



# HAWAII FLOWERS & NURSERY PRODUCTS Annual Summary



National Agricultural Statistics Service  
Hawaii Department of Agriculture

Release: June 4, 2005

## FLORICULTURE AND NURSERY SALES SLIP 1 PERCENT

Grower sales of Hawaii's flower and nursery products totaled \$94.5 million in 2004. According to the Hawaii Agricultural Statistics office, the 2004 wholesale value was 1 percent lower than the \$95.6 million value recorded in 2003. Foliage and potted flowering plants were categories registering increases in 2004. Cut flower value of sales declined 8 percent in 2004 to \$13.1 million. Anthuriums remained the leading cut flower with value of sales pegged at \$4.7 million. Value of orchid sales declined 2 percent from 2003. Potted dendrobiums and other potted orchids were leaders in this category.

*Continued on page 2 . . .*

### FLORICULTURE AND NURSERY PRODUCTS: Wholesale value, State of Hawaii, 2000-2004

Commodity	2000	2001	2002	2003	2004
<i>1,000 dollars</i>					
Cut flowers <sup>1</sup>	16,297	14,566	13,055	14,183	<b>13,108</b>
Orchids	18,106	20,650	22,823	23,439	<b>22,856</b>
Lei flowers	3,615	3,928	4,170	3,704	<b>3,357</b>
Foliage <sup>2</sup>	18,295	20,380	17,746	16,966	<b>17,718</b>
Potted flowering plants	5,044	5,010	7,052	5,563	<b>6,016</b>
All other nursery products <sup>3</sup>	19,850	22,838	29,569	30,391	<b>30,135</b>
Unspecified sales <sup>4</sup>	1,477	1,225	1,300	1,355	<b>1,335</b>
<b>Total</b>	<b>82,684</b>	<b>88,597</b>	<b>95,715</b>	<b>95,601</b>	<b>94,525</b>

<sup>1</sup> Cut orchids included in "Orchids" category.

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

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

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

Hawaii Agricultural Statistics  
1428 S. King Street  
Honolulu, HI 96814-2512

Oahu - 973-9588  
Other Islands - 1 (800) 804-9514  
FAX (808) 973-2909  
Web Site <http://www.nass.usda.gov/hi>

MARK E. HUDSON  
Director

STEVE P. GUNN  
Deputy Director

ARTHUR OSAKI  
Research Statistician

SANDY NAKASONE  
Statistical Assistant

Contributing: Robert Miyake - Hawaii  
Naomi Landgraf - Maui  
June Okamura - Kauai, Oahu

### CONTENTS

Summary.....	1-2
Selected Crops .....	3-9
County Summaries .....	10-12
Farm Numbers & Area Summary .....	13
Out-of-State Sales .....	14
Dendrobium Orchids.....	15-16

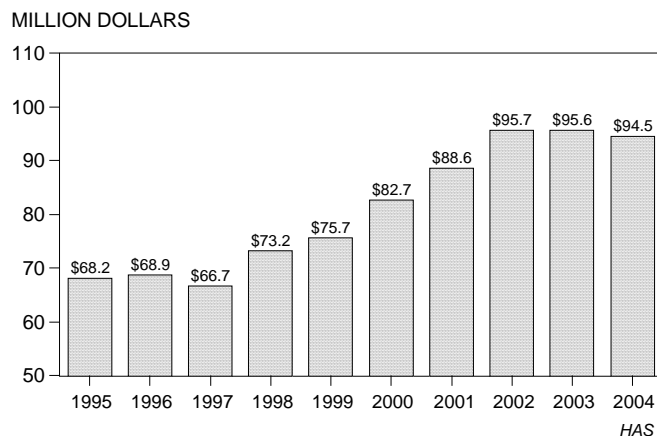
# STATE SUMMARY (Continued)

Foliage growers reported sales of \$17.7 million. Potted palms and dracaenas were leaders in this group with sales of \$7.3 million and \$5.7 million, respectively.

Lei flower growers recorded sales of \$3.4 million, 9 percent lower than 2003. Vanda and the other individual blooms were the only categories to register increases for 2004.

Potted flowering plant producers, with \$6.0 million, realized an 8 percent increase in sales for 2004.

## FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, STATE OF HAWAII, 1995-2004

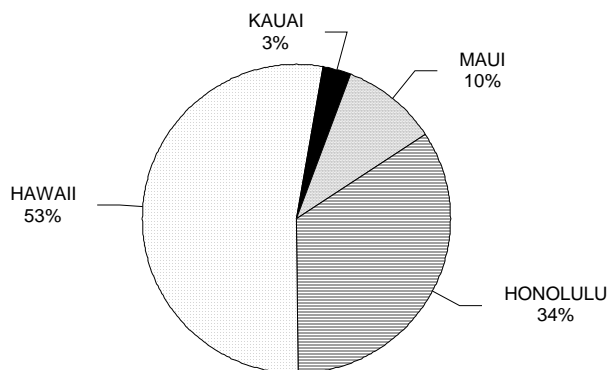


## FLORICULTURE & NURSERY PRODUCTS: Top ten crops, State of Hawaii, 2003-2004

Crop	Rank		Value of production		Crop	Rank		Value of production	
	2003	2004	2003	2004		2003	2004	2003	2004
	<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	7,404	<b>7,322</b>	Dendrobiums, sprays	5	<b>5</b>	3,069	<b>3,194</b>
Dendrobiums, potted <sup>1</sup>	2	2	6,154	<b>6,748</b>	Oncidium, pots		<b>6</b>		<b>3,066</b>
Dracaena (potted for indoor or patio use)	4	3	5,573	<b>5,735</b>	Gingers, cut	6	<b>7</b>	1,718	<b>1,696</b>
Anthuriums, cut	3	4	5,832	<b>4,665</b>	Protea	8	<b>8</b>	1,515	<b>1,416</b>
					Poinsettia, potted	10	<b>9</b>	1,351	<b>1,414</b>
					Tuberose, lei	9	<b>10</b>	1,484	<b>1,302</b>

<sup>1</sup> Includes in bud/bloom and community pots.

## FLORICULTURE AND NURSERY PRODUCTS VALUE OF GROWER SALES, BY COUNTY, 2004



### COUNTY RANKINGS:

Hawaii county, with \$50.5 million in sales, ranked number one in 2004. Honolulu farmers registered sales of \$31.7 million, 2 percent higher than 2003. Maui county sales totaled \$9.5 million, 15 percent lower than last year. Kauai sales, pegged at \$2.9 million, were down 7 percent from 2003.

HAS

# SELECTED CUT FLOWERS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2000-2004<sup>1</sup>

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>CUT FLOWERS</b>			
<b>Anthuriums - dozens</b>			
2000	64	1,010	7,357
2001	61	876	5,929
2002	66	738	4,720
2003	61	810	5,832
<b>2004</b>	<b>59</b>	<b>617</b>	<b>4,665</b>
<b>Birds of Paradise - dozens</b>			
2000	26	101	690
2001	27	97	676
2002	24	94	666
2003	29	74	586
<b>2004</b>	<b>30</b>	<b>51</b>	<b>426</b>
<b>Chrysanthemums, pompon - bunches</b>			
2000	4	206	415
2001	4	217	447
2002	4	225	469
2003	4	229	480
<b>2004</b>	<b>4</b>	<b>217</b>	<b>451</b>
<b>Ginger, pink - dozens</b>			
2000	46	81	542
2001	45	67	460
2002	40	59	474
2003	40	54	477
<b>2004</b>	<b>45</b>	<b>48</b>	<b>470</b>
<b>Ginger, red - dozens</b>			
2000	53	137	750
2001	57	140	820
2002	56	147	1,048
2003	57	140	1,013
<b>2004</b>	<b>55</b>	<b>124</b>	<b>957</b>
<b>Gingers, other - dozens</b>			
2000	26	28	216
2001	23	20	128
2002	22	25	197
2003	27	23	228
<b>2004</b>	<b>33</b>	<b>24</b>	<b>269</b>

See footnotes at end of table.

Continued

# SELECTED CUT FLOWERS & ORCHIDS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2000-2004<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>Heliconias - dozens</b>			
2000	54	65	671
2001	53	66	672
2002	50	78	734
2003	58	66	792
<b>2004</b>	<b>59</b>	<b>69</b>	<b>820</b>
<b>Proteas - stems</b>			
2000	25	1,915	1,392
2001	28	1,342	1,177
2002	25	1,475	1,108
2003	24	2,012	1,515
<b>2004</b>	<b>32</b>	<b>1,921</b>	<b>1,416</b>
<b>Roses - stems</b>			
2000	9	5,144	2,057
2001 <sup>3</sup>			
2002 <sup>3</sup>			
2003 <sup>3</sup>			
<b>2004<sup>3</sup></b>			
<b>Other cut flowers - dozens</b>			
2000	32	NA	2,207
2001	45	NA	4,257
2002	55	NA	3,639
2003	49	NA	3,260
<b>2004</b>	<b>51</b>	<b>NA</b>	<b>3,634</b>
<b>ORCHIDS</b>			
<b>Cymbidiums, cut - flowers</b>			
2000	10	509	315
2001	10	383	218
2002	12	464	247
2003	11	464	229
<b>2004</b>	<b>13</b>	<b>408</b>	<b>288</b>
<b>Dendrobiums, sprays - dozens</b>			
2000	49	340	2,335
2001	49	385	2,926
2002	54	462	3,218
2003	50	410	3,069
<b>2004</b>	<b>50</b>	<b>453</b>	<b>3,194</b>
<b>Oncidiums, sprays - dozens</b>			
2000	37	56	536
2001	36	60	590
2002	34	64	641
2003	34	79	770
<b>2004</b>	<b>29</b>	<b>60</b>	<b>705</b>

See footnotes at end of table.

Continued

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii 2000-2004<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>Other orchids, sprays<sup>4</sup> - dozens</b>			
2000	10	NA	119
2001	9	NA	28
2002	16	NA	210
2003	17	NA	656
<b>2004</b>	<b>19</b>	<b>NA</b>	<b>263</b>
<b>Dendrobiums, potted<sup>5</sup> - pots</b>			
2000	74	1,065	6,528
2001	76	1,155	6,683
2002	76	1,354	7,318
2003	81	1,096	6,154
<b>2004</b>	<b>80</b>	<b>1,243</b>	<b>6,748</b>
<b>Oncidiums, potted<sup>6</sup> - pots</b>			
2000			
2001			
2002			
2003			
<b>2004</b>	<b>42</b>	<b>457</b>	<b>3,066</b>
<b>Phalaenopsis, potted - pots</b>			
2000	24	143	1,030
2001	29	161	1,055
2002	28	178	1,214
2003	31	246	1,695
<b>2004</b>	<b>31</b>	<b>166</b>	<b>966</b>
<b>Other orchids, potted - pots</b>			
2000	75	1,561	7,243
2001	80	2,148	9,150
2002	82	1,922	9,975
2003	88	1,814	10,866
<b>2004</b>	<b>78</b>	<b>1,357</b>	<b>7,626</b>

See footnotes at end of table.

Continued

# FOLIAGE

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii 2000-2004<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>FOLIAGE</b>			
<b>Potted, dracaena</b>			
2000	31	NA	6,648
2001	32	NA	8,443
2002	36	NA	5,604
2003	32	NA	5,573
<b>2004</b>	<b>29</b>	<b>NA</b>	<b>5,735</b>
<b>Potted, palms</b>			
2000	44	NA	8,434
2001	45	NA	8,280
2002	46	NA	7,966
2003	49	NA	7,404
<b>2004</b>	<b>48</b>	<b>NA</b>	<b>7,322</b>
<b>Potted, hanging baskets</b>			
2000	16	NA	123
2001	15	NA	129
2002	16	NA	182
2003	17	NA	146
<b>2004</b>	<b>16</b>	<b>NA</b>	<b>202</b>
<b>Potted, other</b>			
2000	39	NA	1,880
2001	32	NA	2,384
2002	29	NA	2,368
2003	32	NA	2,209
<b>2004</b>	<b>29</b>	<b>NA</b>	<b>2,684</b>
<b>Ti leaves, cut - leaves</b>			
2000	37	2,100	161
2001	39	4,700	432
2002	40	5,900	632
2003	43	7,900	746
<b>2004</b>	<b>41</b>	<b>7,200</b>	<b>669</b>
<b>Other greens, cut</b>			
2000	32	NA	347
2001	32	NA	215
2002	28	NA	259
2003	31	NA	317
<b>2004</b>	<b>36</b>	<b>NA</b>	<b>364</b>
<b>Unfinished foliage stock</b>			
2000	12	NA	702
2001	8	NA	497
2002	11	NA	735
2003	9	NA	571
<b>2004</b>	<b>11</b>	<b>NA</b>	<b>742</b>

See footnotes at end of table.

Continued

# LEI FLOWERS & INDIVIDUAL BLOOMS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2000-2004<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>LEI/INDIVIDUAL BLOOMS</b>			
<b>Carnations - blooms</b>			
2000	6	5,400	377
2001	6	5,600	387
2002	7	7,000	360
2003	7	5,000	268
<b>2004</b>	<b>5</b>	<b>3,800</b>	<b>243</b>
<b>Dendrobiums - blooms</b>			
2000	26	19,900	615
2001	27	23,700	732
2002	29	29,300	908
2003	30	25,700	847
<b>2004</b>	<b>26</b>	<b>21,200</b>	<b>593</b>
<b>Pikake - strands</b>			
2000	8	77.8	270
2001	8	62.0	140
2002	9	81.0	242
2003	7	67.0	202
<b>2004</b>	<b>5</b>	<b>56.0</b>	<b>162</b>
<b>Plumerias - blooms</b>			
2000	12	21,700	538
2001	13	29,300	664
2002	14	25,200	604
2003	14	21,200	537
<b>2004</b>	<b>13</b>	<b>16,000</b>	<b>513</b>
<b>Tuberoses - blooms</b>			
2000	7	22,100	987
2001	6	29,200	1,405
2002	6	35,300	1,641
2003	7	32,200	1,484
<b>2004</b>	<b>7</b>	<b>28,200</b>	<b>1,302</b>
<b>Vanda, Miss Joaquim - blooms</b>			
2000	7	14,000	503
2001	6	7,900	332
2002	4	2,700	87
2003	6	2,700	86
<b>2004</b>	<b>7</b>	<b>4,100</b>	<b>131</b>
<b>Other lei/individual - blooms</b>			
2000	NA	NA	325
2001	NA	NA	268
2002	NA	NA	328
2003	NA	NA	280
<b>2004</b>	<b>NA</b>	<b>NA</b>	<b>413</b>

See footnotes at end of table.

Continued

# POTTED FLOWERING & BEDDING/GARDEN PLANTS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2000-2004<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>POTTED FLOWERING PLANTS</b>			
<b>Anthuriums - pots</b>			
2000	28	182	677
2001	25	177	673
2002	26	144	751
2003	30	148	804
<b>2004</b>	<b>28</b>	<b>164</b>	<b>879</b>
<b>Bromeliads - pots</b>			
2000	18	111	593
2001	18	138	588
2002	14	221	890
2003	12	117	461
<b>2004</b>	<b>11</b>	<b>131</b>	<b>582</b>
<b>Chrysanthemums - pots</b>			
2000	6	178	738
2001	5	176	737
2002	5	150	652
2003	5	108	497
<b>2004</b>	<b>5</b>	<b>93</b>	<b>468</b>
<b>Poinsettias - pots</b>			
2000	31	334	1,292
2001	35	328	1,273
2002	31	382	1,551
2003	31	344	1,351
<b>2004</b>	<b>32</b>	<b>328</b>	<b>1,414</b>
<b>Other potted flowering plants</b>			
2000	30	NA	1,744
2001	34	NA	1,739
2002	31	NA	3,208
2003	29	NA	2,450
<b>2004</b>	<b>24</b>	<b>NA</b>	<b>2,673</b>
<b>POTTED BEDDING/GARDEN</b>			
<b>Impatiens, New Guinea</b>			
2000	11	104	129
2001	10	131	192
2002	11	121	172
2003	11	132	217
<b>2004</b>	<b>14</b>	<b>139</b>	<b>223</b>
<b>Impatiens, other</b>			
2000	8	169	103
2001	10	279	158
2002	12	268	145
2003	12	444	304
<b>2004</b>	<b>13</b>	<b>440</b>	<b>303</b>

See footnotes at end of table.

Continued



# BEDDING/GARDEN PLANTS & OTHER NURSERY PRODUCTS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2000-2004 <sup>1</sup> -- Continued

Crop	Farms having Sales <sup>2</sup>	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000</i>	<i>1,000 dollars</i>
<b>Other bedding/garden</b>			
2000	30	NA	2,502
2001	29	NA	2,548
2002	29	NA	3,474
2003	29	NA	3,269
<b>2004</b>	<b>29</b>	<b>NA</b>	<b>3,141</b>
<b>PLANT RENTALS</b>			
2000	37	NA	3,374
2001	42	NA	3,098
2002	47	NA	3,801
2003	37	NA	2,959
<b>2004</b>	<b>45</b>	<b>NA</b>	<b>3,385</b>
<b>LANDSCAPE PLANTS <sup>7</sup></b>			
2000	98		10,601
2001	110		12,996
2002	117		17,150
2003	125		18,653
<b>2004</b>	<b>126</b>		<b>18,519</b>
<b>OTHER NURSERY PRODUCTS <sup>8</sup></b>			
2000			3,141
2001			3,846
2002			4,827
2003			4,989
<b>2004</b>			<b>4,564</b>
<b>UNSPECIFIED SALES <sup>9</sup></b>			
2000			1,477
2001			1,225
2002			1,300
2003			1,355
<b>2004</b>			<b>1,335</b>
<b>TOTAL</b>			
2000	735		82,684
2001	790		88,597
2002	870		95,715
2003	865		95,601
<b>2004</b>	<b>920</b>		<b>94,525</b>

NA = Not available. <sup>1</sup> Beginning 1992, includes only producers having total sales of \$10,000 or more. <sup>2</sup> Number for each individual flower item is count of those having sales of that item during each year; "Total" is unduplicated count. <sup>3</sup> Included with "Other cut flowers". <sup>4</sup> Includes cattleyas, vanda hybrids, phalaenopsis, and paphiopedilums. <sup>5</sup> Includes in bud/bloom and community pots. <sup>6</sup> Prior to 2004, included with "Other orchids, potted". <sup>7</sup> Includes broadleaf and coniferous evergreens, deciduous and flower trees, palms, citrus, fruit and nut trees, and sod. Does not include palms or potted foliage for indoor or patio use, bedding and garden plants, propagative floriculture material, and items which are included in published categories. <sup>8</sup> Includes other flowers or nursery products not elsewhere classified. <sup>9</sup> Beginning 1992, includes sales of growers greater than \$999 but less than \$10,000 which were not categorized.

# COUNTY SUMMARIES

## BIG ISLAND MAINTAINS NUMBER ONE POSITION

Hawaii county growers of flowers and nursery products accounted for 53 percent of the state's total wholesale value of flowers and nursery products in 2004. Big Island's 425 growers rang up sales of \$50.5 million, 1 percent more than the \$50.2 million in 2003. Honolulu's 235 producers accounted for 34 percent of the state's total wholesale value of flowers and nursery products. Honolulu farmers reported sales of \$31.7 million, 2 percent higher than 2003. Maui county's 180 producers generated \$9.5 million in wholesale sales, 15 percent lower than a year ago. Kauai's 80 producers registered \$2.9 million in wholesale sales, 7 percent less than 2003.

### FLORICULTURE AND NURSERY PRODUCTS: Value of grower sales, by county, 2000-2004

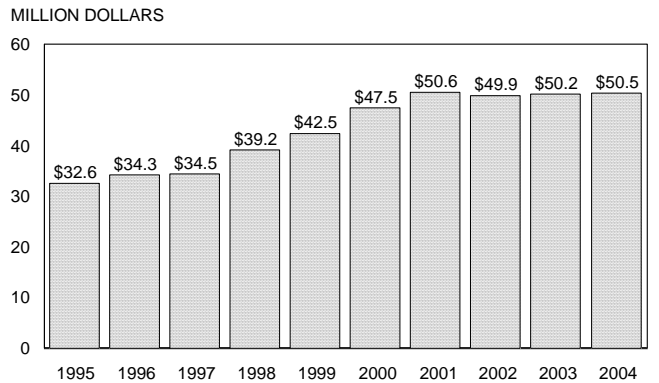
Year	Cut flowers <sup>1</sup>	Orchids <sup>2</sup>	Lei flowers	Foliage <sup>3</sup>	Potted flowering plants	All other nursery products <sup>4</sup>	Unspecified sales <sup>5</sup>	Total
<i>1,000 dollars</i>								
<b>State</b>								
2000	16,297	18,106	3,615	18,295	5,044	19,850	1,477	82,684
2001	14,566	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	14,183	23,439	3,704	16,966	5,563	30,391	1,355	95,601
<b>2004</b>	<b>13,108</b>	<b>22,856</b>	<b>3,357</b>	<b>17,718</b>	<b>6,016</b>	<b>30,135</b>	<b>1,335</b>	<b>94,525</b>
<b>Hawaii</b>								
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	10,321	14,220	1,081	14,358	1,086	8,505	635	50,206
<b>2004</b>	<b>9,748</b>	<b>14,511</b>	<b>933</b>	<b>15,093</b>	<b>1,095</b>	<b>8,435</b>	<b>640</b>	<b>50,455</b>
<b>Honolulu</b>								
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	639	7,134	1,400	2,157	3,293	16,099	370	31,092
<b>2004</b>	<b>645</b>	<b>6,821</b>	<b>1,555</b>	<b>2,113</b>	<b>3,483</b>	<b>16,701</b>	<b>340</b>	<b>31,658</b>
<b>Kauai</b>								
2000	99	245	<sup>6</sup>	55	194	560	113	1,266
2001	314	255	<sup>6</sup>	<sup>6</sup>	130	1,020	145	1,864
2002	363	326	<sup>6</sup>	<sup>6</sup>	84	1,715	145	2,633
2003	261	456	109	86	140	1,885	130	3,067
<b>2004</b>	<b>189</b>	<b>526</b>	<b>52</b>	<b>65</b>	<b>163</b>	<b>1,730</b>	<b>140</b>	<b>2,865</b>
<b>Maui</b>								
2000	2,926	1,027	<sup>6</sup>	543	1,121	3,976	325	9,918
2001	2,556	1,111	<sup>6</sup>	<sup>6</sup>	1,135	4,866	230	9,898
2002	2,807	1,007	<sup>6</sup>	<sup>6</sup>	1,283	5,769	240	11,106
2003	2,962	1,629	1,114	365	1,044	3,902	220	11,236
<b>2004</b>	<b>2,526</b>	<b>998</b>	<b>817</b>	<b>447</b>	<b>1,275</b>	<b>3,269</b>	<b>215</b>	<b>9,547</b>

<sup>1</sup>Cut orchids included in "Orchids" category. <sup>2</sup>Excludes orchids used for lei flowers. <sup>3</sup>Includes potted, cut, and unfinished. Beginning 1998, Landscape foliage included with "All other nursery products". <sup>4</sup>Includes 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. <sup>5</sup>Includes grower sales greater than \$999 but less than \$10,000 which were not categorized. <sup>6</sup>Data not shown separately to avoid disclosure of individual operations but combined and included in the State total.

## Hawaii County's Top Five Floriculture and Nursery Products/Categories, 2004

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

## FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, HAWAII COUNTY, 1995-2004

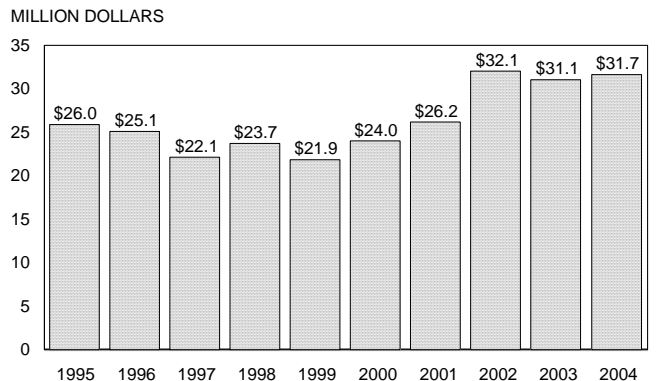


HAS

## Honolulu County's Top Five Floriculture and Nursery Products/Categories, 2004

- Landscape plant material
- Other potted orchids
- Dendrobiums, potted
- Plant rentals
- Other potted flowering plants

## FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, HONOLULU COUNTY, 1995-2004



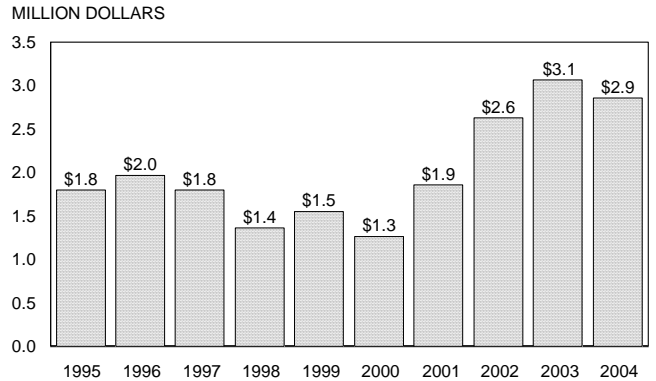
HAS

# COUNTY SUMMARIES (Continued)

## Kauai County's Top Five Floriculture and Nursery Products/Categories, 2004

- Landscape plant material
- Dendrobiums, potted
- Plant rentals
- Dendrobium, sprays
- Heliconias

## FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, KAUAI COUNTY, 1995-2004

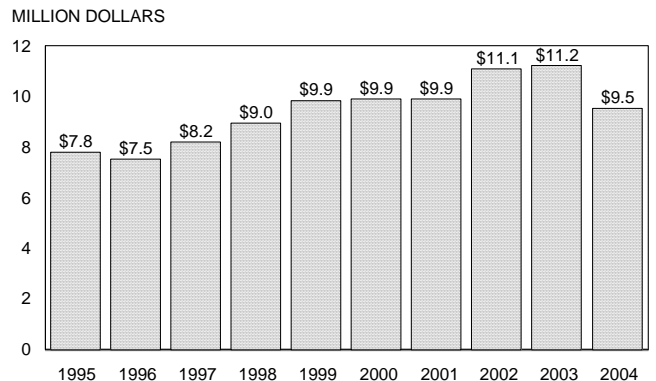


HAS

## Maui County's Top Five Floriculture and Nursery Products/Categories, 2004

- Landscape plant material
- Proteas
- Other bedding and garden plants
- Other potted orchids
- Poinsettias

## FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, MAUI COUNTY, 1995-2004



HAS

# FARM NUMBERS & AREA SUMMARY

## FLORICULTURE AND NURSERY PRODUCTS: Number of farms and growing area, by county, 2000-2004

Year	Farms	Greenhouse <sup>1</sup>	Artificial shade	Natural shade	Open field	Total area
	<i>Number</i>	<i>----- 1,000 square feet -----</i>			<i>----- Acres -----</i>	
<b>State</b>						
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	865	2,540	27,465	16	3,185	3,890
<b>2004</b>	<b>920</b>	<b>2,625</b>	<b>26,495</b>	<b>6</b>	<b>3,200</b>	<b>3,874</b>
<b>Hawaii</b>						
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	395	1,895	21,295	16	1,860	2,408
<b>2004</b>	<b>425</b>	<b>1,990</b>	<b>20,850</b>	<b>6</b>	<b>1,885</b>	<b>2,415</b>
<b>Honolulu</b>						
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	230	230	5,035	0	580	701
<b>2004</b>	<b>235</b>	<b>260</b>	<b>4,580</b>	<b>0</b>	<b>545</b>	<b>656</b>
<b>Kauai</b>						
2000	50	70	340	1	130	140
2001	60	115	295	0	155	164
2002	65	90	495	0	180	193
2003	80	65	360	0	170	180
<b>2004</b>	<b>80</b>	<b>90</b>	<b>310</b>	<b>0</b>	<b>225</b>	<b>234</b>
<b>Maui</b>						
2000	145	345	685	0	515	539
2001	150	425	730	0	565	592
2002	155	400	740	0	540	566
2003	160	350	775	0	575	601
<b>2004</b>	<b>180</b>	<b>285</b>	<b>755</b>	<b>0</b>	<b>545</b>	<b>569</b>

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

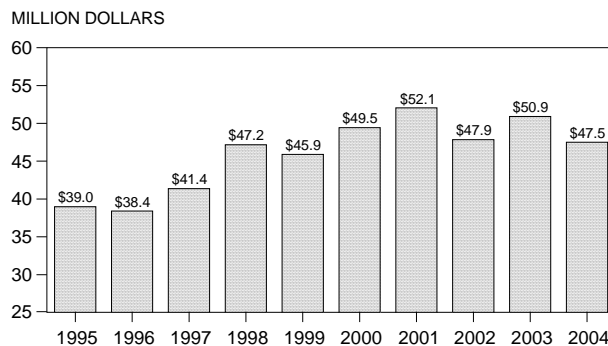
# OUT-OF-STATE SALES

## OUT-OF-STATE SALES PEGGED AT \$47.5 MILLION

The value of out-of-State sales of flowers and nursery products (including wholesale and retail sales) during 2004 was estimated at \$47.5 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 \$11.3 million, remained the number one floriculture and nursery product exported. Cut anthurium exports were valued at \$6.5 million, 24 percent lower than 2003. Other potted orchids followed with \$5.6 million in value. Potted dendrobium orchids ranked fourth in out-of-State sales with \$4.6 million.

FLORICULTURE & NURSERY PRODUCTS  
OUT-OF-STATE SALES,  
STATE OF HAWAII, 1995-2004<sup>1</sup>



<sup>1</sup>Includes wholesale and retail sales.

HAS

## FLORICULTURE AND NURSERY PRODUCTS: Out-of-State sales, State of Hawaii, 2000-2004<sup>1</sup>

Commodity	2000	2001	2002	2003	2004
	<i>1,000 dollars</i>				
Anthuriums, cut	10,600	8,800	7,700	8,500	<b>6,475</b>
Birds of Paradise	980	860	840	700	<b>540</b>
Cymbidiums	100	150	140	140	<b>135</b>
Dendrobiums, sprays	3,395	3,500	3,400	3,600	<b>3,900</b>
Oncidium	545	510	500	610	<b>505</b>
Foliage, cut:					
Ti leaves	670	710	680	840	<b>750</b>
Other cut greens	1,060	1,480	1,520	1,600	<b>1,400</b>
Foliage, potted	13,525	15,800	10,700	11,000	<b>11,300</b>
Ginger, red	1,010	560	600	645	<b>810</b>
Gingers, other	830	590	490	540	<b>670</b>
Heliconias	1,400	1,020	1,040	1,200	<b>1,200</b>
Potted orchids:					
Dendrobiums	3,850	4,900	4,510	4,590	<b>4,600</b>
Oncidium					<b>2,730</b>
Phalaenopsis	655	630	750	930	<b>720</b>
Other orchids	6,285	7,200	9,130	9,730	<b>5,565</b>
Proteas	1,930	1,560	1,620	1,800	<b>1,715</b>
Mixed assortment of cut flowers		1,260	1,240	1,730	<b>1,100</b>
All other flowers and nursery products	2,615	2,570	3,010	2,785	<b>3,400</b>
<b>Total</b>	<b>49,450</b>	<b>52,100</b>	<b>47,870</b>	<b>50,940</b>	<b>47,515</b>

<sup>1</sup>Based 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.

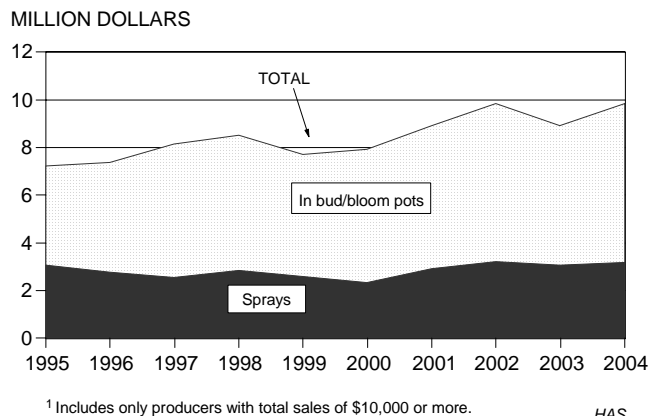
# HAWAII DENDROBIUM ORCHIDS

## DENDROBIUM ORCHID SALES UP 5 PERCENT



2004 dendrobium orchid sales were valued at \$10.5 million, 5 percent higher than 2003. Potted in bud/bloom remained the number one category with \$6.7 million, a 13 percent increase from last year. Cut sprays registered \$3.2 million in sales, 4 percent more than the previous year. Sales of individual blossoms declined 30 percent to \$593,000.

DENDROBIUM VALUE OF SALES, STATE OF HAWAII, 1995-2004<sup>1</sup>



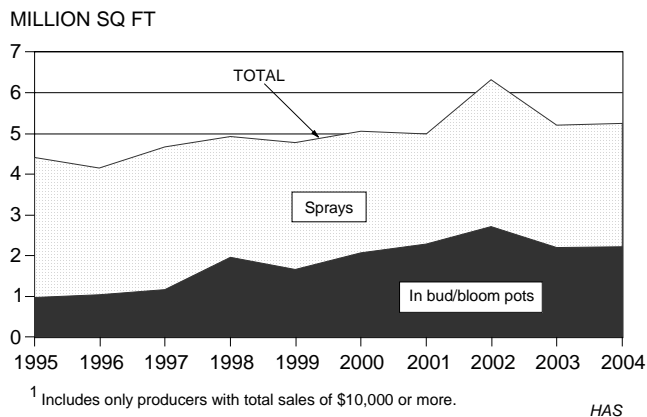
## DENDROBIUM ORCHIDS: Sales and value, State of Hawaii, 2000-2004<sup>1</sup>

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>		
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	25.7	847	410	3,069	1,040	5,866	56	288	10,070
<b>2004</b>	<b>21.2</b>	<b>593</b>	<b>454</b>	<b>3,194</b>	<b>1,228</b>	<b>6,656</b>	<b>15</b>	<b>92</b>	<b>10,535</b>

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

## DENDROBIUM PRODUCTION AREA 1 PERCENT HIGHER

DENDROBIUM PRODUCTION AREA, STATE OF HAWAII, 1995-2004<sup>1</sup>



The combined production area for dendrobium cut sprays and in bud/bloom pots totaled 5.2 million square feet, slightly higher than 2003. 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, relatively unchanged from 2003. Production area for potted in bud/bloom totaled 2.2 million square feet, 1 percent higher than the previous year.

# HAWAII DENDROBIUM ORCHIDS (Continued)

## DENDROBIUM ORCHIDS (POTTED IN BUD/BLOOM AND CUT SPRAYS): Number of farms and production area, State of Hawaii, 2000-2004<sup>1</sup>

Year	Farms		Production area		
	Cut sprays	Potted in bud/bloom	Cut sprays	Potted in bud/bloom	Total
	----- Number -----		----- 1,000 square feet -----		
2000	49	68	2,990	2,065	5,055
2001	49	70	2,700	2,295	4,995
2002	54	71	3,595	<sup>2</sup> 2,720	<sup>2</sup> 6,315
2003	50	69	3,005	2,205	5,210
<b>2004</b>	<b>50</b>	<b>75</b>	<b>3,015</b>	<b>2,225</b>	<b>5,240</b>

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

<sup>2</sup>Revised.