



# HAWAII FLOWERS & NURSERY PRODUCTS

## Annual Summary



In cooperation with:  

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

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### 2008 FLORICULTURE AND NURSERY PRODUCTS VALUE DECLINE

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The preliminary value of Hawaii's floriculture and nursery products is estimate at **\$98.6** million for 2008, declining 9 percent from the revised 2007 record high according to the USDA, NASS, Hawaii Field Office. However, the industry still remains a major contributor to Hawaii's diversified agriculture. Some commodity groups experienced increases while others had decreases in 2008. Cut flowers totaled \$10.0 million, down 18 percent. Cut and potted orchids were valued at \$19.1 million, 11 percent less than last year. Lei flowers pegged at \$3.8 million was 19 percent below 2007. Foliage sales were 22 percent lower, registering at

\$15.6 million. Potted flowering plants were 3 percent above 2007 and valued at \$6.7 million. Landscape plants were estimated at \$28.5 million, 3 percent higher than last year. Plant rentals declined 16 percent and totaled \$5.7 million. Other nursery products fell 3 percent, registering \$4.2 million. Bedding and garden plants wholesale value, at \$3.2 million, was 6 percent lower than 2007. Growers commented on slower business in 2008 due to the sluggish economy, crop losses to volcanic emissions, adverse weather conditions, and the high cost of farming.

#### FLORICULTURE AND NURSERY PRODUCTS: Wholesale value, State of Hawaii, 2004-2008

Commodity	2004	2005	2006	2007	2008
<i>1,000 dollars</i>					
Cut flowers <sup>1</sup>	13,204	13,997	13,536	12,170	<b>10,022</b>
Orchids <sup>2</sup>	22,769	22,225	21,510	21,542	<b>19,124</b>
Lei flowers	3,397	3,687	3,520	4,709	<b>3,791</b>
Foliage <sup>3</sup>	17,621	19,509	17,967	20,074	<b>15,587</b>
Potted flowering plants	6,004	6,278	6,092	6,499	<b>6,683</b>
All other nursery products <sup>4</sup>	30,848	33,796	34,645	41,996	<b>41,615</b>
Unspecified sales <sup>5</sup>	1,335	1,470	1,455	1,720	<b>1,785</b>
<b>Total</b>	<b>95,178</b>	<b>100,962</b>	<b>98,725</b>	<b>108,710</b>	<b>98,607</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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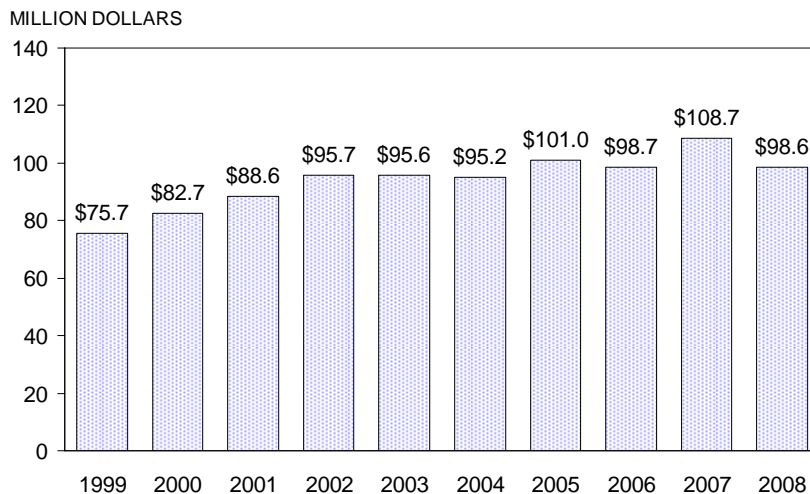


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# STATE SUMMARY (Continued)

## FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, STATE OF HAWAII, 1999-2008



## FLORICULTURE & NURSERY PRODUCTS: Top ten crops, State of Hawaii, 2007-2008

Crop	Rank		Value of production		Crop	Rank		Value of production	
	2007	2008	2007	2008		2007	2008	2007	2008
	<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	8,698	<b>6,664</b>	Anthuriums, cut	4	5	4,530	<b>3,736</b>
Sod <sup>1</sup>	5	2	4,515	<b>4,627</b>	Oncidiinae, potted	6	6	3,673	<b>3,084</b>
Dendrobiums, potted <sup>2</sup>	3	3	5,092	<b>4,077</b>	Dendrobiums, cut	7	7	2,260	<b>2,163</b>
Dracaena (potted for indoor or patio use)	2	4	6,010	<b>3,930</b>	Poinsettia, potted	10	8	1,306	<b>1,455</b>
					Gingers, cut	9	9	1,522	<b>1,324</b>
					Protea	8	10	2,098	<b>1,297</b>

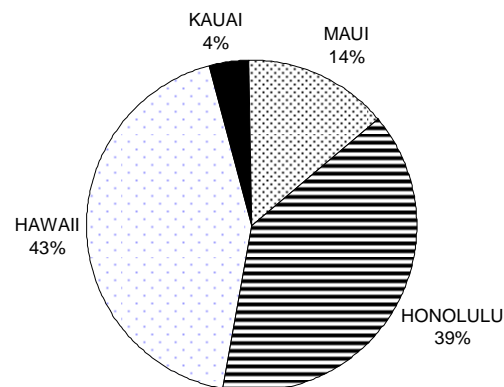
<sup>1</sup> Data series beginning 2007.

<sup>2</sup> Beginning 2007, includes in bud/bloom.

### COUNTY RANKINGS:

Hawaii County growers generated 43 percent or \$42.8 million of the State's total sales in 2008, decreasing 16 percent from the previous year. Sales from Honolulu County accounted for 39 percent or \$38.0 million, down 7 percent from 2007. Maui County totaled \$13.9 million, 4 percent more than last year. Kauai County sales, valued at \$3.9 million, increased 10 percent from 2007.

## FLORICULTURE AND NURSERY PRODUCTS VALUE OF GROWER SALES, BY COUNTY, 2008



# SELECTED CUT FLOWERS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2004-2008 <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>			
2004	59	617	4,665
2005	58	592	5,101
2006	58	661	4,878
2007	56	667	4,530
<b>2008</b>	<b>46</b>	<b>560</b>	<b>3,736</b>
<b>Birds of Paradise - dozens</b>			
2004	30	51	426
2005	33	49	380
2006	31	46	352
2007	31	28	207
<b>2008</b>	<b>27</b>	<b>27</b>	<b>181</b>
<b>Chrysanthemums, pompon - bunches</b>			
2004	4	217	453
2005	4	211	447
2006	5	205	441
2007	5	201	452
<b>2008</b>	<b>5</b>	<b>191</b>	<b>437</b>
<b>Ginger, pink - dozens</b>			
2004	45	47	456
2005	47	62	454
2006	52	69	549
2007	46	52	431
<b>2008</b>	<b>48</b>	<b>49</b>	<b>410</b>
<b>Ginger, red - dozens</b>			
2004	57	132	1,044
2005	64	134	995
2006	60	135	1,059
2007	59	118	952
<b>2008</b>	<b>53</b>	<b>107</b>	<b>804</b>
<b>Gingers, other - dozens</b>			
2004	32	23	261
2005	24	18	163
2006	20	21	206
2007	19	15	139
<b>2008</b>	<b>21</b>	<b>12</b>	<b>110</b>

See footnotes at end of table.

Continued

# SELECTED CUT FLOWERS & ORCHIDS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2004-2008<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>			
2004	60	71	853
2005	60	71	762
2006	64	68	822
2007	61	67	772
<b>2008</b>	<b>53</b>	<b>62</b>	<b>677</b>
<b>Proteas - stems</b>			
2004	32	1,921	1,416
2005	28	1,635	1,928
2006	31	2,293	1,828
2007	30	1,932	2,098
<b>2008</b>	<b>22</b>	<b>1,355</b>	<b>1,297</b>
<b>Other cut flowers - dozens</b>			
2004	49	NA	3,630
2005	47	NA	3,767
2006	38	NA	3,401
2007	46	NA	2,589
<b>2008</b>	<b>53</b>	<b>NA</b>	<b>2,370</b>
<b>ORCHIDS</b>			
<b>Cymbidiums, cut</b>			
2004	13	408	291
2005	13	428	311
2006	8	356	261
2007	10	407	243
<b>2008</b>	<b>7</b>	<b>375</b>	<b>230</b>
<b>Dendrobiums, cut - dozens</b>			
2004	50	453	3,194
2005	48	391	3,078
2006	43	309	2,481
2007	36	303	2,260
<b>2008</b>	<b>39</b>	<b>287</b>	<b>2,163</b>
<b>Oncidiinae, cut<sup>3</sup> - dozens</b>			
2004	29	60	706
2005	28	59	674
2006	26	59	630
2007	20	48	535
<b>2008</b>	<b>21</b>	<b>54</b>	<b>573</b>

See footnotes at end of table.

Continued

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii 2004-2008<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>			
2004	18	NA	183
2005	13	NA	107
2006	15	NA	721
2007	15	NA	727
<b>2008</b>	<b>17</b>	<b>NA</b>	<b>794</b>
<b>Dendrobiums, potted<sup>5</sup></b>			
2004	80	1,236	6,679
2005	77	1,142	6,056
2006	76	994	5,600
2007	60	911	5,092
<b>2008</b>	<b>58</b>	<b>748</b>	<b>4,077</b>
<b>Dendrobiums, seedlings<sup>6</sup></b>			
2004			
2005			
2006			
2007	7	NA	343
<b>2008</b>	<b>9</b>	<b>NA</b>	<b>363</b>
<b>Oncidiinae, potted<sup>3</sup></b>			
2004	43	464	3,113
2005	46	403	2,942
2006	37	222	1,310
2007	44	521	3,673
<b>2008</b>	<b>42</b>	<b>401</b>	<b>3,084</b>
<b>Phalaenopsis, potted</b>			
2004	32	174	1,018
2005	23	80	717
2006	23	90	752
2007	19	139	1,029
<b>2008</b>	<b>20</b>	<b>118</b>	<b>937</b>
<b>Other potted orchids</b>			
2004	78	1,352	7,585
2005	75	1,374	8,340
2006	78	1,615	9,755
2007	63	1,428	7,640
<b>2008</b>	<b>59</b>	<b>1,170</b>	<b>6,903</b>

See footnotes at end of table.

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# FOLIAGE

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii 2004-2008<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>			
2004	29	NA	5,735
2005	28	NA	7,030
2006	26	NA	5,540
2007	29	NA	6,010
<b>2008</b>	<b>25</b>	<b>NA</b>	<b>3,930</b>
<b>Palms, potted</b>			
2004	45	NA	7,311
2005	49	NA	8,135
2006	49	NA	8,309
2007	39	NA	8,698
<b>2008</b>	<b>35</b>	<b>NA</b>	<b>6,664</b>
<b>Hanging baskets, potted</b>			
2004	16	NA	208
2005	13	NA	178
2006	15	NA	110
2007	11	NA	132
<b>2008</b>	<b>13</b>	<b>NA</b>	<b>127</b>
<b>Other potted foliage</b>			
2004	28	NA	2,702
2005	31	NA	2,499
2006	29	NA	2,170
2007	32	NA	3,763
<b>2008</b>	<b>28</b>	<b>NA</b>	<b>3,555</b>
<b>Ti leaves, cut - leaves</b>			
2004	39	6,100	571
2005	41	5,800	668
2006	45	6,400	704
2007	35	3,800	387
<b>2008</b>	<b>40</b>	<b>3,400</b>	<b>376</b>
<b>Other cut greens</b>			
2004	34	NA	352
2005	46	NA	382
2006	44	NA	530
2007	40	NA	547
<b>2008</b>	<b>41</b>	<b>NA</b>	<b>426</b>
<b>Unfinished foliage stock</b>			
2004	11	NA	742
2005	10	NA	617
2006	10	NA	604
2007	9	NA	537
<b>2008</b>	<b>6</b>	<b>NA</b>	<b>509</b>

See footnotes at end of table.

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# LEI FLOWERS & INDIVIDUAL BLOOMS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2004-2008<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>			
2004	5	3,800	242
2005 <sup>7</sup>			
2006 <sup>7</sup>			
2007 <sup>7</sup>			
<b>2008<sup>7</sup></b>			
<b>Dendrobiums - blooms</b>			
2004	26	18,100	580
2005	21	17,300	588
2006	23	14,900	535
2007	20	8,500	282
<b>2008</b>	<b>24</b>	<b>9,900</b>	<b>336</b>
<b>Pikake – strands</b>			
2004	5	56.0	158
2005	5	25.0	79
2006	6	56.0	160
2007	5	65.0	183
<b>2008</b>	<b>5</b>	<b>56.0</b>	<b>167</b>
<b>Plumerias - blooms</b>			
2004	13	16,000	510
2005	14	14,500	506
2006	15	13,200	397
2007	15	12,800	566
<b>2008</b>	<b>11</b>	<b>9,500</b>	<b>400</b>
<b>Tuberoses - blooms</b>			
2004	7	28,200	1,301
2005 <sup>7</sup>			
2006 <sup>7</sup>			
2007 <sup>7</sup>			
<b>2008<sup>7</sup></b>			
<b>Vandaceous<sup>8</sup> – blooms</b>			
2004	8	5,700	210
2005	6	8,300	306
2006	5	10,800	423
2007	4	7,400	331
<b>2008<sup>7</sup></b>			
<b>Other lei/individual - blooms</b>			
2004	NA	NA	396
2005	NA	NA	2,208
2006	NA	NA	2,005
2007	NA	NA	3,347
<b>2008</b>	<b>NA</b>	<b>NA</b>	<b>2,888</b>

See footnotes at end of table.

Continued

# POTTED FLOWERING & BEDDING/GARDEN PLANTS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2004-2008<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</b>			
2004	28	164	883
2005	17	101	549
2006	19	110	500
2007	13	101	379
<b>2008</b>	<b>13</b>	<b>90</b>	<b>356</b>
<b>Bromeliads</b>			
2004	11	131	583
2005	14	126	580
2006	11	140	648
2007	9	191	818
<b>2008</b>	<b>11</b>	<b>169</b>	<b>760</b>
<b>Chrysanthemums</b>			
2004	5	93	468
2005 <sup>9</sup>			
2006 <sup>9</sup>			
2007 <sup>9</sup>			
<b>2008<sup>9</sup></b>			
<b>Poinsettias</b>			
2004	30	327	1,409
2005	31	360	1,644
2006	30	329	1,560
2007	20	291	1,306
<b>2008</b>	<b>18</b>	<b>293</b>	<b>1,455</b>
<b>Other potted flowering plants</b>			
2004	21	NA	2,661
2005	31	NA	3,505
2006	28	NA	3,384
2007	27	NA	3,996
<b>2008</b>	<b>30</b>	<b>NA</b>	<b>4,112</b>
<b>POTTED BEDDING/GARDEN</b>			
<b>Impatiens, New Guinea</b>			
2004	14	139	223
2005	13	132	213
2006	10	162	292
2007	8	111	155
<b>2008</b>	<b>8</b>	<b>106</b>	<b>165</b>
<b>Impatiens, other</b>			
2004	13	440	303
2005	15	286	176
2006	11	254	146
2007	8	203	114
<b>2008</b>	<b>8</b>	<b>193</b>	<b>106</b>

See footnotes at end of table.

Continued



# BEDDING/GARDEN PLANTS & OTHER NURSERY PRODUCTS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2004-2008<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>			
2004	31	NA	3,137
2005	26	NA	2,551
2006	25	NA	2,828
2007	19	NA	3,130
<b>2008</b>	<b>23</b>	<b>NA</b>	<b>2,925</b>
<b>PLANT RENTALS</b>			
2004	45	NA	3,385
2005	43	NA	4,931
2006	42	NA	5,199
2007	43	NA	6,830
<b>2008</b>	<b>46</b>	<b>NA</b>	<b>5,709</b>
<b>LANDSCAPE PLANT MATERIAL</b>			
<b>Sod<sup>10</sup></b>			
2004			
2005			
2006			
2007	13	NA	4,515
<b>2008</b>	<b>19</b>	<b>NA</b>	<b>4,627</b>
<b>Other landscape plant material<sup>11</sup></b>			
2004	128		19,219
2005	154		20,887
2006	138		20,813
2007	152		23,145
<b>2008</b>	<b>147</b>		<b>23,851</b>
<b>OTHER NURSERY PRODUCTS<sup>12</sup></b>			
2004			4,581
2005			5,038
2006			5,367
2007			4,107
<b>2008</b>			<b>4,232</b>
<b>UNSPECIFIED SALES<sup>13</sup></b>			
2004			1,335
2005			1,470
2006			1,455
2007			1,720
<b>2008</b>			<b>1,785</b>
<b>TOTAL</b>			
2004	920		95,178
2005	955		100,962
2006	930		98,725
2007	1,060		108,710
<b>2008</b>	<b>1,025</b>		<b>98,607</b>

NA = Not available. <sup>1</sup> Includes only producers having total sales of \$10,000 or more. <sup>2</sup> Number of farms having sales during that 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> Data not shown separately to avoid disclosure of individual operations but combined and included with "Other lei/individual". <sup>8</sup> Prior to 2007, formerly called Vanda, Miss Joaquim. <sup>9</sup> Data not shown separately to avoid disclosure of individual operations but combined and included with "Other potted flowering plants." <sup>10</sup> Data series beginning 2007. <sup>11</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>12</sup> Includes other flowers or nursery products not elsewhere classified. <sup>13</sup> Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.

# COUNTY SUMMARIES

## COUNTY VALUES LOWER FOR SOME BUT HIGHER FOR OTHERS

In 2008, some counties generated less sales while others experienced more sales when compared to 2007. Hawaii County's 465 producers accounted for 42 percent of the State's total wholesale value of flowers and nursery products with \$42.8 million, dropping 16 percent from 2007. Honolulu County's 270 producers accounted for 39 percent of the State's total wholesale value of flowers and nursery products. Farmers reported sales of \$38.0 million, falling 7 percent from the previous year. Maui County's 200 producers contributed \$13.9 million in sales, 4 percent more than a year ago. Kauai County's 90 producers registered \$3.9 million in sales, 10 percent above 2007. Landscaping materials ranked as the top product in all counties.

### FLORICULTURE AND NURSERY PRODUCTS: Value of grower sales, by county, 2004-2008

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>								
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
2007	12,170	21,542	4,709	20,074	6,499	41,996	1,720	108,710
<b>2008</b>	<b>10,022</b>	<b>19,124</b>	<b>3,791</b>	<b>15,587</b>	<b>6,683</b>	<b>41,615</b>	<b>1,785</b>	<b>98,607</b>
<b>County:</b>								
<b>Hawaii</b>								
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
2007	7,704	14,075	656	16,197	1,153	10,687	720	51,192
<b>2008</b>	<b>6,382</b>	<b>12,332</b>	<b>532</b>	<b>11,524</b>	<b>1,164</b>	<b>10,088</b>	<b>795</b>	<b>42,817</b>
<b>Honolulu</b>								
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
2007	952	5,922	2,507	3,201	4,413	23,200	430	40,625
<b>2008</b>	<b>854</b>	<b>5,191</b>	<b>1,790</b>	<b>3,243</b>	<b>4,245</b>	<b>22,212</b>	<b>435</b>	<b>37,970</b>
<b>Kauai</b>								
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
2007	221	441	42	54	72	2,546	180	3,556
<b>2008</b>	<b>163</b>	<b>483</b>	<b>37</b>	<b>293</b>	<b>72</b>	<b>2,645</b>	<b>205</b>	<b>3,898</b>
<b>Maui</b>								
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
2007	3,293	1,104	1,504	622	861	5,563	390	13,337
<b>2008</b>	<b>2,623</b>	<b>1,118</b>	<b>1,432</b>	<b>527</b>	<b>1,202</b>	<b>6,670</b>	<b>350</b>	<b>13,922</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.

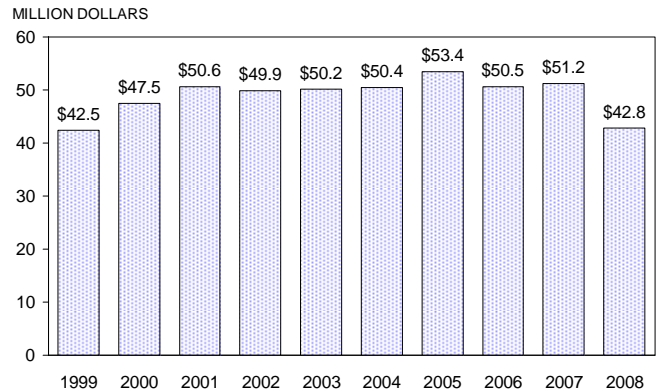
<sup>5</sup> Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.

# COUNTY SUMMARIES (Continued)

## Hawaii County's Top Five Floriculture and Nursery Products/Categories, 2008

1. Landscape plant material - other
2. Palms (potted for indoor or patio use)
3. Dracaena (potted for indoor or patio use)
4. Anthuriums, cut
5. Other potted orchids

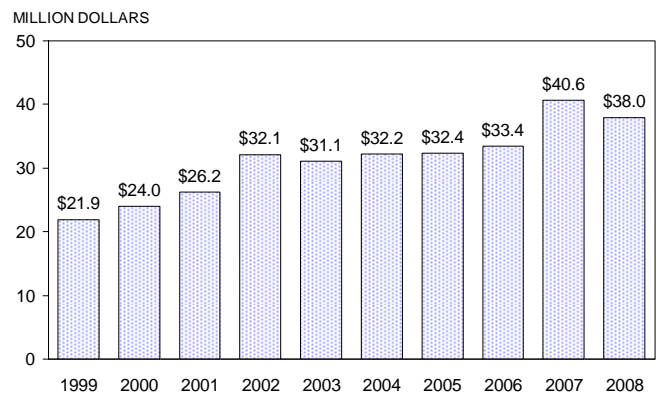
## FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, HAWAII COUNTY, 1999-2008



## Honolulu County's Top Five Floriculture and Nursery Products/Categories, 2008

1. Landscape plant material - other
2. Landscape plant material - sod
3. Plant rentals
4. Other potted flowering plants
5. Other potted orchids

## FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, HONOLULU COUNTY, 1999-2008

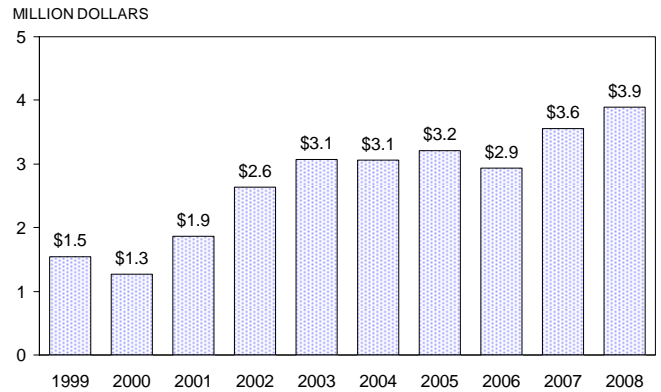


# COUNTY SUMMARIES (Continued)

## Kauai County's Top Five Floriculture and Nursery Products/Categories, 2008

1. Landscape plant material - other
2. Dendrobiums, potted
3. Plant rentals
4. Other foliage (potted for indoor or patio use)
5. Other bedding and garden plants

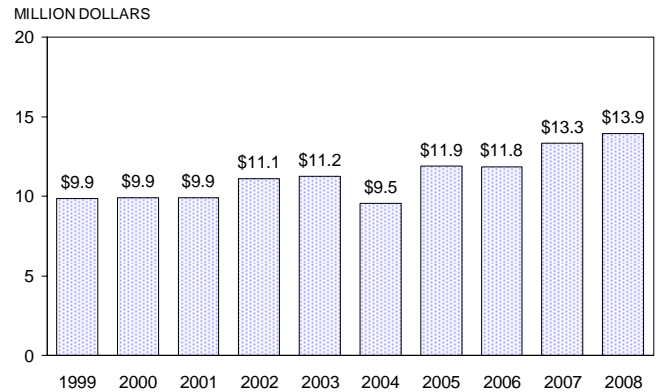
## FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, KAUAI COUNTY, 1999-2008



## Maui County's Top Five Floriculture and Nursery Products/Categories, 2008

1. Landscape plant material - other
2. Plant rentals
3. Proteas
4. Other lei flowers
5. Other potted flowering plants

## FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, MAUI COUNTY, 1999-2008



# FARM NUMBERS & AREA SUMMARY

## FLORICULTURE AND NURSERY PRODUCTS: Number of farms and growing area, by county, 2004-2008

Year	Farms	Greenhouse <sup>1</sup>	Artificial shade	Open field	Total area
	<i>Number</i>	<i>----- 1,000 square feet -----</i>			
<b>State</b>					
2004	920	2,620	26,560	3,160	3,830
2005	955	2,095	27,015	3,320	3,988
2006	930	2,190	25,410	3,430	4,064
2007	1,060	2,020	25,015	3,755	4,376
<b>2008</b>	<b>1,025</b>	<b>2,135</b>	<b>24,020</b>	<b>2,640</b>	<b>3,240</b>
<b>Hawaii</b>					
2004	425	1,990	20,840	1,880	2,404
2005	425	1,445	20,980	1,940	2,455
2006	415	1,450	20,165	2,085	2,581
2007	475	1,435	19,805	2,200	2,688
<b>2008</b>	<b>465</b>	<b>1,475</b>	<b>18,470</b>	<b>1,180</b>	<b>1,638</b>
<b>Honolulu</b>					
2004	235	255	4,660	525	638
2005	265	275	4,715	660	774
2006	250	255	3,980	610	707
2007	285	140	4,215	695	795
<b>2008</b>	<b>270</b>	<b>130</b>	<b>4,405</b>	<b>595</b>	<b>699</b>
<b>Kauai</b>					
2004	80	90	310	225	234
2005	80	110	525	195	210
2006	75	205	530	215	232
2007	90	90	505	220	234
<b>2008</b>	<b>90</b>	<b>155</b>	<b>500</b>	<b>235</b>	<b>250</b>
<b>Maui</b>					
2004	180	285	750	530	554
2005	185	265	795	525	549
2006	190	280	735	520	544
2007	210	355	490	640	659
<b>2008</b>	<b>200</b>	<b>375</b>	<b>645</b>	<b>630</b>	<b>653</b>

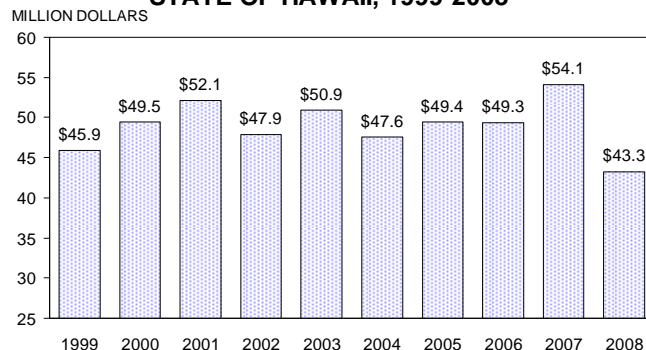
<sup>1</sup> Glass or glass substitute structure.

# OUT-OF-STATE SALES

## OUT-OF-STATE SALES DECLINE

The value of out-of-State sales of flowers and nursery products (including wholesale and retail sales) during 2008 is estimated at \$43.3 million, declining 20 percent from 2007. 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.

## FLORICULTURE & NURSERY PRODUCTS OUT-OF-STATE SALES, STATE OF HAWAII, 1999-2008<sup>1</sup>



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

Potted foliage, valued at \$9.4 million remained the number one floriculture and nursery product exported, despite dropping nearly a third of the 2007 sales. Cut anthuriums and other potted orchids rounded out the top three products each with sales of \$5.8 million.

## FLORICULTURE AND NURSERY PRODUCTS: Out-of-State sales, State of Hawaii, 2004-2008<sup>1</sup>

Commodity	2004	2005	2006	2007	2008
<i>1,000 dollars</i>					
<b>CUT FLOWERS</b>					
Anthuriums	6,475	6,210	6,935	6,905	<b>5,800</b>
Birds of Paradise	540	530	510	390	<b>380</b>
Ginger, red	810	680	620	520	<b>510</b>
Gingers, other	670	550	550	510	<b>470</b>
Heliconias	1,200	1,000	1,100	1,100	<b>1,000</b>
Proteas	1,715	2,000	1,900	2,040	<b>1,500</b>
Mixed assortment of cut flowers	1,100	1,600	3,020	3,910	<b>3,890</b>
<b>ORCHIDS</b>					
Cymbidiums, cut	135	140	135	140	<b>135</b>
Dendrobiums, cut	3,900	3,900	3,100	3,200	<b>3,100</b>
Oncidiinae, cut <sup>2</sup>	505	470	580	485	<b>680</b>
Dendrobiums, potted	4,645	4,335	3,760	3,100	<b>1,900</b>
Oncidiinae, potted <sup>2</sup>	2,775	2,430	1,250	2,920	<b>3,720</b>
Phalaenopsis, potted	765	530	480	325	<b>400</b>
Other potted orchids	5,610	7,805	9,285	7,975	<b>5,765</b>
<b>FOLIAGE</b>					
Foliage, potted	11,300	13,200	11,600	14,000	<b>9,400</b>
Ti leaves, cut	640	650	700	500	<b>500</b>
Other cut greens	1,400	1,200	1,400	1,400	<b>1,300</b>
<b>ALL OTHER FLOWERS AND NURSERY PRODUCTS</b>					
	3,400	2,200	2,400	4,700	<b>2,800</b>
<b>Total</b>	<b>47,585</b>	<b>49,430</b>	<b>49,325</b>	<b>54,120</b>	<b>43,250</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.

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

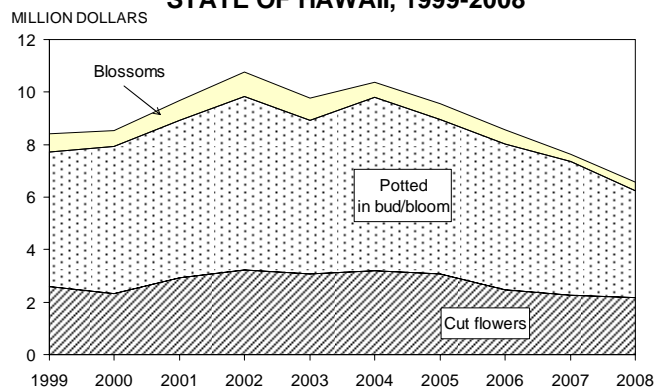
## DENDROBIUM ORCHID SALES DROP 13 PERCENT



In 2008, dendrobium orchid sales were valued at \$6.9 million, 13 percent below 2007. Potted in bud/bloom contributed \$4.1 million, declining 20 percent from last year. Cut flowers registered

\$2.2 million in sales, down 4 percent from the previous year. Sales of individual blossoms increased 19 percent to \$336,000.

## DENDROBIUM VALUE OF SALES, STATE OF HAWAII, 1999-2008<sup>1</sup>



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

## DENDROBIUM ORCHIDS: Sales and value, State of Hawaii, 2004-2008<sup>1</sup>

Year	Individual blossoms		Cut flowers <sup>2</sup>		Potted in bud/bloom		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>	
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
2007	8.5	282	303	2,260	911	5,092	NA	343	7,977
<b>2008</b>	<b>9.9</b>	<b>336</b>	<b>287</b>	<b>2,163</b>	<b>748</b>	<b>4,077</b>	<b>NA</b>	<b>363</b>	<b>6,939</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, 2004-2008<sup>1</sup>

Year	Farms		Production area		
	Cut flowers <sup>2</sup>	Potted in bud/bloom	Cut flowers <sup>2</sup>	Potted in bud/bloom	Total
	<i>----- Number -----</i>		<i>----- 1,000 square feet -----</i>		
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
2007	36	60	2,390	2,640	5,030
<b>2008</b>	<b>39</b>	<b>58</b>	<b>2,280</b>	<b>2,510</b>	<b>4,790</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, 2008<sup>1</sup>

Country	Cattleya	Cymbidium	Dendrobium	Oncidium	Paphiopedilum	Phalaenopsis	Vanda
<b>Australia</b>							
Flasks	0	7	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	0	0
<b>Japan</b>							
Flasks	2	0	2	0	0	40	0
Plant Units	53	0	3,001	0	0	0	0
<b>Philippines</b>							
Flasks	0	0	0	0	0	0	0
Plant Units	0	0	0	0	0	0	0
<b>Singapore</b>							
Flasks	0	0	0	0	0	0	0
Plant Units	0	0	0	0	0	0	0
<b>Taiwan</b>							
Flasks	1,500	80	329	1,109	8,435	4,050	0
Plant Units	0	0	0	0	0	55,602	0
<b>Thailand</b>							
Flasks	13,805	20	17,349	45,384	7,358	1,352	265
Plant Units	77,770	0	717,590	10,170	1,240	16,000	8,425

<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.