



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 ¹	Orchids ²	Lei flowers	Foliage ³	Potted flowering plants	All other nursery products ⁴	Unspecified sales ⁵	Total
<i>1,000 dollars</i>								
State								
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
2007	12,415	21,823	3,640	19,290	6,343	40,882	1,525	105,918
County:								
Hawaii								
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
2007	8,406	14,206	880	15,792	919	10,907	645	51,755
Honolulu								
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
2007	768	6,204	1,436	2,800	4,521	22,264	380	38,373
Kauai								
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
2007	194	431	42	130	72	2,355	150	3,374
Maui								
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
2007	3,047	982	1,282	568	831	5,356	350	12,416

¹ Cut orchids included in "Orchids" category. ² Includes cut and potted orchids. ³ Includes potted, cut, and unfinished. ⁴ Includes bedding/garden plants, plant rentals, landscape plants, propagation materials, sod, trees, and any other nursery products not elsewhere classified. ⁵ Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.



FLORICULTURE AND NURSERY PRODUCTS

FLORICULTURE AND NURSERY PRODUCTS: Number of farms, quantity, and value, State of Hawaii, 2003-2007 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			
2003	61	810	5,832
2004	59	617	4,665
2005	58	592	5,101
2006	58	661	4,878
2007	57	658	4,840
Birds of Paradise - dozens			
2003	29	74	586
2004	30	51	426
2005	33	49	380
2006	31	46	352
2007	33	38	327
Chrysanthemums, pompon - bunches			
2003	4	229	480
2004	4	217	453
2005	4	211	447
2006	5	205	441
2007	5	201	452
Ginger, pink - dozens			
2003	40	54	477
2004	45	47	456
2005	47	62	454
2006	52	69	549
2007	46	58	522
Ginger, red - dozens			
2003	57	140	1,013
2004	57	132	1,044
2005	64	134	995
2006	60	135	1,059
2007	56	115	1,003
Gingers, other - dozens			
2003	27	23	228
2004	32	23	261
2005	24	18	163
2006	20	21	206
2007	18	16	163
Heliconias - dozens			
2003	58	66	792
2004	60	71	853
2005	60	71	762
2006	64	68	822
2007	57	67	816

See footnotes at end of table.

Continued

FLORICULTURE AND NURSERY PRODUCTS



FLORICULTURE AND NURSERY PRODUCTS: Number of farms, quantity, and value, State of Hawaii, 2003-2007 ¹ -- Continued

Crop	Farms having sales ²	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
Proteas - stems			
2003	24	2,012	1,515
2004	32	1,921	1,416
2005	28	1,635	1,928
2006	31	2,293	1,828
2007	27	1,865	2,094
Other cut flowers - dozens			
2003	49	NA	3,260
2004	49	NA	3,630
2005	47	NA	3,767
2006	38	NA	3,401
2007	40	NA	2,198
ORCHIDS			
Cymbidiums, cut			
2003	11	464	229
2004	13	408	291
2005	13	428	311
2006	8	356	261
2007	9	380	226
Dendrobiums, cut - dozens			
2003	50	410	3,069
2004	50	453	3,194
2005	48	391	3,078
2006	43	309	2,481
2007	37	320	2,495
Oncidiinae, cut - dozens			
2003	34	79	770
2004	29	60	706
2005	28	59	674
2006	26	59	630
2007 ³	22	54	644
Other cut orchids ⁴ - dozens			
2003	17	NA	656
2004	18	NA	183
2005	13	NA	107
2006	15	NA	721
2007	16	NA	762

See footnotes at end of table.

Continued



FLORICULTURE AND NURSERY PRODUCTS

FLORICULTURE AND NURSERY PRODUCTS: Number of farms, quantity, and value, State of Hawaii, 2003-2007 ¹ -- Continued

Crop	Farms having sales ²	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
Dendrobiums, potted ⁵			
2003	81	1,096	6,154
2004	80	1,236	6,679
2005	77	1,142	6,056
2006	76	994	5,600
2007	61	917	5,062
Dendrobiums, seedlings			
2003			
2004			
2005			
2006			
2007 ⁶	7	NA	254
Oncidiinae, potted			
2003 ⁷			
2004	43	464	3,113
2005	46	403	2,942
2006	37	222	1,310
2007 ³	45	568	3,686
Phalaenopsis, potted			
2003	31	246	1,695
2004	32	174	1,018
2005	23	80	717
2006	23	90	752
2007	19	138	1,020
Other potted orchids			
2003	88	1,814	10,866
2004	78	1,352	7,585
2005	75	1,374	8,340
2006	78	1,615	9,755
2007	62	1,403	7,674
FOLIAGE			
Dracaena, potted			
2003	32	NA	5,573
2004	29	NA	5,735
2005	28	NA	7,030
2006	26	NA	5,540
2007	27	NA	5,949

See footnotes at end of table.

Continued

FLORICULTURE AND NURSERY PRODUCTS



FLORICULTURE AND NURSERY PRODUCTS: Number of farms, quantity, and value, State of Hawaii, 2003-2007¹ -- Continued

Crop	Farms having sales ²	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
Palms, potted			
2003	49	NA	7,404
2004	45	NA	7,311
2005	49	NA	8,135
2006	49	NA	8,309
2007	41	NA	8,753
Hanging baskets, potted			
2003	17	NA	146
2004	16	NA	208
2005	13	NA	178
2006	15	NA	110
2007	12	NA	132
Other potted foliage			
2003	32	NA	2,209
2004	28	NA	2,702
2005	31	NA	2,499
2006	29	NA	2,170
2007	29	NA	2,769
Ti leaves, cut - leaves			
2003	43	7,900	746
2004	39	6,100	571
2005	41	5,800	668
2006	45	6,400	704
2007	39	5,000	614
Other cut greens			
2003	31	NA	317
2004	34	NA	352
2005	46	NA	382
2006	44	NA	530
2007	42	NA	536
Unfinished foliage stock (for further growing on)			
2003	9	NA	571
2004	11	NA	742
2005	10	NA	617
2006	10	NA	604
2007	9	NA	537
LEI/INDIVIDUAL BLOOMS			
Carnations – blooms			
2003	7	5,000	268
2004	5	3,800	242
2005 ⁸			
2006 ⁸			
2007⁸			

See footnotes at end of table.

Continued



FLORICULTURE AND NURSERY PRODUCTS

FLORICULTURE AND NURSERY PRODUCTS: Number of farms, quantity, and value, State of Hawaii, 2003-2007¹ -- Continued

Crop	Farms having sales ²	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
Dendrobiums - blooms			
2003	30	25,700	847
2004	26	18,100	580
2005	21	17,300	588
2006	23	14,900	535
2007	21	14,800	503
Pikake - strands			
2003	7	67.0	202
2004	5	56.0	158
2005	5	25.0	79
2006	6	56.0	160
2007	6	65.0	183
Plumerias - blooms			
2003	14	21,200	537
2004	13	16,000	510
2005	14	14,500	506
2006	15	13,200	397
2007	15	12,300	486
Tuberoses - blooms			
2003	7	32,200	1,484
2004	7	28,200	1,301
2005 ⁸			
2006 ⁸			
2007⁸			
Vandaceous - blooms			
2003	6	2,700	86
2004	8	5,700	210
2005	6	8,300	306
2006	5	10,800	423
2007⁹	4	7,800	351
Other lei/individual - blooms			
2003	NA	NA	280
2004	NA	NA	396
2005	NA	NA	2,208
2006	NA	NA	2,005
2007	NA	NA	2,117
POTTED FLOWERING PLANTS			
Anthuriums			
2003	30	148	804
2004	28	164	883
2005	17	101	549
2006	19	110	500
2007	14	104	471

See footnotes at end of table.

Continued

FLORICULTURE AND NURSERY PRODUCTS



FLORICULTURE AND NURSERY PRODUCTS: Number of farms, quantity, and value, State of Hawaii, 2003-2007¹ -- Continued

Crop	Farms having sales ²	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
Bromeliads			
2003	12	117	461
2004	11	131	583
2005	14	126	580
2006	11	140	648
2007	8	131	617
Chrysanthemums			
2003	5	108	497
2004	5	93	468
2005 ¹⁰			
2006 ¹⁰			
2007¹⁰			
Poinsettias			
2003	31	344	1,351
2004	30	327	1,409
2005	31	360	1,644
2006	30	329	1,560
2007	22	315	1,418
Other potted flowering plants			
2003	29	NA	2,450
2004	21	NA	2,661
2005	31	NA	3,505
2006	28	NA	3,384
2007	24	NA	3,837
POTTED BEDDING/GARDEN			
Impatiens, New Guinea			
2003	11	132	217
2004	14	139	223
2005	13	132	213
2006	10	162	292
2007	8	111	155
Impatiens, other			
2003	12	444	304
2004	13	440	303
2005	15	286	176
2006	11	254	146
2007	9	203	115
Other bedding/garden			
2003	29	NA	3,269
2004	31	NA	3,137
2005	26	NA	2,551
2006	25	NA	2,828
2007	21	NA	3,110

See footnotes at end of table.

Continued



FLORICULTURE AND NURSERY PRODUCTS

FLORICULTURE AND NURSERY PRODUCTS: Number of farms, quantity, and value, State of Hawaii, 2003-2007¹ -- 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			
2003	37	NA	2,959
2004	45	NA	3,385
2005	43	NA	4,931
2006	42	NA	5,199
2007	40	NA	6,513
LANDSCAPE PLANT MATERIAL			
Sod			
2003			
2004			
2005			
2006			
2007¹¹	13		4,515
Other landscape plant material¹²			
2003	125		18,653
2004	128		19,219
2005	154		20,887
2006	138		20,813
2007	132		21,449
OTHER NURSERY PRODUCTS¹³			
2003			4,989
2004			4,581
2005			5,038
2006			5,367
2007			5,025
UNSPECIFIED SALES¹⁴			
2003			1,355
2004			1,335
2005			1,470
2006			1,455
2007			1,525
TOTAL			
2003	865		95,601
2004	920		95,178
2005	955		100,962
2006	930		98,725
2007	935		105,918

NA = Not available. ¹ Includes only producers having total sales of \$10,000 or more. ² Number for each individual crop item is count of those having sales of that item during each year; "Total" is unduplicated count. ³ Prior to 2007, formerly called Oncidium. ⁴ Includes cattleyas, vandaceous, phalaenopsis, and others. ⁵ Prior to 2007, included in bud/bloom and community pots. Beginning 2007, includes in bud/bloom. Community pots included with "Dendrobiums, seedlings". ⁶ Data series beginning 2007. Includes community pots, liners, tissue culture flasks, plugs, etc. ⁷ Included with "Other potted orchids". ⁸ Included with "Other lei/individual". ⁹ Prior to 2007, formerly called Vanda, Miss Joaquim. ¹⁰ Included with "Other potted flowering plants." ¹¹ Data series beginning 2007. ¹² 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. ¹³ Includes other flowers or nursery products not elsewhere classified. ¹⁴ Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.

FLORICULTURE AND NURSERY PRODUCTS



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

Year	Farms	Greenhouse ¹	Artificial shade	Natural shade	Open field	Total area
	<i>Number</i>	<i>----- 1,000 square feet -----</i>			<i>----- Acres -----</i>	
State						
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
2007	935	2,160	25,050	0	3,450	4,075
County:						
Hawaii						
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
2007	430	1,605	20,080	0	2,090	2,588
Honolulu						
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
2007	250	215	3,895	0	570	664
Kauai						
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
2007	75	90	480	0	200	213
Maui						
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
2007	180	250	595	0	590	610

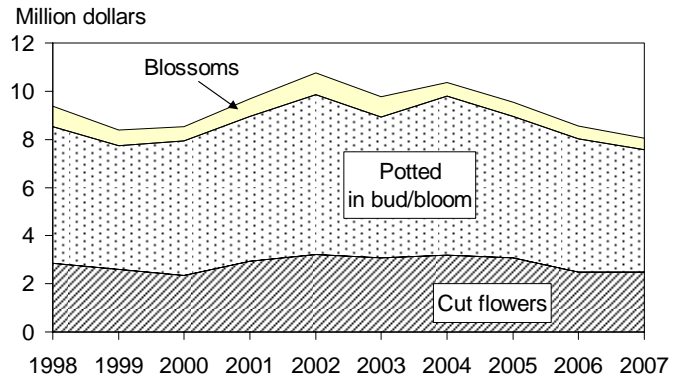
¹ Glass or glass substitute structure.



FLORICULTURE AND NURSERY PRODUCTS



DENDROBIUMS: Value of Sales, State of Hawaii, 1998-2007¹



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

DENDROBIUM ORCHIDS: Sales and value, State of Hawaii, 2003-2007¹

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>	
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
2007	14.8	503	320	2,495	917	5,062	NA	254	8,314

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.

DENDROBIUM ORCHIDS (POTTED IN BUD/BLOOM AND CUT SPRAYS): Number of farms and production area, State of Hawaii, 2003-2007¹

Year	Farms		Production area		Total
	Cut flowers ²	Potted in bud/bloom	Cut flowers ²	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
2007	37	61	2,350	2,450	4,800

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

² Prior to 2007, formerly called cut sprays.

FLORICULTURE AND NURSERY PRODUCTS



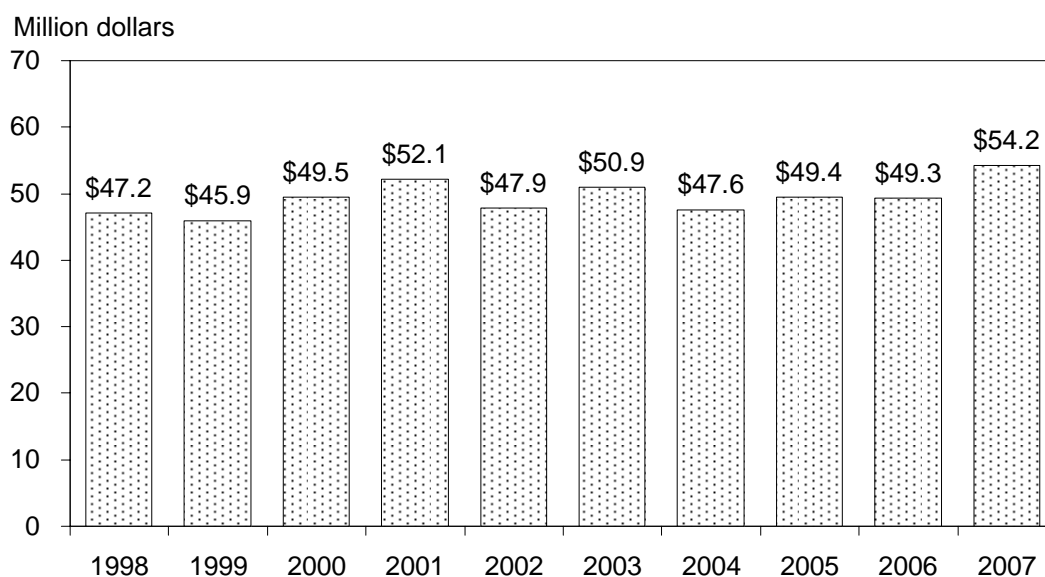
FLORICULTURE AND NURSERY PRODUCTS: Out-of-State sales, State of Hawaii, 2003-2007 ¹

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

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.

FLORICULTURE & NURSERY PRODUCTS: Out-of-State Sales, State of Hawaii, 1998-2007 ¹



¹ Includes wholesale and retail sales.