

Volume 13,
Issue 5

March – April
2021

Market Link

for primary producers

A publication of the Market Information Service (MIS) - Ministry of Agriculture and Fisheries
“Linking the market and primary producers”

BREADFRUIT



Breadfruit is an easily grown hardy food tree that has been propagated by village farmers for centuries. Breadfruit is a popular food crop in the Pacific with a positive carbon footprint and the capacity to

contribute significantly to rural income.

Local Production

Breadfruit grows well in the climate of Samoa and has a potential for export to New Zealand and Australia for consumption by the Polynesia community. It is an important carbohydrate staple in Samoa and makes substantive contributions to local food security. It is already well established as a small holder crop with good distribution throughout the country. Breadfruit is grown primarily as scattered crop. Samoa’s three most commonly traded varieties, puou, ma’afala and maopo are said to flower twice a year.

The 2019 Agriculture Census estimated 20,655 holdings and about 4,353 acres of land covered by breadfruit. The 2019 Agriculture Census also reported that 75 percent of households consume breadfruit and the average weekly consumption of breadfruit is 21 pieces. It also reported that 20,549 households growing breadfruit which 32 percent grew this crop mainly for sale.

Market Information

Market data are hard to come by for most countries in the Pacific region. Fresh, cooked, and prepared fruit are generally available through markets, roadside stalls and other small vendors. Processed products, mainly chips are sold at the same venues and by retailers.

Samoa fresh breadfruit sellers at the Local markets sold an average of about 202 kilograms of fresh fruits in 2020 with its average price at \$1.55 per kilogram. Weekly prices for breadfruit baskets at the local

Inside this issue

Special Features	Page
Local Production	1
Market Information	1
Export Markets	2
Fiji Breadfruit Market	2
Breadfruit Processed Products	3
Quarantine Restrictions	3
Our Regular Features	
Local Market Prices	4
Exchange Rates	4

markets ranged from \$20 to \$10 depending on the supplies and breadfruit seasons.

The average volume supplied of breadfruit to local markets in 2020 was 37 percent increase compared to its average volume in 2019. However, the previous years 2018 and 2017 were much higher than that of 2020 at 20 percent and 32 percent respectively.¹

The average price for fresh breadfruit according to the Local Markets survey report was \$1.47/ kilogram in 2019 and \$1.55/kilogram in 2020. On the other hand, an average price increase in 5% in 2020 compared to 2019. Higher prices were obtained when demand increases, and this shows that there is still a great market potential for breadfruit locally in Samoa.²

Export Markets

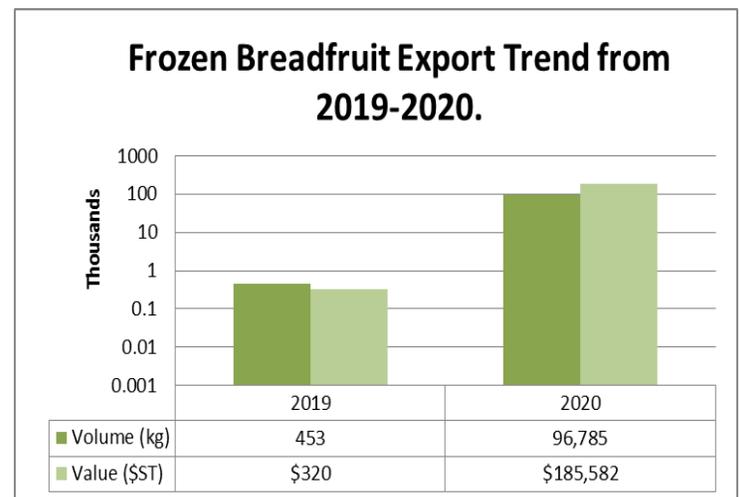
Markets for frozen breadfruit exist in Australia and New Zealand; however, the volume and reliability of supply by the South Pacific Islands is not sufficient to meet market demand. There is significant potential to tap into benefit from these markets once the industry develops a consistent and quarantine approved supply of breadfruit.

Samoa also have access to export fresh breadfruit to New Zealand with the work done by the Ministry of Agriculture and Fisheries with collaboration with the NZ government, in developing a pathway for fresh breadfruit, under crucial protocols that require high temperature forced air (HTFA), to mitigate fruit fly pests. At this point in time, the information is in placed as well as the pathway for exportation of fresh breadfruit, but the Ministry and the government is seeking for a “Public Private Partnership” or a private investor to invest in the exportation of fresh breadfruit to New Zealand. However, exporters are now interested in the newly introduced exportation of frozen breadfruit. Frozen breadfruit has a huge and reasonable market not only in New Zealand but also in Australia, and from 2019 till then; numbers and figures for the exportation of

frozen breadfruit have been continuously increasing from 2019 to 2020.

Figure 1 below indicates the significant rise in the total value and volume of frozen breadfruit exports within a year period from 2019 to 2020. As shown on the graph, breadfruit exports volume in 2019 totaled up to only 453 kilograms and has increased significantly to 96,785 kilograms in 2020. This is a good indication that we still have a very profitable overseas market for frozen breadfruit, despite the fact that it is very hard to find someone who is willing to invest in purchasing a commercialized HTFA for treating our fresh breadfruit, for the New Zealand market.³

Figure 1: Breadfruit export trend



Fiji Breadfruit Market

Currently, breadfruits are harvested from scattered trees growing on farmland or on Fiji's steep, forested hills. Fresh breadfruit exports to New Zealand have shown steady growth after a lapse of 15 months earlier this year due to covid restrictions. Almost 600 kilograms of Dina and Balekana variety of breadfruit harvested from orchards in the western division was put through strict protocols under the Bilateral

¹ Samoa Bureau of Statistics, Local Market survey data, Dec 2020

² Samoa Bureau of Statistics, Local Market survey data, Dec 2020

³ Samoa Bureau of Statistics, Export Data 2019-2020.

Quarantine Arrangement (BQA) which exists between Fiji and New Zealand governments.

After grading by officers at the Biosecurity Authority of Fiji (BAF) and heat treatment (HTFA) conducted at the Nature's Way Cooperative in Nadi, 400kilos of export of breadfruit were sent via air freighter to Auckland.⁴

Breadfruit Processed Products

Development of products for local use to replace imported foodstuffs or products that are shipped via sea freight is the most cost effective and beneficial to local economies.

The T H Plantation is one of the well known chips producers in Samoa which specializes in turning fresh breadfruits into popular tasty chips namely Samoa's favorite chips and the company is also ready to export its products to other Pacific Island countries. It has also been able to create a readily available market for breadfruit as well as taro and banana, in turn helping other farmers in Samoa.

Figure 2: breadfruit chips product



In addition, the Scientific Research Organization of Samoa (SROS) has developed a Gluten Free Breadfruit Flour in March 2012 with sample pastries prepared with this flour. Abundantly available throughout the year, the six locally grown varieties of breadfruit studied and used to make this product include Aveloloa, Maafala, Maopo, Puou, Sagosago and Ulu falaoa. Whilst SROS laboratory analysis results observed notable differences in proximate and mineral levels in all six varieties. Some of the benefits of this flour indicated by SROS include its quality, good taste and highly nutritious, it is also gluten free

and this breadfruit flour can be used for cakes, pies, bread, cookies, pancakes, puddings, pizza base and many more.

Samoa Breweries Company launched its new lager beer brewed from the maopo breadfruit flour in November 2013 and has received rave reviews from drinkers. The breadfruit flour is a content substitute for the malt and other carbohydrates required during fermentation process. Additional to the markets of breadfruit in Samoa, this beer poses another market for our local breadfruit farmers. The breadfruit brew was developed and trialed in cooperation between SROS and Samoa Breweries.

The main ingredients used in SROS's Samoa pure breadfruit flour is naturally produced from local grown fruits from family backyard gardens and village plantations. Carefully handpicked to bring to life, the natural and pure nutritional flavor of Samoa pure developed products.

Quarantine Restrictions from main markets

There are important lessons here for other would be quarantine treatment enterprises in the region. For a commercial Samoa HTFA operation, for instance, the core export crop for Samoa is likely to be breadfruit. However, present airfreight capacity to New Zealand and seasonal variation in supply may not initially provide sufficient throughput for financial viability.

Conclusion

Even though the exportation of Samoa's fresh breadfruit is currently at a stop, Samoa Quarantine is still in search of a way to settle this issue. Breadfruit farmers, who are willing to commercially produce breadfruit, not only can export breadfruit as frozen produce to New Zealand and Australia and also can register with the T&H Plantation suppliers but there is also an opportunity from the SROS office for selling breadfruit. The Local Markets as well are available for any farmer to sell out their produce.

Fortunately, Samoan households are dependent on breadfruit everyday for consumption as well as for feeding other species. One way or another, breadfruit is a very good aspect of food security as it may seasonally be available but strongly it is indicated by the Local Market survey data that it has been available all throughout the previous years.

⁴ PARDI project report in Nadi.
[Type text]

Table 1: Average Prices of Agricultural Commodities at Fugalei market

Commodities (SAT\$/kg)	January 2021	February 2021	Lowest price for 2021 to date	Highest price for 2021 to date
Taro	1.71	1.65	1.65	1.71
Banana	0.92	0.95	0.92	0.95
Taamu	3.35	5.17	3.35	5.17
Coconut	0.96	0.94	0.94	0.96
Breadfruit	1.00	1.47	1.00	1.47
Yam	3.37	3.96	3.37	3.96
Head cabbage	9.33	11.89	9.33	11.89
Tomato	13.42	15.56	13.42	15.56
Chinese cabbage	6.19	7.21	6.19	7.21
Cucumber	4.11	5.61	4.11	5.61
Pumpkin	2.91	3.47	2.91	3.47

Source: Samoa Bureau of Statistics

Table 2: Foreign currency per tala (ST\$)

January-February 2021	USD\$	NZD\$	AUD\$	YEN\$	FJD\$	EURO
1 Samoan Tala SAT\$ =	0.4050	0.5862	0.5359	52.3400	0.8730	0.3838

Source: Bank of the South Pacific

Market Link Newsletter

This newsletter is published bi-monthly and it seeks to assist stakeholders (farmers, consumers, wholesalers, policymakers) make informed market and marketing decisions based on credible, relevant price and supply information. Help us help you by providing constructive feedback on market information issues that will improve the service which will lead to growing a healthy and wealthy Samoa. For more information contact the Policy Planning and Communication Division and ask for Taimalietane Matatuma

Disclaimer

While every effort has been made to ensure the information in this publication is accurate, the Ministry of Agriculture and Fisheries does not accept any responsibility or liability for error or fact omission, interpretation or opinion which may be present, nor for the consequences of any decisions based on this information. Any views or opinions expressed do not necessarily represent the official view of the Ministry of Agriculture and Fisheries.

You can contact us by phone, fax and email or come down and visit us. We are located on Level 1, TATTE Building, Sogi or you can write to us at:

Ministry of Agriculture and Fisheries
P.O Box 1874
Phone: (685) 22 561
Fax: (685) 28 097 Email: tai.matatumua@maf.gov.ws

[Type text]