

CENTRAL BANK OF SAMOA

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FUGALEI MARKET SURVEY REPORT

MAY 2009

Monthly Report No. 05/09*

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Central Bank of Samoa
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FUGALEI MARKET SURVEY MAY 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 Statistic (formerly Statistical Services Division of the Ministry of Finance).

Issue No. 5/09

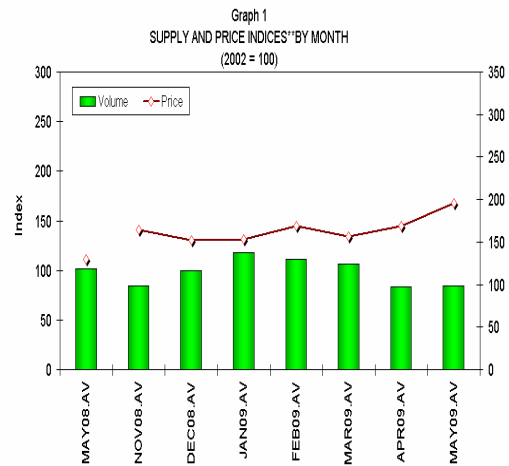
May 2009

OVERVIEW

Associated with seasonal demand during the annual Conference for the Congregational Christian Church of Samoa and the Mother’s Day Holiday, the Central Bank’s survey of the Fugalei Market recorded a 1 percent improvement in agricultural production in May 2009 reflecting increased supplies across the board. However, when compared to May last year, the current overall level of availability fell 17 percent. The expansion in the overall level of supply in May 2009 was due to substantial gains in the supplies of **banana, taamu, coconut, yam, breadfruit, yam, head cabbage, Chinese cabbage and cucumber.**

According to general responses from farmers of staple produce like **taro, ta’amu and banana**, availability at the Fugalei market was based on their financial needs, with more supplies following the seasonal jump in consumer demand. And, during this month’s survey we discovered that the increasing number of **ta’amu** availability at the Fugalei market reflected an increase in the number of taamu sellers, most of who were from Savaii.

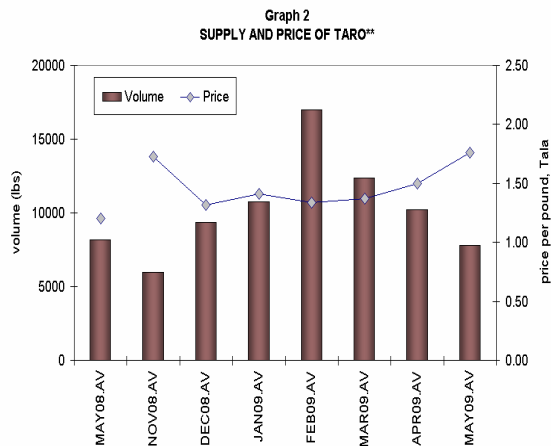
In line with increased demand in May 2009, the overall price index was 16 percent and 52 percent higher than in the previous month and the same month last year respectively. Favourable weather conditions during the month also helped increase the supply of vegetables. (See Graph 1 and Table 4 and 5.)



Despite the slight improvement in May 2009, the overall average availability of agricultural produce in the first eleven months of the fiscal year 2008/09 was 24 percent lower than the same period of 2007/08. As a result, the average price level at the Fugalei Market jumped 27 percent in the comparable period.

TARO

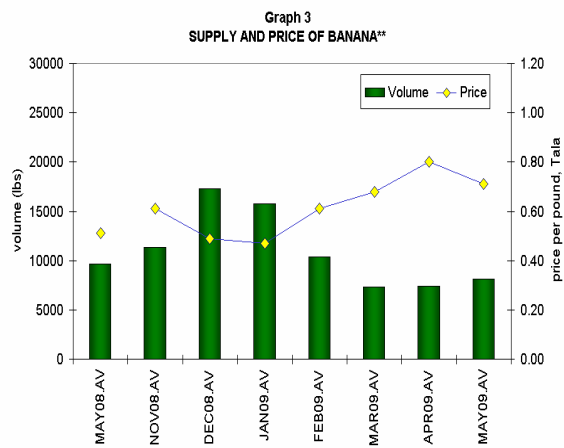
The volume of taro supplied to the Market in May 2009 fell 24 percent in response to the increased availability of banana and taamu during the month. Its price, as a consequence, rose 17 percent to \$1.76 per pound. And, when compared with May 2008, the current level of taro was 5 percent lower, pushing its price up 47 percent. (See Graph 2 and Table 1 and 2.)



This month's lower volume contributed to a 17 percent drop in the average supply of taro (to 8,998 pounds) in the first eleven months of 2008/09 from the same period of 2007/08. In the event, its average price shot up 29 percent over the comparable period.

BANANA

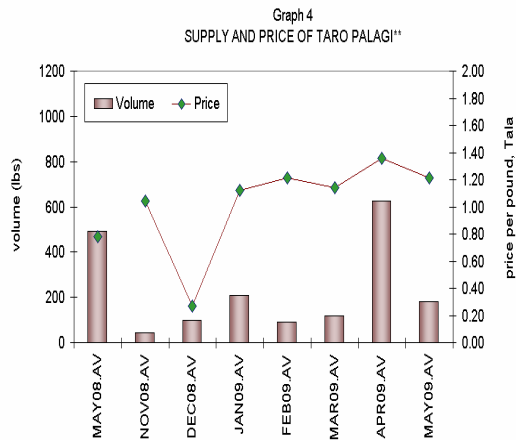
The average supply of banana increased 10 percent in May 2009 to 8,104 pounds. As a result, its average price dropped 11 percent to \$0.71 per pound. And, when compared to May 2008, the current volume of banana was 16 percent lower with its price higher by 39 percent over the year. (See Graph 3 and Table 1 and 2.)



Despite the increase in the month under review, the average availability of banana (at 10,502 pounds per month) in the first eleven months of 2008/09 declined 28 percent from the same period of 2007/08. As a result, its average price was 27 percent higher in the same period. On the other hand, the surveys so far in 2009 showed that the quality of banana sold at the Market has improved since the end of 2008.

TARO PALAGI

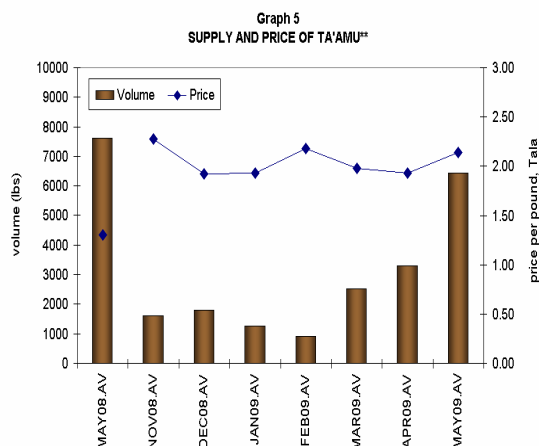
Following improved supplies of banana, taamu, breadfruit and yam (substitute crops), the availability of taro palagi fell 71 percent (to 179 pounds) in the month under review. The shift in demand to these substitute crops consequently reduced the price of taro palagi by 11 percent to \$1.21 per pound. And, when compared with May 2008, the current supply of taro palagi was 64 percent lower driving its price up 55 percent. (See Graph 4 and Table 1 and 2.)



At 284 pounds per month, the monthly average availability of taro palagi to the Market in the eleven months to end May 2009 was 24 percent lower than in the same period ending May 2008, pushing up its price by 22 percent over the year.

TAAMU

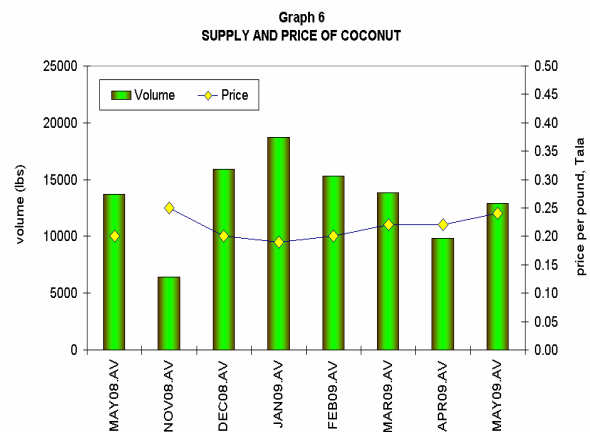
Taamu availability, at 6,424 pounds, was 95 percent higher than in April 2009 but was 16 percent lower than in May 2008. This significant increase from the previous month was partially due to increased number of sellers, most of who were from Savaii. Stronger demand saw the price of taamu (at \$2.14 per pound) increase by 11 percent to a level 65 percent higher than in May 2008. (See Graph 5 and Table 1 & 2.)



Despite the higher supply of taamu in May 2009, its average availability in the first eleven months of 2008/09 was 47 percent lower at 3,138 pounds per month. As a result, its average price leapt 62 percent to \$1.94 per pound in the same period.

COCONUT

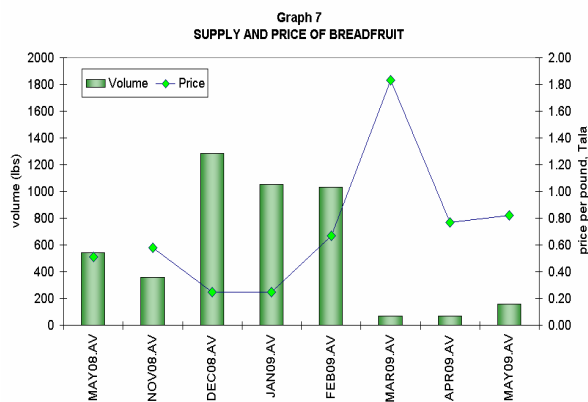
Increased demand saw the availability of coconut pick up 32 percent to 12,918 pounds, and pushed its price up by 9 percent (to \$0.24 per pound). When compared to May 2008, coconut supply was 6 percent lower with its price climbing 20 percent. (See Graph 6 and Table 1 & 2)



Despite the hike in May 2009, the monthly average availability of coconut at the Market in the first eleven months of 2008/09 tumbled 17 percent (to 12,506 pounds per month) when compared with the corresponding period of 2007/08. As a result, its price was 10 percent higher.

BREADFRUIT

The volume of breadfruit available at the Fugalei Market rebounded significantly in the month under review, more than doubling (129 percent) to 159 pounds. And, due to higher demand, its' price of \$0.82 per pound was 6 percent higher than that of April 2009. However, when compared to May 2008, the quantity of breadfruit available in May 2009 was 71 percent lower and its price, as a result, was 61 percent higher. (See Graph 7 and Table 1 and 2.)

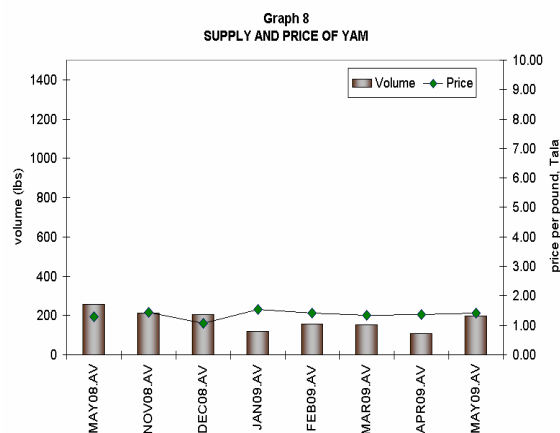


Following its increased supply in May 2009, the average availability of breadfruit (at 788 pounds per month) was 17 percent higher in the first eleven months of 2008/09 compared to the same period of 2007/08. Stronger demand during this comparable period pushed its average price up 73 percent to \$0.82 per pound.

YAM

The supply of yam in May 2009 rebounded 83 percent from the level in April 2009 but was 23 percent lower than May 2008. Higher demand for this staple food crop, on the other hand, pushed its average price up 4 percent

to \$1.41 per pound in the month under review, a level that was 10 percent higher than that of May 2008. (See Graph 8 and Table 1 & 2).



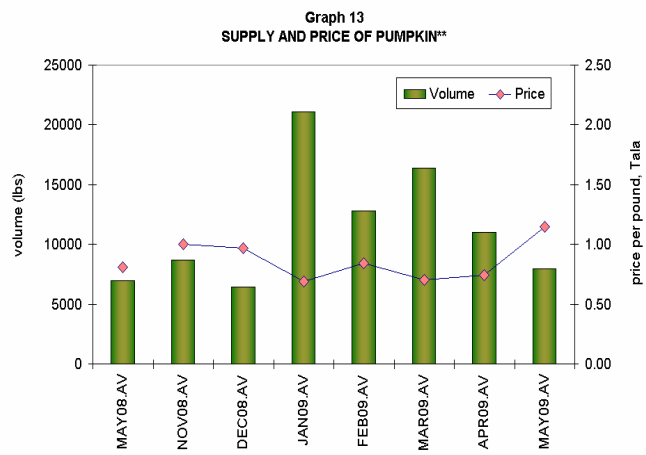
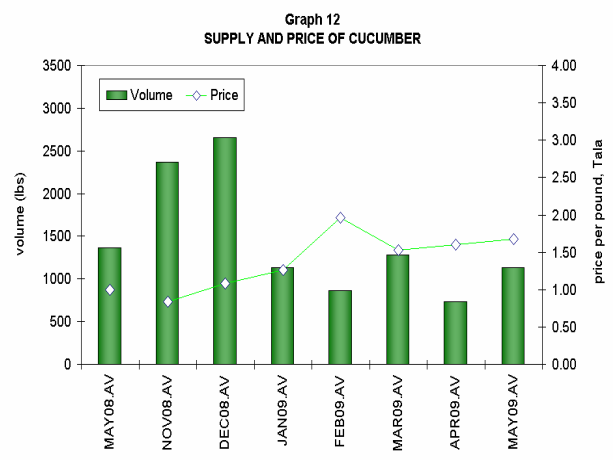
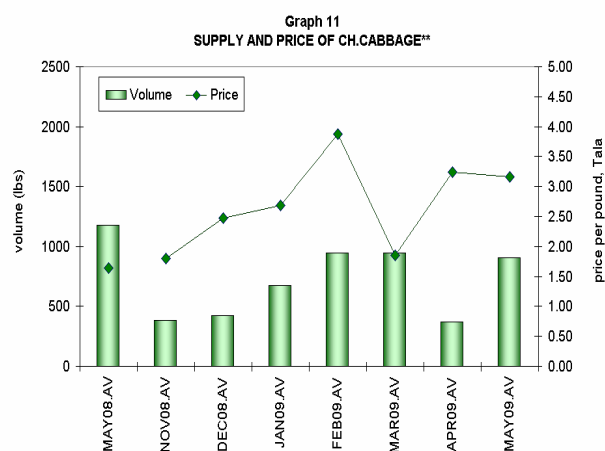
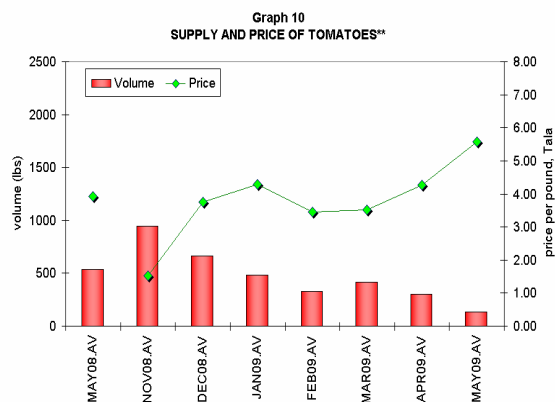
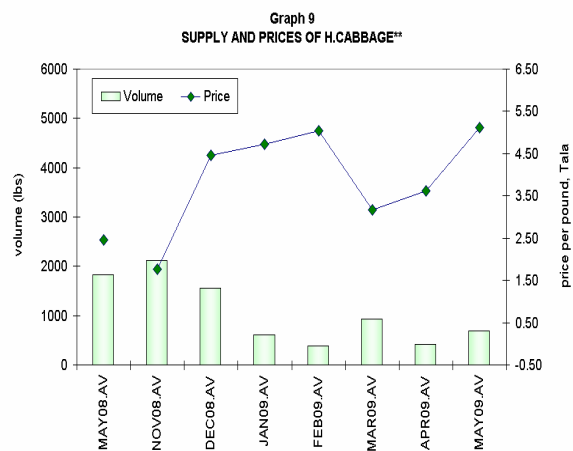
Following this months' improved volume, the monthly average availability of yam at the Market in the first eleven months of 2008/09 (at 387 pounds per month) leapt 63 percent above the same period of 2007/08. Its price also increased 6 percent in the comparative period reflecting increased demand.

VEGETABLE PRODUCE

Most vegetable produces were available in huge quantities in May 2009 as suppliers geared up for the seasonal demand associated with the Mother's Day holiday and annual Malua Conference for the Congregational Christian Church of Samoa.

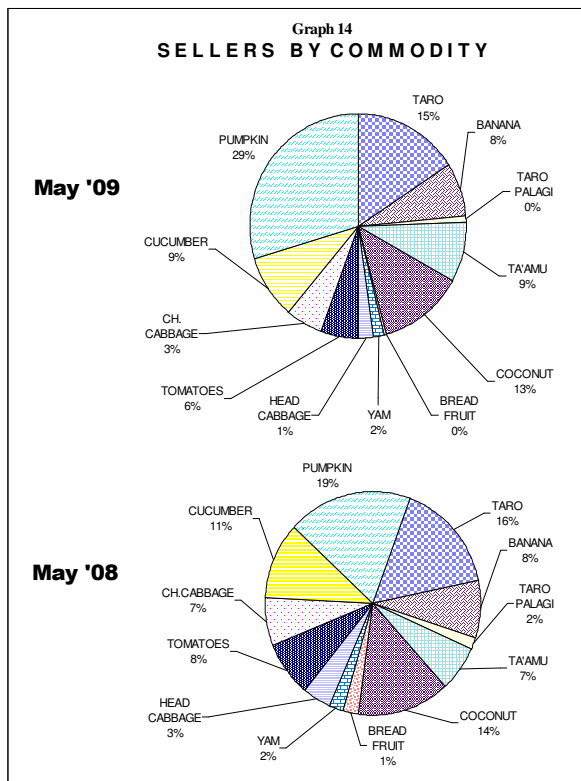
The average supplies of head cabbage, Chinese cabbage and cucumber rose 65 percent, 142 percent and 56 percent respectively. Consequently, the prices of Chinese cabbage fell 2 percent while that of head cabbage and cucumber jumped 42 percent and 5 percent due to

higher demand. On the downside, the supplies of tomatoes and pumpkin dropped 54 percent and 28 percent from the previous month, consequently increasing their prices by 31 percent and 55 percent respectively. (See Graph 9 to 13 and Table 1 and 2.)



SELLERS

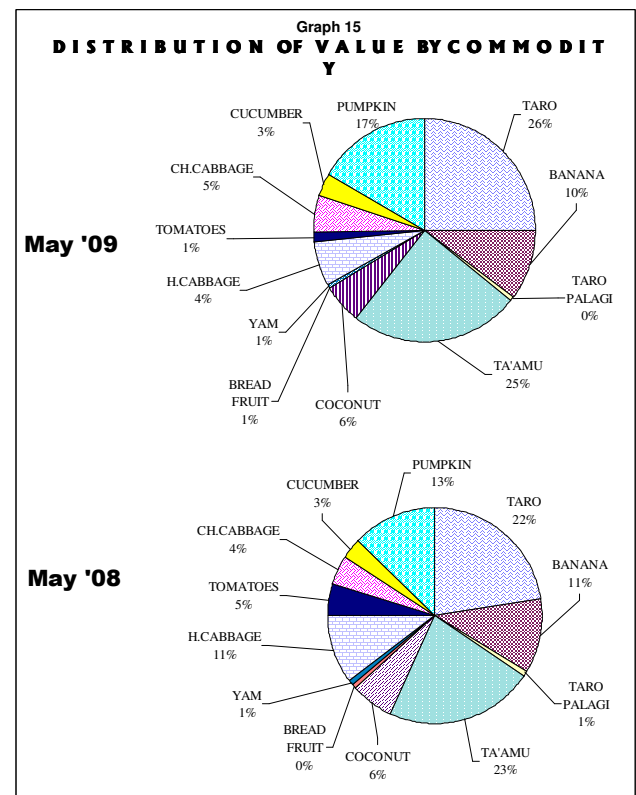
The number of sellers on the days surveyed in May 2009 remained unchanged at 245. And, when compared to the same month of 2008, the current number of sellers was 4 percent lower reflecting decreased suppliers of taro, banana and taro palagi. (See Graph 14 and Table 6.)



Despite remaining the largest group of suppliers at the Market, those selling pumpkin in May 2009 decreased to 73 from 88 in April 2009 but were higher than the 47 sellers in May 2008. Taro sellers followed with a total of 38, down from 49 in April 2009 and 41 in May 2008. Coconut sellers were third with a total of 31, up from 29 in April 2009 but lower than the 35 at the Market a year ago. Suppliers of cucumber and taamu followed at 22 and 21 respectively, compared to 14 and 10 in April 2009, and 29 and 17 in that order in May 2008. Suppliers of banana, Chinese cabbage and tomatoes declined to 20 and 14 each from 21, 6 and 18 in April 2009, and 21, 18 and 21 in that order in May last year. Those selling head cabbage and yam increased to 5 and 4 respectively, from 4 and 2 in the previous month but were lower than the 10 and 6 suppliers in May 2008. Those supplying taro palagi fell to 2 from 4 in the previous month and in May 2008.

VALUE OF SUPPLIES

As a result of the higher price level in May 2009, the average value of selected produce at the Fugalei Market increased 25 percent to \$55,100; a level that was 26 percent above the same month of 2008. (See Graph 15 and Table 3.)



Taamu and taro contributed the largest shares (of 25 percent each) of the total value of produce supplied to the Market in May 2009, up from 14 percent and 35 percent in April 2009, and 23 percent and 22 percent in May 2008. Pumpkin and banana contributed 17 percent and 10 percent respectively in the month under review while head cabbage and coconut accounted for 6 percent each of the total value of produce supplies to the Market in May 2009. Chinese

cabbage and cucumber recorded higher shares of 5 percent and 3 percent in that order in the month under review while the remaining 2 percent was equally distributed amongst tomatoes and yam.

@ 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
29th June 2009
