequently, decreases were recorded in the prices of tomatoes (36 percent), pumpkin (28 percent), cucumber (28 percent), Chinese cabbage (8 percent) and head cabbage (36 percent). Compared to September 2006, the supplies of most vegetable produce were also higher, with the exception of head cabbage and cucumber which fell. Consequently, the prices of the latter two items were higher whilst the prices of tomatoes and pumpkin fell. (See Graphs 9 to 13 and Tables 1 and 2.)

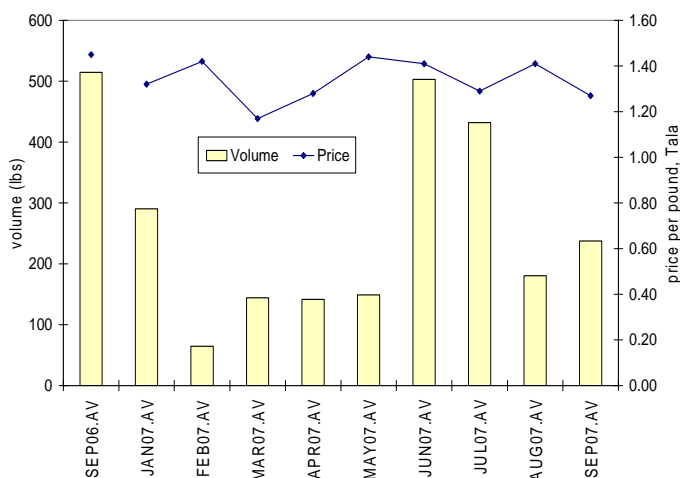
Graph 7
SUPPLY AND PRICE OF BREADFRUIT



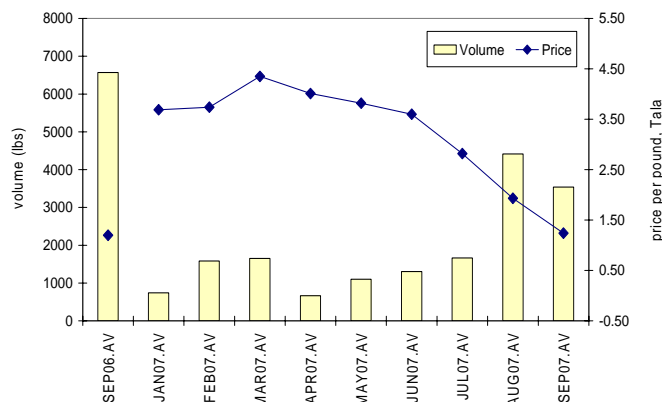
YAM

The supply of yam in September 2007 rose 32 percent over the previous month but was 54 percent lower than in September last year. Consequently, its price dropped 10 percent from August 2007 and 12 percent below that for September 2006. (See Graph 8 and Table 1 and 2.)

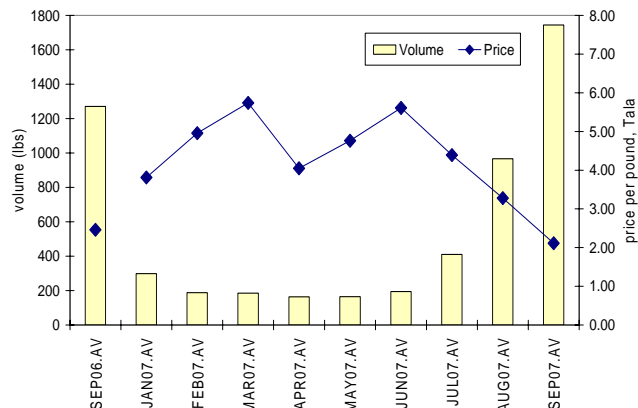
Graph 8
SUPPLY AND PRICE OF YAM



Graph 9
SUPPLY AND PRICES OF H.CABBAGE**



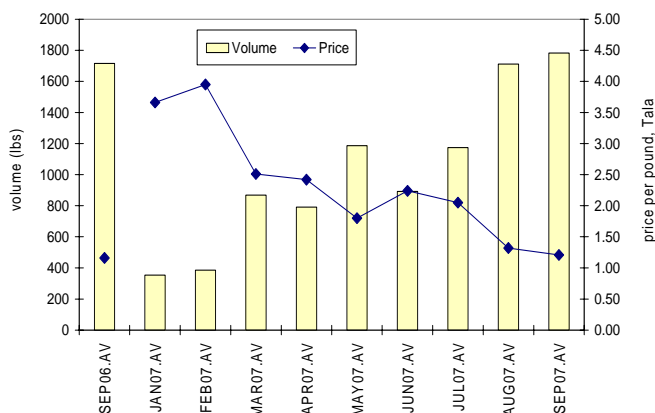
Graph 10
SUPPLY AND PRICE OF TOMATOES**



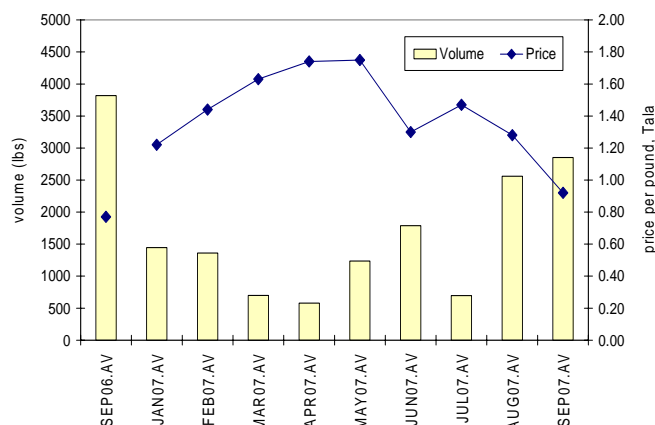
VEGETABLE PRODUCE

Favourable seasonal weather patterns saw the output of most vegetable produce (with the

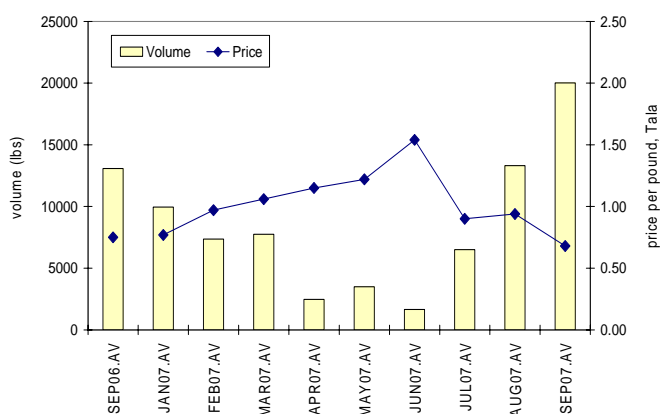
Graph 11
SUPPLY AND PRICE OF CH.CABBAGE**



Graph 12
SUPPLY AND PRICE OF CUCUMBER



Graph 13
SUPPLY AND PRICE OF PUMPKIN**



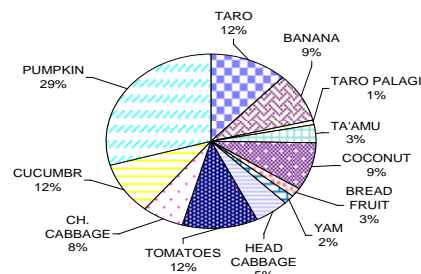
SELLERS

Reflecting the expansion in the level of overall supply, the number of sellers (349) on the days surveyed in September 2007 were 56 (19

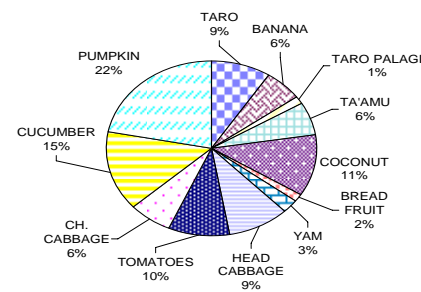
percent) and 55 (18 percent) higher than the level in August 2007 and September 2006 respectively. (See Graph 14 and Table 6.)

Graph 14
SELLERS BY COMMODITY

Sep '07



Sep '06

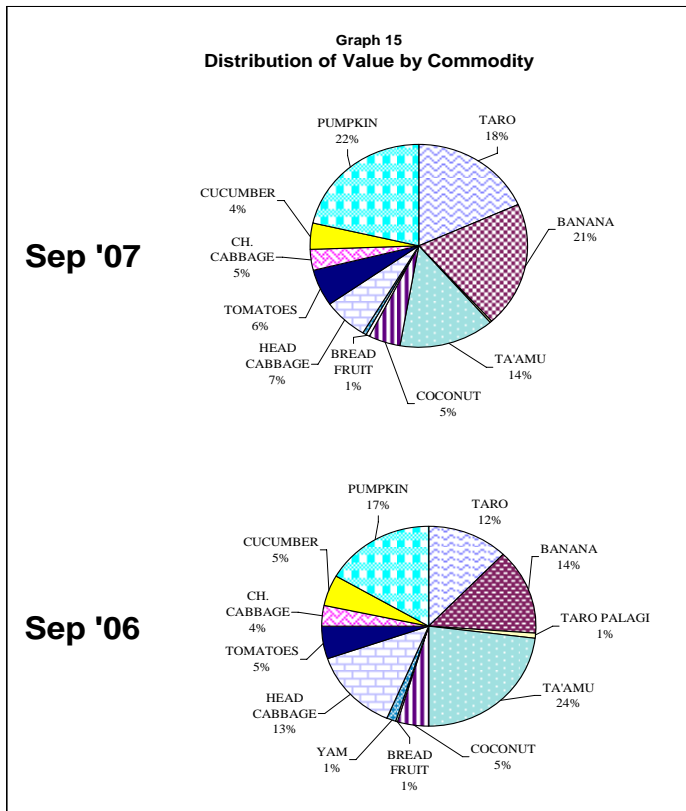


In September 2007, pumpkin sellers (102) recorded the largest increase of 24, followed by increases in the number of tomato and taro sellers. Sellers of banana, taro palagi, coconut, breadfruit and Chinese cabbage also increased but were not as much as the others. On the downside, declines were registered in the number of taamu, yam and cucumber sellers.

VALUE OF SUPPLIES

Consequent to the rise in the level of supply, the average value of selected produce supplied to the Market (at \$63,800) increased 1 percent to a level 8 percent above that in the same month of 2006. (See Graph 15 and Table 3.)

17 October 2007



Pumpkin and banana contributed the largest shares of 21 percent and 20 percent respectively of the total value of produce supplied to the Market in September 2007, up from 20 percent and 10 percent in that order in August 2007 and 17 percent and 14 percent respectively in September 2006. Taro, taamu and head cabbage followed with shares of 18 percent, 14 percent and 7 percent respectively in September 2007, compared to their shares of 19 percent, 20 percent and 13 percent in the preceding month. Relatively lower shares were recorded for coconut, tomatoes, Chinese cabbage, cucumber, taro palagi, yam and breadfruit 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.