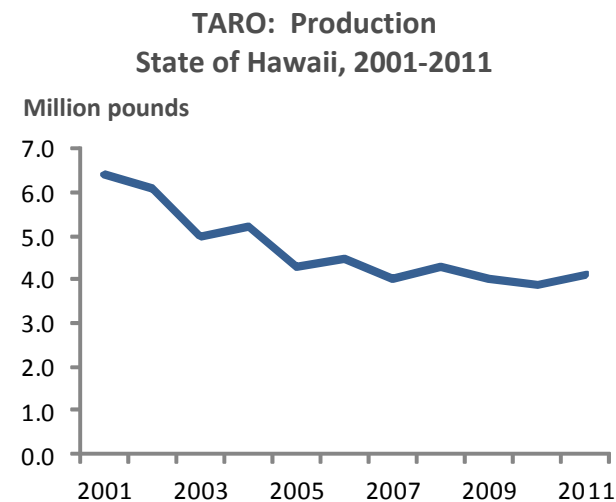


Taro: Production Up 3 Percent

Hawaii taro production for 2011 is estimated at 4.1 million pounds, up 3 percent from 2010's estimate of 3.9 million pounds. The farm price increased 4 percent to an average of 67.0 cents per pound, while the value of sales increased 9 percent from 2010 to 2.7 million dollars.

Taro processing totaled 4.0 million pounds in 2011, up 3 percent from 2010. The majority of all processed taro and taro in general, is made into poi. Other processed uses of taro include taro chips and *kulolo*, a traditional Hawaiian desert which is a mixture of taro and coconut cream and/or shredded coconut meat.

Taro for poi production decreased 4 percent in the fourth quarter as compared to the third quarter of 2011. Taro millers used 315,000 pounds of taro in October, 5 percent less than in September. The amount of taro



used for poi millings then rose 6 percent to 335,000 pounds in November. Taro for poi millings then decreased 10 percent to 300,000 pounds in December. ■

TARO: Number of Farms, Acreage, Marketing, Price, and Value, 2007-2011

Year	Farms	Acreage in crop ¹			Marketings			Farm price			Value of sales
		Poi taro	Chinese taro	Total	Fresh	Processed	Total	Poi taro	Chinese taro	All	
	<i>Number</i>	<i>Acres</i>			<i>1,000 pounds</i>			<i>Cents per pound</i>			<i>1,000 dollars</i>
2007	105	355	25	380	100	3,900	4,000	59.2	50.5	59.0	2,360
2008	105	370	20	390	100	4,200	4,300	62.0	61.5	62.0	2,666
2009	110	415	30	445	100	3,900	4,000	60.9	62.0	61.0	2,440
2010	115	440	35	475	100	3,800	3,900	63.8	86.5	64.5	2,516
2011	115	450	35	485	100	4,000	4,100	65.6	121.2	67.0	2,747

¹ Survey conducted in November of each year. Does not include acreage used primarily for leaf production.

TARO: Poi Millings by Months, State of Hawaii, 5-year Average, 2010 and 2011

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<i>1,000 pounds</i>													
5-year average ¹	329	306	320	297	300	306	344	364	355	376	351	388	4,036
2010	285	275	325	285	265	295	310	335	345	335	355	390	3,900
2011	320	320	375	355	375	320	305	350	330	315	335	300	4,000
<i>Percent</i>													
Percent Changes:													
2011/5-year	97	105	117	120	125	105	89	96	93	84	95	77	99
2011/2010	112	116	115	125	142	108	98	104	97	94	94	77	103

¹ Years: 2006-2010.