

2025 February Coffee End of Season Inquiry (COFFEE PDI)

Overview

General Survey Info:

- Project code: **134** – Noncitrus Fruit Survey
- Questionnaires: Mailed February 14th
- Sample: All known coffee growers in Hawaii
- Release: *Noncitrus Fruits and Nuts - Annual*, May 2, 2025
- No changes from last year survey

Coffee Overview:

2020 Coffee Summary:

- Acres: 7,400 (bearing age)
- Yield: 3,150 lbs/ac
- Avg. Price: \$2.51/lb

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.

Survey Overview:

Previously there was a separate Coffee Miller survey, however, the milling questions are now included on the Coffee PDI questionnaire, and will be as such going forward.

Watch For:

Be sure to watch the INCLUDE/EXCLUDE statements, if applicable.

Large acreages: Confirm operator is only reporting coffee

Bearing acres low compared to total: leave note explaining why

Watch decimal points as you go through the survey. (Acreage and price questions)

If 'other' unit reported be sure to ask for the weight of that unit.

High or Low prices: if prices seem too high or low, probe the operator for a justification that can be put in a note.