



September 2012

## Coffee Marketings Down 14 Percent for 2011/12 Season

In cooperation with



Hawaii coffee marketing for 2011/12 is estimated at 7.6 million pounds, 14 percent less than the 2010/11 season. Total acreage and harvested acreage remained unchanged at 8,000 and 6,300, respectively. Yields averaged 1,210 pounds per acre, down 190 pounds from the 2010/11. The Statewide farm price for coffee averaged \$4.15 per pound (parchment equivalent basis) for the 2011/12 season, 9 percent above the 2010/11 season of \$3.80 per pound. The farm revenue for coffee is estimated at \$31.5 million (parchment equivalent basis) for this season, 6 percent below last season. Coffee Berry Borer (CBB) remains a major concern for the coffee industry. Growers practiced prevention and sanitation to limit the insect spread by learning new management techniques. Harvesting and grading coffee was challenging. Cherry to parchment coffee ratio was higher this season as more cherry was needed to make parchment. Weather conditions were very dry for the 2011/2012 season also affecting the crop. ■

### Inside this issue:

Coffee .....	1-3
Sugar .....	4
U.S. Sugarbeets.....	5
Taro for Poi .....	6

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

Crop Season <sup>1</sup>	Number of Farms	Acreage		Yield <sup>2</sup>	Marketings <sup>3</sup>	Farm Price <sup>4</sup>	Value of sales	Green production
		In crop	Harvested					
		— Acres —		— 1,000 pounds —		Dollars per pound	\$1,000	1,000 pounds
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
<b>2011/12<sup>5</sup></b>	<b>830</b>	<b>8,000</b>	<b>6,300</b>	<b>1.2</b>	<b>7,600</b>	<b>4.15</b>	<b>31,540</b>	<b>6,100</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.

## Coffee: Hawaii State Historical Data

### COFFEE: Number of Farms, Acreage, Yield, Marketings, Farm Prices, Farm Value, and Green Production, State of Hawaii, 1946-2011

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	
1977-78	780	2,400	2,000	1.1	2,270			138.0	3,133	

continued

**COFFEE: Number of farms, acreage, yield, marketings, farm prices,  
farm value, and green production, State of Hawaii, 1946-2011 (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
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			380.0	33,440	7,100
2011-12	830	8,000	6,300	1.2	7,600			415.0	31,540	6,100

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

## U.S. Sugarcane:



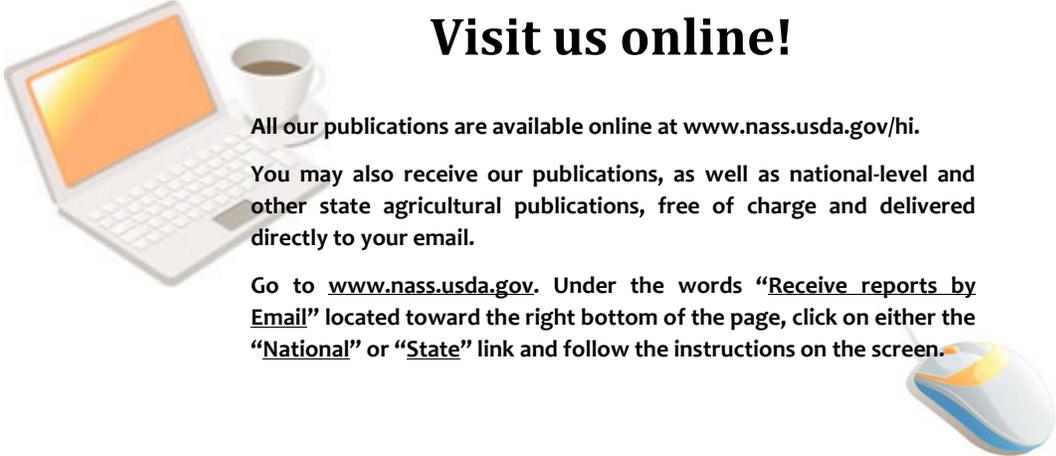
Production of sugarcane for sugar and seed in 2012 is forecast at 31.0 million tons, down 1 percent from the August 1 forecast. Producers intend to harvest 893,000 acres for sugar and seed during the 2012 crop year, up 2,000 acres from the previous forecast. Expected yield for sugar and seed is forecast at 34.7 tons per acre, down 0.5 ton from the August 1 forecast.

Louisiana and Florida both received significant rainfall from Hurricane Isaac. Reports of lodging were received in both States. Planting was behind in Louisiana due to the storm aftermath, however expectations were still high for an excellent year.■

### SUGARCANE FOR SUGAR AND SEED: Area Harvested, Yield, and Production, by State and United States, 2011 and Forecasted September 1, 2012

State	Area Harvested		Yield <sup>1</sup>			Production <sup>1</sup>	
	2011	2012	2011	2012		2011	2012
				Aug 1	Sep 1		
	----- 1,000 Acres -----		----- Tons -----			----- 1,000 Tons -----	
Florida	397.0	<b>410.0</b>	38.0	<b>37.7</b>	<b>37.8</b>	15,085	<b>15,498</b>
Hawaii	16.6	<b>17.0</b>	80.2	<b>80.0</b>	<b>80.0</b>	1,332	<b>1,360</b>
Louisiana	410.0	<b>420.0</b>	27.6	<b>31.0</b>	<b>30.0</b>	11,320	<b>12,600</b>
Texas	49.0	<b>46.0</b>	33.6	<b>34.6</b>	<b>33.7</b>	1,646	<b>1,550</b>
U.S.	872.6	<b>893.0</b>	33.7	<b>35.2</b>	<b>34.7</b>	29,338	<b>31,008</b>

<sup>1</sup> Net tons.



## Visit us online!

All our publications are available online at [www.nass.usda.gov/hi](http://www.nass.usda.gov/hi).

You may also receive our publications, as well as national-level and other state agricultural publications, free of charge and delivered directly to your email.

Go to [www.nass.usda.gov](http://www.nass.usda.gov). Under the words “Receive reports by Email” located toward the right bottom of the page, click on either the “National” or “State” link and follow the instructions on the screen.

## U.S. Sugarbeets:



Production of sugarbeets for the 2012 crop year is forecast at 35.6 million tons, up 23 percent from last year. Producers expect to harvest 1.22 million acres, down slightly from the previous forecast. Expected yield is forecast at 29.3 tons per acre, an increase of 0.2 ton from last year. If realized, this will be a record yield for the United States.

Most of the growing region experienced excellent growing conditions during August. Early planting, hot temperatures, and adequate irrigation boosted the crop's potential. ■

**SUGARBEETS: Area Harvested, Yield, and Production, by State and United States, 2011 and Forecasted September 1, 2012<sup>1</sup>**

State	Area Harvested		Yield			Production	
	2011	2012	2011	2012		2011	2012
				Aug 1	Sep 1		
	----- 1,000 Acres -----		----- Tons -----			----- 1,000 Tons -----	
California	25.1	<b>24.5</b>	44.0	<b>43.0</b>	<b>43.0</b>	1,104	<b>1,054</b>
Colorado	28.7	<b>29.7</b>	28.9	<b>33.9</b>	<b>34.0</b>	829	<b>1,010</b>
Idaho	176.0	<b>182.0</b>	34.4	<b>34.7</b>	<b>35.4</b>	6,054	<b>6,443</b>
Michigan	153.0	<b>152.5</b>	24.0	<b>28.0</b>	<b>28.0</b>	3,672	<b>4,270</b>
Minnesota	469.0	<b>473.0</b>	19.0	<b>27.0</b>	<b>27.0</b>	8,911	<b>12,771</b>
Montana	43.0	<b>46.0</b>	25.9	<b>29.1</b>	<b>28.9</b>	1,112	<b>1,329</b>
Nebraska	51.6	<b>49.0</b>	24.9	<b>30.0</b>	<b>31.0</b>	1,287	<b>1,519</b>
North Dakota	225.0	<b>216.0</b>	20.5	<b>26.5</b>	<b>27.0</b>	4,613	<b>5,832</b>
Oregon	10.8	<b>11.0</b>	35.8	<b>37.9</b>	<b>37.5</b>	387	<b>413</b>
Wyoming	30.9	<b>31.3</b>	27.8	<b>30.3</b>	<b>30.1</b>	859	<b>942</b>
<b>U.S.</b>	<b>1,213.1</b>	<b>1,215.0</b>	<b>23.8</b>	<b>29.1</b>	<b>29.3</b>	<b>28,828</b>	<b>35,583</b>

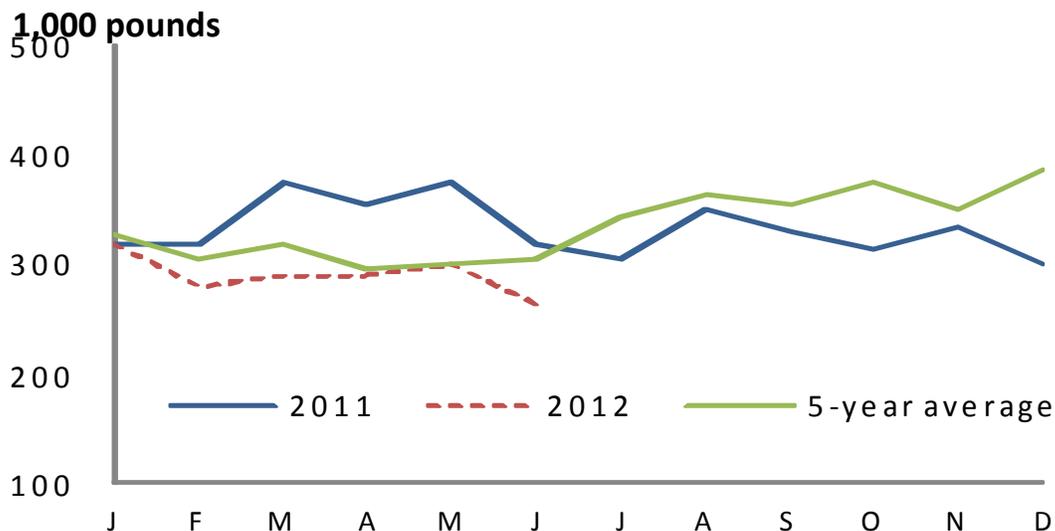
<sup>1</sup> Relates to year of intended harvest in all States except California. In California, relates to year of intended harvest for fall planted beets in central California and to year of planting for overwintered beets in central and southern California.

# Taro For Poi:

## Second Quarter Production Down 19 Percent From Last Year

USDA NASS Hawaii Field Office estimates taro millings for poi at 855,000 pounds for the second quarter of 2012, which is a drop of 19 percent below second quarter 2011 estimates, and 7 percent below the five year running average. The second quarter estimate is 4 percent below the 2012 first quarter estimate of 890,000 pounds. Millers utilized 290,000 pounds of taro in April 2012, the same amount as the previous month March 2012. In May of 2012, total utilized taro increased by 3 percent to 300,000 pounds, and then decreased by 12 percent in June to 265,000 pounds. ■

**TARO: Monthly Poi Millings,  
State of Hawaii, 2010, 2011, and 5-year averages**



**TARO: Poi Millings, State of Hawaii, 5-year average, 2011, and 2012**

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<i>1,000 pounds</i>												
5-year average <sup>1</sup>	318	297	322	308	304	308	335	355	344	359	341	369
2011	320	320	375	355	375	320	305	350	330	315	335	300
2012	320	280	290	290	300	265						

Percent changes:

	<i>Percent</i>											
2012/5-year	101	94	90	94	99	86						
2012/2011	100	88	77	82	80	83						

<sup>1</sup> Years: 2007-2011