



# Hawaii Horticulture and Nursery Products Annual Summary 2018



## Cooperating with the Hawaii Department of Agriculture

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Released: October 3, 2019

## New Category 'Food Crops Grown Under Cover' Added to Horticulture and Nursery Product Report

The 2018 value of Hawaii's horticulture and nursery products is estimated at \$84.3 million, a 9 percent increase from the 2017 value of \$77.6 million. The increase in total sales was driven by 'food crops grown under cover', which was a new category this year. The largest component of the Hawaii horticulture and nursery industry, landscape plant materials, contributed 27 percent to the total sales.

Cut flowers totaled \$5.49 million, down 12 percent from 2017. Cut and potted orchids were valued at \$13.7 million, down 2 percent from the previous year. Lei flowers were estimated at \$1.76 million, 27 percent lower than 2017. Foliage sales increased to \$13.0 million, 9 percent above the previous year. Potted flowering plants were valued at \$5.97 million, 44 percent above the previous year. Landscape plant material was estimated at \$23.0 million, up 3 percent from 2017. Bedding and garden plants wholesale value was at \$1.96 million, 21 percent below last year.

## Horticulture and Nursery Products: Wholesale Value, State of Hawaii, 2014-2018 <sup>1</sup>

Commodity	2014	2015	2016	2017	2018
	----- 1,000 dollars -----				
Cut flowers <sup>2</sup>	5,398	6,321	6,334	6,241	<b>5,491</b>
Orchids <sup>3</sup>	15,092	14,457	14,213	14,048	<b>13,709</b>
Lei flowers	2,466	2,393	2,573	2,416	<b>1,757</b>
Foliage <sup>4</sup>	10,887	12,456	13,045	12,019	<b>13,047</b>
Potted flowering plants	4,013	4,114	3,921	4,152	<b>5,968</b>
Food crops grown under cover <sup>5</sup>	-	-	-	-	<b>8,582</b>
All other nursery products <sup>6</sup>	30,079	27,658	34,457	38,674	<b>35,708</b>
<b>Total</b>	<b>67,935</b>	<b>67,399</b>	<b>74,543</b>	<b>77,550</b>	<b>84,262</b>

<sup>1</sup> Includes only producers having total sales of \$10,000 or more with the exception of 'All Other Nursery Products'.

<sup>2</sup> Cut orchids included in "Orchids" category.

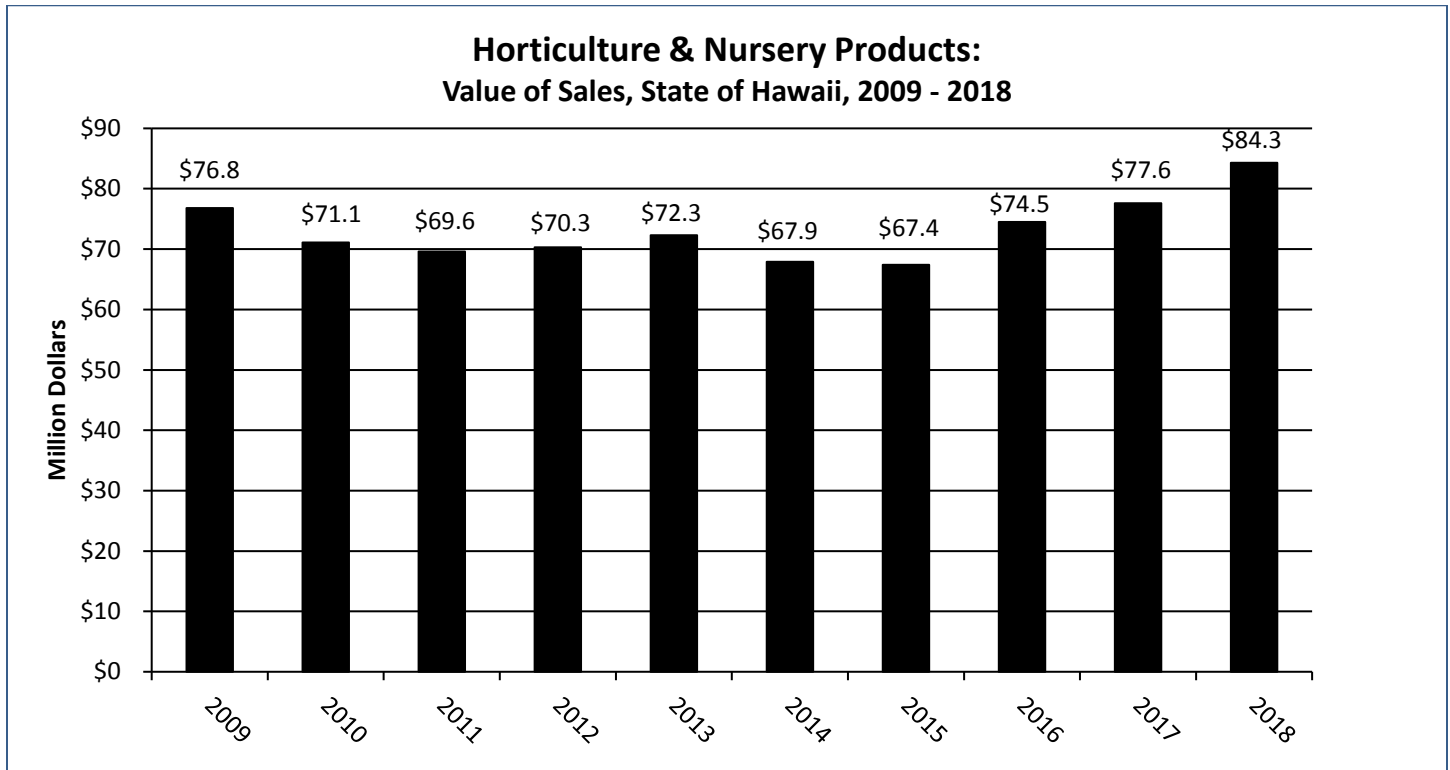
<sup>3</sup> Includes cut and potted orchids.

<sup>4</sup> Includes cut, potted, and unfinished.

<sup>5</sup> 2018 is first year published separately. Included in 'All Other Nursery Products' in prior years.

<sup>6</sup> Includes bedding/garden plants, plant rentals, landscape plants, propagation materials, sod, trees, and any other nursery products not elsewhere classified. Also, includes grower sales greater than \$999 but less than \$10,000, which were not categorized.

# STATE SUMMARY (Continued)

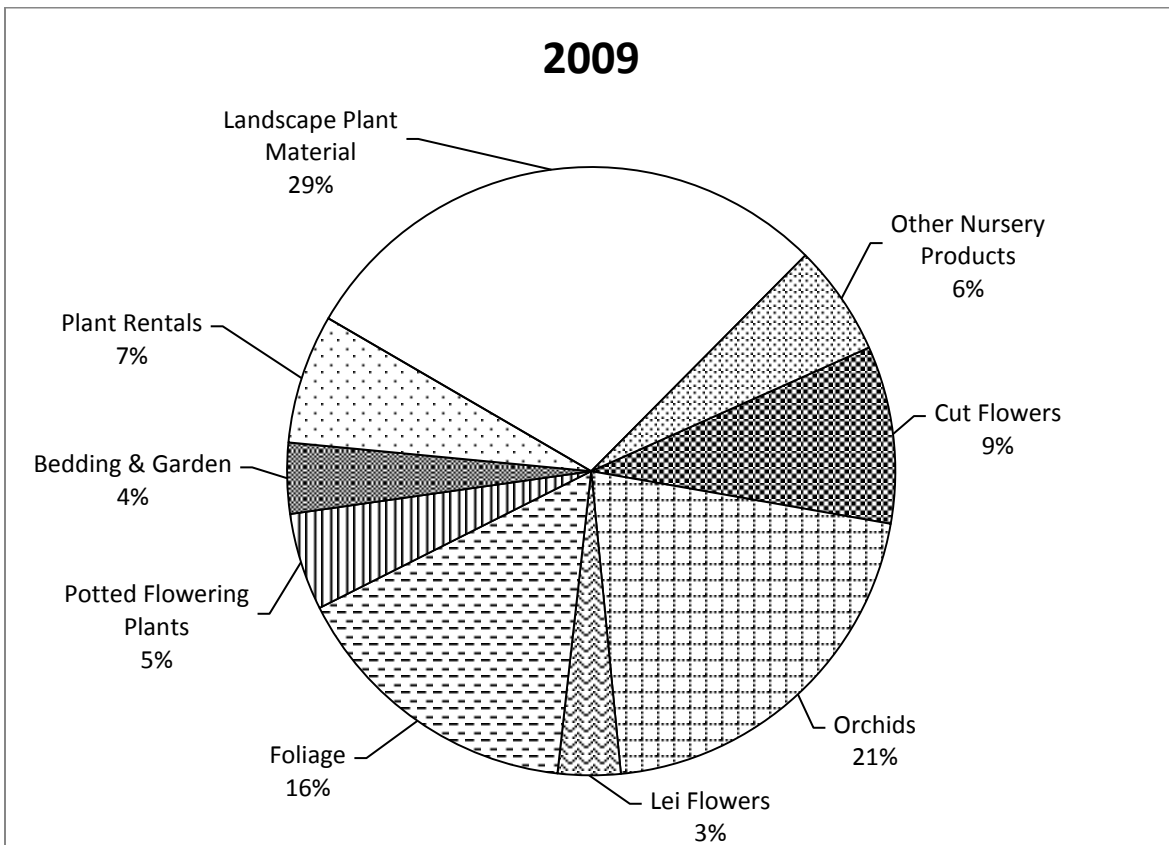
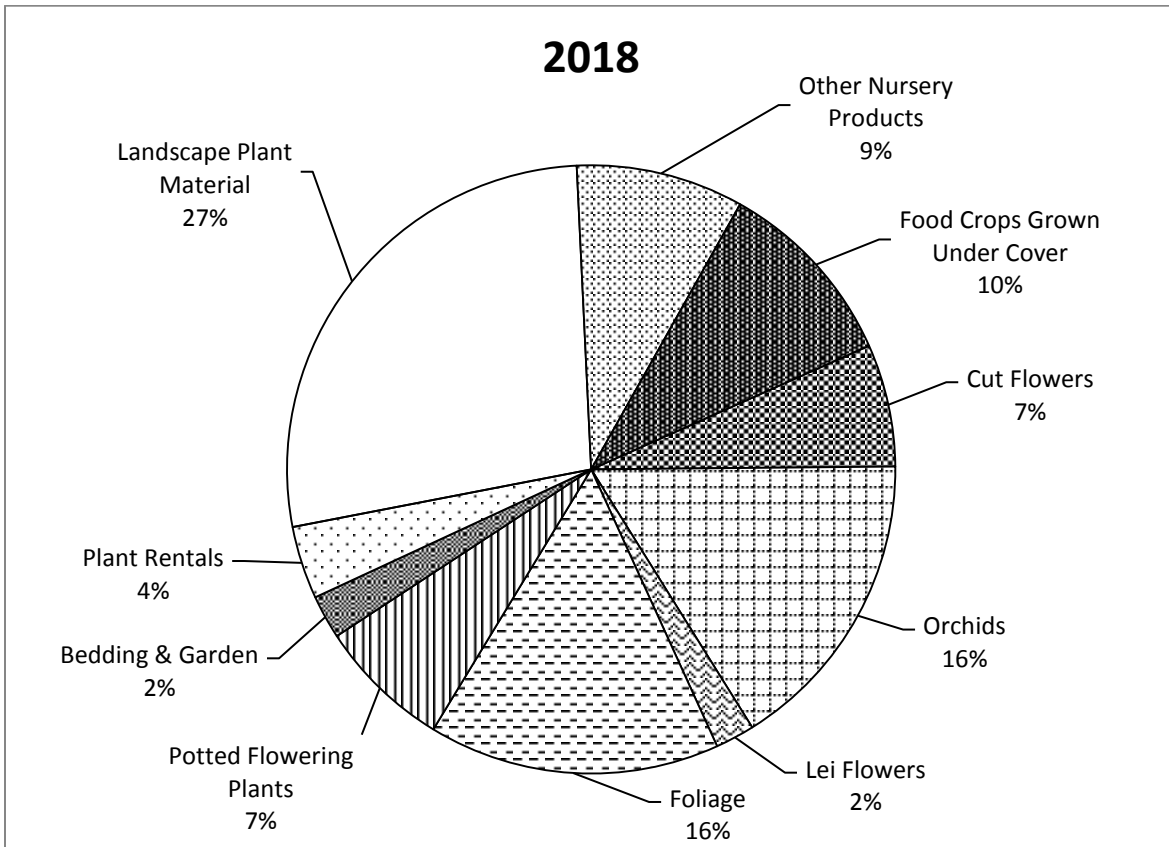


**Horticulture and Nursery Products:  
Top Five Crops, State of Hawaii, 2017-2018 <sup>1</sup>**

Crop	Rank		Value of Sales	
	2017	2018	2017	2018
	--- Number ---		--- 1,000 dollars ---	
Palms (potted for indoor or patio use)	1	1	4,607	<b>5,255</b>
Anthuriums, cut	3	2	2,892	<b>2,718</b>
Dendrobiums, potted	2	3	3,240	<b>2,500</b>
Phalaenopsis, potted	4	4	1,376	<b>2,237</b>
Poinsettias	-	5	1,228	<b>1,773</b>

<sup>1</sup> Only publishable crops for both years are ranked in the table.

Horticulture & Nursery Products by Commodity: 2009 & 2018



# SELECTED CUT FLOWERS

## Horticulture and Nursery Products: State of Hawaii, 2014-2018 <sup>1</sup>

Crop and Year	Farms Having Sales <sup>2</sup>	Quantity Sold	Value of Sales
	----- Number -----	----- 1,000 -----	----- 1,000 dollars -----
<b>CUT FLOWERS</b>			
<b>Anthuriums - stems</b>			
2014	45	3,388	2,472
2015	38	2,912	2,638
2016	38	2,942	2,743
2017	40	3,185	2,892
<b>2018</b>	<b>36</b>	<b>2,828</b>	<b>2,718</b>
<b>Birds of Paradise - stems</b>			
2014	14	108	81
2015	17	137	149
2016	13	39	38
2017	13	40	46
<b>2018</b>	<b>15</b>	<b>42</b>	<b>54</b>
<b>Ginger, pink - stems</b>			
2014	38	181	119
2015	40	279	186
2016	37	176	139
2017	36	181	158
<b>2018</b>	<b>29</b>	<b>131</b>	<b>107</b>
<b>Ginger, red - stems</b>			
2014	47	592	386
2015	44	644	429
2016	41	472	316
2017	42	492	345
<b>2018</b>	<b>34</b>	<b>384</b>	<b>289</b>
<b>Gingers, other - stems</b>			
2014	20	3	3
2015	22	3	3
2016	21	3	3
2017	23	3	3
<b>2018</b>	<b>20</b>	<b>3</b>	<b>3</b>
<b>Heliconias - stems</b>			
2014	45	469	354
2015	46	467	494
2016	42	570	650
2017	39	622	720
<b>2018</b>	<b>37</b>	<b>335</b>	<b>489</b>

See footnotes at end of table.

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# SELECTED CUT FLOWERS & ORCHIDS

## Horticulture & Nursery Products: State of Hawaii, 2014-2018<sup>1</sup> -- (Continued)

Crop and Year	Farms Having Sales <sup>2</sup>	Quantity Sold	Value of Sales
	----- Number -----	----- 1,000 -----	----- 1,000 dollars -----
<b>Proteas - stems</b>			
2014	27	879	844
2015	23	703	1,030
2016	20	634	1,075
2017	21	969	1,070
<b>2018</b>	<b>17</b>	<b>774</b>	<b>829</b>
<b>Other cut flowers - stems</b>			
2014	35	NA	1,143
2015	38	NA	1,395
2016	32	NA	1,373
2017	25	NA	1,010
<b>2018</b>	<b>37</b>	<b>NA</b>	<b>1,005</b>
<b>ORCHIDS</b>			
<b>Cymbidiums, cut - stems</b>			
2014	7	3	3
2015	6	3	3
2016	4	3	3
2017	6	3	3
<b>2018</b>	<b>7</b>	<b>3</b>	<b>3</b>
<b>Dendrobiums, cut - stems</b>			
2014	27	2,544	1,428
2015	23	2,136	1,224
2016	25	2,052	1,375
2017	21	1,848	1,248
<b>2018</b>	<b>18</b>	<b>1,260</b>	<b>1,124</b>
<b>Oncidiinae, cut - stems</b>			
2014	14	216	286
2015	8	216	284
2016	10	180	244
2017	9	204	276
<b>2018</b>	<b>11</b>	<b>168</b>	<b>252</b>
<b>Other cut orchids - stems</b>			
2014	13	NA	347
2015	11	NA	482
2016	15	NA	591
2017	10	NA	580
<b>2018</b>	<b>9</b>	<b>NA</b>	<b>340</b>

See footnotes at end of table.

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# ORCHIDS

## Horticulture and Nursery Products: State of Hawaii, 2014-2018<sup>1</sup> -- (Continued)

Crop and Year	Farms Having Sales <sup>2</sup>	Quantity Sold	Value of Sales
	----- Number -----	----- 1,000 -----	----- 1,000 dollars -----
<b>Dendrobiums, potted</b>			
2014	49	586	3,554
2015	51	624	3,502
2016	51	576	3,280
2017	46	558	3,240
<b>2018</b>	<b>46</b>	<b>432</b>	<b>2,500</b>
<b>Phalaenopsis, potted</b>			
2014	23	243	2,012
2015	28	218	2,034
2016	25	237	2,097
2017	23	134	1,376
<b>2018</b>	<b>23</b>	<b>257</b>	<b>2,237</b>
<b>Other potted orchids</b>			
2014	63	934	7,196
2015	63	902	6,931
2016	56	909	6,626
2017	55	898	7,328
<b>2018</b>	<b>51</b>	<b>837</b>	<b>7,256</b>

See footnotes at end of table.

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# LEI FLOWERS & INDIVIDUAL BLOOMS

## Horticulture and Nursery Products: State of Hawaii, 2014-2018<sup>1</sup> -- (Continued)

Crop and Year	Farms Having Sales <sup>2</sup>	Quantity Sold	Value of Sales
	----- Number -----	----- 1,000 -----	----- 1,000 dollars -----
<b>LEI/INDIVIDUAL BLOOMS</b>			
<b>Dendrobiums – blooms</b>			
2014	16	5,941	240
2015	16	3,577	258
2016	13	4,285	252
2017	11	3,515	136
<b>2018</b>	<b>11</b>	<b>3,546</b>	<b>157</b>
<b>Plumerias – blooms</b>			
2014	12	12,131	441
2015	11	6,931	398
2016	12	7,810	393
2017	10	7,994	463
<b>2018</b>	<b>9</b>	<b>7,234</b>	<b>331</b>
<b>Other lei/individual - blooms</b>			
2014	NA	NA	1,786
2015	NA	NA	1,737
2016	NA	NA	1,928
2017	NA	NA	1,817
<b>2018</b>	<b>NA</b>	<b>NA</b>	<b>1,268</b>

See footnotes at end of table.

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# FOLIAGE

## Horticulture and Nursery Products: State of Hawaii 2014-2018 <sup>1</sup> -- (Continued)

Crop and Year	Farms Having Sales <sup>2</sup>	Quantity Sold	Value of Sales
	----- Number -----	----- 1,000 -----	----- 1,000 dollars -----
<b>FOLIAGE</b>			
<b>Dracaena, potted</b>			
2014	24	NA	3
2015	22	NA	3
2016	22	NA	3
2017	22	NA	3
<b>2018</b>	<b>28</b>	<b>NA</b>	<b>3</b>
<b>Palms, potted</b>			
2014	25	NA	4,704
2015	30	NA	5,550
2016	20	NA	5,737
2017	22	NA	4,607
<b>2018</b>	<b>39</b>	<b>NA</b>	<b>5,255</b>
<b>Hanging baskets, potted</b>			
2014	8	NA	90
2015	10	NA	86
2016	10	NA	95
2017	7	NA	61
<b>2018</b>	<b>8</b>	<b>NA</b>	<b>221</b>
<b>Other potted foliage</b>			
2014	36	NA	4,804
2015	28	NA	5,546
2016	24	NA	5,758
2017	32	NA	6,028
<b>2018</b>	<b>40</b>	<b>NA</b>	<b>5,676</b>
<b>Ti leaves, cut – leaves</b>			
2014	33	1,575	150
2015	34	2,751	242
2016	34	2,716	247
2017	30	2,038	189
<b>2018</b>	<b>33</b>	<b>2,328</b>	<b>393</b>
<b>Other cut greens</b>			
2014	42	NA	1,138
2015	40	NA	1,032
2016	37	NA	1,209
2017	37	NA	1,134
<b>2018</b>	<b>36</b>	<b>NA</b>	<b>1,503</b>

See footnotes at end of table.

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# POTTED FLOWERING & BEDDING/GARDEN PLANTS

## Horticulture and Nursery Products: State of Hawaii, 2014-2018<sup>1</sup> – (Continued)

Crop and Year	Farms Having Sales <sup>2</sup>	Quantity Sold	Value of Sales
	----- Number -----	----- 1,000 -----	----- 1,000 dollars -----
<b>POTTED FLOWERING PLANTS</b>			
<b>Anthuriums</b>			
2014	14	93	671
2015	16	110	852
2016	17	96	683
2017	15	97	690
<b>2018</b>	<b>22</b>	<b>170</b>	<b>1,276</b>
<b>Bromeliads</b>			
2014	9	3	3
2015	10	3	3
2016	9	3	3
2017	9	3	3
<b>2018</b>	<b>12</b>	<b>3</b>	<b>3</b>
<b>Poinsettias</b>			
2014	18	221	1,145
2015	17	222	1,151
2016	16	214	1,109
2017	16	230	1,228
<b>2018</b>	<b>19</b>	<b>341</b>	<b>1,773</b>
<b>Other potted flowering plants</b>			
2014	24	NA	2,196
2015	24	NA	2,111
2016	21	NA	2,129
2017	19	NA	2,234
<b>2018</b>	<b>25</b>	<b>NA</b>	<b>2,919</b>
<b>POTTED BEDDING/GARDEN</b>			
<b>Impatiens, New Guinea</b>			
2014	10	39	104
2015	10	40	105
2016	10	46	114
2017	9	49	130
<b>2018</b>	<b>9</b>	<b>52</b>	<b>197</b>
<b>Impatiens, other</b>			
2014	4	190	118
2015	5	194	120
2016	6	194	121
2017	4	94	70
<b>2018</b>	<b>6</b>	<b>122</b>	<b>124</b>
<b>Other bedding/garden</b>			
2014	18	NA	2,422
2015	18	NA	2,153
2016	15	NA	2,303
2017	13	NA	2,284
<b>2018</b>	<b>19</b>	<b>NA</b>	<b>1,636</b>

See footnotes at end of table.

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# OTHER HORTICULTURE & NURSERY PRODUCTS

## Horticulture and Nursery Products: State of Hawaii, 2014-2018<sup>1</sup> -- (Continued)

Crop and Year	Farms Having Sales <sup>2</sup>	Quantity Sold	Value of Sales
	---- Number ----	---- 1,000 ----	---- 1,000 dollars ----
<b>PLANT RENTALS</b>			
2014	44	NA	4,164
2015	33	NA	3,193
2016	35	NA	2,813
2017	30	NA	3,440
<b>2018</b>	<b>27</b>	<b>NA</b>	<b>3,261</b>
<b>LANDSCAPE PLANT MATERIAL<sup>4</sup></b>			
2014	113	NA	18,569
2015	129	NA	15,240
2016	167	NA	23,064
2017	135	NA	22,354
<b>2018</b>	<b>128</b>	<b>NA</b>	<b>22,985</b>
<b>FOOD CROPS GROWN UNDER COVER<sup>5</sup></b>			
2014	-	-	-
2015	-	-	-
2016	-	-	-
2017	-	-	-
<b>2018</b>	<b>32</b>	<b>NA</b>	<b>8,582</b>
<b>OTHER NURSERY PRODUCTS<sup>6</sup></b>			
2014	NA	NA	4,702
2015	NA	NA	6,848
2016	NA	NA	6,041
2017	NA	NA	10,396
<b>2018</b>	<b>NA</b>	<b>NA</b>	<b>7,505</b>
<b>TOTAL<sup>7</sup></b>			
2014	NA	NA	67,935
2015	NA	NA	67,399
2016	NA	NA	74,543
2017	NA	NA	77,550
<b>2018</b>	<b>NA</b>	<b>NA</b>	<b>84,262</b>

NA = Not available.

<sup>1</sup> Includes only producers having total sales of \$10,000 or more with the exception of 'Other Nursery Products'.

<sup>2</sup> Number of farms having sales during that year.

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

<sup>4</sup> 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.

<sup>5</sup> 2018 is first year published separately. Included in 'Other Nursery Products' in prior years.

<sup>6</sup> Includes other flowers or nursery products not elsewhere classified. Also, includes grower sales greater than \$999 but less than \$10,000, which were not categorized.

<sup>7</sup> Totals may not add due to rounding.

## DENDROBIUM ORCHID SALES DOWN 18 PERCENT



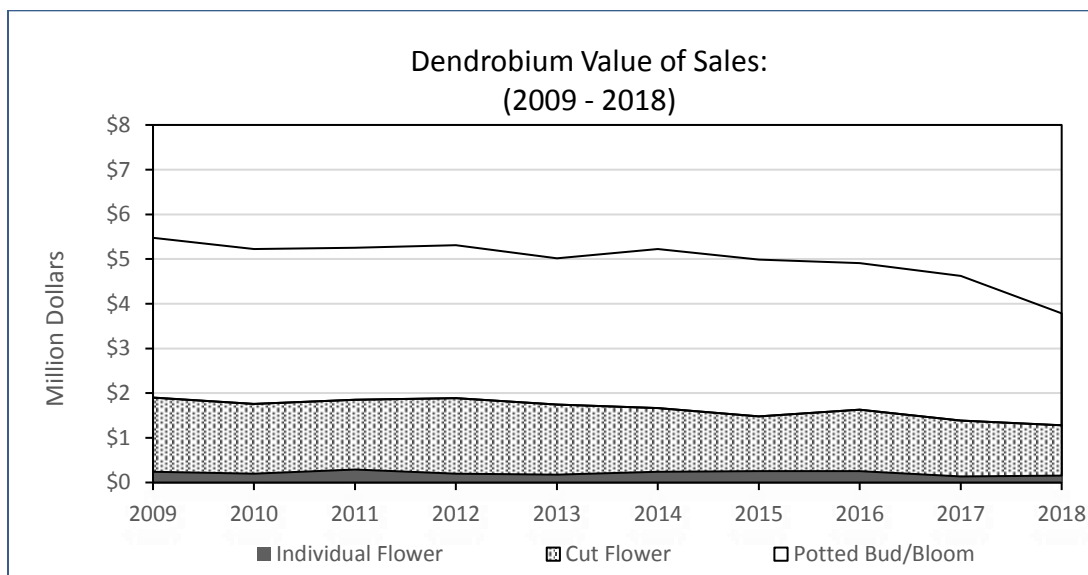
In 2018, Dendrobium orchid sales were valued at \$3.8 million, 18 percent lower than 2017. Potted in bud/bloom contributed \$2.5 million, down 23 percent from last year. Cut flowers registered \$1.1 million in sales, 10 percent lower than the previous year. Sales of individual blossoms increased 15 percent to \$157,000.

**Dendrobium Orchids: Sales and Value, State of Hawaii, 2014-2018 <sup>1</sup>**

Year	Individual Blossoms		Cut Flowers		Potted in Bud/Bloom		Total Value <sup>2</sup>
	Number Sold	Value	Number Sold	Value	Number Sold	Value	
	<i>Million blooms</i>	<i>1,000 dollars</i>	<i>1,000 stems</i>	<i>1,000 dollars</i>	<i>1,000 pots</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>
2014	5.9	240	2,544	1,428	586	3,554	5,222
2015	3.6	258	2,136	1,224	624	3,502	4,984
2016	4.3	252	2,052	1,375	576	3,280	4,907
2017	3.5	136	1,848	1,248	558	3,240	4,625
<b>2018</b>	<b>3.5</b>	<b>157</b>	<b>1,260</b>	<b>1,124</b>	<b>432</b>	<b>2,500</b>	<b>3,782</b>

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

<sup>2</sup> Totals may not add due to rounding.



## Dendrobium Orchids (Potted in Bud/Bloom and Cut Flowers): Number of Farms and Production Area, State of Hawaii, 2014-2018 <sup>1</sup>

Year	Farms		Production Area <sup>2</sup>		
	Cut Flowers	Potted in Bud/Bloom	Cut Flowers	Potted in Bud/Bloom	Total
	----- Number -----		----- 1,000 square feet -----		
2014	27	49	2,299	1,627	3,926
2015	23	51	1,423	1,351	2,774
2016	25	51	1,519	1,300	2,819
2017	21	46	2,097	1,146	3,243
<b>2018</b>	<b>18</b>	<b>46</b>	<b>1,680</b>	<b>1,309</b>	<b>2,989</b>

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

<sup>2</sup> Production area revised for years 2014 to 2017.

# FARM NUMBERS & AREA SUMMARY

## Horticulture and Nursery Products: Number of farms and growing area, 2014-2018 <sup>1</sup>

Year	Greenhouse <sup>2</sup>	Artificial Shade	Open Field	Total Area
	----- 1,000 square feet -----		----- Acres -----	
2014	1,794	21,332	2,089	2,620
2015	1,770	19,505	1,793	2,281
2016	1,822	19,061	1,785	2,264
2017	1,817	17,617	2,300	2,746
<b>2018</b>	<b>2,121</b>	<b>17,149</b>	<b>2,116</b>	<b>2,558</b>

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

<sup>2</sup> Glass or glass substitute structure.