



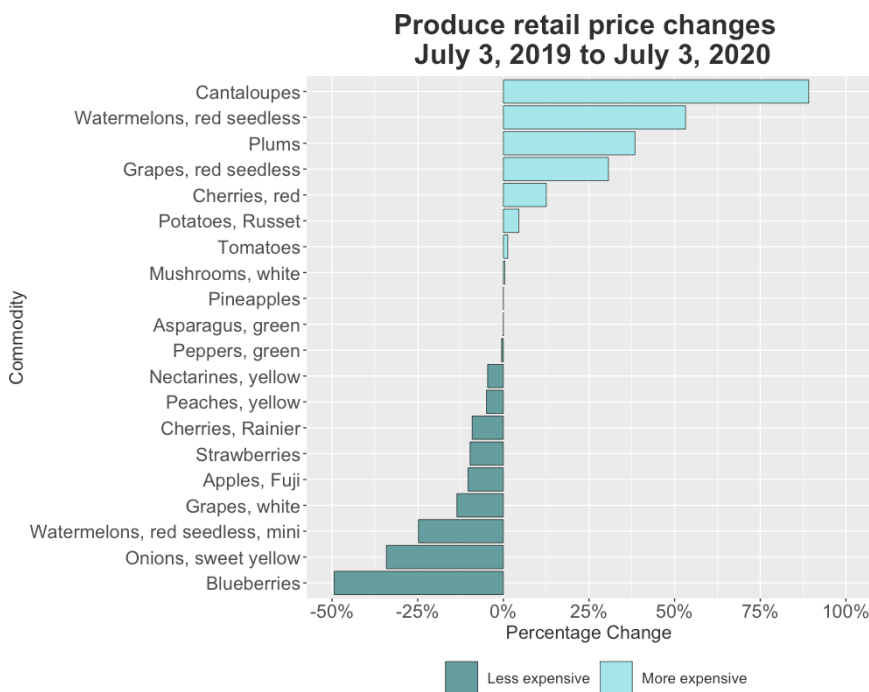
Produce Price Changes in Hawai'i

The percentage change in retail prices before and during COVID-19 varies by commodity.

Shoppers make decisions on what to purchase based on many factors, one of which is price. As prices change, shoppers may choose a different basket of goods depending on their household food budget.

Although food prices generally increase over time, prices can be volatile from year to year and can vary by food item or location. For instance, retail food prices increased by 1.7 percent in Honolulu, Hawai'i between 2010-2019, the highest average inflation rate among U.S. metropolitan areas (ERS, 2020b).

The COVID-19 pandemic has contributed to retail price changes. Across the country, there have been food supply chain disruptions, consumers eating at home more often, and certain items increasing in popularity, such as orange juice (ERS, 2020a; ERS, 2020c).



Source: AMS, 2020.

The data shown in this chart reflect produce retail prices in Hawai'i one year apart, before and during the COVID-19 global pandemic. The twenty fruit and vegetable commodities were chosen based on data availability (AMS, 2020). Of these 20 commodities, eight increased in price, two had no change in price, and 10 decreased in price. Cantaloupes had the largest year-over-year percentage change in retail price of all commodities, increasing by 89 percent.

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