



United States Department of Agriculture
National Agricultural Statistics Service

Pacific Region Farm News



Cooperating with the Hawaii Department of Agriculture
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Media Contact: Kathy King, 1-808-522-8080 · December 21, 2016

Local Foods Sales Reach \$84.4 Million in Hawaii

SACRAMENTO, CA – Hawaii local food production sales reached \$84.4 million, according to the 2015 Local Foods Marketing Practices Survey report released by the U.S. Department of Agriculture's National Agricultural Statistics Service (NASS). Of the \$84.4 million in total local food sales in Hawaii, \$69.5 million were from produce such as vegetables, nuts and fruit, while \$14.9 million were from value-added products such as jams, meat, and cheese.

Most farms selling directly to consumers sold through outlets such as farmers markets and on-farm stores. Value of sales directly to consumers in Hawaii, including value-added products, was \$22.8 million. The remainder of local food produce and value-added products were sold to supermarkets, restaurants, institutions, and wholesalers.

There were 2,423 operations involved in the sales of local foods in the state, representing 3,512 farm operators. Of those operators, 1,287 were female operators.

This report contains the results of the first Local Foods Marketing Practices Survey conducted. The Local Foods Marketing Practices Survey is part of the larger Census of Agriculture program. It is the first survey conducted by the National Agricultural Statistics Service to measure the effect of local foods on local economies.

Nationally, the top five states for value of direct food sales were California with \$2,869 million, Michigan with \$459 million, New York with \$441 million, Pennsylvania with \$439 million, and Wisconsin at \$431 million.

Access the full Local Foods Marketing Practices dataset at NASS's Quick Stats database:
https://www.agcensus.usda.gov/Publications/2012/Online_Resources/Local_Food/index.php

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