

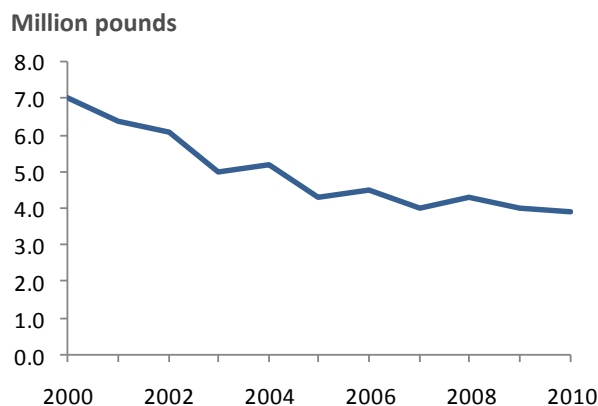
Taro: Production Down 3 Percent from Last Year

Hawaii taro production for 2010 is estimated at 3.9 million pounds, down 3 percent from 2009's estimate of 4.0 million pounds. The farm price increased 6 percent to an average of 64.5 cents per pound, while the value of sales increased 3 percent from 2009 to \$2.5 million.

Taro for processing totaled 3.8 million pounds in 2010, down 3 percent from 2009. The bulk of all processed taro, and taro in general, is made into poi. Other processed uses for taro include a traditional Hawaiian dessert called *Kulolo* (a mixture of taro and coconut cream and/or shredded coconut meat) and chips.

Taro for poi production increased 9 percent for the fourth quarter of 2010 compared to the third quarter. Taro millers used 335,000 pounds of taro in October, 3 percent lower than September. The amount of taro

TARO: Production, State of Hawaii, 2000-2010



used for poi millings then rose 6 percent to 355,000 pounds in November. Taro for poi millings increased again by 10 percent to 390,000 pounds in December. ■

TARO: Number of Farms, Acreage, Marketing, Price, and Value, 2006-2010

Year	Farms	Acreage in crop ¹			Marketings			Farm price			Value of sales
		Poi taro	Chinese taro	Total	Fresh	Processed	Total	Poi taro	Chinese taro	All	
	<i>Number</i>	<i>Acres</i>			<i>1,000 pounds</i>			<i>Cents per pound</i>			<i>1,000 dollars</i>
2006	105	360	20	380	100	4,400	4,500	56.8	65.5	57.0	2,565
2007	105	355	25	380	100	3,900	4,000	59.2	50.5	59.0	2,360
2008	105	370	20	390	100	4,200	4,300	62.0	61.5	62.0	2,666
2009	110	415	30	445	100	3,900	4,000	60.9	64.5	61.0	2,440
2010	115	440	35	475	100	3,800	3,900	63.8	86.5	64.5	2,516

¹ Survey conducted in November of each year. Does not include acreage used primarily for leaf production.

TARO: Poi Millings by Months, State of Hawaii, 5-year Average, 2009 and 2010

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
<i>1,000 pounds</i>													
5-year average ¹	339	317	326	299	306	309	346	376	359	389	357	397	4,120
2009.....	315	285	295	305	285	325	320	320	325	370	355	400	3,900
2010.....	285	275	325	285	265	295	310	335	345	335	355	390	3,800
<i>Percent</i>													
Percent Changes:													
2010/5-year	84	87	100	95	87	95	90	89	96	86	99	98	92
2010/2009.....	90	96	110	93	93	91	97	105	106	91	100	98	97

¹ Years: 2005-2009.