



Department
of Agriculture
STATE OF HAWAII



Hawaii Coffee Association

28th Annual Conference

June 16, 2023



Introduction & Welcome

Sharon Hurd

Chairperson, Board of Agriculture



Hawaii Department of Agriculture

Panel

1. **Dr. Helmuth Rogg, Administrator, Plant Industry Division**
2. **Greg Takeshima, Acting Branch Manager, Pesticides**
3. **Dr. Matthew Loke, Administrator, Agricultural Development Division**
4. **Brendan Akamu, Business Development Program Manager, MDB**
5. **Dr. Leonard Obaldo, Administrator, Quality Assurance Division (QAD)**
Richard Cohen, Manager, Measurement Standards Branch
6. **Randall DeAguiar, Commodities Marketing Specialist (Hawaii Island)**
Robert Coffey, Commodities Marketing Specialist (Maui)

01

Dr. Helmuth Rogg

Plant Industry Division Administrator

Plant Industry Division

CBB-CLR Pesticides Subsidy Program

01

Fiscal Year	# Farms	Acreage	\$ for CBB	\$ for CLR	Total \$\$	\$\$ Remaining
2016-17	246	2,289	\$144,244		\$144,244	\$865,756
2017-18	177	2,453	\$157,175		\$157,175	\$708,581
2018-19	172	1,500	\$151,315		\$151,315	\$557,266
2019-20	133	1,419	\$107,945		\$107,945	\$449,321
2020-21	104	1,190	\$82,236		\$82,236	\$367,085
2021-22	101	1,071	\$63,399	\$33,282	\$96,681	\$271,167
2022-23	105	1,662	\$71,788	\$83,950	\$155,783	\$108,475
2023-24						
TOTAL	331	11,584	\$778,102	\$117,232	\$895,334	

Guidelines to safely and legally import new coffee varieties to Hawai'i

01

- **Regular Permit Application**

- Importer submits official import request to HDOA
- Administrative permit and 1 year quarantine
- **Pro: Administrative process; no Board approval necessary; at least one year quarantine process**
- **Con: Limited quarantine space at HDOA; minimum 1 year quarantine**

- **Expedited Permit Application**

- Importer submits official import request to HDOA
- If shortened quarantine requested add reasons
- If import of tissue culture from foreign through CONUS request will be reviewed by Board

Pro: one review process; compliance agreement with lab/nursery; expedited process; quarantine may be waived; TC plants go straight to field

- **Con: Initial review process may be 6 months**

02

Greg Takeshima

Acting Pesticides Program Manager

Pesticide Regulatory Updates

Special Local Needs, Emergency Exemptions, and EUPs

- Special Local Needs:
 - Problad Verde; approved until April 2027
- Emergency Exemption:
 - Priaxor Xemium; approved until May 2024
- Experimental Use Permit (Exemption):
 - PBARC
 - CLR: Badge SC, Serenade, Double Nickel, CafeDak, Pure Crop, Priaxor Xemium, Alto, Approach, Abound, Aprovia, and Excalia.
 - IR4
 - CLR: Aprovia, Excalia, Funibiol Gold + Alto 100 SL
 - WeedsGF-3206

Pesticides Branch Staff

02

Education, Certification, and Licensing

Supervisor: Adam Yamamoto, 808-973-9411

Registration Lead: Esther Reichert, 808-973-9415

Kauai: Vacant

Oahu: Yeong (Han) Lau, 808-973-9424

Maui: Mitchell MacCluer, 808-873-3078

Big Island: Grant Kow, 808-974-4143

Enforcement

Kauai: Maileen Manuel, 808-241-7134

Oahu: Adam Williams, 808-973-9408, Jarren Dang, 808-973-9406

Maui: Lester Chin, 808-873-3557

Big Island: Michelle Higashi, 808-974-4149

Administration

Secretary: Tess Dagdagan, 808-973-9402

Manager: Greg Takeshima, 808-973-9404

03

Dr. Matthew Loke

Administrator, Agricultural Development Division

Agricultural Development Division

Utilized Coffee Production, Hawaii 2016-2023

03



Source: USDA-NASS

Select Coffee Production Metrics

03

Crop Year (cherry basis)	Bearing Acreage (acres)	Yield Per Acre (pounds)	Total Production (1,000 pounds)	Utilized Production (1,000 pounds)	Price Per Pound (dollars)	Value of Utilized Production (1,000 dollars)	Harvested - Not Sold (1,000 pounds)	Harvested - Not Sold (percent)
2022-2023	7,000	3,670	25,690	25,150	2.35	59,103	540	2.1
2021-2022	7,200	3,950	28,440	27,410	2.26	61,947	1,030	3.6
2020-2021	6,800	3,510	23,870	22,715	2.13	48,383	1,155	4.8
2019-2020	6,900	3,952	27,270	26,880	2.02	54,300	390	1.4
2018-2019	7,100	3,845	27,300	26,400	1.90	50,160	900	3.3
2017-2018	7,200	3,530	25,416	24,592	1.78	43,774	824	3.2
2016-2017	7,000	<i>Source: USDA-NASS</i>		28,571	1.71	48,856	689	2.4
2015-2016	6,900	4,600	31,740	30,137	1.55	46,712	1,603	

Price of Cherry, Parchment and Green Coffee

03



Source: USDA-NASS

04

Brendan Akamu

Business Development Program Manager

Market Development Branch

Marketing Programs

04



Seal of Quality Branding Program

- Identifies genuine Hawaii-grown or Hawaii-made premium products
- Guarantee that products are entirely produced or grown in Hawaii
- Minimal application fee
- Benefits include, Professional photography, Rack Cards, Social Media Promotion and promotion from HDOA Marketing Branch at events



Marketing Programs

04

Made in Hawaii with Aloha & Grown in Hawaii with Aloha

- Differentiate Hawaii products from products made elsewhere yet called “Made in Hawaii”
- Identifies products that are manufactured, processed or grown in Hawaii
- Protects the value of authentic Hawaii branded products
- Registration is FREE
- 1 year term with annual renewal



Marketing Programs

04

Grant Opportunities

- Micro Grants for Food Security Program (MGFSP)
- Specialty Crop Block Grant Program (SCBGP)

Food Sustainability



Trade Show Opportunities

- GULFOOD (Dubai, February)
- FOOD EX Japan (Japan, March)
- IFIA International Food Ingredients & Additives Expo (Japan, May)
- National Restaurant Association Show (Chicago, May)
- Global Produce & Floral Show – IFPA (USA, October)

05

Dr. Leonard Obaldo

Administrator, Quality Assurance Division (QAD)

Coffee Grading and Labeling

Dr. Leo Obaldo

Quality Assurance Division Administrator

Coffee Grading and Labeling

QAD STAFF:

Keith Otsuka, Acting Commodities Manager – *Coffee Grading/Certification Program*

• **Randall DeAguiar**, ACMS IV – *Grading/Certification Specialist (Hawaii Island)*

• **Jasmine Leanio**, ACA I – *Grading/Certification Inspector (Hawaii Island)*

• **Robert Coffey**, ACMS IV – *Grading/Certification Specialist (Maui)*

• **Eugene Librando**, ACA I – *Grading/Certification Inspector (Kauai)*

Richard Cohen, Measurement Standards Manager – *Coffee Packaging/Labeling Section*

• **James Klyman**, MSI V – *Packaging/Labeling Inspector (Hawaii Island)*

Coffee Grading and Labeling

05

COFFEE GRADING

• **Voluntary Service:** 400 Requests, Turnaround: 24-72 hours, Standards: 50 Grades

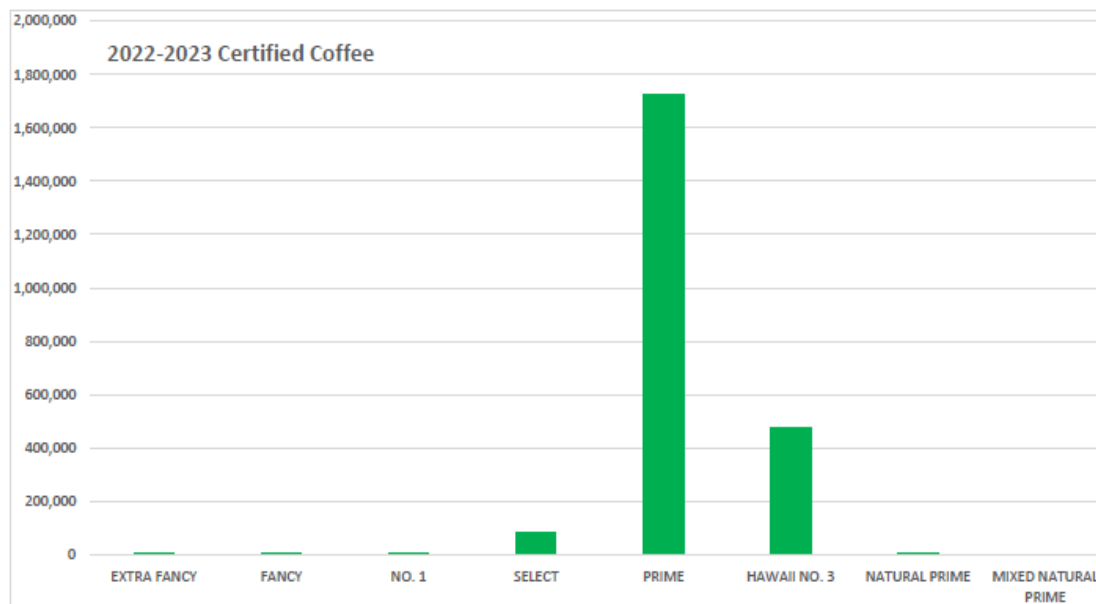
• **FY23 Certified Green Coffee: 2,304,114 lbs**

• Certification

- Hawaii
- Kauai
- Kona
- Mau
- Oahu
- Molokai



	EXTRA FANCY	FANCY	NO. 1	SELECT	PRIME	HAWAII NO. 3	NATURAL PRIME	MIXED NATURAL PRIME	TOTAL
WT (lbs)	7,933	5,150	8,003	82,500	1,722,507	473,938	3,560	523	2,304,114
Percent	0.30%	0.20%	0.30%	3.60%	74.80%	20.60%	0.18%	0.02%	100.00%
	LESS THAN 1%			99%			0.20%		



• Industry Support

-- Grading/Certification

Video for SHAC

-- Rule Change: HCA

GRADE STANDARDS: <https://hdoa.hawaii.gov/qad/files/2020/07/2020-Coffee-HAR-143-Summary-Recommendations-Back-to-15-Eff-July1.pdf>

Coffee Grading and Labeling

05

COFFEE LABELING

- **Act 222, SLH 2022 – DOA** conduct study to assess economic impact on local coffee farmers and local coffee industry from potential changes to coffee labeling requirements under HRS 486-120.6

- **Scope of Work – Meet Coffee Industry**
- **RFP – Select Consultant**
- **Contract – Encumber Funds**
- **Study – June-December 2023**
- **Report – 2024 Legislature**

QAD CAPABILITY

- **Rebuild Packaging & Labeling:** inspection/enforcement
- **Fingerprint Technology:** verify origin, enforce labeling laws

06

Randall DeAguiar

Commodities Marketing Specialist (Hawaii Island)

Robert Coffey

Commodities Marketing Specialist (Maui)

Green Coffee Grading Statistics

Green Coffee Grading Statistics

06

Certified Green Coffee Statewide:

- 2,304,114 lbs certified for grade this year (2022-2023)
- 3,308,288 lbs certified for grade last year (2021-2022)
 - A decrease in 1,004,144 lbs or a 30% decrease in coffees graded.
 - 99 percent of the total were grades Select, Prime and Hawaii No. 3. (82,000, 1,722,507, 473,938 = 2,278,945)
 - 0.8 percent of the total were grades No. 1, Fancy and Extra Fancy (7,933, 5,150, 8,003 = 21,086)
 - 0.2 percent of the total were grades Natural Prime and Mixed Natural Prime (3,560, 523 = 4,083)

Hawaii Island:

- 1,059,671 lbs inspected this year compared to 2,693,820 lbs last year. A decrease in 1,634,149 lbs or 61% decrease from previous year.
 - Of that, Prime grade or higher is 1,037,013 lbs.
 - Of this total, 2% were certified No. 1 or higher.
 - Coffee from outside the Kona region totaled 32,167 lbs.

Green Coffee Grading Statistics

06

Kauai, Maui, Molokai, Oahu Stats for 2022-2023

- Coffees from other than Hawaii Island inspected through our volunteer program totaled 1,244,443 lbs. Last year's total was 1,648,100 lbs. A decrease of 403,657 lbs or 25%.
- Of the total poundage, Prime grade or better is 793,163 lbs.

We have offices on Maui, Kauai, Oahu and in Captain Cook that are available to certify green coffees.

We currently have 225 farms that have utilized our coffee program. An increase of 12 new farms, this past year.



Department
of Agriculture
STATE OF HAWAII

Mahal



Q & A
O

<https://hdoa.hawaii.gov>

