



## Market Analysis and News Branch

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### Statistics on Kale Imports State of Hawaii, 2014-2019

Kale, the “green super food” has gained popularity among consumers and growers. On an annual basis, U.S. per capita consumption availability of kale has increased from 2014 to 2019. This corresponds to the same increasing trend in Hawaii’s consumption availability.

The major states that grow kale are California, Texas, and Arizona. Hawaii’s production<sup>1</sup> declined substantially from a high of 81% in 2014 to 16% in 2019 and imports the rest mainly from California and Arizona.

Total consumption availability of kale is the sum of volume of imports and local production. Hawaii has to rely more on imports when it produces less locally. With the exception of 2018, local production of kale has been declining, due mostly to a combination of decreasing statewide yield per acre and shrinking harvested acreage.<sup>2</sup>

**Table 1: Consumption Availability, Production, and Imports of Kale in Hawaii**

Year <sup>1</sup>	Consumption Availability U.S. Per Capita (Pounds)	Consumption Availability in Hawaii <sup>2</sup> (Million pounds)	Production in Hawaii (Million pounds)	Imports to Hawaii (Million pounds)	Import Proportion (Percentage)
2014	0.5	0.8	0.6	0.1	19.0%
2015	0.6	0.9	0.6	0.3	33.3%
2016	0.5	0.8	0.4	0.4	47.5%
2017	1.0	1.6	0.3	1.3	79.6%
2018	1.1	1.8	0.9	0.9	49.6%
2019	1.1	1.8	0.3	1.5	84.3%

<sup>1</sup> Sourced from USDA-ERS and USDA-NASS, various years.

<sup>2</sup> Based on annual consumption availability of kale (U.S Per Capita) except for 2008.

<sup>1</sup> In reference to utilized production.

<sup>2</sup> USDA-NASS. *Hawaii 2019 Vegetable and Melon Crops Report*. April 8, 2020.

**Chart 1: Hawaii Kale Imports by Volume and Availability for Consumption**

