



Advancing Oahu's Edible Crop Industries

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Who is USDA, NASS?

- USDA, NASS
 - the federal statistical agency responsible for U.S. agricultural data
- USDA, NASS, Hawaii Field Office
 - Also known as Hawaii Agricultural Statistics Service
 - In existence for over 50 years
 - Located in Honolulu



NASS Mission



Mission Statement:

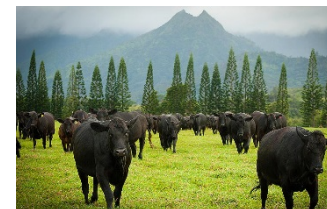
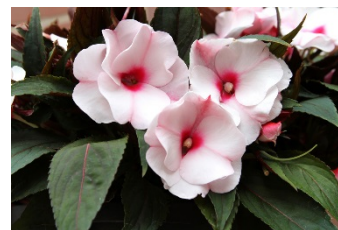
NASS provides timely, accurate, and useful statistics in service to U.S. agriculture.

(and Hawaiian agriculture too!)

So why am I here?

- NASS conducts surveys of various agricultural products:

- Coffee
- Mac nuts
- Vegetables
- Fruits
- Field Crops
- Etc.



- Part of the survey process is assigning a “value” to the commodity

- NASS uses the values reported on the various surveys to assign a value for a particular commodity
- Some values are summarized as “utilized” whereas some values are summarized as the “value of production.”
 - “Utilized” values are reported where the crop may be used in different ways, or where some loss may have occurred before being sold on the marketplace
 - Processed
 - Fresh market

FRESH MARKET VS PROCESSED

Fresh Market

Processed



- Value of Production
 - Is used when all production of the commodity is assumed to be utilized even if not sold
 - Example, taro...
 - We want to “value” the total production, not just the production that would be sold in the marketplace.
- In this case, the production that is not sold is valued at the survey-reported value by unit (pounds, tons, etc.),
- For a total value of production for the commodity.



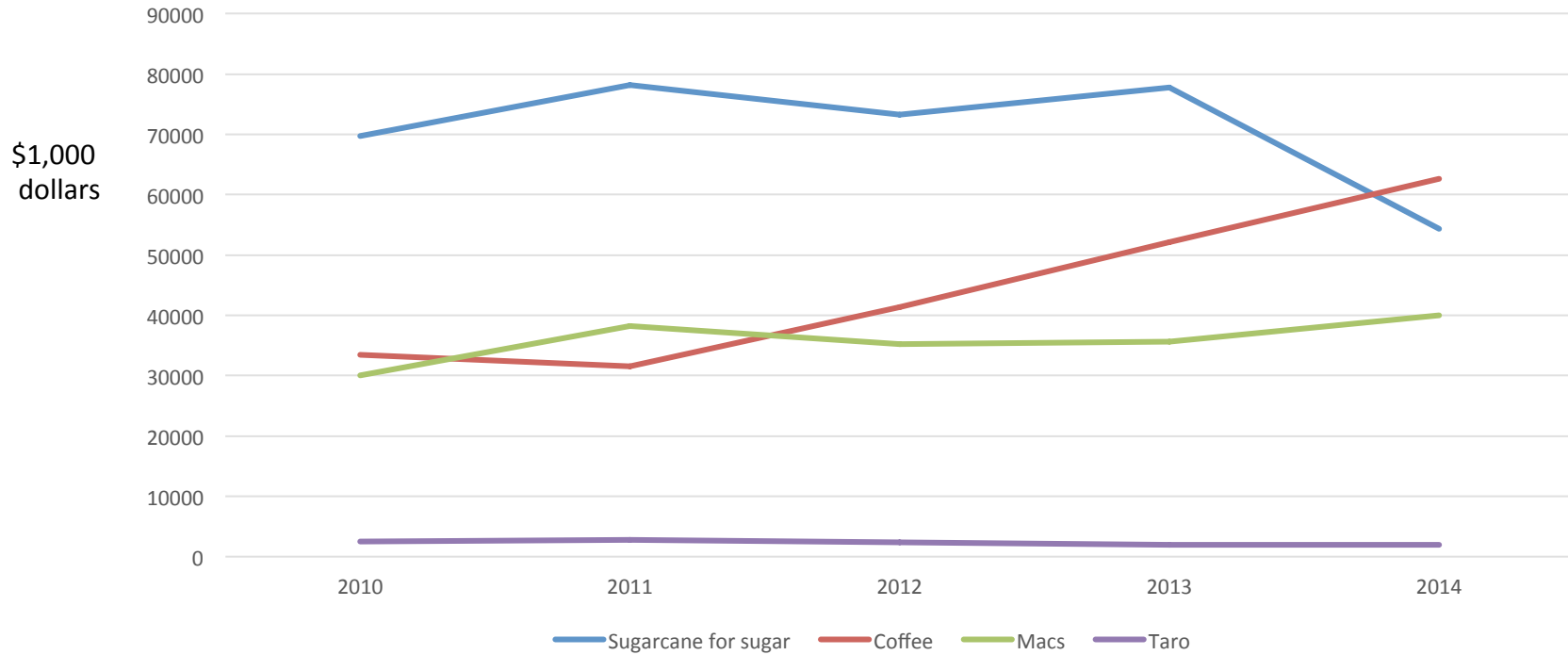
2014

VALUES

- Coffee • \$ 62,622,000
- Sugarcane for sugar • \$ 54,349,000
- Macadamia nuts • \$ 40,020,000
- Vegetables • \$ 39,790,000
- Bananas • \$ 11,808,000
- Tropical Fruit (2008) • \$ 3,992,000
- Honey • \$ 3,195,000
- Taro • \$ 1,944,000
- Avocados • \$ 1,573,000
- Guavas • \$ 306,000
- **TOTAL** • **\$219,599,000**



VALUE OF SELECTED EDIBLE CROPS - 2010-2014



Respond to NASS surveys!

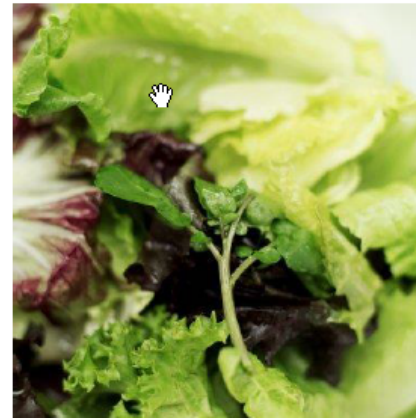
- While many of our surveys have a non-response component, that component may be incorrect, resulting in a incorrect estimate.
- Some of our surveys do not have a non-response component, meaning that we can only report the data we receive.

IT IS ALWAYS BETTER TO RESPOND!

Other Reasons to Respond:

- **The more good data we get, the better our statistics**
- Your personal data is ALWAYS confidential – we cannot release personal data even if someone files a Freedom of Information Act request
- NASS aggregate data is also used by crop insurance companies, the Farm Service Agency, and the legislature when making agricultural decisions.

- HDOA has begun to collect import data from airlines and shippers
- Hasn't been done since 2008
- Data from January through March has been collected so far



1. ONION
2. POTATO
3. ORANGE
4. LETTUCE
5. BERRIES
6. CARROT
7. MELON
8. SPINACH
9. AVOCADO
10. APPLE

TOP 10 IMPORTED COMMODITIES BY WEIGHT

Quarter 1: January - March 2016

This data was compiled by HDOA Research Statisticians tracking and analyzing imported commodities from air freight and cargo shipping manifests. This data can be used to help farmers fill gaps in Hawaii's local food markets and encourage residents to buy locally grown produce. Please note that import weights were collected from the shipping manifests and do not capture all the imports, however, the rankings are accurate, based on weights that were reliable.

HDOA/NASS HAWAII

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