



## Market Analysis and News Branch

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### Fresh Basil Statistics State of Hawaii, 2019

Hawaii fresh basil production is estimated at 12.74 million pounds, valued at \$28 million in 2019 and both these measures are about four times higher than in 2012. Some 466 acres of farmland were dedicated to planting fresh basil and the collection of farms provided employment opportunities to 388 hired workers.

Sweet (Italian) and Asian (Thai) are the two primary types of basil grown in Hawaii. An estimated 99.2% of all Hawaii produced basil is exported to the U.S Mainland and Canada. The export market prices for both types of basil are higher than the local market prices. Sweet and Asian basil fetched \$2.66 and \$1.73 per pound respectively in the export markets.

As fresh basil production has increased exponentially over time, the efficiency of its production is even more evident. Compared to other commercial crops of equivalent planted acreage, fresh basil generated farm production value of about seven (7) times as head cabbage (\$3.93 million; 510 acres; 2018), 7.7 times that of sweet potatoes (\$3.63 million; 590 acres; 2019)<sup>1</sup> and 17.6 times that of avocados (\$1.59 million; 840 acres; 2018-2019).<sup>2</sup> Within the Hawaii Top 20 agricultural commodities in 2018, basil would rank 7<sup>th</sup> in terms of production value.<sup>3</sup>

#### FRESH BASIL: Acreage, Yield, Production, Value and Workforce, 2019

Crop planted (acres)	466
Yield per acre (pounds)	27,339
Utilized production - all purpose (1,000 pounds)	12,740
Value of production (1,000 dollars)	28,039
Farm workforce (hired workers)	388

<sup>1</sup> USDA-NASS (2020). Hawaii Vegetable and Melon Crops Report. Available at: [https://www.nass.usda.gov/Statistics\\_by\\_State/Hawaii/Publications/Vegetables/2020/202004vegrv.pdf](https://www.nass.usda.gov/Statistics_by_State/Hawaii/Publications/Vegetables/2020/202004vegrv.pdf)

<sup>2</sup> HDOA-MANB (2020). Avocado Production, State of Hawaii, 2018-2019. Available at: [https://hdoa.hawaii.gov/add/files/2020/01/Avocado-Stats\\_SOH\\_01.29.20.pdf](https://hdoa.hawaii.gov/add/files/2020/01/Avocado-Stats_SOH_01.29.20.pdf)

<sup>3</sup> HDOA-MANB (2020). Top 20 Agricultural Commodities Produced, State of Hawaii, 2018. Available at: [https://hdoa.hawaii.gov/add/files/2020/02/Top-20-Ag-Commodities\\_SOH\\_R\\_02.14.pdf](https://hdoa.hawaii.gov/add/files/2020/02/Top-20-Ag-Commodities_SOH_R_02.14.pdf)

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## FRESH BASIL: Local and Export Sales and Price, 2019

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Local market sales (1,000 pounds)	102
Export market sales (1,000 pounds)	12,638
Local market price - Sweet (dollars per pound)	1.61
Local market price - Asian (dollars per pound)	1.20
Export market price - Sweet (dollars per pound)	2.66
Export market price – Asian (dollars per pound)	1.73

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## FRESH BASIL: Production, Price, and Value by Variety, 2000-2019

Crop Year <sup>1</sup>	Production (1,000 pounds)			Farm Price (dollars per pound)		Farm Value (1,000 dollars)		
	Sweet (Italian)	Asian (Thai)	Total	Sweet (Italian)	Asian (Thai)	Sweet (Italian)	Asian (Thai)	Total
2000	1,600	500	2,100	2.00	0.80	3,200	400	3,600
2001	1,500	650	2,150	2.00	0.80	3,000	520	3,520
2002	2,000	1,000	3,000	1.95	0.85	3,900	850	4,750
2003	2,000	1,200	3,200	2.00	0.80	4,000	960	4,960
2004	1,800	1,000	2,800	2.05	0.95	3,690	950	4,640
2005	1,700	1,300	3,000	2.45	1.10	4,165	1,430	5,595
2006	2,000	1,600	3,600	1.90	0.95	3,800	1,520	5,320
2007	2,100	1,600	3,700	1.65	1.25	3,465	2,000	5,465
2008	2,500	1,700	4,200	1.75	1.40	4,375	2,380	6,755
2009	1,900	2,300	4,200	1.95	1.35	3,705	3,105	6,810
2010	1,200	2,000	3,200	1.95	1.60	2,340	3,200	5,540
2011	1,400	2,800	4,200	1.75	1.35	2,450	3,780	6,230
2012	800	2,900	3,700	2.60	1.65	2,080	4,785	6,865
2013	2	2	2	2	2	2	2	2
2014	2	2	2	2	2	2	2	2
2015	2	2	2	2	2	2	2	2
2016	2	2	2	2	2	2	2	2
2017	2	2	2	2	2	2	2	2
2018	2	2	2	2	2	2	2	2
2019	6,520	6,220	12,740	2.65 <sup>3</sup>	1.73 <sup>3</sup>	17,278	10,761	28,039

<sup>1</sup> Sourced from USDA-NASS, 2000-2012.

<sup>2</sup> Not available due to reduction-in-force (RIF).

<sup>3</sup> Weight average of local and export market prices.