



HAWAII FLOWERS & NURSERY PRODUCTS Annual Summary



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FLORICULTURE AND NURSERY SALES CONTINUE UPWARD TREND

Grower sales of Hawaii's flower and nursery products totaled a record \$97.7 million in 2003. According to *Hawaii Agricultural Statistics*, the 2003 wholesale value was 2 percent higher than the \$95.7 million value for 2002. Cut flowers and orchids were categories which registered increases in 2003. Grower sales for some commodities, already slumping from the aftereffects of west coast dock closures in 2002, were dampened again in 2003 with depressed tourist arrivals following the start of the war in Iraq and the outbreak of Severe Acute Respiratory Syndrome. Honolulu's month-long bus strike put a crimp on product sales in Chinatown which relies heavily on people traveling by bus.

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FLORICULTURE AND NURSERY PRODUCTS: Wholesale value, State of Hawaii, 1999-2003

| Commodity | 1999 | 2000 | 2001 | 2002 | 2003 |
|---|---------------|---------------|---------------|---------------|---------------|
| <i>1,000 dollars</i> | | | | | |
| Cut flowers ¹ | 16,517 | 16,297 | 14,566 | 13,055 | 14,158 |
| Orchids | 17,166 | 18,106 | 20,650 | 22,823 | 24,379 |
| Lei flowers | 4,051 | 3,615 | 3,928 | 4,170 | 3,722 |
| Foliage ² | 16,055 | 18,295 | 20,380 | 17,746 | 17,147 |
| Potted flowering plants | 4,421 | 5,044 | 5,010 | 7,052 | 5,626 |
| All other nursery products ³ | 15,978 | 19,850 | 22,838 | 29,569 | 31,299 |
| Unspecified sales ⁴ | 1,537 | 1,477 | 1,225 | 1,300 | 1,355 |
| Total | 75,725 | 82,684 | 88,597 | 95,715 | 97,686 |

¹ Cut orchids included in "Orchids" category.

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

³ Includes bedding plants, plant rentals, and any other nursery products not elsewhere classified.

⁴ Includes sales of growers greater than \$999 but less than \$10,000 which were not categorized.

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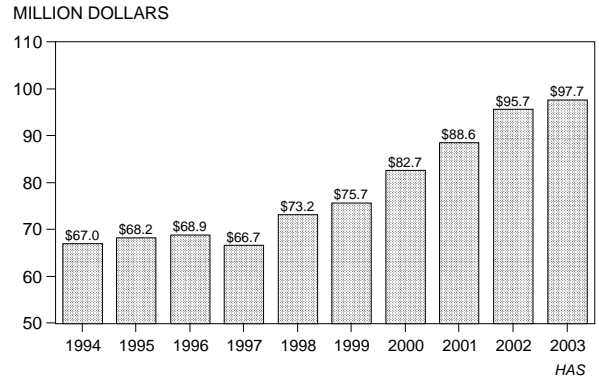
STATE SUMMARY (Continued)

Cut flower value of sales rose 8 percent in 2003 to \$14.2 million. Anthuriums remained the leading cut flower with value of sales pegged at \$5.8 million. Value of orchid sales increased 7 percent from 2002 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, declined 2 percent.

Foliage growers reported \$17.1 million in sales. Sales of potted foliage for indoor or patio use declined for the second consecutive year to \$15.5 million, 4 percent lower than 2002.

The lei flower category, with wholesale sales pegged at \$3.7 million, declined 11 percent from a year ago. Sales of potted flowering plants were valued at \$5.6 million, a decrease of 20 percent from 2002.

FLORICULTURE AND NURSERY PRODUCTS
VALUE OF SALES, STATE OF HAWAII, 1994-2003



FLORICULTURE & NURSERY PRODUCTS: Top ten crops, State of Hawaii, 2002-2003

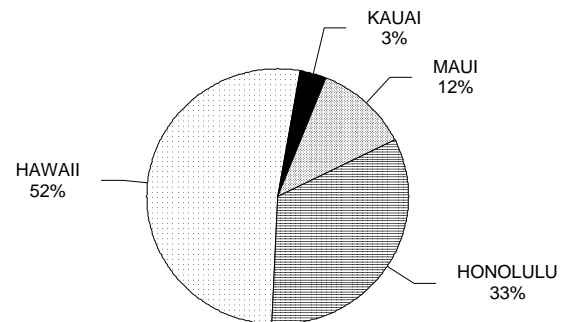
| Crop | Rank | | Value of production | | Crop | Rank | | Value of production | |
|---|---------------|----------|----------------------|--------------|----------------------|---------------|-----------|----------------------|--------------|
| | 2002 | 2003 | 2002 | 2003 | | 2002 | 2003 | 2002 | 2003 |
| | <i>Number</i> | | <i>1,000 dollars</i> | | | <i>Number</i> | | <i>1,000 dollars</i> | |
| Palms (potted for indoor or patio use) | 1 | 1 | 7,966 | 7,339 | Dendrobiums, sprays | 5 | 5 | 3,218 | 3,064 |
| Dendrobiums, potted ¹ | 2 | 2 | 7,318 | 7,166 | Phalaenopsis, potted | 9 | 6 | 1,214 | 1,699 |
| Anthuriums, cut | 4 | 3 | 4,720 | 5,794 | Gingers, cut | 6 | 7 | 1,719 | 1,699 |
| Dracaena (potted for indoor or patio use) | 3 | 4 | 5,604 | 5,585 | Protea | 10 | 8 | 1,108 | 1,545 |
| | | | | | Tuberose, lei | 7 | 9 | 1,641 | 1,484 |
| | | | | | Poinsettia, potted | 8 | 10 | 1,551 | 1,371 |

¹ Includes in bud/bloom and community pots.

COUNTY RANKINGS:

Hawaii county, with \$50.8 million in sales, ranked number one in 2003. Honolulu farmers registered sales of \$32.3 million, 1 percent higher than 2002. Maui county sales totaled \$11.3 million, 2 percent higher than last year. Kauai sales, pegged at \$3.2 million, were 22 percent higher than 2002.

FLORICULTURE AND NURSERY PRODUCTS
VALUE OF GROWER SALES, BY COUNTY, 2003



Note: Percentages may not add due to rounding

SELECTED CUT FLOWERS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1999-2003¹

| 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 | | | | |
| 1999 | 68 | 11,500 | 1,019 | 6,725 |
| 2000 | 64 | NA | 1,010 | 7,357 |
| 2001 | 61 | NA | 876 | 5,929 |
| 2002 | 66 | NA | 738 | 4,720 |
| 2003 | 61 | NA | 806 | 5,794 |
| Birds of Paradise - dozens | | | | |
| 1999 | 25 | 5,650 | 86 | 566 |
| 2000 | 26 | NA | 101 | 690 |
| 2001 | 27 | NA | 97 | 676 |
| 2002 | 24 | NA | 94 | 666 |
| 2003 | 28 | NA | 74 | 581 |
| Carnations, miniature - bunches | | | | |
| 1999 | 4 | 75 | 51 | 131 |
| 2000 ³ | | | | |
| 2001 ³ | | | | |
| 2002 ³ | | | | |
| 2003³ | | | | |
| Chrysanthemums, pompon - bunches | | | | |
| 1999 | 4 | 250 | 251 | 588 |
| 2000 | 4 | NA | 206 | 415 |
| 2001 | 4 | NA | 217 | 447 |
| 2002 | 4 | NA | 225 | 469 |
| 2003 | 4 | NA | 229 | 480 |
| Ginger, pink - dozens | | | | |
| 1999 | 47 | 3,465 | 82 | 464 |
| 2000 | 46 | NA | 81 | 542 |
| 2001 | 45 | NA | 67 | 460 |
| 2002 | 40 | NA | 59 | 474 |
| 2003 | 41 | NA | 57 | 485 |
| Ginger, red - dozens | | | | |
| 1999 | 61 | 3,380 | 157 | 748 |
| 2000 | 53 | NA | 137 | 750 |
| 2001 | 57 | NA | 140 | 820 |
| 2002 | 56 | NA | 147 | 1,048 |
| 2003 | 56 | NA | 135 | 978 |
| Gingers, other - dozens | | | | |
| 1999 | 27 | 1,085 | 30 | 221 |
| 2000 | 26 | NA | 28 | 216 |
| 2001 | 23 | NA | 20 | 128 |
| 2002 | 22 | NA | 25 | 197 |
| 2003 | 27 | NA | 27 | 236 |

See footnotes at end of table.

Continued

SELECTED CUT FLOWERS & FOLIAGE

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1999-2003¹ -- 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 | | | | |
| 1999 | 58 | 4,860 | 72 | 613 |
| 2000 | 54 | NA | 65 | 671 |
| 2001 | 53 | NA | 66 | 672 |
| 2002 | 50 | NA | 78 | 734 |
| 2003 | 58 | NA | 71 | 795 |
| Proteas - stems | | | | |
| 1999 | 33 | 8,345 | 2,518 | 1,677 |
| 2000 | 25 | NA | 1,915 | 1,392 |
| 2001 | 28 | NA | 1,342 | 1,177 |
| 2002 | 25 | NA | 1,475 | 1,108 |
| 2003 | 24 | NA | 1,978 | 1,545 |
| Roses⁴ - stems | | | | |
| 1999 | | | | |
| 2000 | 9 | NA | 5,144 | 2,057 |
| 2001 ³ | | | | |
| 2002 ³ | | | | |
| 2003³ | | | | |
| Other cut flowers - dozens | | | | |
| 1999 | 31 | NA | NA | 4,784 |
| 2000 | 32 | NA | NA | 2,207 |
| 2001 | 45 | NA | NA | 4,257 |
| 2002 | 55 | NA | NA | 3,639 |
| 2003 | 48 | NA | NA | 3,264 |
| FOLIAGE | | | | |
| Potted, primarily for indoor or patio use⁵ | | | | |
| 1999 | 65 | 5,265 | NA | 15,002 |
| 2000 ⁶ | | | | |
| 2001 ⁶ | | | | |
| 2002 ⁶ | | | | |
| 2003⁶ | | | | |
| Potted, dracaena⁷ | | | | |
| 1999 | | | | |
| 2000 | 31 | NA | NA | 6,648 |
| 2001 | 32 | NA | NA | 8,443 |
| 2002 | 36 | NA | NA | 5,604 |
| 2003 | 32 | NA | NA | 5,585 |

See footnotes at end of table.

Continued

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1999-2003¹ -- 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 | | | | |
| 1999 | | | | |
| 2000 | 44 | NA | NA | 8,434 |
| 2001 | 45 | NA | NA | 8,280 |
| 2002 | 46 | NA | NA | 7,966 |
| 2003 | 49 | NA | NA | 7,339 |
| Potted, hanging baskets⁷ | | | | |
| 1999 | | | | |
| 2000 | 16 | NA | NA | 123 |
| 2001 | 15 | NA | NA | 129 |
| 2002 | 16 | NA | NA | 182 |
| 2003 | 17 | NA | NA | 157 |
| Potted, other⁷ | | | | |
| 1999 | | | | |
| 2000 | 39 | NA | NA | 1,880 |
| 2001 | 32 | NA | NA | 2,384 |
| 2002 | 29 | NA | NA | 2,368 |
| 2003 | 34 | NA | NA | 2,387 |
| Ti leaves, cut - leaves | | | | |
| 1999 | 45 | 2,575 | 5,900 | 468 |
| 2000 | 37 | NA | 2,100 | 161 |
| 2001 | 39 | NA | 4,700 | 432 |
| 2002 | 40 | NA | 5,900 | 632 |
| 2003 | 43 | NA | 8,000 | 803 |
| Other greens, cut | | | | |
| 1999 | 22 | NA | NA | 224 |
| 2000 | 32 | NA | NA | 347 |
| 2001 | 32 | NA | NA | 215 |
| 2002 | 28 | NA | NA | 259 |
| 2003 | 31 | NA | NA | 317 |
| Unfinished foliage stock⁸ | | | | |
| 1999 | | | | |
| 2000 | 12 | NA | NA | 702 |
| 2001 | 8 | NA | NA | 497 |
| 2002 | 11 | NA | NA | 735 |
| 2003 | 8 | NA | NA | 559 |

See footnotes at end of table.

Continued

ORCHIDS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1999-2003¹ -- 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 | | | | |
| 1999 | 12 | 335 | 537 | 337 |
| 2000 | 10 | NA | 509 | 315 |
| 2001 | 10 | NA | 383 | 218 |
| 2002 | 12 | NA | 464 | 247 |
| 2003 | 11 | NA | 443 | 231 |
| Dendrobiums, sprays - dozens | | | | |
| 1999 | 49 | 2,610 | 378 | 2,608 |
| 2000 | 49 | NA | 340 | 2,335 |
| 2001 | 49 | NA | 385 | 2,926 |
| 2002 | 54 | NA | 462 | 3,218 |
| 2003 | 49 | NA | 413 | 3,064 |
| Oncidiums, sprays - dozens | | | | |
| 1999 | 31 | 355 | 47 | 463 |
| 2000 | 37 | NA | 56 | 536 |
| 2001 | 36 | NA | 60 | 590 |
| 2002 | 34 | NA | 64 | 641 |
| 2003 | 34 | NA | 79 | 770 |
| Other orchids, sprays⁹ - dozens | | | | |
| 1999 | 6 | NA | NA | 28 |
| 2000 | 10 | NA | NA | 119 |
| 2001 | 9 | NA | NA | 28 |
| 2002 | 16 | NA | NA | 210 |
| 2003 | 17 | NA | NA | 657 |
| Dendrobiums, potted¹⁰ - pots | | | | |
| 1999 | 72 | NA | 942 | 5,640 |
| 2000 | 74 | NA | 1,065 | 6,528 |
| 2001 | 76 | NA | 1,155 | 6,683 |
| 2002 | 76 | NA | 1,354 | 7,318 |
| 2003 | 76 | NA | 1,309 | 7,166 |
| Phalaenopsis, potted - pots | | | | |
| 1999 | 21 | NA | 205 | 1,169 |
| 2000 | 24 | NA | 143 | 1,030 |
| 2001 | 29 | NA | 161 | 1,055 |
| 2002 | 28 | NA | 178 | 1,214 |
| 2003 | 31 | NA | 247 | 1,699 |
| Other orchids, potted - pots | | | | |
| 1999 | 61 | NA | 1,551 | 6,921 |
| 2000 | 75 | NA | 1,561 | 7,243 |
| 2001 | 80 | NA | 2,148 | 9,150 |
| 2002 | 82 | NA | 1,922 | 9,975 |
| 2003 | 88 | NA | 1,826 | 10,792 |

See footnotes at end of table.

Continued

LEI FLOWERS & INDIVIDUAL BLOOMS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1999-2003¹ -- 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 | | | | |
| 1999 | 7 | NA | 5,600 | 397 |
| 2000 | 6 | NA | 5,400 | 377 |
| 2001 | 6 | NA | 5,600 | 387 |
| 2002 | 7 | NA | 7,000 | 360 |
| 2003 | 7 | NA | 5,000 | 269 |
| Dendrobiums - blooms | | | | |
| 1999 | 27 | NA | 21,700 | 673 |
| 2000 | 26 | NA | 19,900 | 615 |
| 2001 | 27 | NA | 23,700 | 732 |
| 2002 | 29 | NA | 29,300 | 908 |
| 2003 | 29 | NA | 26,200 | 839 |
| Pikake - strands | | | | |
| 1999 | 7 | NA | 82.5 | 222 |
| 2000 | 8 | NA | 77.8 | 270 |
| 2001 | 8 | NA | 62.0 | 140 |
| 2002 | 9 | NA | 81.0 | 242 |
| 2003 | 7 | NA | 67.0 | 227 |
| Plumerias - blooms | | | | |
| 1999 | 10 | NA | 45,000 | 931 |
| 2000 | 12 | NA | 21,700 | 538 |
| 2001 | 13 | NA | 29,300 | 664 |
| 2002 | 14 | NA | 25,200 | 604 |
| 2003 | 13 | NA | 21,200 | 537 |
| Tuberoses - blooms | | | | |
| 1999 | 6 | NA | 20,400 | 959 |
| 2000 | 7 | NA | 22,100 | 987 |
| 2001 | 6 | NA | 29,200 | 1,405 |
| 2002 | 6 | NA | 35,300 | 1,641 |
| 2003 | 7 | NA | 32,200 | 1,484 |
| Vanda, Miss Joaquim - blooms | | | | |
| 1999 | 7 | NA | 11,300 | 396 |
| 2000 | 7 | NA | 14,000 | 503 |
| 2001 | 6 | NA | 7,900 | 332 |
| 2002 | 4 | NA | 2,700 | 87 |
| 2003 | 6 | NA | 2,700 | 86 |
| Other lei/individual - blooms | | | | |
| 1999 | NA | NA | NA | 473 |
| 2000 | NA | NA | NA | 325 |
| 2001 | NA | NA | NA | 268 |
| 2002 | NA | NA | NA | 328 |
| 2003 | NA | NA | NA | 280 |

See footnotes at end of table.

Continued

POTTED FLOWERING & BEDDING/GARDEN PLANTS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1999-2003¹ -- 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 | | | | |
| 1999 | 24 | NA | 144 | 495 |
| 2000 | 28 | NA | 182 | 677 |
| 2001 | 25 | NA | 177 | 673 |
| 2002 | 26 | NA | 144 | 751 |
| 2003 | 29 | NA | 148 | 806 |
| Bromeliads - pots | | | | |
| 1999 | 14 | NA | 112 | 626 |
| 2000 | 18 | NA | 111 | 593 |
| 2001 | 18 | NA | 138 | 588 |
| 2002 | 14 | NA | 221 | 890 |
| 2003 | 13 | NA | 122 | 505 |
| Chrysanthemums - pots | | | | |
| 1999 | 4 | NA | 159 | 677 |
| 2000 | 6 | NA | 178 | 738 |
| 2001 | 5 | NA | 176 | 737 |
| 2002 | 5 | NA | 150 | 652 |
| 2003 | 5 | NA | 145 | 632 |
| Poinsettias - pots | | | | |
| 1999 | 30 | NA | 332 | 1,233 |
| 2000 | 31 | NA | 334 | 1,292 |
| 2001 | 35 | NA | 328 | 1,273 |
| 2002 | 31 | NA | 382 | 1,551 |
| 2003 | 30 | NA | 333 | 1,371 |
| Other potted flowering plants | | | | |
| 1999 | 26 | NA | NA | 1,390 |
| 2000 | 30 | NA | NA | 1,744 |
| 2001 | 34 | NA | NA | 1,739 |
| 2002 | 31 | NA | NA | 3,208 |
| 2003 | 29 | NA | NA | 2,312 |
| POTTED BEDDING/GARDEN | | | | |
| Impatiens, New Guinea⁸ | | | | |
| 1999 | | | | |
| 2000 | 11 | NA | 104 | 129 |
| 2001 | 10 | NA | 131 | 192 |
| 2002 | 11 | NA | 121 | 172 |
| 2003 | 11 | NA | 133 | 217 |
| Impatiens, other⁸ | | | | |
| 1999 | | | | |
| 2000 | 8 | NA | 169 | 103 |
| 2001 | 10 | NA | 279 | 158 |
| 2002 | 12 | NA | 268 | 145 |
| 2003 | 11 | NA | 290 | 166 |

See footnotes at end of table.

Continued

BEDDING/GARDEN PLANTS & OTHER NURSERY PRODUCTS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1999-2003¹ -- 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 | | | | |
| 1999 | | | | |
| 2000 | 30 | NA | NA | 2,502 |
| 2001 | 29 | NA | NA | 2,548 |
| 2002 | 29 | NA | NA | 3,474 |
| 2003 | 28 | NA | NA | 3,736 |
| PLANT RENTALS | | | | |
| 1999 | | | | |
| 2000 | 32 | NA | NA | 3,226 |
| 2001 | 37 | NA | NA | 3,374 |
| 2002 | 42 | NA | NA | 3,098 |
| 2003 | 47 | NA | NA | 3,801 |
| 2003 | 41 | NA | NA | 3,681 |
| LANDSCAPE PLANTS⁸ | | | | |
| 1999 | | | | |
| 2000 | 98 | | | 10,601 |
| 2001 | 110 | | | 12,996 |
| 2002 | 117 | | | 17,150 |
| 2003 | 121 | | | 18,454 |
| OTHER NURSERY PRODUCTS¹¹ | | | | |
| 1999 | | | | 13,113 |
| 2000 | | | | 3,141 |
| 2001 | | | | 3,846 |
| 2002 | | | | 4,827 |
| 2003 | | | | 5,045 |
| UNSPECIFIED SALES¹² | | | | |
| 1999 | | | | 1,537 |
| 2000 | | | | 1,477 |
| 2001 | | | | 1,225 |
| 2002 | | | | 1,300 |
| 2003 | | | | 1,355 |
| TOTAL | | | | |
| 1999 | 765 | | | 75,725 |
| 2000 | 735 | | | 82,684 |
| 2001 | 790 | | | 88,597 |
| 2002 | 870 | | | 95,715 |
| 2003 | 795 | | | 97,686 |

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". 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 Includes other flowers or nursery products not elsewhere classified. ¹² Beginning 1992, includes sales of growers greater than \$999 but less than \$10,000 which were not categorized.

COUNTY SUMMARIES

BIG ISLAND REMAINS NUMBER ONE IN VALUE

Hawaii county growers of flowers and nursery products accounted for 52 percent of the state's total wholesale value of flowers and nursery products in 2003. Big Island's 375 growers rang up sales of \$50.8 million, 2 percent more than the \$49.9 million in 2002. Honolulu's 210 producers accounted for 33 percent of the state's total wholesale value of flowers and nursery products. Honolulu farmers reported sales of \$32.3 million, 1 percent higher than 2002. Maui county's 145 producers generated \$11.3 million in wholesale sales, 2 percent higher than a year ago. Kauai's 65 producers registered \$3.2 million in wholesale sales, 22 percent more than 2002.

FLORICULTURE AND NURSERY PRODUCTS: Value of grower sales, by county, 1999-2003

| 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 | | | | | | | | |
| 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 | 14,566 | 20,650 | 3,928 | 20,380 | 5,010 | 22,838 | 1,225 | 88,597 |
| 2002 | 13,055 | 22,823 | 4,170 | 17,746 | 7,052 | 29,569 | 1,300 | 95,715 |
| 2003 | 14,158 | 24,379 | 3,722 | 17,147 | 5,626 | 31,299 | 1,355 | 97,686 |
| Hawaii | | | | | | | | |
| 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 | 11,194 | 11,954 | 1,213 | 17,885 | 2,394 | 5,467 | 530 | 50,637 |
| 2002 | 9,191 | 13,903 | 1,180 | 14,860 | 2,220 | 7,941 | 575 | 49,870 |
| 2003 | 10,255 | 15,221 | 1,086 | 14,391 | 1,156 | 8,075 | 635 | 50,819 |
| Honolulu | | | | | | | | |
| 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 | 502 | 7,330 | 1,384 | 2,116 | 1,351 | 13,195 | 320 | 26,198 |
| 2002 | 694 | 7,587 | 1,412 | 2,301 | 3,465 | 16,307 | 340 | 32,106 |
| 2003 | 655 | 7,123 | 1,399 | 2,223 | 3,177 | 17,402 | 370 | 32,349 |
| Kauai | | | | | | | | |
| 1999 | 133 | 411 | ⁶ | 72 | 118 | 696 | 117 | 1,547 |
| 2000 | 99 | 245 | ⁶ | 55 | 194 | 560 | 113 | 1,266 |
| 2001 | 314 | 255 | ⁶ | ⁶ | 130 | 1,020 | 145 | 1,864 |
| 2002 | 363 | 326 | ⁶ | ⁶ | 84 | 1,715 | 145 | 2,633 |
| 2003 | 268 | 459 | ⁶ | ⁶ | 148 | 2,198 | 130 | 3,203 |
| Maui | | | | | | | | |
| 1999 | 3,051 | 999 | ⁶ | 628 | 1,229 | 3,589 | 355 | 9,851 |
| 2000 | 2,926 | 1,027 | ⁶ | 543 | 1,121 | 3,976 | 325 | 9,918 |
| 2001 | 2,556 | 1,111 | ⁶ | ⁶ | 1,135 | 4,866 | 230 | 9,898 |
| 2002 | 2,807 | 1,007 | ⁶ | ⁶ | 1,283 | 5,769 | 240 | 11,106 |
| 2003 | 2,980 | 1,576 | ⁶ | ⁶ | 1,145 | 5,394 | 220 | 11,315 |

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 county estimates may not add to State total due to rounding. ⁵Includes grower sales greater than \$999 but less than \$10,000 which were not categorized. ⁶Data not shown separately to avoid disclosure of individual operations but combined and included in the State total.

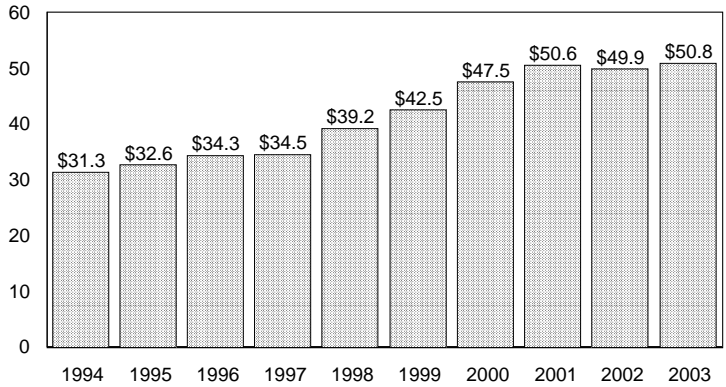
COUNTY SUMMARIES (Continued)

Hawaii County's Top Five Floriculture and Nursery Products/Categories, 2003

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

FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, HAWAII COUNTY, 1994-2003

MILLION DOLLARS



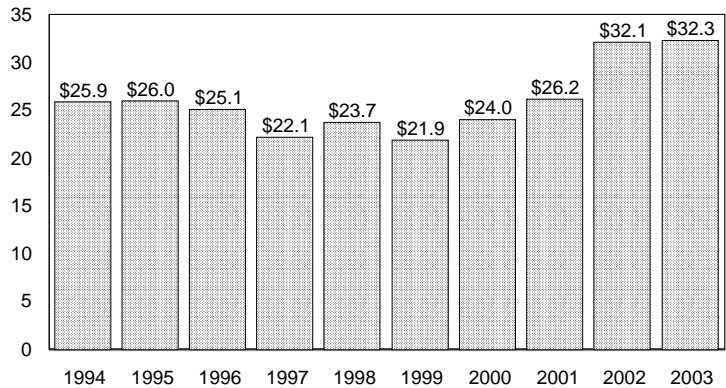
HAS

Honolulu County's Top Five Floriculture and Nursery Products/Categories, 2003

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

FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, HONOLULU COUNTY, 1994-2003

MILLION DOLLARS



HAS

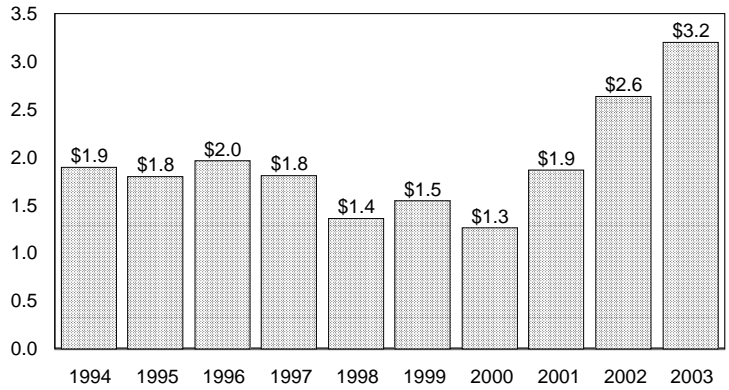
COUNTY SUMMARIES (Continued)

Kauai County's Top Five Floriculture and Nursery Products/Categories, 2003

- Landscape plant material
- Plant rentals
- Other bedding and garden plants
- Dendrobiums, potted
- Dendrobium, sprays

FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, KAUAI COUNTY, 1994-2003

MILLION DOLLARS



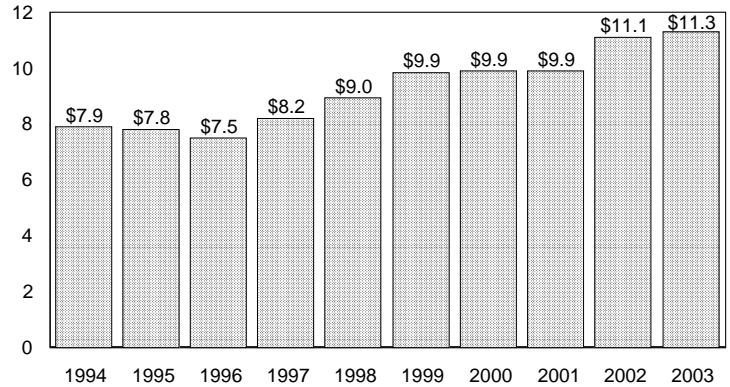
HAS

Maui County's Top Five Floriculture and Nursery Products/Categories, 2003

- 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, 1994-2003

MILLION DOLLARS



HAS

FARM NUMBERS & AREA SUMMARY

FLORICULTURE AND NURSERY PRODUCTS: Number of farms and growing area, by county, 1999-2003

| 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 | | | | | | |
| 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 |
| 2002 | 870 | 3,030 | 30,415 | 10 | 2,870 | 3,648 |
| 2003 | 795 | 2,815 | 29,410 | 13 | 2,620 | 3,373 |
| Hawaii | | | | | | |
| 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 |
| 2002 | 420 | 2,210 | 24,125 | 10 | 1,565 | 2,180 |
| 2003 | 375 | 2,190 | 23,435 | 13 | 1,345 | 1,946 |
| Honolulu | | | | | | |
| 1999 | 225 | 485 | 3,360 | 0 | 465 | 553 |
| 2000 | 205 | 395 | 3,480 | 0 | 495 | 584 |
| 2001 | 220 | 370 | 3,625 | 0 | 580 | 672 |
| 2002 | 230 | 330 | 5,055 | 0 | 585 | 709 |
| 2003 | 210 | 220 | 5,000 | 0 | 565 | 685 |
| Kauai | | | | | | |
| 1999 | 35 | 90 | 265 | 0 | 85 | 93 |
| 2000 | 50 | 70 | 340 | 1 | 130 | 140 |
| 2001 | 60 | 115 | 295 | 0 | 155 | 164 |
| 2002 | 65 | 90 | 495 | 0 | 180 | 193 |
| 2003 | 65 | 65 | 355 | 0 | 160 | 170 |
| Maui | | | | | | |
| 1999 | 150 | 365 | 620 | 0 | 475 | 498 |
| 2000 | 145 | 345 | 685 | 0 | 515 | 539 |
| 2001 | 150 | 425 | 730 | 0 | 565 | 592 |
| 2002 | 155 | 400 | 740 | 0 | 540 | 566 |
| 2003 | 145 | 340 | 620 | 0 | 550 | 572 |

¹Glass or glass substitute structure.

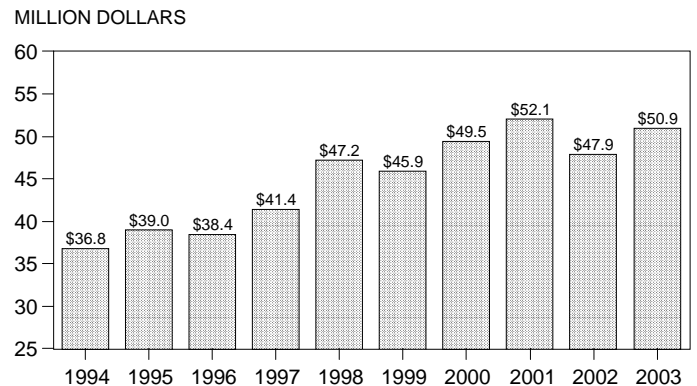
OUT-OF-STATE SALES

OUT-OF-STATE SALES PEGGED AT \$50.9 MILLION

The value of out-of-State sales of flowers and nursery products (including wholesale and retail sales) during 2003 was estimated at \$50.9 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 \$11.0 million, was the number one floriculture and nursery product exported. Other potted orchids followed with \$9.7 million in value. Cut anthurium exports were valued at \$8.5 million, 10 percent higher than 2002. Potted dendrobium orchids ranked fourth in out-of-State sales with \$4.6 million.

FLORICULTURE & NURSERY PRODUCTS
OUT-OF-STATE SALES,
STATE OF HAWAII, 1994-2003¹



¹Includes wholesale and retail sales.

HAS

FLORICULTURE AND NURSERY PRODUCTS: Out-of-State sales, State of Hawaii, 1999-2003¹

| Commodity | 1999 | 2000 | 2001 | 2002 | 2003 |
|--|---------------|---------------|---------------|---------------|---------------|
| <i>1,000 dollars</i> | | | | | |
| Anthuriums, cut | 10,685 | 10,600 | 8,800 | 7,700 | 8,500 |
| Birds of Paradise | 710 | 980 | 860 | 840 | 700 |
| Cymbidiums | 110 | 100 | 150 | 140 | 140 |
| Dendrobiums, sprays | 2,875 | 3,395 | 3,500 | 3,400 | 3,600 |
| Oncidium | 270 | 545 | 510 | 500 | 610 |
| Foliage, cut: | | | | | |
| Ti leaves | 400 | 670 | 710 | 680 | 840 |
| Other cut greens | 845 | 1,060 | 1,480 | 1,520 | 1,600 |
| Foliage, potted | 12,785 | 13,525 | 15,800 | 10,700 | 11,000 |
| Ginger, red | 875 | 1,010 | 560 | 600 | 650 |
| Gingers, other | 890 | 830 | 590 | 490 | 540 |
| Heliconias | 970 | 1,400 | 1,020 | 1,040 | 1,200 |
| Potted orchids: | | | | | |
| Dendrobiums | 4,120 | 3,850 | 4,900 | 4,510 | 4,590 |
| Phalaenopsis | 285 | 655 | 630 | 750 | 930 |
| Other orchids | 5,395 | 6,285 | 7,200 | 9,130 | 9,730 |
| Proteas | 2,130 | 1,930 | 1,560 | 1,620 | 1,800 |
| Mixed assortment of cut flowers | | | 1,260 | 1,240 | 1,730 |
| All other flowers and nursery products | 2,600 | 2,615 | 2,570 | 3,010 | 2,740 |
| Total | 45,945 | 49,450 | 52,100 | 47,870 | 50,900 |

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.

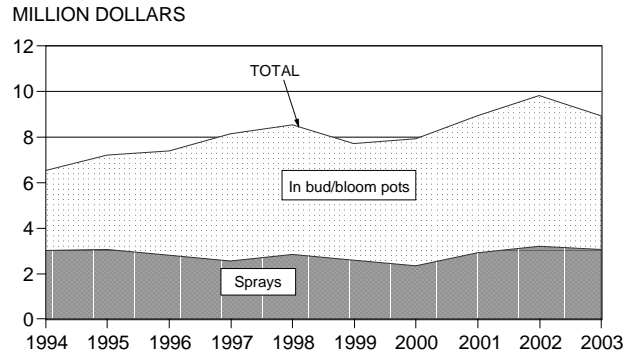
HAWAII DENDROBIUM ORCHIDS



DENDROBIUM ORCHID SALES 3 PERCENT LOWER

2003 dendrobium orchid sales were valued at \$11.1 million, 3 percent lower than 2002. Potted in bud/bloom, valued at \$5.9 million, remained the leading dendrobium category with 53 percent of the total dendrobium orchid value. Growers of cut sprays registered \$3.1 million in sales, 5 percent lower than 2002. Cut sprays represent 28 percent of the total dendrobium orchid value. Individual blossoms of dendrobiums were valued at \$839,000, 8 percent lower than 2002. Value of community pots, pegged at \$1.3 million, was 84 percent higher than last year.

DENDROBIUM VALUE OF SALES, STATE OF HAWAII, 1994-2003 ¹



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

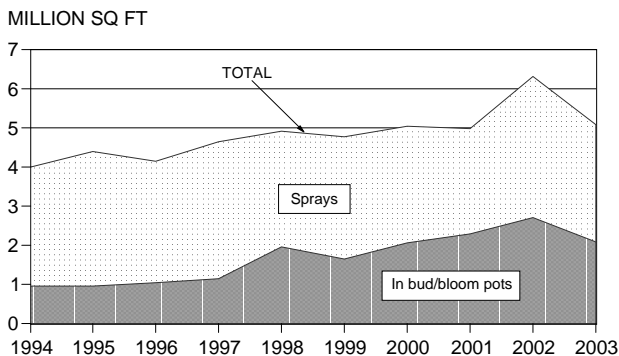
HAS

DENDROBIUM ORCHIDS: Sales and value, State of Hawaii, 1999-2003 ¹

| 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> | |
| 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 | 23.7 | 732 | 385 | 2,926 | 1,035 | 6,013 | 120 | 670 | 10,341 |
| 2002 | 29.3 | 908 | 462 | 3,218 | 1,229 | 6,624 | 125 | 694 | 11,444 |
| 2003 | 26.2 | 839 | 413 | 3,064 | 1,052 | 5,891 | 257 | 1,275 | 11,069 |

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

DENDROBIUM PRODUCTION AREA, STATE OF HAWAII, 1994-2003 ¹



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

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DENDROBIUM PRODUCTION AREA 19 PERCENT LOWER

The combined production area for dendrobium cut sprays and in bud/bloom pots totaled 5.1 million square feet, 19 percent lower than 2002's 6.3 million square feet reported by 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. Area utilized for cut sprays totaled 3.0 million square feet, 16 percent lower than 2002. Production area for potted in bud/bloom totaled 2.1 million square feet, 23 percent less than the 2.7 million square feet reported the previous year.

HAWAII DENDROBIUM ORCHIDS

DENDROBIUM ORCHIDS (POTTED IN BUD/BLOOM AND CUT SPRAYS): Number of farms and production area, State of Hawaii, 1999-2003¹

| Year | Farms | | Production area | | |
|-------------|--------------------|------------------------|-------------------------------|------------------------|--------------|
| | Cut sprays | Potted in bud/bloom | Cut sprays | Potted in bud/bloom | Total |
| | ----- Number ----- | | ----- 1,000 square feet ----- | | |
| 1999 | 49 | 70 | 3,115 | 1,665 | 4,780 |
| 2000 | 49 | 68 | 2,990 | 2,065 | 5,055 |
| 2001 | 49 | 70 | 2,700 | 2,295 | 4,995 |
| 2002 | 54 | 71 | 3,595 | 2,725 | 6,320 |
| 2003 | 49 | 69 | 3,005 | 2,090 | 5,095 |

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