



HAWAII FLOWERS & NURSERY PRODUCTS Annual Summary



National Agricultural Statistics Service
Hawaii Department of Agriculture

Release: June 21, 2001

2000 FLORICULTURE AND NURSERY SALES TOP \$83 MILLION

Grower sales of Hawaii's flower and nursery products totaled a record \$83.4 million in 2000. According to the *Hawaii Agricultural Statistics Service*, the 2000 wholesale value was 10 percent higher than the \$75.7 million value for 1999. Cut flowers, orchids, foliage, and potted flowering plant categories registered increases in 2000.

Cut flower value of sales increased 2 percent in 2000 to \$16.8 million. Anthuriums remained the leading cut flower with value of sales pegged at \$7.4 million.

Continued on page 2 . . .

FLORICULTURE AND NURSERY PRODUCTS: Wholesale value, State of Hawaii, 1996-2000

Commodity	1996	1997	1998	1999	2000
<i>1,000 dollars</i>					
Cut flowers ¹	15,101	13,969	15,176	16,517	16,796
Orchids	15,413	15,479	15,790	17,166	17,963
Lei flowers	3,943	3,813	3,485	4,051	3,680
Foliage ²	17,580	16,989	³ 15,403	16,055	18,195
Potted flowering plants	3,854	3,751	3,892	4,421	5,044
All other nursery products ⁴	11,613	11,250	17,982	15,978	20,060
Unspecified sales ⁵	1,366	1,404	1,479	1,537	1,642
Total	68,870	66,655	73,207	75,725	83,380

¹ Cut orchids included in "Orchids" category.

² Includes potted, cut, and unfinished. Beginning 1998, Landscape foliage included with "All other nursery products".

³ Unfinished foliage, 1998 included with "All other nursery products".

⁴ Includes bedding plants, plant rentals, and any other nursery products not elsewhere classified.

⁵ Includes sales of growers greater than \$999 but less than \$10,000 which were not categorized.

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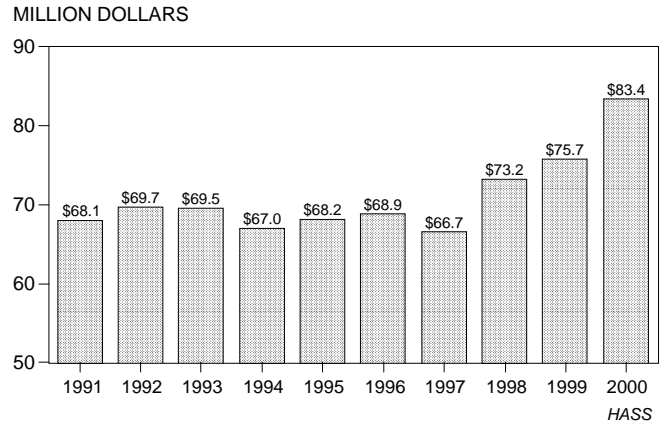
STATE SUMMARY (Continued)

Value of orchid sales increased 5 percent from 1999 with "Other potted orchids" and "Potted dendrobiums" leading the way. Potted dendrobium value of sales, which includes the community pots and in bud/bloom pots, increased 17 percent.

Foliage growers reported \$18.2 million in sales. Sales of potted foliage for indoor or patio use were a record \$17.0 million, beating last years record of \$15.0 million.

The lei flower category, with wholesale sales pegged at \$3.7 million, dropped 9 percent from a year ago. Sales of potted flowering plants were valued at \$5.0 million, a 14 percent increase over 1999.

FLORICULTURE AND NURSERY PRODUCTS
VALUE OF SALES, STATE OF HAWAII, 1991-2000

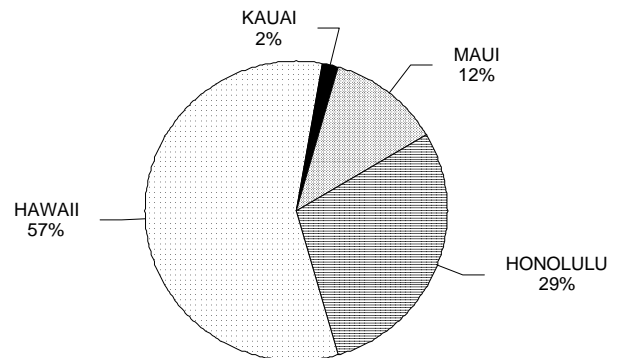


FLORICULTURE & NURSERY PRODUCTS: Top ten crops, State of Hawaii, 1999-2000

Crop	Rank		Value of production		Crop	Rank		Value of production	
	1999	2000	1999	2000		1999	2000	1999	2000
	<i>Number</i>		<i>1,000 dollars</i>			<i>Number</i>		<i>1,000 dollars</i>	
Palms (potted for indoor or patio use)	3	1	6,306	8,334	Roses, cut	6	5	1,926	2,545
Anthuriums, cut	1	2	6,725	7,352	Dendrobiums, sprays	5	6	2,608	2,335
Dracaena (potted for indoor or patio use)	2	3	6,333	6,648	Gingers, cut	8	7	1,433	1,510
Dendrobiums, potted ¹	4	4	5,640	6,588	Protea	7	8	1,677	1,400
					Poinsettia, potted	9	9	1,233	1,292
					Phalaenopsis, potted	10	10	1,169	1,012

¹Includes in bud/bloom and community pots.

FLORICULTURE AND NURSERY PRODUCTS
VALUE OF GROWER SALES, BY COUNTY, 2000



COUNTY RANKINGS:

Hawaii county, with \$47.8 million in sales, ranked number one in 2000. Honolulu farmers registered sales of \$24.2 million, 11 percent higher than 1999. Maui county sales totaled \$9.9 million, 1 percent higher than last year. Kauai sales, pegged at \$1.5 million, were 6 percent lower than a year ago.

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SELECTED CUT FLOWERS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1996-2000¹

Crop	Farms having sales ²	Production area	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000 square feet</i>	<i>1,000</i>	<i>1,000 dollars</i>
CUT FLOWERS				
Anthuriums - dozens				
1996	65	11,100	906	7,056
1997	61	11,420	758	6,892
1998	75	11,285	834	6,301
1999	68	11,500	1,019	6,725
2000	64	NA	1,114	7,352
Birds of Paradise - dozens				
1996	29	2,740	102	554
1997	31	2,740	78	486
1998	24	2,285	66	495
1999	25	5,650	86	566
2000	26	NA	101	687
Carnations, miniature - bunches				
1996	10	230	111	390
1997	8	205	91	320
1998	5	115	47	124
1999	4	75	51	131
2000³				
Chrysanthemums, pompon - bunches				
1996	4	275	225	479
1997	4	295	177	409
1998	6	265	196	358
1999	4	250	251	588
2000	4	NA	206	415
Ginger, pink - dozens				
1996	54	2,180	76	528
1997	40	1,915	52	402
1998	52	3,075	92	530
1999	47	3,465	82	464
2000	47	NA	81	541
Ginger, red - dozens				
1996	52	2,660	88	444
1997	46	2,350	85	473
1998	63	4,860	142	794
1999	61	3,380	157	748
2000	55	NA	138	754
Gingers, other - dozens				
1996	26	610	13	100
1997	16	575	14	92
1998	30	830	18	144
1999	27	1,085	30	221
2000	26	NA	28	215

See footnotes at end of table.

Continued

SELECTED CUT FLOWERS & FOLIAGE

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1996-2000¹ -- Continued

Crop	Farms having sales ²	Production area	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000 square feet</i>	<i>1,000</i>	<i>1,000 dollars</i>
Heliconias - dozens				
1996	51	3,920	44	477
1997	47	3,445	40	432
1998	56	5,775	56	664
1999	58	4,860	72	613
2000	56	NA	66	680
Proteas - stems				
1996	31	7,100	1,772	1,233
1997	30	5,625	1,353	1,160
1998	28	8,015	2,996	1,738
1999	33	8,345	2,518	1,677
2000	26	NA	1,933	1,400
Roses⁴ - stems				
1996				
1997				
1998				
1999				
2000	9	NA	6,288	2,545
Other cut flowers - dozens				
1996	36	NA	NA	3,840
1997	35	NA	NA	3,303
1998	38	NA	NA	4,028
1999	31	NA	NA	4,784
2000	32	NA	NA	2,207
FOLIAGE				
Potted, primarily for indoor or patio use⁵				
1996	75	7,495	NA	13,000
1997	60	6,395	NA	12,552
1998	74	5,035	NA	14,617
1999	65	5,265	NA	15,002
2000⁶				
Potted, dracaena⁷				
1996				
1997				
1998				
1999				
2000	31	NA	NA	6,648

See footnotes at end of table.

Continued

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1996-2000¹ -- Continued

Crop	Farms having sales ²	Production area	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000 square feet</i>	<i>1,000</i>	<i>1,000 dollars</i>
Potted, palms⁷				
1996				
1997				
1998				
1999				
2000	43	NA	NA	8,334
Potted, hanging baskets⁷				
1996				
1997				
1998				
1999				
2000	16	NA	NA	123
Potted, other⁷				
1996				
1997				
1998				
1999				
2000	39	NA	NA	1,880
Ti leaves, cut - leaves				
1996	36	1,480	3,100	218
1997	27	1,225	2,600	153
1998	41	2,585	6,000	412
1999	45	2,575	5,900	468
2000	37	NA	2,100	161
Other greens, cut				
1996	24	NA	NA	171
1997	23	NA	NA	258
1998	35	NA	NA	374
1999	22	NA	NA	224
2000	32	NA	NA	347
Unfinished foliage stock⁸				
1996				
1997				
1998				
1999				
2000	12	NA	NA	702

See footnotes at end of table.

Continued

ORCHIDS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1996-2000¹ -- Continued

Crop	Farms having sales ²	Production area	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000 square feet</i>	<i>1,000</i>	<i>1,000 dollars</i>
ORCHIDS				
Cymbidiums, cut - flowers				
1996	8	280	300	189
1997	8	275	348	137
1998	12	315	418	216
1999	12	335	537	337
2000	10	NA	509	315
Dendrobiums, sprays - dozens				
1996	48	3,105	383	2,797
1997	56	3,505	368	2,549
1998	59	2,970	419	2,864
1999	49	2,610	378	2,608
2000	49	NA	340	2,335
Oncidiums, sprays - dozens				
1996	28	275	40	386
1997	28	305	34	356
1998	32	485	58	580
1999	31	355	47	463
2000	37	NA	53	490
Other orchids, sprays⁹ - dozens				
1996	7	NA	NA	37
1997	5	NA	NA	25
1998	4	NA	NA	52
1999	6	NA	NA	28
2000	10	NA	NA	119
Dendrobiums, potted¹⁰ - pots				
1996	63	1,200	1,131	5,185
1997	63	1,295	1,409	6,392
1998	63	NA	1,107	6,069
1999	72	NA	942	5,640
2000	75	NA	1,076	6,588
Phalaenopsis, potted¹¹ - pots				
1996				
1997				
1998	20	NA	221	1,178
1999	21	NA	205	1,169
2000	24	NA	139	1,012
Other orchids, potted - pots				
1996	57	1,185	1,553	6,819
1997	56	1,235	1,295	6,020
1998	57	NA	951	4,831
1999	61	NA	1,551	6,921
2000	75	NA	1,531	7,104

See footnotes at end of table.

Continued

LEI FLOWERS & INDIVIDUAL BLOOMS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1996-2000¹ -- Continued

Crop	Farms having sales ²	Production area	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000 square feet</i>	<i>1,000</i>	<i>1,000 dollars</i>
LEI/INDIVIDUAL BLOOMS				
Carnations - blooms				
1996	11	NA	10,000	538
1997	7	NA	7,500	410
1998	9	NA	6,800	448
1999	7	NA	5,600	397
2000	6	NA	5,300	372
Dendrobiums - blooms				
1996	33	NA	24,700	740
1997	35	NA	24,800	725
1998	28	NA	28,900	855
1999	27	NA	21,700	673
2000	26	NA	19,800	596
Pikake - strands				
1996	4	NA	21.7	86
1997 ¹²				
1998	5	NA	55.6	128
1999	7	NA	82.5	222
2000	8	NA	77.8	270
Plumerias - blooms				
1996	12	NA	29,900	717
1997	11	NA	31,800	833
1998	9	NA	23,800	601
1999	10	NA	45,000	931
2000	12	NA	25,700	627
Tuberoses - blooms				
1996	7	NA	¹²	¹²
1997	4	NA	¹²	¹²
1998	6	NA	19,500	912
1999	6	NA	20,400	959
2000	7	NA	22,100	987
Vanda, Miss Joaquim - blooms				
1996	12	NA	22,200	627
1997	9	NA	22,300	657
1998	9	NA	10,900	292
1999	7	NA	11,300	396
2000	7	NA	13,900	503
Other lei/individual - blooms				
1996	NA	NA	NA	1,235
1997	NA	NA	NA	1,188
1998	NA	NA	NA	249
1999	NA	NA	NA	473
2000	NA	NA	NA	325

See footnotes at end of table.

Continued

POTTED FLOWERING & BEDDING/GARDEN PLANTS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1996-2000¹ -- Continued

Crop	Farms having sales ²	Production area	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000 square feet</i>	<i>1,000</i>	<i>1,000 dollars</i>
POTTED FLOWERING PLANTS				
Anthuriums - pots				
1996	17	75	70	155
1997	21	190	140	390
1998	15	NA	113	321
1999	24	NA	144	495
2000	28	NA	182	677
Bromeliads¹³ - pots				
1996				
1997				
1998	8	NA	88	423
1999	14	NA	112	626
2000	18	NA	111	593
Chrysanthemums¹³ - pots				
1996				
1997				
1998	5	NA	127	573
1999	4	NA	159	677
2000	6	NA	178	738
Poinsettias - pots				
1996	27	600	243	952
1997	28	590	238	900
1998	30	NA	263	1,012
1999	30	NA	332	1,233
2000	31	NA	334	1,292
Other potted flowering plants				
1996	39	NA	NA	2,747
1997	40	NA	NA	2,461
1998	27	NA	NA	1,563
1999	26	NA	NA	1,390
2000	30	NA	NA	1,744
POTTED BEDDING/GARDEN				
Impatiens, New Guinea⁸				
1996				
1997				
1998				
1999				
2000	11	NA	104	129
Impatiens, other⁸				
1996				
1997				
1998				
1999				
2000	8	NA	169	103

See footnotes at end of table.

Continued

BEDDING/GARDEN PLANTS & OTHER NURSERY PRODUCTS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1996-2000¹ -- Continued

Crop	Farms having sales ²	Production area	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000 square feet</i>	<i>1,000</i>	<i>1,000 dollars</i>
Other bedding/garden⁸				
1996				
1997				
1998				
1999				
2000	30	NA	NA	2,502
PLANT RENTALS				
1996	44	NA	NA	3,690
1997	37	NA	NA	2,925
1998	45	NA	NA	4,715
1999	32	NA	NA	3,226
2000	37	NA	NA	3,369
LANDSCAPE PLANTS⁸				
1996				
1997				
1998				
1999				
2000	96			10,361
OTHER NURSERY PRODUCTS¹⁴				
1996				12,114
1997				12,351
1998				13,267
1999				13,113
2000				3,596
UNSPECIFIED SALES¹⁵				
1996				1,366
1997				1,404
1998				1,479
1999				1,537
2000				1,642
TOTAL				
1996	690			68,870
1997	670			66,655
1998	745			73,207
1999	765			75,725
2000	755			83,380

NA = Not available. ¹ Beginning 1992, includes only producers having total sales of \$10,000 or more. ² Number for each individual flower item is count of those having sales of that item during each year; "Total" is unduplicated count. ³ Included with "Other cut flowers" to avoid disclosure of individual operations. ⁴ Prior to 2000, included with "Other cut flowers". ⁵ Includes hanging baskets. ⁶ Beginning 2000, separated into "Dracaena", "Palms", "Hanging baskets", and "Other". ⁷ Prior to 2000, included with "Potted, primarily for indoor or patio use". ⁸ Prior to 2000, included with "Other nursery products". ⁹ Includes cattleyas, vanda hybrids, phalaenopsis, and paphiopedilums. ¹⁰ Includes in bud/bloom and community pots. ¹¹ Prior to 1998, included with "Other orchids, potted". ¹² Included with "Other lei/individual" to avoid disclosure of individual operations. ¹³ Prior to 1998, included with "Other potted flowering plants". ¹⁴ Includes other flowers or nursery products not elsewhere classified. ¹⁵ Beginning 1992, includes sales of growers greater than \$999 but less than \$10,000 which were not categorized.

COUNTY SUMMARIES

BIG ISLAND VALUE TOPS \$47 MILLION

Hawaii county growers of flowers and nursery products accounted for 57 percent of the state's total wholesale value of flowers and nursery products in 2000. Big Island's 365 growers rang up sales of \$47.8 million, up 13 percent from the \$42.5 million in 1999. A decline in lei flower sales was offset by increases in other categories. Honolulu's 215 producers accounted for 29 percent of the state's total wholesale value of flowers and nursery products. Honolulu farmers reported sales of \$24.2 million, 11 percent higher than 1999. Maui county's 140 producers generated \$9.9 million in wholesale sales, 1 percent higher than a year ago. Kauai's 35 producers registered \$1.5 million in wholesale sales, 6 percent lower than 1999.

FLORICULTURE AND NURSERY PRODUCTS: Value of grower sales, by county, 1996-2000

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								
1996	15,101	15,413	3,943	17,580	3,854	11,613	1,366	68,870
1997	13,969	15,479	3,813	16,989	3,751	11,250	1,404	66,655
1998	15,176	15,790	3,485	⁶ 15,403	3,892	17,982	1,479	73,207
1999	16,517	17,166	4,051	16,055	4,421	15,978	1,537	75,725
2000	16,796	17,963	3,680	18,195	5,044	20,060	1,642	83,380
Hawaii								
1996	11,672	7,230	1,136	11,125	595	1,978	539	34,275
1997	10,939	8,063	1,226	11,124	882	1,726	541	34,501
1998	11,410	9,114	1,022	⁶ 11,612	1,676	3,715	604	39,153
1999	12,588	10,015	1,697	12,754	2,011	2,718	679	42,462
2000	13,083	10,113	1,212	15,657	2,120	4,884	742	47,811
Honolulu								
1996	941	7,095	1,506	5,554	2,282	7,282	455	25,115
1997	848	6,136	1,332	4,957	1,917	6,562	379	22,131
1998	774	5,839	1,258	⁶ 3,331	1,387	10,745	409	23,743
1999	745	5,741	1,210	2,601	1,063	10,119	386	21,865
2000	680	6,578	1,094	1,940	1,609	11,817	443	24,161
Kauai								
1996	117	344	73	7	7	1,308	123	1,965
1997	76	7	7	7	7	1,555	173	1,804
1998	138	7	7	7	7	1,090	132	1,360
1999	133	411	7	72	118	696	117	1,547
2000	99	245	7	55	194	757	111	1,461
Maui								
1996	2,371	744	1,228	7	7	2,923	249	7,515
1997	2,106	7	7	7	7	5,802	311	8,219
1998	2,854	7	7	7	7	5,763	334	8,951
1999	3,051	999	7	628	1,229	3,589	355	9,851
2000	2,934	1,027	7	543	1,121	3,976	346	9,947

¹Cut orchids included in "Orchids" category. ²Excludes orchids used for lei flowers. ³Includes potted, cut, and unfinished. Beginning 1998, Landscape foliage included with "All other nursery products". ⁴Includes bedding plants, plant rentals, sod, trees, and any other nursery products not elsewhere classified. Sum of counties may not add to total. ⁵Includes grower sales greater than \$999 but less than \$10,000 which were not categorized. ⁶Unfinished foliage, 1998 included with "All other nursery products". ⁷Data not shown separately to avoid disclosure of individual operations but combined and included in the State total.

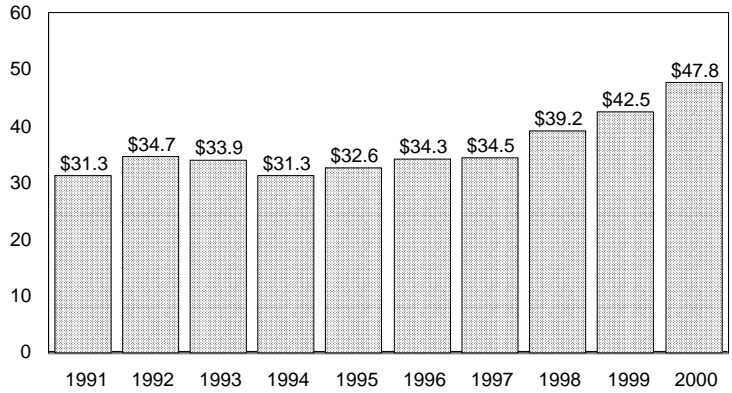
COUNTY SUMMARIES (Continued)

Hawaii County's Top Five Floriculture and Nursery Products/Categories, 2000

- Palms (potted for indoor or patio use)
- Anthuriums, cut
- Dracaena (potted for indoor or patio use)
- Other potted orchids
- Dendrobiums, potted

FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, HAWAII COUNTY, 1991-2000

MILLION DOLLARS



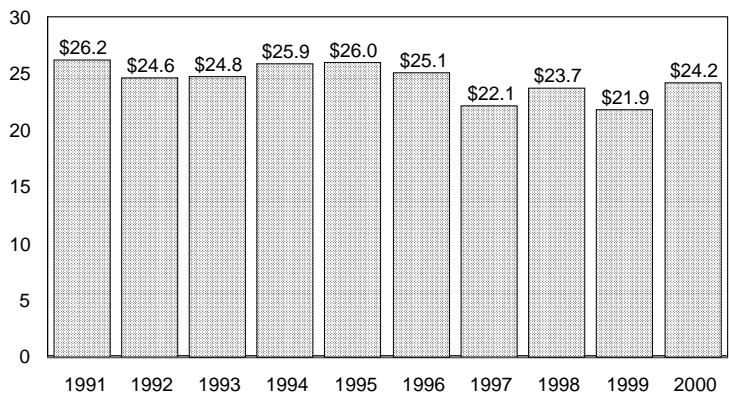
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Honolulu County's Top Five Floriculture and Nursery Products/Categories, 2000

- Landscape plant material
- Dendrobiums, potted
- Other potted orchids
- Plant rentals
- Other bedding & garden plants

FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, HONOLULU COUNTY, 1991-2000

MILLION DOLLARS



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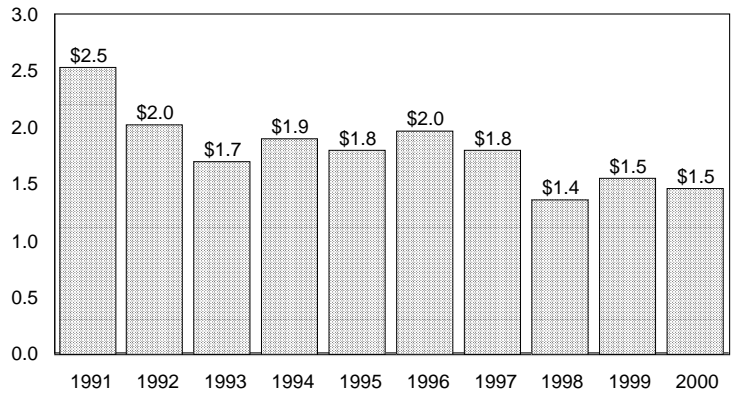
COUNTY SUMMARIES (Continued)

Kauai County's Top Five Floriculture and Nursery Products/Categories, 2000

- Other nursery products
- Plant rentals
- Dendrobiums, potted
- Landscape plant material
- Other potted orchids

FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, KAUAI COUNTY, 1991-2000

MILLION DOLLARS



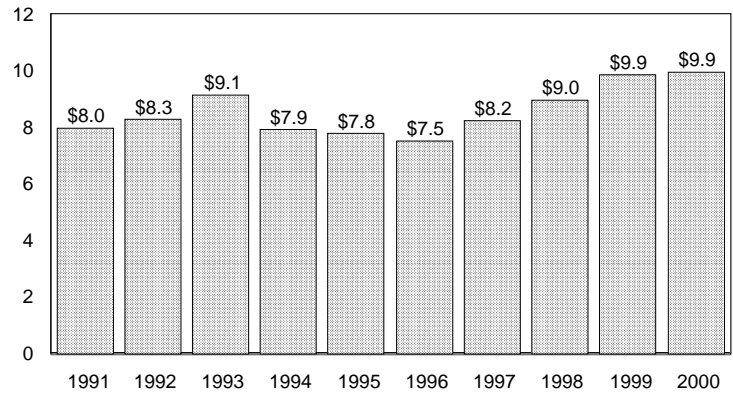
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Maui County's Top Five Floriculture and Nursery Products, 2000

- Landscape plant material
- Protea
- Other potted orchids
- Cut flowers not separately specified
- Other bedding and garden plants

FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, MAUI COUNTY, 1991-2000

MILLION DOLLARS



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FARM NUMBERS & AREA SUMMARY

FLORICULTURE AND NURSERY PRODUCTS: Number of farms and growing area, by county, 1996-2000

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						
1996	690	2,820	23,405	10	1,600	2,212
1997	670	2,805	23,885	10	1,535	2,158
1998	745	2,810	24,200	9	2,050	2,679
1999	765	2,910	25,695	15	2,040	2,712
2000	755	3,370	25,930	10	2,115	2,798
Hawaii						
1996	316	1,990	17,815	10	775	1,240
1997	312	2,000	18,805	10	875	1,363
1998	355	1,975	19,620	9	1,155	1,660
1999	355	1,970	21,450	15	1,015	1,568
2000	365	2,560	21,400	8	980	1,538
Honolulu						
1996	211	540	4,910	0	350	475
1997	202	510	4,380	0	310	422
1998	205	480	3,810	0	415	514
1999	225	485	3,360	0	465	553
2000	215	395	3,495	0	490	579
Kauai						
1996	52	60	345	0	60	69
1997	50	60	355	0	55	65
1998	40	75	295	0	45	53
1999	35	90	265	0	85	93
2000	35	70	350	2	130	142
Maui						
1996	111	230	335	0	415	428
1997	106	235	345	0	295	308
1998	145	280	475	0	435	452
1999	150	365	620	0	475	498
2000	140	345	685	0	515	539

¹Glass or glass substitute structure.

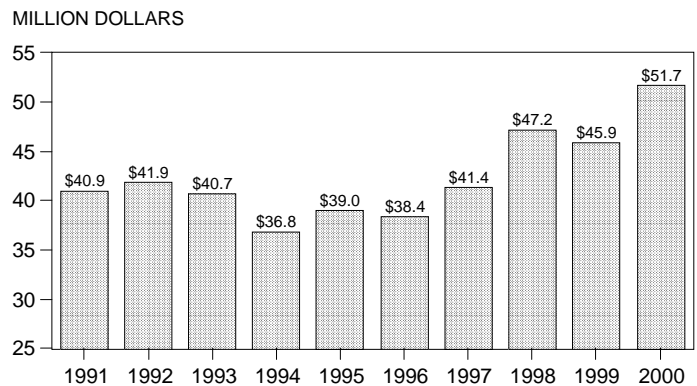
OUT-OF-STATE SALES

OUT-OF-STATE SALES PEGGED AT \$51.7 MILLION

The value of out-of-State sales of flowers and nursery products (including wholesale and retail sales) during 2000 was estimated at \$51.7 million. 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.

Potted foliage, valued at \$13.5 million, was the number one floriculture and nursery product exported. Anthurium exports were valued at \$12.3 million, 15 percent higher than 1999. Other potted orchids followed with \$6.3 million in value. Potted dendrobium orchids ranked fourth in out-of-State sales with \$3.9 million.

FLORICULTURE & NURSERY PRODUCTS
OUT-OF-STATE SALES,
STATE OF HAWAII, 1991-2000¹



¹Includes wholesale and retail sales.

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FLORICULTURE AND NURSERY PRODUCTS: Out-of-State sales, State of Hawaii, 1996-2000¹

Commodity	1996	1997	1998	1999	2000
	<i>1,000 dollars</i>				
Anthuriums, cut	9,705	10,945	9,795	10,685	12,290
Birds of Paradise	650	720	945	710	980
Cymbidiums	115	80	130	110	100
Dendrobiums, sprays	4,110	3,545	3,820	2,875	3,395
Oncidium				270	545
Foliage, cut:					
Ti leaves	635	670	475	400	670
Other cut greens	1,010	885	1,070	845	1,060
Foliage, potted	9,500	10,320	12,220	12,785	13,525
Ginger, red	675	765	810	875	1,455
Gingers, other	605	450	800	890	1,010
Heliconias	800	820	955	970	1,285
Potted orchids:					
Dendrobiums	2,965	3,510	4,360	4,120	3,850
Phalaenopsis				285	655
Other orchids	3,995	5,410	6,485	5,395	6,285
Proteas	1,625	2,025	2,405	2,130	1,930
Unfinished potted foliage stock	70	70	400	355	270
All other flowers and nursery products	1,930	1,185	2,510	2,245	2,345
Total	38,390	41,400	47,180	45,945	51,650

¹Based on F.O.B. island value. Includes both wholesale and retail sales. Does not include sales of cut flowers, leis, etc., purchased within the State and hand carried out.

HAWAII DENDROBIUM ORCHIDS

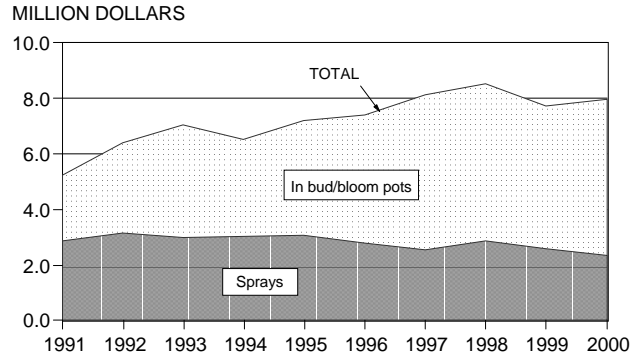


DENDROBIUM ORCHID SALES 7 PERCENT HIGHER

2000 dendrobium orchid sales were valued at \$9.5 million, 7 percent higher than the revised \$8.9 million posted in 1999.

Potted in bud/bloom, valued at \$5.6 million, remained the leading dendrobium category with 59 percent of the total dendrobium orchid value. Growers of cut sprays registered \$2.3 million in sales, 10 percent lower than 1999. Cut sprays represent 25 percent of the total dendrobium orchid value. Individual blossoms of dendrobiums were valued at \$596,000, 11 percent lower than 1999. Value of community pots, pegged at \$966,000, was 85 percent more than last year.

DENDROBIUM VALUE OF SALES, STATE OF HAWAII, 1991-2000¹



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

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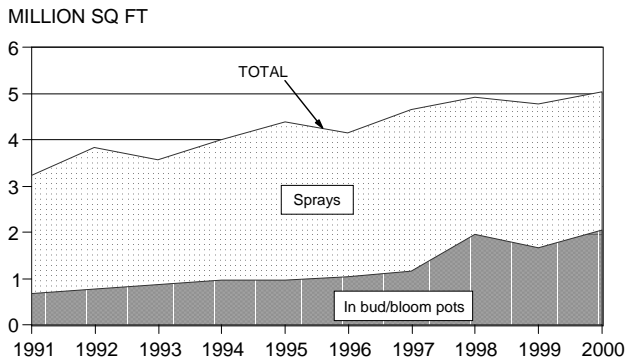
DENDROBIUM ORCHIDS: Sales and value, State of Hawaii, 1996-2000¹

Year	Individual blossoms		Cut sprays		Potted plants				Total value
	Number sold	Value	Number sold	Value	In bud/bloom		Community pots		
					Number sold	Value	Number sold	Value	
	Million blooms	1,000 dollars	1,000 dozens	1,000 dollars	1,000 pots	1,000 dollars	1,000 pots	1,000 dollars	
1996	24.7	740	383	2,797	1,025	4,595	106	590	8,722
1997	24.8	725	368	2,549	1,249	5,599	160	793	9,666
1998	28.9	855	419	2,864	1,025	5,663	82	406	9,788
1999	21.7	673	378	2,608	816	5,119	126	521	8,921
2000	19.8	596	340	2,335	948	5,622	128	966	9,519

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

DENDROBIUM PRODUCTION AREA 6 PERCENT HIGHER

DENDROBIUM PRODUCTION AREA, STATE OF HAWAII, 1991-2000¹



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

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The combined production area for dendrobium cut sprays and in bud/bloom pots totaled 5.1 million square feet, 6 percent higher than 1999 for growers with \$10,000 or more in total sales (total sales can include crops other than dendrobiums). Production area reported by growers includes newly planted, as well as established acreage; thus, year-to-year yield comparisons calculated using area and sales may be misleading.

HAWAII DENDROBIUM ORCHIDS (Continued)

Area utilized for cut sprays totaled 2.99 million square feet, 4 percent lower than 1999. Production area for potted in bud/bloom totaled 2.07 million square feet, 24 percent more than the 1.67 million square feet reported the previous year.

DENDROBIUM ORCHIDS (POTTED IN BUD/BLOOM AND CUT SPRAYS): Number of farms and production area, State of Hawaii, 1996-2000¹

Year	Farms		Production area		
	Cut sprays	Potted in bud/bloom	Cut sprays	Potted in bud/bloom	Total
	----- Number -----		----- 1,000 square feet -----		
1996	48	57	3,105	1,045	4,150
1997	56	63	3,505	1,160	4,665
1998	59	63	2,970	1,965	4,935
1999	49	70	3,115	1,665	4,780
2000	49	70	2,990	2,070	5,060

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