



National Agricultural Statistics Service

Hawaii Agricultural Statistics
Hawaii Department of Agriculture

Hawaii Vegetables

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Darby's remnants pelt the State

Overall, August was an unusually wet month with many areas receiving double the normal amount of rain for the month. However, most of last month's precipitation was concentrated over two short periods and not evenly spread through the month. The first episode of heavy rainfall occurred in the early part of the month when the remnants of Hurricane Darby arrived from the east. According to the National Weather Service (NWS), a combination of warm, moist low-level conditions, cool temperatures aloft, and jet stream support triggered thunderstorms and heavy rains over the Big Island on August 3. The NWS further reported that as the unstable weather moved westward it produced flash flooding in the Kona area of the Big Island, the southeast flank of Haleakala on Maui, and over several areas of Oahu. Minor flooding also occurred on Molokai, Lanai, and Kauai. The rest of August was dominated by moderate trade winds. An exception was a break in the trades that resulted in heavy showers over central Oahu and the Kona area of the Big Island during the middle of the month.

Harvested acreage charts page 2

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

August review page 3

Production statistics and comments on selected crops.

U.S. fresh sweet corn highlights page 4

A brief review of the demand for fresh sweet corn in the U.S.

Changes in harvested acreage will be evenly mixed among the vegetables crops during September. Vegetables expected to see a decrease in harvested acreage this month are **snap beans** (-40%), **sweet corn** (-14%), **head lettuce** (-29%), **dry onions** (-31%), and **romaine** (-18%). While an equal number of vegetables are anticipated to show an increase in harvested acreage; **Chinese cabbage** (+8%), **head cabbage** (+8%), **mustard cabbage** (+9%), **sweet corn** (+5%), and **green onions** (+9%).



Acreage

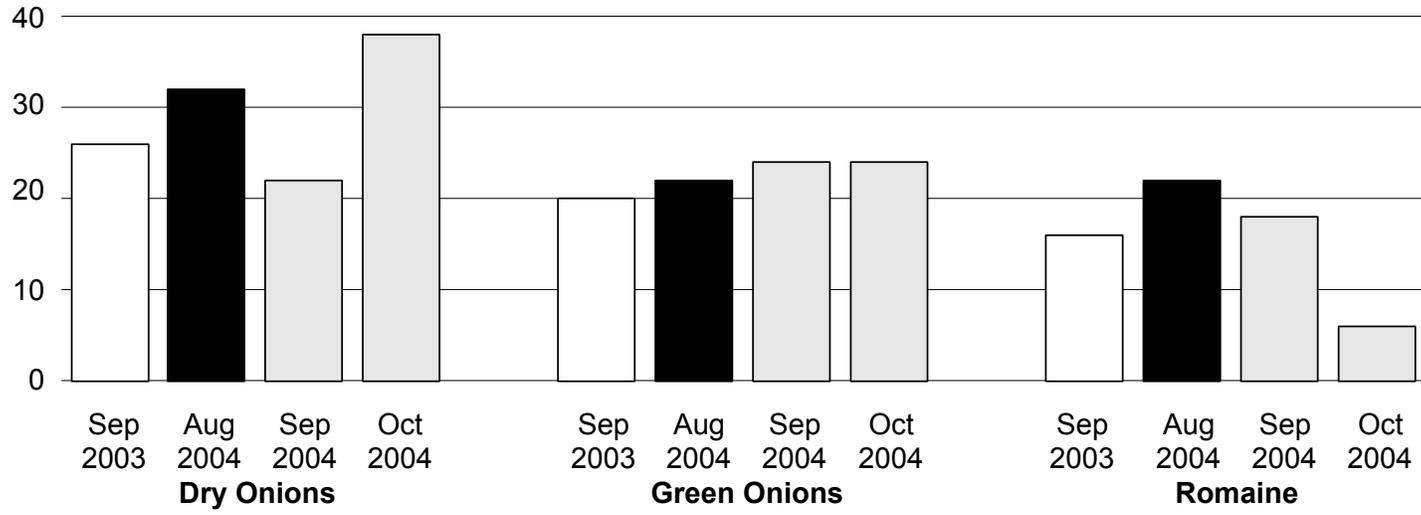
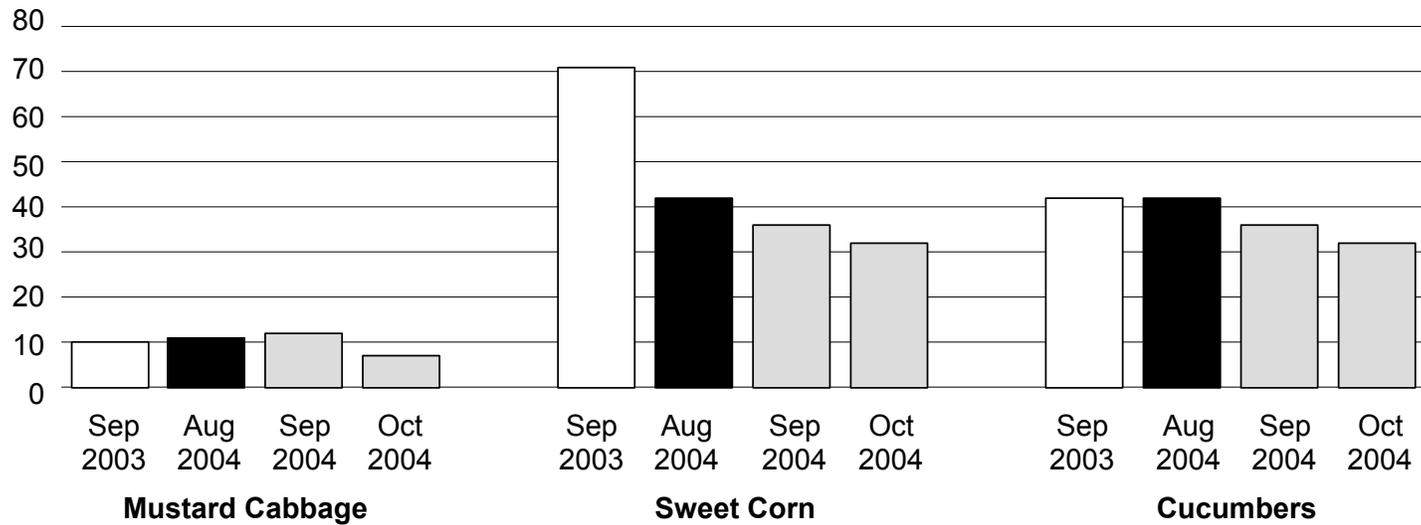
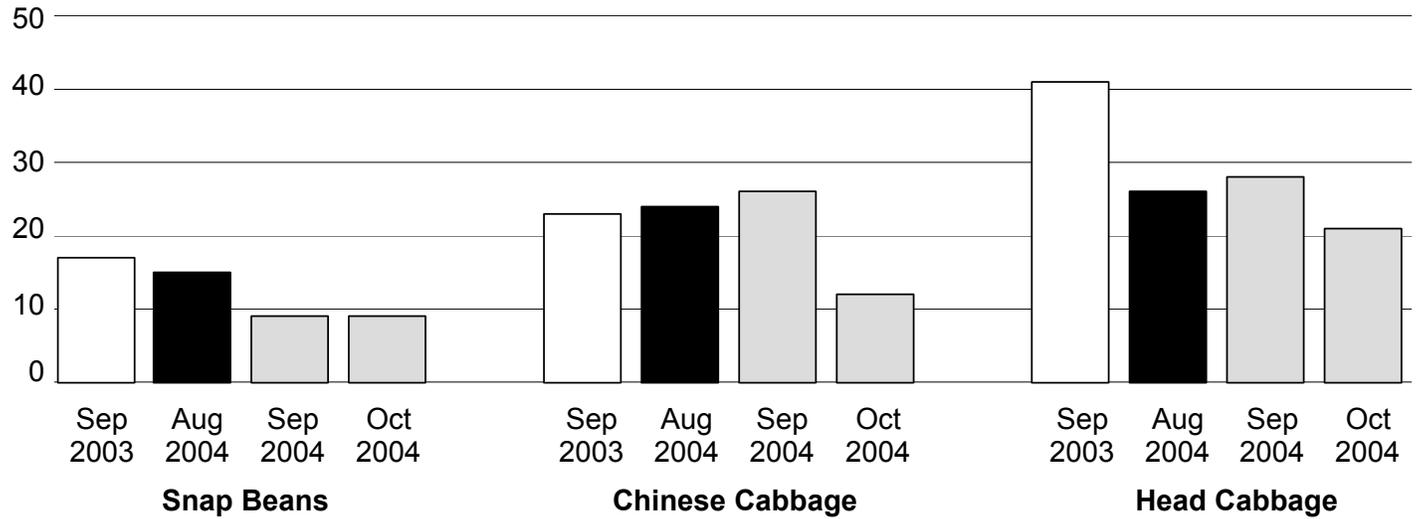
Acres planted, harvested, and for harvest for 11 selected vegetables, State of Hawaii.

Crop	Acres planted		Acres harvested		Acres for harvest	
	Jul 2004	Aug 2004	Jul 2004	Aug 2004	Sep 2004	Oct 2004
Beans, snap	13	10	16	15	9	9
Cabbage, Chinese	23	25	18	24	26	12
Cabbage, head	28	27	25	26	28	21
Cabbage, mustard	12	12	13	11	12	7
Corn, sweet	30	43	44	42	36	32
Cucumbers	40	41	40	39	41	40
Lettuce, head	6	4	6	7	5	2
Lettuce, semi-head	4	4	4	4	4	4
Onions, dry	35	20	10	16	11	19
Onions, green	11	13	11	11	12	12
Romaine	9	8	8	11	9	3

Harvested acreage charts

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

Acres



U.S. Fresh Sweet Corn Highlights

Per Capita Consumption at Record High Level

Consumption of fresh-market sweet corn reached a record-high 9.7 pounds per person in 2003 powered by sweeter varieties and value-added packaging. Backed by this strong demand, rising production and higher shipping-point prices pushed average crop value up 83 percent between 1991-93 and 2001-03 to \$531 million.

Sweet corn is harvested before it matures, while the sugar content is still high. The supersweet varieties introduced and refined over the past two decades allow sweet corn to hold optimal quality for at least 10 days, twice that of other types. Most varieties of sweet corn feature kernels that are yellow (most popular), white, or bicolor (a combination resulting from cross-pollination). Although there may be regional consumer preferences for corn color, sweetness is not related to color.

Sweet corn is actually a genetic mutation of field corn and was reportedly first grown in Pennsylvania in the mid-1700s, with the first commercial variety introduced there in 1779. The natural mutation in sweet corn causes the kernel to store more sugars than field corn.

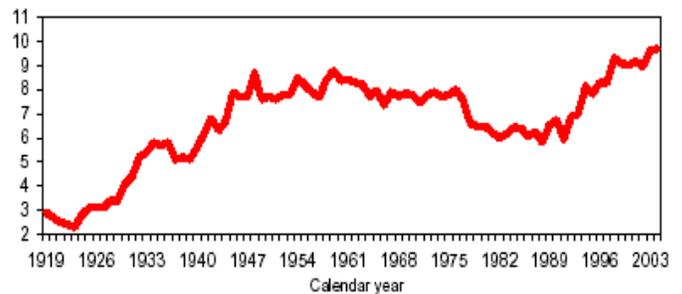
Production of fresh-market sweet corn is highly seasonal, reflecting both past production trends and consumption habits. Peak commercial volume occurs during May and June, with the majority of total marketings during April-July. Although commercial shipments are strong just prior to the Fourth of July, they appear to peak around the Memorial Day holiday - typically the start of the picnic and vacation season.

Fresh-market sweet corn trended up from the early 1920s through the late 1940s, reaching a plateau before slowly trending lower from the mid-1960s through most of the 1980s. Demand bottomed out at about 6 pounds in the mid-1980s as inconsistent quality, increased away-from-home eating, and the desire for more convenient foods chipped away at demand. Shippers fought back in the 1980s by offering the convenience and appeal of tray-packed corn-on-the-cob. At the same time, seed companies began releasing new supersweet hybrids that dramatically boosted marketability and quality. ■

Excerpt from: *Vegetables and Melons Outlook*, VGS-304, August 19, 2004,

Per capita use of fresh-market fresh sweet corn is rising

Pounds per person



Source: ERS, USDA.

Economic Research Service, USDA.