



Hawaii Floriculture and Nursery Products

Annual Summary



September 12, 2016

In Cooperation with the Hawaii Department of Agriculture

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FLORICULTURE AND NURSERY PRODUCTS DOWN SLIGHTLY

The 2015 preliminary value of Hawaii's floriculture and nursery products is estimated at **\$67.4 million**, down slightly from 2014 according to the USDA, NASS, Pacific Region, Hawaii Field Office.

Cut flowers totaled \$6.32 million, up 17 percent from 2014. Cut and potted orchids were valued at \$14.5 million, 4 percent below the previous year. Lei flowers pegged at \$2.39 million, 3 percent lower than 2014. Foliage sales rose to \$12.5 million, 14 percent more than the previous year. Potted flowering plants were valued at \$4.11 million, 3 percent above the previous year.

Landscape plant material was estimated at \$15.2 million, 18 percent below 2014. Plant rentals decreased 23 percent from 2014, totaling \$3.19 million. Bedding and garden plants wholesale value was at \$2.38 million, 10 percent below last year.

Floriculture and Nursery Products: Wholesale value, State of Hawaii, 2011-2015¹

Commodity	2011	2012	2013	2014 ²	2015 ³
	-----1,000 dollars-----				
Cut flowers ⁴	6,584	6,934	7,116	5,398	6,321
Orchids ⁵	14,515	14,751	14,689	15,092	14,457
Lei flowers	2,420	2,377	3,003	2,466	2,393
Foliage ⁶	10,385	10,608	10,357	10,887	12,456
Potted flowering plants	3,324	2,990	4,231	4,013	4,114
All other nursery products ⁷	30,922	31,290	31,496	28,779	26,358
Unspecified sales ⁸	1,450	1,350	1,400	1,300	1,300
Total	69,600	70,300	72,292	67,935	67,399

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

² Revised /Final.

³ Preliminary.

⁴ Cut orchids included in "Orchids" category.

⁵ Includes cut and potted orchids and dendrobium seedlings. Beginning 2010, excludes dendrobium seedlings.

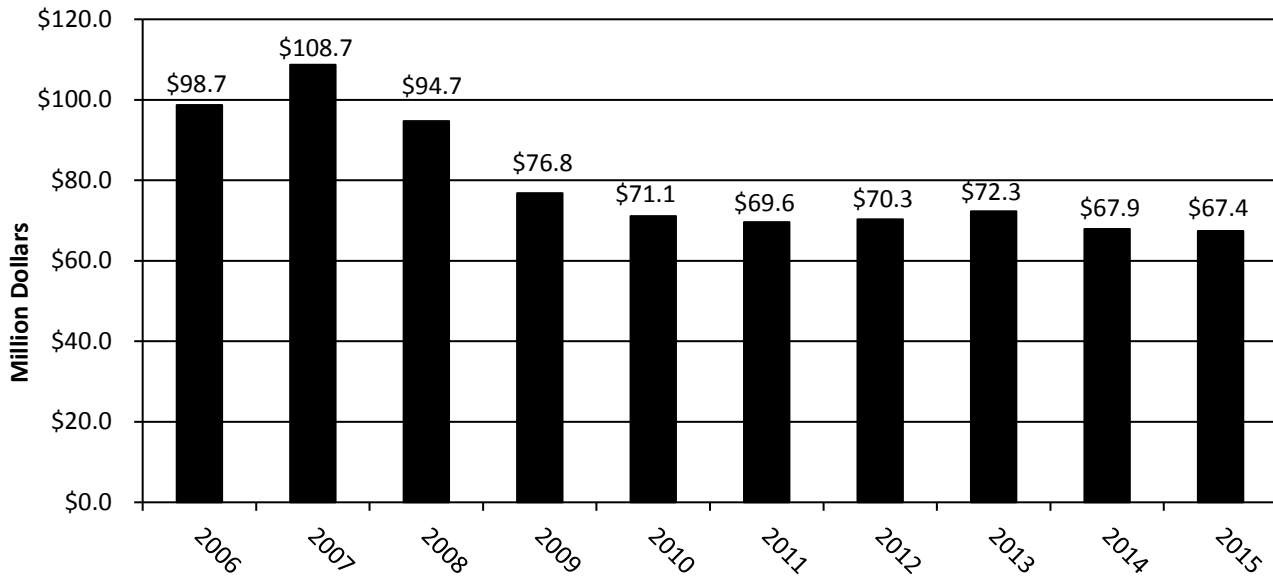
⁶ Includes cut, potted, and unfinished.

⁷ 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.

⁸ 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, 2006-2015



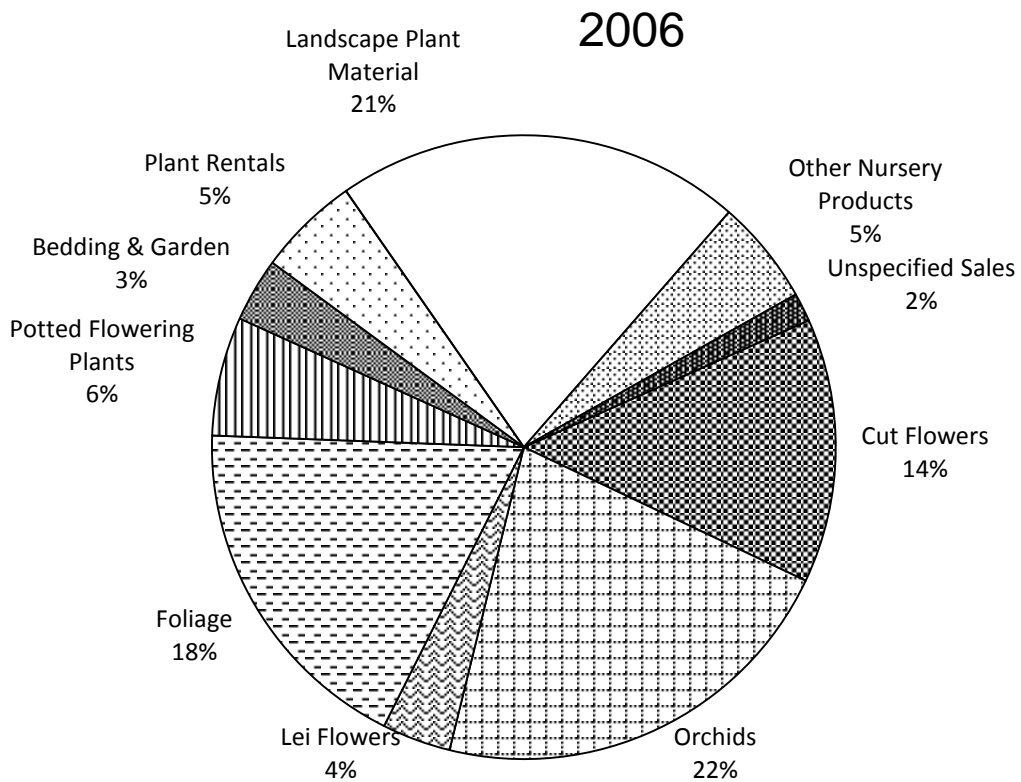
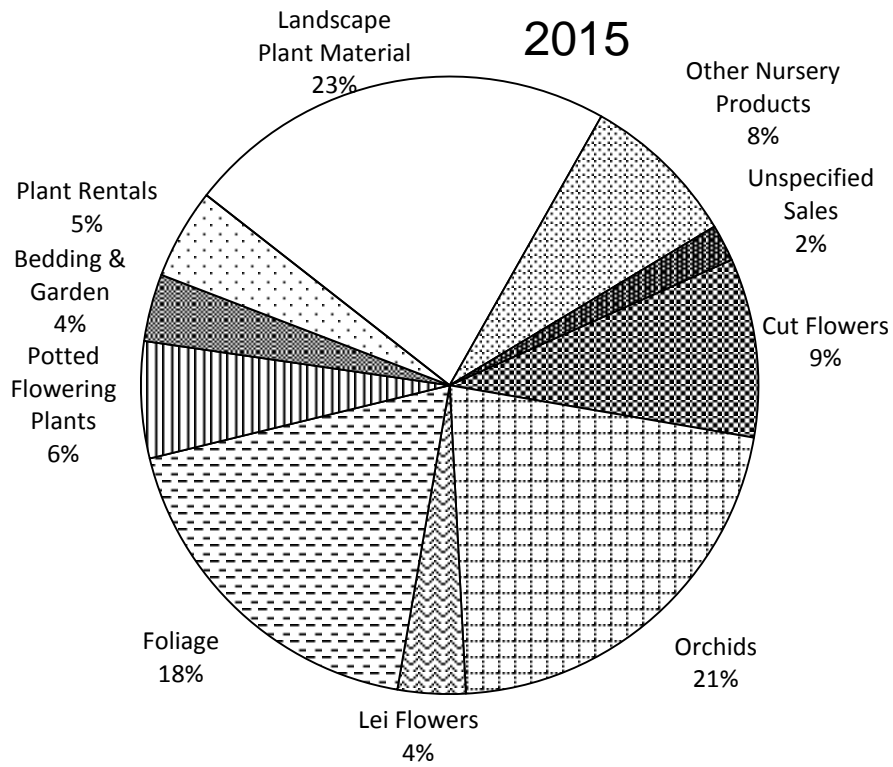
Floriculture and Nursery Products: Top five crops, State of Hawaii, 2014-2015 ¹

Crop	Rank		Value of production	
	2014	2015	2014	2015
	<i>Number</i>		<i>1,000 dollars</i>	
Palms (potted for indoor or patio use)	1	1	4,704	5,550
Dendrobium, potted	2	2	3,554	3,502
Anthurium, cut	3	3	2,472	2,638
Phalaenopsis, potted	4	4	2,012	2,034
Dendrobium, cut	5	5	1,428	1,224

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

STATE SUMMARY (Continued)

Floriculture & Nursery Product by Commodity: 2015 & 2006



SELECTED CUT FLOWERS

Floriculture and Nursery Products: State of Hawaii, 2011-2015¹

Crop and year	Farms having sales ²	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>-----1,000 dollars-----</i>
CUT FLOWERS			
Anthuriums - stem			
2011	39	4,776	3,115
2012	48	4,332	3,470
2013	50	5,119	3,539
2014	45	3,388	2,472
2015	38	2,912	2,638
Birds of Paradise - stem			
2011	21	168	111
2012	25	144	99
2013	20	63	47
2014	14	108	81
2015	17	137	149
Ginger, pink - stem			
2011	34	360	239
2012	41	336	239
2013	44	330	212
2014	38	181	119
2015	40	279	186
Ginger, red - stem			
2011	41	792	463
2012	55	888	527
2013	57	680	404
2014	47	592	386
2015	44	644	429
Gingers, other - stem			
2011	15	96	105
2012	15	84	82
2013	20	3	3
2014	20	3	3
2015	22	3	3
Heliconias - stem			
2011	44	504	558
2012	53	552	523
2013	55	492	417
2014	45	469	354
2015	46	467	494

See footnotes at end of table.

Continued

SELECTED CUT FLOWERS & ORCHIDS

Floriculture & Nursery Products: State of Hawaii, 2011-2015¹ -- (Continued)

Crop and year	Farms having sales ²	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>-----1,000 dollars-----</i>
Proteas - stems			
2011	25	997	945
2012	31	1,069	930
2013	28	807	796
2014	27	879	844
2015	23	703	1,030
Other cut flowers - stem			
2011	29	NA	1,048
2012	36	NA	1,064
2013	40	NA	1,701
2014	35	NA	1,143
2015	38	NA	1,395
ORCHIDS			
Cymbidiums, cut - stems			
2011	9	169	235
2012	9	3	3
2013	7	3	3
2014	7	3	3
2015	6	3	3
Dendrobiums, cut - stems			
2011	30	2,292	1,561
2012	33	2,472	1,691
2013	28	2,460	1,564
2014	27	2,544	1,428
2015	23	2,136	1,224
Oncidiinae, cut - stems			
2011	19	360	441
2012	20	324	402
2013	15	264	337
2014	14	216	286
2015	8	216	284
Other cut orchids - stems			
2011	13	NA	346
2012	14	NA	454
2013	15	NA	462
2014	13	NA	347
2015	11	NA	482

See footnotes at end of table.

Continued

ORCHIDS

Floriculture and Nursery Products: State of Hawaii, 2011-2015 ¹ -- (Continued)

Crop and year	Farms having sales ²	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>-----1,000 dollars-----</i>
Dendrobiums, potted			
2011	59	545	3,400
2012	59	598	3,422
2013	58	549	3,270
2014	49	586	3,554
2015	51	624	3,502
Phalaenopsis, potted			
2011	22	143	1,067
2012	26	176	1,344
2013	27	221	1,653
2014	23	243	2,012
2015	28	218	2,034
Other potted orchids			
2011	73	1,103	7,465
2012	79	1,044	7,439
2013	70	1,007	7,403
2014	63	934	7,196
2015	63	902	6,931

See footnotes at end of table.

Continued

Floriculture and Nursery Products: State of Hawaii 2011-2015¹ -- (Continued)

Crop and year	Farms having sales ²	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>-----1,000 dollars-----</i>
FOLIAGE			
Dracaena, potted			
2011	22	NA	3,164
2012	26	NA	2,833
2013	26	NA	3
2014	24	NA	3
2015	22	NA	3
Palms, potted			
2011	25	NA	3,736
2012	30	NA	4,383
2013	27	NA	4,688
2014	25	NA	4,704
2015	30	NA	5,550
Hanging baskets, potted			
2011	8	NA	72
2012	8	NA	72
2013	8	NA	76
2014	8	NA	90
2015	10	NA	86
Other potted foliage			
2011	23	NA	2,515
2012	21	NA	2,349
2013	20	NA	4,392
2014	36	NA	4,804
2015	28	NA	5,546
Ti leaves, cut - leaves			
2011	33	3,500	364
2012	46	2,591	254
2013	37	1,642	155
2014	33	1,575	150
2015	34	2,751	242
Other cut greens			
2011	30	NA	534
2012	44	NA	718
2013	37	NA	1,046
2014	42	NA	1,138
2015	40	NA	1,032

See footnotes at end of table.

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LEI FLOWERS & INDIVIDUAL BLOOMS

Floriculture and Nursery Products: State of Hawaii, 2011-2015 ¹ -- (Continued)

Crop and year	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			
2011	19	8,700	290
2012	18	4,970	197
2013	16	4,628	179
2014	16	5,941	240
2015	16	3,577	258
Plumerias - blooms			
2011	10	7,500	312
2012	10	6,850	286
2013	9	₃	₃
2014	12	12,131	441
2015	11	6,931	398
Other lei/individual - blooms			
2011	NA	NA	1,818
2012	NA	NA	1,894
2013	NA	NA	2,824
2014	NA	NA	1,786
2015	NA	NA	1,737

See footnotes at end of table.

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POTTED FLOWERING & BEDDING/GARDEN PLANTS

Floriculture and Nursery Products: State of Hawaii, 2011-2015¹ – (Continued)

Crop and year	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			
2011	17	35	285
2012	18	35	267
2013	19	97	710
2014	14	93	671
2015	16	110	852
 Bromeliads			
2011	8	11	100
2012	7	10	85
2013	11	3	3
2014	9	3	3
2015	10	3	3
 Poinsettias			
2011	18	255	1,239
2012	18	249	1,260
2013	19	226	1,189
2014	18	221	1,145
2015	17	222	1,151
 Other potted flowering plants			
2011	22	NA	1,700
2012	27	NA	1,377
2013	30	NA	2,331
2014	24	NA	2,196
2015	24	NA	2,111
POTTED BEDDING/GARDEN			
 Impatiens, New Guinea			
2011	11	116	206
2012	9	110	191
2013	10	60	157
2014	10	39	104
2015	10	40	105
 Impatiens, other			
2011	8	256	162
2012	7	244	153
2013	8	217	165
2014	4	190	118
2015	5	194	120
 Other bedding/garden			
2011	17	NA	2,371
2012	18	NA	2,199
2013	17	NA	2,658
2014	18	NA	2,422
2015	15	NA	2,153

See footnotes at end of table.

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OTHER NURSERY PRODUCTS

Floriculture and Nursery Products: State of Hawaii, 2011-2015 ¹ -- (Continued)

Crop and year	Farms having sales ²	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>-----1,000 dollars-----</i>
PLANT RENTALS			
2011	47	NA	5,027
2012	38	NA	4,728
2013	40	NA	3,876
2014	44	NA	4,164
2015	33	NA	3,193
LANDSCAPE PLANT MATERIAL ⁴			
2011	133	NA	20,401
2012	134	NA	21,096
2013	165	NA	20,084
2014	113	NA	18,569
2015	129	NA	15,240
OTHER NURSERY PRODUCTS ⁵			
2011	NA	NA	2,756
2012	NA	NA	2,923
2013	NA	NA	4,556
2014	NA	NA	3,402
2015	NA	NA	5,548
UNSPECIFIED SALES ⁶			
2011	NA	NA	1,450
2012	NA	NA	1,350
2013	NA	NA	1,400
2014	NA	NA	1,300
2015	NA	NA	1,300
TOTAL ⁷			
2011	970	NA	69,600
2012	NA	NA	70,300
2013	NA	NA	72,292
2014	NA	NA	67,935
2015	NA	NA	67,399

NA = Not available.

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

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 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.

⁵ Includes other flowers or nursery products not elsewhere classified.

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

⁷ Totals may not add due to rounding.

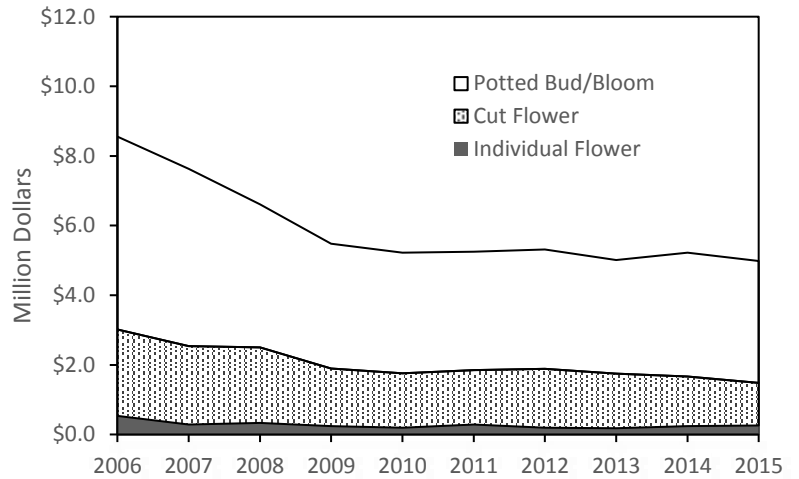
DENDROBIUM ORCHID SALES DOWN 5 PERCENT



In 2015, Dendrobium orchid sales were valued at \$5.0 million, 5 percent lower than 2014. Potted in bud/bloom contributed \$3.5 million,

decreasing 1 percent from last year. Cut flowers registered \$1.2 million in sales, 14 percent lower from the previous year. Sales of individual blossoms increased 8 percent to \$258,000.

Dendrobium Value of Sales: State of Hawaii 2006-2015



Dendrobium Orchids: Sales and value, State of Hawaii, 2011-2015 ¹

Year	Individual blossoms		Cut flowers		Potted in bud/bloom		Total value ²
	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>
2011	8.7	290	2,292	1,561	545	3,400	5,251
2012	5.0	197	2,472	1,691	598	3,422	5,310
2013	4.6	179	2,460	1,564	549	3,270	5,013
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

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

² 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, 2011-2015 ¹

Year	Farms		Production area		
	Cut flowers	Potted in bud/bloom	Cut flowers	Potted in bud/bloom	Total
	----- Number -----		----- 1,000 square feet -----		
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
2014	27	49	1,959	1,522	3,481
2015	23	51	1,419	1,277	2,696

¹ 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, 2011-2015

Year	Farms	Greenhouse ¹	Artificial shade	Open field	Total area
	<i>Number</i>	<i>----- 1,000 square feet -----</i>		<i>----- Acres -----</i>	
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
2014	NA	1,794	21,332	2,089	2,620
2015	NA	1,770	19,505	1,793	2,281

¹ Glass or glass substitute structure.