

USDA HAWAII FLOWERS & NURSERY PRODUCTS Annual Summary



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

Release: July 15, 2013

FLORICULTURE AND NURSERY PRODUCTS DOWN 1 PERCENT

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The 2012 preliminary value of Hawaii's floriculture and nursery products is estimated at **\$69.1** million, down 1 percent from 2011. Sales have been in decline for the fifth straight year after reaching a record high \$108.7 million in 2007 according to the USDA, NASS, Pacific Region, Hawaii Field Office. Cut flowers totaled \$6.6 million, slightly lower than 2011. Cut and potted orchids were valued at \$14.2 million, 2 percent below the previous year. Lei flowers pegged at \$2.4 million was 2 percent lower than 2011. Foliage sales were fractionally higher, registering at \$10.4 million. Potted flowering plants were valued at

\$3.0 million, 10 percent below the previous year. Landscape plant material was estimated at \$21.1 million, 3 percent above 2011. Plant rentals decreased 6 percent, totaling \$4.7 million. Other nursery products were up 4 percent, registering at \$2.9 million. Bedding and garden plants wholesale value, at \$2.5 million, was 7 percent below last year. In 2012, growers commented on slow sales, high business costs, dry weather, pest problems, and the vog. These were some ongoing challenges of prior years.

FLORICULTURE AND NURSERY PRODUCTS: Wholesale value, State of Hawaii, 2008-2012 ¹

Commodity	2008	2009	2010	2011	2012
<i>1,000 dollars</i>					
Cut flowers ²	9,578	7,248	7,007	6,584	6,582
Orchids ³	18,169	15,880	15,117	14,515	14,185
Lei flowers	3,783	2,558	2,437	2,420	2,375
Foliage ⁴	14,949	12,143	10,180	10,385	10,407
Potted flowering plants	4,144	3,972	2,974	3,324	2,989
All other nursery products ⁵	42,239	33,463	31,885	30,922	31,212
Unspecified sales ⁶	1,800	1,550	1,500	1,450	1,350
Total	94,662	76,814	71,100	69,600	69,100

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

² Cut orchids included in "Orchids" category.

³ Includes cut and potted orchids and dendrobium seedlings. Beginning 2010, excludes dendrobium seedlings.

⁴ Includes cut, potted, and unfinished.

⁵ Includes bedding/garden plants, plant rentals, landscape plants, propagation materials, sod, trees, and any other nursery products not elsewhere classified. Beginning 2010, includes dendrobium seedlings.

⁶ Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.



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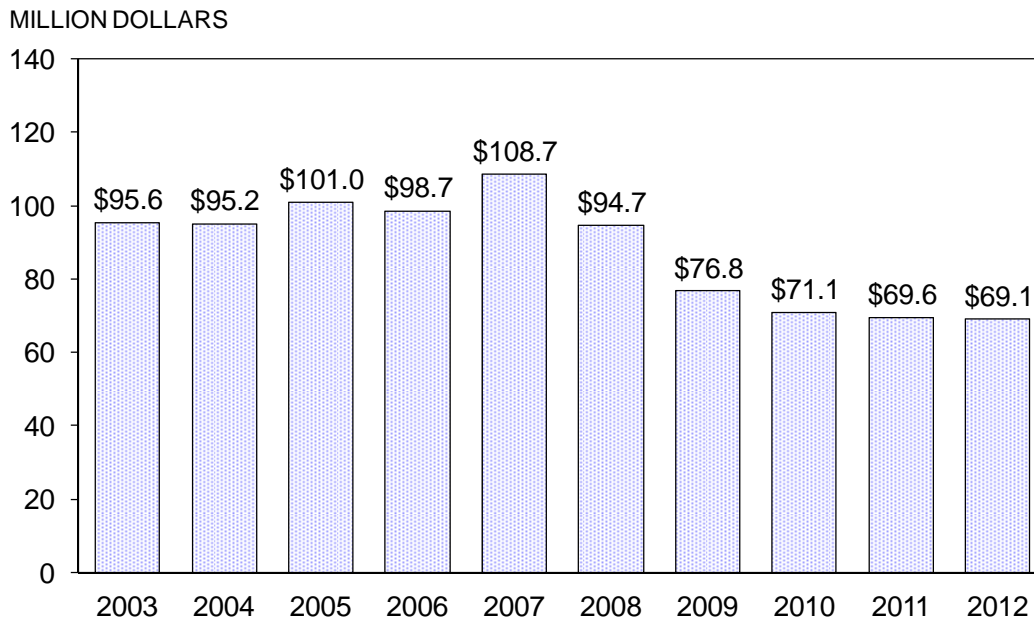
Mark E. Hudson - Director
 Contributions by Hawaii NASDA Enumerators

Regina Hidano - Agricultural Statistician

Sandy Nakasone - Statistical Assistant

STATE SUMMARY (Continued)

FLORICULTURE AND NURSERY PRODUCTS VALUE OF SALES, STATE OF HAWAII, 2003-2012

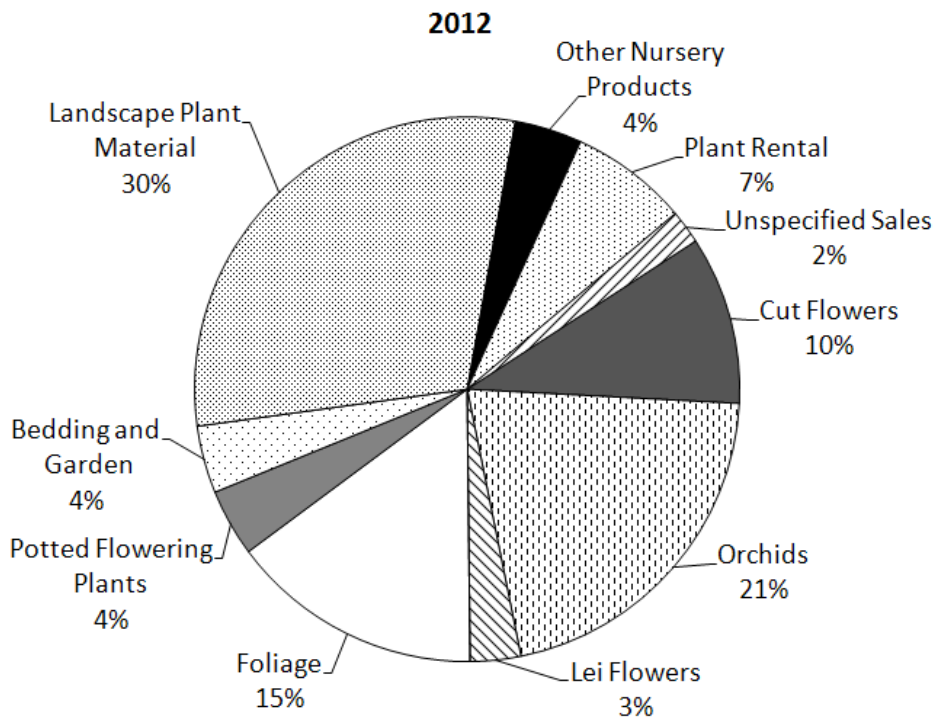
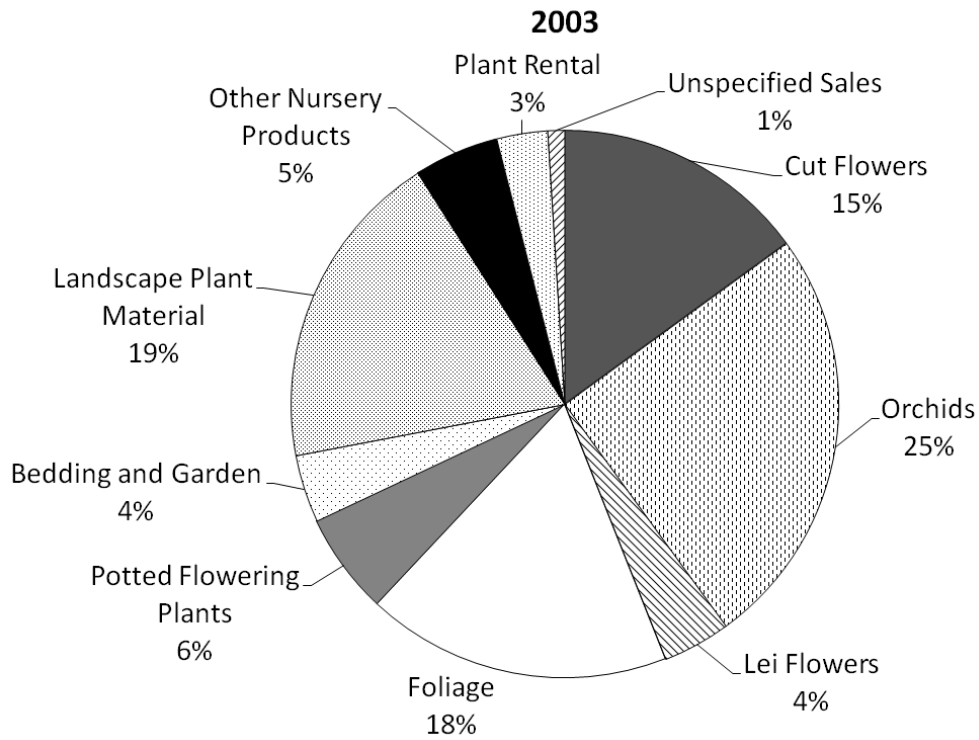


FLORICULTURE & NURSERY PRODUCTS: Top ten crops, State of Hawaii, 2011-2012 ¹

Crop	Rank		Value of production		Crop	Rank		Value of production	
	2011	2012	2011	2012		2011	2012	2011	2012
	<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	3,736	3,883	Dendrobium, cut	5	5	1,561	1,632
Anthurium, cut	4	2	3,115	3,342	Phalaenopsis, potted	7	6	1,067	1,315
Dendrobium, potted	2	3	3,400	3,017	Poinsettia, potted	6	7	1,239	1,260
Dracaena (potted for indoor or patio use)	3	4	3,164	2,833	Protea, cut	8	8	945	922
					Gingers, cut	9	9	807	839
					Ti leaves, cut	12	10	364	561

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

FLORICULTURE & NURSERY PRODUCTS BY COMMODITY, 2003 AND 2012



SELECTED CUT FLOWERS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2008-2012 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			
2008	48	525	3,518
2009	40	449	3,120
2010	45	408	3,143
2011	39	398	3,115
2012	45	348	3,342
Birds of Paradise - dozens			
2008	25	25	175
2009	20	16	129
2010	22	12	94
2011	21	14	111
2012	24	12	93
Chrysanthemums, pompon - bunches			
2008	5	191	437
2009 ³			
2010 ³			
2011 ³			
2012³			
Ginger, pink - dozens			
2008	45	47	394
2009	33	42	346
2010	37	46	316
2011	34	30	239
2012	39	27	207
Ginger, red - dozens			
2008	51	105	789
2009	42	76	576
2010	40	70	444
2011	41	66	463
2012	54	75	550
Gingers, other - dozens			
2008	20	11	104
2009	17	8	62
2010	20	11	98
2011	15	8	105
2012	14	7	82

See footnotes at end of table.

Continued

SELECTED CUT FLOWERS & ORCHIDS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2008-2012¹ -- 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			
2008	55	62	670
2009	45	51	631
2010	47	50	645
2011	44	42	558
2012	52	46	517
Proteas - stems			
2008	25	1,380	1,329
2009	20	1,245	1,374
2010	21	1,204	1,288
2011	25	997	945
2012	30	1,059	922
Other cut flowers - dozens			
2008	51	NA	2,162
2009	27	NA	1,010
2010	27	NA	979
2011	29	NA	1,048
2012	32	NA	869
ORCHIDS			
Cymbidiums, cut			
2008	7	200	222
2009	9	210	226
2010	7	172	212
2011	9	169	235
2012³			
Dendrobiums, cut - dozens			
2008	38	280	2,170
2009	31	203	1,660
2010	32	192	1,562
2011	30	191	1,561
2012	32	200	1,632
Oncidiinae, cut - dozens			
2008	19	49	530
2009	15	29	348
2010	22	35	443
2011	19	30	441
2012	20	27	402

See footnotes at end of table.

Continued

ORCHIDS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii 2008-2012¹ -- 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 orchids - dozens			
2008	22	NA	298
2009	15	NA	317
2010	16	NA	410
2011	13	NA	346
2012	20	NA	445
Dendrobiums, potted			
2008	61	753	4,111
2009	59	632	3,577
2010	64	599	3,468
2011	59	545	3,400
2012	57	521	3,017
Dendrobiums, seedlings⁴			
2008	10	NA	353
2009	4	NA	333
2010 ⁵			
2011 ⁵			
2012⁵			
Oncidiinae, potted			
2008	43	402	3,087
2009 ³			
2010 ³			
2011 ³			
2012³			
Phalaenopsis, potted			
2008	23	119	945
2009	26	129	955
2010	23	149	1,072
2011	22	143	1,067
2012	23	170	1,315
Other potted orchids			
2008	62	1,090	6,453
2009	71	1,187	8,464
2010	81	1,113	7,950
2011	73	1,103	7,465
2012	77	1,045	7,374

See footnotes at end of table.

Continued

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii 2008-2012¹ -- 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			
2008	26	NA	3,919
2009	23	NA	2,516
2010	22	NA	2,752
2011	22	NA	3,164
2012	26	NA	2,833
Palms, potted			
2008	35	NA	6,635
2009	30	NA	5,126
2010	32	NA	3,613
2011	25	NA	3,736
2012	29	NA	3,883
Hanging baskets, potted			
2008	10	NA	69
2009	10	NA	96
2010	10	NA	69
2011	8	NA	72
2012	8	NA	72
Other potted foliage			
2008	28	NA	3,443
2009	40	NA	3,257
2010	25	NA	2,531
2011	23	NA	2,515
2012	21	NA	2,349
Ti leaves, cut - leaves			
2008	41	3,300	316
2009	36	2,400	241
2010	39	4,100	439
2011	33	3,500	364
2012	45	3,400	561
Other cut greens			
2008	40	NA	421
2009	26	NA	314
2010	29	NA	776
2011	30	NA	534
2012	43	NA	709
Unfinished foliage stock			
2008	6	NA	146
2009	14	NA	593
2010 ³			
2011 ³			
2012³			

See footnotes at end of table.

Continued

LEI FLOWERS & INDIVIDUAL BLOOMS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2008-2012¹ -- 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			
2008	22	9,700	328
2009	16	7,000	238
2010	19	5,800	195
2011	19	8,700	290
2012	17	5,000	197
Pikake – strands			
2008	5	56.0	167
2009 ³			
2010 ³			
2011 ³			
2012³			
Plumerias - blooms			
2008	11	9,500	400
2009	9	6,100	285
2010	12	6,100	306
2011	10	7,500	312
2012	10	6,900	286
Other lei/individual - blooms			
2008	NA	NA	2,888
2009	NA	NA	2,035
2010	NA	NA	1,936
2011	NA	NA	1,818
2012	NA	NA	1,892

See footnotes at end of table.

Continued

POTTED FLOWERING & BEDDING/GARDEN PLANTS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2008-2012¹ -- 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			
2008	15	27	204
2009	16	34	298
2010	17	29	248
2011	17	35	285
2012	18	35	267
Bromeliads			
2008	10	45	279
2009	7	40	250
2010	9	25	158
2011	8	11	100
2012	6	10	85
Poinsettias			
2008	19	270	1,376
2009	21	303	1,414
2010	18	274	1,275
2011	18	255	1,239
2012	18	249	1,260
Other potted flowering plants			
2008	30	NA	2,285
2009	30	NA	2,010
2010	24	NA	1,293
2011	22	NA	1,700
2012	27	NA	1,377
POTTED BEDDING/GARDEN			
Impatiens, New Guinea			
2008	8	106	165
2009	9	106	182
2010	8	108	186
2011	11	116	205
2012	9	110	191
Impatiens, other			
2008	6	116	61
2009	9	208	115
2010	7	253	156
2011	8	256	162
2012	7	244	153
Other bedding/garden			
2008	24	NA	2,640
2009	19	NA	2,591
2010	17	NA	2,316
2011	17	NA	2,371
2012	18	NA	2,199

See footnotes at end of table.

Continued

OTHER NURSERY PRODUCTS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 2008-2012¹ -- 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			
2008	56	NA	5,943
2009	39	NA	5,279
2010	47	NA	4,922
2011	47	NA	5,027
2012	38	NA	4,728
LANDSCAPE PLANT MATERIAL⁶			
2008	163		29,112
2009	119		22,318
2010	130		20,793
2011	133		20,401
2012	134		21,083
OTHER NURSERY PRODUCTS⁷			
2008			4,318
2009			2,978
2010			3,512
2011			2,756
2012			2,858
UNSPECIFIED SALES⁸			
2008			1,800
2009			1,550
2010			1,500
2011			1,450
2012			1,350
TOTAL			
2008	1,025		94,662
2009	1,010		76,814
2010	970		71,100
2011	970		69,600
2012	950		69,100

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 Includes community pots, liners, tissue culture flasks, plugs, etc.

⁵ Data not shown separately to avoid disclosure of individual operations but combined and included with "Other Nursery Products".

⁶ 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.

⁷ Includes other flowers or nursery products not elsewhere classified.

⁸ Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.

COUNTY SUMMARIES

County value estimates are not published beginning 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, 2008-2012 ¹

Year	Cut flowers ²	Orchids ³	Lei flowers	Foliage ⁴	Potted flowering plants	All other nursery products ⁵	Unspecified sales ⁶	Total
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1,000 dollars

State

2008	9,578	18,169	3,783	14,949	4,144	42,239	1,800	94,662
2009	7,248	15,880	2,558	12,143	3,972	33,463	1,550	76,814
2010	7,007	15,117	2,437	10,180	2,974	31,885	1,500	71,100
2011	6,584	14,515	2,420	10,385	3,324	30,922	1,450	69,600
2012	6,582	14,185	2,375	10,407	2,989	31,212	1,350	69,100

County:

Hawaii

2008	5,950	11,774	532	11,273	699	10,210	800	41,238
2009 ⁷								
2010 ⁷								
2011 ⁷								
2012⁷								

Honolulu

2008	857	4,793	1,782	2,863	2,167	22,465	435	35,362
2009 ⁷								
2010 ⁷								
2011 ⁷								
2012⁷								

Kauai

2008	226	483	37	294	73	2,641	195	3,949
2009 ⁷								
2010 ⁷								
2011 ⁷								
2012⁷								

Maui

2008	2,545	1,119	1,432	519	1,205	6,923	370	14,113
2009 ⁷								
2010 ⁷								
2011 ⁷								
2012⁷								

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

² Cut orchids included in "Orchids" category.

³ Includes cut and potted orchids and dendrobium seedlings. Beginning 2010, excludes dendrobium seedlings.

⁴ Includes cut, potted, and unfinished.

⁵ Includes bedding/garden plants, plant rentals, landscape plants, propagation materials, sod, trees, and any other nursery products not elsewhere classified. Beginning 2010, includes dendrobium seedlings.

⁶ Includes grower sales greater than \$999 but less than \$10,000 which were not categorized.

⁷ 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, 2008-2012

Year	Farms	Greenhouse ¹	Artificial shade	Open field	Total area
	<i>Number</i>	<i>----- 1,000 square feet -----</i>		<i>----- Acres -----</i>	
State					
2008	1,025	2,120	23,570	2,580	3,170
2009	1,010	1,930	24,615	2,170	2,780
2010	970	1,875	20,940	2,120	2,650
2011	970	1,770	19,990	2,195	2,695
2012	950	1,600	19,100	2,400	2,875
Hawaii					
2008	465	1,520	18,100	1,080	1,530
2009 ²					
2010 ²					
2011 ²					
2012²					
Honolulu					
2008	270	165	4,270	600	700
2009 ²					
2010 ²					
2011 ²					
2012²					
Kauai					
2008	90	155	500	240	255
2009 ²					
2010 ²					
2011 ²					
2012²					
Maui					
2008	200	280	700	660	685
2009 ²					
2010 ²					
2011 ²					
2012²					

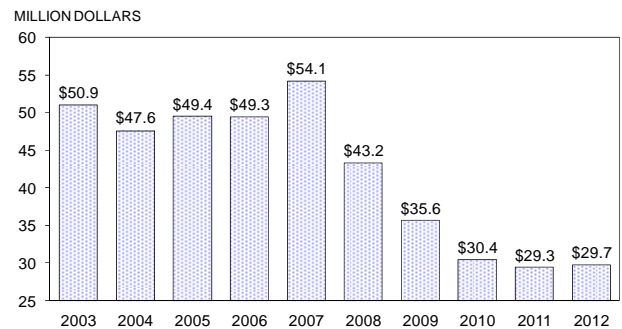
¹ Glass or glass substitute structure.

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

OUT-OF-STATE SALES 1 PERCENT HIGHER

The value of out-of-State sales of flowers and nursery products (including wholesale and retail sales) during 2012 is estimated at \$29.7 million, up 1 percent from a year ago and increasing after four consecutive years of decline. 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, 2003-2012¹**



¹ Includes wholesale and retail sales.

FLORICULTURE AND NURSERY PRODUCTS: Out-of-State sales, State of Hawaii, 2008-2012¹

Commodity	2008	2009	2010	2011	2012
<i>1,000 dollars</i>					
CUT FLOWERS					
Anthuriums	5,800	4,720	4,500	4,200	4,200
Birds of Paradise	370	310	260	280	270
Ginger, red	510	400	320	300	400
Gingers, other	470	500	480	400	350
Heliconias	1,000	900	900	800	700
Proteas	1,500	1,500	1,400	1,200	1,100
Mixed assortment of cut flowers	3,890	3,000	2,000	1,500	1,400
ORCHIDS					
Cymbidiums, cut	125	160	180	180	²
Dendrobiums, cut	3,100	2,500	2,400	2,400	2,500
Oncidiinae, cut	680	470	530	500	500
Dendrobiums, potted	1,900	1,800	1,400	1,100	1,000
Oncidiinae, potted	3,720	³	³	³	³
Phalaenopsis, potted	400	580	400	600	600
Other potted orchids	5,765	6,660	5,700	5,500	5,400
FOLIAGE					
Foliage, potted	9,400	7,700	6,500	7,000	7,900
Ti leaves, cut	500	370	400	380	600
Other cut greens	1,300	1,100	1,000	1,000	900
ALL OTHER FLOWERS AND NURSERY PRODUCTS	2,800	2,900	2,000	2,000	1,850
Total	43,230	35,570	30,370	29,340	29,670

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 Combined with All Other Flowers and Nursery Products.

³ Combined with other potted orchids.

DENDROBIUM ORCHIDS

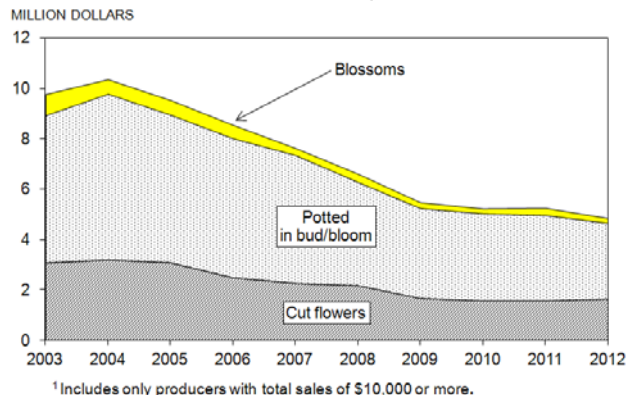
DENDROBIUM ORCHID SALES DOWN 8 PERCENT



In 2012, dendrobium orchid sales were valued at \$4.8 million, 8 percent lower than 2011. Potted in bud/bloom contributed \$3.0 million, declining 11 percent from last year. Cut flowers registered \$1.6 million in sales, 5 percent higher from the previous year. Sales of individual blossoms decreased 32 percent to \$197,000.

5 percent higher from the previous year. Sales of individual blossoms decreased 32 percent to \$197,000.

DENDROBIUM VALUE OF SALES,
STATE OF HAWAII, 2003-2012¹



DENDROBIUM ORCHIDS: Sales and value, State of Hawaii, 2008-2012¹

Year	Individual blossoms		Cut flowers		Potted in bud/bloom		Seedlings ²		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>	<i>----- 1,000 dollars -----</i>	
2008	9.7	328	280	2,170	753	4,111	NA	353	6,962
2009	7.0	238	203	1,660	632	3,577	NA	333	5,808
2010	5.8	195	192	1,562	599	3,468	NA	³	5,225
2011	8.7	290	191	1,561	545	3,400	NA	³	5,251
2012	5.0	197	200	1,632	521	3,017	NA	³	4,846

NA = Not available.

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

² Includes community pots, liners, tissue culture flasks, plugs, etc.

³ Data not shown separately to avoid disclosure of individual operations.

DENDROBIUM ORCHIDS (POTTED IN BUD/BLOOM AND CUT FLOWERS): Number of farms and production area, State of Hawaii, 2008-2012¹

Year	Farms		Production area		
	Cut flowers	Potted in bud/bloom	Cut flowers	Potted in bud/bloom	Total
	<i>----- Number -----</i>		<i>----- 1,000 square feet -----</i>		
2008	38	61	2,415	2,500	4,915
2009	31	59	2,345	2,290	4,635
2010	32	64	2,320	1,915	4,235
2011	30	59	2,650	1,695	4,345
2012	32	57	2,345	1,755	4,100

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

SELECTED ORCHID PLANT SPECIES IMPORTS

SELECTED ORCHID PLANT SPECIES IMPORTS: Number of units into Hawaii, by country, 2012¹

Country	Cattleya	Cymbidium	Dendrobium	Oncidium	Paphiopedilum	Phalaenopsis	Vanda
Japan							
Flasks	57	0	14	0	0	0	0
Plant Units	115	0	2	0	0	0	0
Netherlands							
Flasks	0	0	0	0	0	5,178	0
Plant Units	0	0	0	0	0	0	0
Taiwan							
Flasks	1,454	40	672	774	4,265	1,407	0
Plant Units	0	0	1,550	0	0	109,326	0
Thailand							
Flasks	7,615	1,263	14,071	12,033	5,705	1,255	269
Plant Units	14,370	0	182,825	135,840	0	21,155	11,302

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.