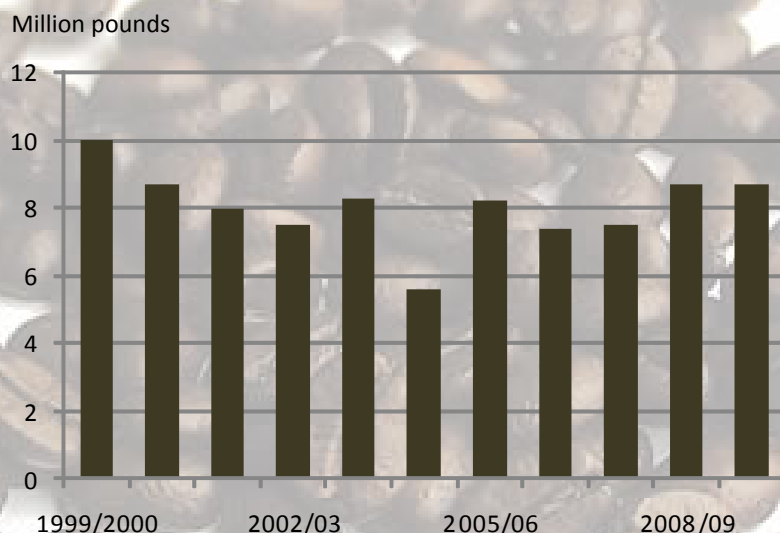


Coffee: Revenues Down 5 Percent from Last Year

The total farm revenue of coffee is estimated at \$27.8 million (parchment equivalent basis) for the 2009/10 season, 5 percent lower than the 2008/09 season. The decrease in revenue was mainly due to a lower farm price average as marketings were estimated at the same level. Total acreage increased 3 percent to 8,000 while harvested acreage

remained unchanged from last season at 6,300 acres. Yields averaged 1,380 pounds per acre, remaining the same as the previous season. The Statewide farm price for coffee averaged \$3.20 per pound (parchment equivalent basis) for the 2009/10 season, 6 percent below the 2008/09 season of \$3.40 cents per pound. ■

**COFFEE: Production, Parchment Basis
State of Hawaii, 1999-2009**



**COFFEE: Number of Farms, Acreage, Yield, Marketings, Price, and Value,
State of Hawaii, 2003/04 - 2008/09**

County and crop year ¹	Farms	Acreage		Yield ²	Marketings ³	Farm prices			Value of sales	Green production
		In crop	Harvested			Cherry	Parchment	All ⁴		
	Number	Acres		1,000 pounds		Cents per pound			\$1,000	1,000 pounds
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	320.0			27,840	7,000

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