



Market Analysis and News Branch

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Statistics on Kale Imports State of Hawaii, 2014-2022

Kale, known as the “green super food,” has gained popularity among both consumers and growers. From 2014 to 2022, the per capita consumption availability of kale in the U.S. has more than doubled. In Hawaii, availability is estimated to have nearly tripled during the same period.

California, Texas, and Arizona are the primary states for kale production. The total availability of kale for consumption is the sum of import volumes and local production. When local production declines, Hawaii becomes more reliant on imports. Since 2018, local production of kale has been declining, due mostly to a combination of decreasing statewide yield per acre, pests and shrinking harvested acreage.¹ As a result, Hawaii imports kale from California and Arizona. In 2022, imports reached their highest level, accounting for 74.5% of the kale available during the review period.

Table 1: Consumption Availability, Production, and Imports of Kale in Hawaii, 2014-2022

Year ¹	Consumption Availability U.S. Per Capita (Pounds)	Consumption Availability in Hawaii ² (Million pounds)	Production in Hawaii (Million pounds)	Imports to Hawaii (Million pounds)	Import Proportion (Percentage)
2014	0.39 ³	0.6	0.6	0.0	-2.6
2015	0.45 ³	0.7	0.6	0.1	12.4
2016	0.42 ³	0.7	0.4	0.3	38.7
2017	0.56 ³	0.9	0.3	0.6	64.3
2018	0.65 ³	1.1	0.9	0.2	16.7
2019	0.65 ³	1.1	0.3	0.8	74.1
2020	0.68 ³	1.0	0.3	0.7	68.3
2021	1.05 ⁴	1.6	0.5	1.1	67.1
2022	0.98 ⁴	1.6	0.4	1.2	74.5

¹ Sourced from USDA-ERS and USDA-NASS, various years.

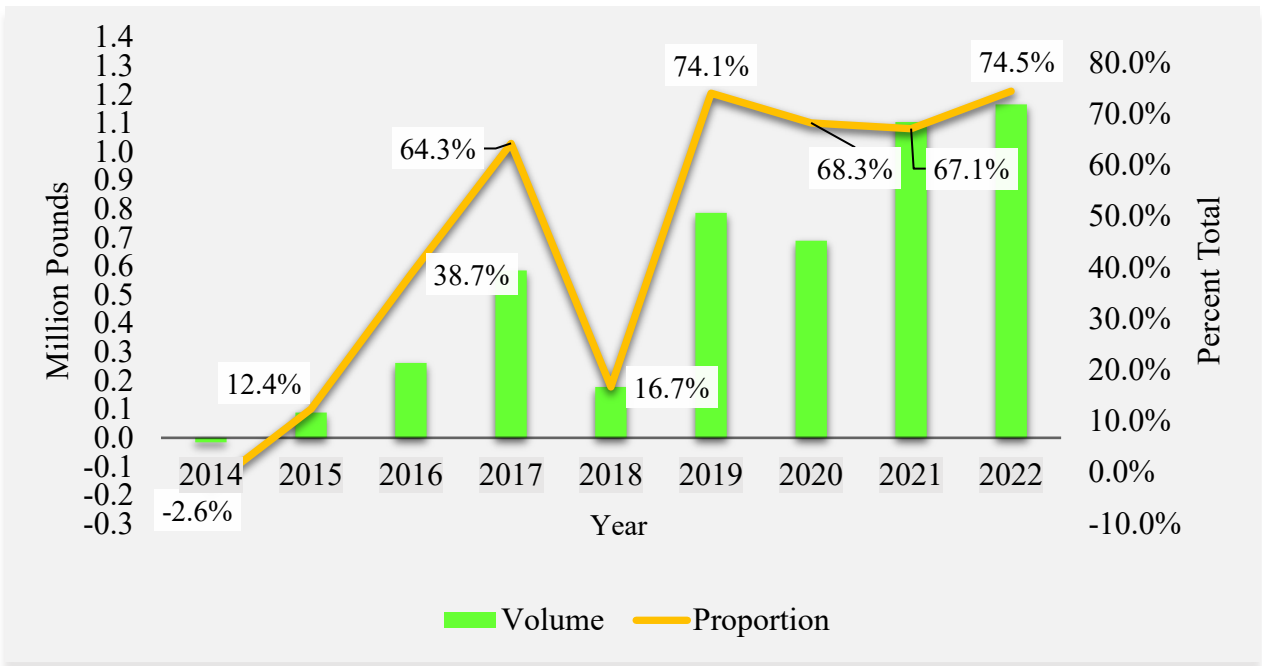
² Based on annual consumption availability of kale (U.S Per Capita).

³ Revised by USDA-ERS.

⁴ Updated.

¹ USDA-NASS. *Pacific Region - Hawaii Vegetable and Melon Crops Report*. February 15, 2023.

Chart 1: Hawaii’s Kale Imports by Volume and Consumption Proportion, 2014-2022



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