



Hawaii Coffee Marketings

Final Season Estimates



August 19, 2015

In Cooperation with the Hawaii Department of Agriculture
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HAWAII COFFEE MARKETINGS, VALUE DECREASE FOR THE 2014-2015 SEASON

The final estimate for the 2014-2015 Hawaii coffee marketings is 7.5 million pounds, 11 percent lower than the 2013-2014 crop season. In crop acreage totaled 8,600 acres and harvested acreage totaled 7,800 this crop season both declined 400 acres from a year ago. Average yield is at 960 pounds per acre, down by 60 pounds from previous year. 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 \$50.3 million (parchment equivalent basis) for this season, 4 percent less than last season. Coffee Berry Borer (CBB) remains a concern for the industry, though controlling measures are showing signs of progress.

Number of Farms, Acreage, Yield, Marketings, Farm Price, Value of Sales, and Green Production: Hawaii, 2010-2014

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	3.80	33,440	7,100
2011-12	920	8,700	7,700	1.0	7,600	4.15	31,540	6,100
2012-13	950	8,800	7,900	0.9	7,000	5.90	41,300	5,600
2013-14	950	9,000	8,200	1.0	8,400	6.20	52,080	6,720
2014-15	NA	8,600	7,800	1.0	7,500	6.70	50,250	6,000

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).

HISTORICAL DATA

Number of Farms, Acreage, Yield, Marketings, Farm Prices, Value of Sales, and Green Production: Hawaii, 1946-2014

Crop season	Number of farms	Acreage		Yield	Marketings	Farm prices			Value of sales	Green production
		In crop	Harvested			Cherry	Parchment	All		
		----Acres----		---1,000 pounds---	-----Cents per pound-----			\$1,000	1,000 pounds	
1946-47	700	3,380	3,380	2.6	8,625			17.8	1,535	
1947-48	700	3,380	3,380	2.6	8,738			18.5	1,617	
1948-49	700	3,380	3,380	2.2	7,375			19.6	1,446	
1949-50	703	3,400	3,380	1.6	5,375			31.1	1,672	
1950-51	700	3,450	3,380	2.8	9,375			36.9	3,459	
1951-52	705	3,500	3,400	2.8	9,625			38.0	3,658	
1952-53	705	3,550	3,450	3.0	10,288			38.2	3,930	
1953-54	706	3,750	3,500	3.0	10,330			46.5	4,803	
1954-55	712	4,970	3,550	3.5	12,425			45.6	5,666	
1955-56	906	5,130	3,750	2.9	10,872			46.0	5,001	
1956-57	876	5,760	4,860	2.3	11,136			50.4	5,613	
1957-58	994	6,530	5,010	3.7	18,496			35.4	6,548	
1958-59	1,151	6,790	5,740	1.9	10,634			27.8	2,961	
1959-60	1,160	6,190	5,900	2.2	12,999			26.8	3,488	
1960-61	1,128	5,500	5,500	2.4	13,272			24.1	3,202	
1961-62	1,028	5,160	5,160	1.6	8,432			22.4	1,886	
1962-63	964	4,810	4,810	2.8	13,392			22.3	2,985	
1963-64	894	4,710	4,710	1.4	6,561			26.2	1,744	
1964-65	860	4,700	3,900	2.6	9,947			30.4	3,025	
1965-66	850	4,700	3,800	2.0	7,500			31.5	2,362	
1966-67	840	4,600	3,700	2.2	8,040			25.6	2,058	
1967-68	830	4,600	3,500	1.6	5,440			27.1	1,474	
1968-69	800	4,400	3,200	1.8	5,700			25.8	1,471	
1969-70	770	4,300	2,900	1.4	4,130			35.5	1,466	
1970-71	750	3,900	2,700	1.6	4,300			33.7	1,449	
1971-72	750	3,400	2,400	1.2	2,930			34.6	1,014	
1972-73	770	2,900	2,400	1.5	3,640			50.4	1,835	
1973-74	770	2,900	2,500	1.2	3,040			56.3	1,711	
1974-75	760	2,900	2,500	0.6	1,540			46.4	714	
1975-76	780	2,400	2,000	0.9	1,860			75.2	1,399	
1976-77	780	2,400	2,000	1.1	2,120			185.0	3,922	
1977-78	780	2,400	2,000	1.1	2,270			138.0	3,133	
1978-79	750	2,300	1,900	0.9	1,680			126.0	2,117	
1979-80	700	2,100	1,800	1.2	2,190			143.0	3,132	
1980-81	650	1,900	1,700	0.8	1,440			160.0	2,304	
1981-82	625	1,800	1,700	1.3	2,210			200.0	4,420	
1982-83	620	2,000	1,900	0.5	990			215.0	2,129	
1983-84	610	2,000	1,800	1.6	2,800			225.0	6,300	
1984-85	615	2,000	1,700	1.0	1,750			275.0	4,813	
1985-86	620	2,100	1,650	1.1	1,850			280.0	5,180	1,500
1986-87	620	2,300	2,000	1.5	3,000			290.0	8,700	2,400
1987-88	630	2,400	2,050	0.9	1,800			270.0	4,860	1,400
1988-89	635	2,600	2,150	0.9	2,000			330.0	6,600	1,600

**Number of Farms, Acreage, Yield, Marketings, Farm Prices, Value of Sales, and Green Production:
Hawaii, 1946-2014**

Crop season	Number of farms	Acreage		Yield	Marketings	Farm prices			Value of sales	Green production
		In crop	Harvested			Cherry	Parchment	All		
		-----Acres-----		---1,000 pounds---	-----Cents per pound-----			\$1,000	1,000 pounds	
1989-90	635	3,000	2,300	1.4	3,200			390.0	12,480	2,500
1990-91	630	5,300	2,400	1.2	2,800			270.0	7,560	2,300
1991-92	615	7,200	2,400	1.2	2,800			175.0	4,900	2,300
1992-93	600	7,000	4,000	0.6	2,400			170.0	4,080	1,900
1993-94	580	7,000	4,200	0.7	2,900			225.0	6,525	2,200
1994-95	585	6,800	4,400	1.0	4,300			280.0	12,040	3,400
1995-96	580	6,800	5,500	1.0	5,400			300.0	16,200	4,320
1996-97	560	6,600	5,400	1.2	6,400			325.0	20,800	5,000
1997-98	585	7,000	5,800	1.6	9,400			300.0	28,200	7,720
1998-99	610	7,400	6,100	1.6	9,500			260.0	24,700	7,600
1999-00	650	7,700	6,400	1.6	10,000			210.0	21,000	8,100
2000-01	670	7,900	6,800	1.3	8,700			265.0	23,055	7,000
2001-02	700	8,000	6,300	1.3	8,000			245.0	19,600	6,400
2002-03	710	7,200	5,900	1.3	7,500			310.0	23,250	5,900
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	860	8,000	6,900	1.3	8,700			340.0	29,580	7,000
2009-10	880	8,200	7,200	1.2	8,700			360.0	31,320	7,000
2010-11	900	8,500	7,500	1.2	8,800			380.0	33,440	7,100
2011-12	920	8,700	7,700	1.0	7,600			415.0	31,540	6,100
2012-13	950	8,800	7,900	0.9	7,000			590.0	41,300	5,600
2013-14	950	9,000	8,200	1.0	8,400			620.0	52,080	6,720
2014-15	NA	8,600	7,800	1.0	7,500			670.0	50,250	6,000

Note: Prior to the 1989-90 crop season, all coffee production was from Hawaii County.