



# Market Analysis and News Branch

1428 South King Street  
Honolulu, HI 96814-2512

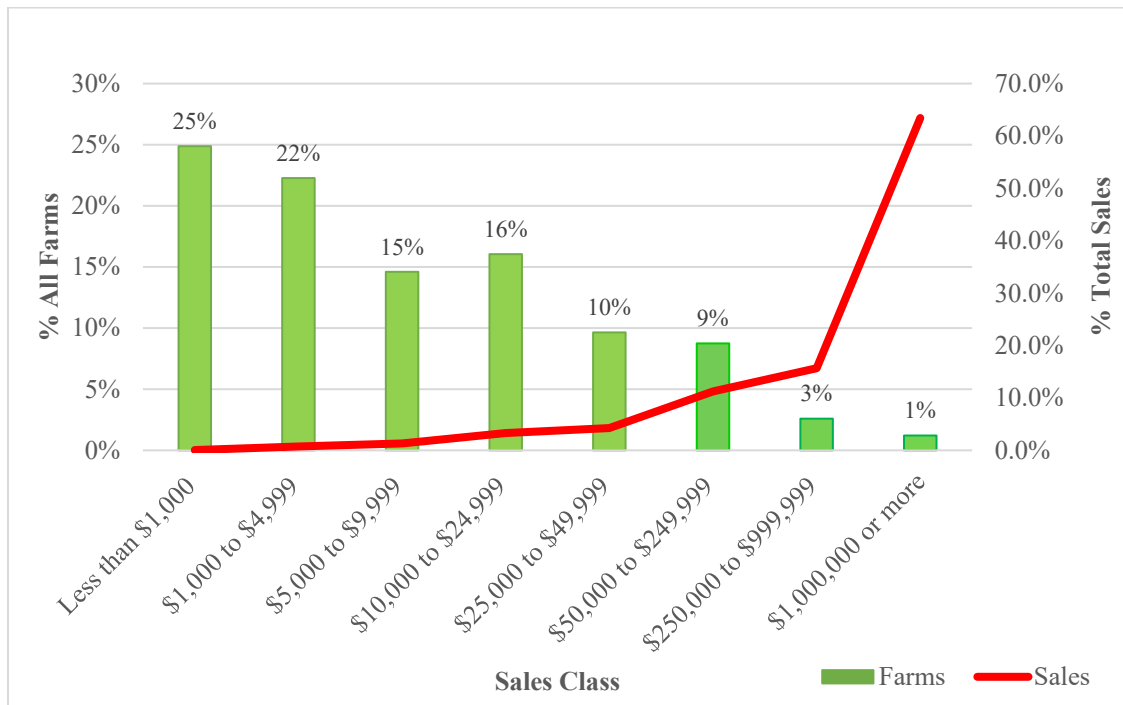
In Cooperation with the United States Department of Agriculture  
National Agricultural Statistics Service, Pacific Region

## Profile of Hawaii Agriculture - Marketing Farms by Annual Sales and Sales Class, 2017

### Summary:

- Hawaii farms with less than \$1,000 in annual sales account for 25% of all farms and 0.1% of total sales.
- Farms with annual sales of \$1,000 to \$4,999 make up 22% of all farms and 0.75% of total sales.
- Farms with less than \$50,000 in annual sales account for almost 87% of all farms and just under 10% of total sales.
- Farms with annual sales of more than \$50,000 account for 13% of all farms and 90% of total sales in Hawaii.

Proportion of Farms and Sales, Hawaii 2017\*



\*Calculated values derived from NASS data.  
Source: USDA-NASS, 2017 Census of Agriculture-Hawaii.

## Value of Food Sold Directly to Consumers Farms by Sales Class, 2017

### Summary:

- Hawaii farms with less than \$1,000 in annual sales account for 28% of farms surveyed and 0.7% of direct food sales to consumers.
- Farms with \$1,000 to \$4,999 in annual sales represent 39% of farms surveyed and 5.3% of direct food sales to local consumers.
- Overall, farms with less than \$50,000 in annual sales account for almost 96% of farms surveyed and 33% of direct food sales to consumers.
- Farms with more than \$50,000 in annual sales account for 4% of farms surveyed and 67% of direct food sales to consumers in Hawaii.

**Food Sold Directly to Consumers by Farm Sales Class, Hawaii 2017\***



\*Calculated values derived from NASS data.

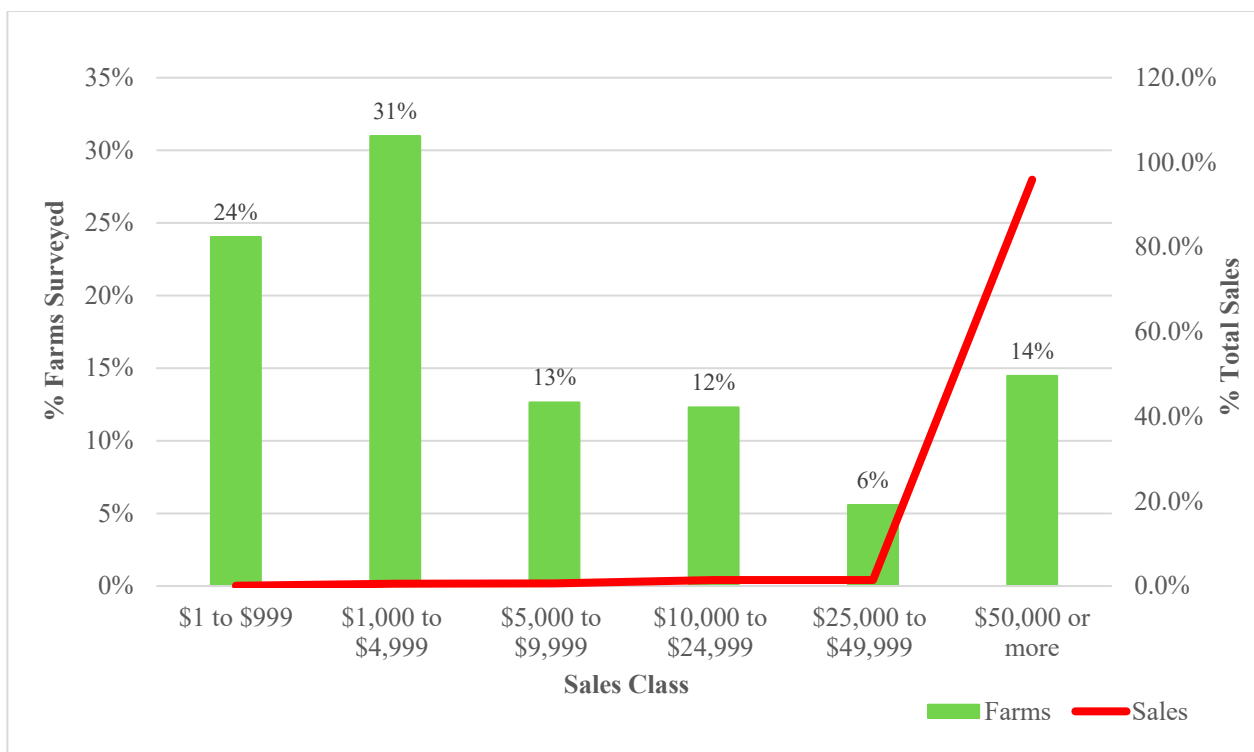
Source: USDA-NASS, 2017 Census of Agriculture-Hawaii.

## Value of Food Sold Directly to Retail Markets, Institutions, and Food Hubs for Local Branded Products Farms by Sales Class, 2017

### Summary:

- Hawaii farms with annual sales of less than \$1,000 account for 24% of farms surveyed and 0.1% of direct food sales to retailers, institutions and food hubs.
- Farms with \$1,000 to \$4,999 in annual sales represent 31% of farms surveyed and 0.6% of direct food sales to retailers, institutions and food hubs statewide.
- Almost 86% of farms surveyed reported less than \$50,000 in annual sales and account for 4% of direct food sales to retailers, institutions and food hubs.
- Farms with more than \$50,000 in annual sales represent 14% of farms surveyed and 96% of direct food sales to retailers, institutions and food hubs in Hawaii.

### Local Branded Products Sold Directly to Retailers, Institutions and Food Hubs Farms by Sales Class, Hawaii 2017\*



\*Calculated values derived from NASS data.

Source: USDA-NASS, 2017 Census of Agriculture-Hawaii.

## Total Value of Food Sold Directly to Consumers, Retail Markets, Institutions, and Food Hubs for Local Branded Products Farms by Sales Class, 2017

### Summary:

- Hawaii farms with less than \$1,000 in annual sales account for 663 farms surveyed (27%) and \$274 thousand (0.2%) of total direct food value sold locally.
- Farms with annual sales of \$1,000 to \$4,999 represent 895 farms surveyed (36%) and \$2.2 million (1.4%) of total direct food value sold statewide.
- Farms reporting less than \$50,000 in annual sales account for 2,299 farms surveyed (92%) and \$14 million (9%) of total direct food value sold locally.
- Farms with more than \$50,000 in annual sales account for 191 farms surveyed (8%) and \$138 million (91%) of total direct food value sold statewide.

**Total Food Value Sold Locally by Farms Sales Class, Hawaii 2017\***



\*Calculated values derived from NASS data.

Source: USDA-NASS, 2017 Census of Agriculture-Hawaii.

# Profile of Hawaii Agriculture - Marketing Conclusions

## Summary:

- While there are an estimated 7,328 farms in Hawaii, many of them are not what one may consider as typical commercial, strictly-for-profit, business enterprises.
- An estimated 25% of all farms in Hawaii has less than \$1,000 in annual sales and collectively account for 0.1% of total farm sales.
- Farms with less than \$50,000 in annual sales account for almost 87% of all farms and just under 10% of total farm sales.
- It is the bigger farms by sales class (13%), those with \$50,000 to \$5 million or more in annual sales that contribute the most to Hawaii's farm economy, accounting for 90% of total farm sales.
- Small farms by sales class has more influence selling food directly to consumers. In this category, farms with less than \$50,000 in annual sales account for almost 96% of farms surveyed and 33% of direct food sales to consumers.
- On local branded products sold directly to retailers, institutions and food hubs, the bigger farms by sales class dominate. In this category, farms with more than \$50,000 in annual sales account for 127 surveyed farms (14%) and \$119.5 million (96%) in direct food sales.
- On total direct food value sold locally, the bigger farms by sales class are equally dominant. Farms with more than \$50,000 in annual sales account for 191 farms surveyed (8%) and \$138 million (91%) of total direct food value sold locally.