

FREQUENCY: Annual

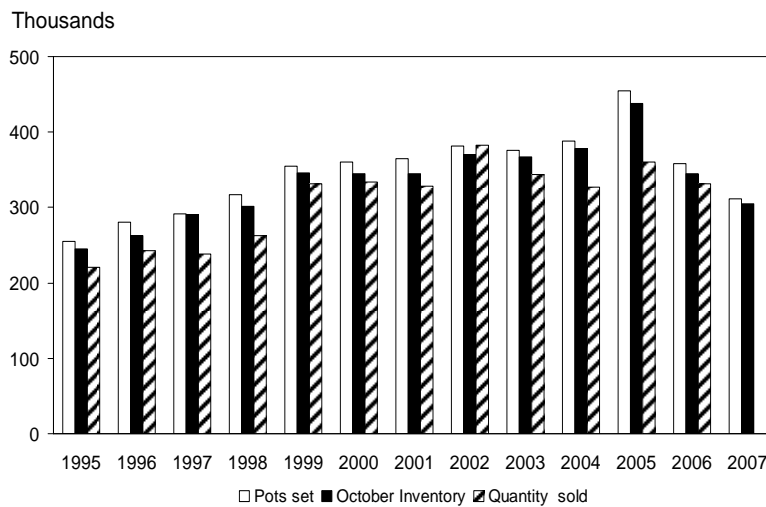
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SMALLER INVENTORY ESTIMATED FOR 2007 HOLIDAY SEASON

A smaller inventory of poinsettias is estimated for the upcoming 2007 holiday season according to USDA, NASS, Hawaii Field Office. Based on the October 2007 poinsettia grower survey, inventory is pegged at 305,000 pots, down 12 percent from the 2006 total.

Historically, October pot inventory represents 95 to 98 percent of total pots set and does not take into account culling for disease and quality, combining smaller pots into hanging baskets, and other factors that may affect the actual amount reaching markets during the peak holiday season.

**Poinsettia Inventory & Quantity Sold,
State of Hawaii, 1995-2007**



POINSETTIAS: Fall inventory, State of Hawaii, 2003-2007, with comparisons

Year	Pots set	Plant inventory October					Pots sold
		Under 5 inches	5-6 ½ inches	Over 6 ½ inches	Hanging Baskets	Total	
<i>Number of pots</i>							
2003	376,000	99,000	235,000	33,000	--	367,000	344,000
2004	388,000	117,000	227,000	34,000	--	378,000	327,000
2005	455,000	115,000	278,000	45,000	--	438,000	360,000
2006	358,000	83,000	225,000	37,000	--	345,000	331,000
2007	312,000	77,000	204,000	24,000	--	305,000	NA

NA = Not available.

-- = Negligible.

Mark Hudson
Director
Steve Gunn
Deputy Director
Regina Hidano
Agricultural Statistician
Sandy Nakasone
Statistical Assistant

Robert Miyake and David Mattice
Hawaii County

Naomi Landgraf
Maui County

June Okamura
Honolulu County and Kauai County



Survey indications show October 2007 inventory of pots in the 5-6 ½ inch category accounted for the majority of the inventory with 204,000 pots or 67 percent of the total. Pots under 5 inches comprised 25 percent or 77,000 pots while those in the over 6 ½ inch category contributed 8 percent or 24,000 pots.

Pots grown under saran made up 48 percent of 2007 season's inventory. Pots grown under glass or glass substitute were 31 percent of the total and pots grown under open field conditions were 21 percent of the total.

Red continued to be the most popular color for the upcoming season and making up 84 percent of the inventory. The remaining 16 percent was divided among white, pink, marbled, and other.

POINSETTIAS: Percent of pots available for sale by size, in October, 2003-2007

Year	Under 5 inches	5-6 ½ inches	Over 6 ½ inches	Hanging Baskets	Total
2003	27	64	9	--	100
2004	31	60	9	--	100
2005	26	64	10	--	100
2006	24	65	11	--	100
2007	25	67	8	--	100

POINSETTIAS: Percent of flowers grown by type of growing area, in October, 2003-2007

Year	Saran	Glass or glass Substitute	Open field
2003	50	27	23
2004	53	21	26
2005	48	27	25
2006	58	21	21
2007	48	31	21

POINSETTIAS: Percent of flowers grown by color, in October, 2003-2007

Year	Red	White	Pink	Marbled	Other
2003	65	6	2	2	25
2004	73	2	3	2	20
2005	74	6	6	5	9
2006	75	6	6	3	10
2007	84	4	4	2	6