

## Coffee: Marketings Forecast Lower but Higher Value Expected for 2012/13 Season



Hawaii coffee preliminary marketing for 2012/13 is estimated at 7.2 million pounds, 5 percent less than the 2011/12 season. Total acreage remained unchanged at 8,000 but harvested acreage declined 200 acres to 6,100. Yields averaged 1,180 pounds per acre, down 30 pounds from the 2011/12. The Statewide farm price for coffee averaged \$4.80 per pound (parchment equivalent basis) for the 2012/13 season, 16 percent above the 2011/12 season of \$4.15 per pound. The farm revenue for coffee is estimated at \$34.6 million (parchment equivalent basis) for this season, 10 percent above last season. Coffee Berry Borer (CBB) continued to be a major concern for the coffee industry. Some growers are expecting limited sales due to pest infestation making their season forecast hard to predict. ■

### COFFEE: Number of Farms, Acreage, Yield, Marketings, Price, and Value, State of Hawaii, 2008/09 – 2012/13

Crop year <sup>1</sup>	Farms	Acreage		Yield <sup>2</sup>	Marketings <sup>3</sup>	Farm price <sup>4</sup>	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>
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	830	8,000	6,300	1.2	7,600	4.15	31,540	6,100
<b>2012/13 <sup>5</sup></b>	<b>830</b>	<b>8,000</b>	<b>6,100</b>	<b>1.2</b>	<b>7,200</b>	<b>4.80</b>	<b>34,560</b>	<b>5,700</b>

<sup>1</sup> 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. <sup>2</sup> Average yields based on parchment equivalent marketings and harvested acreage. <sup>3</sup> Expressed in parchment equivalent pounds. Coffee marketed in cherry form was converted to an equivalent parchment weight and added to parchment marketings. <sup>4</sup> 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). <sup>5</sup> Preliminary.