



## Market Analysis and News Branch

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# Statistics on Mushrooms State of Hawaii, 2019

The farm gate value for utilized production of Hawaii’s mushroom crop is estimated at \$2.5 million in 2019. The volume sold was 293,092 pounds of fresh mushrooms. Producers received an average farm gate price of \$8.48 per pound.

Total mushroom area in production statewide is estimated at 55,064 square feet, with harvested areas totaling 5,908 square feet. Mushroom crops were harvested multiple times throughout the year from the reported harvested production areas.

Wholesale markets led in the overall volume of farm gate sales with 261,117 pounds (89%) followed by 27,401 pounds sold direct-to-restaurants, 3,551 pounds sold to retail markets and 1,023 pounds sold on-farm.

Retail markets led in the highest farm gate price paid to growers and averaged \$11.33 per pound, followed by \$9.17 per pound sold direct-to-restaurants, \$8.38 per pound sold to wholesale markets and \$6.00 per pound paid for on-farm sales of mushrooms.

Oyster, Shiitake and other specialty mushroom varieties are primarily grown by Hawaii producers. Overall, most producers reported growing more than one type of mushroom per operation. Approximately 43% of farms reported producing Oyster mushrooms, followed by Shiitake (29%), *Agaricus* mushroom varieties (14%), and other specialty mushrooms (14%).

Growers reported that demand is steady for Hawaii produced mushrooms. Mushrooms were marketed mainly on the island they were produced due to a strong local demand for the product. High operating costs, limited space for mushroom production and lack of new varieties of mushrooms were factors that prevented some producers from expanding production. Producers noted mushrooms grow best at higher elevations and cooler temperature for best production.

**Figure 1: Sales Volume, Price, and Value, 2019**

| Volume of Mushrooms Sold | Average Farm Price Per Pound <sup>1</sup> | Value of Utilized Production |
|--------------------------|---|------------------------------|
| “---pounds---”           | “---dollars---”                           |                              |
| 293,092                  | 8.48                                      | 2,485,798                    |

<sup>1</sup> The average farm price per pound is derived by dividing the value of utilized production by the volume of mushrooms sold and rounded off.

**Figure 2: Growing Area, Harvested Production, Harvested but Not Sold, 2019<sup>1</sup>**

| Growing Area        | Harvested Area | Mushroom Harvested | Harvested but Not Sold |
|---------------------|----------------|--------------------|------------------------|
| "---square feet---" |                | "---pounds---"     |                        |
| 55,064              | 5,908          | 293,145            | 53                     |

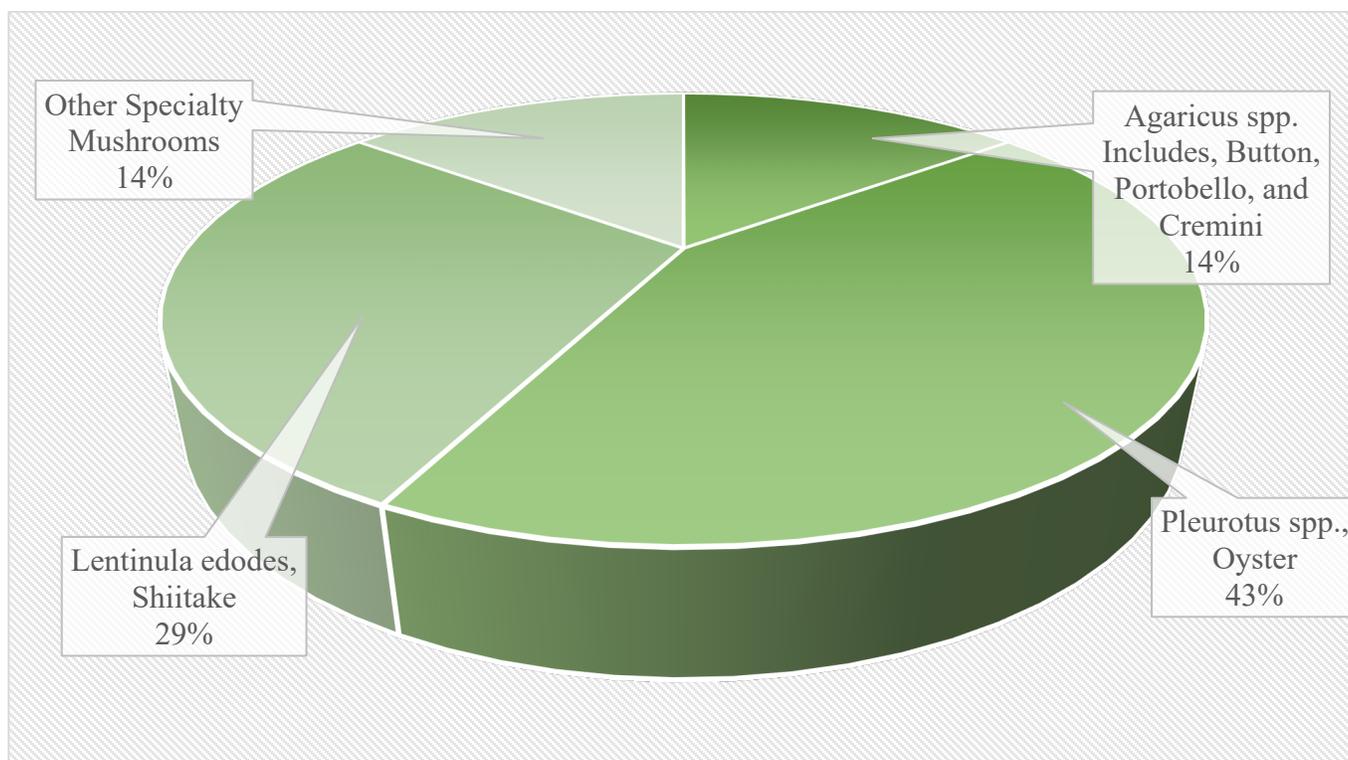
<sup>1</sup> Producers reported total production area used for growing mushrooms, the growing area was counted as a whole and summed on a state level and not calculated for multiple harvests of mushrooms.

**Figure 3: Market Sales, Volume Sold and Price, 2019**

| Market                | Volume Sold    |           | Price Per Pound <sup>1</sup> |
|-----------------------|----------------|-----------|------------------------------|
|                       | "---pounds---" | "---%---" | "---dollars---"              |
| Wholesale             | 261,117        | 89.1      | 8.38                         |
| Retail                | 3,551          | 1.2       | 11.33                        |
| Direct-to-Restaurants | 27,401         | 9.4       | 9.17                         |
| On-Farm Sales         | 1,023          | 0.3       | 6.00                         |

<sup>1</sup> Price per pound is the average price that producers received at the first point of sale off-the-farm.

**Chart 1: Distribution of Mushroom Varieties Grown in Hawaii, 2019<sup>1</sup>**



<sup>1</sup> Other Specialty Mushrooms include all other types of mushrooms produced in Hawaii excluding, *Agaricus* species, common Oyster and Shiitake mushrooms. Data on type of specialty mushrooms grown not disclosed to avoid disclosing data for individual operations.