

FREQUENCY: Annual

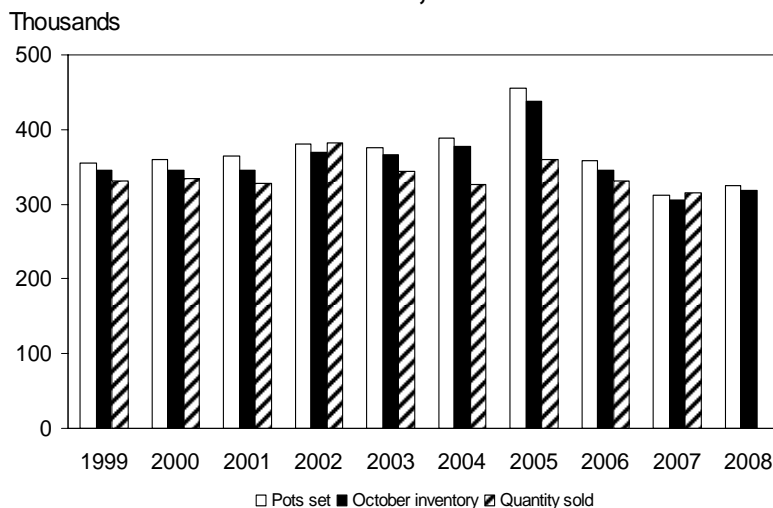
RELEASED: November 13, 2008

2008 SEASON INVENTORY UP 5 PERCENT

Holiday inventory of poinsettias for 2008 is estimated at 319,000 pots, up 5 percent from the previous season's inventory according to USDA, NASS, Hawaii Field Office. The results are based on the October 2008 poinsettia grower survey.

Historically, October pot inventory represents 95 to 98 percent of total pots set and does not take into account culling for disease and quality, combining smaller pots into hanging baskets, and other factors that may affect the actual amount reaching markets during the peak holiday season.

**Poinsettia Inventory & Quantity Sold,
State of Hawaii, 1999-2008**



POINSETTIAS: Fall inventory, State of Hawaii, 2004-2008, with comparisons

Year	Pots set	Plant inventory October					Pots sold
		Under 5 inches	5-6 ½ inches	Over 6 ½ inches	Hanging Baskets	Total	
<i>Number of pots</i>							
2004	388,000	117,000	227,000	34,000	--	378,000	327,000
2005	455,000	115,000	278,000	45,000	--	438,000	360,000
2006	358,000	83,000	225,000	37,000	--	345,000	329,000
2007	312,000	77,000	204,000	24,000	--	305,000	315,000
2008	325,000	64,000	220,000	35,000	--	319,000	N.A.

NA = Not available.

-- = Negligible.

Mark Hudson
Director
King Whetstone
Deputy Director
Regina Hidano
Agricultural Statistician
Sandy Nakasone
Statistical Assistant

David Mattice
Hawaii County

Naomi Landgraf
Maui County

June Okamura
Honolulu County and Kauai County



Survey indications show October 2008 inventory of pots in the 5-6 ½ inch category accounted for the majority of the inventory with 220,000 pots or 69 percent of the total. Pots under 5 inches comprised of 20 percent or 64,000 pots while those in the over 6 ½ inch category contributed 11 percent or 35,000 pots.

Pots grown under saran made up 44 percent of 2008 season's inventory. Pots grown under glass or glass substitute were 36 percent of the total and pots grown under open field conditions were 20 percent of the total.

Red continued to be the most popular color for the upcoming season and making up 85 percent of the inventory. The remaining 15 percent was divided among white, other, pink, and marbled.

POINSETTIAS: Percent of pots available for sale by size, in October, 2004-2008

Year	Under 5 inches	5-6 ½ inches	Over 6 ½ inches	Hanging Baskets	Total
2004	31	60	9	--	100
2005	26	64	10	--	100
2006	24	65	11	--	100
2007	25	67	8	--	100
2008	20	69	11	--	100

POINSETTIAS: Percent of flowers grown by type of growing area, in October, 2004-2008

Year	Saran	Glass or glass Substitute	Open field
2004	53	21	26
2005	48	27	25
2006	58	21	21
2007	47	32	21
2008	44	36	20

POINSETTIAS: Percent of flowers grown by color, in October, 2004-2008

Year	Red	White	Pink	Marbled	Other
2004	73	2	3	2	20
2005	74	6	6	5	9
2006	75	6	6	3	10
2007	84	4	4	2	6
2008	85	5	3	2	5