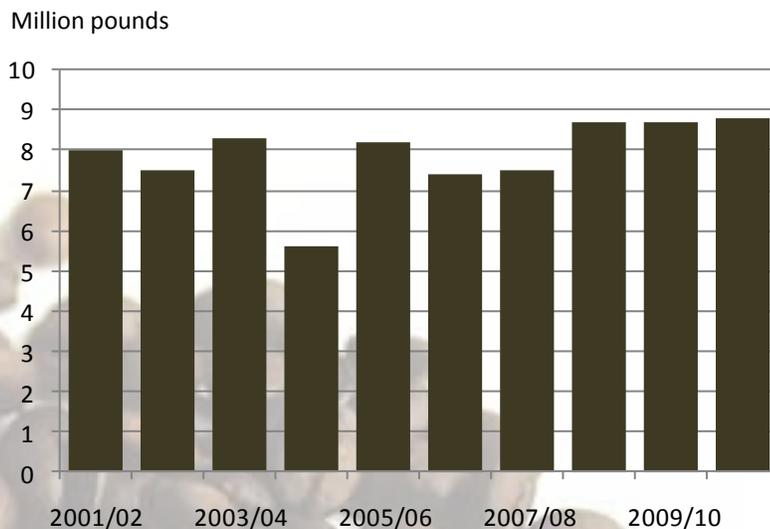


Coffee: Marketings Up 1 Percent for 2010/11

Hawaii coffee marketing for 2010/11 is estimated at 8.8 million pounds, 1 percent more than the 2009/10 season. Total acreage and harvested acreage remained unchanged at 8,000 and 6,300, respectively. Yields averaged 1,400 pounds per acre, up 20 pounds from the 2009/10. The Statewide farm price for coffee averaged \$3.25 per pound (parchment equivalent basis) for the 2010/11 season, 10 percent below the 2009/10 season of \$3.60 per pound. The farm revenue for coffee is estimated at \$28.6 million (parchment equivalent basis) for this season, 9 percent below last season. Weather was variable with some areas experiencing drought conditions while other areas fared much better. Irrigation was stepped up to help alleviate the dry conditions. The Coffee Berry Borer (CBB) was confirmed on the Big Island on September 8, 2010. The Hawaii Department of Agriculture CBB survey maps as of May 11, 2011 showed infected sites along the Kona area and into Pahala. Measures are

**COFFEE: Production, Parchment Basis
State of Hawaii, 2001/02 -2010/11**



being implemented to control the pest on Hawaii island and prevent the spread to the other islands. Next season's crop 2011-2012 is expected to be better with improved weather conditions. ■

COFFEE: Number of Farms, Acreage, Yield, Marketings, Price, and Value, State of Hawaii, 2006/07 - 2010/11

Crop Season ¹	Number of Farms	Acreage		Yield ²	Marketings ³	Farm Price ⁴	Value of sales	Green production
		In crop	Harvested					
		— Acres —		— 1,000 pounds —		Dollars per pound	\$1,000	1,000 pounds
2006-07	820	8,200	6,300	1.2	7,400	4.30	31,820	5,900
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 ⁵	830	8,000	6,300	1.4	8,800	3.25	28,600	7,100

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.

Coffee: Hawaii State Historical Data

COFFEE: Number of Farms, Acreage, Yield, Marketings, Farm Prices, Farm Value, and Green Production, State of Hawaii, 1946-2010

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	6,651			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	

continued

**COFFEE: Number of farms, acreage, yield, marketings, farm prices,
farm value, and green production, State of Hawaii, 1946-2010 (continued)**

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
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
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	830	7,800	6,300	1.4	8,700			340.0	29,580	7,000
2009-10	830	8,000	6,300	1.4	8,700			360.0	31,320	7,000
2010-11	830	8,000	6,300	1.4	8,800			325.0	28,600	7,100

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