



HAWAII FLOWERS & NURSERY PRODUCTS

Annual Summary

Hawaii
 Agricultural
 Statistics
 Service
 P. O. Box 22159
 Honolulu, HI 96823-2159

Oahu - 973-9588
 Other Islands - 1 (800) 804-9514
 FAX (808) 973-2909

Release: August 10, 1998

1997 FLORICULTURE AND NURSERY SALES DECLINE 1 PERCENT

Grower sales of Hawaii's flower and nursery products totaled \$68.2 million in 1997. According to the Hawaii Agricultural Statistics Service, the 1997 wholesale value was 1 percent lower than 1996.

Small increases in orchids, foliage, and unspecified sales categories were offset by drops in the wholesale value of other categories. Cut flower value declined 3 percent from 1996, making 1997

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FLORICULTURE AND NURSERY PRODUCTS: Wholesale value, State of Hawaii, 1993-97

Commodity	1993	1994	1995	1996	1997
<i>1,000 dollars</i>					
Cut flowers ¹	15,846	15,827	15,333	15,101	14,670
Orchids	11,466	11,244	12,890	15,413	15,473
Lei flowers	3,666	3,524	3,935	3,943	3,813
Foliage ²	19,305	17,185	16,576	17,580	17,799
Potted flowering plants	2,965	3,432	3,295	3,854	3,751
All other nursery products ³	15,288	14,353	14,623	11,613	11,250
Unspecified sales ⁴	977	1,440	1,523	1,366	1,404
Total	69,513	67,005	68,175	68,870	68,160

¹Cut orchids included in "Orchids" category.

²Includes potted, cut, and unfinished.

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

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

DONALD A. MARTIN
 State Agricultural Statistician

ARTHUR OSAKI
 Research Statistician

SANDY NAKASONE
 Statistical Assistant

Contributing: James Yamaki - Hawaii
 Llewellyn Suzuki - Hawaii
 Naomi Landgraf - Maui
 Wendell Au - Oahu
 June Okamura - Kauai, Oahu
 Regina Hidano

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STATE SUMMARY (Continued)

the seventh consecutive year of declining values for this general category. Within the cut flower category, anthuriums, red ginger, and heliconias made positive gains over the previous year, a result of increased prices.

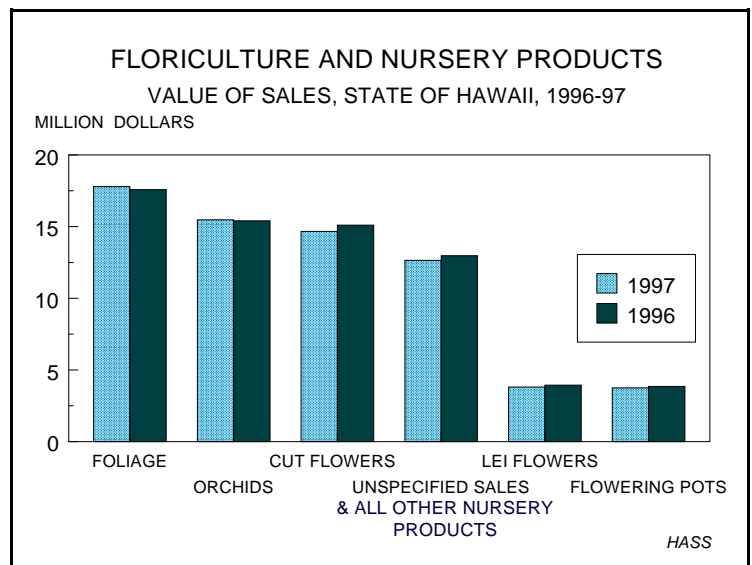
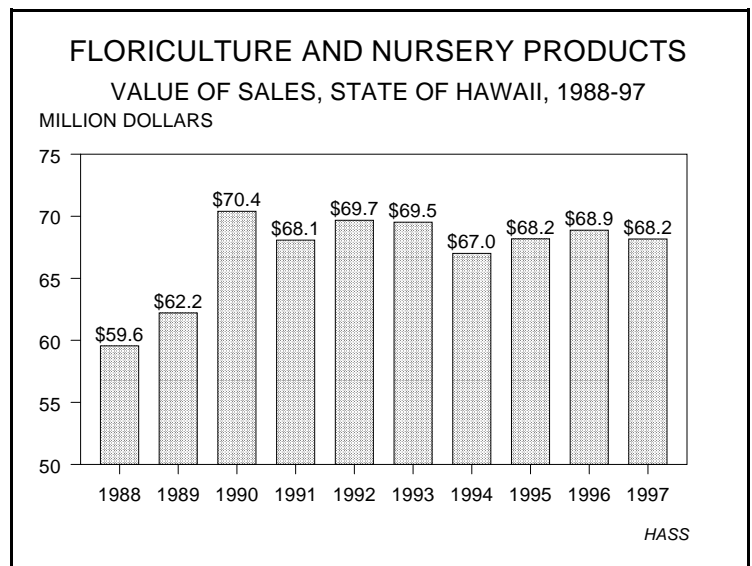
Value of orchid sales remained relatively unchanged from 1996. Within this category, potted dendrobiums increased 23 percent to offset declines recorded in all other orchid categories.

The lei flower category, with wholesale sales pegged at \$3.8 million, declined 3 percent. Plumerias and vandas increased sales by 16 percent and 5 percent, respectively.

Foliage sales (potted, cut, and unfinished), pegged at \$17.8 million, were 1 percent higher than 1996. Sales of potted flowering plants were valued at \$3.8 million, a 3 percent decrease from the previous year.

COUNTY RANKINGS:

Hawaii island sales, pegged at \$35.3 million, were 3 percent higher than 1996. Oahu farmers registered sales of \$22.7 million, 10 percent lower than the previous year. Maui/Molokai sales totaled \$8.3 million, 11 percent higher than last year. Kauai sales, pegged at \$1.8 million, were 7 percent lower than 1996.



SELECTED CUT FLOWERS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1993-97¹

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				
1993	64	10,890	865	7,156
1994	62	10,815	885	7,335
1995	69	11,310	965	7,042
1996	65	11,100	906	7,056
1997	61	11,410	838	7,421
Birds of Paradise - dozens				
1993	31	3,315	116	728
1994	28	2,875	108	702
1995	32	2,965	119	754
1996	29	2,740	102	554
1997	31	2,740	80	494
Carnations, miniature - bunches				
1993	10	250	152	455
1994	10	240	122	478
1995	9	385	110	383
1996	10	230	111	390
1997	8	205	91	320
Carnations, standard - dozens				
1993	7	350	37	170
1994 ³				
1995 ³				
1996 ³				
1997 ³				
Chrysanthemums, pompon - bunches				
1993	5	310	272	565
1994	5	315	290	588
1995	4	295	251	554
1996	4	275	225	479
1997	4	295	177	409
Ginger, pink - dozens				
1993	37	2,310	66	493
1994	40	2,135	69	483
1995	46	2,225	85	564
1996	54	2,180	76	528
1997	40	1,915	67	488
Ginger, red - dozens				
1993	50	2,615	101	529
1994	48	2,525	87	474
1995	51	2,655	117	599
1996	52	2,660	88	444
1997	46	2,350	85	473

See footnotes at end of table.

Continued

SELECTED CUT FLOWERS (Continued)

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1993-97¹ -- 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>
Gingers, other - dozens				
1993	18	440	8	73
1994	15	305	6	62
1995	17	355	6	48
1996	26	610	13	100
1997	16	575	13	86
Heliconias - dozens				
1993	47	4,405	63	587
1994	47	4,750	59	547
1995	50	4,315	49	495
1996	51	3,920	44	477
1997	47	3,445	46	510
Proteas - stems				
1993	21	4,400	1,260	721
1994	21	5,620	2,080	869
1995	28	5,835	1,877	1,071
1996	31	7,100	1,772	1,233
1997	30	5,620	1,413	1,166
Roses, Tea - dozens				
1993	12	1,230	586	2,650
1994 ³				
1995 ³				
1996 ³				
1997 ³				
Other cut flowers - dozens				
1993	20	NA	NA	1,719
1994	37	NA	NA	4,289
1995	35	NA	NA	3,823
1996	36	NA	NA	3,840
1997	35	NA	NA	3,303

See footnotes at end of table.

Continued

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1993-97¹ -- 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				
<i>Cattleyas, cut - flowers</i>				
1993	4	10	13	9
1994 ⁴				
1995 ⁴				
1996 ⁴				
1997 ⁴				
<i>Cymbidiums, cut - flowers</i>				
1993	5	265	311	143
1994	6	280	295	142
1995	9	440	251	159
1996	8	280	300	189
1997	8	275	348	137
<i>Dendrobiums, sprays - dozens</i>				
1993	49	2,700	426	2,995
1994	49	3,030	402	3,017
1995	58	3,435	410	3,078
1996	48	3,105	383	2,797
1997	56	3,505	368	2,547
<i>Oncidiums, sprays - dozens</i>				
1993	18	185	22	282
1994	19	175	28	279
1995	24	240	26	271
1996	28	275	40	386
1997	28	305	34	356
<i>Other orchids, sprays⁵ - dozens</i>				
1993	8	NA	NA	40
1994	8	NA	NA	142
1995	11	NA	NA	30
1996	7	NA	NA	37
1997	5	NA	NA	25
<i>Dendrobiums, potted⁶ - pots</i>				
1993	46	985	853	4,555
1994	50	1,060	667	3,922
1995	56	1,035	804	4,358
1996	63	1,200	1,131	5,185
1997	63	1,295	1,409	6,388
<i>Other orchids, potted - pots</i>				
1993	42	860	710	3,442
1994	42	795	652	3,742
1995	52	1,115	1,085	4,994
1996	57	1,185	1,553	6,819
1997	56	1,235	1,295	6,020

See footnotes at end of table.

Continued

LEI FLOWERS & INDIVIDUAL BLOOMS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1993-97¹ -- 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				
<i>Carnations - blooms</i>				
1993	12	NA	9,900	536
1994	11	NA	9,300	505
1995	10	NA	11,200	590
1996	11	NA	10,000	538
1997	7	NA	7,500	410
<i>Dendrobiums - blooms</i>				
1993	31	NA	29,900	927
1994	30	NA	24,600	752
1995	32	NA	22,400	716
1996	33	NA	24,700	740
1997	35	NA	24,800	725
<i>Pikake - strands</i>				
1993	5	NA	59.4	139
1994	4	NA	53.3	123
1995	5	NA	61.3	169
1996	4	NA	21.7	86
1997				
<i>Plumerias - blooms</i>				
1993	11	NA	16,500	429
1994	11	NA	22,200	519
1995	7	NA	19,500	489
1996	12	NA	29,900	717
1997	11	NA	31,800	833
<i>Tuberose - blooms</i>				
1993	6	NA	7	7
1994	7	NA	7	7
1995	8	NA	7	7
1996	7	NA	7	7
1997	4	NA	7	7
<i>Vanda, Miss Joaquim - blooms</i>				
1993	15	NA	25,400	885
1994	16	NA	24,900	692
1995	13	NA	22,500	677
1996	12	NA	22,200	627
1997	9	NA	22,300	657
<i>Other lei/individual - blooms</i>				
1993	NA	NA	NA	750
1994	NA	NA	NA	933
1995	NA	NA	NA	1,294
1996	NA	NA	NA	1,235
1997	NA	NA	NA	1,188

See footnotes at end of table.

Continued

FOLIAGE & POTTED FLOWERING PLANTS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1993-97¹ -- 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>
FOLIAGE				
Potted, primarily for indoor or patio use ⁸				
1993	69	7,670	NA	14,545
1994	77	6,845	NA	12,008
1995	76	7,540	NA	11,812
1996	75	7,495	NA	13,000
1997	60	6,400	NA	13,362
Potted, primarily for landscape use				
1993	63	NA	NA	3,381
1994	66	NA	NA	3,982
1995	65	NA	NA	3,902
1996	62	NA	NA	3,527
1997	62	NA	NA	3,515
Ti leaves, cut - <i>leaves</i>				
1993	39	2,090	13,700	495
1994	29	2,050	7,100	385
1995	30	1,090	2,400	142
1996	36	1,480	3,100	218
1997	27	1,225	2,600	153
Unfinished stock (for further growing on)				
1993	19	7,450	NA	655
1994	24	7,975	NA	708
1995	21	25,600	NA	622
1996	19	20,000	NA	664
1997	16	17,205	NA	511
Other greens, cut				
1993	25	NA	NA	229
1994	22	NA	NA	102
1995	21	NA	NA	98
1996	24	NA	NA	171
1997	23	NA	NA	258
POTTED FLOWERING PLANTS				
Anthuriums - <i>pots</i>				
1993	7	130	159	283
1994	14	135	92	101
1995	16	68	61	97
1996	17	75	70	155
1997	21	190	140	390
Poinsettias - <i>pots</i>				
1993	28	700	215	903
1994	29	560	231	961
1995	27	545	221	904
1996	27	600	243	952
1997	28	590	238	900

See footnotes at end of table.

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POTTED FLOWERING PLANTS & OTHER NURSERY PRODUCTS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1993-97¹ -- Continued

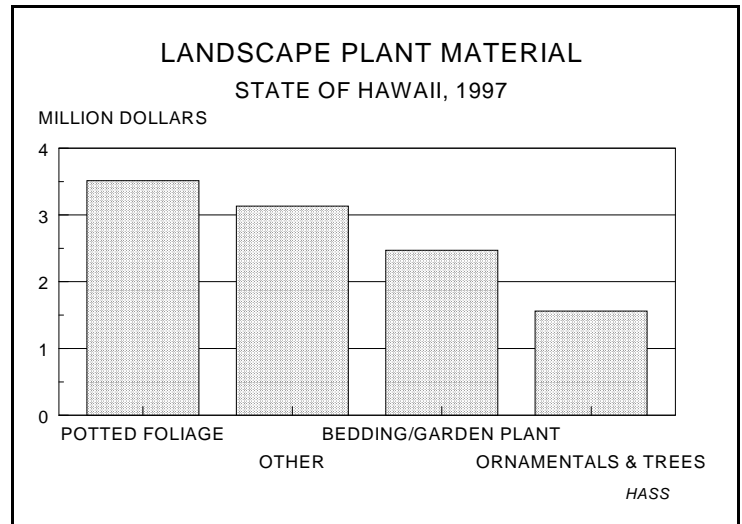
Crop	Farms having sales ²	Production area	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000 square feet</i>	<i>1,000</i>	<i>1,000 dollars</i>
Other potted flowering plants				
1993	37	NA	NA	1,779
1994	36	NA	NA	2,370
1995	39	NA	NA	2,294
1996	39	NA	NA	2,747
1997	40	NA	NA	2,461
ORNAMENTALS & TREES				
1993	45	NA	NA	3,967
1994	43	NA	NA	3,868
1995	46	NA	NA	4,112
1996	43	NA	NA	1,741
1997	42	NA	NA	1,561
PLANT RENTALS				
1993	44	NA	NA	4,185
1994	42	NA	NA	3,860
1995	41	NA	NA	3,293
1996	44	NA	NA	3,690
1997	37	NA	NA	2,925
OTHER NURSERY PRODUCTS⁹				
1993	83	NA	NA	7,136
1994	69	NA	NA	6,625
1995	96	NA	NA	7,218
1996	96	NA	NA	6,182
1997	88	NA	NA	6,764
UNSPECIFIED SALES¹⁰				
1993				977
1994				1,440
1995				1,523
1996				1,366
1997				1,404
TOTAL				
1993	662			69,513
1994	660			67,005
1995	705			68,175
1996	690			68,870
1997	670			68,160

NA = Not available. ¹Beginning 1992, includes only producers having total sales of \$10,000 or more. ²Number for each individual flower item is count of those having sales of that item during each year; "Total" is unduplicated count. ³Included with "Other cut flowers" to avoid disclosure of individual operations. ⁴Included with "Other orchids, sprays" to avoid disclosure of individual operations. ⁵Includes cattleyas, vanda hybrids, phalaenopsis, and paphiopedilums. ⁶Includes in bud/bloom and community pots. ⁷Included with "Other lei/individual" to avoid disclosure of individual operations. ⁸Includes hanging baskets. ⁹Includes bedding plants and other flowers or nursery products not elsewhere classified. ¹⁰Beginning 1992, includes sales of growers greater than \$999 but less than \$10,000 which were not categorized.

LANDSCAPE PLANT MATERIAL VALUED AT \$10.7 MILLION

The State's growers of landscape material had sales pegged at \$10.7 million in 1997. This value combines items published elsewhere in this release. It does not include the value of landscape design or installation but only the wholesale value of plant material grown.

Potted foliage for landscape, pegged at \$3.5 million, accounted for 33 percent of the landscape plant material category in 1997. Other landscape plants with a value of \$3.1 million, accounted for 29 percent of the total. Bedding/Garden plants, with \$2.5 million in sales, accounted for 23 percent of the total followed by ornamentals and trees at \$1.6 million.



LANDSCAPE PLANT MATERIAL: Value of sales, State of Hawaii, 1993-97

Type	1993	1994	1995	1996	1997
<i>1,000 dollars</i>					
Ornamentals & trees	3,967	3,868	4,112	1,741	1,561
Landscape foliage pots	3,381	3,982	3,902	3,527	3,515
Bedding/garden plants	2,157	2,331	2,274	2,584	2,472
Other landscaping plants	3,714	3,215	3,212	2,304	3,132
Total	13,219	13,396	13,500	10,156	10,680

ISLAND SUMMARIES

BIG ISLAND ACCOUNTS FOR MORE THAN HALF OF TOTAL VALUE

Hawaii Island growers accounted for more than one-half of the State's total wholesale value of flower and nursery products in 1997. Big Island's 312 producers generated \$35.3 million in wholesale sales, 3 percent more than 1996. With the exception of cut flowers and all other nursery products, all categories registered increases. Oahu's 202 floriculture and nursery farms reported sales of \$22.7 million. This was 10 percent lower than last year with all categories declining. Maui/Molokai's 106 producers wholesale value of sales topped \$8.3 million, 11 percent higher than a year ago. Kauai's 50 producers generated \$1.8 million in wholesale sales, 7 percent less than 1996.

FLORICULTURE AND NURSERY PRODUCTS: Value of grower sales, by islands, 1993-97

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								
1993	15,846	11,466	3,666	19,305	2,965	15,288	977	69,513
1994	15,827	11,244	3,524	17,185	3,432	14,353	1,440	67,005
1995	15,333	12,890	3,935	16,576	3,295	14,623	1,523	68,175
1996	15,101	15,413	3,943	17,580	3,854	11,613	1,366	68,870
1997	14,670	15,473	3,813	17,799	3,751	11,250	1,404	68,160
Hawaii								
1993	12,600	5,329	1,426	10,424	618	3,070	435	33,902
1994	12,298	4,988	927	9,426	573	2,540	585	31,337
1995	12,082	6,197	977	10,187	564	2,082	519	32,608
1996	11,672	7,230	1,136	11,125	595	1,978	539	34,275
1997	11,536	8,057	1,226	11,322	882	1,726	541	35,290
Kauai								
1993	27	217	10	6	6	1,335	105	1,694
1994	*	184	10	6	6	1,561	144	1,899
1995	68	259	17	6	6	1,313	144	1,801
1996	117	344	73	6	6	1,308	123	1,965
1997	88	6	6	6	6	1,569	173	1,830
Maui/Molokai								
1993	1,960	619	1,102	6	6	5,300	155	9,136
1994	2,283	487	1,096	6	6	3,710	336	7,912
1995	2,188	470	1,331	6	6	3,533	274	7,796
1996	2,371	744	1,228	6	6	2,923	249	7,515
1997	2,202	6	6	6	6	5,807	311	8,320
Oahu								
1993	1,259	5,301	1,128	7,439	1,645	7,727	282	24,781
1994	1,246	5,585	1,491	6,532	2,064	8,564	375	25,857
1995	995	5,964	1,610	5,458	1,827	9,530	586	25,970
1996	941	7,095	1,506	5,554	2,282	7,282	455	25,115
1997	844	6,136	1,332	5,550	1,917	6,562	379	22,720

* = Negligible. ¹Cut orchids included in "Orchids" category. ²Excludes orchids used for lei flowers. ³Includes potted, cut, and unfinished. ⁴Includes bedding plants, plant rentals, sod, trees, and any other nursery products not elsewhere classified. Sum of islands may not add to total. ⁵Includes grower sales greater than \$999 but less than \$10,000 which were not categorized. ⁶Island data not shown separately to avoid disclosure of individual operations but combined and included in the State total.

ISLAND SUMMARIES (Continued)

FLORICULTURE AND NURSERY PRODUCTS: Hawaii Island, 1995-97

Commodity	Number sold			Value of sales		
	1995	1996	1997	1995	1996	1997
<i>----- 1,000 dollars -----</i>						
Selected Items:						
Anthuriums, cut (000 dozens)	957	897	834	6,996	6,984	7,385
Foliage, cut	NA	NA	NA	142	274	250
Foliage, potted (indoor/patio use)	NA	NA	NA	9,224	10,134	10,500
Ginger, red (000 dozens)	72	39	39	357	161	183
Gingers, other (000 dozens)	50	38	34	306	208	198
Heliconias (000 dozens)	22	16	15	267	195	208
Orchids, potted (000 pots)	964	1,350	1,371	3,968	4,759	5,749
Ornamentals and trees	NA	NA	NA	495	157	224
Poinsettias (000 pots)	33	NA	NA	142	NA	NA
Vanda, Miss Joaquim (million flowers)	16.5	15.2	16.4	448	417	431
All other flowers and nursery products ¹	NA	NA	NA	9,744	10,447	9,621
Unspecified sales ²	NA	NA	NA	519	539	541
Total				32,608	34,275	35,290

NA = Not available.

¹Only selected items are shown separately. All other cut and lei flowers, potted plants, nursery products, plant rentals, etc., for the island are included in the "All other" category.

²Includes grower sales greater than \$999 but less than \$10,000.

FLORICULTURE AND NURSERY PRODUCTS: Kauai Island, 1995-97

Commodity	Number sold			Value of sales		
	1995	1996	1997	1995	1996	1997
<i>----- 1,000 dollars -----</i>						
Selected Items:						
Ginger, red (000 dozens)	NA	3	3	NA	17	18
Gingers, other (000 dozens)	NA	3	2	NA	22	15
Heliconias (000 dozens)	NA	4	5	NA	50	54
Ornamentals and trees	NA	NA	NA	NA	NA	NA
All other flowers and nursery products ¹	NA	NA	NA	NA	1,753	1,570
Unspecified sales ²	NA	NA	NA	144	123	173
Total				1,801	1,965	1,830

NA = Not available.

¹Only selected items are shown separately. All other cut and lei flowers, potted plants, nursery products, plant rentals, etc., for the island are included in the "All other" category.

²Includes grower sales greater than \$999 but less than \$10,000.

ISLAND SUMMARIES (Continued)

FLORICULTURE AND NURSERY PRODUCTS: Maui/Molokai Islands, 1995-97

Commodity	Number sold			Value of sales		
	1995	1996	1997	1995	1996	1997
----- 1,000 dollars -----						
Selected Items:						
Carnations, heads (million flowers)	8.5	8.0	6.7	471	447	371
Gingers (000 dozens)	66	54	48	412	389	358
Heliconias (000 dozens)	15	14	15	136	148	158
All other flowers and nursery products ¹	NA	NA	NA	6,503	6,282	7,122
Unspecified sales ²	NA	NA	NA	274	249	311
Total				7,796	7,515	8,320

NA = Not available.

¹Only selected items are shown separately. All other cut and lei flowers, potted plants, nursery products, plant rentals, etc., for the islands are included in the "All other" category.

²Includes grower sales greater than \$999 but less than \$10,000.

FLORICULTURE AND NURSERY PRODUCTS: Oahu Island, 1995-97

Commodity	Number sold			Value of sales		
	1995	1996	1997	1995	1996	1997
----- 1,000 dollars -----						
Selected Items:						
Dendrobiums, sprays (000 dozens)	132	100	77	1,090	766	640
Dendrobiums, for lei (million flowers)	10.8	11.7	8.8	397	387	285
Foliage, cut	NA	NA	NA	57	67	84
Foliage, potted (indoor/patio use)	NA	NA	NA	2,455	2,730	2,707
Ginger, red (000 dozens)	13	19	18	73	105	107
Orchids, potted (000 pots)	834	1,223	1,163	4,791	6,263	5,434
Plumerias (million flowers)	5.6	4.5	NA	144	107	NA
All other flowers and nursery products ¹	NA	NA	NA	16,377	14,235	13,084
Unspecified sales ²	NA	NA	NA	586	455	379
Total				25,970	25,115	22,720

NA = Not available.

¹Only selected items are shown separately. All other cut and lei flowers, potted plants, nursery products, plant rentals, etc., for the island are included in the "All other" category.

²Includes grower sales greater than \$999 but less than \$10,000.

FARM NUMBERS & AREA SUMMARY

FLORICULTURE AND NURSERY PRODUCTS: Number of farms and growing area, by islands, 1993-97

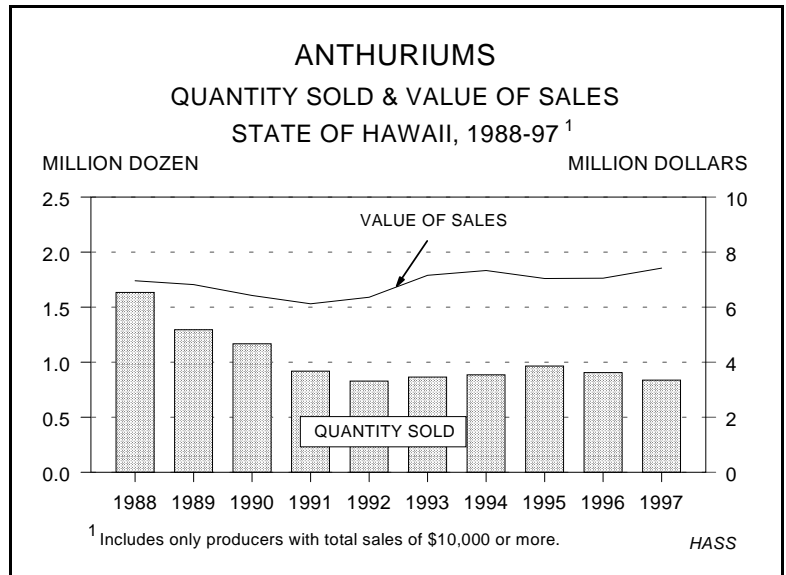
Year	Farms	Greenhouse ¹	Artificial shade	Natural shade	Open field	Total area
	<i>Number</i>	<i>----- 1,000 square feet -----</i>			<i>----- Acres -----</i>	
State						
1993	662	4,565	19,955	21	1,800	2,384
1994	660	3,770	21,600	18	1,690	2,290
1995	705	3,770	24,215	15	2,040	2,698
1996	690	2,820	23,405	10	1,600	2,212
1997	670	2,805	23,885	10	1,535	2,158
Hawaii						
1993	307	3,355	15,135	21	875	1,320
1994	304	2,715	16,330	18	720	1,175
1995	333	2,910	18,880	15	1,115	1,630
1996	316	1,990	17,815	10	775	1,240
1997	312	2,000	18,805	10	875	1,363
Kauai						
1993	40	20	230	0	95	101
1994	40	105	390	0	95	106
1995	46	40	375	0	95	105
1996	52	60	345	0	60	69
1997	50	60	355	0	55	65
Maui/Molokai						
1993	102	285	585	0	450	470
1994	102	310	505	0	480	499
1995	106	270	375	0	450	465
1996	111	230	335	0	415	428
1997	106	235	345	0	295	308
Oahu						
1993	213	905	4,005	0	380	493
1994	214	640	4,375	0	395	510
1995	220	550	4,585	0	380	498
1996	211	540	4,910	0	350	475
1997	202	510	4,380	0	310	422

¹Glass or glass substitute structure.

HAWAII ANTHURIUMS

ANTHURIUM VALUE OF SALES UP

Hawaii's anthurium producers, with total flower and nursery sales of \$10,000 or more (total sales include anthuriums and other crops), registered sales of \$7.4 million in 1997. This was an increase of 5 percent over the \$7.1 million recorded in 1996. The State's 61 commercial farms sold 838,000 dozen, 8 percent fewer than a year ago. Production area, totaling 11.4 million square feet, was 3 percent more than a year ago.



ANTHURIUMS: Farm numbers, sales, value, and production area, State of Hawaii, 1993-97¹

Year	Farms	Number sold	Value of sales	Production area		
				Artificial shade	Natural shade	Total
	<i>Number</i>	<i>1,000 dozens</i>	<i>1,000 dollars</i>	<i>----- 1,000 square feet -----</i>		
1993	64	865	7,156	10,060	830	10,890
1994	62	885	7,335	10,275	540	10,815
1995	69	965	7,042	10,670	640	11,310
1996	65	906	7,056	10,665	435	11,100
1997	61	838	7,421	10,975	435	11,410

¹Includes nursery and flower producers with total sales of \$10,000 or more (total sales include anthuriums and other crops). Does not include potted anthuriums.



DENDROBIUM ORCHID SALES CLIMB 11 PERCENT

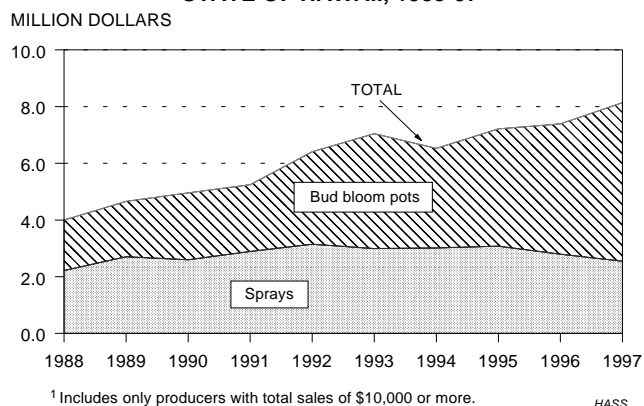
Dendrobium orchid sales in 1997 were pegged at \$9.7 million. This was 11 percent higher than the \$8.7 million posted in 1996. Increase in the potted sector offset declines registered in cut

sprays and individual blossoms.

Potted in bud/bloom, valued at \$5.6 million, represented 58 percent of the total dendrobium orchid value. Value of sales for pots in bud/bloom increased 22 percent from a year ago and was the highest sales value recorded.

Growers of cut sprays registered \$2.5 million in sales, down 9 percent from the \$2.8 million in 1996. Individual blossoms of dendrobiums were valued at \$725,000, 2 percent less than 1996. Value of community pots, pegged at \$793,000, was 34 percent more than the \$590 recorded in 1996.

**DENDROBIUMS: VALUE OF SALES
STATE OF HAWAII, 1988-97¹**



DENDROBIUM ORCHIDS: Sales and value, State of Hawaii, 1993-97¹

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>	
1993	29.9	927	426	2,995	753	4,052	100	503	8,477
1994	24.6	752	402	3,017	619	3,510	48	412	7,691
1995	22.4	716	410	3,078	762	4,137	42	221	8,152
1996	24.7	740	383	2,797	1,025	4,595	106	590	8,722
1997	24.8	725	368	2,547	1,249	5,595	160	793	9,660

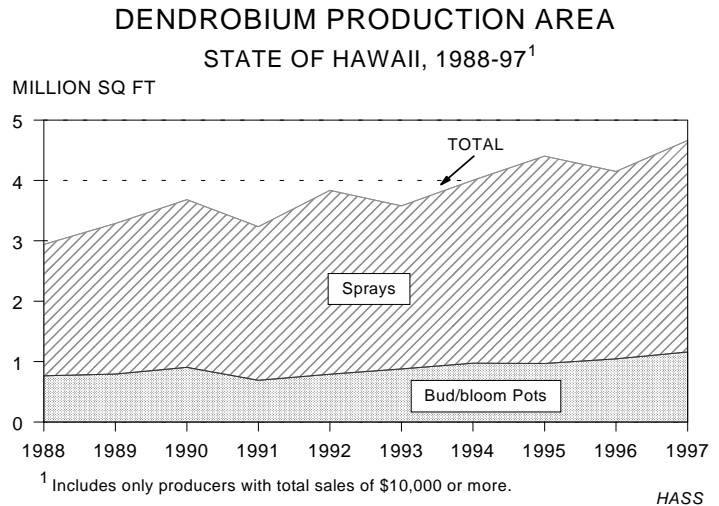
¹Includes only producers with total sales of \$10,000 or more.

HAWAII DENDROBIUM ORCHIDS (Continued)

DENDROBIUM PRODUCTION AREA 12 PERCENT HIGHER

The combined production area for dendrobium cut sprays and bud/bloom pots totaled 4.7 million square feet, 12 percent higher than 1996 for growers with \$10,000 or more in total sales (total sales can include crops other than dendrobiums). Production area reported by growers includes newly planted, as well as established acreage; thus, year-to-year yield comparisons calculated using area and sales may be misleading.

Area utilized for cut sprays totaled 3.5 million square feet, 13 percent higher than 1996. Production area for potted in bud/bloom totaled 1.2 million square feet, 11 percent more than last year.



DENDROBIUM ORCHIDS (POTTED IN BUD/BLOOM AND CUT SPRAYS): Number of farms and production area, State of Hawaii, 1993-97¹

Year	Farms		Production area		
	Cut sprays	Potted in bud/bloom	Cut sprays	Potted in bud/bloom	Total
	----- Number -----		----- 1,000 square feet -----		
1993	49	46	2,700	880	3,580
1994	49	46	3,030	975	4,005
1995	58	52	3,435	970	4,405
1996	48	57	3,105	1,045	4,150
1997	56	61	3,505	1,160	4,665

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

NATIONAL FLORICULTURE SUMMARY

U.S. FLORICULTURE VALUED AT \$3.42 BILLION

The value of floriculture crops continued to increase in 1997. The total value of all crops at wholesale for all growers with \$10,000 or more in sales is estimated at \$3.57 billion for 1997, compared with \$3.41 billion in 1996. California continued as the leading state with crops valued at \$746 million, up 11 percent for the year. Florida recorded a 3 percent decline in its output as the 1997 wholesale value of sales fell to \$654 million. These two states accounted for 39 percent of the total value. Of the 36 states surveyed, 26 recorded higher value and 10 showed decreases. The top five states--California, Florida, Michigan, Texas, and Ohio--accounted for \$1.92 billion, 54 percent of the total value. Growers with sales exceeding \$100,000 for the year accounted for 93 percent of the total, at \$3.33 billion. This size group comprised 49 percent of the total number of growers.

State	Wholesale
	<i>Million dollars</i>
California	746
Florida	654
Michigan	193
Texas	169
Ohio	162

The number of floriculture growers continued to fall as the count in 1997 was 9,666, down 404 from the number in 1996. The number of growers with sales of \$100,000 or more in sales rose from 4,683 in 1996 to 4,722 in 1997.

Year	All operations	Operations with hired workers	Average number of workers
1994	10,263	8,384	13.4
1995	10,158	7,974	13.8
1996	10,070	8,472	13.5
1997	9,666	8,204	13.4

The use of hired workers decreased in 1997. A total of 8,204 operations reported hired workers during the year, compared with 8,472 reporting hired workers a year earlier. Overall, 85 percent of the operations used some hired workers in 1997, compared with 84 percent in 1996. The average number of hired workers used during peak times, at 13.4, was marginally lower than the previous year's average of 13.5 workers.

The total wholesale value of floriculture crops grown by operations exceeding the \$100,000 minimum sales level reached \$3.33 billion in 1997, a 6 percent increase over the \$3.15 billion for 1996. Values for all crop categories rose in 1997, except for cut cultivated greens. Bedding and garden plants, the largest contributor, recorded a 10 percent increase in wholesale value to \$1.57 billion. Flowering potted plants recorded a 2 percent boost over the previous year reaching \$701 million. Foliage also gained 2 percent in value at \$522 million. Value of cut flowers grew 6 percent, but cut cultivated greens were down 11 percent.

Where does Hawaii rank? For producers with \$100,000 or more in total sales, Hawaii's cut flower wholesale value of sales ranked 4th behind California, Florida, and Colorado. Hawaii's foliage for indoor or patio use growers also ranked 4th in the nation behind Florida, California, and Texas.

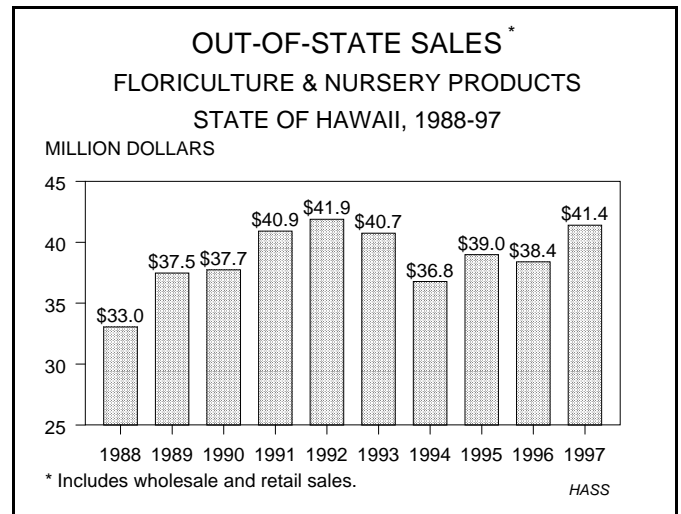
Source: *Floriculture Crops, 1997 Summary, USDA, NASS.*

OUT-OF-STATE SALES

OUT-OF-STATE SALES 8 PERCENT HIGHER

The value of out-of-State sales of flowers and nursery products (including wholesale and retail sales) during 1997 was estimated at \$41.4 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.



Anthuriums remained the number one floriculture crop or nursery product exported. The \$10.9 million value was 13 percent higher than 1996. Potted foliage followed at \$10.3 million, 9 percent higher than a year ago. Other potted orchids moved into third with \$5.4 million in value, 35 percent higher than the previous year. Dendrobium sprays decreased 14 percent from 1996. The \$3.5 million generated by potted dendrobium orchids ranked fifth in out-of-State sales.

FLORICULTURE AND NURSERY PRODUCTS: Out-of-State sales, State of Hawaii, 1993-97¹

Commodity	1993	1994	1995	1996	1997
	<i>1,000 dollars</i>				
Anthuriums, cut	11,115	10,310	10,395	9,705	10,945
Birds of Paradise	970	960	905	650	720
Cymbidiums	190	90	80	115	80
Dendrobiums, sprays	2,705	3,015	3,120	4,110	3,545
Foliage, cut:					
Ti leaves	660	625	720	635	670
Other cut greens	800	765	885	1,010	885
Foliage, potted	9,655	9,090	9,910	9,500	10,320
Ginger, red	1,010	895	1,000	675	765
Gingers, other	640	340	740	605	450
Heliconias	975	805	740	800	820
Potted orchids:					
Dendrobiums	2,770	2,380	3,325	2,965	3,510
Other orchids	2,545	2,585	3,420	3,995	5,410
Proteas	1,400	1,755	1,675	1,625	2,025
Unfinished potted foliage stock	670	80	315	70	70
All other flowers and nursery products	4,635	3,080	1,755	1,930	1,185
Total	40,740	36,775	38,985	38,390	41,400

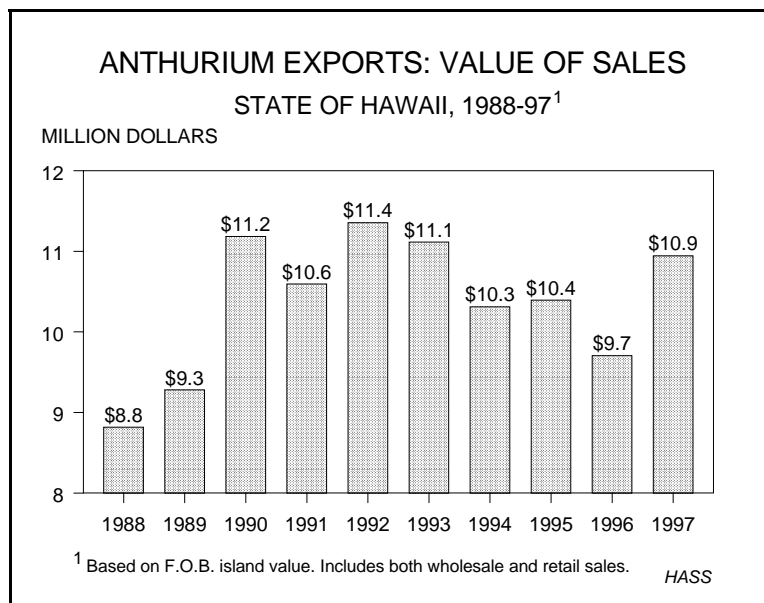
¹Based on F.O.B. island value. Includes both wholesale and retail sales. Does not include sales of cut flowers, leis, etc., purchased within the State and hand carried out.

OUT-OF STATE SALES (Continued)

VALUE OF ANTHURIUM EXPORTS ROSE IN 1997

Out-of-State anthurium sales were estimated at \$10.9 million for 1997, 13 percent higher than 1996. The out-of-State value includes wholesale and retail sales and is a relative gauge of sales outside of the State of Hawaii.

Out-of-State shipments from the Big Island, which produces more than 99 percent of the State's anthuriums, totaled 703,300 dozen in 1997. Big Island's total out-of-State shipments were 4 percent more than 1996. Mainland destinations, which made up about 54 percent of the Big Island's exports, were 2 percent higher than 1996. Foreign shipments increased 7 percent from the previous year.



Note: Big Island shipment figures include production from growers with less than \$10,000 in total floriculture and nursery sales. Big Island shipment figures are not comparable to production values published in Island Summary tables, page 11. Big Island shipment figures are also not comparable with value of out-of-State anthurium shipments, page 14.

ANTHURIUMS: Mainland and foreign shipments from the Island of Hawaii, 1993-97

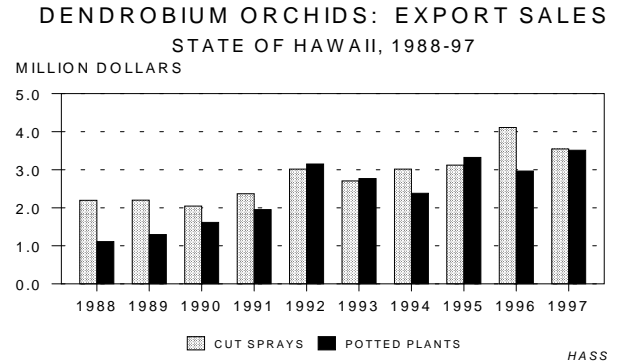
Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Total
<i>1,000 dozens</i>													
Mainland													
1993	36.6	44.2	40.0	43.5	41.6	42.2	39.7	43.8	42.5	38.3	35.1	43.4	490.9
1994	31.0	38.8	35.4	38.0	42.9	39.5	28.6	30.8	31.4	32.3	29.3	33.0	411.0
1995	27.0	33.0	27.0	28.4	35.9	29.1	29.6	28.9	30.0	30.8	28.1	32.2	360.0
1996	25.4	34.3	25.6	31.6	40.3	27.8	32.5	28.7	28.4	30.6	27.0	37.6	369.8
1997	24.6	37.2	26.5	31.4	35.9	31.0	33.9	29.1	29.9	30.0	30.0	37.1	376.6
Foreign													
1993	14.3	13.4	17.3	20.4	25.3	25.2	31.0	33.4	35.3	41.8	34.1	25.7	317.2
1994	15.2	12.2	18.6	26.8	28.1	30.1	45.1	44.9	48.3	35.6	35.3	30.7	370.9
1995	19.1	12.8	22.3	20.8	27.3	37.8	46.8	47.1	45.3	48.1	36.7	34.4	398.5
1996	15.8	10.4	16.1	17.8	22.1	26.0	36.1	35.3	38.2	31.6	32.8	23.3	305.5
1997	14.6	6.9	18.3	18.4	22.4	37.7	41.1	38.4	41.7	39.8	23.6	23.8	326.7
Total shipments¹													
1993	50.9	57.6	57.3	63.9	66.9	67.4	70.7	77.2	77.8	80.1	69.2	69.1	808.1
1994	46.2	51.0	54.0	64.8	71.0	69.6	73.7	75.7	79.7	67.9	64.6	63.7	781.9
1995	46.1	45.8	49.3	49.2	63.2	66.9	76.4	76.0	75.3	78.9	64.8	66.6	758.5
1996	41.2	44.7	41.7	49.4	62.4	53.8	68.6	64.0	66.6	62.2	59.8	60.9	675.3
1997	39.2	44.1	44.8	49.8	58.3	68.7	75.0	67.5	71.6	69.8	53.6	60.9	703.3

¹Sum of mainland and foreign may not add to total shipments due to rounding.

OUT-OF STATE SALES (Continued)

TOTAL DENDROBIUM EXPORTS UNCHANGED

Export dendrobium sales totaled \$7.1 million in 1997, relatively unchanged from 1996. Potted dendrobium exports registered \$3.5 million. The 18 percent increase in potted dendrobium exports was enough to offset a 13 percent drop in export sales of cut sprays.



DENDROBIUM ORCHIDS: Out-of-State sales, 1993-97

Year	Value of Sales		Total value
	Cut sprays	Potted plants ¹	
	<i>1,000 dollars</i>		
1993	2,705	2,770	5,475
1994	3,015	2,380	5,395
1995	3,120	3,325	6,445
1996	4,110	2,965	7,075
1997	3,545	3,510	7,055

¹Includes community pots.