



Department
of Agriculture
& Biosecurity

STATE OF HAWAII

Trends in Hawai'i's Coffee Industry : Insights from the USDA Census and Survey Data

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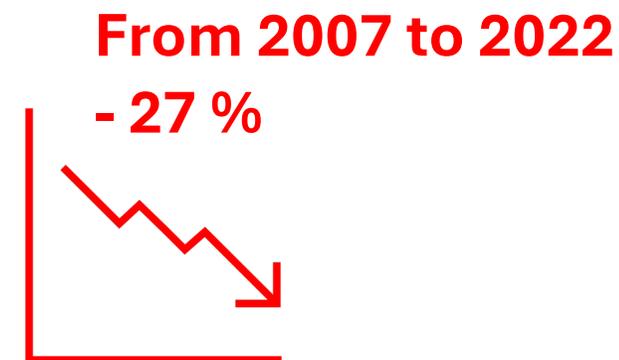
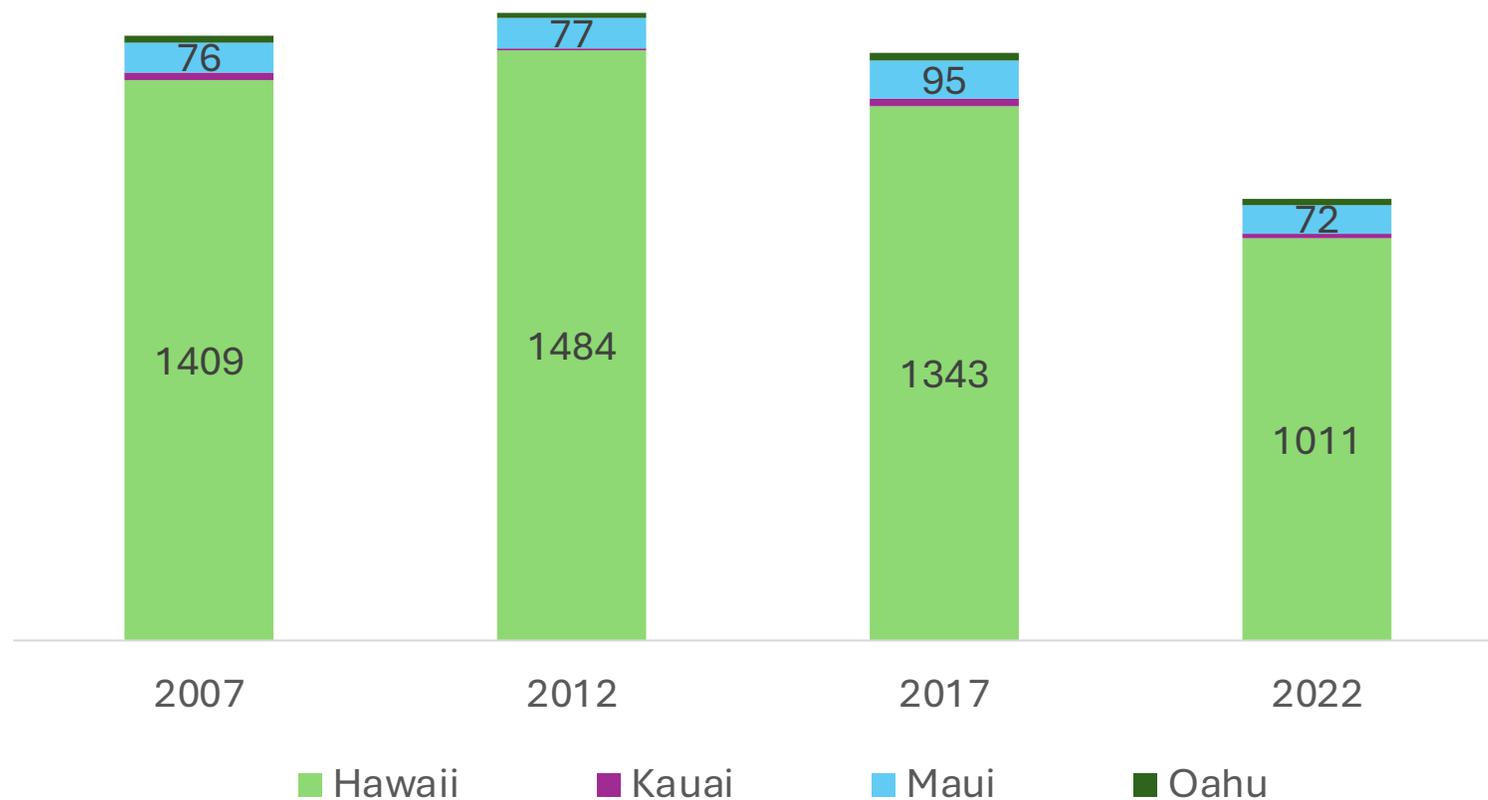
Coffee Production in Hawai'i

- Total Number of Coffee Farms
- Total Acres Bearing
- Average Yield
- Total Utilized Production
- Average Price Received



Total Number of Coffee Farms in Hawai'i

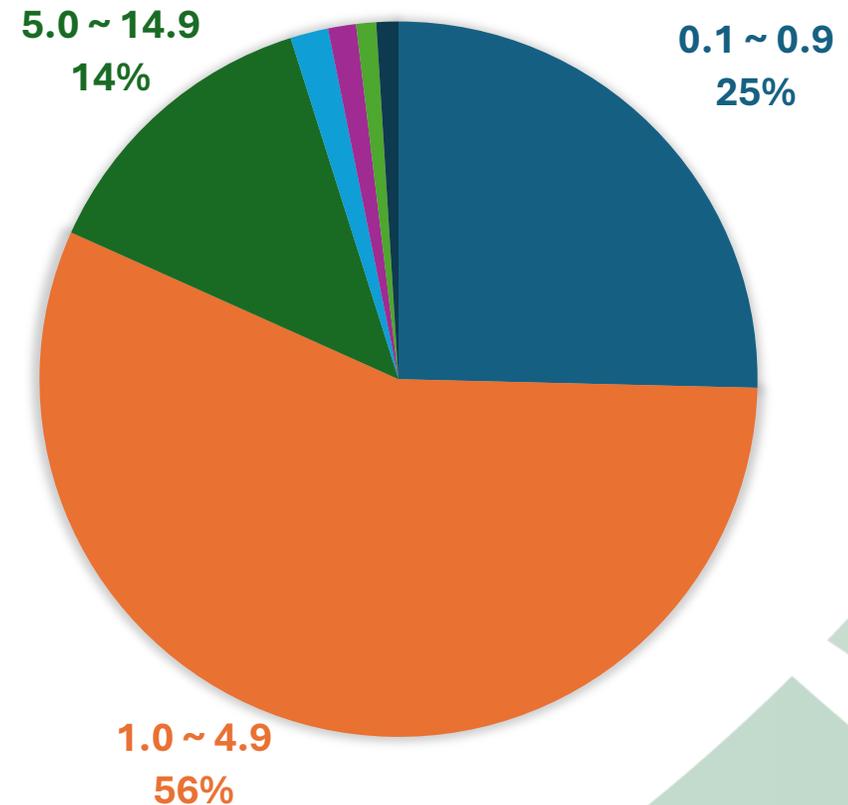
By Island and Census Year (2007, 2012, 2017, 2022)



Distribution of Coffee Farms in Hawai'i

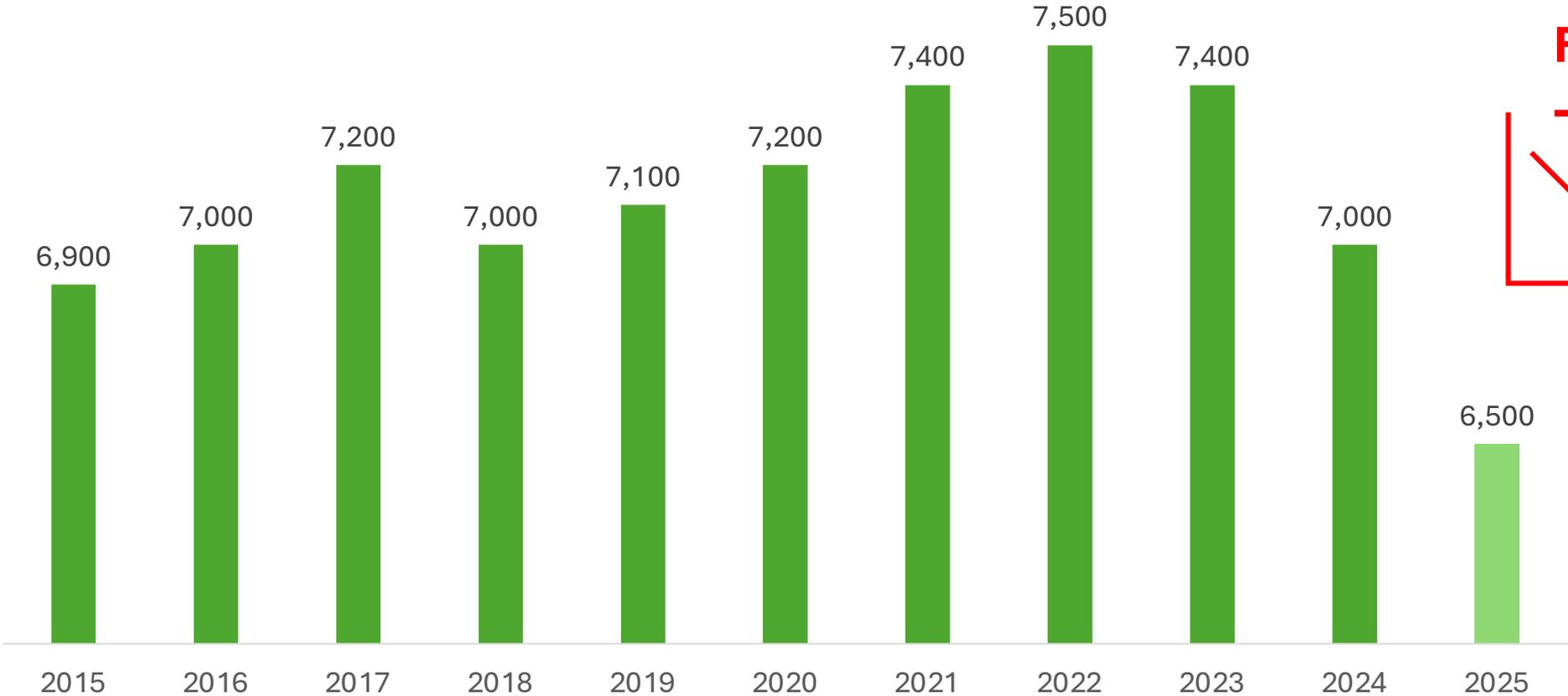
By Farm Size (Acre), 2022

Area Operated	Number of Farms	%
0.1 ~ 0.9	282	25.4
1.0 ~ 4.9	626	56.3
5.0 ~ 14.9	149	13.4
15.0 ~ 24.9	19	1.7
25.0 ~ 49.9	14	1.3
50.0 ~ 99.9	10	0.9
100 or More	11	1.0
Total	1,111	100



Coffee Farm – Total Acres Bearing in Hawai‘i

Year 2015 - 2025

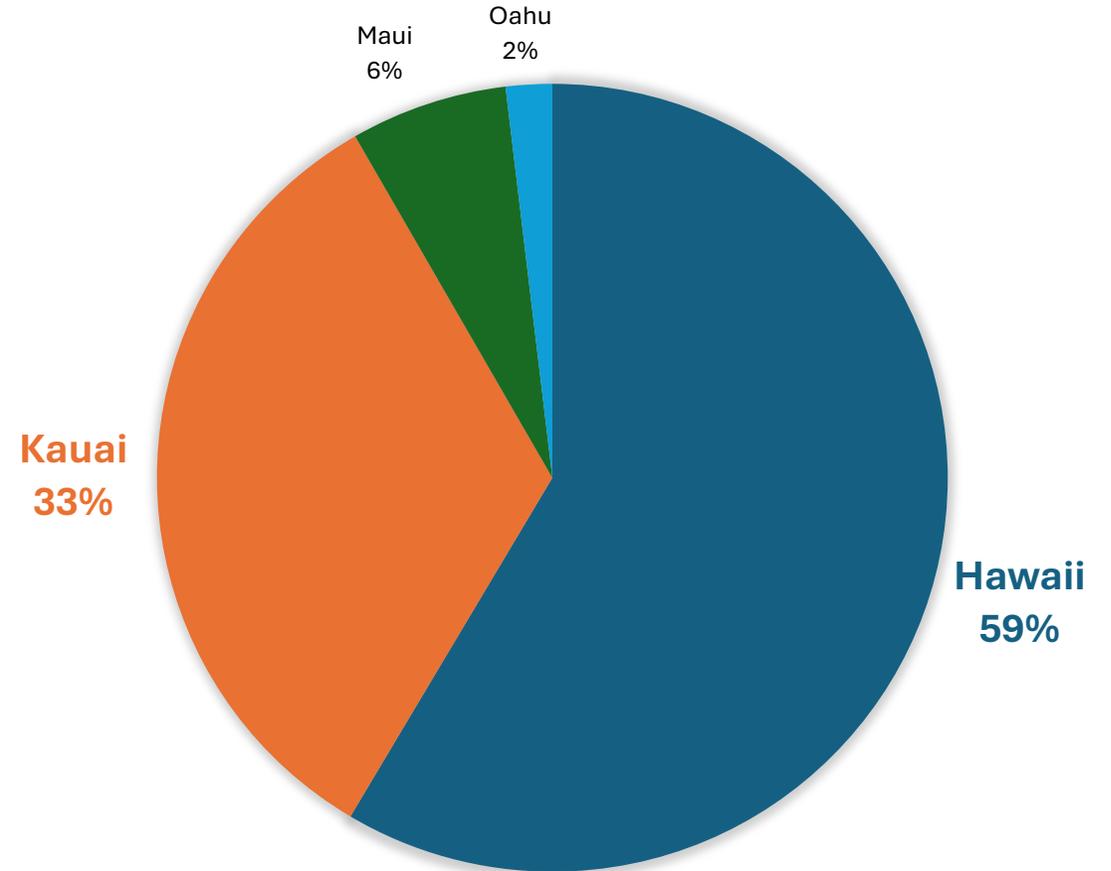


From 2022 to 2025
- 13 %



Distribution of Coffee Farm Acreage (Bearing and Non-Bearing) By County, 2022

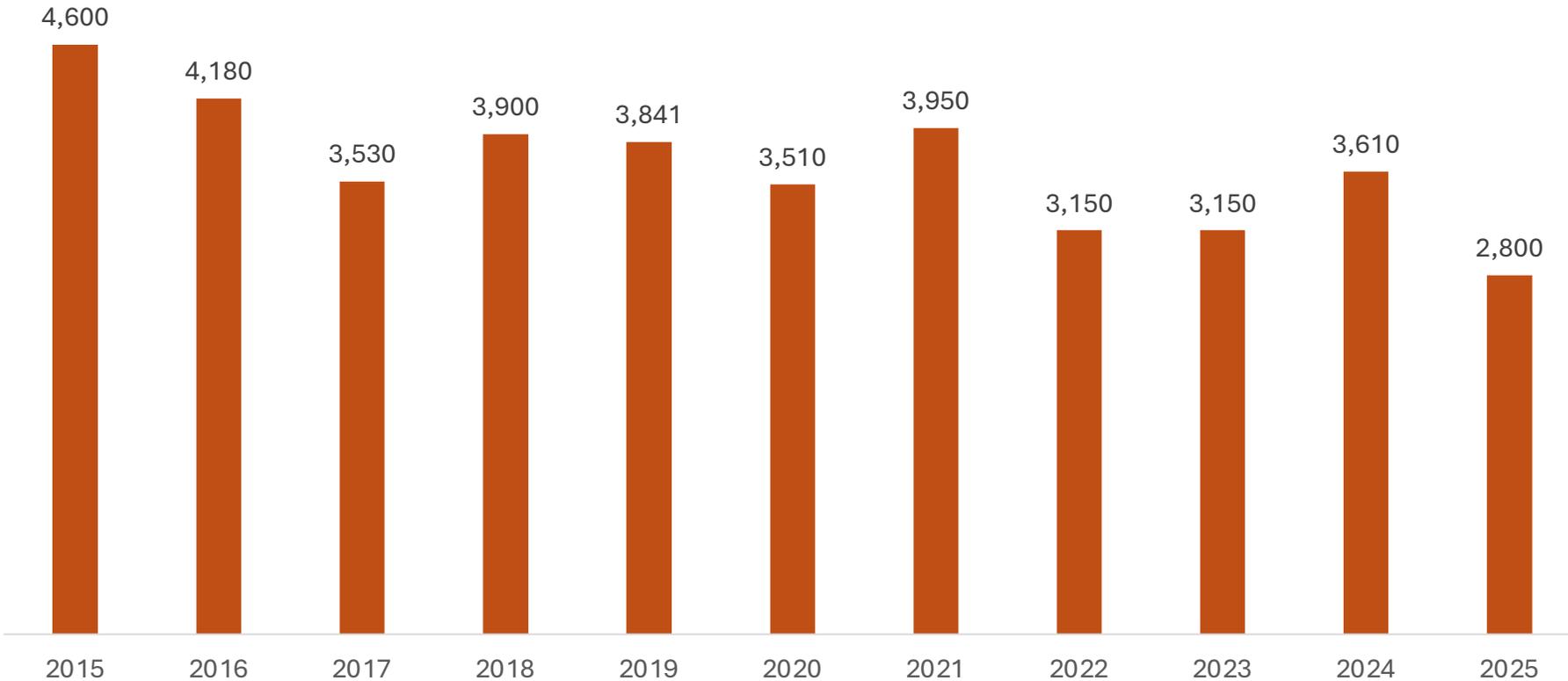
County	Acre	%
Hawaii	5,472	59
Kauai	3,100*	33
Maui	600	6
Oahu	177	2
State Total	9,422	100



* Represents the Kauai Coffee Company

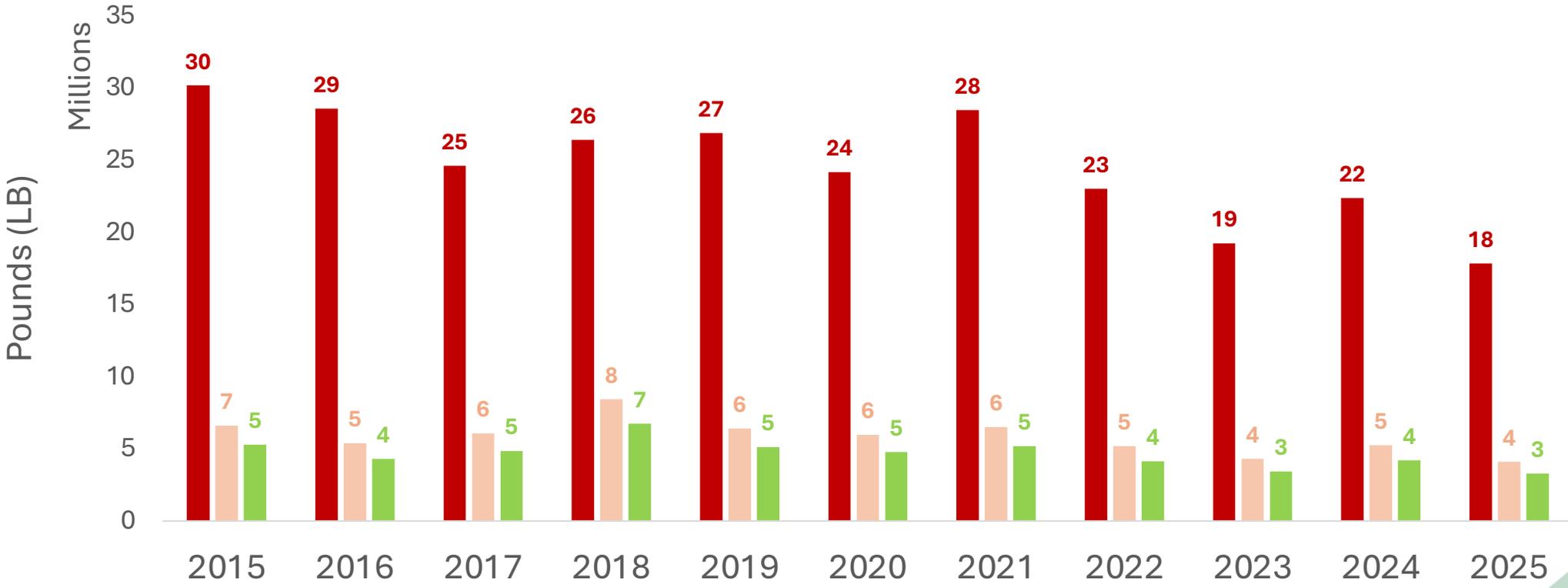
Average Yield (LB / Acre) of Cherry Coffee in Hawai'i

Year 2015 - 2025



Utilized Production (LB) of Cherry, Parchment, & Green Bean in Hawai'i Year 2015 - 2025

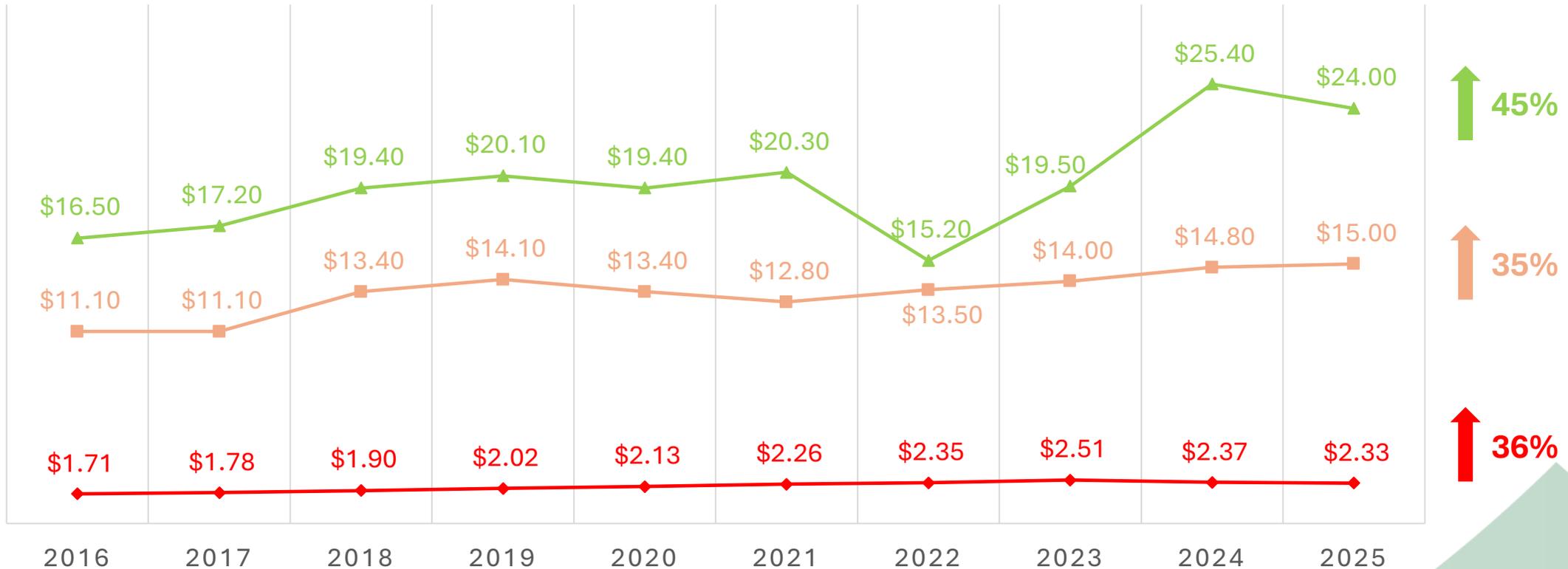
■ Cherry ■ Parchment ■ Green Bean



Average Price Received (\$/LB) in Hawai'i

Year 2016 - 2025

▲ Green Bean ■ Parchment ◆ Cherry



International Export of Hawai'i's Green and Roasted Coffee

- Total Export Volume (LB)
- Total Export Value (\$)
- Average Export Price (\$)
- Importing Countries

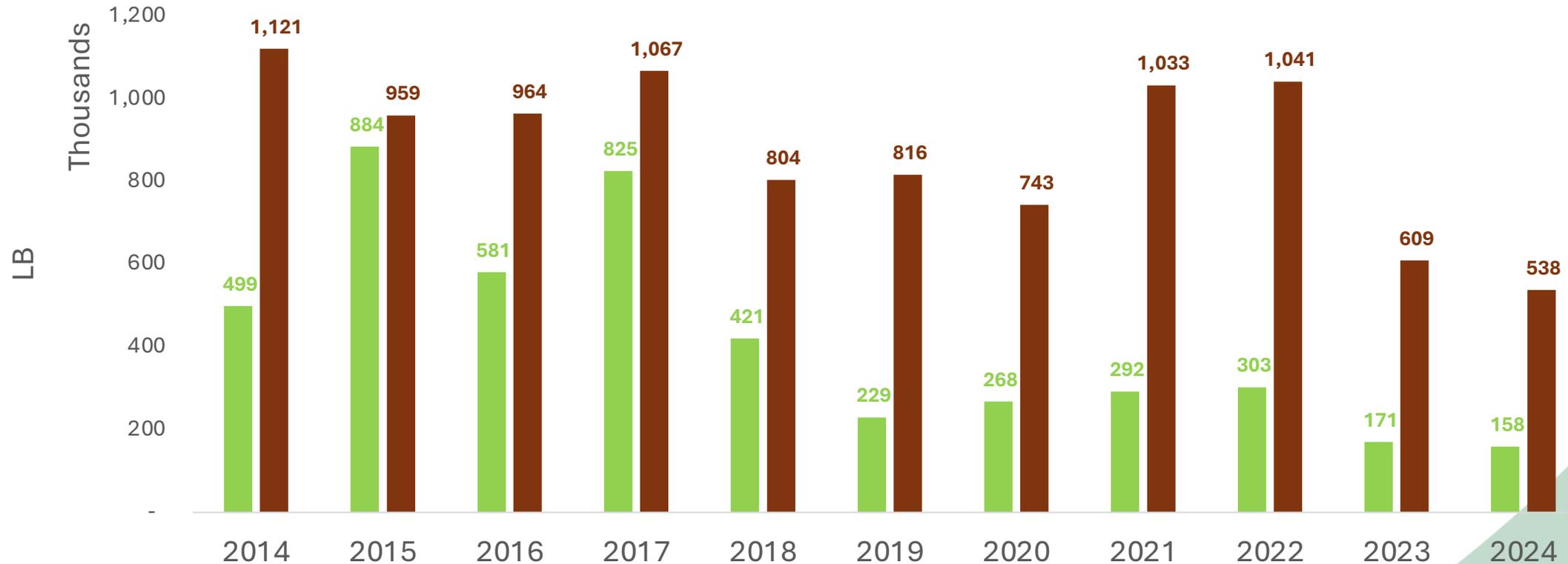


Source: U.S Census Bureau

Total Export Volume (LB) of Hawai'i's Green & Roasted Coffee

Year 2014 - 2024

■ Green Coffee ■ Roasted Coffee

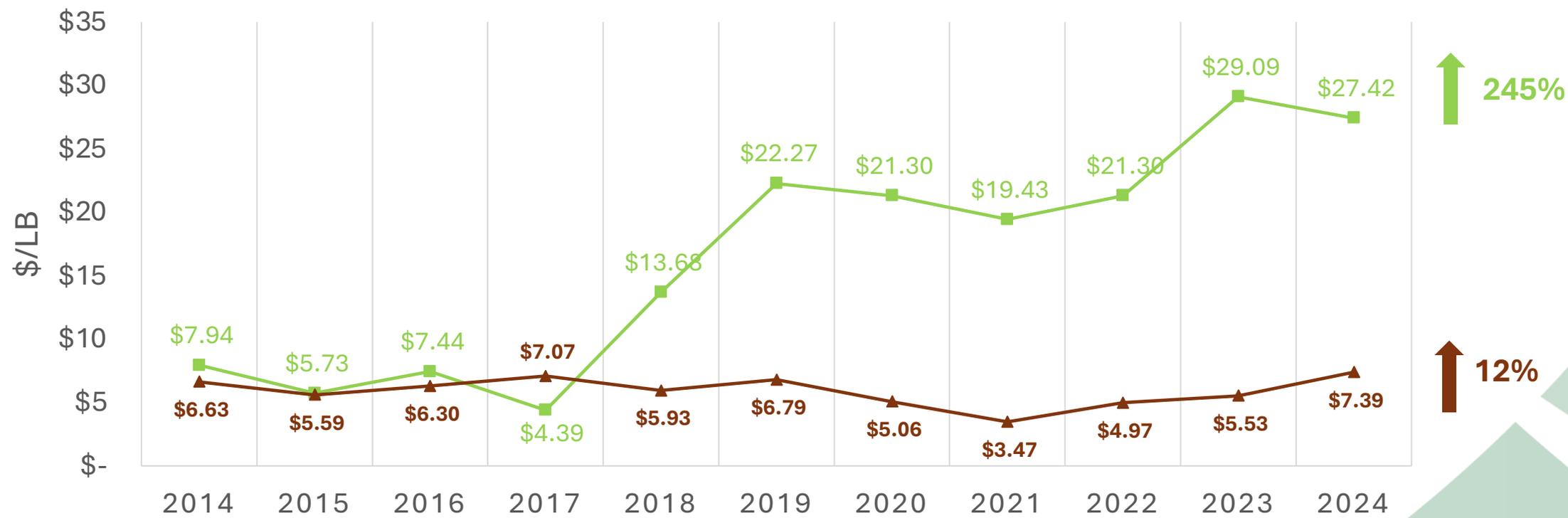


Average Export Price (\$) of Hawai'i's Green & Roasted Coffee Shipped by Ocean Freight

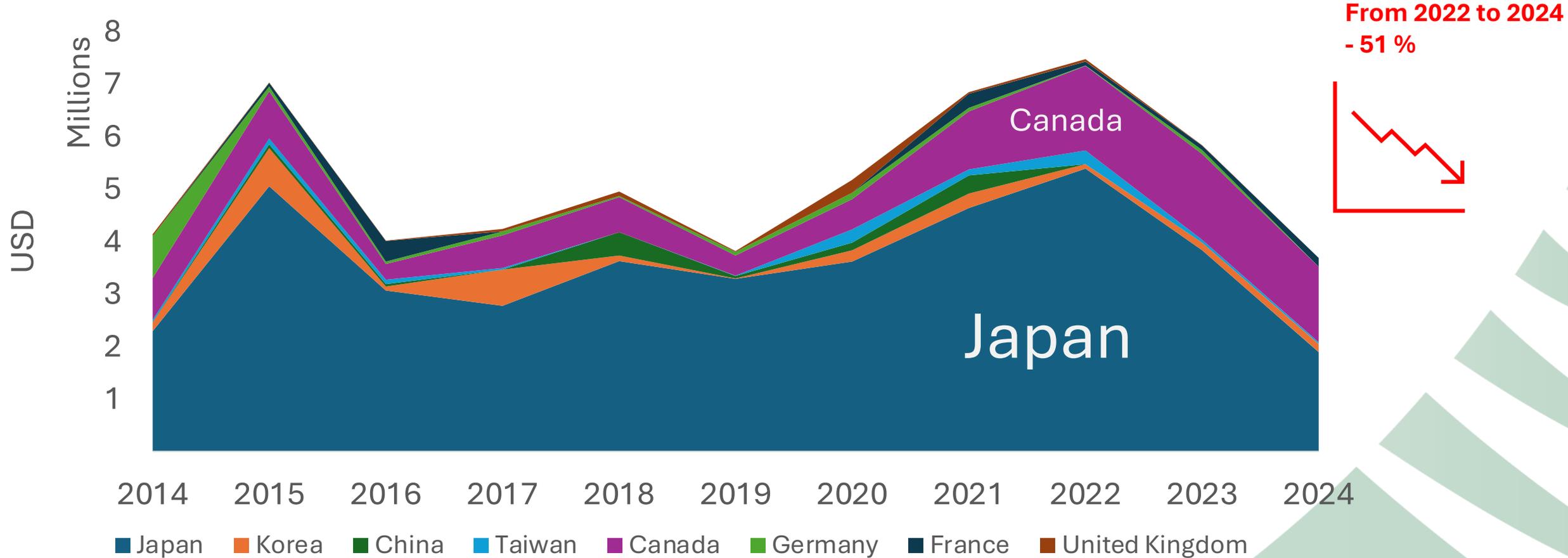
Year 2014 - 2024



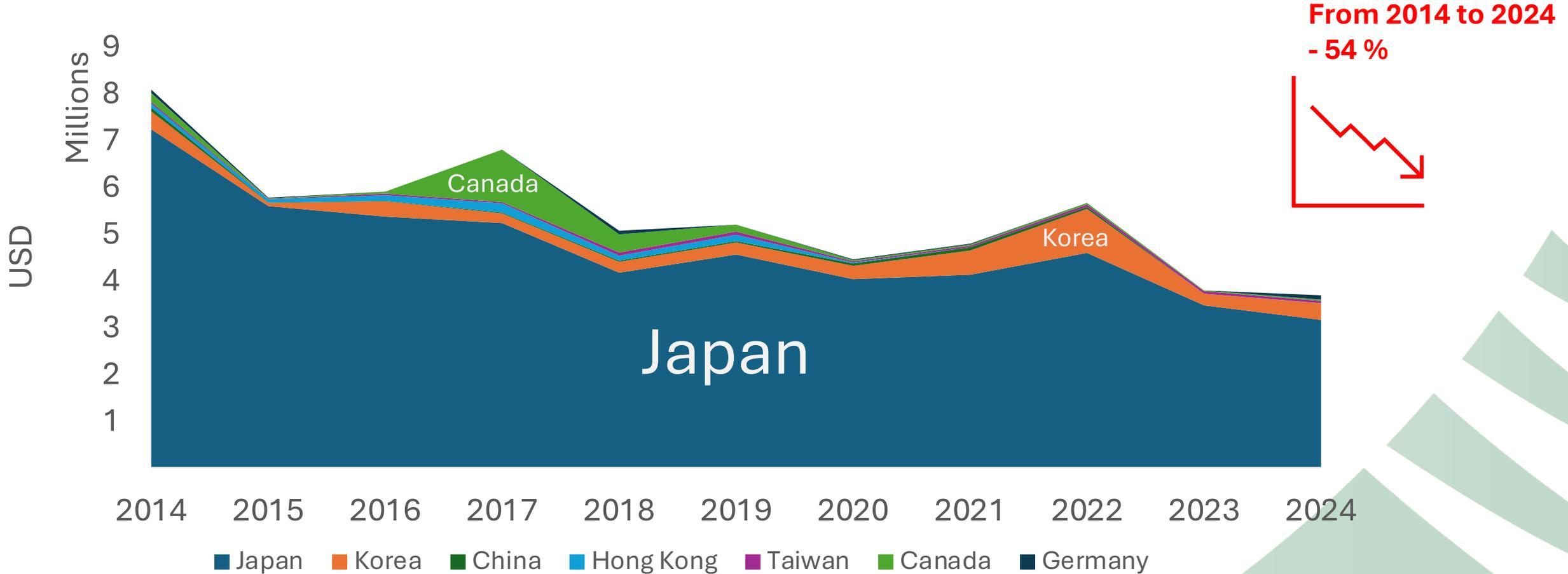
■ Green Coffee ▲ Roasted Coffee



Total Export Value (\$) of Hawai'i's Green Coffee By Country and Year 2014 - 2024



Total Export Value (\$) of Hawai'i's Roasted Coffee By Country and Year 2014 - 2024



Summary

- The data reveals a consistent trend.
- Almost every metric - from acreage and number of farms to yield, production, and exports - is trending downward.
- The only exception is price, driven by lower supply and higher input costs.
- These declines may reflect the combined impact of pests and disease, rising management costs, labor shortages, regulatory shifts, global competition, trade disputes, and economic stress.

Hawai‘i Coffee Survey

Calling All Hawaii Coffee Farmers!

WE WANT TO HEAR FROM YOU!



Share Your Insights & Challenges



Help Shape the Future of Coffee Farming



Make Your Voice Heard!

Take Our Survey Today!

Why are We Conducting this Survey?

- To assess how Hawai‘i’s new labeling and blend requirement laws are affecting coffee production, prices, sales, marketing, and export.
- To hear your perspective on the new coffee labeling and blend requirements.
- To obtain your feedback and insights on any challenges facing the coffee industry in Hawai‘i.



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Thank You