



HAWAII FLOWERS & NURSERY PRODUCTS

Annual Summary



In cooperation with
 Department of Agriculture
 STATE OF HAWAII
 Agricultural Development Division

Release: February 1, 2011

2009 FLORICULTURE AND NURSERY PRODUCTS VALUE DOWN

| CONTENTS | |
|--|------|
| Summary..... | 1-3 |
| Selected Crops..... | 4-10 |
| County Summaries..... | 11 |
| Farm Numbers & Area Summary..... | 12 |
| Out-of-State Sales..... | 13 |
| Dendrobium Orchids | 14 |
| Selected Orchid Plant Species Imports .. | 15 |

The preliminary value of Hawaii's floriculture and nursery products is estimated at **\$80.1** million for 2009, down 15 percent from the revised 2008 value according to the USDA, NASS, Hawaii Field Office. The industry still remains a major contributor to Hawaii's diversified agriculture despite the decline. Most commodity groups experienced decreases in 2009 when compared to 2008. Cut flowers totaled \$7.2 million, down 25 percent. Cut and potted orchids were valued at \$15.7 million, 14 percent less than last year. Lei flowers pegged at \$2.6 million was 32 percent below 2008.

Foliage sales were 17 percent lower, registering at \$12.4 million. Potted flowering plants were valued at \$4.1 million, 1 percent below the previous year. Landscape plant material was estimated at \$24.0 million, 17 percent lower than last year. Plant rentals declined 11 percent and totaled \$5.3 million. Other nursery products fell 1 percent, registering \$4.3 million. Bedding and garden plants wholesale value, at \$2.9 million, was nearly unchanged from 2008. The downturn in the economy has continued from 2008 into 2009, negatively impacting grower sales and employee staffing levels. Growers also commented about the volcanic haze and adverse weather affecting their crop in addition to the high cost of farming especially chemicals and fertilizer prices. Some plant exporters noted restrictions on Hawaii exports have limited their sales.

FLORICULTURE AND NURSERY PRODUCTS: Wholesale value, State of Hawaii, 2005-2009

| Commodity | 2005 | 2006 | 2007 | 2008 | 2009 |
|---|----------------|---------------|----------------|---------------|---------------|
| <i>1,000 dollars</i> | | | | | |
| Cut flowers ¹ | 13,997 | 13,536 | 12,170 | 9,578 | 7,220 |
| Orchids ² | 22,225 | 21,510 | 21,542 | 18,169 | 15,708 |
| Lei flowers | 3,687 | 3,520 | 4,709 | 3,783 | 2,560 |
| Foliage ³ | 19,509 | 17,967 | 20,074 | 14,949 | 12,410 |
| Potted flowering plants | 6,278 | 6,092 | 6,499 | 4,144 | 4,114 |
| All other nursery products ⁴ | 33,796 | 34,645 | 41,996 | 42,239 | 36,480 |
| Unspecified sales ⁵ | 1,470 | 1,455 | 1,720 | 1,800 | 1,600 |
| Total | 100,962 | 98,725 | 108,710 | 94,662 | 80,092 |

¹ Cut orchids included in "Orchids" category.

² Includes cut and potted orchids.

³ Includes potted, cut, and unfinished.

⁴ Includes bedding/garden plants, plant rentals, landscape plants, propagation materials, sod, trees, and any other nursery products not elsewhere classified.

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



USDA, NASS, Hawaii Field Office, 1428 S. King St., Honolulu, HI 96814-2512
 Telephone: (808) 973-9588 FAX: (808) 973-2909
 Website: http://www.nass.usda.gov/Statistics_by_State/Hawaii/index.asp

Mark E. Hudson - Director
 Contributions by Hawaii NASDA Enumerators

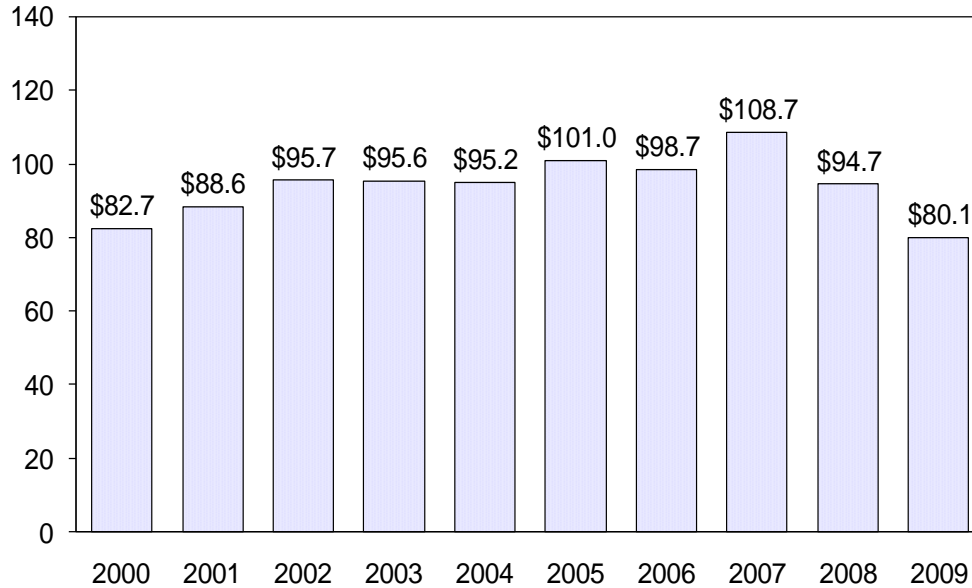
Regina Hidano - Agricultural Statistician

Sandy Nakasone - Statistical Assistant

STATE SUMMARY (Continued)

FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, STATE OF HAWAII, 2000-2009

MILLION DOLLARS

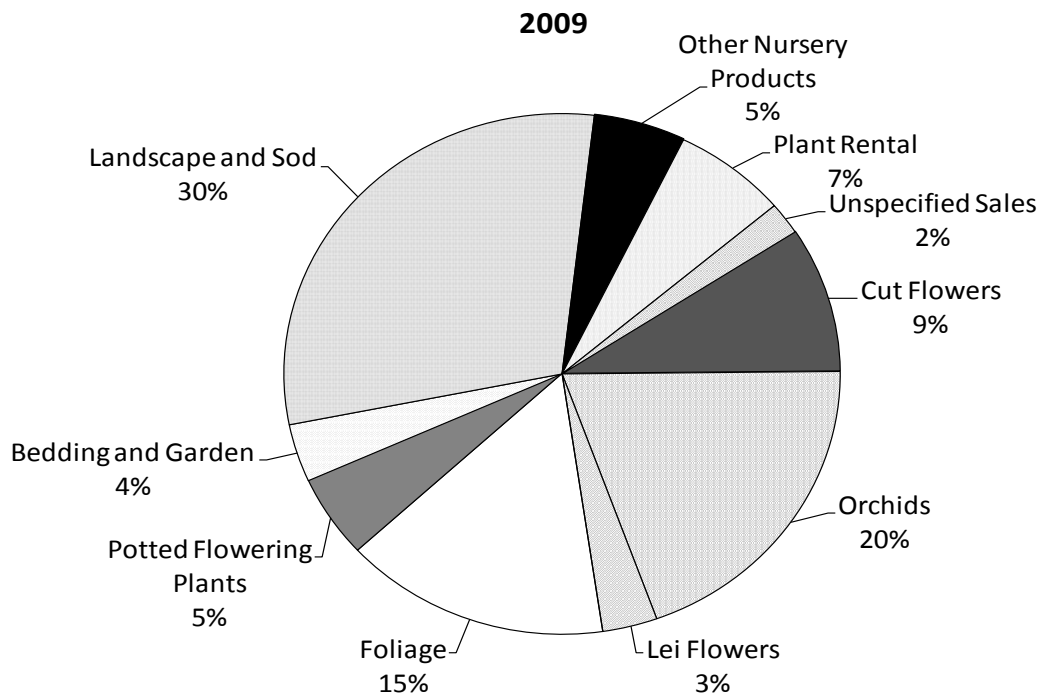
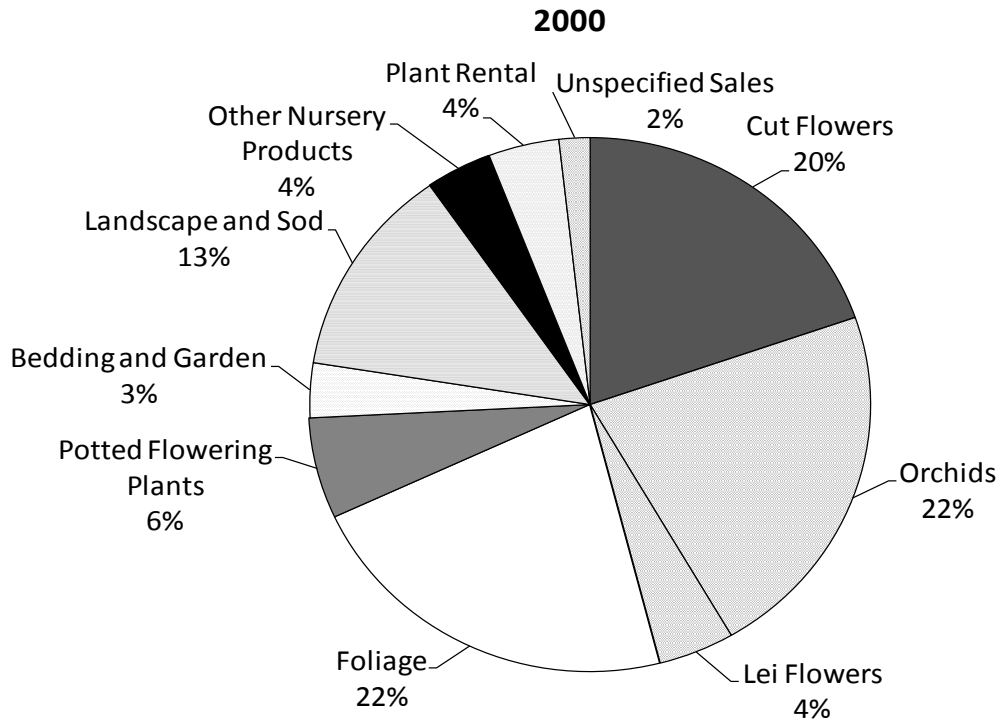


FLORICULTURE & NURSERY PRODUCTS: Top ten crops, State of Hawaii, 2008-2009 ¹

| Crop | Rank | | Value of production | | Crop | Rank | | Value of production | |
|---|---------------|------|----------------------|--------------|----------------------|---------------|-----------|----------------------|--------------|
| | 2008 | 2009 | 2008 | 2009 | | 2008 | 2009 | 2008 | 2009 |
| | <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 | 6,635 | 5,251 | Dendrobium, cut | 5 | 5 | 2,170 | 1,660 |
| Dendrobium, potted | 2 | 2 | 4,111 | 3,474 | Protea, cut | 7 | 6 | 1,329 | 1,360 |
| Anthurium, cut | 4 | 3 | 3,518 | 3,006 | Poinsettia, potted | 6 | 7 | 1,376 | 1,337 |
| Dracaena (potted for indoor or patio use) | 3 | 4 | 3,919 | 2,766 | Gingers, cut | 8 | 8 | 1,287 | 1,033 |
| | | | | | Phalaenopsis, potted | 9 | 9 | 945 | 923 |
| | | | | | Heliconia, cut | 10 | 10 | 670 | 666 |

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

FLORICULTURE & NURSERY PRODUCTS BY COMMODITY, 2000 AND 2009



SELECTED CUT FLOWERS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2005-2009 ¹

| Crop | Farms having sales ² | Quantity sold | Value of sales |
|---|---------------------------------|---------------|----------------------|
| | <i>Number</i> | <i>1,000</i> | <i>1,000 dollars</i> |
| CUT FLOWERS | | | |
| Anthuriums - dozens | | | |
| 2005 | 58 | 592 | 5,101 |
| 2006 | 58 | 661 | 4,878 |
| 2007 | 56 | 667 | 4,530 |
| 2008 | 48 | 525 | 3,518 |
| 2009 | 39 | 434 | 3,006 |
| Birds of Paradise - dozens | | | |
| 2005 | 33 | 49 | 380 |
| 2006 | 31 | 46 | 352 |
| 2007 | 31 | 28 | 207 |
| 2008 | 25 | 25 | 175 |
| 2009 | 20 | 16 | 129 |
| Chrysanthemums, pompon - bunches | | | |
| 2005 | 4 | 211 | 447 |
| 2006 | 5 | 205 | 441 |
| 2007 | 5 | 201 | 452 |
| 2008 | 5 | 191 | 437 |
| 2009 ³ | | | |
| Ginger, pink - dozens | | | |
| 2005 | 47 | 62 | 454 |
| 2006 | 52 | 69 | 549 |
| 2007 | 46 | 52 | 431 |
| 2008 | 45 | 47 | 394 |
| 2009 | 36 | 45 | 366 |
| Ginger, red - dozens | | | |
| 2005 | 64 | 134 | 995 |
| 2006 | 60 | 135 | 1,059 |
| 2007 | 59 | 118 | 952 |
| 2008 | 51 | 105 | 789 |
| 2009 | 45 | 80 | 605 |
| Gingers, other - dozens | | | |
| 2005 | 24 | 18 | 163 |
| 2006 | 20 | 21 | 206 |
| 2007 | 19 | 15 | 139 |
| 2008 | 20 | 11 | 104 |
| 2009 | 18 | 8 | 62 |

See footnotes at end of table.

Continued

SELECTED CUT FLOWERS & ORCHIDS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2005-2009¹ -- Continued

| Crop | Farms having sales ² | Quantity sold | Value of sales |
|---|---------------------------------|---------------|----------------------|
| | <i>Number</i> | <i>1,000</i> | <i>1,000 dollars</i> |
| Heliconias - dozens | | | |
| 2005 | 60 | 71 | 762 |
| 2006 | 64 | 68 | 822 |
| 2007 | 61 | 67 | 772 |
| 2008 | 55 | 62 | 670 |
| 2009 | 46 | 54 | 666 |
| Proteas - stems | | | |
| 2005 | 28 | 1,635 | 1,928 |
| 2006 | 31 | 2,293 | 1,828 |
| 2007 | 30 | 1,932 | 2,098 |
| 2008 | 25 | 1,380 | 1,329 |
| 2009 | 20 | 1,231 | 1,360 |
| Other cut flowers - dozens | | | |
| 2005 | 47 | NA | 3,767 |
| 2006 | 38 | NA | 3,401 |
| 2007 | 46 | NA | 2,589 |
| 2008 | 51 | NA | 2,162 |
| 2009 | 43 | NA | 1,026 |
| ORCHIDS | | | |
| Cymbidiums, cut | | | |
| 2005 | 13 | 428 | 311 |
| 2006 | 8 | 356 | 261 |
| 2007 | 10 | 407 | 243 |
| 2008 | 7 | 200 | 222 |
| 2009 | 9 | 210 | 226 |
| Dendrobiums, cut - dozens | | | |
| 2005 | 48 | 391 | 3,078 |
| 2006 | 43 | 309 | 2,481 |
| 2007 | 36 | 303 | 2,260 |
| 2008 | 38 | 280 | 2,170 |
| 2009 | 31 | 202 | 1,660 |
| Oncidiinae, cut⁴ - dozens | | | |
| 2005 | 28 | 59 | 674 |
| 2006 | 26 | 59 | 630 |
| 2007 | 20 | 48 | 535 |
| 2008 | 19 | 49 | 530 |
| 2009 | 15 | 29 | 348 |

See footnotes at end of table.

Continued

ORCHIDS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii 2005-2009¹ -- Continued

| Crop | Farms having sales ² | Quantity sold | Value of sales |
|---|---------------------------------|---------------|----------------------|
| | <i>Number</i> | <i>1,000</i> | <i>1,000 dollars</i> |
| Other cut orchids⁵ - dozens | | | |
| 2005 | 13 | NA | 107 |
| 2006 | 15 | NA | 721 |
| 2007 | 15 | NA | 727 |
| 2008 | 22 | NA | 298 |
| 2009 | 18 | NA | 317 |
| Dendrobiums, potted⁶ | | | |
| 2005 | 77 | 1,142 | 6,056 |
| 2006 | 76 | 994 | 5,600 |
| 2007 | 60 | 911 | 5,092 |
| 2008 | 61 | 753 | 4,111 |
| 2009 | 58 | 627 | 3,474 |
| Dendrobiums, seedlings⁷ | | | |
| 2005 | | | |
| 2006 | | | |
| 2007 | 7 | NA | 343 |
| 2008 | 10 | NA | 353 |
| 2009 | 4 | NA | 333 |
| Oncidiinae, potted⁴ | | | |
| 2005 | 46 | 403 | 2,942 |
| 2006 | 37 | 222 | 1,310 |
| 2007 | 44 | 521 | 3,673 |
| 2008 | 43 | 402 | 3,087 |
| 2009³ | | | |
| Phalaenopsis, potted | | | |
| 2005 | 23 | 80 | 717 |
| 2006 | 23 | 90 | 752 |
| 2007 | 19 | 139 | 1,029 |
| 2008 | 23 | 119 | 945 |
| 2009 | 26 | 125 | 923 |
| Other potted orchids | | | |
| 2005 | 75 | 1,374 | 8,340 |
| 2006 | 78 | 1,615 | 9,755 |
| 2007 | 63 | 1,428 | 7,640 |
| 2008 | 62 | 1,090 | 6,453 |
| 2009 | 69 | 1,185 | 8,427 |

See footnotes at end of table.

Continued

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii 2005-2009¹ -- Continued

| Crop | Farms having sales ² | Quantity sold | Value of sales |
|---------------------------------|---------------------------------|---------------|----------------------|
| | <i>Number</i> | <i>1,000</i> | <i>1,000 dollars</i> |
| FOLIAGE | | | |
| Dracaena, potted | | | |
| 2005 | 28 | NA | 7,030 |
| 2006 | 26 | NA | 5,540 |
| 2007 | 29 | NA | 6,010 |
| 2008 | 26 | NA | 3,919 |
| 2009 | 25 | NA | 2,766 |
| Palms, potted | | | |
| 2005 | 49 | NA | 8,135 |
| 2006 | 49 | NA | 8,309 |
| 2007 | 39 | NA | 8,698 |
| 2008 | 35 | NA | 6,635 |
| 2009 | 30 | NA | 5,251 |
| Hanging baskets, potted | | | |
| 2005 | 13 | NA | 178 |
| 2006 | 15 | NA | 110 |
| 2007 | 11 | NA | 132 |
| 2008 | 10 | NA | 69 |
| 2009 | 11 | NA | 114 |
| Other potted foliage | | | |
| 2005 | 31 | NA | 2,499 |
| 2006 | 29 | NA | 2,170 |
| 2007 | 32 | NA | 3,763 |
| 2008 | 28 | NA | 3,443 |
| 2009 | 40 | NA | 3,226 |
| Ti leaves, cut - leaves | | | |
| 2005 | 41 | 5,800 | 668 |
| 2006 | 45 | 6,400 | 704 |
| 2007 | 35 | 3,800 | 387 |
| 2008 | 41 | 3,300 | 316 |
| 2009 | 38 | 2,400 | 235 |
| Other cut greens | | | |
| 2005 | 46 | NA | 382 |
| 2006 | 44 | NA | 530 |
| 2007 | 40 | NA | 547 |
| 2008 | 40 | NA | 421 |
| 2009 | 28 | NA | 325 |
| Unfinished foliage stock | | | |
| 2005 | 10 | NA | 617 |
| 2006 | 10 | NA | 604 |
| 2007 | 9 | NA | 537 |
| 2008 | 6 | NA | 146 |
| 2009 | 13 | NA | 493 |

See footnotes at end of table.

Continued

LEI FLOWERS & INDIVIDUAL BLOOMS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2005-2009¹ -- Continued

| Crop | Farms having sales ² | Quantity sold | Value of sales |
|--|---------------------------------|---------------|----------------------|
| | <i>Number</i> | <i>1,000</i> | <i>1,000 dollars</i> |
| LEI/INDIVIDUAL BLOOMS | | | |
| Dendrobiums - blooms | | | |
| 2005 | 21 | 17,300 | 588 |
| 2006 | 23 | 14,900 | 535 |
| 2007 | 20 | 8,500 | 282 |
| 2008 | 22 | 9,700 | 328 |
| 2009 | 16 | 7,000 | 239 |
| Pikake – strands | | | |
| 2005 | 5 | 25.0 | 79 |
| 2006 | 6 | 56.0 | 160 |
| 2007 | 5 | 65.0 | 183 |
| 2008 | 5 | 56.0 | 167 |
| 2009³ | | | |
| Plumerias - blooms | | | |
| 2005 | 14 | 14,500 | 506 |
| 2006 | 15 | 13,200 | 397 |
| 2007 | 15 | 12,800 | 566 |
| 2008 | 11 | 9,500 | 400 |
| 2009 | 5 | 6,100 | 285 |
| Vandaceous⁸ – blooms | | | |
| 2005 | 6 | 8,300 | 306 |
| 2006 | 5 | 10,800 | 423 |
| 2007 | 4 | 7,400 | 331 |
| 2008 ³ | | | |
| 2009³ | | | |
| Other lei/individual - blooms | | | |
| 2005 | NA | NA | 2,208 |
| 2006 | NA | NA | 2,005 |
| 2007 | NA | NA | 3,347 |
| 2008 | NA | NA | 2,888 |
| 2009 | NA | NA | 2,036 |

See footnotes at end of table.

Continued

POTTED FLOWERING & BEDDING/GARDEN PLANTS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2005-2009¹ -- Continued

| Crop | Farms having sales ² | Quantity sold | Value of sales |
|--------------------------------------|---------------------------------|---------------|----------------------|
| | <i>Number</i> | <i>1,000</i> | <i>1,000 dollars</i> |
| POTTED FLOWERING PLANTS | | | |
| Anthuriums | | | |
| 2005 | 17 | 101 | 549 |
| 2006 | 19 | 110 | 500 |
| 2007 | 13 | 101 | 379 |
| 2008 | 15 | 27 | 204 |
| 2009 | 14 | 30 | 253 |
| Bromeliads | | | |
| 2005 | 14 | 126 | 580 |
| 2006 | 11 | 140 | 648 |
| 2007 | 9 | 191 | 818 |
| 2008 | 10 | 45 | 279 |
| 2009 | 7 | 39 | 240 |
| Poinsettias | | | |
| 2005 | 31 | 360 | 1,644 |
| 2006 | 30 | 329 | 1,560 |
| 2007 | 20 | 291 | 1,306 |
| 2008 | 19 | 270 | 1,376 |
| 2009 | 21 | 287 | 1,337 |
| Other potted flowering plants | | | |
| 2005 | 31 | NA | 3,505 |
| 2006 | 28 | NA | 3,384 |
| 2007 | 27 | NA | 3,996 |
| 2008 | 30 | NA | 2,285 |
| 2009 | 29 | NA | 2,284 |
| POTTED BEDDING/GARDEN | | | |
| Impatiens, New Guinea | | | |
| 2005 | 13 | 132 | 213 |
| 2006 | 10 | 162 | 292 |
| 2007 | 8 | 111 | 155 |
| 2008 | 8 | 106 | 165 |
| 2009 | 9 | 96 | 157 |
| Impatiens, other | | | |
| 2005 | 15 | 286 | 176 |
| 2006 | 11 | 254 | 146 |
| 2007 | 8 | 203 | 114 |
| 2008 | 6 | 116 | 61 |
| 2009 | 6 | 142 | 76 |
| Other bedding/garden | | | |
| 2005 | 26 | NA | 2,551 |
| 2006 | 25 | NA | 2,828 |
| 2007 | 19 | NA | 3,130 |
| 2008 | 24 | NA | 2,640 |
| 2009 | 18 | NA | 2,640 |

See footnotes at end of table.

Continued

OTHER NURSERY PRODUCTS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2005-2009¹ -- Continued

| Crop | Farms having sales ² | Quantity sold | Value of sales |
|---|---------------------------------|---------------|----------------------|
| | <i>Number</i> | <i>1,000</i> | <i>1,000 dollars</i> |
| PLANT RENTALS | | | |
| 2005 | 43 | NA | 4,931 |
| 2006 | 42 | NA | 5,199 |
| 2007 | 43 | NA | 6,830 |
| 2008 | 56 | NA | 5,943 |
| 2009 | 38 | NA | 5,309 |
| LANDSCAPE PLANT MATERIAL⁹ | | | |
| 2005 | 154 | | 20,887 |
| 2006 | 138 | | 20,813 |
| 2007 | 164 | | 27,660 |
| 2008 | 163 | | 29,112 |
| 2009 | 119 | | 24,018 |
| OTHER NURSERY PRODUCTS¹⁰ | | | |
| 2005 | | | 5,038 |
| 2006 | | | 5,367 |
| 2007 | | | 4,107 |
| 2008 | | | 4,318 |
| 2009 | | | 4,280 |
| UNSPECIFIED SALES¹¹ | | | |
| 2005 | | | 1,470 |
| 2006 | | | 1,455 |
| 2007 | | | 1,720 |
| 2008 | | | 1,800 |
| 2009 | | | 1,600 |
| TOTAL | | | |
| 2005 | 955 | | 100,962 |
| 2006 | 930 | | 98,725 |
| 2007 | 1,060 | | 108,710 |
| 2008 | 1,025 | | 94,662 |
| 2009 | 1,010 | | 80,092 |

NA = Not available.

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

² Number of farms having sales during that year; "Total" is unduplicated count.

³ Data not shown separately to avoid disclosure of individual operations but combined and included with "Other" category in each section.

⁴ Prior to 2007, formerly called Oncidium.

⁵ Includes cattleyas, vandaceous, phalaenopsis, and others.

⁶ Prior to 2007, included in bud/bloom and community pots. Beginning 2007, includes in bud/bloom. Community pots included with "Dendrobiums, seedlings".

⁷ Data series beginning 2007. Includes community pots, liners, tissue culture flasks, plugs, etc.

⁸ Prior to 2007, formerly called Vanda, Miss Joaquim.

⁹ Includes broadleaf and coniferous evergreens, deciduous and flower trees, palms, and citrus, fruit and nut trees, and sod. Does not include palms or potted foliage for indoor or patio use, bedding and garden plants, propagative floriculture material, and items which are included in published categories.

¹⁰ Includes other flowers or nursery products not elsewhere classified.

¹¹ Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.

COUNTY SUMMARIES

County value estimates are not published for 2009 due to staff reduction-in-force but included in the State total on this page.

FLORICULTURE AND NURSERY PRODUCTS: Value of grower sales, by county, 2005-2009

| 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 | | | | | | | | |
| 2005 | 13,997 | 22,225 | 3,687 | 19,509 | 6,278 | 33,796 | 1,470 | 100,962 |
| 2006 | 13,536 | 21,510 | 3,520 | 17,967 | 6,092 | 34,645 | 1,455 | 98,725 |
| 2007 | 12,170 | 21,542 | 4,709 | 20,074 | 6,499 | 41,996 | 1,720 | 108,710 |
| 2008 | 9,578 | 18,169 | 3,783 | 14,949 | 4,144 | 42,239 | 1,800 | 94,662 |
| 2009 ⁶ | 7,220 | 15,708 | 2,560 | 12,410 | 4,114 | 36,480 | 1,600 | 80,092 |
| County: | | | | | | | | |
| Hawaii | | | | | | | | |
| 2005 | 10,160 | 14,302 | 933 | 16,826 | 965 | 9,663 | 600 | 53,449 |
| 2006 | 9,564 | 13,825 | 811 | 14,821 | 1,160 | 9,751 | 595 | 50,527 |
| 2007 | 7,704 | 14,075 | 656 | 16,197 | 1,153 | 10,687 | 720 | 51,192 |
| 2008 | 5,950 | 11,774 | 532 | 11,273 | 699 | 10,210 | 800 | 41,238 |
| 2009 ⁶ | | | | | | | | |
| Honolulu | | | | | | | | |
| 2005 | 806 | 6,490 | 1,482 | 2,143 | 3,409 | 17,669 | 400 | 32,399 |
| 2006 | 955 | 6,197 | 1,342 | 2,292 | 3,569 | 18,718 | 365 | 33,438 |
| 2007 | 952 | 5,922 | 2,507 | 3,201 | 4,413 | 23,200 | 430 | 40,625 |
| 2008 | 857 | 4,793 | 1,782 | 2,863 | 2,167 | 22,465 | 435 | 35,362 |
| 2009 ⁶ | | | | | | | | |
| Kauai | | | | | | | | |
| 2005 | 193 | 442 | 23 | 58 | 283 | 2,045 | 160 | 3,204 |
| 2006 | 232 | 496 | 33 | 341 | 98 | 1,597 | 140 | 2,937 |
| 2007 | 221 | 441 | 42 | 54 | 72 | 2,546 | 180 | 3,556 |
| 2008 | 226 | 483 | 37 | 294 | 73 | 2,641 | 195 | 3,949 |
| 2009 ⁶ | | | | | | | | |
| Maui | | | | | | | | |
| 2005 | 2,838 | 991 | 1,249 | 482 | 1,621 | 4,419 | 310 | 11,910 |
| 2006 | 2,785 | 992 | 1,334 | 513 | 1,265 | 4,579 | 355 | 11,823 |
| 2007 | 3,293 | 1,104 | 1,504 | 622 | 861 | 5,563 | 390 | 13,337 |
| 2008 | 2,545 | 1,119 | 1,432 | 519 | 1,205 | 6,923 | 370 | 14,113 |
| 2009 ⁶ | | | | | | | | |

¹ Cut orchids included in "Orchids" category.

² Includes cut and potted orchids.

³ Includes potted, cut, and unfinished.

⁴ Includes bedding/garden plants, plant rentals, landscape plants, propagation materials, sod, trees, and any other nursery products not elsewhere classified.

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

⁶ County estimates not published due to staff reduction-in-force but combined and included in the State total.

FARM NUMBERS & AREA SUMMARY

FLORICULTURE AND NURSERY PRODUCTS: Number of farms and growing area, by county, 2005-2009

| Year | Farms | Greenhouse ¹ | Artificial shade | Open field | Total area |
|--------------------------|---------------|--------------------------------------|------------------|--------------------------|--------------|
| | <i>Number</i> | <i>----- 1,000 square feet -----</i> | | <i>----- Acres -----</i> | |
| State | | | | | |
| 2005 | 955 | 2,095 | 27,015 | 3,320 | 3,988 |
| 2006 | 930 | 2,190 | 25,410 | 3,430 | 4,064 |
| 2007 | 1,060 | 2,020 | 25,015 | 3,755 | 4,376 |
| 2008 | 1,025 | 2,120 | 23,570 | 2,580 | 3,170 |
| 2009 | 1,010 | 1,905 | 24,445 | 2,140 | 2,745 |
| Hawaii | | | | | |
| 2005 | 425 | 1,445 | 20,980 | 1,940 | 2,455 |
| 2006 | 415 | 1,450 | 20,165 | 2,085 | 2,581 |
| 2007 | 475 | 1,435 | 19,805 | 2,200 | 2,688 |
| 2008 | 465 | 1,520 | 18,100 | 1,080 | 1,530 |
| 2009 ² | | | | | |
| Honolulu | | | | | |
| 2005 | 265 | 275 | 4,715 | 660 | 774 |
| 2006 | 250 | 255 | 3,980 | 610 | 707 |
| 2007 | 285 | 140 | 4,215 | 695 | 795 |
| 2008 | 270 | 165 | 4,270 | 600 | 700 |
| 2009 ² | | | | | |
| Kauai | | | | | |
| 2005 | 80 | 110 | 525 | 195 | 210 |
| 2006 | 75 | 205 | 530 | 215 | 232 |
| 2007 | 90 | 90 | 505 | 220 | 234 |
| 2008 | 90 | 155 | 500 | 240 | 255 |
| 2009 ² | | | | | |
| Maui | | | | | |
| 2005 | 185 | 265 | 795 | 525 | 549 |
| 2006 | 190 | 280 | 735 | 520 | 544 |
| 2007 | 210 | 355 | 490 | 640 | 659 |
| 2008 | 200 | 280 | 700 | 660 | 685 |
| 2009 ² | | | | | |

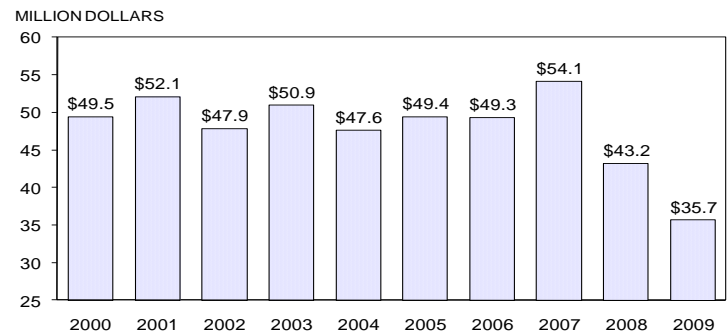
¹ Glass or glass substitute structure.

² County estimates not published due to staff reduction-in-force but combined and included in the State total.

OUT-OF-STATE SALES LOWER

The value of out-of-State sales of flowers and nursery products (including wholesale and retail sales) during 2009 is estimated at \$35.7 million, declining 17 percent from 2008. 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.

**FLORICULTURE & NURSERY PRODUCTS
OUT-OF-STATE SALES,
STATE OF HAWAII, 2000-2009¹**



¹ Includes wholesale and retail sales.

Potted foliage, other potted orchids, and cut anthuriums combined contributed over half of the export value. Potted foliage made up of \$7.7 million, potted orchids posted \$6.9 million, and cut anthuriums sales accounted for \$4.6 million.

FLORICULTURE AND NURSERY PRODUCTS: Out-of-State sales, State of Hawaii, 2005-2009¹

| Commodity | 2005 | 2006 | 2007 | 2008 | 2009 |
|---|---------------|---------------|---------------|---------------|---------------|
| <i>1,000 dollars</i> | | | | | |
| CUT FLOWERS | | | | | |
| Anthuriums | 6,210 | 6,935 | 6,905 | 5,800 | 4,560 |
| Birds of Paradise | 530 | 510 | 390 | 370 | 310 |
| Ginger, red | 680 | 620 | 520 | 510 | 400 |
| Gingers, other | 550 | 550 | 510 | 470 | 600 |
| Heliconias | 1,000 | 1,100 | 1,100 | 1,000 | 900 |
| Proteas | 2,000 | 1,900 | 2,040 | 1,500 | 1,500 |
| Mixed assortment of cut flowers | 1,600 | 3,020 | 3,910 | 3,890 | 3,000 |
| ORCHIDS | | | | | |
| Cymbidiums, cut | 140 | 135 | 140 | 125 | 125 |
| Dendrobiums, cut | 3,900 | 3,100 | 3,200 | 3,100 | 2,500 |
| Oncidiinae, cut ² | 470 | 580 | 485 | 680 | 470 |
| Dendrobiums, potted | 4,335 | 3,760 | 3,100 | 1,900 | 1,800 |
| Oncidiinae, potted ² | 2,430 | 1,250 | 2,920 | 3,720 | 3 |
| Phalaenopsis, potted | 530 | 480 | 325 | 400 | 580 |
| Other potted orchids | 7,805 | 9,285 | 7,975 | 5,765 | 6,940 |
| FOLIAGE | | | | | |
| Foliage, potted | 13,200 | 11,600 | 14,000 | 9,400 | 7,700 |
| Ti leaves, cut | 650 | 700 | 500 | 500 | 350 |
| Other cut greens | 1,200 | 1,400 | 1,400 | 1,300 | 1,100 |
| ALL OTHER FLOWERS AND NURSERY PRODUCTS | | | | | |
| | 2,200 | 2,400 | 4,700 | 2,800 | 2,900 |
| Total | 49,430 | 49,325 | 54,120 | 43,230 | 35,735 |

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

² Prior to 2007, formerly called Oncidium.

³ Combined with other potted orchids.

DENDROBIUM ORCHIDS

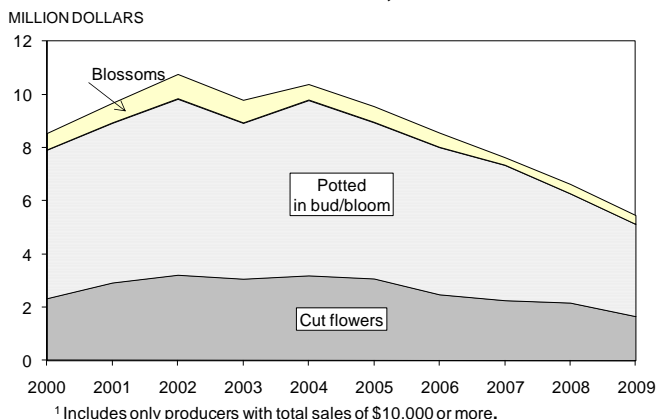
DENDROBIUM ORCHID SALES FALL 18 PERCENT



In 2009, dendrobium orchid sales were valued at \$5.7 million, 18 percent below 2007. Potted in bud/bloom contributed \$3.5 million, declining 15 percent from last year. Cut flowers registered

\$1.7 million in sales, down 24 percent from the previous year. Sales of individual blossoms decreased 27 percent to \$239,000.

DENDROBIUM VALUE OF SALES, STATE OF HAWAII, 2000-2009¹



DENDROBIUM ORCHIDS: Sales and value, State of Hawaii, 2005-2009¹

| Year | Individual blossoms | | Cut flowers ² | | Potted in bud/bloom | | Seedlings ³ | | Total value |
|-------------|-----------------------|----------------------|--------------------------|----------------------|---------------------|----------------------|------------------------|---------------------------|--------------|
| | Number sold | Value | Number sold | Value | 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> | ----- 1,000 dollars ----- | |
| 2005 | 17.3 | 588 | 391 | 3,078 | 1,103 | 5,879 | 39 | 177 | 9,722 |
| 2006 | 14.9 | 535 | 309 | 2,481 | 984 | 5,540 | 10 | 60 | 8,616 |
| 2007 | 8.5 | 282 | 303 | 2,260 | 911 | 5,092 | NA | 343 | 7,977 |
| 2008 | 9.7 | 328 | 280 | 2,170 | 753 | 4,111 | NA | 353 | 6,962 |
| 2009 | 7.0 | 239 | 202 | 1,660 | 627 | 3,474 | NA | 333 | 5,706 |

NA = Not available.

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

² Prior to 2007, formerly called cut sprays.

³ Prior to 2007, formerly called community pots. Includes community pots, liners, tissue culture flasks, plugs, etc.

DENDROBIUM ORCHIDS (POTTED IN BUD/BLOOM AND CUT FLOWERS): Number of farms and production area, State of Hawaii, 2005-2009¹

| Year | Farms | | Production area | | Total |
|-------------|--------------------------|---------------------|-------------------------------|---------------------|--------------|
| | Cut flowers ² | Potted in bud/bloom | Cut flowers ² | Potted in bud/bloom | |
| | ----- Number ----- | | ----- 1,000 square feet ----- | | |
| 2005 | 48 | 72 | 3,315 | 2,355 | 5,670 |
| 2006 | 43 | 73 | 2,550 | 2,395 | 4,945 |
| 2007 | 36 | 60 | 2,390 | 2,640 | 5,030 |
| 2008 | 38 | 61 | 2,415 | 2,500 | 4,915 |
| 2009 | 31 | 58 | 2,050 | 2,145 | 4,195 |

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

² Prior to 2007, formerly called cut sprays.

SELECTED ORCHID PLANT SPECIES IMPORTS

SELECTED ORCHID PLANT SPECIES IMPORTS: Number of units into Hawaii, by country, 2009¹

| Country | Cattleya | Cymbidium | Dendrobium | Oncidium | Paphiopedilum | Phalaenopsis | Vanda |
|--------------------|----------|-----------|------------|----------|---------------|--------------|-------|
| Japan | | | | | | | |
| Flasks | 134 | 0 | 0 | 0 | 0 | 60 | 0 |
| Plant Units | 0 | 0 | 5,000 | 0 | 0 | 0 | 0 |
| Philippines | | | | | | | |
| Flasks | 0 | 3 | 0 | 0 | 0 | 0 | 0 |
| Plant Units | 0 | 1 | 24 | 0 | 0 | 0 | 0 |
| Taiwan | | | | | | | |
| Flasks | 750 | 126 | 662 | 952 | 10,178 | 11,813 | 0 |
| Plant Units | 5,325 | 0 | 0 | 0 | 0 | 79,887 | 0 |
| Thailand | | | | | | | |
| Flasks | 17,607 | 1 | 15,974 | 45,368 | 5,975 | 387 | 410 |
| Plant Units | 18,270 | 0 | 480,263 | 19,262 | 195 | 13,060 | 1,338 |

¹ Data are for inspected and released flasks and plant units. Number of flasks does not include the number of seedlings in the flask and usually contains 20-40 plants depending on the size. Number of plant units is individual plants being mature or seedlings. The majority of the plant units are seedlings.

Source: USDA, APHIS, PPQ, Plant Inspection Station, Honolulu International Airport.