



KA 'OIHANA MAHI'AI

## Market Analysis and News Branch

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

### Statistics on Bananas State of Hawaii, 2023

In 2023, Hawaii’s utilized production of fresh bananas declined by 8%, totaling 4.73 million pounds, down from 5.14 million pounds in 2022. This reduction was due to a 5% decrease in total acreage planted, from 332 acres in 2022 to 317 acres in 2023, coupled with a 3% drop in average yield per acre, from 15.5 thousand pounds per acre in 2022 to 15.0 thousand pounds per acre in 2023.

Despite the decline in production volume, farmers gained from an increase in the average price of fresh bananas, which rose by \$0.19 per pound to \$1.33, compared to \$1.14 per pound in the previous year. As a result, the value of Hawaii’s fresh banana production reached 6.3 million, marking a 7% increase over the prior year’s \$5.9 million.

Approximately 53% (2.5 million pounds) of the state’s utilized banana production was sold on the same-island, about 4% higher compared to the previous year. However, off-island sales saw a 16% year-on-year decline. Nearly all harvested bananas (over 99%) were sold in the fresh market, indicating a strong preference for fresh bananas over processed alternatives.

Apple bananas remain the primary variety cultivated by Hawaii producers, with the most common cultivars including Dwarf Apple, Santa Catarina, Dwarf Brazilian, and other Brazilian varieties.

**Table 1: Acreage, Production, Yield, Value, and Price of Bananas, 2019-2023**

	2019	2020	2021	2022	2023
Crop Planted (acres)	246	263	318	332	317
Harvested production - all purpose (thousand pounds)	4,059	4,035	3,744	5,159	4,746
Crop yield <sup>1</sup> (thousand pounds per acre)	16.5	15.3	11.8	15.5	15.0
Utilized production (thousand pounds)	4,052	4,032	3,730	5,143	4,726
Harvested - not sold (thousand pounds)	7	3	14	16	19
Value of production (thousand dollars)	4,659	4,643	4,010	5,885	6,289
Farm price <sup>2</sup> (dollars per pound)	1.15	1.15	1.08	1.14	1.33

<sup>1</sup> Derived from dividing harvested production by crop planted.

<sup>2</sup> Derived from dividing value of production by utilized production.

**Table 2: Utilized Production and Sales of Bananas by County, 2019-2023**

County		Utilized Production - All Purpose	Sales in Fresh Market	Sales in Processing Market	Sale on Neighbor Island	Sale on Home Island	Harvested but Not Sold
----- thousand pounds -----							
Hawaii	2019	3,678	3,631	47	2,336	1,342	2
	2020	3,586	3,531	55	2,180	1,406	0
	2021	3,390	3,341	49	2,132	1,258	7
	2022	3,754	3,719	35	2,673	1,027	7
	2023	3,263	3,260	3	2,236	1,027	0
Honolulu	2019	103	100	3	0	103	0
	2020	133	133	0	0	133	0
	2021	26	24	2	0	26	1
	2022 <sup>1</sup>	928	928	0	0	928	0
	2023 <sup>1</sup>	985	985	0	0	985	0
Kauai	2019	60	56	4	0	60	0
	2020	127	127	0	0	127	0
	2021	97	97	0	0	97	3
	2022	329	305	24	0	329	7
	2023	350	326	24	0	350	16
Maui	2019	211	211	0	64	147	5
	2020	186	185	1	0	186	3
	2021	218	216	2	58	160	3
	2022	132	132	0	0	132	2
	2023	128	120	8	0	128	3
State Total	2019	4,052	3,998	54	2,400	1,652	7
	2020	4,032	3,976	56	2,180	1,852	3
	2021	3,731	3,678	53	2,190	1,541	14
	2022	5,143	5,084	59	2,673	2,470	16
	2023	4,726	4,691	35	2,236	2,490	19

<sup>1</sup> Includes some production in Kunia region.

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