

# HAWAII FLOWERS & NURSERY PRODUCTS

## Annual Summary

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In cooperation with:  

**Department of Agriculture**  
 STATE OF HAWAII  
 Agricultural Development Division

### 2007 FLORICULTURE AND NURSERY PRODUCTS VALUE AT RECORD HIGH

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The preliminary value of Hawaii's floriculture and nursery products is estimate at **\$105.9** million for 2007, up 7 percent from the revised 2006 total. If this level holds, it will be a record high according to the USDA, NASS, Hawaii Field Office. The industry still remains a major contributor to Hawaii's diversified agriculture. Some commodity groups experienced increases while others had decreases in 2007. Cut flowers totaled \$12.4 million, down 8 percent. Cut and potted orchids were valued at \$21.8 million, 1 percent more than last year. Lei flowers pegged at \$3.6 million was 3 percent above 2006. Foliage sales were 7 percent

higher, registering at \$19.3 million. Potted flowering plants were 4 percent above 2006 and valued at \$6.3 million. Landscape plants were estimated at \$26.0 million, jumping 25 percent from last year. Plant rentals increased 25 percent and totaled \$6.5 million. Other nursery products fell 6 percent, registering \$5.0 million. Bedding and garden plants wholesale value, at \$3.4 million, was 3 percent higher than 2006.

#### FLORICULTURE AND NURSERY PRODUCTS: Wholesale value, State of Hawaii, 2003-2007

Commodity	2003	2004	2005	2006	2007
<i>1,000 dollars</i>					
Cut flowers <sup>1</sup>	14,183	13,204	13,997	13,536	<b>12,415</b>
Orchids <sup>2</sup>	23,439	22,769	22,225	21,510	<b>21,823</b>
Lei flowers	3,704	3,397	3,687	3,520	<b>3,640</b>
Foliage <sup>3</sup>	16,966	17,621	19,509	17,967	<b>19,290</b>
Potted flowering plants	5,563	6,004	6,278	6,092	<b>6,343</b>
All other nursery products <sup>4</sup>	30,391	30,848	33,796	34,645	<b>40,882</b>
Unspecified sales <sup>5</sup>	1,355	1,335	1,470	1,455	<b>1,525</b>
<b>Total</b>	<b>95,601</b>	<b>95,178</b>	<b>100,962</b>	<b>98,725</b>	<b>105,918</b>

<sup>1</sup> Cut orchids included in "Orchids" category.

<sup>2</sup> Includes cut and potted orchids.

<sup>3</sup> Includes potted, cut, and unfinished.

<sup>4</sup> Includes bedding/garden plants, plant rentals, landscape plants, propagation materials, sod, trees, and any other nursery products not elsewhere classified.

<sup>5</sup> Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.



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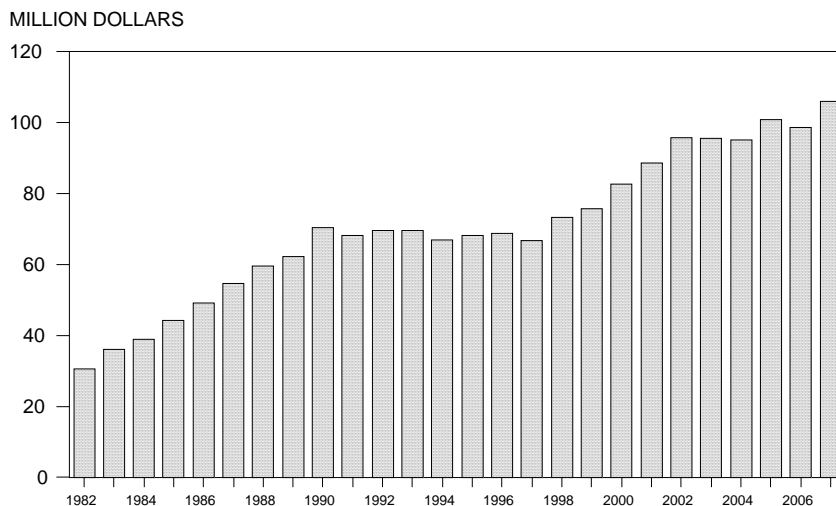


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# STATE SUMMARY (Continued)

## FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, STATE OF HAWAII, 1982-2007



USDA, NASS, Hawaii Field Office

### FLORICULTURE & NURSERY PRODUCTS: Top ten crops, State of Hawaii, 2006-2007

Crop	Rank		Value of production		Crop	Rank		Value of production	
	2006	2007	2006	2007		2006	2007	2006	2007
	<i>Number</i>		<i>1,000 dollars</i>			<i>Number</i>		<i>1,000 dollars</i>	
Palms (potted for indoor or patio use)	1	1	8,309	<b>8,753</b>	Sod <sup>2</sup>	NA	5	NA	<b>4,515</b>
Dracaena (potted for indoor or patio use)	3	2	5,540	<b>5,949</b>	Oncidiinae, potted	9	6	1,310	<b>3,686</b>
Dendrobiums, potted <sup>1</sup>	2	3	5,600	<b>5,062</b>	Dendrobiums, cut	5	7	2,481	<b>2,495</b>
Anthuriums, cut	4	4	4,878	<b>4,840</b>	Protea	6	8	1,828	<b>2,094</b>
					Gingers, cut	7	9	1,814	<b>1,688</b>
					Poinsettia, potted	8	10	1,560	<b>1,418</b>

NA = Not available.

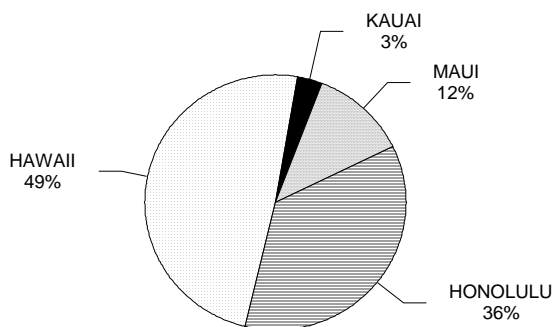
<sup>1</sup>Data for 2006 includes in bud/bloom and community pots. Beginning 2007, includes in bud/bloom.

<sup>2</sup>Data series beginning 2007.

#### COUNTY RANKINGS:

Hawaii County, with \$51.8 million in sales, is 2 percent above last year and ranked first in 2007. Honolulu County farmers registered \$38.4 million in sales, up 15 percent from 2006. Maui County sales totaled \$12.4 million, 5 percent higher than last year. Kauai County sales, valued at \$3.4 million, increased 15 percent from 2006.

### FLORICULTURE AND NURSERY PRODUCTS VALUE OF GROWER SALES, BY COUNTY, 2007



USDA, NASS, Hawaii Field Office

# SELECTED CUT FLOWERS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2003-2007 <sup>1</sup>

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>CUT FLOWERS</b>			
<b>Anthuriums - dozens</b>			
2003	61	810	5,832
2004	59	617	4,665
2005	58	592	5,101
2006	58	661	4,878
<b>2007</b>	<b>57</b>	<b>658</b>	<b>4,840</b>
<b>Birds of Paradise - dozens</b>			
2003	29	74	586
2004	30	51	426
2005	33	49	380
2006	31	46	352
<b>2007</b>	<b>33</b>	<b>38</b>	<b>327</b>
<b>Chrysanthemums, pompon - bunches</b>			
2003	4	229	480
2004	4	217	453
2005	4	211	447
2006	5	205	441
<b>2007</b>	<b>5</b>	<b>201</b>	<b>452</b>
<b>Ginger, pink - dozens</b>			
2003	40	54	477
2004	45	47	456
2005	47	62	454
2006	52	69	549
<b>2007</b>	<b>46</b>	<b>58</b>	<b>522</b>
<b>Ginger, red - dozens</b>			
2003	57	140	1,013
2004	57	132	1,044
2005	64	134	995
2006	60	135	1,059
<b>2007</b>	<b>56</b>	<b>115</b>	<b>1,003</b>
<b>Gingers, other - dozens</b>			
2003	27	23	228
2004	32	23	261
2005	24	18	163
2006	20	21	206
<b>2007</b>	<b>18</b>	<b>16</b>	<b>163</b>

See footnotes at end of table.

Continued

# SELECTED CUT FLOWERS & ORCHIDS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2003-2007<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>Heliconias - dozens</b>			
2003	58	66	792
2004	60	71	853
2005	60	71	762
2006	64	68	822
<b>2007</b>	<b>57</b>	<b>67</b>	<b>816</b>
<b>Proteas - stems</b>			
2003	24	2,012	1,515
2004	32	1,921	1,416
2005	28	1,635	1,928
2006	31	2,293	1,828
<b>2007</b>	<b>27</b>	<b>1,865</b>	<b>2,094</b>
<b>Other cut flowers - dozens</b>			
2003	49	NA	3,260
2004	49	NA	3,630
2005	47	NA	3,767
2006	38	NA	3,401
<b>2007</b>	<b>40</b>	<b>NA</b>	<b>2,198</b>
<b>ORCHIDS</b>			
<b>Cymbidiums, cut - flowers</b>			
2003	11	464	229
2004	13	408	291
2005	13	428	311
2006	8	356	261
<b>2007</b>	<b>9</b>	<b>380</b>	<b>226</b>
<b>Dendrobiums, cut - dozens</b>			
2003	50	410	3,069
2004	50	453	3,194
2005	48	391	3,078
2006	43	309	2,481
<b>2007</b>	<b>37</b>	<b>320</b>	<b>2,495</b>
<b>Oncidiinae, cut - dozens</b>			
2003	34	79	770
2004	29	60	706
2005	28	59	674
2006	26	59	630
<b>2007<sup>3</sup></b>	<b>22</b>	<b>54</b>	<b>644</b>

See footnotes at end of table.

Continued

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii 2003-2007<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>Other cut orchids<sup>4</sup> - dozens</b>			
2003	17	NA	656
2004	18	NA	183
2005	13	NA	107
2006	15	NA	721
<b>2007</b>	<b>16</b>	<b>NA</b>	<b>762</b>
<b>Dendrobiums, potted<sup>5</sup> - pots</b>			
2003	81	1,096	6,154
2004	80	1,236	6,679
2005	77	1,142	6,056
2006	76	994	5,600
<b>2007</b>	<b>61</b>	<b>917</b>	<b>5,062</b>
<b>Dendrobiums, seedlings</b>			
2003			
2004			
2005			
2006			
<b>2007<sup>6</sup></b>	<b>7</b>	<b>NA</b>	<b>254</b>
<b>Oncidiinae, potted - pots</b>			
2003 <sup>7</sup>			
2004	43	464	3,113
2005	46	403	2,942
2006	37	222	1,310
<b>2007<sup>3</sup></b>	<b>45</b>	<b>568</b>	<b>3,686</b>
<b>Phalaenopsis, potted - pots</b>			
2003	31	246	1,695
2004	32	174	1,018
2005	23	80	717
2006	23	90	752
<b>2007</b>	<b>19</b>	<b>138</b>	<b>1,020</b>
<b>Other potted orchids - pots</b>			
2003	88	1,814	10,866
2004	78	1,352	7,585
2005	75	1,374	8,340
2006	78	1,615	9,755
<b>2007</b>	<b>62</b>	<b>1,403</b>	<b>7,674</b>

See footnotes at end of table.

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# FOLIAGE

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii 2003-2007<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>FOLIAGE</b>			
<b>Dracaena, potted</b>			
2003	32	NA	5,573
2004	29	NA	5,735
2005	28	NA	7,030
2006	26	NA	5,540
<b>2007</b>	<b>27</b>	<b>NA</b>	<b>5,949</b>
<b>Palms, potted</b>			
2003	49	NA	7,404
2004	45	NA	7,311
2005	49	NA	8,135
2006	49	NA	8,309
<b>2007</b>	<b>41</b>	<b>NA</b>	<b>8,753</b>
<b>Hanging baskets, potted</b>			
2003	17	NA	146
2004	16	NA	208
2005	13	NA	178
2006	15	NA	110
<b>2007</b>	<b>12</b>	<b>NA</b>	<b>132</b>
<b>Other potted foliage</b>			
2003	32	NA	2,209
2004	28	NA	2,702
2005	31	NA	2,499
2006	29	NA	2,170
<b>2007</b>	<b>29</b>	<b>NA</b>	<b>2,769</b>
<b>Ti leaves, cut - leaves</b>			
2003	43	7,900	746
2004	39	6,100	571
2005	41	5,800	668
2006	45	6,400	704
<b>2007</b>	<b>39</b>	<b>5,000</b>	<b>614</b>
<b>Other cut greens</b>			
2003	31	NA	317
2004	34	NA	352
2005	46	NA	382
2006	44	NA	530
<b>2007</b>	<b>42</b>	<b>NA</b>	<b>536</b>
<b>Unfinished foliage stock (for further growing on)</b>			
2003	9	NA	571
2004	11	NA	742
2005	10	NA	617
2006	10	NA	604
<b>2007</b>	<b>9</b>	<b>NA</b>	<b>537</b>

See footnotes at end of table.

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# LEI FLOWERS & INDIVIDUAL BLOOMS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2003-2007<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>LEI/INDIVIDUAL BLOOMS</b>			
<b>Carnations - blooms</b>			
2003	7	5,000	268
2004	5	3,800	242
2005 <sup>8</sup>			
2006 <sup>8</sup>			
<b>2007<sup>8</sup></b>			
<b>Dendrobiums - blooms</b>			
2003	30	25,700	847
2004	26	18,100	580
2005	21	17,300	588
2006	23	14,900	535
<b>2007</b>	<b>21</b>	<b>14,800</b>	<b>503</b>
<b>Pikake – strands</b>			
2003	7	67.0	202
2004	5	56.0	158
2005	5	25.0	79
2006	6	56.0	160
<b>2007</b>	<b>6</b>	<b>65.0</b>	<b>183</b>
<b>Plumerias - blooms</b>			
2003	14	21,200	537
2004	13	16,000	510
2005	14	14,500	506
2006	15	13,200	397
<b>2007</b>	<b>15</b>	<b>12,300</b>	<b>486</b>
<b>Tuberoses - blooms</b>			
2003	7	32,200	1,484
2004	7	28,200	1,301
2005 <sup>8</sup>			
2006 <sup>8</sup>			
<b>2007<sup>8</sup></b>			
<b>Vandaceous – blooms</b>			
2003	6	2,700	86
2004	8	5,700	210
2005	6	8,300	306
2006	5	10,800	423
<b>2007<sup>9</sup></b>	<b>4</b>	<b>7,800</b>	<b>351</b>
<b>Other lei/individual - blooms</b>			
2003	NA	NA	280
2004	NA	NA	396
2005	NA	NA	2,208
2006	NA	NA	2,005
<b>2007</b>	<b>NA</b>	<b>NA</b>	<b>2,117</b>

See footnotes at end of table.

Continued

# POTTED FLOWERING & BEDDING/GARDEN PLANTS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2003-2007<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>POTTED FLOWERING PLANTS</b>			
<b>Anthuriums - pots</b>			
2003	30	148	804
2004	28	164	883
2005	17	101	549
2006	19	110	500
<b>2007</b>	<b>14</b>	<b>104</b>	<b>471</b>
<b>Bromeliads - pots</b>			
2003	12	117	461
2004	11	131	583
2005	14	126	580
2006	11	140	648
<b>2007</b>	<b>8</b>	<b>131</b>	<b>617</b>
<b>Chrysanthemums - pots</b>			
2003	5	108	497
2004	5	93	468
2005 <sup>10</sup>			
2006 <sup>10</sup>			
<b>2007<sup>10</sup></b>			
<b>Poinsettias - pots</b>			
2003	31	344	1,351
2004	30	327	1,409
2005	31	360	1,644
2006	30	329	1,560
<b>2007</b>	<b>22</b>	<b>315</b>	<b>1,418</b>
<b>Other potted flowering plants</b>			
2003	29	NA	2,450
2004	21	NA	2,661
2005	31	NA	3,505
2006	28	NA	3,384
<b>2007</b>	<b>24</b>	<b>NA</b>	<b>3,837</b>
<b>POTTED BEDDING/GARDEN</b>			
<b>Impatiens, New Guinea</b>			
2003	11	132	217
2004	14	139	223
2005	13	132	213
2006	10	162	292
<b>2007</b>	<b>8</b>	<b>111</b>	<b>155</b>
<b>Impatiens, other</b>			
2003	12	444	304
2004	13	440	303
2005	15	286	176
2006	11	254	146
<b>2007</b>	<b>9</b>	<b>203</b>	<b>115</b>

See footnotes at end of table.

Continued



# BEDDING/GARDEN PLANTS & OTHER NURSERY PRODUCTS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2003-2007<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>Other bedding/garden</b>			
2003	29	NA	3,269
2004	31	NA	3,137
2005	26	NA	2,551
2006	25	NA	2,828
<b>2007</b>	<b>21</b>	<b>NA</b>	<b>3,110</b>
<b>PLANT RENTALS</b>			
2003	37	NA	2,959
2004	45	NA	3,385
2005	43	NA	4,931
2006	42	NA	5,199
<b>2007</b>	<b>40</b>	<b>NA</b>	<b>6,513</b>
<b>LANDSCAPE PLANT MATERIAL</b>			
<b>Sod</b>			
2003			
2004			
2005			
2006			
<b>2007<sup>11</sup></b>	<b>13</b>		<b>4,515</b>
<b>Other landscape plant material<sup>12</sup></b>			
2003	125		18,653
2004	128		19,219
2005	154		20,887
2006	138		20,813
<b>2007</b>	<b>132</b>		<b>21,449</b>
<b>OTHER NURSERY PRODUCTS<sup>13</sup></b>			
2003			4,989
2004			4,581
2005			5,038
2006			5,367
<b>2007</b>			<b>5,025</b>
<b>UNSPECIFIED SALES<sup>14</sup></b>			
2003			1,355
2004			1,335
2005			1,470
2006			1,455
<b>2007</b>			<b>1,525</b>
<b>TOTAL</b>			
2003	865		95,601
2004	920		95,178
2005	955		100,962
2006	930		98,725
<b>2007</b>	<b>935</b>		<b>105,918</b>

NA = Not available. <sup>1</sup> Includes only producers having total sales of \$10,000 or more. <sup>2</sup> Number for each individual crop item is count of those having sales of that item during each year; "Total" is unduplicated count. <sup>3</sup> Prior to 2007, formerly called Oncidium. <sup>4</sup> Includes cattleyas, vandaceous, phalaenopsis, and others. <sup>5</sup> Prior to 2007, included in bud/bloom and community pots. Beginning 2007, includes in bud/bloom. Community pots included with "Dendrobiums, seedlings". <sup>6</sup> Data series beginning 2007. Includes community pots, liners, tissue culture flasks, plugs, etc. <sup>7</sup> Included with "Other potted orchids". <sup>8</sup> Included with "Other lei/individual". <sup>9</sup> Prior to 2007, formerly called Vanda, Miss Joaquim. <sup>10</sup> Included with "Other potted flower plants." <sup>11</sup> Data series beginning 2007. <sup>12</sup> Includes broadleaf and coniferous evergreens, deciduous and flower trees, palms, and citrus, fruit and nut trees. Does not include palms or potted foliage for indoor or patio use, bedding and garden plants, propagative floriculture material, and items which are included in published categories. Beginning 2007, excludes sod. <sup>13</sup> Includes other flowers or nursery products not elsewhere classified. <sup>14</sup> Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.

# COUNTY SUMMARIES

## ALL COUNTIES POST HIGHER VALUES FOR 2007

All counties generated more sales in 2007 compared to the previous year. Hawaii County's 430 producers comprised of nearly half the State's total wholesale value of flowers and nursery products with \$51.8 million, 2 percent higher than 2006. Honolulu County's 250 producers accounted for 36 percent of the State's total wholesale value of flowers and nursery products. Farmers reported sales of \$38.4 million, increasing 15 percent from the previous year. Maui County's 180 producers contributed \$12.4 million in sales, 5 percent more than a year ago. Kauai County's 75 producers registered \$3.4 million in sales, 15 percent above 2006.

### FLORICULTURE AND NURSERY PRODUCTS: Value of grower sales, by county, 2003-2007

Year	Cut Flowers <sup>1</sup>	Orchids <sup>2</sup>	Lei flowers	Foliage <sup>3</sup>	Potted flowering plants	All other nursery products <sup>4</sup>	Unspecified sales <sup>5</sup>	Total
<i>1,000 dollars</i>								
<b>State</b>								
2003	14,183	23,439	3,704	16,966	5,563	30,391	1,355	95,601
2004	13,204	22,769	3,397	17,621	6,004	30,848	1,335	95,178
2005	13,997	22,225	3,687	19,509	6,278	33,796	1,470	100,962
2006	13,536	21,510	3,520	17,967	6,092	34,645	1,455	98,725
<b>2007</b>	<b>12,415</b>	<b>21,823</b>	<b>3,640</b>	<b>19,290</b>	<b>6,343</b>	<b>40,882</b>	<b>1,525</b>	<b>105,918</b>
<b>Hawaii</b>								
2003	10,321	14,220	1,081	14,358	1,086	8,505	635	50,206
2004	9,752	14,514	911	15,083	1,083	8,431	640	50,414
2005	10,160	14,302	933	16,826	965	9,663	600	53,449
2006	9,564	13,825	811	14,821	1,160	9,751	595	50,527
<b>2007</b>	<b>8,406</b>	<b>14,206</b>	<b>880</b>	<b>15,792</b>	<b>919</b>	<b>10,907</b>	<b>645</b>	<b>51,755</b>
<b>Honolulu</b>								
2003	639	7,134	1,400	2,157	3,293	16,099	370	31,092
2004	733	6,813	1,554	2,024	3,488	17,221	340	32,173
2005	806	6,490	1,482	2,143	3,409	17,669	400	32,399
2006	955	6,197	1,342	2,292	3,569	18,718	365	33,438
<b>2007</b>	<b>768</b>	<b>6,204</b>	<b>1,436</b>	<b>2,800</b>	<b>4,521</b>	<b>22,264</b>	<b>380</b>	<b>38,373</b>
<b>Kauai</b>								
2003	261	456	109	86	140	1,885	130	3,067
2004	189	524	52	64	159	1,928	140	3,056
2005	193	442	23	58	283	2,045	160	3,204
2006	232	496	33	341	98	1,597	140	2,937
<b>2007</b>	<b>194</b>	<b>431</b>	<b>42</b>	<b>130</b>	<b>72</b>	<b>2,355</b>	<b>150</b>	<b>3,374</b>
<b>Maui</b>								
2003	2,962	1,629	1,114	365	1,044	3,902	220	11,236
2004	2,530	918	880	450	1,274	3,268	215	9,535
2005	2,838	991	1,249	482	1,621	4,419	310	11,910
2006	2,785	992	1,334	513	1,265	4,579	355	11,823
<b>2007</b>	<b>3,047</b>	<b>982</b>	<b>1,282</b>	<b>568</b>	<b>831</b>	<b>5,356</b>	<b>350</b>	<b>12,416</b>

<sup>1</sup> Cut orchids included in "Orchids" category.

<sup>2</sup> Includes cut and potted orchids.

<sup>3</sup> Includes potted, cut, and unfinished.

<sup>4</sup> Includes bedding/garden plants, plant rentals, landscape plants, propagation materials, sod, trees, and any other nursery products not elsewhere classified.

<sup>5</sup> Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.

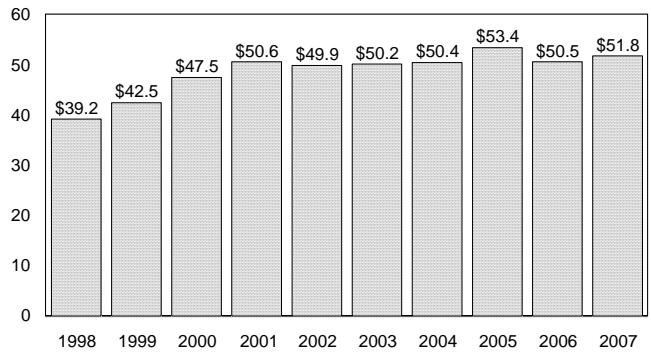
# COUNTY SUMMARIES (Continued)

## Hawaii County's Top Five Floriculture and Nursery Products/Categories, 2007

- Palms (potted for indoor or patio use)
- Landscape plant material
- Dracaena (potted for indoor or patio use)
- Anthuriums, cut
- Other potted orchids

## FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, HAWAII COUNTY, 1998-2007

MILLION DOLLARS



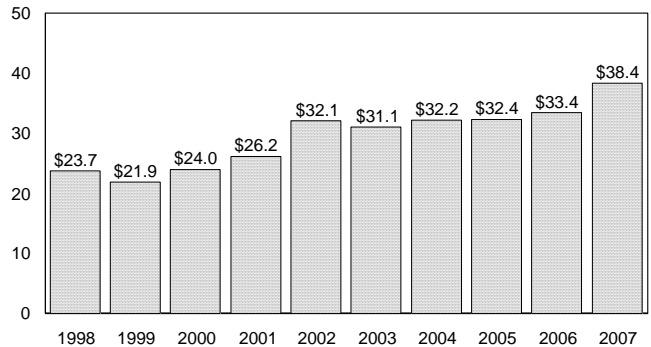
USDA, NASS, Hawaii Field Office

## Honolulu County's Top Five Floriculture and Nursery Products/Categories, 2007

- Landscape plant material
- Plant rentals
- Other potted orchids
- Other potted flowering plants
- Other bedding and garden plants

## FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, HONOLULU COUNTY, 1998-2007

MILLION DOLLARS



USDA, NASS, Hawaii Field Office

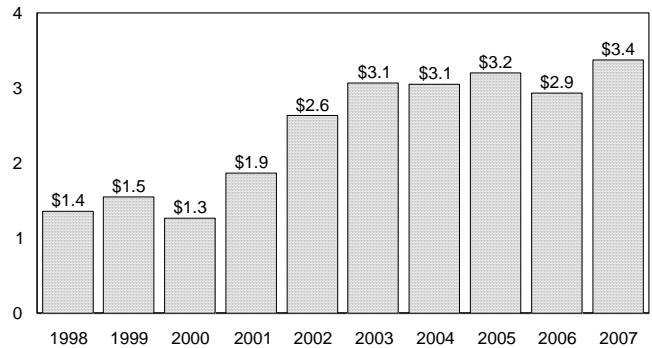
# COUNTY SUMMARIES (Continued)

## Kauai County's Top Five Floriculture and Nursery Products/Categories, 2007

- Landscape plant material
- Dendrobiums, potted
- Plant rentals
- Other bedding and garden plants
- Palms (potted for indoor or patio use)

## FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, KAUAI COUNTY, 1998-2007

MILLION DOLLARS



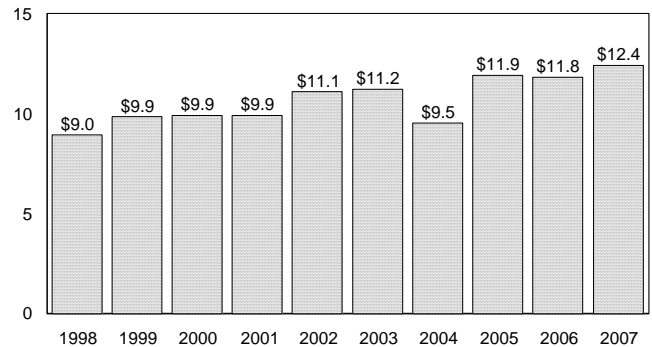
USDA, NASS, Hawaii Field Office

## Maui County's Top Five Floriculture and Nursery Products/Categories, 2007

- Landscape plant material
- Proteas
- Plant rentals
- Other lei flowers
- Other bedding and garden plants

## FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, MAUI COUNTY, 1998-2007

MILLION DOLLARS



USDA, NASS, Hawaii Field Office

# FARM NUMBERS & AREA SUMMARY

## FLORICULTURE AND NURSERY PRODUCTS: Number of farms and growing area, by county, 2003-2007

Year	Farms	Greenhouse <sup>1</sup>	Artificial shade	Natural shade	Open field	Total area
	<i>Number</i>	<i>----- 1,000 square feet -----</i>			<i>----- Acres -----</i>	
<b>State</b>						
2003	865	2,540	27,465	16	3,185	3,890
2004	920	2,620	26,560	0	3,160	3,830
2005	955	2,095	27,015	0	3,320	3,988
2006	930	2,190	25,410	0	3,430	4,064
<b>2007</b>	<b>935</b>	<b>2,160</b>	<b>25,050</b>	<b>0</b>	<b>3,450</b>	<b>4,075</b>
<b>Hawaii</b>						
2003	395	1,895	21,295	16	1,860	2,408
2004	425	1,990	20,840	0	1,880	2,404
2005	425	1,445	20,980	0	1,940	2,455
2006	415	1,450	20,165	0	2,085	2,581
<b>2007</b>	<b>430</b>	<b>1,605</b>	<b>20,080</b>	<b>0</b>	<b>2,090</b>	<b>2,588</b>
<b>Honolulu</b>						
2003	230	230	5,035	0	580	701
2004	235	255	4,660	0	525	638
2005	265	275	4,715	0	660	774
2006	250	255	3,980	0	610	707
<b>2007</b>	<b>250</b>	<b>215</b>	<b>3,895</b>	<b>0</b>	<b>570</b>	<b>664</b>
<b>Kauai</b>						
2003	80	65	360	0	170	180
2004	80	90	310	0	225	234
2005	80	110	525	0	195	210
2006	75	205	530	0	215	232
<b>2007</b>	<b>75</b>	<b>90</b>	<b>480</b>	<b>0</b>	<b>200</b>	<b>213</b>
<b>Maui</b>						
2003	160	350	775	0	575	601
2004	180	285	750	0	530	554
2005	185	265	795	0	525	549
2006	190	280	735	0	520	544
<b>2007</b>	<b>180</b>	<b>250</b>	<b>595</b>	<b>0</b>	<b>590</b>	<b>610</b>

<sup>1</sup> Glass or glass substitute structure.

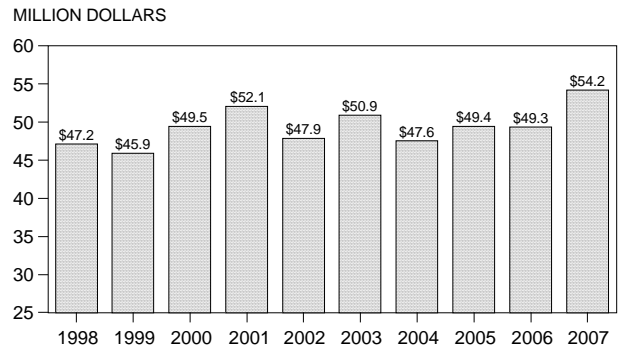
# OUT-OF-STATE SALES

## OUT-OF-STATE SALES TOTALED \$54.2 MILLION

The value of out-of-State sales of flowers and nursery products (including wholesale and retail sales) during 2007 was estimated at \$54.2 million. Values in this table are not comparable to values shown in the majority of other tables throughout this release. The value of out-of-State sales represents the dollar received at the point the commodity leaves the State. Thus, the product contains retail and wholesale sales and may include multiple transactions by the time it leaves the State.

Potted foliage, valued at \$14.1 million, remained the number one floriculture and nursery product exported, up 22 percent from 2006. Other potted orchids followed second with \$7.8 million in value, down 16 percent from the previous year. Cut anthurium exports contributed \$6.9 million, slightly down from 2006. Out-of-State sales of cut dendrobiums totaled \$3.2 million, 3 percent more than 2006.

### FLORICULTURE & NURSERY PRODUCTS OUT-OF-STATE SALES, STATE OF HAWAII, 1998-2007<sup>1</sup>



<sup>1</sup>Includes wholesale and retail sales.

USDA, NASS, Hawaii Field Office

### FLORICULTURE AND NURSERY PRODUCTS: Out-of-State sales, State of Hawaii, 2003-2007<sup>1</sup>

Commodity	2003	2004	2005	2006	2007
	<i>1,000 dollars</i>				
Anthuriums, cut	8,500	6,475	6,210	6,935	<b>6,905</b>
Birds of Paradise, cut	700	540	530	510	<b>460</b>
Cymbidiums, cut	140	135	140	135	<b>140</b>
Dendrobiums, cut	3,600	3,900	3,900	3,100	<b>3,200</b>
Oncidiinae, cut	610	505	470	580	<b>505</b>
Foliage, cut:					
Ti leaves	840	640	650	700	<b>620</b>
Other cut greens	1,600	1,400	1,200	1,400	<b>1,400</b>
Foliage, potted	11,000	11,300	13,200	11,600	<b>14,100</b>
Ginger, red cut	645	810	680	620	<b>475</b>
Gingers, other cut	540	670	550	550	<b>480</b>
Heliconias, cut	1,200	1,200	1,000	1,100	<b>1,100</b>
Potted orchids:					
Dendrobiums	4,590	4,645	4,335	3,760	<b>3,100</b>
Oncidiinae		2,775	2,430	1,250	<b>2,940</b>
Phalaenopsis	930	765	530	480	<b>325</b>
Other orchids	9,730	5,610	7,805	9,285	<b>7,830</b>
Proteas, cut	1,800	1,715	2,000	1,900	<b>2,040</b>
Mixed assortment of cut flowers	1,730	1,100	1,600	3,020	<b>3,910</b>
All other flowers and nursery products	2,785	3,400	2,200	2,400	<b>4,700</b>
<b>Total</b>	<b>50,940</b>	<b>47,585</b>	<b>49,430</b>	<b>49,325</b>	<b>54,230</b>

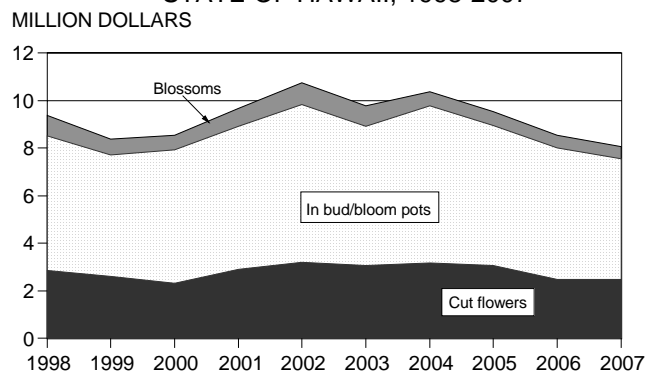
<sup>1</sup>Based on F.O.B. island value. Includes both wholesale and retail sales. Does not include sales of cut flowers, potted plants, leis, etc., purchased within the State and hand carried out.

## DENDROBIUM ORCHID SALES DROP 4 PERCENT



In 2007, dendrobium orchid sales were valued at \$8.3 million, 4 percent below 2006. Potted in bud/bloom contributed \$5.1 million, declining 9 percent from last year. Cut flowers registered \$2.5 million in sales, up 1 percent from the previous year. Sales of individual blossoms fell 6 percent to \$503,000.

DENDROBIUM VALUE OF SALES,  
STATE OF HAWAII, 1998-2007 <sup>1</sup>



<sup>1</sup> Includes only producers with total sales of \$10,000 or more.

USDA, NASS, Hawaii Field Office

## DENDROBIUM ORCHIDS: Sales and value, State of Hawaii, 2003-2007 <sup>1</sup>

Year	Individual blossoms		Cut flowers <sup>2</sup>		In bud/bloom pots		Seedlings <sup>3</sup>		Total value
	Number sold	Value	Number sold	Value	Number sold	Value	Number sold	Value	
	<i>Million blooms</i>	<i>1,000 dollars</i>	<i>1,000 dozens</i>	<i>1,000 dollars</i>	<i>1,000 pots</i>	<i>1,000 dollars</i>	<i>1,000 pots</i>	<i>----- 1,000 dollars -----</i>	
2003	25.7	847	410	3,069	1,040	5,866	56	288	10,070
2004	18.1	580	453	3,194	1,222	6,599	14	80	10,453
2005	17.3	588	391	3,078	1,103	5,879	39	177	9,722
2006	14.9	535	309	2,481	984	5,540	10	60	8,616
<b>2007</b>	<b>14.8</b>	<b>503</b>	<b>320</b>	<b>2,495</b>	<b>917</b>	<b>5,062</b>	<b>NA</b>	<b>254</b>	<b>8,314</b>

NA = Not available.

<sup>1</sup> Includes only producers with total sales of \$10,000 or more.

<sup>2</sup> Prior to 2007, formerly called cut sprays.

<sup>3</sup> Prior to 2007, formerly called community pots. Includes community pots, liners, tissue culture flasks, plugs, etc.

## DENDROBIUM ORCHIDS (POTTED IN BUD/BLOOM AND CUT FLOWERS): Number of farms and production area, State of Hawaii, 2003-2007 <sup>1</sup>

Year	Farms		Production area		Total
	Cut flowers <sup>2</sup>	Potted in bud/bloom	Cut flowers <sup>2</sup>	Potted in bud/bloom	
	<i>----- Number -----</i>		<i>----- 1,000 square feet -----</i>		
2003	50	69	3,005	2,205	5,210
2004	50	75	3,015	2,225	5,240
2005	48	72	3,315	2,355	5,670
2006	43	73	2,550	2,395	4,945
<b>2007</b>	<b>37</b>	<b>61</b>	<b>2,350</b>	<b>2,450</b>	<b>4,800</b>

<sup>1</sup> Includes only producers with \$10,000 or more in total sales.

<sup>2</sup> Prior to 2007, formerly called cut sprays.

# SELECTED ORCHID PLANT SPECIES IMPORTS

## SELECTED ORCHID PLANT SPECIES IMPORTS: Number of units into Hawaii, by country, 2007<sup>1</sup>

Country	Cattleya	Cymbidium	Dendrobium	Oncidium	Paphiopedilum	Phalaenopsis	Vanda
<b>Australia</b>							
Flasks	0	9	0	0	0	0	0
Plant Units	0	0	0	0	0	0	0
<b>China</b>							
Flasks	0	0	0	0	0	0	0
Plant Units	0	0	0	0	0	7,153	0
<b>Japan</b>							
Flasks	29	0	0	0	0	0	0
Plant Units	56	0	401	0	0	5	0
<b>Philippines</b>							
Flasks	0	0	0	0	0	0	0
Plant Units	0	0	0	3	0	0	15
<b>Singapore</b>							
Flasks	0	0	0	0	0	2	0
Plant Units	0	0	128	12	0	0	0
<b>Taiwan</b>							
Flasks	4,589	0	130	3,270	6,604	5,316	0
Plant Units	0	0	0	0	0	135,910	0
<b>Thailand</b>							
Flasks	10,925	31	21,417	32,524	10,833	686	859
Plant Units	208,833	3,775	927,475	8,557	0	9,400	4,165

<sup>1</sup> Data are for inspected and released flasks and plant units. Number of flasks does not include the number of seedlings in the flask and usually contains 20-40 plants depending on the size. Number of plant units is individual plants being mature or seedlings. The majority of the plant units are seedlings.

Source: USDA, APHIS, PPQ, Plant Inspection Station, Honolulu International Airport.