



Hawaii Census of Horticulture and Plant Rentals



In Cooperation with the Hawaii Department of Agriculture

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2019 Hawaii Census of Horticulture and Plant Rental Results

The U.S. Department of Agriculture's National Agricultural Statistics Service (NASS) released the 2019 Census of Horticultural Specialties report, the only source of detailed production and sales data for floriculture, nursery, and specialty crops for the entire United States. The results highlight the contribution horticulture growers bring to our state and national economies as well as changes in the industry over the past five years. The data show that horticulture operations in Hawaii sold a total of \$89.2 million in floriculture, nursery and specialty crops in 2019, up 10% from the sales in 2014. The number of horticulture operations in Hawaii increased 18% during this time to 530.

Selected commodities in Hawaii horticulture sales in 2019, compared to 2014, were:

- Potted flowering plants, indoor use: \$21.2 million, up 21%
- Nursery stock: \$19.6 million, down slightly
- Cut Flowers and Cut Lei Flowers: \$12.2 million, down 5%
- Foliage plants: \$11.7 million, up 13%
- Food crops under protection: \$11.0 million, up 15%
- Landscaping Palms: \$7.91 million, up 13%
- Annual bedding/garden plants: \$1.39 million, down 51%

Other key findings from the 2019 Census of Horticultural Specialties report include:

- Family- or individually-owned operations made up the largest number of operations, accounting for 60%, but corporately-owned operations accounted for 68% of total sales (\$60.5 million).
- Total industry expenses were up 6% since 2014, with hired labor being the largest cost, accounting for 42% of total expenses in 2019.

The Census of Horticultural Specialties is part of the larger Census of Agriculture program. It provides information on the number and types of establishments engaged in horticultural production, value of sales, varieties of products, production expenses and more. All operations that reported producing and selling \$10,000 or more of horticultural crops on the 2017 Census of Agriculture were included in this special study.

For more information and to access the full Census of Horticulture report, visit the following site:

https://www.nass.usda.gov/Surveys/Guide_to_NASS_Surveys/Census_of_Horticultural_Specialties/index.php

In addition to the Census of Horticulture, the USDA NASS Hawaii Field Office conducted an additional survey to collect Plant Rental services data for 2019. The results showed that Plant Rental receipts for horticulture operations in Hawaii totaled \$3.35 million, up 3% from 2018. The number of operations in Hawaii with receipts increased 15% from 2018 to 31.