



Hawaii Farm Facts

November 2011



In cooperation with



Farm Value and Production Higher For Selected Vegetables and Melons

Cumulative information for vegetables and melons were again modified for the 2010 year because of confidentiality concerns. The following comments and data comparison will be for only the 13 selected crops published on the following page.

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The farm gate value for 13 of Hawaii's selected vegetables and melons is estimated at \$24.9 million in 2010, up 25 percent or \$5.0 million from the 2009 amount for the same 13 crops. Cumulative production for these 13 selected vegetables and melons was 39.6 million pounds, up 22 percent from 2009.

Dry conditions prevailed during most of the year, especially on the leeward slopes of all islands. Irrigation, heavy at times, was required to maintain crop growth and development.

The top volume-producing published vegetable crop during 2010 was sweet potatoes whose estimated production was 12.6 million pounds, up 4.3 million pounds or 52 percent above the previous year. Head cabbage was the second largest published vegetable volume crop estimated at 10.2 million pounds up 17 percent or 1.5 million pounds from the 2009 crop. Chinese cabbage was the third largest volume of published vegetables at 5.1 million pounds, down 7 percent or 400 thousand pounds. The largest volume gain measured in percent was lettuce which increased by 100 percent in 2010 compared to the prior year. Romaine lettuce volume placed second in percent increase at 75 percent.

The leading farm gate value of the published vegetables was estimated for sweet potatoes at \$6.5 million up \$1.1 million or 20 percent from the previous year. Lettuce placed second in farm gate value at \$3.6 million up \$2.9 million or 385 percent compared to 2009 season. Increased lettuce harvested acreage and production combined with higher farm gate prices were the main factors for lettuce's ranking rise. Head cabbage's farm gate value ranked third among published vegetables at \$3.1 million, up 4 percent or \$131 thousand above 2009's values.

Due to confidentiality and disclosure reasons, we are not able to publish information concerning other vegetables and melons. ■

Vegetables & Melons:

VEGETABLES AND MELONS: Acreage, Production, and Farm Value, State of Hawaii, 2009 and 2010¹

Name of Commodity	Harvested Acreage ²		Production		Farm Value	
	2009	2010	2009	2010	2009	2010
	————— Acres —————		————— 1,000 pounds —————		————— \$1,000 —————	
Bittermelon	20	20	360	140	358	143
Cabbage, Chinese	210	230	5,500	5,100	1,925	1,650
Cabbage, head	420	410	8,700	10,200	2,976	3,107
Cabbage, mustard	95	100	1,300	1,200	952	775
Eggplant	70	75	1,300	1,500	1,235	1,463
Lettuce ³	90	150	950	1,900	748	3,629
Onions, dry	150	140	1,500	1,900	1,740	2,223
Onions, green	120	135	1,400	1,500	1,810	2,227
Potatoes, sweet	600	1,100	8,300	12,600	5,413	6,510
Romaine	100	90	800	1,400	463	932
Squash, Italian	170	180	1,170	1,070	731	721
Squash, oriental	40	40	340	290	185	186
Watercress	35	35	820	780	1,394	1,373
Total	2,120	2,705	32,440	39,580	19,930	24,939

¹ Only selected crops are shown separately. Non-published vegetables and melons not shown separately to avoid disclosure of individual operations.

² Vegetables and melons: Acreage harvested; e.g. 1 acre planted and harvested 3 times during the year equals 3 harvested acres. ³ Includes head and semi-head (Manoa) lettuce.



Herbs:



Hawaii fresh herb production for 2010 is estimated at 4.4 million pounds, 17 percent below the 5.3 million pounds in 2009. The record production high is 5.7 million pounds set in 2006. The farm value of all fresh herb sales in 2010 was \$10.8 million, up 9 percent from previous year.

Sweet (Italian) basil production is estimated at 1.2 million pounds in 2010, down 37 percent from 2009. Farm prices for 2010 equaled the previous year's levels which generated \$2.3 million in farm gate revenues. Asian basil production is pegged at 2.0 million pounds for 2010, down 13 percent from 2009. Farm prices increased 25 cents to an average of \$1.60 per pound in 2009. The farm value for Asian basil is \$3.2 million.

Production of all other herbs totaled 1.2 million pounds in 2010, an increase of 9 percent from 2009. Farm revenues totaled \$5.3 million for 2010, up 71 percent from 2009. Major herbs in this combined category were galangal (Thai ginger), parsley, Chinese parsley (cilantro), rosemary, lemon grass, mint, chives, and various ethnic herbs. ■

FRESH HERBS: Production, Price, and Value, State of Hawaii, 2006-2010

Year	Basil			Parsley	Chinese Parsley (Cilantro)	Other Herbs ¹	All Herbs
	Sweet (Italian)	Asian	Total				
Production – 1,000 pounds							
2006	2,000	1,600	3,600	250	200	1,650	5,700
2007	2,100	1,600	3,700	140	150	1,410	5,400
2008	2,500	1,700	4,200	100	180	1,120	5,600
2009	1,900	2,300	4,200	²	²	1,100	5,300
2010	1,200	2,000	3,200	²	²	1,200	4,400
Farm price – dollars per pound							
2006	1.90	.95		1.85	2.40	1.70	
2007	1.65	1.25		2.10	2.60	2.20	
2008	1.75	1.40		2.25	2.40	2.15	
2009	1.95	1.35		²	²	2.81	
2010	1.95	1.60		²	²	4.39	
Farm value – 1,000 dollars							
2006	3,800	1,520	5,320	462	480	2,805	9,067
2007	3,465	2,000	5,465	294	390	3,102	9,251
2008	4,375	2,380	6,755	225	432	2,408	9,820
2009	3,705	3,105	6,810	²	²	3,087	9,897
2010	2,340	3,200	5,540	²	²	5,266	10,806

¹ Includes spearmint, dill, and other herbs; some of which cannot be published separately to avoid disclosure. Also includes small amount of basil and parsley for which an individual total could not be obtained. ² Data not shown separately to avoid disclosure of individual operations but combined and included with "Other herbs."

Fruits: Highlights

Hawaii avocado, banana, guava, and papaya growers collectively harvested 49.9 million pounds of fruit for fresh and processed utilization in 2010. This was a 6 percent decline when compared to the 2009 totals. The overall value of these 4 fruits totaled 22.5 million, slipping 11 percent from the previous year. In 2010, fruit acreage totaled 4,065 acres, 3 percent more than the prior year's total. Harvested area was down 1 percent from 2009 to 2,895 acres in 2010. Papayas contributed to almost half of the total acreage, harvested acreage, and value.

Avocado

Avocado production for 2010 is estimated at 660 thousand pounds, down 37 percent from 2009. In crop acreage remained unchanged at 440 acres; however, harvested acreage declined 11 percent to 330 acres. Weather condition was mainly dry during 2010 affecting crop progress, fruit size, and fruit quality. Growers also mentioned the volcanic haze had affected flowering and fruit set. Majority of the avocados are grown on Hawaii County. Smaller harvested acreage combined with lower yields reduced the overall output. Farm price averaged 77.0 cents per pound for the 2010 crop, up 12 percent from the previous year. The value totaled \$508 thousand for the year, declining 29 percent from 2009.

Banana

In 2010, banana utilization for the fresh market pegged 17.8 million pounds, 4 percent less than the 2009 total. Weather for 2010 was mixed for banana production. Rainfall totals for the year were again generally below normal levels, but conditions varied greatly by location. Irrigation was necessary to maintain adequate levels of soil moisture. Orchard maintenance and banana bunchy top virus monitoring was an ongoing task for growers. Statewide total banana acreage was estimated at 1,400 acres, up 100 acres from 2009. Harvested acreage remained unchanged at 1,100 acres. Producers received an average 60.0 cents per pound for fresh banana in 2010 or 9 percent more than 2009. Sales totaled \$10.7 million or 5 percent higher than the previous year.

Guava

The output of processed guava for 2010 was estimated at 1.3 million pounds or 38 percent below 2009's crop. The in crop acreage summed 150 acres, down 25 acres from the previous year. Harvested acres amounted to 115, declining 15 percent from last year. The 2010 value of sales was estimated at \$220 thousand, falling 25 percent from the 2009 levels. Weather for 2010 was generally dry during guava season. Foreign competition continued to affect guava utilization.

Papaya

Papaya utilization for 2010 is estimated at 30.1 million pounds, down 4 percent from 2009. Fresh utilization accounted for 97 percent of the total or 29.2 million pounds, 4 percent below a year ago. Acreage in crop increased 50 acres to 2,075 and harvested acreage increased 25 acres to 1,350. The papaya value decreased 22 percent to \$11.1 million mainly due to lower prices and limited sales. Weather for 2010 has been dry with some areas under drought conditions. Majority of the papayas are grown on the east side of Hawaii County which has not been affected by the dry conditions as the west side. Honolulu and Kauai Counties received some heavier rain at the end of 2010, creating some low lying flooding conditions. The ongoing concerns for growers were pest and disease problems, low prices, and high cost of inputs. Some growers also noted their buyers have limited the amount of fruits they could purchase. ■



U.S. Sugarcane:



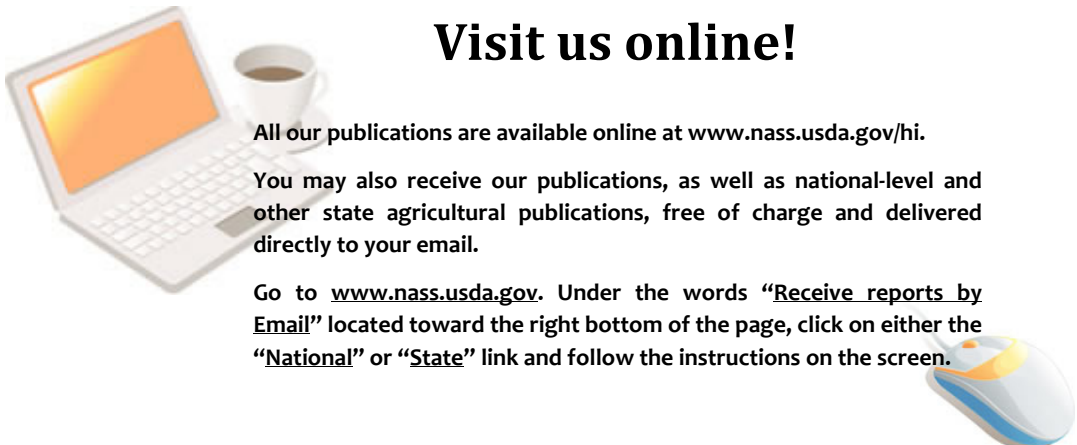
Production of sugarcane for sugar and seed is forecast at 28.6 million tons, virtually unchanged from the October forecast but up 5 percent from 2010. Producers intend to harvest 883,000 acres for sugar and seed in 2011 with an expected yield of 32.4 tons per acre, both unchanged from the October forecast.

Harvest conditions have been ideal in Louisiana. Hawaii and Texas continued to experience drought conditions. The Florida crop benefitted from rain received during October, however muddy fields delayed harvest. ■

SUGARCANE FOR SUGAR AND SEED: Area Harvested, Yield, and Production, by State and United States, 2010 and Forecasted November 1, 2011

State	Area harvested		Yield ¹			Production ¹	
	2010	2011	2010	2011		2010	2011
				Oct 1	Nov 1		
	———— 1,000 acres ————		————— Tons —————			———— 1,000 tons ————	
Florida	392.0	397.0	33.1	35.0	35.0	12,972	13,895
Hawaii	17.4	17.0	71.6	77.4	77.4	1,245	1,316
Louisiana	420.0	420.0	27.8	28.0	28.0	11,676	11,760
Texas	48.1	49.0	30.5	33.7	33.6	1,467	1,646
U.S.	877.5	883.0	31.2	32.4	32.4	27,360	28,617

¹ Net tons.



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U.S. Sugarbeets:



Production of sugarbeets for the 2011 crop year is forecast at 28.9 million tons, down 1 percent from the October forecast and down 10 percent from last year. Producers expect to harvest 1.21 million acres, virtually unchanged from the previous forecast. Expected yield is forecast at 23.9 tons per acre, down 0.3 tons from the previous forecast and 3.7 tons below last year. Overall, the crop has experienced less than ideal growing conditions this season. ■

SUGARBEETS: Area Harvested, Yield, and Production, by State and United States, 2010 and Forecasted November 1, 2011¹

State	Area Harvested		Yield			Production	
	2010	2011	2010	2011		2010	2011
				Oct 1	Nov 1		
	— 1,000 acres —		— Tons —			— 1,000 tons —	
California	25.1	25.1	40.0	43.0	43.0	1,004	1,079
Colorado	27.9	28.7	29.5	26.0	28.0	823	804
Idaho	170.0	178.0	31.0	32.2	33.8	5,270	6,016
Michigan	147.0	149.0	26.0	24.6	24.6	3,822	3,665
Minnesota	441.0	462.0	26.6	20.5	19.5	11,731	9,009
Montana	42.5	43.1	29.5	25.1	25.8	1,254	1,112
Nebraska	47.5	51.0	23.8	24.5	25.0	1,131	1,275
North Dakota	214.0	231.0	26.5	22.0	20.5	5,671	4,736
Oregon	10.3	8.8	36.3	34.3	36.4	374	320
Wyoming	30.4	31.0	27.0	25.0	27.0	821	837
U.S.	1,155.7	1,207.7	27.6	24.2	23.9	31,901	28,853

¹ 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.