



Market Analysis and News Branch

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In Cooperation with the United States Department of Agriculture
National Agricultural Statistics Service, Pacific Region

Taro Statistics State of Hawaii, 2021

Taro is a vital food source containing high nutritional value from its corm, leaves, and stems. It is important in Hawaii as an indigenous crop which provide significant, host-culture food. A recent survey conducted on taro farming across the state estimated total crop production at about 4.8 million pounds and valued at \$6.4 million in 2021.

Lo'i taro¹ led the way for both production and value of 2.6 million pounds (54.7%) and \$3.3 million (51.5%) respectively. This is followed by luau leaf² at 1.9 million pounds (40.0%) and \$2.5 million (39.7%) respectively. Upland taro³ accounted for 257,000 pounds, valued at \$563,000.

In terms of planted acreage statewide, lo'i taro was cultivated in 269 acres (61.4%), followed by luau leaf, grown in 76 acres (17.3%), and upland taro, 29 acres (6.6%). Another 64 acres (14.7%) were reported as fallow land. A total of 438 acres were reported as dedicated to taro farming.

On sales channel, off-island sales accounted for 63.4% of all taro sales by market volume. Home-island sales accounted for 35.3%, and harvested but not sold was estimated at 1.3%.

In terms of taro marketing by sales outlet, the dominant share went to poi millers/processors at 49.6% of total market volume. This was followed by wholesalers at 38.0% and sales to retail/restaurants at 7.3%. On-farm sales took the remaining 5.1%. Market values by sales outlet are also reported in Table 4.

Additional information on taro varieties grown and with barriers and/or challenges facing taro producers in Hawaii are presented in Charts 1 and 2.

Table 1: Taro Production, Value, and Share by Crop Type, State of Hawaii, 2021

Crop Type	Production (1,000 pounds)	Crop Share (Percent)	Crop Value (1,000 dollars)	Value Share (Percent)
Lo'i taro	2,632	54.7	3,275	51.5
Upland taro	257	5.3	563	8.8
Luau leaf	1,928	40.0	2,521	39.7
State total	4,817	100.0	6,359	100.0

¹ Crop grown in wetland environment.

² Taro crop grown for edible leaf.

³ Crop grown in dryland environment.

Table 2: Taro Planted Acreage and Share by Crop Type, State of Hawaii, 2021

Crop Type	Planted Acreage (Acres)	Planted Share (Percent)
Lo'i taro	269	61.4
Upland taro	29	6.6
Luau leaf*	76	17.3
Fallow land	64	14.7
State total	438	100.0

*Luau leaf production only.

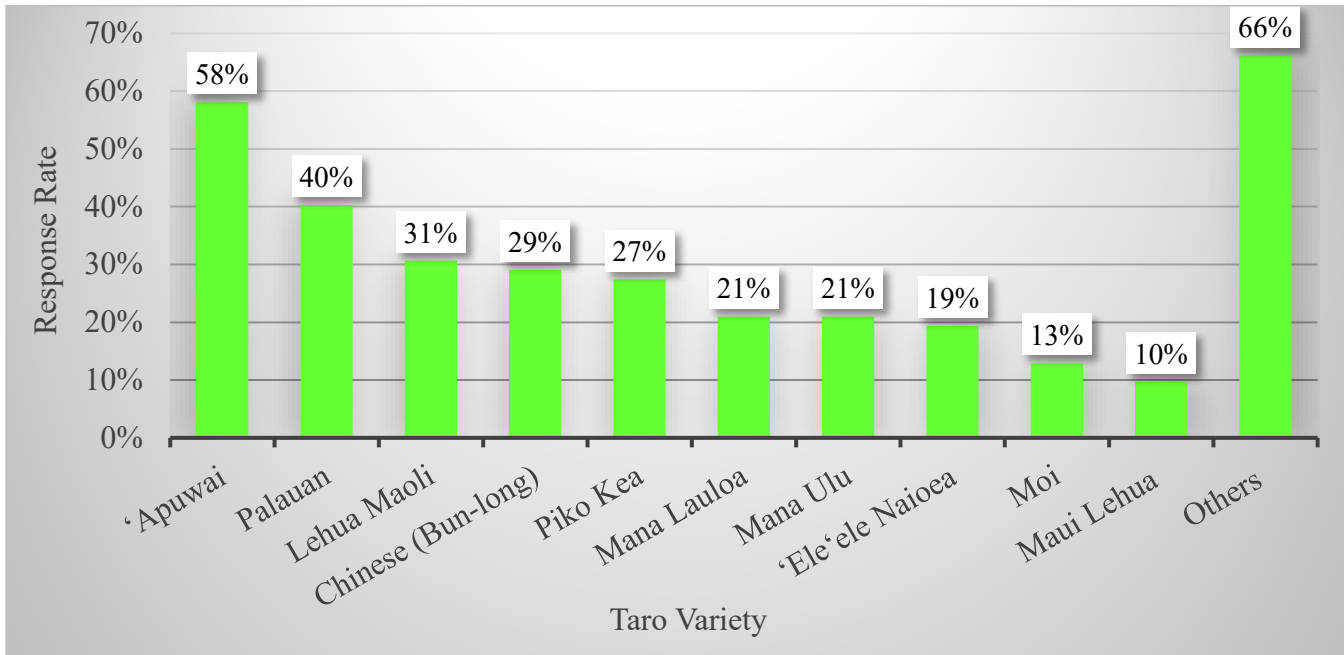
Table 3: Taro Marketing by Sales Channel, State of Hawaii, 2021

Sales Channel	Market Volume (1,000 pounds)	Market Share (Percent)
Home-island	1,699	35.3
Off-island	3,052	63.4
Harvested but not sold	66	1.3
State total	4,817	100.0

Table 4: Taro Marketing by Sales Outlet, State of Hawaii, 2021

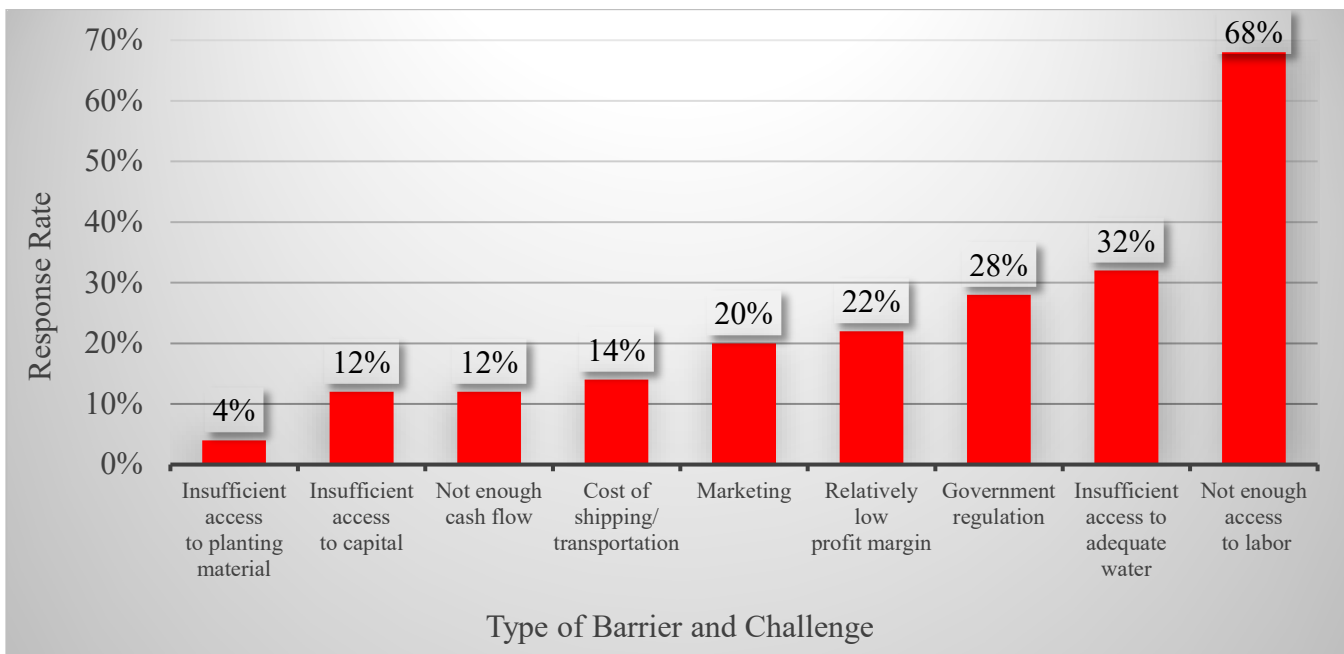
Sales Outlet	Market Volume (1,000 pounds)	Market Share (Percent)	Market Value (1,000 dollars)	Market Share (Percent)
Poi millers/processors	2,387	49.6	2,668	42.0
Wholesalers	1,831	38.0	2,384	37.5
Retail/restaurants	352	7.3	639	10.1
On-farm sales	245	5.1	664	10.4
Online-marketplace	2	0.0	3	0.0
State total	4,817	100.0	6,358	100.0

Chart 1: Taro Varieties Grown, State of Hawaii, 2021*



*One or more varieties can be reported by producers in the survey.

Chart 2: Barriers and Challenges Facing Taro Producers, State of Hawaii, 2021*



*One or more barriers and/or challenges can be reported by producers in the survey.

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