



HAWAII FLOWERS & NURSERY PRODUCTS Annual Summary



National Agricultural Statistics Service
Hawaii Department of Agriculture

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2001 FLORICULTURE AND NURSERY SALES TOP \$87 MILLION

Grower sales of Hawaii's flower and nursery products totaled a record \$88.0 million in 2001. According to the *Hawaii Agricultural Statistics Service*, the 2001 wholesale value was 6 percent higher than the \$82.7 million value for 2000. Orchids, foliage, and potted flowering plant categories registered increases in 2001.

Cut flower value of sales declined 5 percent in 2001 to \$15.5 million. Anthuriums remained the leading cut flower with value of sales pegged at \$6.9 million.

Continued on page 2 . . .

FLORICULTURE AND NURSERY PRODUCTS: Wholesale value, State of Hawaii, 1997-2001

Commodity	1997	1998	1999	2000	2001
<i>1,000 dollars</i>					
Cut flowers ¹	13,969	15,176	16,517	16,297	15,500
Orchids	15,479	15,790	17,166	18,106	19,989
Lei flowers	3,813	3,485	4,051	3,615	3,450
Foliage ²	16,989	³ 15,403	16,055	18,295	20,239
Potted flowering plants	3,751	3,892	4,421	5,044	5,060
All other nursery products ⁴	11,250	17,982	15,978	19,850	22,267
Unspecified sales ⁵	1,404	1,479	1,537	1,477	1,471
Total	66,655	73,207	75,725	82,684	87,976

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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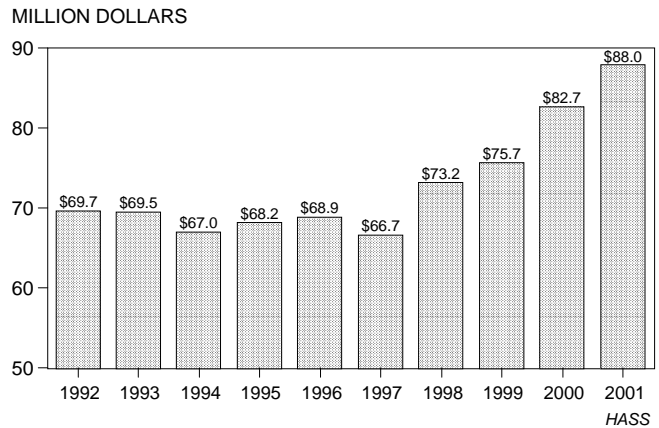
STATE SUMMARY (Continued)

Value of orchid sales increased 10 percent from 2000 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 1 percent.

Foliage growers reported \$20.2 million in sales. Sales of potted foliage for indoor or patio use were a record \$19.2 million, beating last years record of \$17.1 million.

The lei flower category, with wholesale sales pegged at \$3.5 million, dropped 5 percent from a year ago. Sales of potted flowering plants were valued at \$5.1 million, nearly unchanged from 2000.

FLORICULTURE AND NURSERY PRODUCTS
VALUE OF SALES, STATE OF HAWAII, 1992-2001

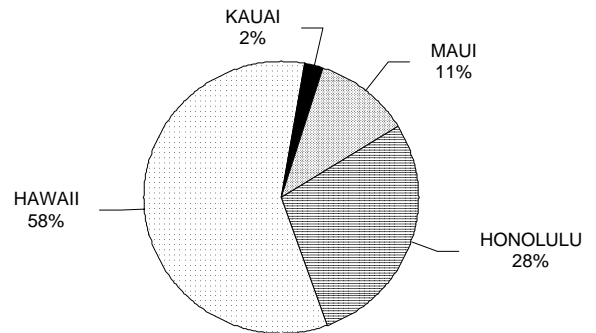


FLORICULTURE & NURSERY PRODUCTS: Top ten crops, State of Hawaii, 2000-2001

Crop	Rank		Value of production		Crop	Rank		Value of production	
	2000	2001	2000	2001		2000	2001	2000	2001
	<i>Number</i>		<i>1,000 dollars</i>			<i>Number</i>		<i>1,000 dollars</i>	
Dracaena (potted for indoor or patio use)	3	1	6,648	8,443	Dendrobiums, sprays	5	5	2,335	2,990
Palms (potted for indoor or patio use)	1	2	8,434	8,280	Roses, cut	6	6	2,057	1,942
Anthuriums, cut	2	3	7,357	6,904	Gingers, cut	7	7	1,508	1,416
Dendrobiums, potted ¹	4	4	6,528	6,608	Poinsettia, potted	9	8	1,292	1,272
					Protea	8	9	1,392	1,122
					Phalaenopsis, potted	10	10	1,030	926

¹ Includes in bud/bloom and community pots.

FLORICULTURE AND NURSERY PRODUCTS
VALUE OF GROWER SALES, BY COUNTY, 2001



Note: Percentages may not add due to rounding

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SELECTED CUT FLOWERS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1997-2001 ¹

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				
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	1,010	7,357
2001	62	NA	992	6,904
Birds of Paradise - dozens				
1997	31	2,740	78	486
1998	24	2,285	66	495
1999	25	5,650	86	566
2000	26	NA	101	690
2001	28	NA	103	695
Carnations, miniature - bunches				
1997	8	205	91	320
1998	5	115	47	124
1999	4	75	51	131
2000 ³				
2001³				
Chrysanthemums, pompon - bunches				
1997	4	295	177	409
1998	6	265	196	358
1999	4	250	251	588
2000	4	NA	206	415
2001	4	NA	217	447
Ginger, pink - dozens				
1997	40	1,915	52	402
1998	52	3,075	92	530
1999	47	3,465	82	464
2000	46	NA	81	542
2001	44	NA	71	492
Ginger, red - dozens				
1997	46	2,350	85	473
1998	63	4,860	142	794
1999	61	3,380	157	748
2000	53	NA	137	750
2001	55	NA	142	755
Gingers, other - dozens				
1997	16	575	14	92
1998	30	830	18	144
1999	27	1,085	30	221
2000	26	NA	28	216
2001	22	NA	24	169

See footnotes at end of table.

Continued

SELECTED CUT FLOWERS & FOLIAGE

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1997-2001¹ -- 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				
1997	47	3,445	40	432
1998	56	5,775	56	664
1999	58	4,860	72	613
2000	54	NA	65	671
2001	52	NA	62	598
Proteas - stems				
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	25	NA	1,915	1,392
2001	26	NA	1,278	1,122
Roses⁴ - stems				
1997				
1998				
1999				
2000	9	NA	5,144	2,057
2001³				
Other cut flowers - dozens				
1997	35	NA	NA	3,303
1998	38	NA	NA	4,028
1999	31	NA	NA	4,784
2000	32	NA	NA	2,207
2001	45	NA	NA	4,318
FOLIAGE				
Potted, primarily for indoor or patio use⁵				
1997	60	6,395	NA	12,552
1998	74	5,035	NA	14,617
1999	65	5,265	NA	15,002
2000 ⁶				
2001⁶				
Potted, dracaena⁷				
1997				
1998				
1999				
2000	31	NA	NA	6,648
2001	32	NA	NA	8,443

See footnotes at end of table.

Continued

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1997-2001¹ -- 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				
1997				
1998				
1999				
2000	44	NA	NA	8,434
2001	45	NA	NA	8,280
Potted, hanging baskets⁷				
1997				
1998				
1999				
2000	16	NA	NA	123
2001	15	NA	NA	129
Potted, other⁷				
1997				
1998				
1999				
2000	39	NA	NA	1,880
2001	32	NA	NA	2,384
Ti leaves, cut - leaves				
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
2001	39	NA	3,900	277
Other greens, cut				
1997	23	NA	NA	258
1998	35	NA	NA	374
1999	22	NA	NA	224
2000	32	NA	NA	347
2001	33	NA	NA	229
Unfinished foliage stock⁸				
1997				
1998				
1999				
2000	12	NA	NA	702
2001	8	NA	NA	497

See footnotes at end of table.

Continued

ORCHIDS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1997-2001¹ -- 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				
1997	8	275	348	137
1998	12	315	418	216
1999	12	335	537	337
2000	10	NA	509	315
2001	9	NA	372	232
Dendrobiums, sprays - dozens				
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
2001	49	NA	415	2,990
Oncidiums, sprays - dozens				
1997	28	305	34	356
1998	32	485	58	580
1999	31	355	47	463
2000	37	NA	56	536
2001	35	NA	83	813
Other orchids, sprays⁹ - dozens				
1997	5	NA	NA	25
1998	4	NA	NA	52
1999	6	NA	NA	28
2000	10	NA	NA	119
2001	9	NA	NA	28
Dendrobiums, potted¹⁰ - pots				
1997	63	1,295	1,409	6,392
1998	63	NA	1,107	6,069
1999	72	NA	942	5,640
2000	74	NA	1,065	6,528
2001	76	NA	1,176	6,608
Phalaenopsis, potted¹¹ - pots				
1997				
1998	20	NA	221	1,178
1999	21	NA	205	1,169
2000	24	NA	143	1,030
2001	24	NA	154	926
Other orchids, potted - pots				
1997	56	1,235	1,295	6,020
1998	57	NA	951	4,831
1999	61	NA	1,551	6,921
2000	75	NA	1,561	7,243
2001	78	NA	2,256	8,392

See footnotes at end of table.

Continued

LEI FLOWERS & INDIVIDUAL BLOOMS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1997-2001 ¹ -- 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				
1997	7	NA	7,500	410
1998	9	NA	6,800	448
1999	7	NA	5,600	397
2000	6	NA	5,400	377
2001	6	NA	5,500	383
Dendrobiums - blooms				
1997	35	NA	24,800	725
1998	28	NA	28,900	855
1999	27	NA	21,700	673
2000	26	NA	19,900	615
2001	26	NA	21,000	672
Pikake - strands				
1997 ¹²				
1998	5	NA	55.6	128
1999	7	NA	82.5	222
2000	8	NA	77.8	270
2001	8	NA	61.0	149
Plumerias - blooms				
1997	11	NA	31,800	833
1998	9	NA	23,800	601
1999	10	NA	45,000	931
2000	12	NA	21,700	538
2001	13	NA	30,100	723
Tuberoses - blooms				
1997	4	NA	¹²	¹²
1998	6	NA	19,500	912
1999	6	NA	20,400	959
2000	7	NA	22,100	987
2001	6	NA	18,800	915
Vanda, Miss Joaquim - blooms				
1997	9	NA	22,300	657
1998	9	NA	10,900	292
1999	7	NA	11,300	396
2000	7	NA	14,000	503
2001	6	NA	7,900	340
Other lei/individual - blooms				
1997	NA	NA	NA	1,188
1998	NA	NA	NA	249
1999	NA	NA	NA	473
2000	NA	NA	NA	325
2001	NA	NA	NA	268

See footnotes at end of table.

Continued

POTTED FLOWERING & BEDDING/GARDEN PLANTS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1997-2001¹ -- 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				
1997	21	190	140	390
1998	15	NA	113	321
1999	24	NA	144	495
2000	28	NA	182	677
2001	25	NA	177	609
Bromeliads¹³ - pots				
1997				
1998	8	NA	88	423
1999	14	NA	112	626
2000	18	NA	111	593
2001	18	NA	139	616
Chrysanthemums¹³ - pots				
1997				
1998	5	NA	127	573
1999	4	NA	159	677
2000	6	NA	178	738
2001	5	NA	176	737
Poinsettias - pots				
1997	28	590	238	900
1998	30	NA	263	1,012
1999	30	NA	332	1,233
2000	31	NA	334	1,292
2001	35	NA	328	1,272
Other potted flowering plants				
1997	40	NA	NA	2,461
1998	27	NA	NA	1,563
1999	26	NA	NA	1,390
2000	30	NA	NA	1,744
2001	34	NA	NA	1,826
POTTED BEDDING/GARDEN				
Impatiens, New Guinea⁸				
1997				
1998				
1999				
2000	11	NA	104	129
2001	10	NA	131	193
Impatiens, other⁸				
1997				
1998				
1999				
2000	8	NA	169	103
2001	10	NA	279	171

See footnotes at end of table.

Continued

BEDDING/GARDEN PLANTS & OTHER NURSERY PRODUCTS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1997-2001 ¹ -- 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/garden ⁸				
1997				
1998				
1999				
2000	30	NA	NA	2,502
2001	29	NA	NA	2,548
PLANT RENTALS				
1997	37	NA	NA	2,925
1998	45	NA	NA	4,715
1999	32	NA	NA	3,226
2000	37	NA	NA	3,374
2001	42	NA	NA	3,098
LANDSCAPE PLANTS ⁸				
1997				
1998				
1999				
2000	98			10,601
2001	109			12,851
OTHER NURSERY PRODUCTS ¹⁴				
1997				12,351
1998				13,267
1999				13,113
2000				3,141
2001				3,406
UNSPECIFIED SALES ¹⁵				
1997				1,404
1998				1,479
1999				1,537
2000				1,477
2001				1,471
TOTAL				
1997	670			66,655
1998	745			73,207
1999	765			75,725
2000	735			82,684
2001	790			87,976

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 \$51 MILLION

Hawaii county growers of flowers and nursery products accounted for 58 percent of the state's total wholesale value of flowers and nursery products in 2001. Big Island's 360 growers rang up sales of \$51.3 million, up 8 percent from the \$47.5 million in 2000. Declines in cut and lei flower sales were offset by increases in other categories. Honolulu's 220 producers accounted for 28 percent of the state's total wholesale value of flowers and nursery products. Honolulu farmers reported sales of \$24.9 million, 4 percent higher than 2000. Maui county's 150 producers generated \$9.9 million in wholesale sales, 1 percent lower than a year ago. Kauai's 60 producers registered \$1.9 million in wholesale sales, 51 percent more than 2000.

FLORICULTURE AND NURSERY PRODUCTS: Value of grower sales, by county, 1997-2001

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								
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	16,297	18,106	3,615	18,295	5,044	19,850	1,477	82,684
2001	15,500	19,989	3,450	20,239	5,060	22,267	1,471	87,976
Hawaii								
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	12,592	10,319	1,140	15,757	2,120	4,859	712	47,499
2001	11,958	12,525	1,068	17,736	2,333	4,932	731	51,283
Honolulu								
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	6,515	1,098	1,940	1,609	11,832	327	24,001
2001	531	6,205	1,136	2,121	1,440	13,146	337	24,916
Kauai								
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	560	113	1,266
2001	353	281	⁷	⁷	140	1,039	98	1,911
Maui								
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	2,926	1,027	⁷	543	1,121	3,976	325	9,918
2001	2,658	978	⁷	⁷	1,147	4,778	305	9,866

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.

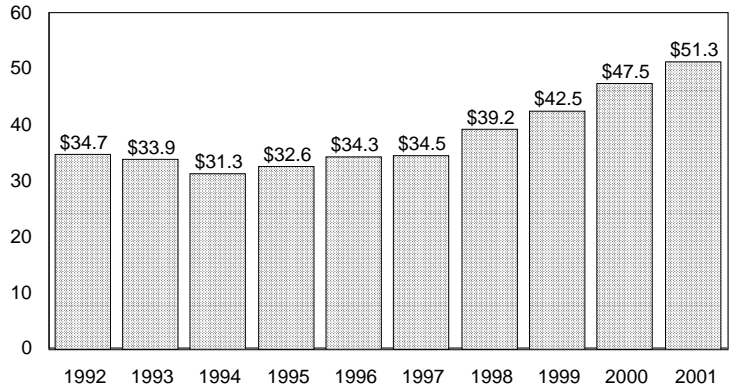
COUNTY SUMMARIES (Continued)

Hawaii County's Top Five Floriculture and Nursery Products/Categories, 2001

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

FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, HAWAII COUNTY, 1992-2001

MILLION DOLLARS



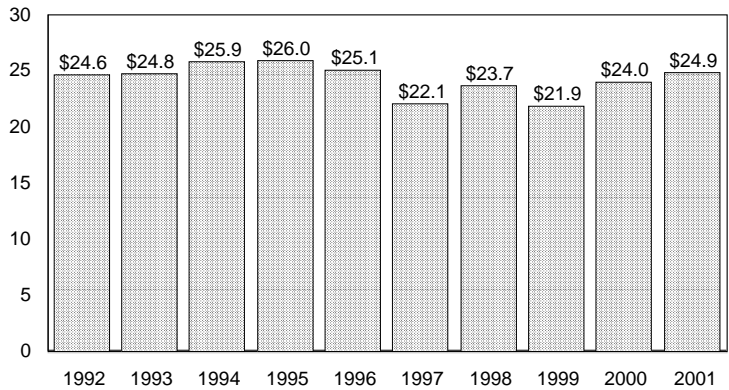
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Honolulu County's Top Five Floriculture and Nursery Products/Categories, 2001

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

FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, HONOLULU COUNTY, 1992-2001

MILLION DOLLARS



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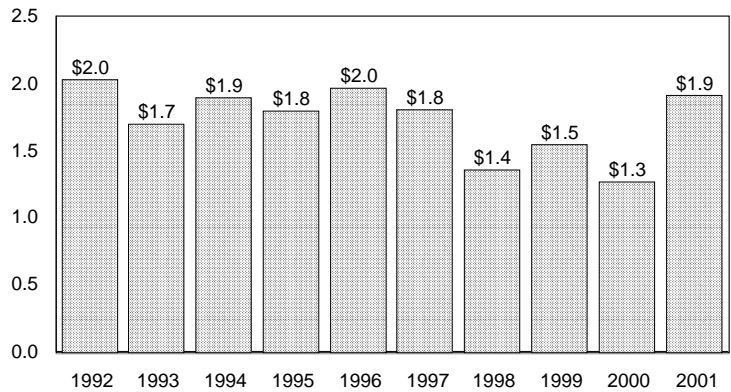
COUNTY SUMMARIES (Continued)

Kauai County's Top Five Floriculture and Nursery Products/Categories, 2001

- Landscape plant material
- Other potted orchids
- Dendrobiums, potted
- Plant rentals
- Dendrobium, individual blossoms

FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, KAUAI COUNTY, 1992-2001

MILLION DOLLARS



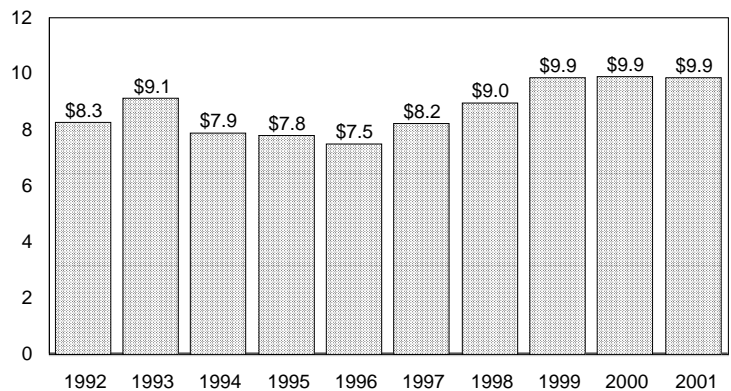
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Maui County's Top Five Floriculture and Nursery Products, 2001

- 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, 1992-2001

MILLION DOLLARS



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FARM NUMBERS & AREA SUMMARY

FLORICULTURE AND NURSERY PRODUCTS: Number of farms and growing area, by county, 1997-2001

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						
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	735	3,235	25,180	7	2,060	2,719
2001	790	3,175	26,660	9	2,355	3,049
Hawaii						
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	335	2,425	20,675	6	920	1,456
2001	360	2,265	22,010	9	1,055	1,621
Honolulu						
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	205	395	3,480	0	495	584
2001	220	370	3,625	0	580	672
Kauai						
1997	50	60	355	0	55	65
1998	40	75	295	0	45	53
1999	35	90	265	0	85	93
2000	50	70	340	1	130	140
2001	60	115	295	0	155	164
Maui						
1997	106	235	345	0	295	308
1998	145	280	475	0	435	452
1999	150	365	620	0	475	498
2000	145	345	685	0	515	539
2001	150	425	730	0	565	592

¹Glass or glass substitute structure.

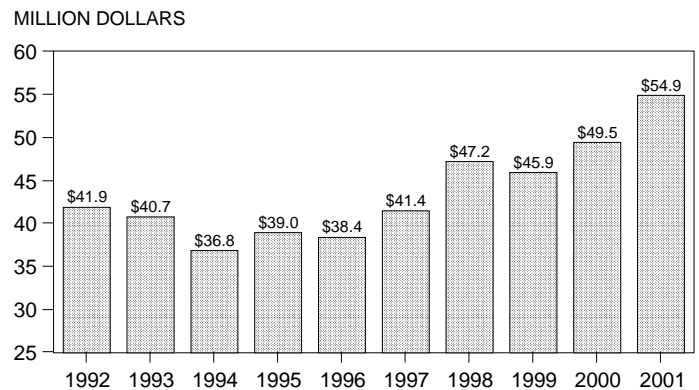
OUT-OF-STATE SALES

OUT-OF-STATE SALES PEGGED AT \$54.9 MILLION

The value of out-of-State sales of flowers and nursery products (including wholesale and retail sales) during 2001 was estimated at \$54.9 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 \$16.2 million, was the number one floriculture and nursery product exported. Anthurium exports were valued at \$11.0 million, 4 percent higher than the revised 2000 estimate. Other potted orchids followed with \$7.2 million in value. Potted dendrobium orchids ranked fourth in out-of-State sales with \$4.9 million.

FLORICULTURE & NURSERY PRODUCTS
OUT-OF-STATE SALES,
STATE OF HAWAII, 1992-2001¹



¹Includes wholesale and retail sales.

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FLORICULTURE AND NURSERY PRODUCTS: Out-of-State sales, State of Hawaii, 1997-2001¹

Commodity	1997	1998	1999	2000	2001
	<i>1,000 dollars</i>				
Anthuriums, cut	10,945	9,795	10,685	10,600	11,000
Birds of Paradise	720	945	710	980	860
Cymbidiums	80	130	110	100	110
Dendrobiums, sprays	3,545	3,820	2,875	3,395	3,500
Oncidium			270	545	660
Foliage, cut:					
Ti leaves	670	475	400	670	710
Other cut greens	885	1,070	845	1,060	1,480
Foliage, potted	10,320	12,220	12,785	13,525	16,200
Ginger, red	765	810	875	1,010	560
Gingers, other	450	800	890	830	460
Heliconias	820	955	970	1,400	1,270
Potted orchids:					
Dendrobiums	3,510	4,360	4,120	3,850	4,930
Phalaenopsis			285	655	640
Other orchids	5,410	6,485	5,395	6,285	7,180
Proteas	2,025	2,405	2,130	1,930	1,480
Unfinished potted foliage stock	70	400	355	270	270
Mixed assortment of cut flowers					1,260
All other flowers and nursery products	1,185	2,510	2,245	2,345	2,300
Total	41,400	47,180	45,945	49,450	54,870

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

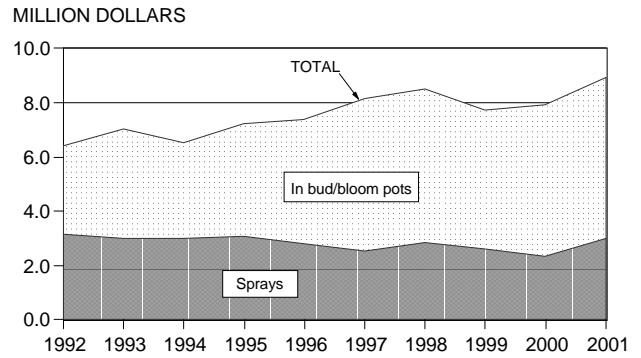


DENDROBIUM ORCHID SALES 8 PERCENT HIGHER

2001 dendrobium orchid sales were valued at \$10.3 million, 8 percent higher than 2000.

Potted in bud/bloom, valued at \$5.9 million, remained the leading dendrobium category with 58 percent of the total dendrobium orchid value. Growers of cut sprays registered \$3.0 million in sales, 28 percent higher than 2000. Cut sprays represent 29 percent of the total dendrobium orchid value. Individual blossoms of dendrobiums were valued at \$672,000, 9 percent higher than 2000. Value of community pots, pegged at \$682,000, was 27 percent lower than last year.

DENDROBIUM VALUE OF SALES, STATE OF HAWAII, 1992-2001¹



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

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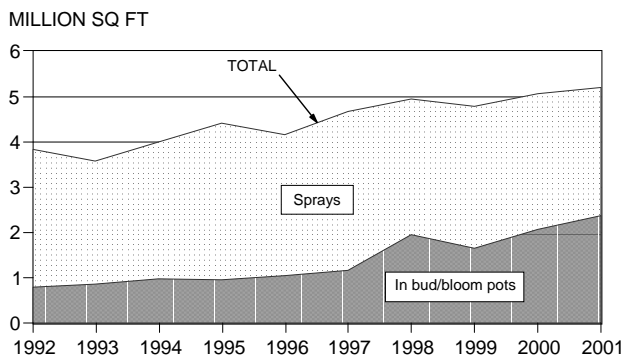
DENDROBIUM ORCHIDS: Sales and value, State of Hawaii, 1997-2001¹

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	
	<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>	
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	19.9	615	340	2,335	941	5,590	124	938	9,478
2001	21.0	672	415	2,990	1,036	5,926	140	682	10,270

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

DENDROBIUM PRODUCTION AREA 3 PERCENT HIGHER

DENDROBIUM PRODUCTION AREA, STATE OF HAWAII, 1992-2001¹



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 5.2 million square feet, 2 percent higher than 2000 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 2.8 million square feet, 6 percent lower than 2000. Production area for potted in bud/bloom totaled 2.4 million square feet, 14 percent more than the 2.07 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, 1997-2001¹

Year	Farms		Production area		
	Cut sprays	Potted in bud/bloom	Cut sprays	Potted in bud/bloom	Total
	----- Number -----		----- 1,000 square feet -----		
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	68	2,990	2,065	5,055
2001	49	67	2,825	2,350	5,175

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