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Hawaii Herbs

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Production and farm value decline from record high levels

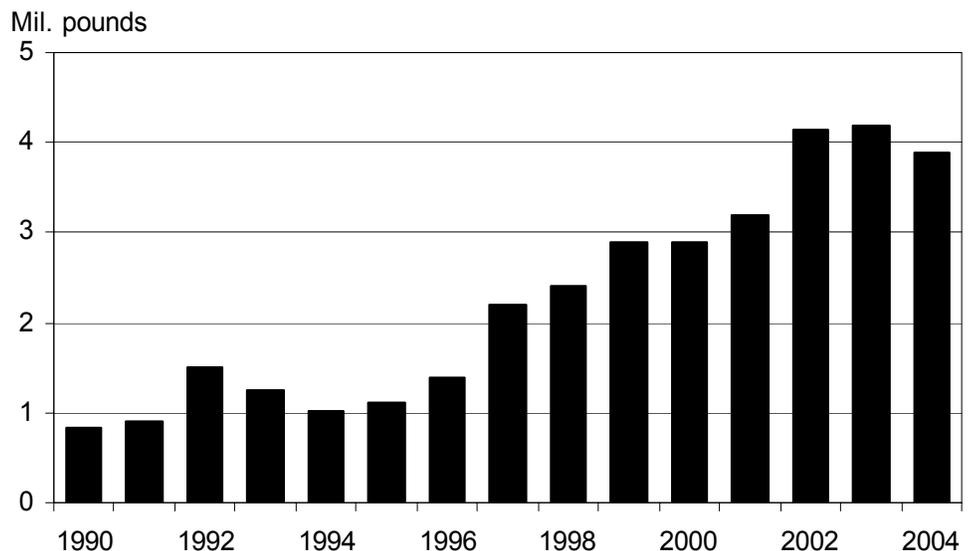
Hawaii fresh herb production registered its first decline in 10 years in 2004 at 3.9 million pounds, down 7 percent from 2003. Still, 2004's production was the third highest total on record and followed 2003's record high 4.2 million pounds. Total farm value of fresh herbs decreased 4 percent to \$7.0 million in 2004 as the drop in output more than offset higher farm prices for most herbs. Despite the overall declines registered in 2004, herb production has grown at an average annual rate of 11 percent since 1990 while farm revenues grew at a 10 percent rate over the same period.

Fresh herb production was hampered in 2004 by one of the wettest winter seasons (October 2003/April 2004) on record. Most of the State's fresh herbs are grown on Oahu where rainfall totaled a 47-year high of 16.35 inches during January and February 2004.

Sweet (Italian) basil production is estimated at 1.8 million pounds in 2004, down 10 percent from 2003. Farm prices rose to an average of \$2.05 per pound in 2004, up 3 percent from 2003 and the highest average price in 8 years. **Asian basil** production is pegged at 1.0 million pounds for 2004, down 17 percent from 2003. Farm prices averaged an 7-year high of 95 cents per pound in 2004, up 19 percent from 2003. The farm value of basil, both sweet and Asian, totaled \$4.6 million in

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Herbs: Fresh Farm Production State of Hawaii, 1990-2004



Hawaii Fresh Herbs

Production, farm price, and farm value by types, State of Hawaii, 1990 - 2004.

Year	Basil			Parsley	Chinese Parsley (Cilantro)	Other Herbs ¹	All Herbs
	Sweet (Italian)	Asian	Total				
Production - 1,000 pounds							
1990	440	70	510	180	50	90	830
1991	260	130	390	220	130	160	900
1992	340	500	840	310	95	255	1,500
1993	355	385	740	230	60	220	1,250
1994	290	230	520	260	47	203	1,030
1995	390	240	630	230	60	200	1,120
1996	510	390	900	200	70	230	1,400
1997	1,100	500	1,600	200	100	300	2,200
1998	1,200	500	1,700	125	75	500	2,400
1999	1,500	600	2,100	190	90	520	2,900
2000	1,600	500	2,100	220	80	500	2,900
2001	1,500	650	2,150	330	100	620	3,200
2002	2,000	1,000	3,000	300	300	550	4,150
2003	2,000	1,200	3,200	310	250	440	4,200
2004	1,800	1,000	2,800	280	240	580	3,900
Farm price - \$ per pound							
1990	2.25	0.80		0.95	1.70	2.90	
1991	2.35	0.80		0.94	1.05	2.35	
1992	2.60	0.95		1.18	1.15	1.15	
1993	1.87	1.05		1.37	2.06	2.35	
1994	2.30	0.85		1.23	2.14	2.40	
1995	1.95	0.85		1.30	1.70	2.60	
1996	2.20	1.40		1.70	2.70	2.40	
1997	2.00	1.00		1.75	2.65	2.30	
1998	1.90	0.90		2.05	2.70	2.20	
1999	2.00	0.70		2.00	2.15	2.70	
2000	2.00	0.80		2.00	3.00	2.20	
2001	2.00	0.80		2.00	2.10	2.45	
2002	1.95	0.85		1.70	1.50	2.30	
2003	2.00	0.80		2.20	2.10	2.45	
2004	2.05	0.95		2.00	2.20	2.15	
Farm value - \$1,000							
1990	900	272	1,262	171	85	261	1,779
1991	611	344	955	207	137	376	1,675
1992	884	475	1,359	366	109	620	2,454
1993	664	404	1,068	315	124	517	2,024
1994	667	196	863	320	101	487	1,771
1995	761	204	965	299	102	520	1,886
1996	1,122	546	1,668	340	189	552	2,749
1997	2,200	500	2,700	350	265	690	4,005
1998	2,280	450	2,730	256	203	1,100	4,289
1999	3,000	420	3,420	380	194	1,404	5,398
2000	3,200	400	3,600	440	240	1,100	5,380
2001	3,000	520	3,520	660	210	1,519	5,909
2002	3,900	850	4,750	510	450	1,265	6,975
2003	4,000	960	4,960	682	525	1,078	7,245
2004	3,690	950	4,640	560	528	1,247	6,975

¹ Includes spearmint, dill, and other herbs; some of which cannot be published separately to avoid disclosure. Also includes a small amount of basil and parsley for which an individual total could not be obtained.

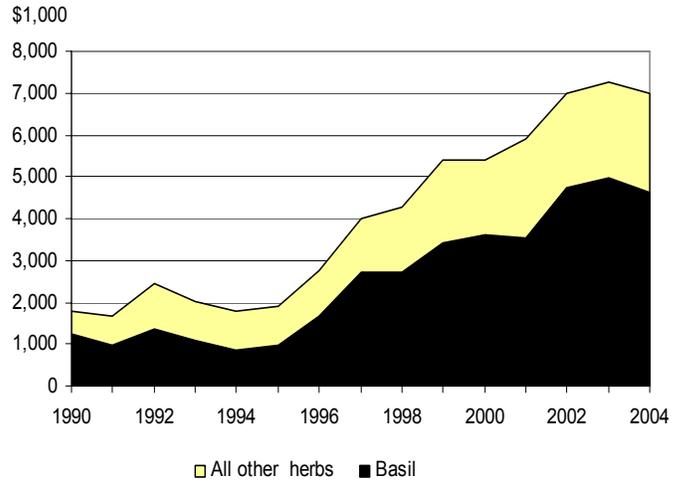
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2004, down 6 percent from 2003 but the third highest total on record.

Parsley production is estimated at 280,000 pounds for 2004, down 10 percent from 2003. Parsley growers received an average farm price of \$2.00 per pound in 2004, down 9 percent from 2003. **Chinese parsley (Cilantro)** production was also down in 2004 at 240,000 pounds, a 4 percent decrease from 2003.

Production of **all other herbs** totaled 580,000 pounds in 2004, up 32 percent from 2003 and the second highest total on record. Farm revenues totaled \$1.2 million for 2004, up 16 percent from 2003. Chives, mint, peppermint, rosemary, and a variety of ethnic herbs are some of the main crops in this combined herb category.

**Herbs: Farm Value
State of Hawaii, 1990-2004**



Medicinal Crops

Farm Value Tops \$1 Million

Total farm value of Hawaii's medicinal crops is estimated at \$1.2 million in 2004, up 61 percent from 2003. The cultivation of noni, also known as Indian Mulberry (*Morinda citrifolia* L.), accounts for most of the acreage and production in this category. Higher yields from maturing noni fields is the main reason for the rapid rise in production.

Culturally important `awa and noni plants are also main medicinal crops

Noni is a relatively small (3-6 m) evergreen shrub that is a member of the coffee family. Thought to be introduced to the islands by early Polynesian settlers, the plant can now be found throughout the State growing in lava fields, forests, and near streams. Commercial noni cultivation, however, is mainly concentrated on the Big Island. Noni fruits are harvested year-round in Hawaii, but there is a seasonal trend in which production is generally lighter during the winter months.

Noni

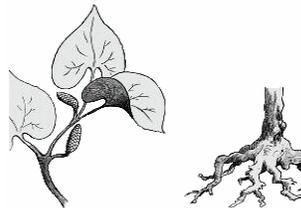


While all parts of the noni plant have traditional uses, it is the fruit that is of greatest commercial value today. The fruit and juice contain compounds that may potentially treat a variety of ailments such as Alzheimer's disease, high blood pressure, and arthritic conditions. The National Center for Complementary and Alternative Medicine is also sponsoring a study of noni in cancer patients.

Kava, known in Hawaii as `awa (*Piper methysticum*), is another popular medicinal crop grown in Hawaii. While output has declined from a peak of 450,000 pounds (fresh weight) in 2001 due to world health concerns, `awa remains an important commercial and cultural crop locally. Like the noni plant, kava or `awa was introduced into Hawaii by early Polynesians for its medicinal uses. In the case of `awa, it is the stumps and roots that have the most commercial value because they contain high levels

of Kavalactones, the active ingredients that make kava valuable. Kavalactone levels normally peak when the plant is between 18 to 24 months old. The juice from fresh or dried roots is made into a drink that is served as a relaxant. ■

Kava (`Awa)



Hawaii Medicinal Crops ¹

Harvested Acreage, Production, and Farm Value
State of Hawaii, 2004 and 2005

Year	Harvested acreage	Production	Farm value
		(Fresh Wt.) <i>1,000 pounds</i>	<i>\$1,000</i>
2004	270	2,200	770
2005	300	3,700	1,236

¹ Main medicinal crops are noni (Indian mulberry) and Kava (`awa).