

Hawaii Coffee Marketings Preliminary Season Estimates



Hawaii Department of Agriculture

Cooperating with the USDA, National Agricultural Statistics Service, Pacific Regional Field Office-Hawaii

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Released: February 25, 2015

HAWAII COFFEE MARKETINGS DECREASE WHILE VALUE INCREASES FOR 2014-2015 SEASON

The preliminary estimate for 2014-2015 Hawaii coffee marketings is 8.1 million pounds, 4 percent lower than the 2013-2014 crop season. Total acreage remained unchanged at 9,000 acres while harvested acreage dropped 300 acres from last season to 7,900 acres this season. Yields averaged 1,030 pounds per acre for crop season 2014-2015, nearly the same as the previous season's average. The Statewide farm price for coffee averaged \$6.70 per pound (parchment equivalent basis) for the

2014-2015 season, an increase of 8 percent from the 2013-2014 season of \$6.20 per pound. The farm revenue for coffee is estimated at \$54.3 million (parchment equivalent basis) for this season, 4 percent more than last season. Coffee Berry Borer (CBB) remains a concern for the industry, though controlling measures are showing signs of progress.

HAWAII COFFEE: 2010 - 2014 CROP YEARS

County and Crop Year ^{1/}	Farms	Acreage		Yield ^{2/}	Marketings ^{3/}	Farm Prices ^{4/}	Value of Sales	Green Production
		In crop	Harvested					
	<i>Number</i>	<i>----- Acres -----</i>		<i>---- 1,000 pounds ----</i>		<i>Dollars per pound</i>	<i>\$1,000</i>	<i>1,000 pounds</i>
2010-11	900	8,500	7,500	1.2	8,800	3.8	33,440	7,100
2011-12	920	8,700	7,700	1	7,600	4.15	31,540	6,100
2012-13	950	8,800	7,900	0.9	7,000	5.9	41,300	5,600
2013-14	950	9,000	8,200	1	8,400	6.2	52,080	6,720
2014-15 ^{5/}	NA	9,000	7,900	1	8,100	6.7	54,270	NA

^{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 marketing 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 marketing.

^{4/} Represents an average farm price for parchment equivalent sales. Farm price is obtained by dividing farm revenues from the sale of cherry and parchment coffee by total marketing (parchment equivalent basis).

^{5/} Preliminary