

Market Analysis and News Branch

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

Basil Statistics State of Hawaii, 2024

In 2024, Hawaii’s fresh basil production reached a record high of 18.1 million pounds, valued at \$42.9 million. This represents a 10% increase in both production and value compared to the previous year. The growth was driven by a 3.1% increase in yield per acre to 36.9 thousand pounds, together with a 6.7% increase in harvested acreage. Steady market prices also contributed to the overall increase.

The most common varieties of basil grown in Hawaii are Sweet (Italian) basil and Asian (Thai) basil. In 2024, Sweet basil accounted for 58% of the total harvest (10.5 million pounds), while Asian basil made up 42% (7.6 million pounds). Almost all fresh basil produced in Hawaii (18 million pounds, or 99.5% of the total production) was channeled to export markets such as the Mainland U.S.A. and Canada, with the remaining 92,000 pounds (0.5% of the total) sold in the local market.

Export prices for both Sweet and Asian basil typically exceed local market prices. From 2022 to 2024, the average export price for Sweet basil was steady at \$2.71 per pound, compared to \$2.30 per pound for the local market. Asian basil fetched \$1.91 per pound on the export market, higher than \$1.50 per pound locally.

Hawaii’s warm, tropical climate is ideal for basil cultivation, enabling farmers to harvest fresh basil year-round. Consequently, Hawaii’s basil farmers can supply fresh basil to the Mainland U.S.A. and Canada during their winter months when local production is not feasible. This seasonal demand often exceeds Hawaii’s supply, leading to increased export prices.

Table 1: Fresh Basil – Acreage, Yield, Production, and Value, 2019-2024

	2019	2020	2021	2022	2023	2024
Crop harvested (acres)	466	410	400	472	462	493
Yield per acre (pounds)	27,339	24,215	30,660	27,839	35,552	36,649
Utilized production – all purpose (1,000 pounds)	12,740	9,928	12,264	13,140	16,425	18,068
Value of production (1,000 dollars)	28,039	22,338	29,360	31,194	39,124	42,892

Table 2: Fresh Basil – Local and Export Sales and Price, 2019-2024

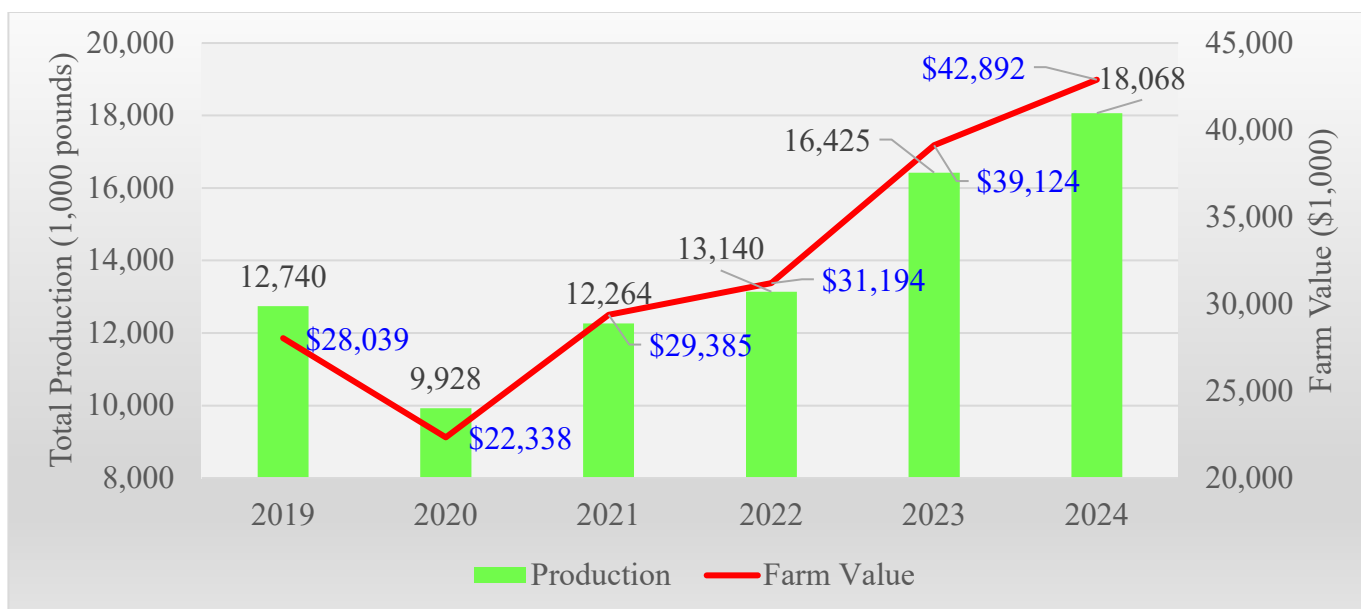
	2019	2020	2021	2022	2023	2024
Local market sales (1,000 pounds)	102	71	84	80	83	92
Export market sales (1,000 pounds)	12,638	9,857	12,180	13,060	16,342	17,976
Local market price – Sweet (dollars per pound)	1.61	2.10	2.20	2.30	2.30	2.30
Local market price – Asian (dollars per pound)	1.20	1.25	1.40	1.50	1.50	1.50
Export market price – Sweet (dollars per pound)	2.66	2.61	2.72	2.71	2.71	2.71
Export market price – Asian (dollars per pound)	1.73	1.71	1.91	1.91	1.91	1.91

Table 3 Fresh Basil – Production, Price, and Value by Variety, 2019 – 2024

Crop Year	Production			Farm Price ¹		Farm Value		
	(1,000 pounds)			(dollars per pound)		(1,000 dollars)		
	Sweet (Italian)	Asian (Thai)	Total	Sweet (Italian)	Asian (Thai)	Sweet (Italian)	Asian (Thai)	Total
2019	6,520	6,220	12,740	2.65	1.73	17,278	10,761	28,039
2020	5,958	3,970	9,928	2.61	1.71	15,547	6,791	22,338
2021	7,358	4,906	12,264	2.72	1.91	19,990	9,370	29,360
2022	7,621	5,519	13,140	2.71	1.91	20,653	10,541	31,194
2023	9,691	6,734	16,425	2.71	1.91	26,262	12,862	39,124
2024	10,479	7,588	18,068	2.71	1.91	28,398	14,494	42,892

¹ Weight average of local and export market prices.

Chart 1: Fresh Basil – Total Production and Farm Value, 2019-2024



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