

NASS/NASDA Survey Training
Coffee Mid Season Inquiry –
December 2023
(COFFEE PDI)



United States Department of Agriculture
National Agricultural Statistics Service



Workforce Performance and Staff Development Section
October 2023



Survey Info

- Project code: **134** – Non-citrus Fruit Survey
- Questionnaires:
 - Mailed November 14th
- Sample:
 - All known coffee growers in Hawaii
- Release:
 - *Coffee*, January 2024

Section 1 – Coffee Production

- Did this operation have any **coffee** acres for the 2023-2023 season (July 1, 2023 – June 30, 2023)?
 - Include:
 - Acres rented or leased FROM others.
 - All coffee acres, even if the crop failed due to weather, etc.
 - Exclude:
 - Acres rented or leased TO someone else.
 - Coffee acres devoted strictly to nursery stock.

Section 1 – Coffee Production, Continued

- How many total acres of **coffee** were on this operation during the **2023-2024** season?
 - Nearest tenth acre
- Of the total acres of coffee in Item 1a, how many were of **bearing age** during the **2023-2024** season.
 - Nearest tenth acre
- What was the quantity of cherry coffee harvested and to be harvested for all purposes from July 1, 2023 – June 30, 2024?
 - Enter quantity and unit.
 - Report weight of unit if not in pounds, tons, etc.
 - Include all harvested production, even if not used.

Section 1 – Coffee Production, Continued

- Of the total quantity harvested, how much was:
 - Sold as:
 - Cherry coffee?
 - Parchment coffee?
 - Green coffee?
 - Report quantity sold and weight of unit if not in lbs, tons, etc.
 - Average price per unit or total dollars received, for each type sold.
 - Roasted on this operation or used to make other products on this operation?
 - Harvested, but not sold because of poor quality, marketing restrictions, or other reasons?

Section 1 – Coffee Production, Continued

- Has the total 2023-2024 coffee crop been marketed?
- Will this operation have any coffee acres in the future?

Section 2 – Coffee Milling

- Do you have coffee milling equipment?
- Did you mill any coffee during the 2023-2024 season (July 1, 2023 – June 30, 2024)
 - Include all coffee contracted or grown by this operation and any open market purchases.
 - If no: Will you mill any coffee in the future?

Section 2 – Coffee Milling, Continued

- Did this operation harvest and mill any 2023-2024 season coffee crop grown by this operation?
 - What was the amount of cherry coffee that was harvested and milled from fields owned or managed by this operation for the 2023-2024 season?
 - In pounds
 - Estimate the total value of the green coffee that was milled from fields owned or managed by this operation for the 2023-2024 season.
 - Total (whole) dollar amount

Section 2 – Coffee Milling, Continued

- Did this operation contract or purchase any 2023-2024 season coffee crop from growers for milling?
 - Exclude any coffee bought from other millers.
 - For each type (Cherry, Parchment, and Green coffee) report:
 - Pounds purchased from other growers
 - Total amount paid to growers (whole dollars)

Section 2 – Coffee Milling, Continued

- Did this operation custom mill, but not purchase, any 2023-2024 season coffee crop for others?
 - How many pounds of the 2023-2024 season coffee were custom milled but not purchased by this operation?
 - Of the coffee that was custom milled, how many pounds of coffee were milled for each type?
 - Enter each lot of milled coffee only once. Example: 1,000lbs of cherry coffee was milled to parchment then to green should only be listed in the “cherry to green” box.

Section 2 – Coffee Milling, Continued

- Of the custom milled coffee, how many pounds were:
 - Cherry to parchment?
 - Cherry to green?
 - Parchment to green?
- During the 2023-2024 season, how many pounds of parchment coffee would be produced from 100 pounds of cherry coffee?
- Comments about the 2023-2024 season?

Watch for:

- Large acreages
- Low bearing vs planted acres ratio
- Decimal points on acres (nearest tenth) and average price (nearest hundredth).
- If 'other' unit reported, must also have weight of the unit.
- If coffee was sold, average price per unit or total dollars received
- High/Low prices

Conclusion

- Leave notes to explain any unusual data.
- Ask your supervisor or local field office if you have any questions.
- Have a good survey!



Coffee – Extra Info

- Last Season Summary:
 - Acres: 6,500 (bearing age)
 - Yield: 4,000 lbs/ac
- In the United States, coffee is only grown in Hawaii, where the islands' tropical environment and rich volcanic soil provide ideal growing conditions. All coffee species are woody evergreens, but the plants can range from small shrubs to 30ft tall trees. The plant produces white flowers and red berries or "cherries" containing the seeds (better known as the coffee "bean") which are then milled and roasted to produce the caffeinated drink that we enjoy. Cherry coffee is the first step in the process, and after milling it becomes parchment coffee, then finally green coffee. It takes about 2 pounds of cherry coffee to net 1 pound of green coffee, which becomes about 13.5 oz of roasted coffee

Cherry: The fruit of the coffee tree; cherry-like in size and color. Some varieties produce a yellow berry.

Parchment: Cherry's skin and pulp are removed. The dried bean (seed) left over is surrounded by stiff, white skin (parchment like).

Green: Parchment is removed, and the bean appears green and is ready for roasting. Most global coffee is reported in on a green basis.

Steps of the coffee process:

Growing – The bean is basically the seed of the coffee plant. Coffee plants need shade and lots of moisture, and take 3-4 years to produce a significant crop.

Harvest – The Cherry is the fruit of the coffee tree, which is picked by hand.

Processing of Cherries – Pulp is removed and beans rinsed

Drying – Beans with parchment still intact are spread on drying racks for 7-14 days to reach about 11% moisture level.

Milling – Parchment is removed leaving the green coffee bean. Beans are then Graded and Sorted by size and weight.

Shipping/Export – Beans are shipped in the post-milled Green state.

Roasting – Changes the Green coffee into brown aromatic beans. They reach internal temperature of 400o F, to produce the familiar flavor and aroma of coffee.

Grind and Enjoy!