



USDA, Hawaii Field Office

In cooperation with:



Department of Agriculture
STATE OF HAWAII

Agricultural Development Division

Hawaii Coffee

September 3, 2009

Coffee revenues 8 percent below year ago

The total farm revenue of coffee is estimated at \$29.2 million (parchment equivalent basis) for the 2008/09 season, 8 percent lower than the 2007/08 season. This decrease in revenue was the result of a 20 percent drop in the average farm price compared to a 15 percent increase in production.

Production increases 15 percent

Hawaii County produced 4.0 million pounds (parchment equivalent basis) during the 2008/09 season. This was 3 percent above last year's 3.9 million pounds. Production from the combined areas of Maui, Molokai, Kauai, and Oahu increased to 4.6 million pounds (parchment equivalent basis).

State yields increased 16 percent to 1,400 pounds per acre.

Acreage for harvest decreases 2 percent

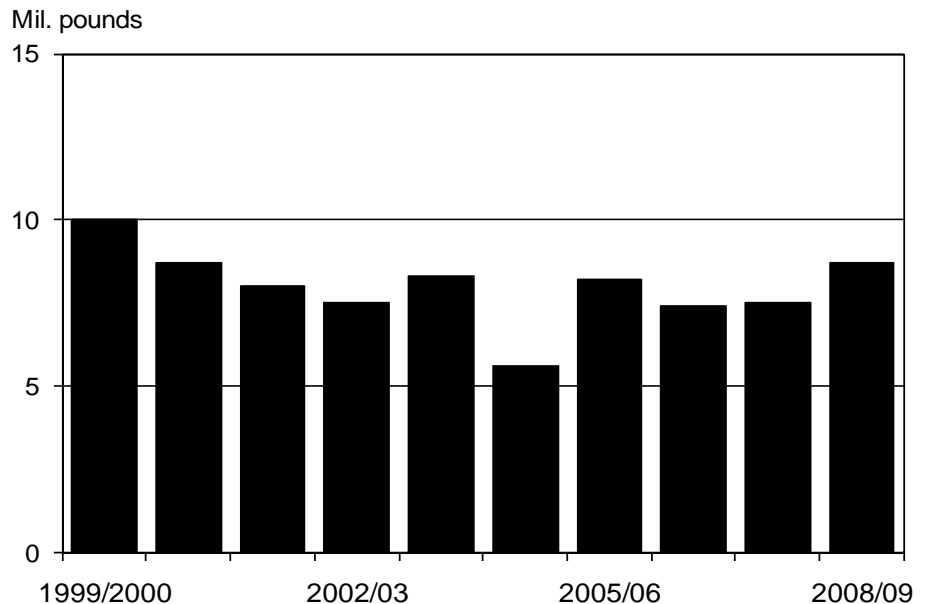
Total acreage harvested decreased 2 percent from last season to 6,300 acres. Acreage harvested dipped 3 percent on the Big Island to 2,900 acres, while the other islands remained unchanged at 3,400 acres.

Total acreage in crop was unchanged at 7,800 acres for the 2007/08 season and the 2008/09 season.

Farm price 20 percent lower

The Statewide farm price for coffee averaged \$3.40 per pound (parchment equivalent basis) for the 2008/09 season, 20 percent below the 2007/08 season. Big Island growers received an average of \$5.30 per pound (parchment equivalent basis) during the 2008/09 season, 18 percent below the previous season. Growers on Kauai, Maui, and Honolulu counties received a revised average of \$1.75 per pound (parchment equivalent basis) for the 2008/09 coffee season.

Hawaii Coffee Production
Parchment Basis, 1999/2000 - 2008/09 Seasons



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Hawaii Coffee Statistics

Number of farms, acreage, yield, marketings, price, and value by county,
2003/04 through 2008/09, State of Hawaii

County and crop year ^{1/}	Farms	Acreage		Yield ^{2/}	Marketings ^{3/}	Farm prices			Value of sales	Green production
		In crop	Harvested			Cherry	Parchment	All ^{4/}		
	<i>Number</i>	<i>----- Acres -----</i>		<i>----- 1,000 pounds -----</i>	<i>----- Cents per pound -----</i>			<i>\$1,000</i>	<i>1,000 pounds</i>	
State										
2003/04	715	7,300	5,900	1.4	8,300			290.0	24,070	6,600
2004/05	750	7,700	5,800	1.0	5,600			355.0	19,880	4,500
2005/06	790	7,900	6,100	1.3	8,200			455.0	37,310	6,600
2006/07	820	8,200	6,300	1.2	7,400			430.0	31,820	5,900
2007/08	830	7,800	6,400	1.2	7,500			425.0	31,875	6,000
2008/09	830	7,800	6,300	1.4	8,600			340.0	29,240	6,900
Hawaii										
2003/04	690	3,600	3,000	1.3	4,000	85.0	365.0	380.0	15,200	3,200
2004/05	710	3,750	3,300	1.0	3,200	110.0	660.0	465.0	14,880	2,560
2005/06	745	3,800	3,300	1.8	5,800	120.0	670.0	535.0	31,030	4,700
2006/07	775	3,800	3,000	1.3	4,000	135.0	765.0	640.0	25,600	3,200
2007/08	790	3,800	3,000	1.3	3,900	140.0	820.0	650.0	25,350	3,100
2008/09	790	3,800	2,900	1.4	4,000	115.0	680.0	530.0	21,200	3,200
Kauai/Maui/Honolulu ^{5/}										
2003/04	25	3,700	2,900	1.5	4,300			206.3	8,870	3,400
2004/05	40	3,950	2,500	1.0	2,400			208.3	5,000	1,940
2005/06	45	4,100	2,800	0.9	2,400			261.7	6,280	1,900
2006/07	45	4,400	3,300	1.0	3,400			182.9	6,220	2,700
2007/08	40	4,000	3,400	1.1	3,600			181.3	6,525	2,900
2008/09	40	4,000	3,400	1.4	4,600			174.8	8,040	3,700

^{1/} Coffee harvesting occurs throughout the year in Hawaii. The main harvest normally begins in late summer and extends to the early part of the following year. ^{2/} Average yields based on parchment equivalent marketings and harvested acreage. ^{3/} Expressed in parchment equivalent pounds. Coffee marketed in cherry form was converted to an equivalent parchment weight and added to parchment marketings. ^{4/} Represents an average farm price for parchment equivalent sales. Obtained by dividing farm revenues from the sale of cherry and parchment coffee by total marketings (parchment equivalent basis). ^{5/} Kauai, Maui, and Honolulu counties combined to avoid disclosure of individual operations.