



National Agricultural Statistics Service

Hawaii Agricultural Statistics Service
Hawaii Department of Agriculture

Hawaii Vegetables

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May 2003

Returning trades bring April showers

Vegetable crops made generally favorable progress as returning trade winds brought some welcomed showers during April. Most of last month's showers were limited to the windward areas and occurred during the first half of the month with the heaviest downpour occurring on April 10th over Maui. Oahu and Kauai also experienced a prolonged period of showers from April 4th through the 7th. Finally the windward side of the Big Island experienced trade wind showers for most of the month. Minor flooding occurred in many of these areas, but no significant losses were recorded by vegetable farmers. Farmers at the higher elevations experienced generally dry conditions as most of April's showers were limited to the lower elevations. However, adequate irrigation and near ideal temperatures enabled crops to make favorable progress at the higher elevations.

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Year-ago, month-ago, current,
and upcoming harvested
acreage.

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Facts and trends about
the domestic watermelon
market.

Most of the selected vegetables will show an increase in harvested acreage during April. Double-digit percentage increases in harvested acreage are expected for **snap beans** (+15%), **Chinese cabbage** (+26%), **head lettuce** (+50%), and **romaine** (+25%).

In June, harvested acreage will decline for most of the selected vegetables. A notable exception will be **sweet corn**. A record high 90 acres are forecast for harvest during June, up 13 percent from this month's expected harvest of 79 acres.■



Acreage

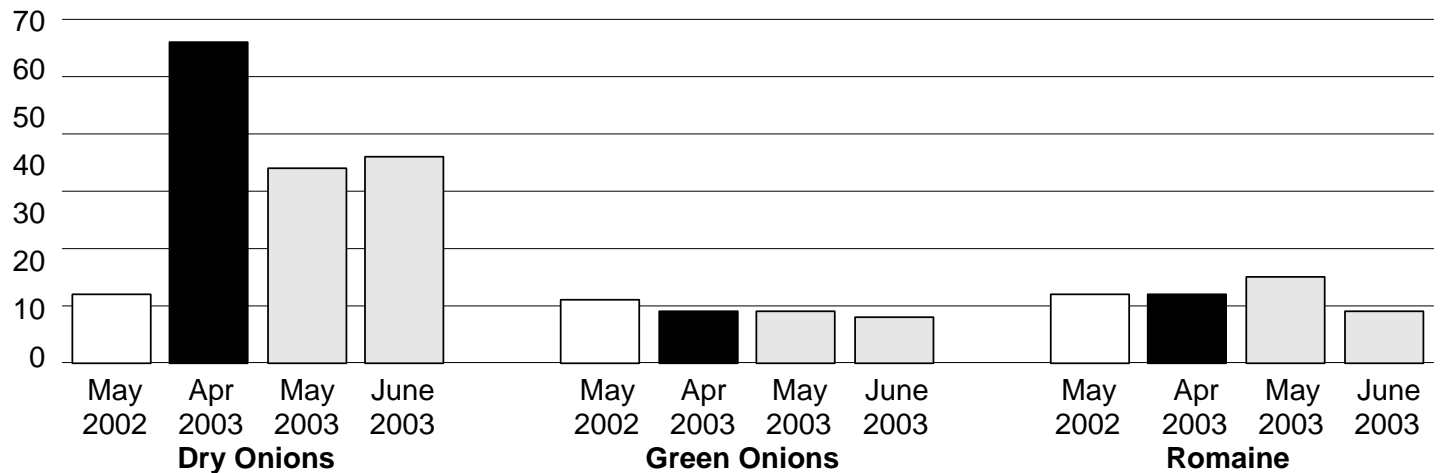
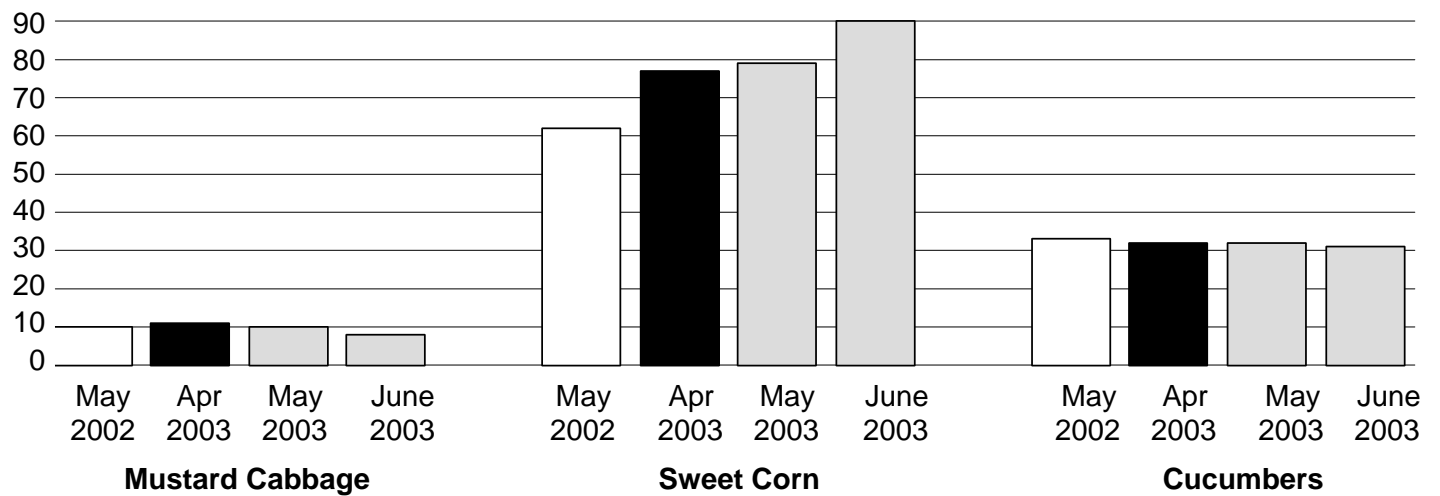
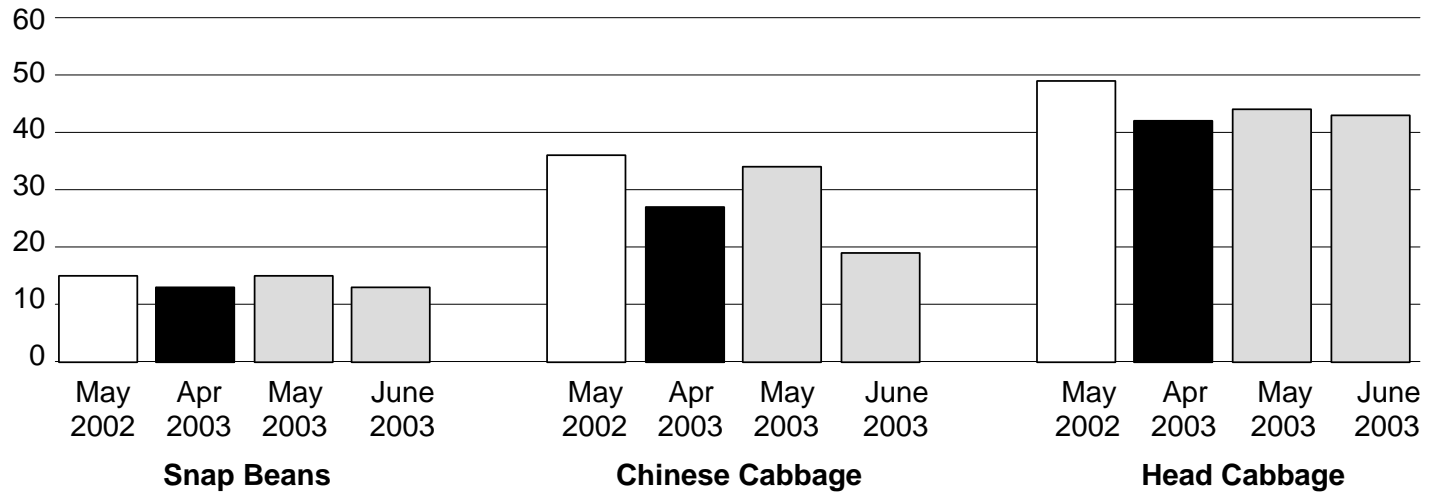
Acres planted, harvested, and for harvest for 11 selected
vegetables, State of Hawaii.

Crop	Acres planted		Acres harvested		Acres for harvest	
	Mar 2003	Apr 2003	Mar 2003	Apr 2003	May 2003	Jun 2003
Beans, snap	13	15	13	13	15	13
Cabbage, Chinese	27	32	28	27	34	19
Cabbage, head	42	47	50	42	44	43
Cabbage, mustard	11	11	11	11	10	8
Corn, sweet	85	82	82	77	79	90
Cucumbers	30	30	34	32	32	31
Lettuce, head	4	6	5	4	6	2
Lettuce, semi-head	4	4	4	4	4	4
Onions, dry	24	10	61	56	34	36
Onions, green	8	8	9	9	9	8
Romaine	11	5	14	12	15	9

Harvested acreage charts

Acres harvested a year ago
 Acres harvested last month
 Acres intended for harvest

Acres



April review

Most vegetables show a boost in output

SNAP BEAN production is estimated at 82,000 pounds, up 32 percent from March. Crops were in improved condition under favorable weather conditions.

CHINESE CABBAGE production is estimated at 646,000 pounds for April, up 11 percent from March. Crop conditions varied from fair to good. Overall, insect and disease losses were light.

HEAD CABBAGE production totaled 1.2 million pounds in April, up 1 percent from March. Crop conditions were mostly good. New plantings were also making favorable progress.

SWEET CORN production is estimated at 186,000 pounds, up 10 percent from last month. Yields are expected to increase as summer-like weather nears.

CUCUMBER production is estimated at 400,000 pounds for April, up 8 percent from last month. Most fields were in generally fair condition.

GREEN ONION production 121,000

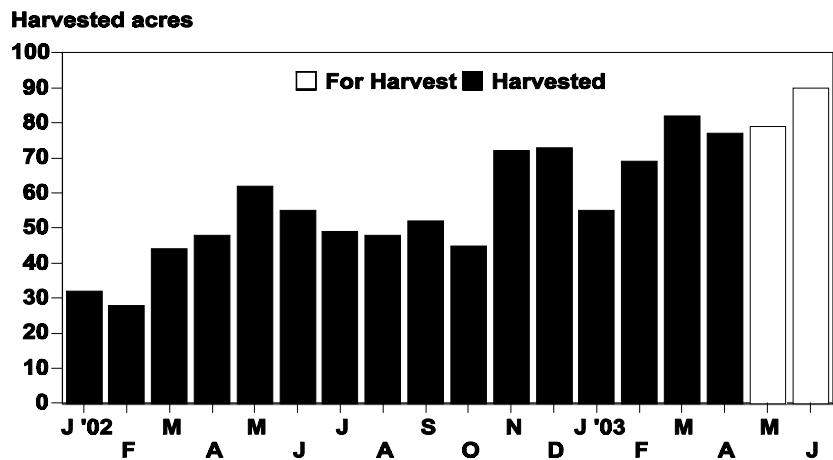
totalled pounds in April, up 4 percent from March. Overall crop conditions were good to fair. Isolated incidences of red rust continued to hamper production in some farms, however, conditions have improved and the disease is less prolific than earlier in the year.

DRY ONION production totaled

470,000 totaled pounds in April, up 84 percent from March.

TOMATO production totaled 1.5 million pounds in April, up 6 percent from March. Crop conditions were generally good. Insect and disease damage was minimal.O

**Hawaii Fresh Sweet Corn:
Harvested Acres, 2002 - 2003**



Acres, average yield, sales, and average farm price, April 2003, State of Hawaii.

Crop	Total acres on May 1 st	April 2003				January-to-date sales		
		Acres harvested	Average yield ^{1/}	Total sales	Average farm price	2002 ^{2/}	2003	Change
				----- 1,000 lbs. -----	Cents per lb.	----- 1,000 lbs -----		Percent
Beans, snap	29	14	5.9	82	103.1	283	269	-5
Cabbage, Chinese	52	27	23.9	646	17.6	2,467	2,451	-1
Cabbage, head	92	42	27.9	1,170	18.5	4,106	4,944	20
Cabbage, mustard	16	12	8.7	104	48.5	507	431	-15
Corn, sweet	180	77	2.4	186	53.7	672	607	-10
Cucumbers	63	40	10.0	400	48.8	1,582	1,544	-2
Lettuce, head	9	5	13.0	65	48.8	283	260	-8
Lettuce, semi-head	7	4	10.8	43	74.3	128	124	-3
Onions, dry	104	58	8.1	470	103.0	533	1,025	92
Onions, green	28	12	10.1	121	87.8	419	468	12
Peppers, green	3/	18	14.7	265	62.7	1,049	1,041	-1
Romaine	21	12	15.9	191	45.4	715	683	-4
Tomatoes	3/	64	22.9	1,468	54.4	5,761	5,605	-3

^{1/} Total sales divided by acres harvested. ^{2/} Revised. ^{3/} Not published to avoid disclosure of individual operations.

U. S. WATERMELONS

Cultivated for thousands of years, watermelon is thought to have originated in Africa and made its way to America with African slaves and European colonists. With a 2-percent share, the United States currently ranks fourth in worldwide watermelon production - averaging 39.2 million cwt in 2000-02. Grown in most States, about three-fourths of U.S. production during 2000-02 originated from Florida (20 percent), Texas (17 percent), California (16 percent), Georgia (13 percent), and Arizona (7 percent).

Watermelon is the leading U.S. melon crop in terms of planted area (176,827 acres in 2000-02), production, and per capita consumption. Because of higher unit values, cantaloup is the leading melon in terms of crop value. During 2000-02, the farm value of watermelon production averaged \$282 million - up 19 percent from a decade earlier.

Although value and production have been rising, the acreage devoted to watermelon has been trending lower over the past few decades. During the most recent decade, declining acreage has likely been a combination of rising per acre yields and successive years of freeze damages in Florida and drought in Texas. Increased watermelon yields reflect improved varieties and a larger proportion of acreage covered by irrigation, especially in States like Texas. In addition, seedless varieties now account for a substantial portion of the watermelon crop. With much higher seed costs and more challenging cultural requirements, seedless melons tend to be more intensively managed - resulting in less crop abandonment and higher yields.

Most watermelon is consumed fresh, although there are several processed products in the market such as roasted seeds, pickled rind, and watermelon juice for which no data are currently available.

Per capita watermelon use began trending higher after bottoming out in 1980 at a record low 10.7 pounds (use data begin with 1919). Domestic use of watermelon surged heading into the 1990s, with annual consumption that

decade averaging 14.7 pounds per capita - up 16 percent from 12.7 pounds during the 1980s. The increase in the 1990s was likely the result of better marketing (e.g. more pre-cut and wrapped product), increased promotion efforts, new smaller varieties better suited to shrinking American household size, surging popularity of seedless melons, and a strong national economy featuring high employment levels. Some of the increase may also be due to rising public awareness of the impact on overall health of including fruits and vegetables in the diet.

In the new millennium, watermelon consumption has since leveled off and declined about 1 pound/person since the most recent peak in 1998 (use is forecast to total 14.8 pounds per person in 2003). Although there could be several reasons for this decline, one plausible explanation may involve changes in the type of watermelon demanded - namely smaller "icebox melons", including smaller seedless types that have become very popular since the early 1990s. Per capita use is a weight-based volume measure, which may be accurately reflecting declining average melon weight. At the same time, per capita use can not reflect possible increases in eating occasions of smaller individual melons and pre-wrapped melon quarters. Because of thinner rinds and less waste, the increased marketing of new mini "personal" seedless watermelons could eventually result in declining per capita use, even as the number of eating occasions rises.

According to a USDA food consumption survey, the bulk (85 percent) of watermelon are purchased at retail stores and considered as home foods. The institutional market (community feeding centers, daycare facilities, etc.) was the strongest among the various away-from home markets. Watermelon is heavily favored in the West and consumed about in proportion to population share in the Midwest and East. Per capita use is weakest in the South. ■

Source: *Vegetables and Melons Outlook*, April 17, 2003, Economic Research Service.