

HAWAII FLOWERS & NURSERY PRODUCTS

Annual Summary



National Agricultural Statistics Service
Hawaii Department of Agriculture

Release: September 28, 1999

1998 FLORICULTURE AND NURSERY SALES HIT RECORD HIGH

Grower sales of Hawaii's flower and nursery products totaled a record \$72.5 million in 1998. According to the Hawaii Agricultural Statistics Service, the 1998 wholesale value was 9 percent higher than the \$66.7 million reported in 1997. Cut flowers, orchids, and potted flowering plant categories registered increases in 1998.

The state's leading cut flower remains the anthurium. However, a decrease in price combined with stagnant sales resulted in a 9 percent decline in value compared to a year earlier.

Continued on page 2 . . .

FLORICULTURE AND NURSERY PRODUCTS: Wholesale value, State of Hawaii, 1994-98

Commodity	1994	1995	1996	1997	1998
<i>1,000 dollars</i>					
Cut flowers ¹	15,827	15,333	15,101	13,969	14,973
Orchids	11,244	12,890	15,413	15,479	15,868
Lei flowers	3,524	3,935	3,943	3,813	3,485
Foliage ²	17,185	16,576	17,580	16,989	14,781³
Potted flowering plants	3,432	3,295	3,854	3,751	3,892
All other nursery products ⁴	14,353	14,623	11,613	11,250	17,982
Unspecified sales ⁵	1,440	1,523	1,366	1,404	1,479
Total	67,005	68,175	68,870	66,655	72,460

¹Cut orchids included in "Orchids" category.

²Includes potted, cut, and unfinished.

³Unfinished foliage, 1998 included in "All other nursery products"

⁴Includes bedding plants, plant rentals, and any other nursery products not elsewhere classified.

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

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STATE SUMMARY (Continued)

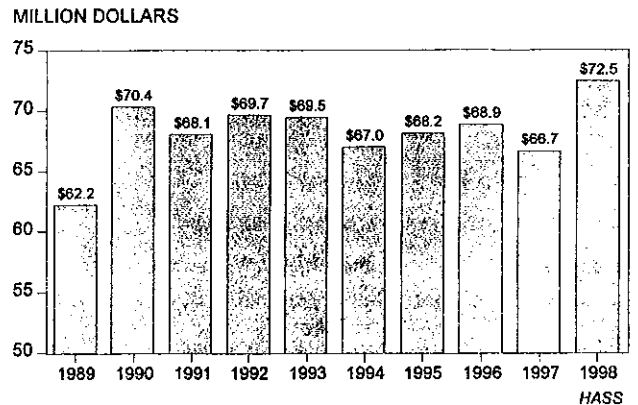
Value of orchid sales increased 3 percent from 1997. Potted dendrobiums, which includes the community pots and bud/bloom, dropped 5 percent in overall value due to a drop in the community pot sector.

The lei flower category, with wholesale sales pegged at \$3.5 million, declined 9 percent. Sales of potted flowering plants were valued at \$3.9 million, a 4 percent increase over 1997.

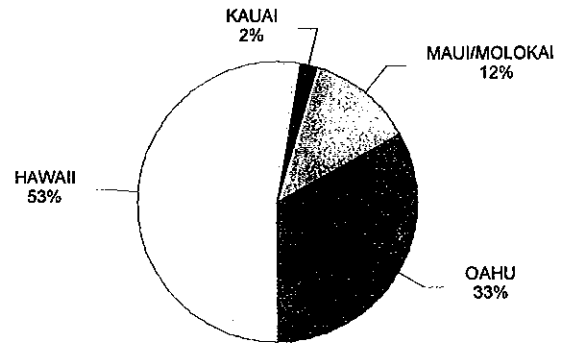
COUNTY RANKINGS:

Hawaii island sales, pegged at \$38.4 million, were 11 percent higher than 1997. Oahu farmers registered sales of \$23.9 million, 8 percent higher than the previous year. Maui/Molokai sales totaled \$8.8 million, 8 percent higher than last year. Kauai sales, pegged at \$1.4 million, 24 percent lower than 1997.

FLORICULTURE AND NURSERY PRODUCTS
VALUE OF SALES, STATE OF HAWAII, 1989-98



FLORICULTURE AND NURSERY PRODUCTS
VALUE OF GROWER SALES, BY ISLAND, 1998



HASS

The results in this report are based upon the decennial Census of Horticultural Specialties. The survey questionnaire contained the traditional questions about floriculture production plus detailed questions about horticultural commodities in general.

Combining the Floricultural Survey with the Horticultural Specialties Survey resulted in several procedural changes:

The more detailed questionnaire allowed respondents to more accurately identify the specific types of crops produced. In some instances, products may have been miss-categorized between floriculture versus horticulture in previous years.

Production area is no longer collected or published for flats and potted flowering plants or bedding/garden plants.

SELECTED CUT FLOWERS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1994-98¹

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				
1994	62	10,815	885	7,335
1995	69	11,310	965	7,042
1996	65	11,100	906	7,056
1997	61	11,420	758	6,892
1998	75	11,285	834	6,299
Birds of Paradise - dozens				
1994	28	2,875	108	702
1995	32	2,965	119	754
1996	29	2,740	102	554
1997	31	2,740	78	486
1998	22	2,200	60	445
Carnations, miniature - bunches				
1994	10	240	122	478
1995	9	385	110	383
1996	10	230	111	390
1997	8	205	91	320
1998	4	62	47	128
Chrysanthemums, pompon - bunches				
1994	5	315	290	588
1995	4	295	251	554
1996	4	275	225	479
1997	4	295	177	409
1998	6	265	281	568
Ginger, pink - dozens				
1994	40	2,135	69	483
1995	46	2,225	85	564
1996	54	2,180	76	528
1997	40	1,915	52	402
1998	52	2,750	86	494
Ginger, red - dozens				
1994	48	2,525	87	474
1995	51	2,655	117	599
1996	52	2,660	88	444
1997	46	2,350	85	473
1998	64	4,175	131	723
Gingers, other - dozens				
1994	15	305	6	62
1995	17	355	6	48
1996	26	610	13	100
1997	16	575	14	92
1998	29	635	13	111

See footnotes at end of table.

Continued

SELECTED CUT FLOWERS (Continued) & FOLIAGE

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1994-98¹ -- Continued

Crop	Farms having sales ²	Production area	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000 square feet</i>	<i>1,000</i>	<i>1,000 dollars</i>
Heliconias - dozens				
1994	47	4,750	59	547
1995	50	4,315	49	495
1996	51	3,920	44	477
1997	47	3,445	40	432
1998	57	5,155	51	580
Proteas - stems				
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	5,625	1,353	1,160
1998	29	7,720	1,952	1,626
Other cut flowers - dozens				
1994	37	NA	NA	4,289
1995	35	NA	NA	3,823
1996	36	NA	NA	3,840
1997	35	NA	NA	3,303
1998	38	NA	NA	3,999
FOLIAGE				
Potted, primarily for indoor or patio use³				
1994	77	6,845	NA	12,008
1995	76	7,540	NA	11,812
1996	75	7,495	NA	13,000
1997	60	6,395	NA	12,552
1998	72	4,721	NA	13,995
Ti leaves, cut - leaves				
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
1998	41	2,585	6,000	412
Other greens, cut				
1994	22	NA	NA	102
1995	21	NA	NA	98
1996	24	NA	NA	171
1997	23	NA	NA	258
1998	35	NA	NA	374

See footnotes at end of table.

Continued

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1994-98¹ -- Continued

Crop	Farms having sales ²	Production area	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000 square feet</i>	<i>1,000</i>	<i>1,000 dollars</i>
ORCHIDS				
Cymbidiums, cut - flowers				
1994	6	280	295	142
1995	9	440	251	159
1996	8	280	300	189
1997	8	275	348	137
1998	13	325	422	236
Dendrobiums, sprays - dozens				
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	2,549
1998	56	3,290	442	3,010
Oncidiums, sprays - dozens				
1994	19	175	28	279
1995	24	240	26	271
1996	28	275	40	386
1997	28	305	34	356
1998	29	465	51	492
Other orchids, sprays⁴ - dozens				
1994	8	NA	NA	142
1995	11	NA	NA	30
1996	7	NA	NA	37
1997	5	NA	NA	25
1998	4	NA	NA	52
Dendrobiums, potted⁵ - pots				
1994	50	1,060	667	3,922
1995	56	1,035	804	4,358
1996	63	1,200	1,131	5,185
1997	62	1,295	1,409	6,392
1998	63	NA	1,025	6,069
Phalaenopsis, potted⁶ - pots				
1994				
1995				
1996				
1997				
1998	20	NA	221	1,178
Other orchids, potted - pots				
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
1998	57	NA	951	4,831

See footnotes at end of table.

Continued

LEI FLOWERS & INDIVIDUAL BLOOMS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1994-98¹ -- Continued

Crop	Farms having sales ²	Production area	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000 square feet</i>	<i>1,000</i>	<i>1,000 dollars</i>
LEI/INDIVIDUAL BLOOMS				
Carnations - blooms				
1994	11	NA	9,300	505
1995	10	NA	11,200	590
1996	11	NA	10,000	538
1997	7	NA	7,500	410
1998	9	NA	6,800	448
Dendrobiums - blooms				
1994	30	NA	24,600	752
1995	32	NA	22,400	716
1996	33	NA	24,700	740
1997	35	NA	24,800	725
1998	28	NA	28,900	855
Pikake - strands				
1994	4	NA	53.3	123
1995	5	NA	61.3	169
1996	4	NA	21.7	86
1997 ⁷				
1998	5	NA	55.6	128
Plumerias - blooms				
1994	11	NA	22,200	519
1995	7	NA	19,500	489
1996	12	NA	29,900	717
1997	11	NA	31,800	833
1998	9	NA	23,800	601
Tuberoses - blooms				
1994	7	NA	7	7
1995	8	NA	7	7
1996	7	NA	7	7
1997	4	NA	7	7
1998	6	NA	19,500	912
Vanda, Miss Joaquim - blooms				
1994	16	NA	24,900	692
1995	13	NA	22,500	677
1996	12	NA	22,200	627
1997	9	NA	22,300	657
1998	9	NA	10,900	292
Other lei/individual - blooms				
1994	NA	NA	NA	933
1995	NA	NA	NA	1,294
1996	NA	NA	NA	1,235
1997	NA	NA	NA	1,188
1998	NA	NA	NA	249

See footnotes at end of table.

Continued

POTTED FLOWERING PLANTS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1994-98¹ -- Continued

Crop	Farms having sales ²	Production area	Quantity sold	Value of sales
	<i>Number</i>	<i>1,000 square feet</i>	<i>1,000</i>	<i>1,000 dollars</i>
POTTED FLOWERING PLANTS				
Anthuriums - pots				
1994	14	135	92	101
1995	16	68	61	97
1996	17	75	70	155
1997	21	190	140	390
1998	15	NA	113	321
Bromeliads⁸ - pots				
1994				
1995				
1996				
1997				
1998	8	NA	88	423
Chrysanthemums⁸ - pots				
1994				
1995				
1996				
1997				
1998	5	NA	127	573
Poinsettias - pots				
1994	29	560	231	961
1995	27	545	221	904
1996	27	600	243	952
1997	28	590	238	900
1998	30	NA	263	1,012
Other potted flowering plants				
1994	36	NA	NA	2,370
1995	39	NA	NA	2,294
1996	39	NA	NA	2,747
1997	40	NA	NA	2,461
1998	27	NA	NA	1,563

See footnotes at end of table.

Continued

OTHER NURSERY PRODUCTS

FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1994-98¹ -- 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>
PLANT RENTALS				
1994	42	NA	NA	3,860
1995	41	NA	NA	3,293
1996	44	NA	NA	3,690
1997	37	NA	NA	2,925
1998	45	NA	NA	4,715
OTHER NURSERY PRODUCTS³				
1994				15,183
1995				15,854
1996				12,114
1997				12,351
1998				13,267
UNSPECIFIED SALES¹⁰				
1994				1,440
1995				1,523
1996				1,366
1997				1,404
1998				1,479
TOTAL				
1994	660			67,005
1995	705			68,175
1996	690			68,870
1997	670			66,655
1998	745			72,460

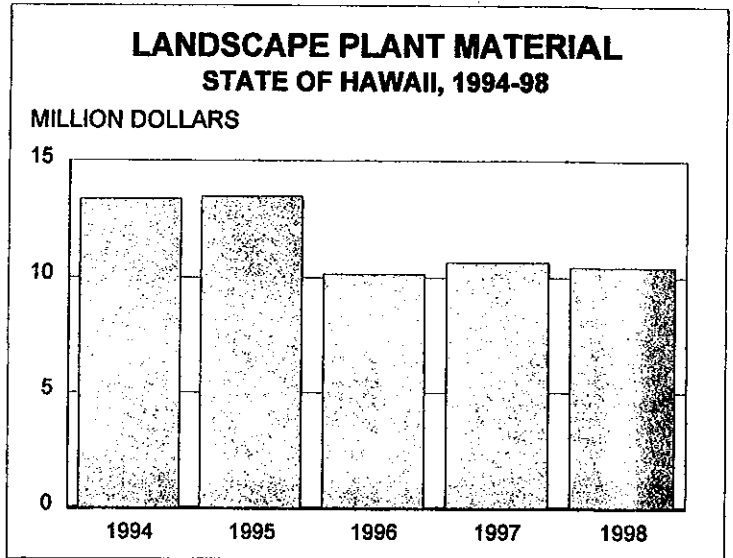
NA = Not available.

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. ³Includes hanging baskets. ⁴Includes cattleyas, vanda hybrids, phalaenopsis, and paphiopedilums. ⁵Includes in bud/bloom and community pots. ⁶Prior to 1998, included with "Other orchids, potted". ⁷Included with "Other lei/individual" to avoid disclosure of individual operations. ⁸Prior to 1998, included with "Other potted flowering plants". 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

LANDSCAPE PLANT MATERIAL VALUED AT \$10.5 MILLION

The State's growers of landscape material had sales pegged at \$10.5 million in 1998. 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.



LANDSCAPE PLANT MATERIAL: Value of sales, State of Hawaii, 1994-98

Type	1994	1995	1996	1997	1998
<i>1,000 dollars</i>					
Ornamentals & trees	3,868	4,112	1,741	1,561	NA
Landscape foliage pots	3,982	3,902	3,527	3,515	NA
Bedding/garden plants	2,331	2,274	2,584	2,472	2,608
Other landscaping plants	3,215	3,212	2,304	3,132	7,855
Total	13,396	13,500	10,156	10,680	10,463

NA=not available.

ISLAND SUMMARIES

BIG ISLAND ACCOUNTS FOR MORE THAN HALF OF TOTAL VALUE

Hawaii Island growers of flowers and nursery products once again accounted for over one half of the state's total wholesale value of flowers and nursery products in 1998. Big Island's 355 growers rang up sales of \$38.4 million, up 11 percent from the \$34.5 million in 1997. All categories with the exception of lei flowers and foliage registered increases. Oahu's 205 producers accounted for about one third of the state's total wholesale value of flowers and nursery products. Oahu farmers reported sales of \$23.9 million, 8 percent higher than 1997. Maui/Molokai's 145 producers generated \$8.8 million in wholesale sales, 8 percent higher than the \$8.2 million generated in 1997. Kauai's 40 producers registered \$1.4 million in wholesale sales, 24 percent lower than a year earlier.

FLORICULTURE AND NURSERY PRODUCTS: Value of grower sales, by islands, 1994-98

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								
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	13,969	15,479	3,813	16,989	3,751	11,250	1,404	66,655
1998	14,973	15,868	3,485	14,781⁶	3,892	17,982	1,479	72,460
Hawaii								
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	10,939	8,063	1,226	11,124	882	1,726	541	34,501
1998	11,025	9,177	1,022	11,155⁶	1,676	3,715	604	38,374
Kauai								
1994	*	184	10	7	7	1,561	144	1,899
1995	68	259	17	7	7	1,313	144	1,801
1996	117	344	73	7	7	1,308	123	1,965
1997	76	7	7	7	7	1,555	173	1,804
1998	142	7	7	7	7	1,099	132	1,373
Maui/Molokai								
1994	2,283	487	1,096	7	7	3,710	336	7,912
1995	2,188	470	1,331	7	7	3,533	274	7,796
1996	2,371	744	1,228	7	7	2,923	249	7,515
1997	2,106	7	7	7	7	5,802	311	8,219
1998	2,815	7	7	7	7	5,690	334	8,839
Oahu								
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	848	6,136	1,332	4,957	1,917	6,562	379	22,131
1998	991	5,850	1,258	3,234⁶	1,387	10,745	409	23,874

* = 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. ⁶Unfinished foliage, 1998 included in "All other nursery products". ⁷Island 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, 1996-98

Commodity	Number sold			Value of sales		
	1996	1997	1998	1996	1997	1998
<i>----- 1,000 dollars -----</i>						
Selected Items:						
Anthuriums, cut (000 dozens)	897	754	829	6,984	6,854	6,251
Foliage, cut	NA	NA	NA	274	250	262
Foliage, potted (indoor/patio use)	NA	NA	NA	10,134	10,302	10,893
Ginger, red (000 dozens)	39	39	40	161	183	186
Gingers, other (000 dozens)	38	25	20	208	158	130
Heliconias (000 dozens)	16	14	23	195	185	247
Orchids, potted (000 pots)	1,350	1,371	1,118	4,759	5,753	6,332
Ornamentals and trees	NA	NA	NA	157	224	NA
Poinsettias (000 pots)	NA	NA	40	NA	NA	187
Vanda, Miss Joaquim (million flowers)	15.2	16.4	6.4	417	431	172
All other flowers and nursery products ¹	NA	NA	NA	10,447	9,620	13,110
Unspecified sales ²	NA	NA	NA	539	541	604
Total				34,275	34,501	38,374

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, 1996-98

Commodity	Number sold			Value of sales		
	1996	1997	1998	1996	1997	1998
<i>----- 1,000 dollars -----</i>						
Selected Items:						
Ginger, red (000 dozens)	3	3	3	17	18	17
Gingers, other (000 dozens)	3	2	6	22	15	39
Heliconias (000 dozens)	4	4	7	50	43	76
All other flowers and nursery products ¹	NA	NA	NA	1,753	1,555	1,109
Unspecified sales ²	NA	NA	NA	123	173	132
Total				1,965	1,804	1,373

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, 1996-98

Commodity	Number sold			Value of sales		
	1996	1997	1998	1996	1997	1998
----- 1,000 dollars -----						
Selected Items:						
Carnations, heads (million flowers)	8.0	6.7	5.4	447	371	379
Gingers (000 dozens)	54	48		389	318	
Ginger, red (000 dozens) ²	NA	NA	50	NA	NA	296
Ginger, pink (000 dozens) ²	NA	NA	39	NA	NA	195
Gingers, other (000 dozens) ²	NA	NA	4	NA	NA	49
Heliconias (000 dozens)	14	11	13	148	113	188
All other flowers and nursery products ³	NA	NA	NA	6,282	7,106	7,398
Unspecified sales ⁴	NA	NA	NA	249	311	334
Total				7,515	8,219	8,839

NA = Not available.

¹Separated by type.

²Prior to 1998, not shown separately.

³Only 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.

⁴Includes grower sales greater than \$999 but less than \$10,000.

FLORICULTURE AND NURSERY PRODUCTS: Oahu Island, 1996-98

Commodity	Number sold			Value of sales		
	1996	1997	1998	1996	1997	1998
----- 1,000 dollars -----						
Selected Items:						
Dendrobiums, sprays (000 dozens)	100	77	104	766	640	785
Dendrobiums, for lei (million flowers)	11.7	8.8	12.4	387	285	373
Foliage, cut	NA	NA	NA	67	84	375
Foliage, potted (indoor/patio use)	NA	NA	NA	2,730	2,707	2,859
Ginger, red (000 dozens)	19	18	38	105	107	224
Gingers, other (000 dozens)	NA	NA	30	NA	NA	192
Heliconias (000 dozens)	10	11	8	84	91	69
Orchids, potted (000 pots)	1,223	1,163	1,044	6,263	5,434	4,990
Plumerias (million flowers)	4.5	NA	2.5	107	NA	58
All other flowers and nursery products ¹	NA	NA	NA	14,151	12,404	13,540
Unspecified sales ²	NA	NA	NA	455	379	409
Total				25,115	22,131	23,874

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, 1994-98

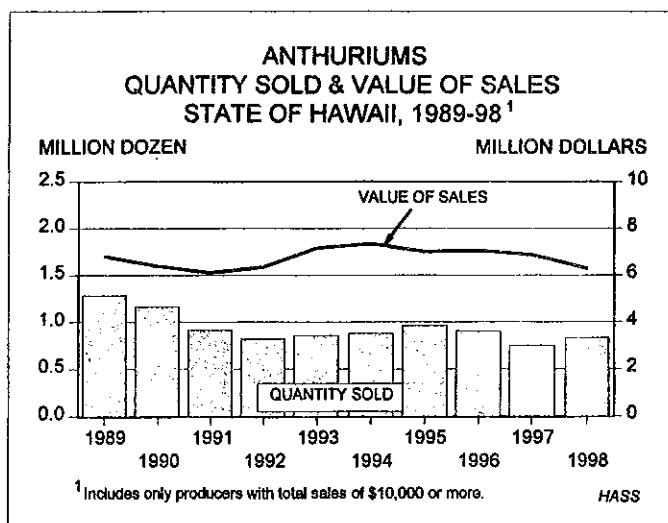
Year	Farms	Greenhouse ¹	Artificial shade	Natural shade	Open field	Total area
	<i>Number</i>	<i>1,000 square feet</i>		<i>Acres</i>		
State						
1994	660	3,770	21,600	18	1,690	2,290
1995	705	3,770	24,215	15	2,040	2,698
1996	690	2,820	23,405	10	1,600	2,212
1997	670	2,805	23,885	10	1,535	2,158
1998	745	6,295	21,010	28	2,050	2,704
Hawaii						
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
1998	355	4,205	17,530	19	1,155	1,673
Kauai						
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
1998	40	135	185	0	45	52
Mauii/Molokai						
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
1998	145	590	290	4	435	459
Oahu						
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
1998	205	1,365	3,005	5	415	520

¹Glass or glass substitute structure.

HAWAII ANTHURIUMS

ANTHURIUM VALUE OF SALES LOWER

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 \$6.3 million in 1998. This was a 9 percent decline from the \$6.9 million recorded in 1997. The State's 75 commercial anthurium farms sold 834,000 dozen, 10 percent more than a year ago. Production area, totaling 11.3 million square feet, was 1 percent lower than 1997.



ANTHURIUMS: Farm numbers, sales, value, and production area, State of Hawaii, 1994-98¹

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>		
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	758	6,892	10,985	435	11,420
1998	75	834	6,299	10,945	340	11,285

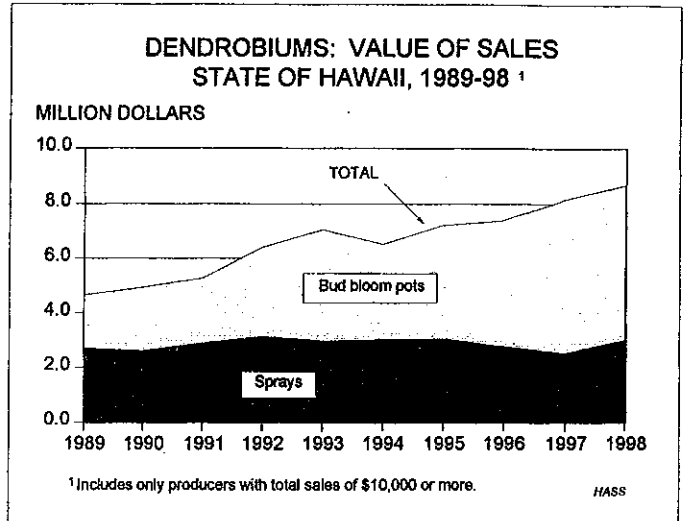
¹Includes nursery and flower producers with total sales of \$10,000 or more (total sales include anthuriums and other crops). Does not include potted anthuriums.



DENDROBIUM ORCHID SALES 3 PERCENT HIGHER

1998 Dendrobium orchid sales were pegged at \$9.9 million, 3 percent higher than the \$9.7 million posted in 1997.

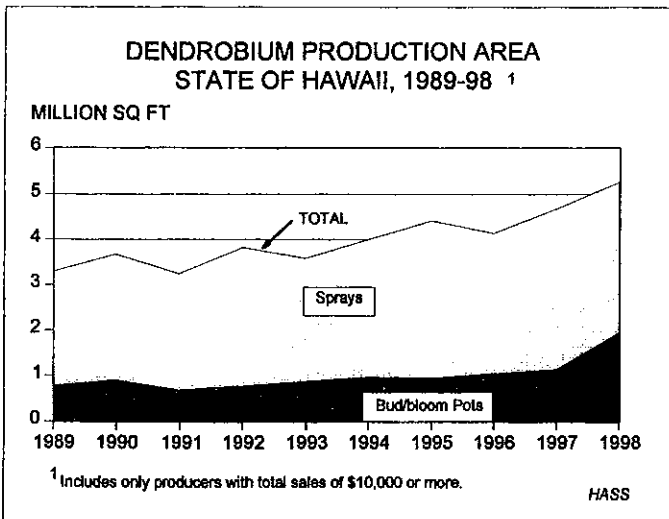
Potted in bud/bloom, valued at \$5.7 million, represented 57 percent of the total dendrobium orchid value. Value of sales for pots in bud/bloom increased 1 percent from a year ago and was the highest sales value recorded. Growers of cut sprays registered \$3.0 million in sales, rising 18 percent above the \$2.5 million in 1997. Individual blossoms of dendrobiums were valued at \$855,000, 18 percent more than 1997. Value of community pots, pegged at \$406,000, was 49 percent lower than 1997.



DENDROBIUM ORCHIDS: Sales and value, State of Hawaii, 1994-98¹

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	
	Million blooms	1,000 dollars	1,000 dozens	1,000 dollars	1,000 pots	1,000 dollars	1,000 pots	1,000 dollars	
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	2,549	1,249	5,599	160	793	9,666
1998	28.9	855	442	3,010	1,025	5,663	82	406	9,934

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



DENDROBIUM PRODUCTION AREA 13 PERCENT HIGHER

The combined production area for dendrobium cut sprays and bud/bloom pots totaled 5.3 million square feet, 13 percent higher than 1997 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.

HAWAII DENDROBIUM ORCHIDS (Continued)

Area utilized for cut sprays totaled 3.29 million square feet, 6 percent lower than 1997. Production area for potted in bud/bloom totaled 1.97 million square feet, 69 percent more than last year.

DENDROBIUM ORCHIDS (POTTED IN BUD/BLOOM AND CUT SPRAYS): Number of farms and production area, State of Hawaii, 1994-98¹

Year	Farms		Production area		
	Cut sprays	Potted in bud/bloom	Cut sprays	Potted in bud/bloom	Total
	----- Number -----		----- 1,000 square feet -----		
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	62	3,505	1,160	4,665
1998	56	63	3,290	1,965	5,255

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

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