



HAWAII FLOWERS & NURSERY PRODUCTS

Annual Summary



In cooperation with
 Department of Agriculture
 STATE OF HAWAII
 Agricultural Development Division

Release: July 19, 2011

FLORICULTURE AND NURSERY PRODUCTS LOWER FOR 2010

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The 2010 preliminary value of Hawaii's floriculture and nursery products is estimated at **\$75.6** million, 2 percent lower than the revised 2009 value and declining for the third consecutive year according to the USDA, NASS, Hawaii Field Office. Cut flowers totaled \$7.1 million, down 2 percent. Cut and potted orchids were valued at \$16.0 million, 1 percent above the previous year. Lei flowers pegged at \$2.5 million was 3 percent below 2009. Foliage sales were 14 percent lower, registering at \$10.4 million. Potted flowering plants were valued at \$3.9 million, 1 percent below the previous year. Landscape plant

material was estimated at \$22.6 million, 1 percent above last year. Plant rentals declined 4 percent and totaled \$5.1 million. Other nursery products rose 18 percent, registering at \$3.5 million. Bedding and garden plants wholesale value, at \$2.9 million, was 2 percent above a year ago. Slow market conditions and its trickle down effects were still being felt by operations in 2010. Some growers commented on adjusting their business plans to keep their businesses afloat. Weather for the year was generally dry, affecting plants depending on natural rainfall. Volcanic haze continued to leave crop damage in affected areas.

FLORICULTURE AND NURSERY PRODUCTS: Wholesale value, State of Hawaii, 2006-2010 ¹

Commodity	2006	2007	2008	2009	2010
<i>1,000 dollars</i>					
Cut flowers ²	13,536	12,170	9,578	7,248	7,139
Orchids ³	21,510	21,542	18,169	15,880	15,983
Lei flowers	3,520	4,709	3,783	2,558	2,487
Foliage ⁴	17,967	20,074	14,949	12,143	10,437
Potted flowering plants	6,092	6,499	4,144	3,972	3,914
All other nursery products ⁵	34,645	41,996	42,239	33,463	34,150
Unspecified sales ⁶	1,455	1,720	1,800	1,550	1,500
Total	98,725	108,710	94,662	76,814	75,610

¹ Includes only producers having total sales of \$10,000 or more.

² Cut orchids included in "Orchids" category.

³ Includes cut and potted orchids and dendrobium seedlings. Beginning 2010, excludes dendrobium seedlings.

⁴ Includes cut, potted, and unfinished.

⁵ Includes bedding/garden plants, plant rentals, landscape plants, propagation materials, sod, trees, and any other nursery products not elsewhere classified. Beginning 2010, includes dendrobium seedlings.

⁶ Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.



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 Contributions by Hawaii NASDA Enumerators

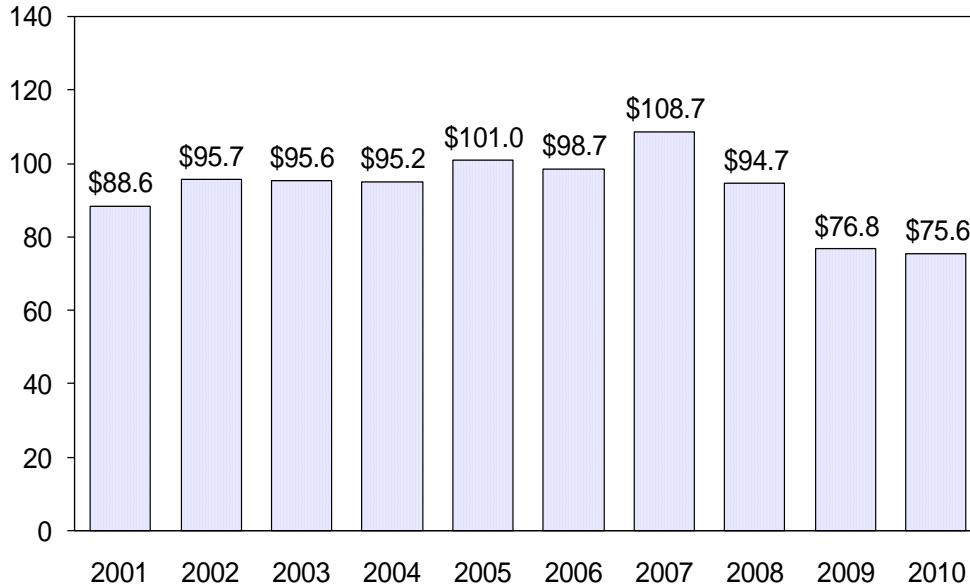
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STATE SUMMARY (Continued)

FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, STATE OF HAWAII, 2001-2010

MILLION DOLLARS

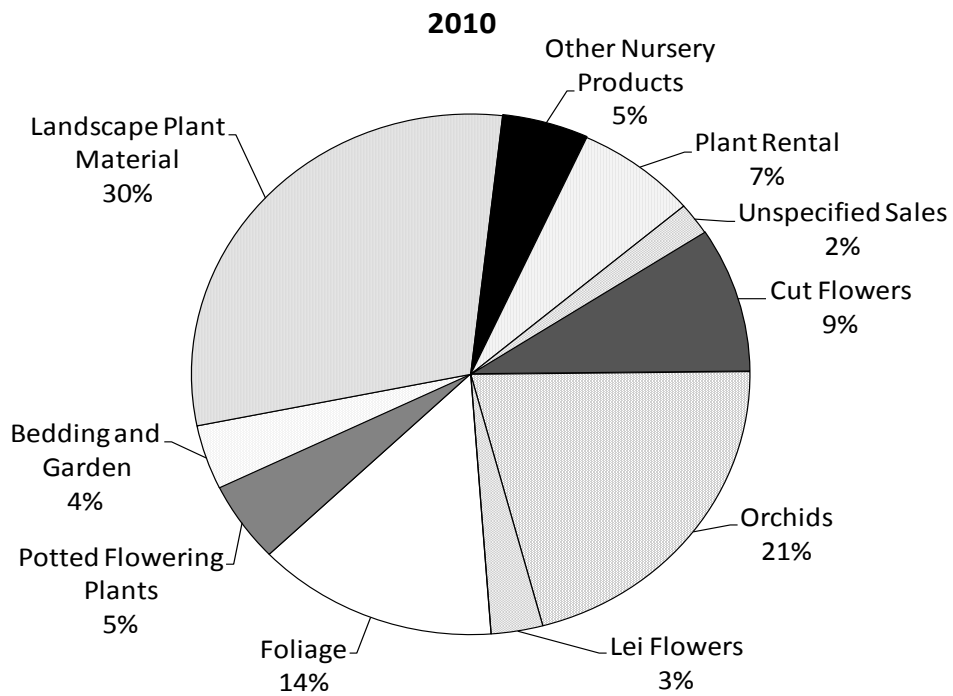
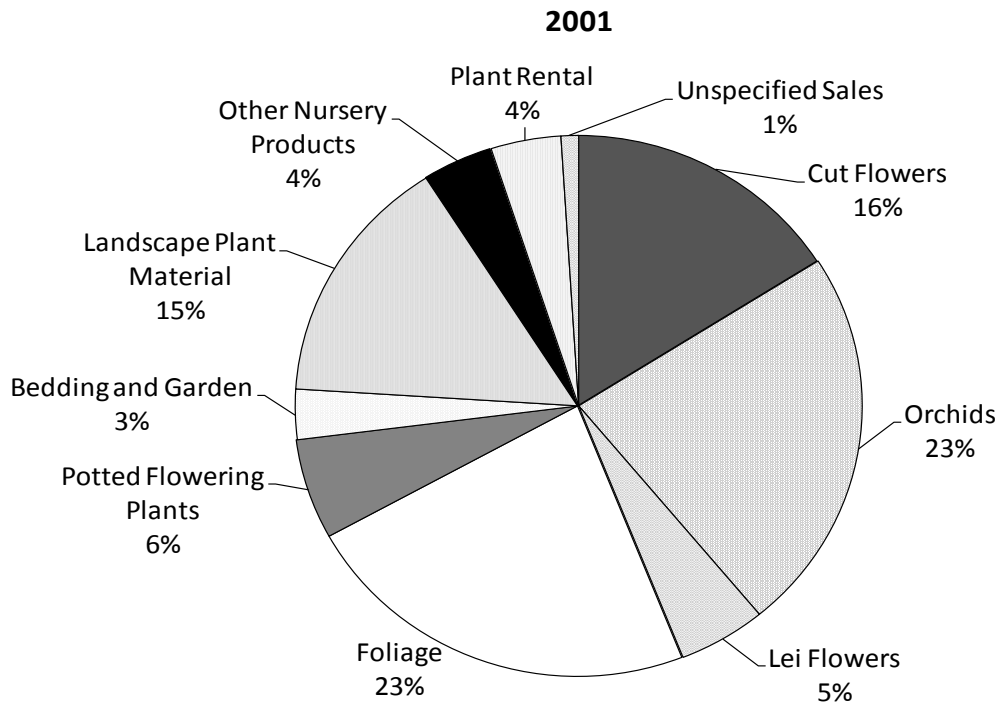


FLORICULTURE & NURSERY PRODUCTS: Top ten crops, State of Hawaii, 2009-2010 ¹

Crop	Rank		Value of production		Crop	Rank		Value of production	
	2009	2010	2009	2010		2009	2010	2009	2010
	<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	5,126	3,755	Dendrobium, cut	5	5	1,660	1,531
Dendrobium, potted	2	2	3,577	3,556	Poinsettia, potted	6	6	1,414	1,411
Anthurium, cut	3	3	3,120	3,397	Protea, cut	7	7	1,374	1,278
Dracaena (potted for indoor or patio use)	4	4	2,516	2,683	Phalaenopsis, potted	9	8	955	1,119
					Gingers, cut	8	9	984	850
					Heliconia, cut	10	10	631	606

¹ Only publishable crops for both years are ranked in this table.

FLORICULTURE & NURSERY PRODUCTS BY COMMODITY, 2001 AND 2010



SELECTED CUT FLOWERS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2006-2010 ¹

Crop	Farms having sales ²	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
CUT FLOWERS			
Anthuriums - dozens			
2006	58	661	4,878
2007	56	667	4,530
2008	48	525	3,518
2009	40	449	3,120
2010	44	441	3,397
Birds of Paradise - dozens			
2006	31	46	352
2007	31	28	207
2008	25	25	175
2009	20	16	129
2010	20	11	85
Chrysanthemums, pompon - bunches			
2006	5	205	441
2007	5	201	452
2008	5	191	437
2009 ³			
2010 ³			
Ginger, pink - dozens			
2006	52	69	549
2007	46	52	431
2008	45	47	394
2009	33	42	346
2010	36	46	316
Ginger, red - dozens			
2006	60	135	1,059
2007	59	118	952
2008	51	105	789
2009	42	76	576
2010	39	70	444
Gingers, other - dozens			
2006	20	21	206
2007	19	15	139
2008	20	11	104
2009	17	8	62
2010	17	10	90

See footnotes at end of table.

Continued

SELECTED CUT FLOWERS & ORCHIDS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2006-2010¹ -- Continued

Crop	Farms having sales ²	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
Heliconias - dozens			
2006	64	68	822
2007	61	67	772
2008	55	62	670
2009	45	51	631
2010	43	47	606
Proteas - stems			
2006	31	2,293	1,828
2007	30	1,932	2,098
2008	25	1,380	1,329
2009	20	1,245	1,374
2010	20	1,199	1,278
Other cut flowers - dozens			
2006	38	NA	3,401
2007	46	NA	2,589
2008	51	NA	2,162
2009	27	NA	1,010
2010	27	NA	923
ORCHIDS			
Cymbidiums, cut			
2006	8	356	261
2007	10	407	243
2008	7	200	222
2009	9	210	226
2010	7	172	212
Dendrobiums, cut - dozens			
2006	43	309	2,481
2007	36	303	2,260
2008	38	280	2,170
2009	31	203	1,660
2010	32	195	1,531
Oncidiinae, cut⁴ - dozens			
2006	26	59	630
2007	20	48	535
2008	19	49	530
2009	15	29	348
2010	22	33	393

See footnotes at end of table.

Continued

ORCHIDS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii 2006-2010¹ -- Continued

Crop	Farms having sales ²	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
Other cut orchids⁵ - dozens			
2006	15	NA	721
2007	15	NA	727
2008	22	NA	298
2009	15	NA	317
2010	17	NA	374
Dendrobiums, potted			
2006	73	984	5,540
2007	60	911	5,092
2008	61	753	4,111
2009	59	632	3,577
2010	58	611	3,556
Dendrobiums, seedlings⁶			
2006	9	NA	60
2007	7	NA	343
2008	10	NA	353
2009	4	NA	333
2010⁷			
Oncidiinae, potted⁴			
2006	37	222	1,310
2007	44	521	3,673
2008	43	402	3,087
2009 ³			
2010³			
Phalaenopsis, potted			
2006	23	90	752
2007	19	139	1,029
2008	23	119	945
2009	26	129	955
2010	23	157	1,119
Other potted orchids			
2006	78	1,615	9,755
2007	63	1,428	7,640
2008	62	1,090	6,453
2009	71	1,187	8,464
2010	80	1,258	8,798

See footnotes at end of table.

Continued

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii 2006-2010¹ -- Continued

Crop	Farms having sales ²	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
FOLIAGE			
Dracaena, potted			
2006	26	NA	5,540
2007	29	NA	6,010
2008	26	NA	3,919
2009	23	NA	2,516
2010	19	NA	2,683
Palms, potted			
2006	49	NA	8,309
2007	39	NA	8,698
2008	35	NA	6,635
2009	30	NA	5,126
2010	31	NA	3,755
Hanging baskets, potted			
2006	15	NA	110
2007	11	NA	132
2008	10	NA	69
2009	10	NA	96
2010	11	NA	81
Other potted foliage			
2006	29	NA	2,170
2007	32	NA	3,763
2008	28	NA	3,443
2009	40	NA	3,257
2010	25	NA	2,845
Ti leaves, cut - leaves			
2006	45	6,400	704
2007	35	3,800	387
2008	41	3,300	316
2009	36	2,400	241
2010	38	3,600	349
Other cut greens			
2006	44	NA	530
2007	40	NA	547
2008	40	NA	421
2009	26	NA	314
2010	28	NA	333
Unfinished foliage stock			
2006	10	NA	604
2007	9	NA	537
2008	6	NA	146
2009	14	NA	593
2010	5	NA	391

See footnotes at end of table.

Continued

LEI FLOWERS & INDIVIDUAL BLOOMS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2006-2010¹ -- Continued

Crop	Farms having sales ²	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
LEI/INDIVIDUAL BLOOMS			
Dendrobiums - blooms			
2006	23	14,900	535
2007	20	8,500	282
2008	22	9,700	328
2009	16	7,000	238
2010	19	6,700	221
Pikake – strands			
2006	6	56.0	160
2007	5	65.0	183
2008	5	56.0	167
2009 ³			
2010³			
Plumerias - blooms			
2006	15	13,200	397
2007	15	12,800	566
2008	11	9,500	400
2009	9	6,100	285
2010	11	5,700	301
Vandaceous⁸ – blooms			
2006	5	10,800	423
2007	4	7,400	331
2008 ³			
2009 ³			
2010³			
Other lei/individual - blooms			
2006	NA	NA	2,005
2007	NA	NA	3,347
2008	NA	NA	2,888
2009	NA	NA	2,035
2010	NA	NA	1,965

See footnotes at end of table.

Continued

POTTED FLOWERING & BEDDING/GARDEN PLANTS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2006-2010¹ -- Continued

Crop	Farms having sales ²	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
POTTED FLOWERING PLANTS			
Anthuriums			
2006	19	110	500
2007	13	101	379
2008	15	27	204
2009	16	34	298
2010	15	34	280
Bromeliads			
2006	11	140	648
2007	9	191	818
2008	10	45	279
2009	7	40	250
2010	10	48	295
Poinsettias			
2006	30	329	1,560
2007	20	291	1,306
2008	19	270	1,376
2009	21	303	1,414
2010	18	301	1,411
Other potted flowering plants			
2006	28	NA	3,384
2007	27	NA	3,996
2008	30	NA	2,285
2009	30	NA	2,010
2010	24	NA	1,928
POTTED BEDDING/GARDEN			
Impatiens, New Guinea			
2006	10	162	292
2007	8	111	155
2008	8	106	165
2009	9	106	182
2010	7	98	161
Impatiens, other			
2006	11	254	146
2007	8	203	114
2008	6	116	61
2009	9	208	115
2010	6	193	103
Other bedding/garden			
2006	25	NA	2,828
2007	19	NA	3,130
2008	24	NA	2,640
2009	19	NA	2,591
2010	17	NA	2,675

See footnotes at end of table.

Continued

OTHER NURSERY PRODUCTS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2006-2010¹ -- Continued

Crop	Farms having sales ²	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
PLANT RENTALS			
2006	42	NA	5,199
2007	43	NA	6,830
2008	56	NA	5,943
2009	39	NA	5,279
2010	45	NA	5,052
LANDSCAPE PLANT MATERIAL⁹			
2006	138		20,813
2007	164		27,660
2008	163		29,112
2009	119		22,318
2010	129		22,648
OTHER NURSERY PRODUCTS¹⁰			
2006			5,367
2007			4,107
2008			4,318
2009			2,978
2010			3,511
UNSPECIFIED SALES¹¹			
2006			1,455
2007			1,720
2008			1,800
2009			1,550
2010			1,500
TOTAL			
2006	930		98,725
2007	1,060		108,710
2008	1,025		94,662
2009	1,010		76,814
2010	970		75,610

NA = Not available.

¹ Includes only producers having total sales of \$10,000 or more.

² Number of farms having sales during that year; "Total" is unduplicated count.

³ Data not shown separately to avoid disclosure of individual operations but combined and included with "Other" category in each section.

⁴ Prior to 2007, formerly called Oncidium.

⁵ Includes cattleyas, vandaceous, phalaenopsis, and others.

⁶ Includes community pots, liners, tissue culture flasks, plugs, etc.

⁷ Data not shown separately to avoid disclosure of individual operations but combined and included with "Other Nursery Products".

⁸ Prior to 2007, formerly called Vanda, Miss Joaquim.

⁹ Includes broadleaf and coniferous evergreens, deciduous and flower trees, palms, and citrus, fruit and nut trees, and sod. 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.

¹⁰ Includes other flowers or nursery products not elsewhere classified.

¹¹ Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.

COUNTY SUMMARIES

County value estimates are not published for 2009 and 2010 due to staff reduction-in-force but included in the State total on this page.

FLORICULTURE AND NURSERY PRODUCTS: Value of grower sales, by county, 2006-2010 ¹

Year	Cut flowers ²	Orchids ³	Lei flowers	Foliage ⁴	Potted flowering plants	All other nursery products ⁵	Unspecified sales ⁶	Total
<i>1,000 dollars</i>								
State								
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
2008	9,578	18,169	3,783	14,949	4,144	42,239	1,800	94,662
2009	7,248	15,880	2,558	12,143	3,972	33,463	1,550	76,814
2010	7,139	15,983	2,487	10,437	3,914	34,150	1,500	75,610
County:								
Hawaii								
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
2008	5,950	11,774	532	11,273	699	10,210	800	41,238
2009 ⁷								
2010⁷								
Honolulu								
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
2008	857	4,793	1,782	2,863	2,167	22,465	435	35,362
2009 ⁷								
2010⁷								
Kauai								
2006	232	496	33	341	98	1,597	140	2,937
2007	221	441	42	54	72	2,546	180	3,556
2008	226	483	37	294	73	2,641	195	3,949
2009 ⁷								
2010⁷								
Maui								
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
2008	2,545	1,119	1,432	519	1,205	6,923	370	14,113
2009 ⁷								
2010⁷								

¹ Includes only producers having total sales of \$10,000 or more.

² Cut orchids included in "Orchids" category.

³ Includes cut and potted orchids and dendrobium seedlings. Beginning 2010, excludes dendrobium seedlings.

⁴ Includes cut, potted, and unfinished.

⁵ Includes bedding/garden plants, plant rentals, landscape plants, propagation materials, sod, trees, and any other nursery products not elsewhere classified. Beginning 2010, includes dendrobium seedlings.

⁶ Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.

⁷ County estimates not published due to staff reduction-in-force but combined and included in the State total.

FARM NUMBERS & AREA SUMMARY

FLORICULTURE AND NURSERY PRODUCTS: Number of farms and growing area, by county, 2006-2010

Year	Farms	Greenhouse ¹	Artificial shade	Open field	Total area
	<i>Number</i>	<i>----- 1,000 square feet -----</i>		<i>----- Acres -----</i>	
State					
2006	930	2,190	25,410	3,430	4,064
2007	1,060	2,020	25,015	3,755	4,376
2008	1,025	2,120	23,570	2,580	3,170
2009	1,010	1,930	24,615	2,170	2,780
2010	970	1,860	21,925	2,000	2,545
Hawaii					
2006	415	1,450	20,165	2,085	2,581
2007	475	1,435	19,805	2,200	2,688
2008	465	1,520	18,100	1,080	1,530
2009 ²					
2010²					
Honolulu					
2006	250	255	3,980	610	707
2007	285	140	4,215	695	795
2008	270	165	4,270	600	700
2009 ²					
2010²					
Kauai					
2006	75	205	530	215	232
2007	90	90	505	220	234
2008	90	155	500	240	255
2009 ²					
2010²					
Maui					
2006	190	280	735	520	544
2007	210	355	490	640	659
2008	200	280	700	660	685
2009 ²					
2010²					

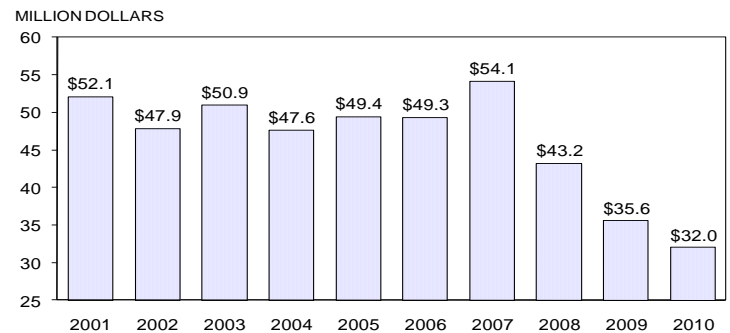
¹ Glass or glass substitute structure.

² County estimates not published due to staff reduction-in-force but combined and included in the State total.

OUT-OF-STATE SALES DOWN

The value of out-of-State sales of flowers and nursery products (including wholesale and retail sales) during 2010 is estimated at \$32.0 million, declining 10 percent from 2009. 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, 2001-2010¹**



¹ Includes wholesale and retail sales.

Potted foliage, other potted orchids, and cut anthuriums combined contributed over half of the export value. Potted foliage made up of \$7.2 million, other potted orchids posted \$6.4 million, and cut anthuriums sales accounted for \$4.5 million.

FLORICULTURE AND NURSERY PRODUCTS: Out-of-State sales, State of Hawaii, 2006-2010¹

Commodity	2006	2007	2008	2009	2010
<i>1,000 dollars</i>					
CUT FLOWERS					
Anthuriums	6,935	6,905	5,800	4,720	4,540
Birds of Paradise	510	390	370	310	260
Ginger, red	620	520	510	400	320
Gingers, other	550	510	470	500	500
Heliconias	1,100	1,100	1,000	900	900
Proteas	1,900	2,040	1,500	1,500	1,400
Mixed assortment of cut flowers	3,020	3,910	3,890	3,000	2,000
ORCHIDS					
Cymbidiums, cut	135	140	125	160	180
Dendrobiums, cut	3,100	3,200	3,100	2,500	2,400
Oncidiinae, cut ²	580	485	680	470	530
Dendrobiums, potted	3,760	3,100	1,900	1,800	1,600
Oncidiinae, potted ²	1,250	2,920	3,720	³	³
Phalaenopsis, potted	480	325	400	580	400
Other potted orchids	9,285	7,975	5,765	6,660	6,380
FOLIAGE					
Foliage, potted	11,600	14,000	9,400	7,700	7,200
Ti leaves, cut	700	500	500	370	400
Other cut greens	1,400	1,400	1,300	1,100	1,000
ALL OTHER FLOWERS AND NURSERY PRODUCTS					
	2,400	4,700	2,800	2,900	2,000
Total	49,325	54,120	43,230	35,570	32,010

¹ 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.

² Prior to 2007, formerly called Oncidium.

³ Combined with other potted orchids.

DENDROBIUM ORCHIDS

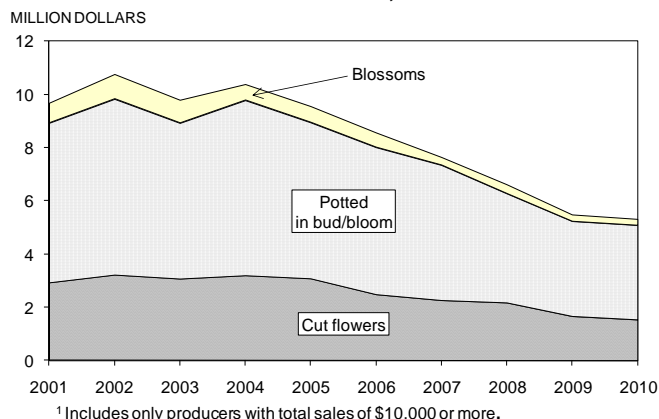
DENDROBIUM ORCHID SALES DROP 9 PERCENT



In 2010, dendrobium orchid sales were valued at \$5.3 million, 9 percent below 2009. Potted in bud/bloom contributed \$3.6 million, declining 1 percent from last year. Cut flowers registered

\$1.5 million in sales, down 8 percent from the previous year. Sales of individual blossoms decreased 7 percent to \$221,000.

DENDROBIUM VALUE OF SALES, STATE OF HAWAII, 2001-2010¹



DENDROBIUM ORCHIDS: Sales and value, State of Hawaii, 2006-2010¹

Year	Individual blossoms		Cut flowers ²		Potted in bud/bloom		Seedlings ³		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>	
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
2008	9.7	328	280	2,170	753	4,111	NA	353	6,962
2009	7.0	238	203	1,660	632	3,577	NA	333	5,808
2010	6.7	221	195	1,531	611	3,556	NA	4	5,308

NA = Not available.

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

² Prior to 2007, formerly called cut sprays.

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

⁴ Data not shown separately to avoid disclosure of individual operations.

DENDROBIUM ORCHIDS (POTTED IN BUD/BLOOM AND CUT FLOWERS): Number of farms and production area, State of Hawaii, 2006-2010¹

Year	Farms		Production area		
	Cut flowers ²	Potted in bud/bloom	Cut flowers ²	Potted in bud/bloom	Total
	<i>----- Number -----</i>		<i>----- 1,000 square feet -----</i>		
2006	43	73	2,550	2,395	4,945
2007	36	60	2,390	2,640	5,030
2008	38	61	2,415	2,500	4,915
2009	31	59	2,345	2,290	4,635
2010	32	58	2,100	1,970	4,070

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

² Prior to 2007, formerly called cut sprays.

SELECTED ORCHID PLANT SPECIES IMPORTS

SELECTED ORCHID PLANT SPECIES IMPORTS: Number of units into Hawaii, by country, 2010¹

Country	Cattleya	Cymbidium	Dendrobium	Oncidium	Paphiopedilum	Phalaenopsis	Vanda
China							
Flasks	0	0	0	0	0	0	0
Plant Units	0	0	0	0	0	17,426	0
Japan							
Flasks	100	0	4	0	0	10	0
Plant Units	45	1	5,504	0	0	0	0
New Zealand							
Flasks	0	40	0	0	0	0	0
Plant Units	0	0	0	0	0	0	0
Philippines							
Flasks	0	3	0	0	0	0	0
Plant Units	0	1	6,000	0	0	0	0
Taiwan							
Flasks	1,093	160	644	931	3,614	2,830	2
Plant Units	5,010	0	0	0	0	69,571	0
Thailand							
Flasks	18,635	306	18,460	25,117	17,118	995	754
Plant Units	15,030	720	311,740	8,320	0	14,750	3,114

¹ 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.