

Coffee: Lower Marketings but Higher Price Forecast for 2011/12



Hawaii coffee preliminary marketing for 2011/12 is estimated at 8.3 million parchment pounds, 6 percent lower than the 2010/11 season. Total acreage and harvested acreage remained unchanged at 8,000 and 6,300, respectively. Yields averaged 1,320 pounds per acre, down 80 pounds from the previous season. This Statewide farm price for coffee averaged \$4.15 per pound (parchment equivalent basis) for 2011/12, up 9 percent from last season’s price of \$3.80 per pound. The farm revenue for coffee is estimated at \$34.4 million (parchment equivalent basis) for 2011/12, increasing 3 percent from 2010/11.

Weather conditions for 2011/12 had improved, especially for Kona side of Hawaii Island, when compared to the very dry weather of previous season. Coffee Berry Borer was confirmed in Kona on

September 8, 2010. Growers heavily commented on the pest’s effect on their coffee crop. Workshops were set up to help growers and millers learn about the pest and its lifecycle as well as how to limit the spread to neighboring farms and islands. Some reporters also had difficulty in projecting their output due to unknown losses to the borer. Preliminary results reflect information collected in fall 2011. Another survey will be done in the summer 2012 to collect updated information. ■

COFFEE: Number of Farms, Acreage, Yield, Marketings, Price, and Value, State of Hawaii, 2007/08 – 2011/12

Crop year ¹	Farms	Acreage		Yield ²	Marketings ³	Farm price 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>
2007/08	830	7,800	6,400	1.2	7,500	4.25	31,875	6,000
2008/09	830	7,800	6,300	1.4	8,700	3.40	29,580	7,000
2009/10	830	8,000	6,300	1.4	8,700	3.60	31,320	7,000
2010/11	830	8,000	6,300	1.4	8,800	3.80	33,440	7,100
2011/12 ⁵	830	8,000	6,300	1.3	8,300	4.15	34,445	6,600

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 Preliminary.