



# Hawaii Floriculture and Nursery Products

## Annual Summary



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In Cooperation with the Hawaii Department of Agriculture

Hawaii Field Office · 300 Ala Moana Blvd Suite 7-118 · Honolulu, HI 96850 · 1-(800)-804-9514 · [www.nass.usda.gov](http://www.nass.usda.gov)

### FLORICULTURE AND NURSERY PRODUCTS DECREASE 7 PERCENT

The 2014 preliminary value of Hawaii's floriculture and nursery products is estimated at **\$67.2 million**, down 7 percent from 2013 according to the USDA, NASS, Pacific Region, Hawaii Field Office.

Cut flowers totaled \$5.2 million, down 27 percent from 2013. Cut and potted orchids were valued at \$14.9 million, 2 percent above the previous year. Lei flowers pegged at \$2.4 million, 19 percent lower than 2013. Foliage sales rose to \$10.8 million, 5 percent more than the previous year. Potted flowering plants were valued at \$4.0 million, 5 percent below the previous year.

Landscape plant material was estimated at \$18.4 million, 8 percent below 2013. Plant rentals increased 7 percent from 2013, totaling \$4.2 million. Bedding and garden plants wholesale value was at \$2.6 million, 11 percent below last year.

### FLORICULTURE AND NURSERY PRODUCTS: Wholesale value, State of Hawaii, 2010-2014 <sup>1</sup>

Commodity	2010	2011	2012	2013 <sup>2</sup>	2014 <sup>3</sup>
	-----1,000 dollars-----				
Cut flowers <sup>4</sup>	7,007	6,584	6,934	7,116	<b>5,192</b>
Orchids <sup>5</sup>	15,117	14,515	14,751	14,689	<b>14,922</b>
Lei flowers	2,437	2,420	2,377	3,003	<b>2,431</b>
Foliage <sup>6</sup>	10,180	10,385	10,608	10,357	<b>10,848</b>
Potted flowering plants	2,974	3,324	2,990	4,231	<b>4,008</b>
All other nursery products <sup>7</sup>	31,885	30,922	31,290	31,496	<b>28,461</b>
Unspecified sales <sup>8</sup>	1,500	1,450	1,350	1,400	<b>1,300</b>
<b>Total</b>	<b>71,100</b>	<b>69,600</b>	<b>70,300</b>	<b>72,292</b>	<b>67,162</b>

<sup>1</sup> Includes only producers having total sales of \$10,000 or more with the exception of the Unspecified sales category. <sup>2</sup> Revised /Final.

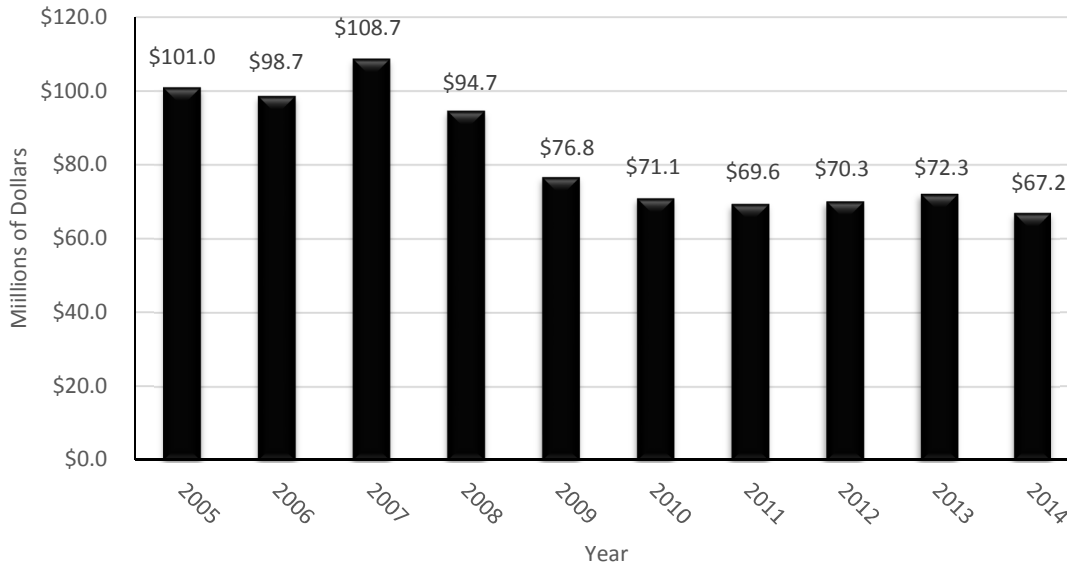
<sup>3</sup> Preliminary. <sup>4</sup> Cut orchids included in "Orchids" category.

<sup>5</sup> Includes cut and potted orchids and dendrobium seedlings. Beginning 2010, excludes dendrobium seedlings. <sup>6</sup> Includes cut, potted, and unfinished.

<sup>7</sup> 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. <sup>8</sup> Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.

# STATE SUMMARY (Continued)

## FLORICULTURE AND NURSERY PRODUCTS: Value of Sales, State of Hawaii, 2005-2014



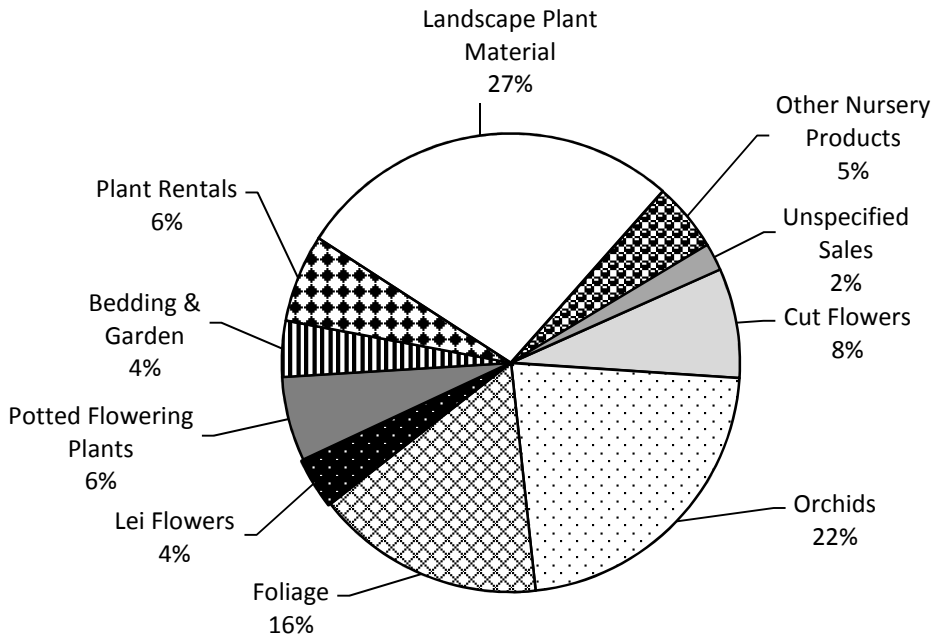
## FLORICULTURE & NURSERY PRODUCTS: Top five crops, State of Hawaii, 2013-2014 <sup>1</sup>

Crop	Rank		Value of production	
	2013	2014	2013	2014
	<i>Number</i>		<i>1,000 dollars</i>	
Palms (potted for indoor or patio use)	1	1	4,688	4,710
Dendrobium, potted	3	2	3,270	3,555
Anthurium, cut	2	3	3,539	2,438
Phalaenopsis, potted	4	4	1,653	2,012
Dendrobium, cut	5	5	1,564	1,428

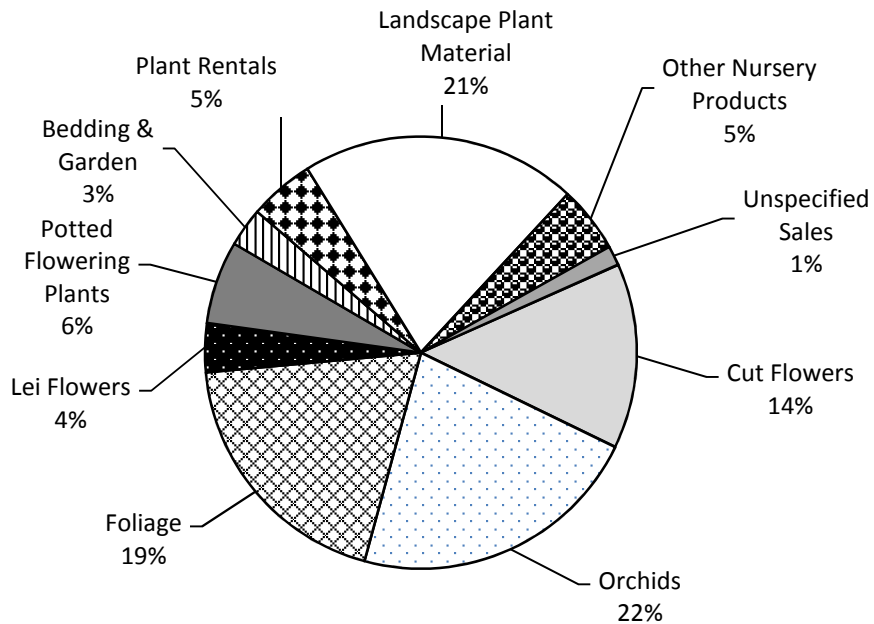
<sup>1</sup> Only publishable crops for both years are ranked in the table.

Floriculture & Nursery Product By Commodity: 2014 & 2005

2014



2005



# SELECTED CUT FLOWERS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2010-2014 <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>			
2010	45	408	3,143
2011	39	398	3,115
2012	48	361	3,470
2013	50	427	3,539
<b>2014</b>	<b>40</b>	<b>278</b>	<b>2,438</b>
<b>Birds of Paradise - dozens</b>			
2010	22	12	94
2011	21	14	111
2012	25	12	99
2013	20	5	47
<b>2014</b>	<b>13</b>	<b>9</b>	<b>80</b>
<b>Ginger, pink - dozens</b>			
2010	37	46	316
2011	34	30	239
2012	41	28	239
2013	44	28	212
<b>2014</b>	<b>35</b>	<b>15</b>	<b>118</b>
<b>Ginger, red - dozens</b>			
2010	40	70	444
2011	41	66	463
2012	55	74	527
2013	57	57	404
<b>2014</b>	<b>44</b>	<b>47</b>	<b>373</b>
<b>Gingers, other - dozens</b>			
2010	20	11	98
2011	15	8	105
2012	15	7	82
2013	20	<sup>3</sup>	<sup>3</sup>
<b>2014</b>	<b>18</b>	<sup>3</sup>	<sup>3</sup>
<b>Heliconias - dozens</b>			
2010	47	50	645
2011	44	42	558
2012	53	46	523
2013	55	41	417
<b>2014</b>	<b>42</b>	<b>29</b>	<b>291</b>

See footnotes at end of table.

Continued

# SELECTED CUT FLOWERS & ORCHIDS

## Floriculture & Nursery Products: State of Hawaii, 2010-2014<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>Proteas - stems</b>			
2010	21	1,204	1,288
2011	25	997	945
2012	31	1,069	930
2013	28	807	796
<b>2014</b>	<b>25</b>	<b>876</b>	<b>841</b>
<b>Other cut flowers - dozens</b>			
2010	27	NA	979
2011	29	NA	1,048
2012	36	NA	1,064
2013	40	NA	1,701
<b>2014</b>	<b>32</b>	<b>NA</b>	<b>1,051</b>
<b>ORCHIDS</b>			
<b>Cymbidiums, cut - stems</b>			
2010	7	172	212
2011	9	169	235
2012	9	3	3
2013	7	3	3
2014	7	3	3
<b>Dendrobiums, cut - dozens</b>			
2010	32	192	1,562
2011	30	191	1,561
2012	33	206	1,691
2013	28	205	1,564
<b>2014</b>	<b>27</b>	<b>212</b>	<b>1,428</b>
<b>Oncidiinae, cut - dozens</b>			
2010	22	35	443
2011	19	30	441
2012	20	27	402
2013	15	22	337
<b>2014</b>	<b>13</b>	<b>18</b>	<b>285</b>
<b>Other cut orchids - stems</b>			
2010	16	NA	410
2011	13	NA	346
2012	23	NA	454
2013	22	NA	462
<b>2014</b>	<b>19</b>	<b>NA</b>	<b>560</b>

See footnotes at end of table.

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# ORCHIDS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2010-2014<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>Dendrobiums, potted</b>			
2010	64	599	3,468
2011	59	545	3,400
2012	59	598	3,422
2013	58	549	3,270
<b>2014</b>	<b>49</b>	<b>586</b>	<b>3,555</b>
<b>Phalaenopsis, potted</b>			
2010	23	149	1,072
2011	22	143	1,067
2012	26	176	1,344
2013	27	221	1,653
<b>2014</b>	<b>23</b>	<b>243</b>	<b>2,012</b>
<b>Other potted orchids</b>			
2010	81	1,113	7,950
2011	73	1,103	7,465
2012	79	1,044	7,439
2013	70	1,007	7,403
<b>2014</b>	<b>62</b>	<b>916</b>	<b>7,081</b>

See footnotes at end of table.

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FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii 2010-2014<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>			
2010	22	NA	2,752
2011	22	NA	3,164
2012	26	NA	2,833
2013	26	NA	<sup>3</sup>
<b>2014</b>	<b>24</b>	<b>NA</b>	<sup>3</sup>
<b>Palms, potted</b>			
2010	32	NA	3,613
2011	25	NA	3,736
2012	30	NA	4,383
2013	27	NA	4,688
<b>2014</b>	<b>25</b>	<b>NA</b>	<b>4,710</b>
<b>Hanging baskets, potted</b>			
2010	10	NA	69
2011	8	NA	72
2012	8	NA	72
2013	8	NA	76
<b>2014</b>	<b>8</b>	<b>NA</b>	<b>90</b>
<b>Other potted foliage</b>			
2010	25	NA	2,531
2011	23	NA	2,515
2012	21	NA	2,349
2013	20	NA	4,392
<b>2014</b>	<b>36</b>	<b>NA</b>	<b>4,803</b>
<b>Ti leaves, cut - leaves</b>			
2010	39	4,100	439
2011	33	3,500	364
2012	46	2,591	254
2013	37	1,642	155
<b>2014</b>	<b>29</b>	<b>1,565</b>	<b>148</b>
<b>Other cut greens</b>			
2010	29	NA	776
2011	30	NA	534
2012	44	NA	718
2013	37	NA	1,046
<b>2014</b>	<b>39</b>	<b>NA</b>	<b>1,097</b>

See footnotes at end of table.

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# LEI FLOWERS & INDIVIDUAL BLOOMS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2010-2014<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>Dendrobiums - blooms</b>			
2010	19	5,800	195
2011	19	8,700	290
2012	18	4,970	197
2013	16	4,628	179
<b>2014</b>	<b>16</b>	<b>5,941</b>	<b>240</b>
<b>Plumerias - blooms</b>			
2010	12	6,100	306
2011	10	7,500	312
2012	10	6,850	286
2013	9	3	3
<b>2014</b>	<b>11</b>	<b>3</b>	<b>3</b>
<b>Other lei/individual - blooms</b>			
2010	NA	NA	1,936
2011	NA	NA	1,818
2012	NA	NA	1,894
2013	NA	NA	2,824
<b>2014</b>	<b>NA</b>	<b>NA</b>	<b>2,191</b>

See footnotes at end of table.

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# POTTED FLOWERING & BEDDING/GARDEN PLANTS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2010-2014<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>			
2010	17	29	248
2011	17	35	285
2012	18	35	267
2013	19	97	710
<b>2014</b>	<b>14</b>	<b>93</b>	<b>671</b>
<b>  Bromeliads</b>			
2010	9	25	158
2011	8	11	100
2012	7	10	85
2013	11	3	3
<b>2014</b>	<b>9</b>	<b>3</b>	<b>3</b>
<b>  Poinsettias</b>			
2010	18	274	1,275
2011	18	255	1,239
2012	18	249	1,260
2013	19	226	1,189
<b>2014</b>	<b>17</b>	<b>217</b>	<b>1,132</b>
<b>  Other potted flowering plants</b>			
2010	24	NA	1,293
2011	22	NA	1,700
2012	27	NA	1,377
2013	33	NA	2,331
<b>2014</b>	<b>24</b>	<b>NA</b>	<b>2,205</b>
<b>POTTED BEDDING/GARDEN</b>			
<b>  Impatiens, New Guinea</b>			
2010	8	108	186
2011	11	116	206
2012	9	110	191
2013	10	60	157
<b>2014</b>	<b>10</b>	<b>39</b>	<b>104</b>
<b>  Impatiens, other</b>			
2010	7	253	156
2011	8	256	162
2012	7	244	153
2013	8	217	165
<b>2014</b>	<b>4</b>	<b>190</b>	<b>118</b>
<b>  Other bedding/garden</b>			
2010	17	NA	2,316
2011	17	NA	2,371
2012	18	NA	2,199
2013	17	NA	2,658
<b>2014</b>	<b>18</b>	<b>NA</b>	<b>2,420</b>

See footnotes at end of table.

Continued

# OTHER NURSERY PRODUCTS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2010-2014 <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>PLANT RENTALS</b>			
2010	47	NA	4,922
2011	47	NA	5,027
2012	38	NA	4,728
2013	40	NA	3,876
<b>2014</b>	<b>43</b>	<b>NA</b>	<b>4,162</b>
<b>LANDSCAPE PLANT MATERIAL <sup>4</sup></b>			
2010	130		20,793
2011	133		20,401
2012	134		21,096
2013	165		20,084
<b>2014</b>	<b>107</b>		<b>18,396</b>
<b>OTHER NURSERY PRODUCTS <sup>5</sup></b>			
2010			3,512
2011			2,756
2012			2,923
2013			4,556
<b>2014</b>			<b>3,262</b>
<b>UNSPECIFIED SALES <sup>6</sup></b>			
2010			1,500
2011			1,450
2012			1,350
2013			1,400
<b>2014</b>			<b>1,300</b>
<b>TOTAL <sup>7</sup></b>			
2010	970		71,100
2011	970		69,600
2012	NA		70,300
2013	NA		72,292
<b>2014</b>	<b>NA</b>		<b>67,162</b>

NA = Not available.

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

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

<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> Includes other flowers or nursery products not elsewhere classified.

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

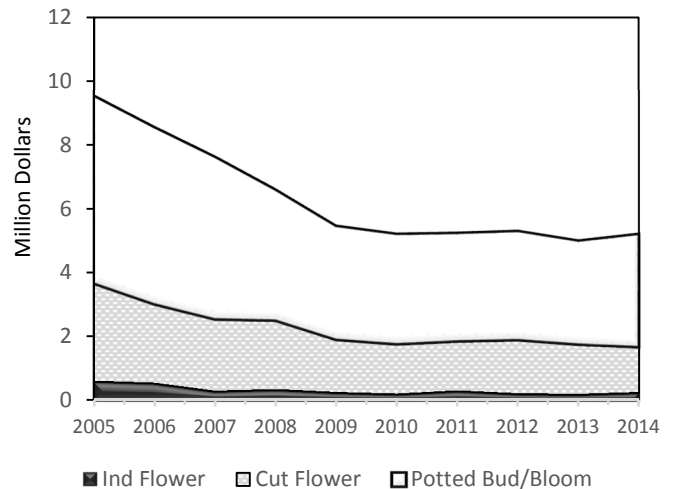
<sup>7</sup> Totals may not add due to rounding.

## DENDROBIUM ORCHID SALES UP 4 PERCENT



In 2014, Dendrobium orchid sales were valued at \$5.2 million, 4 percent higher than 2013. Potted in bud/bloom contributed \$3.6 million, increasing 9 percent from last year. Cut flowers registered \$1.4 million in sales, 9 percent lower from the previous year. Sales of individual blossoms increased 34 percent to \$240,000.

## Dendrobium Value of Sales: State of Hawaii 2005-2014



### DENDROBIUM ORCHIDS: Sales and value, State of Hawaii, 2010-2014 <sup>1</sup>

Year	Individual blossoms		Cut flowers		Potted in bud/bloom		Seedlings <sup>2</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>	
2010	5.8	195	192	1,562	599	3,468	NA	<sup>3</sup>	5,225
2011	8.7	290	191	1,561	545	3,400	NA	<sup>3</sup>	5,251
2012	5.0	197	206	1,691	598	3,422	NA	<sup>3</sup>	5,310
2013	4.6	179	205	1,564	549	3,270	NA	<sup>3</sup>	5,013
<b>2014</b>	<b>5.9</b>	<b>240</b>	<b>212</b>	<b>1,428</b>	<b>586</b>	<b>3,555</b>	<b>NA</b>	<sup>3</sup>	<b>5,223</b>

NA = Not available.

<sup>1</sup> Includes only producers with total sales of \$10,000 or more. <sup>2</sup> Includes community pots, liners, tissue culture flasks, plugs, etc.

<sup>3</sup> 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, 2010-2014 <sup>1</sup>

Year	Farms		Production area		
	Cut flowers	Potted in bud/bloom	Cut flowers	Potted in bud/bloom	Total
	<i>----- Number -----</i>		<i>----- 1,000 square feet -----</i>		
2010	32	64	2,320	1,915	4,235
2011	30	59	2,650	1,695	4,345
2012	33	59	2,432	2,058	4,491
2013	28	58	2,307	1,535	3,842
<b>2014</b>	<b>27</b>	<b>49</b>	<b>1,959</b>	<b>1,522</b>	<b>3,481</b>

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

# FARM NUMBERS & AREA SUMMARY

## FLORICULTURE AND NURSERY PRODUCTS: Number of farms and growing area, 2010-2014

Year	Farms	Greenhouse <sup>1</sup>	Artificial shade	Open field	Total area
	<i>Number</i>	<i>----- 1,000 square feet -----</i>		<i>----- Acres -----</i>	
2010	970	1,875	20,940	2,120	2,650
2011	970	1,770	19,990	2,195	2,695
2012	NA	1,748	19,987	2,488	2,987
2013	NA	1,419	19,873	2,126	2,615
<b>2014</b>	<b>NA</b>	<b>1,793</b>	<b>20,868</b>	<b>2,020</b>	<b>2,540</b>

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