



***CENTRAL BANK OF SAMOA***

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# FUGALEI MARKET SURVEY REPORT JUNE 2009

**Monthly Report No. 06/09\***

**Prepared by: Research and Statistics Department**  
**Central Bank of Samoa**

**Date of Issue: 14<sup>th</sup> AUGUST 2009**



**FUGALEI MARKET SURVEY  
JUNE 2009**

*This report provides a monthly review of selected agricultural produce available at the Fugalei Market, based on the Central Bank's survey and price data sourced from the Samoa Bureau of Statistics (formerly Statistical Services Division of the Ministry of Finance).*

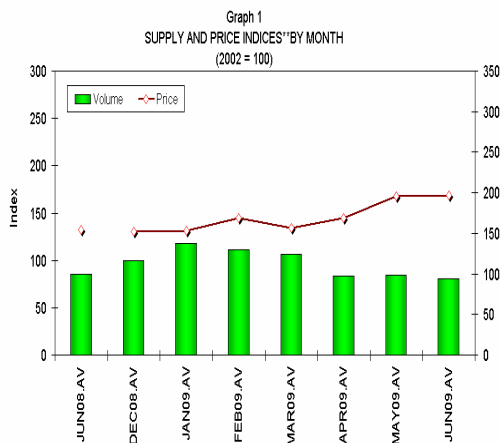
*This is the last report on the Fugalei Market Survey by the Central Bank. Starting from the July 2009 Fugalei Market Survey, the Samoa Bureau of Statistics will be compiling and publishing this report in the future.*

Issue No. 6/09

June 2009

**OVERVIEW**

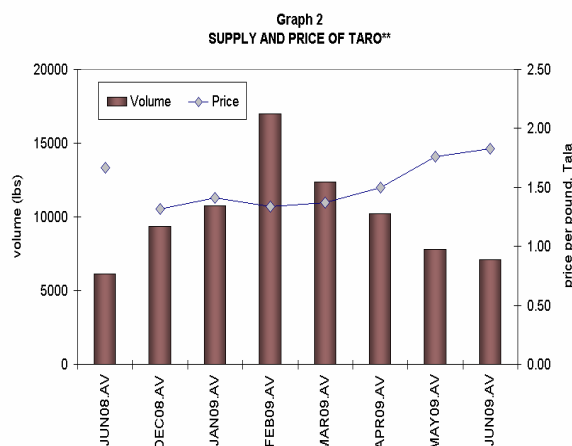
The Central Bank's monthly survey of the Fugalei Market in June 2009 confirmed the low availability of agricultural produce throughout 2008/2009. After a seasonal high in the previous month, the overall volume of selected produce to the Market rounded off the fiscal year with a 5 percent decrease from May 2009 and 6 percent from June 2008. The lower level of agricultural food supplies in the month under review reflected decreased volumes of taro, banana, taamu and pumpkin, which offset the increased availability of most vegetables, coconut, taro palagi, breadfruit and yam. While the overall price index at the Fugalei Market was slightly above that of May 2009, it was 27 percent higher than in June 2008. (See Graph 1 and Tables 4 & 5)



For the twelve months of the fiscal year 2008/2009, the overall average supply of agricultural produce was 23 percent lower than in 2007/2008 and was the largest decline recorded since the Cyclone Heta-affected levels of 2003/2004. As a result, the overall price index in 2008/2009 was 27 percent higher than 2007/2008.

## TARO

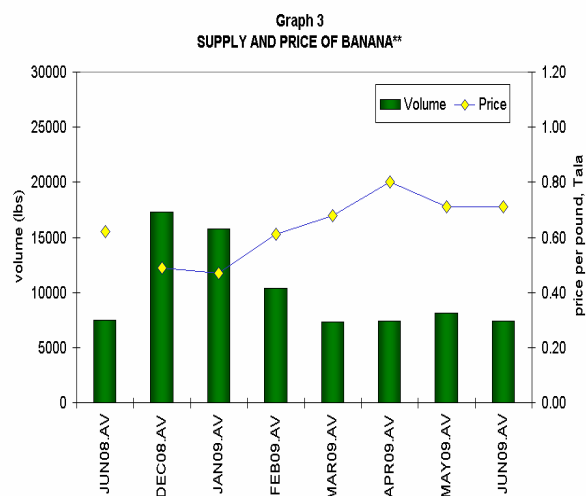
A sharp increase in supplies of taro palagi to the Market caused taro farmers to cut back on supplies in June 2009. And, the 9 percent drop in average level of supply (to 7,085 pounds), the average price of taro rose 4 percent to \$1.83 per pound. However, when compared to June 2008, the current supply of taro was 15 percent higher with strong demand pushing its price up 10 percent over the year. (See Graph 2 and Table 1 and 2.)



The lower volume in the month under review contributed to a 15 percent decrease in the average supply of taro in the twelve months ending June 2009 from the same period ending June 2008. Its average price, as a result, jumped 27 percent in the period under review.

## BANANA

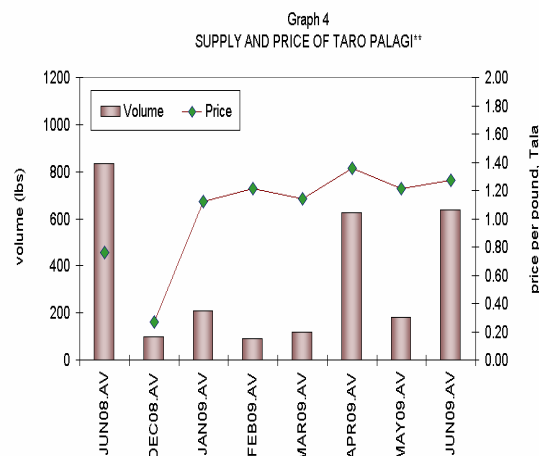
Similarly, banana supplies shrank 8 percent to 7,439 pounds in response to increased availability of its substitute staples (breadfruit, yam and taro palagi). In the event, the average price of banana remained unchanged at \$0.71 per pound in June 2009. When compared with the same month of 2008, the current volume of banana was 0.5 percent lower with its average price up by 15 percent. (See Graph 3 and Tables 1 and 2.)



The lower average volume of banana in the month under review added to a 27 percent drop to 10,246 pounds per month in the first twelve months ending June 2009. Its average price, as a result, was 25 percent higher when compared to 2007/08.

## TARO PALAGI

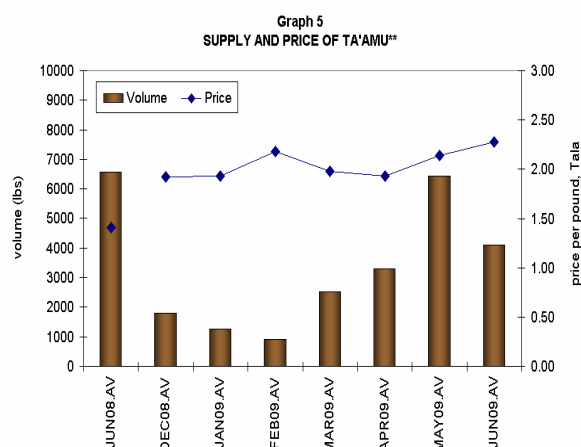
The supply of taro palagi increased substantially in June 2009 with 638 pounds available at the Market compared to 179 pounds in May 2009. And, as demand shifted from taro and banana, the average price of taro palagi increased 5 percent to \$1.27 per pound. When compared to June last year, the average volume of taro palagi in the month under review was 23 percent lower and its price 67 percent higher. (See Graph 4 and Table 1 and 2.)



Despite the higher volume in the month under review, the average availability of taro palagi in the twelve months of 2008/09 (at 314 pounds) shrank 24 percent while its price improved 26 percent when compared with the same period of 2007/08.

### **TAAMU**

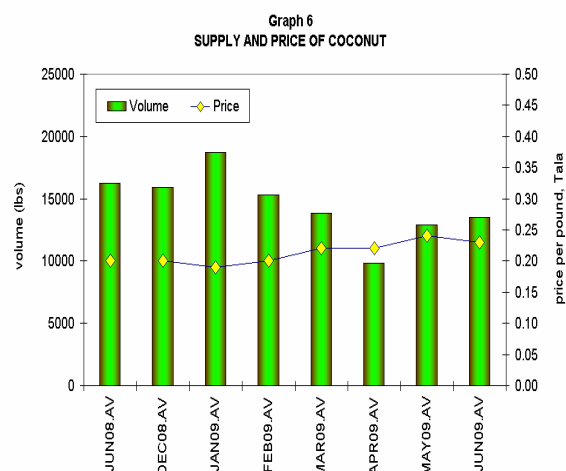
The volume of ta'amu available at the Fugalei Market decreased 36 percent to 4,092 pounds in the month under review in response to higher supplies of its substitutes (taro palagi, breadfruit and yam). The price of taamu, as a consequence, rose 7 percent to \$2.28 per pound. And, when compared with the same month of 2008, the availability of taamu was 38 percent lower and its price expanded 62 percent as a result. (See Graph 5 and Table 1 and 2.)



With the lower supply of taamu in June 2009, its average availability in the twelve months of 2008/09 decreased 46 percent to 3,217 pounds per month. As a result, its average price leapt 61 percent to \$1.97 per pound.

### **COCONUT**

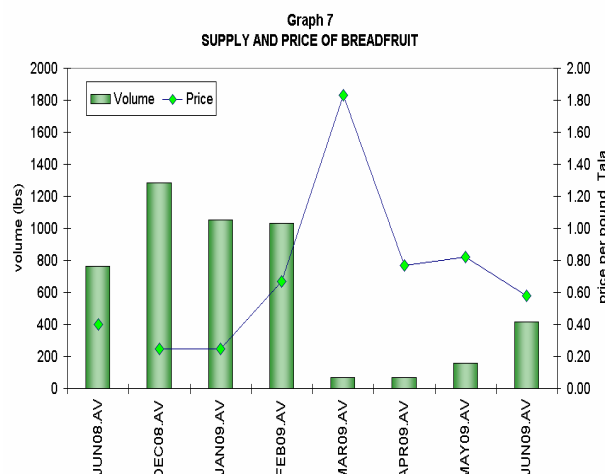
The volume of coconut sold at the Market rose 4 percent to 13,493 pounds in June 2009, consequently driving its price down 4 percent to \$0.23 per pound. However, when compared to the same month last year, the current supply of coconut was 17 percent lower, with its price 15 percent higher. (See Graph 6 and Tables 1 and 2.)



Despite the increase in June 2009, the average availability of coconut in the twelve months of 2008/09 was, at 12,588 pounds per month, 17 percent lower when compared with the same period of 2007/08. As a result, its price rose 10 percent.

### **BREADFRUIT**

A strong onset of the breadfruit season in the month under review saw its supply to the Market jump more than two-fold to 417 pounds, a level that was 45 percent lower when compared to June last year. Its' price, as a result, decreased 29 percent from May 2009 but increased 45 percent from June 2008. (See Graph 7 and Table 1 and 2.)



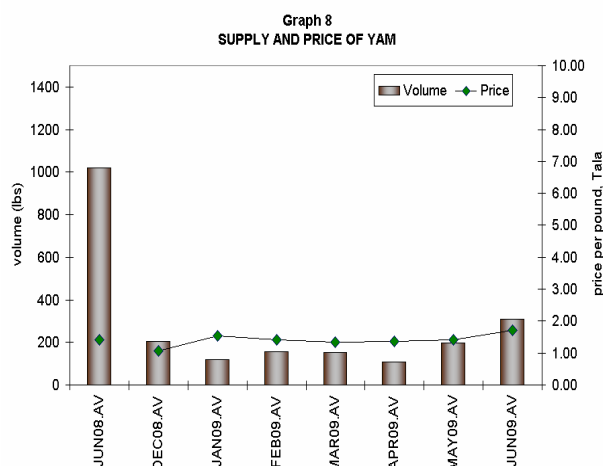
At 757 pounds per month, the average volume of breadfruit in the twelve months of 2008/09 was 12 percent higher when compared to the same period

in 2007/08. Its average price (of \$0.64 per pound), as a consequence, increased 68 percent.

10 percent more in June 2009. (See Graph 9 to 13 and Tables 1 and 2.)

## YAM

The supply of yam increased 57 percent from its level last month but was 70 percent lower than the level in June last year. However, due to increased demand, its price edged up 22 percent from May 2009 to a level that was 21 percent higher than in June 2008. (See Graph 8 and Table 1 & 2.)

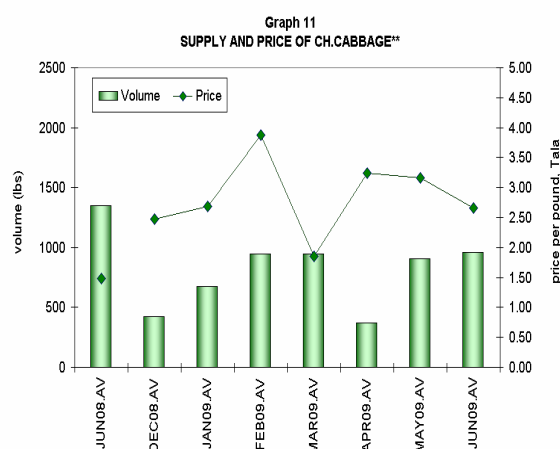
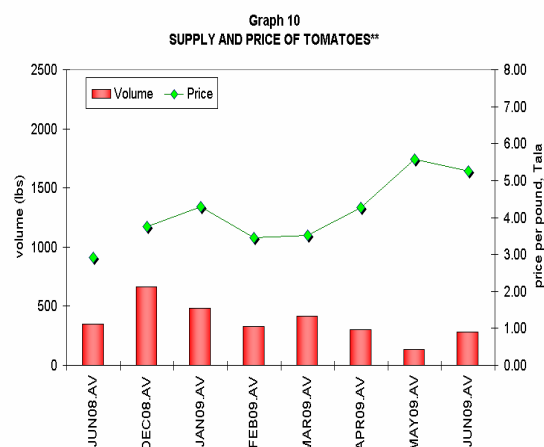
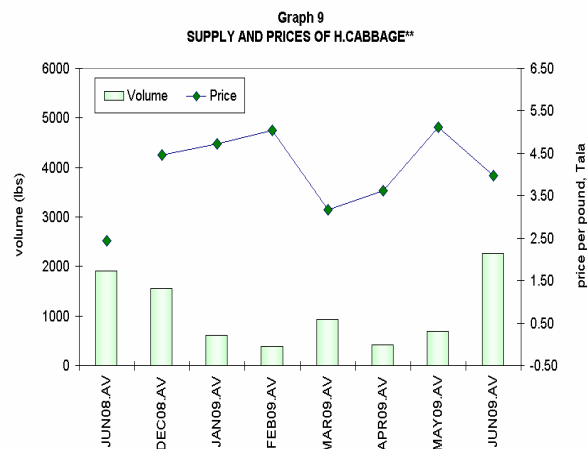


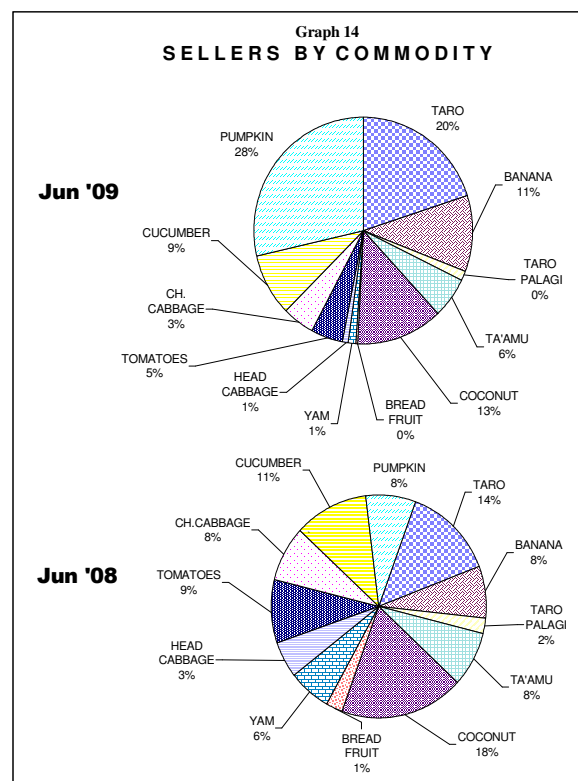
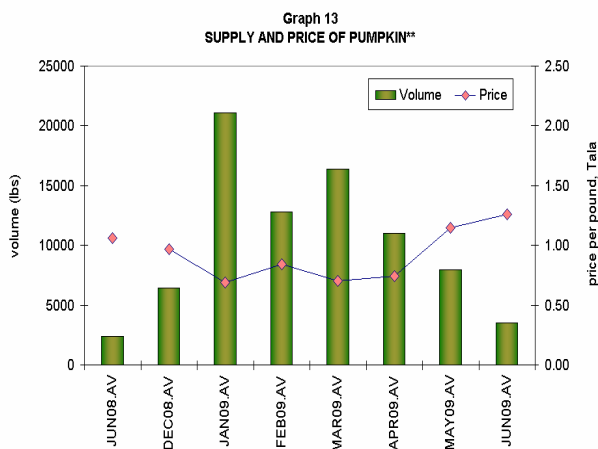
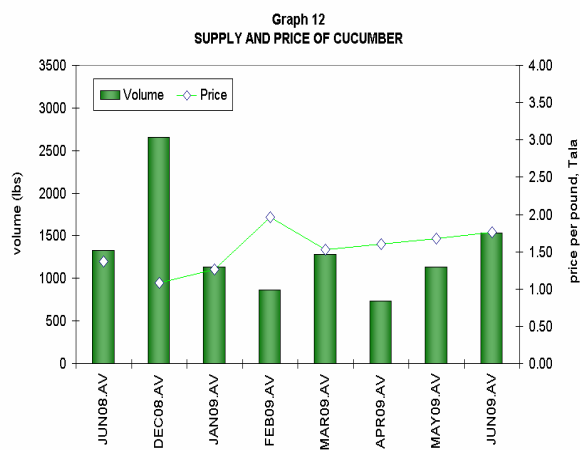
The increased volume in June 2009 contributed to a 26 percent expansion in the average availability of yam in the twelve months of 2008/09 (at 381 pounds), with strong demand pushing its price up 7 percent from 2007/08.

## VEGETABLE PRODUCE

Most vegetable produce were available in huge quantities in June 2009 as seasonal demand and fine weather during the month were favourable for growing conditions.

Except for a 56 percent decrease in the supply of pumpkin, all other selected vegetables were abundantly available at the Market in the month under review. In particular, the supplies of head cabbage increased more than three-fold (or by 232 percent) while tomatoes more than doubled (up by 106 percent). Likewise, the volumes of cucumber and Chinese cabbage increased 35 percent and 6 percent respectively from their levels in May 2009. As a result, prices of head cabbage, tomatoes and Chinese cabbage were cheaper by 22 percent, 6 percent and 16 percent in that order while cucumber and pumpkin cost 5 percent and





## SELLERS

The lower overall supply of agricultural produce in June 2009 corresponded to a 10 percent decrease to 221 in the number of sellers at the Fugalei Market, a level that was slightly lower than the 222 number of sellers in June last year. (See Graph 14 and Table 6).

Pumpkin sellers remained the largest group at the Market, despite its total decreasing to 63 from 73 in May 2009 but significantly higher than 17 in June 2008. Taro sellers followed with a total of 44, up from 38 in May 2009 and 30 in June 2008. Coconut sellers were third with a total of 28, down from 31 in May 2009 and 41 a year ago. Banana sellers were recorded at 24, up from 20 and 17 in the previous month and the same month last year. Cucumber and taamu sellers decreased to 20 and 13 respectively from 22 and 31 in the previous month and 24 and 18 in that order in June 2008. Tomatoes and Chinese cabbage sellers fell to 11 each compared to 14 each in May 2009 and 21 and 18 respectively in June 2008. There were only 2 sellers each of yam and head cabbage, down from 4 and 5 in May 2009 and 14 and 12 in June last year. Suppliers of taro palagi rose to 3 from 2 in the previous month but were lower than the 5 that supplied the Market in the month last year. On the other hand, breadfruit was sold by one person, the same as in May 2009 but lower than the 6 sellers last year.

## VALUE OF SUPPLIES

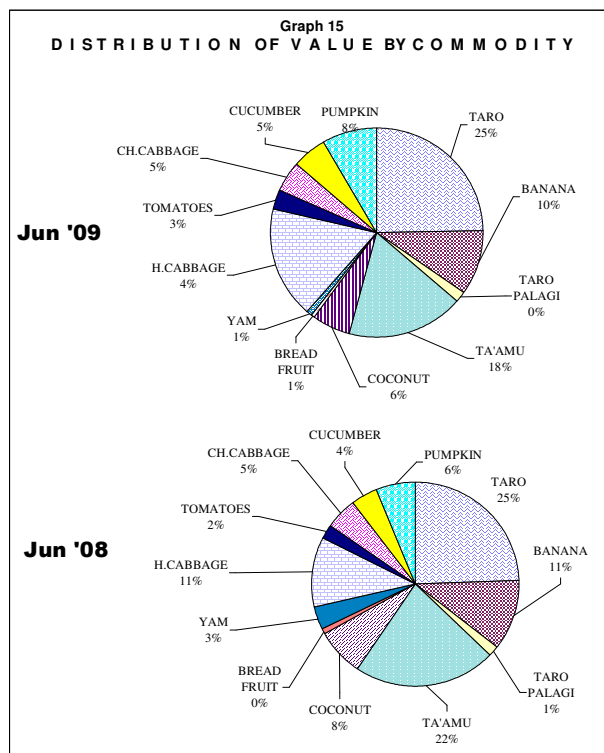
Reflecting the lower supply in the month under review, the average value of selected produced sold

at the Fugalei Market decreased 5 percent to \$52,400; a level that was 25 percent higher than the same month last year. (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 produces 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**  
**14<sup>th</sup> August 2009**

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Taro contributed the most to the total value of produce surveyed, with a share of 25 percent that was the same as in the previous month and June 2008. Taamu followed with an 18 percent share; lower than its contribution in the previous month (25 percent share) and a year ago (22 percent share). Head cabbage and banana registered 17 percent and 10 percent shares respectively in the month under review compared to 6 percent and 10 percent in May 2009 and 11 percent each a year ago. Pumpkin accounted for a lower share of 8 percent from 17 percent in the previous month but was higher than its 6 percent share in June last year. Coconut contributed 6 percent to the total value of agricultural supplies in June 2009 while cucumber and Chinese cabbage accounted for 5 percent each. Tomatoes and taro palagi contributed 3 percent and 2 percent while yam accounted for 1 percent. Breadfruit represented the remaining modest share in the month under review.