

Survey of Hawaii's Commercial Avocado Supply

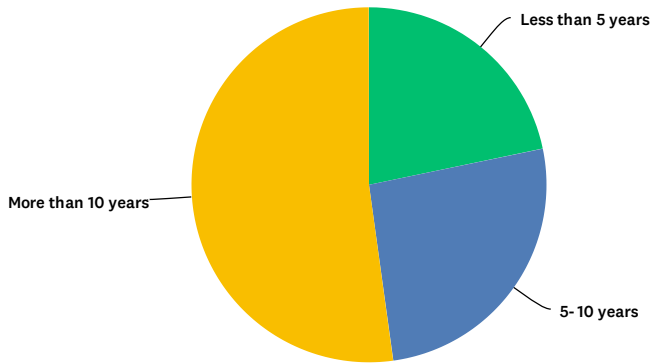
Q1 Contact information

Answered: 69 Skipped: 1

ANSWER CHOICES	RESPONSES	
Name	98.55%	68
Farm/Ag Operation Name	92.75%	64
Address	0.00%	0
Address 2	0.00%	0
City/Town	98.55%	68
State/Province	98.55%	68
ZIP/Postal Code	98.55%	68
Country	0.00%	0
Email Address	97.10%	67
Phone Number	0.00%	0

Q2 How long have you been farming

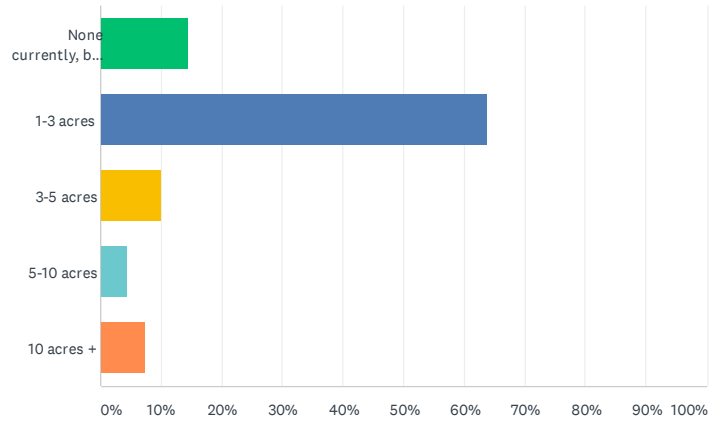
Answered: 69 Skipped: 1



ANSWER CHOICES	RESPONSES	
Less than 5 years	21.74%	15
5- 10 years	26.09%	18
More than 10 years	52.17%	36
TOTAL		69

Q3 How many acres of your farm is avocado? (bearing acreage)

Answered: 69 Skipped: 1



ANSWER CHOICES	RESPONSES	
None currently, but plan to grow avocados commercially in the future	14.49%	10
1-3 acres	63.77%	44
3-5 acres	10.14%	7
5-10 acres	4.35%	3
10 acres +	7.25%	5
TOTAL		69

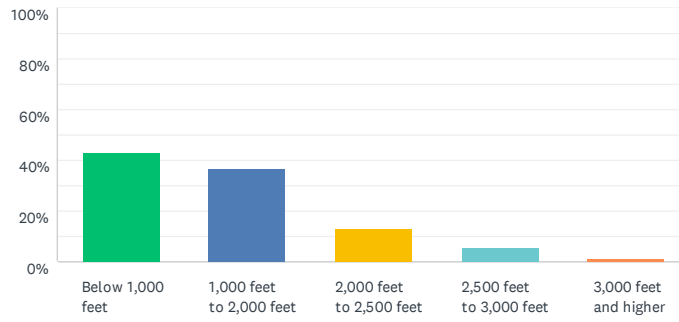
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Q4 How many trees per acre and/or total trees?

Answered: 50 Skipped: 20

Q5 What is the elevation of your farm?

Answered: 70 Skipped: 0

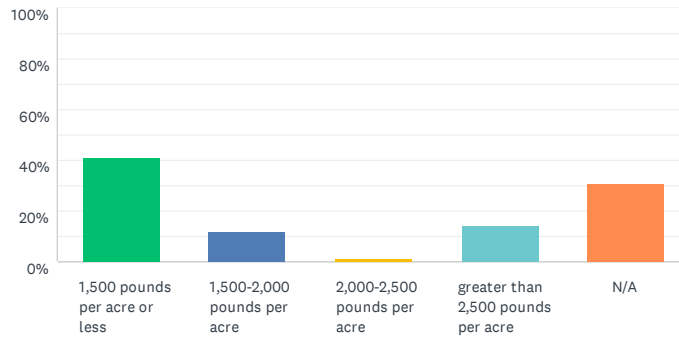


ANSWER CHOICES	RESPONSES	
Below 1,000 feet	42.86%	30
1,000 feet to 2,000 feet	37.14%	26
2,000 feet to 2,500 feet	12.86%	9
2,500 feet to 3,000 feet	5.71%	4
3,000 feet and higher	1.43%	1
TOTAL		70

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Q6 What is your average yield per acre (pounds)

Answered: 68 Skipped: 2

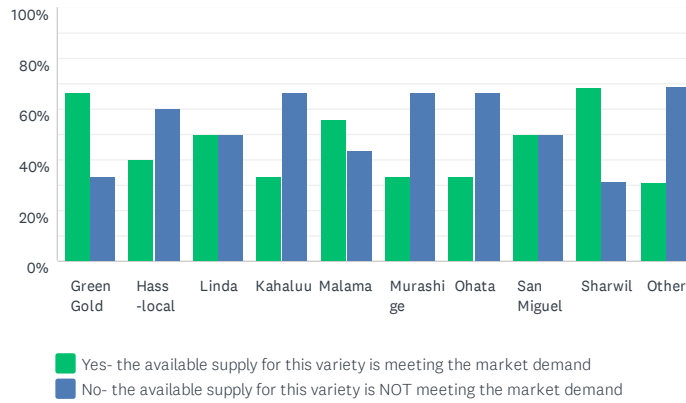


ANSWER CHOICES	RESPONSES	
1,500 pounds per acre or less	41.18%	28
1,500-2,000 pounds per acre	11.76%	8
2,000-2,500 pounds per acre	1.47%	1
greater than 2,500 pounds per acre	14.71%	10
N/A	30.88%	21
TOTAL		68

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Q7 What are the top 2-3 varieties that commercial farmers in your region grow? Are these varieties being grown meeting the local market demand? (Please check all that apply. You can skip any answers that you do not know.).

Answered: 46 Skipped: 24

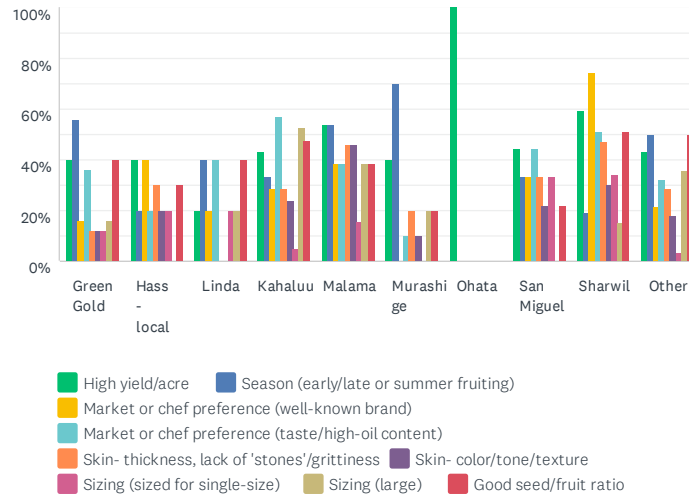


	YES- THE AVAILABLE SUPPLY FOR THIS VARIETY IS MEETING THE MARKET DEMAND	NO- THE AVAILABLE SUPPLY FOR THIS VARIETY IS NOT MEETING THE MARKET DEMAND	TOTAL
Green Gold	66.67% 14	33.33% 7	21
Hass - local	40.00% 4	60.00% 6	10
Linda	50.00% 4	50.00% 4	8
Kahaluu	33.33% 5	66.67% 10	15
Malama	56.25% 9	43.75% 7	16
Murashige	33.33% 3	66.67% 6	9
Ohata	33.33% 2	66.67% 4	6
San Miguel	50.00% 7	50.00% 7	14
Sharwil	68.42% 26	31.58% 12	38
Other	30.77% 4	69.23% 9	13

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Q8 What varieties are you growing? Why are you growing these particular varieties? (Please check all that apply).

Answered: 67 Skipped: 3

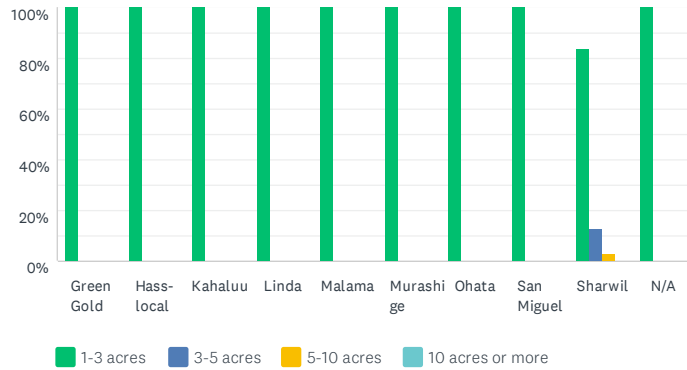


	HIGH YIELD/ACRE	SEASON (EARLY/LATE OR SUMMER FRUITING)	MARKET OR CHEF PREFERENCE (WELL-KNOWN BRAND)	MARKET OR CHEF PREFERENCE (TASTE/HIGH-OIL CONTENT)	SKIN- THICKNESS, LACK OF 'STONES'/GRITTIENESS	SKIN-COLOR/TONE/TEXTURE	SIZING (SIZED FOR SINGLE-SIZE)	SIZING (LARGE)
Green Gold	40.00% 10	56.00% 14	16.00% 4	36.00% 9	12.00% 3	12.00% 3	12.00% 3	16.00% 4
Hass - local	40.00% 4	20.00% 2	40.00% 4	20.00% 2	30.00% 3	20.00% 2	20.00% 2	0.00% 0
Linda	20.00% 1	40.00% 2	20.00% 1	40.00% 2	0.00% 0	0.00% 0	20.00% 1	20.00% 1
Kahaluu	42.86% 9	33.33% 7	28.57% 6	57.14% 12	28.57% 6	23.81% 5	4.76% 1	52.38% 11
Malama	53.85% 7	53.85% 7	38.46% 5	38.46% 5	46.15% 6	46.15% 6	15.38% 2	38.46% 5
Murashige	40.00% 4	70.00% 7	0.00% 0	10.00% 1	20.00% 2	10.00% 1	0.00% 0	20.00% 2
Ohata	100.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
San Miguel	44.44% 4	33.33% 3	33.33% 3	44.44% 4	33.33% 3	22.22% 2	33.33% 3	0.00% 0
Sharwil	59.57% 28	19.15% 9	74.47% 35	51.06% 24	46.81% 22	29.79% 14	34.04% 16	14.89% 7
Other	42.86% 12	50.00% 14	21.43% 6	32.14% 9	28.57% 8	17.86% 5	3.57% 1	35.71% 10

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Q9 Do you plan to expand? If so, what varieties do you plan to cultivate and how many acres of each variety? (Please check all that apply).

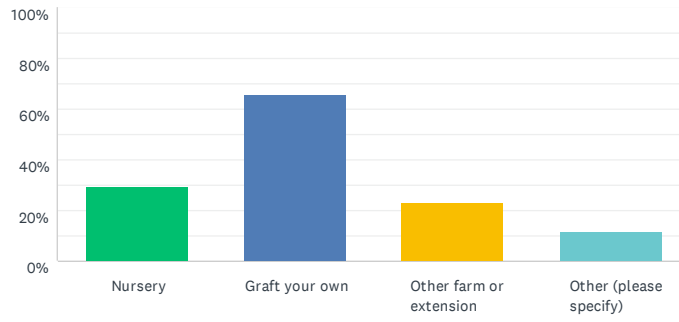
Answered: 58 Skipped: 12



	1-3 ACRES	3-5 ACRES	5-10 ACRES	10 ACRES OR MORE	TOTAL
Green Gold	100.00% 9	0.00% 0	0.00% 0	0.00% 0	9
Hass- local	100.00% 4	0.00% 0	0.00% 0	0.00% 0	4
Kahaluu	100.00% 9	0.00% 0	0.00% 0	0.00% 0	9
Linda	100.00% 3	0.00% 0	0.00% 0	0.00% 0	3
Malama	100.00% 6	0.00% 0	0.00% 0	0.00% 0	6
Murashige	100.00% 4	0.00% 0	0.00% 0	0.00% 0	4
Ohata	100.00% 1	0.00% 0	0.00% 0	0.00% 0	1
San Miguel	100.00% 6	0.00% 0	0.00% 0	0.00% 0	6
Sharwil	83.87% 26	12.90% 4	3.23% 1	0.00% 0	31
N/A	100.00% 27	0.00% 0	0.00% 0	0.00% 0	27

Q10 Where will you get your trees for future plantings? (Please check all that apply).

Answered: 61 Skipped: 9

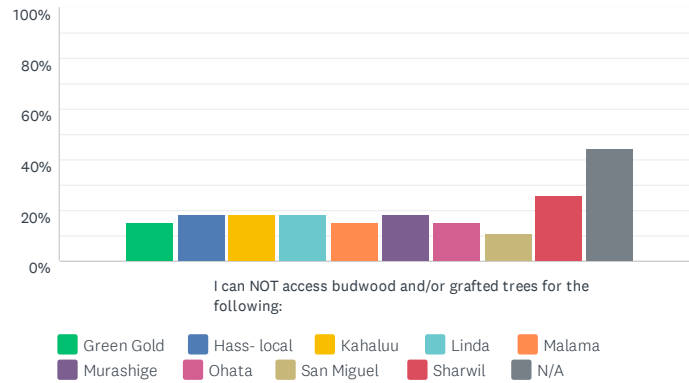


ANSWER CHOICES	RESPONSES	
Nursery	29.51%	18
Graft your own	65.57%	40
Other farm or extension programs	22.95%	14
Other (please specify)	11.48%	7
Total Respondents: 61		

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Q11 Are there varieties that you want to grow but can NOT access? If yes, which varieties? (Please check all that apply).

Answered: 27 Skipped: 43

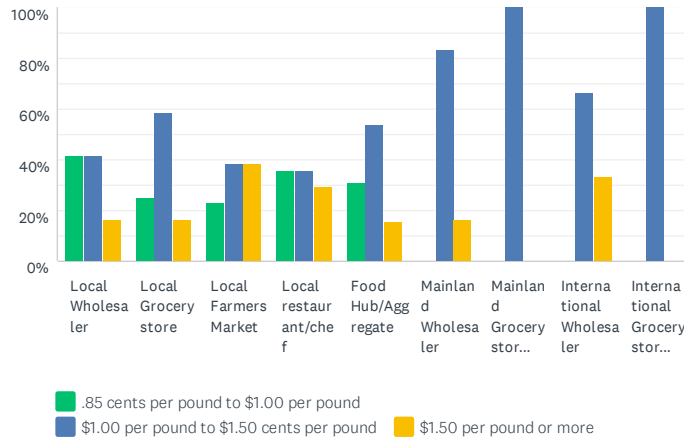


	GREEN GOLD	HASS- LOCAL	KAHALUU	LINDA	MALAMA	MURASHIGE	OHATA	SAN MIGUEL	SHARWIL	N/A	TOTAL RESPONDENTS
I can NOT access budwood and/or grafted trees for the following:	14.81% 4	18.52% 5	18.52% 5	18.52% 5	14.81% 4	18.52% 5	14.81% 4	11.11% 3	25.93% 7	44.44% 12	27

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Q12 What are your markets (Please check all that apply)? What is your average price received per pound for each of these markets?

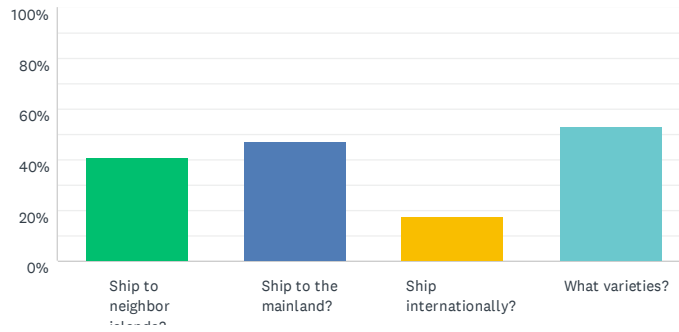
Answered: 56 Skipped: 14



	.85 CENTS PER POUND TO \$1.00 PER POUND	\$1.00 PER POUND TO \$1.50 CENTS PER POUND	\$1.50 PER POUND OR MORE	TOTAL	WEIGHTED AVERAGE
Local Wholesaler	41.67% 10	41.67% 10	16.67% 4	24	1.75
Local Grocery store	25.00% 6	58.33% 14	16.67% 4	24	1.92
Local Farmers Market	23.08% 6	38.46% 10	38.46% 10	26	2.15
Local restaurant/chef	35.29% 6	35.29% 6	29.41% 5	17	1.94
Food Hub/Aggregate	30.77% 4	53.85% 7	15.38% 2	13	1.85
Mainland Wholesaler	0.00% 0	83.33% 5	16.67% 1	6	2.17
Mainland Grocery store or other retailer	0.00% 0	100.00% 1	0.00% 0	1	2.00
International Wholesaler	0.00% 0	66.67% 2	33.33% 1	3	2.33
International Grocery store or other retailer	0.00% 0	100.00% 1	0.00% 0	1	2.00

Q13 If you ship to markets off-island, what markets do you ship to? (Please check all that apply and fill in the comment box with varieties).

Answered: 17 Skipped: 53



ANSWER CHOICES	RESPONSES	
Ship to neighbor islands?	41.18%	7
Ship to the mainland?	47.06%	8
Ship internationally?	17.65%	3
What varieties?	52.94%	9
Total Respondents: 17		

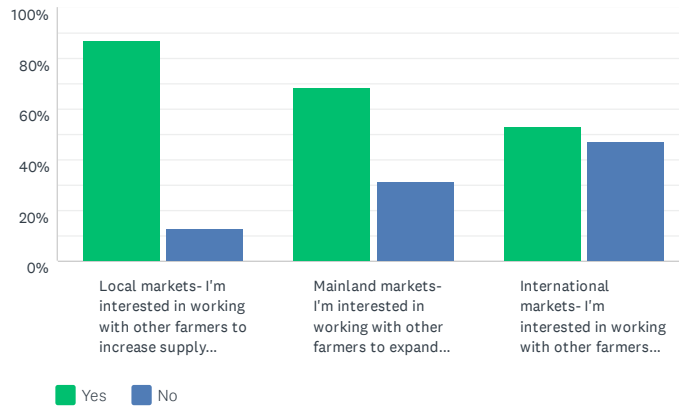
Q14 Are there any ideal markets that you can not access but would like to? (Please fill in the comment box below).

Answered: 21 Skipped: 49

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Q15 Are you interested in working with other farms strategically to supply larger local markets? export markets? (Please check all that apply).

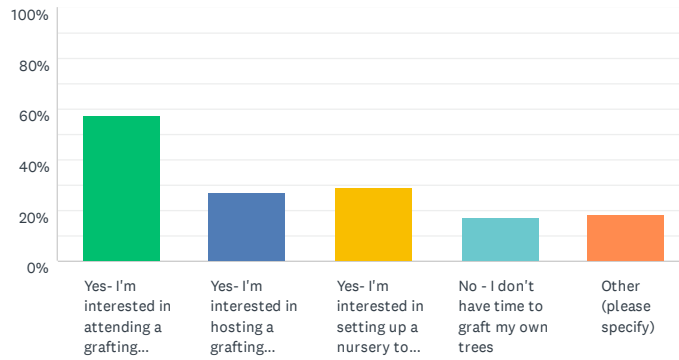
Answered: 57 Skipped: 13



	YES	NO	TOTAL RESPONDENTS
Local markets- I'm interested in working with other farmers to increase supply availability for local markets	86.79% 46	13.21% 7	53
Mainland markets- I'm interested in working with other farmers to expand exports to mainland markets	68.29% 28	31.71% 13	41
International markets- I'm interested in working with other farmers to expand exports to international markets	53.13% 17	46.88% 15	32

Q16 Would you be interested in the following grafting program services
(Please select all that apply).

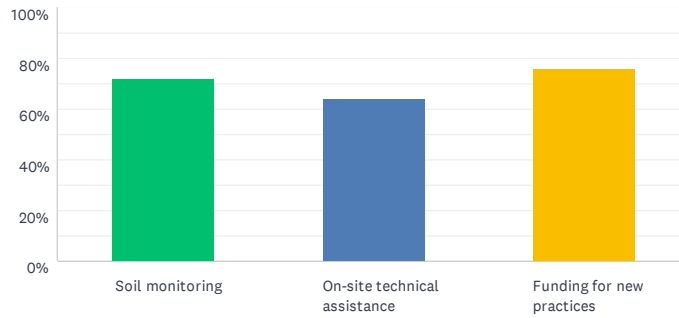
Answered: 59 Skipped: 11



ANSWER CHOICES	RESPONSES	
Yes- I'm interested in attending a grafting workshop for farmers in my region	57.63%	34
Yes- I'm interested in hosting a grafting workshop on our farm	27.12%	16
Yes- I'm interested in setting up a nursery to graft my own trees	28.81%	17
No - I don't have time to graft my own trees	16.95%	10
Other (please specify)	18.64%	11
Total Respondents: 59		

Q17 Would you be interested in participating in a program that provides funding to install best management practices that sequester carbon and improve soil health? If yes, which services would you be most interested in? (Please select all that apply).

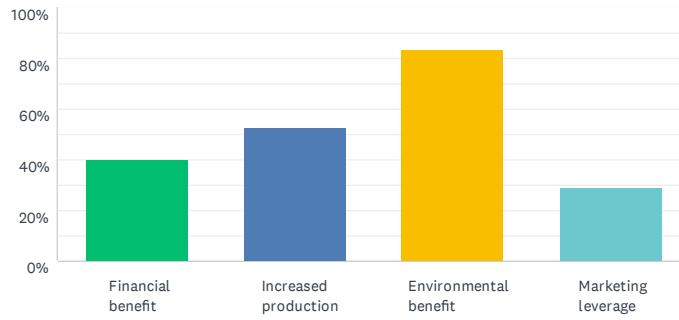
Answered: 50 Skipped: 20



ANSWER CHOICES	RESPONSES	
Soil monitoring	72.00%	36
On-site technical assistance	64.00%	32
Funding for new practices	76.00%	38
Total Respondents: 50		

Q18 What would be your leading motivation for participating in a carbon sequestration program? (Please select all that apply).

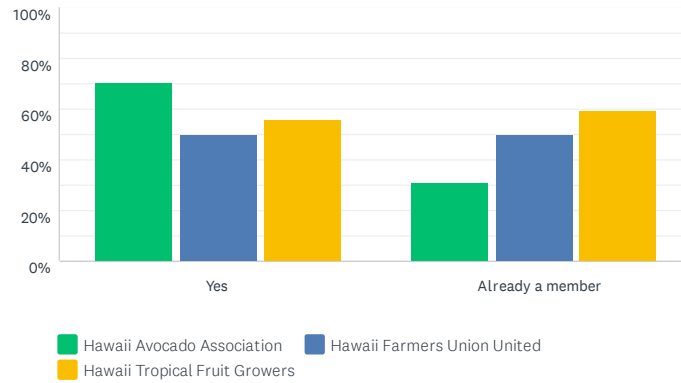
Answered: 55 Skipped: 15



ANSWER CHOICES	RESPONSES	
Financial benefit	40.00%	22
Increased production	52.73%	29
Environmental benefit	83.64%	46
Marketing leverage	29.09%	16
Total Respondents: 55		

Q19 Are you interested in joining groups that support local producers?
(Please select all that apply).

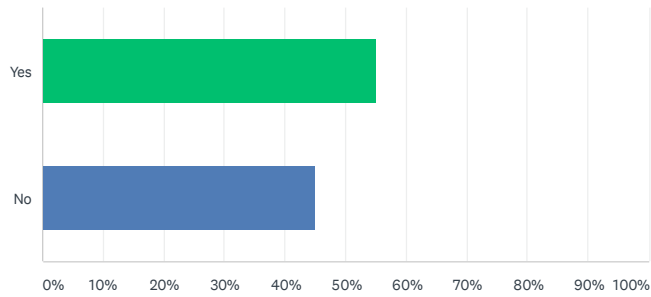
Answered: 60 Skipped: 10



	HAWAII AVOCADO ASSOCIATION	HAWAII FARMERS UNION UNITED	HAWAII TROPICAL FRUIT GROWERS	TOTAL RESPONDENTS
Yes	70.59% 24	50.00% 17	55.88% 19	34
Already a member	30.95% 13	50.00% 21	59.52% 25	42

Q20 Is your farm interested in being included in social media and other marketing efforts intended to raise consumer awareness about the advantages of buying avocados from Hawaii's commercial growers?

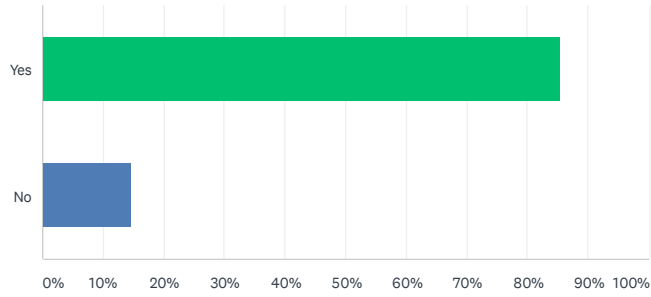
Answered: 60 Skipped: 10



ANSWER CHOICES	RESPONSES	
Yes	55.00%	33
No	45.00%	27
Total Respondents: 60		

Q21 Thank you for your time in completing this full survey, would you like to register for to win a \$200 gift certificate to Home Depot.

Answered: 68 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	85.29%	58
No	14.71%	10
Total Respondents: 68		