



Hawaii Floriculture and Nursery Products Annual Summary 2017



Hawaii Department of Agriculture

Cooperating with the USDA, National Agricultural Statistics Service

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Released: July 24, 2018

FLORICULTURE AND NURSERY PRODUCT VALUE INCREASED 4 PERCENT FROM LAST YEAR

The 2017 value of Hawaii's floriculture and nursery products is estimated at \$77.6 million, a 4 percent increase from the 2016 value of \$74.5 million. The 2017 value of Hawaii floriculture and nursery sales is the highest value since 2009, according to the USDA, National Agricultural Statistics Service, Pacific Region, Hawaii Field Office. The increase in total sales was driven by plant rentals and other nursery products. The largest component of the Hawaii floriculture and nursery industry, landscape plant materials, contributed 29 percent to the total sales.

Plant rentals increased 22 percent from 2016, totaling \$3.44 million in 2017. Other nursery products almost doubled, increasing from \$4.54 million last year to \$8.90 million this year.

Cut flowers totaled \$6.24 million, down 1 percent from 2016. Cut and potted orchids were valued at \$14.0 million, down 1 percent from the previous year. Lei flowers pegged at \$2.42 million, 6 percent lower than 2016. Foliage sales dropped to \$12.0 million, 8 percent below the previous year. Potted flowering plants were valued at \$4.15 million, 6 percent above the previous year. Landscape plant material was estimated at \$22.4 million, down 3 percent from 2016. Bedding and garden plants wholesale value was at \$2.48 million, 2 percent below last year.

Floriculture and Nursery Products: Wholesale value, State of Hawaii, 2013-2017 ¹

Commodity	2013	2014	2015	2016	2017
	-----1,000 dollars-----				
Cut flowers ²	7,116	5,398	6,321	6,334	6,241
Orchids ³	14,689	15,092	14,457	14,213	14,048
Lei flowers	3,003	2,466	2,393	2,573	2,416
Foliage ⁴	10,357	10,887	12,456	13,045	12,019
Potted flowering plants	4,231	4,013	4,114	3,921	4,152
All other nursery products ⁵	31,496	28,779	26,358	32,957	37,174
Unspecified sales ⁶	1,400	1,300	1,300	1,500	1,500
Total	72,292	67,935	67,399	74,543	77,550

¹ Includes only producers having total sales of \$10,000 or more with the exception of the Unspecified sales category.

² Cut orchids included in "Orchids" category.

³ Includes cut and potted orchids and dendrobium seedlings

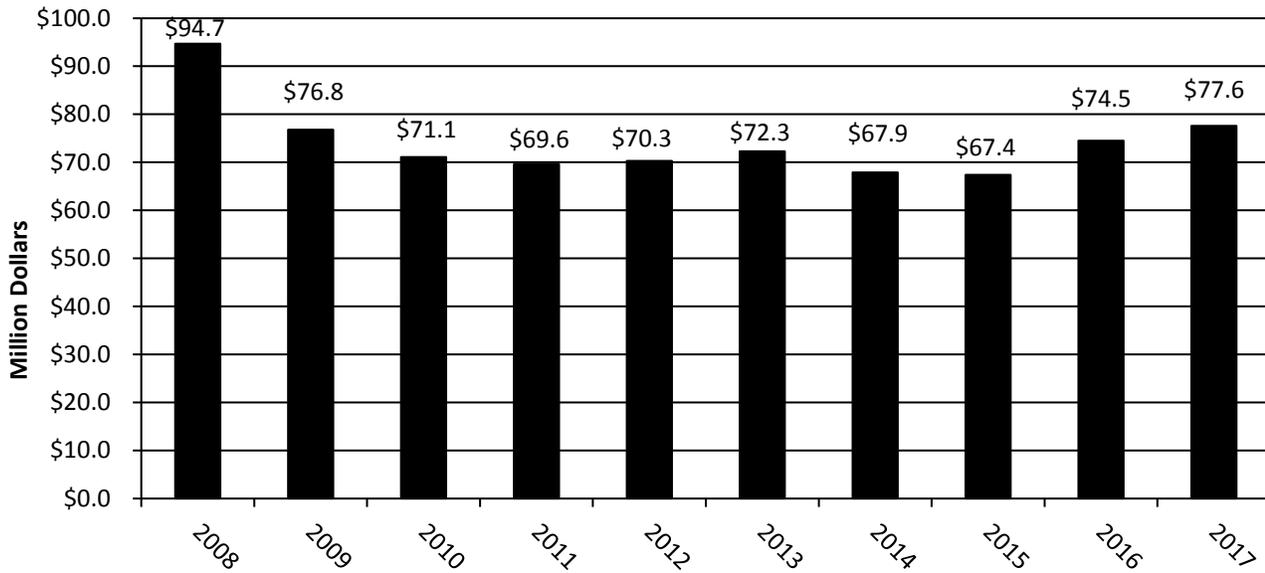
⁴ Includes cut, potted, and unfinished.

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

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

STATE SUMMARY (Continued)

Floriculture and Nursery Products: Value of Sales, State of Hawaii, 2008-2017

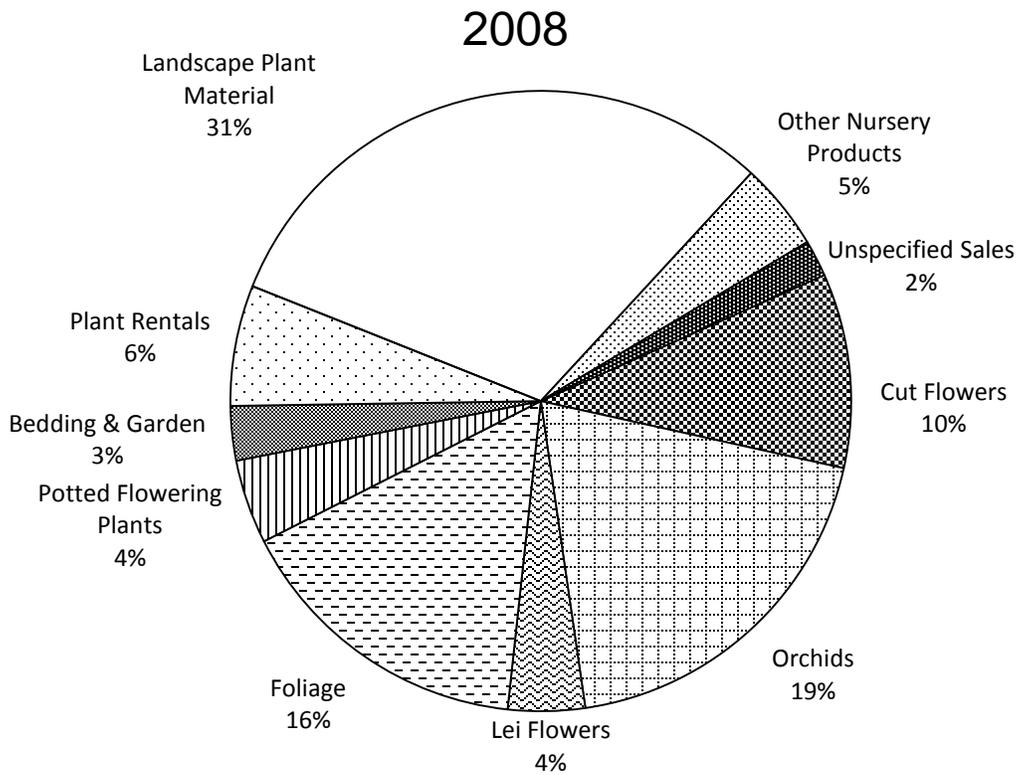
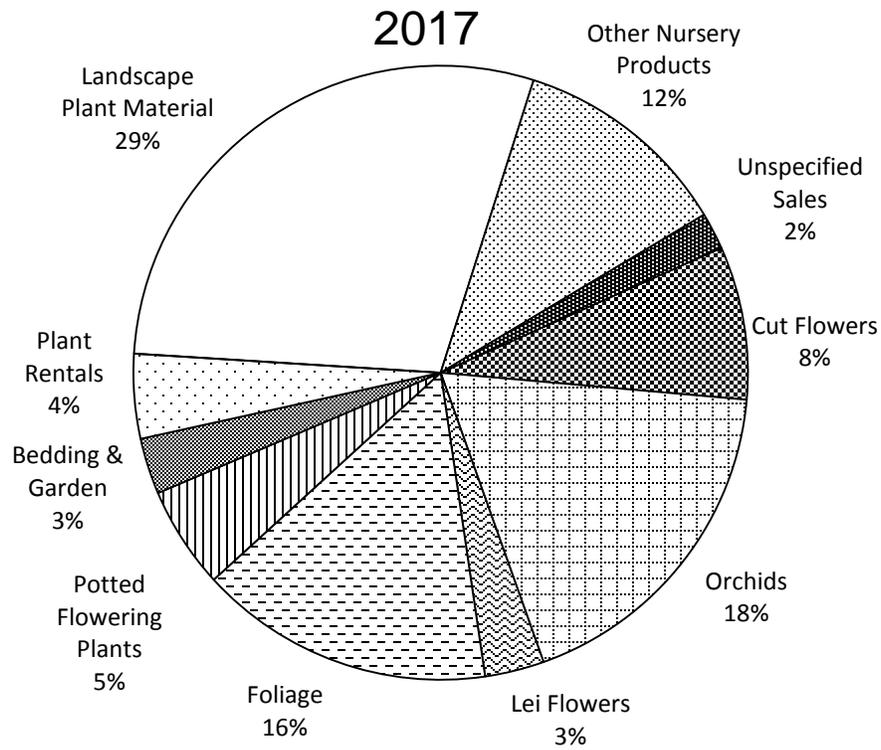


Floriculture and Nursery Products: Top five crops, State of Hawaii, 2016-2017 ¹

Crop	Rank		Value of sales	
	2016	2017	2016	2017
	--- Number ---		--- 1,000 dollars ---	
Palms (potted for indoor or patio use)	1	1	5,737	4,607
Dendrobium, potted	2	2	3,280	3,240
Anthurium, cut	3	3	2,743	2,892
Phalaenopsis, potted	4	4	2,097	1,376
Dendrobium, cut	5	5	1,375	1,248

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

Floriculture & Nursery Products by Commodity: 2008 & 2017



SELECTED CUT FLOWERS

Floriculture and Nursery Products: State of Hawaii, 2013-2017 ¹

Crop and year	Farms having sales ²	Quantity sold	Value of sales
	----- Number -----	----- 1,000 -----	----- 1,000 dollars -----
CUT FLOWERS			
Anthuriums - stems			
2013	50	5,119	3,539
2014	45	3,388	2,472
2015	38	2,912	2,638
2016	38	2,942	2,743
2017	40	3,185	2,892
Birds of Paradise - stems			
2013	20	63	47
2014	14	108	81
2015	17	137	149
2016	13	39	38
2017	13	40	46
Ginger, pink - stems			
2013	44	330	212
2014	38	181	119
2015	40	279	186
2016	37	176	139
2017	36	181	158
Ginger, red - stems			
2013	57	680	404
2014	47	592	386
2015	44	644	429
2016	41	472	316
2017	42	492	345
Gingers, other - stems			
2013	20	3	3
2014	20	3	3
2015	22	3	3
2016	21	3	3
2017	23	3	3
Heliconias - stems			
2013	55	492	417
2014	45	469	354
2015	46	467	494
2016	42	570	650
2017	39	622	720

See footnotes at end of table.

Continued

SELECTED CUT FLOWERS & ORCHIDS

Floriculture & Nursery Products: State of Hawaii, 2013-2017¹ -- (Continued)

Crop and year	Farms having sales ²	Quantity sold	Value of sales
	----- Number -----	----- 1,000 -----	----- 1,000 dollars -----
Proteas - stems			
2013	28	807	796
2014	27	879	844
2015	23	703	1,030
2016	20	634	1,075
2017	21	969	1,070
Other cut flowers - stems			
2013	40	NA	1,701
2014	35	NA	1,143
2015	38	NA	1,395
2016	32	NA	1,373
2017	25	NA	1,010
ORCHIDS			
Cymbidiums, cut - stems			
2013	7	3	3
2014	7	3	3
2015	6	3	3
2016	4	3	3
2017	6	3	3
Dendrobiums, cut - stems			
2013	28	2,460	1,564
2014	27	2,544	1,428
2015	23	2,136	1,224
2016	25	2,052	1,375
2017	21	1,848	1,248
Oncidiinae, cut - stems			
2013	15	264	337
2014	14	216	286
2015	8	216	284
2016	10	180	244
2017	9	204	276
Other cut orchids - stems			
2013	15	NA	462
2014	13	NA	347
2015	11	NA	482
2016	15	NA	591
2017	10	NA	580

See footnotes at end of table.

Continued

ORCHIDS

Floriculture and Nursery Products: State of Hawaii, 2013-2017¹ -- (Continued)

Crop and year	Farms having sales ²	Quantity sold	Value of sales
	----- Number -----	----- 1,000 -----	----- 1,000 dollars -----
Dendrobiums, potted			
2013	58	549	3,270
2014	49	586	3,554
2015	51	624	3,502
2016	51	576	3,280
2017	46	558	3,240
Phalaenopsis, potted			
2013	27	221	1,653
2014	23	243	2,012
2015	28	218	2,034
2016	25	237	2,097
2017	23	134	1,376
Other potted orchids			
2013	70	1,007	7,403
2014	63	934	7,196
2015	63	902	6,931
2016	56	909	6,626
2017	55	898	7,328

See footnotes at end of table.

Continued

Floriculture and Nursery Products: State of Hawaii 2013-2017¹ -- (Continued)

Crop and year	Farms having sales ²	Quantity sold	Value of sales
	----- Number -----	----- 1,000 -----	----- 1,000 dollars -----
FOLIAGE			
Dracaena, potted			
2013	26	NA	3
2014	24	NA	3
2015	22	NA	3
2016	22	NA	3
2017	22	NA	3
Palms, potted			
2013	27	NA	4,688
2014	25	NA	4,704
2015	30	NA	5,550
2016	20	NA	5,737
2017	22	NA	4,607
Hanging baskets, potted			
2013	8	NA	76
2014	8	NA	90
2015	10	NA	86
2016	10	NA	95
2017	7	NA	61
Other potted foliage			
2013	20	NA	4,392
2014	36	NA	4,804
2015	28	NA	5,546
2016	24	NA	5,758
2017	32	NA	6,028
Ti leaves, cut – leaves			
2013	37	1,642	155
2014	33	1,575	150
2015	34	2,751	242
2016	34	2,716	247
2017	30	2,038	189
Other cut greens			
2013	37	NA	1,046
2014	42	NA	1,138
2015	40	NA	1,032
2016	37	NA	1,209
2017	37	NA	1,134

See footnotes at end of table.

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LEI FLOWERS & INDIVIDUAL BLOOMS

Floriculture and Nursery Products: State of Hawaii, 2013-2017¹ -- (Continued)

Crop and year	Farms having sales ²	Quantity sold	Value of sales
	----- Number -----	----- 1,000 -----	----- 1,000 dollars -----
LEI/INDIVIDUAL BLOOMS			
Dendrobiums – blooms			
2013	16	4,628	179
2014	16	5,941	240
2015	16	3,577	258
2016	13	4,285	252
2017	11	3,515	136
Plumerias - blooms			
2013	9	7,483	367
2014	12	12,131	441
2015	11	6,931	398
2016	12	7,810	393
2017	10	7,994	463
Other lei/individual - blooms			
2013	NA	NA	2,457
2014	NA	NA	1,786
2015	NA	NA	1,737
2016	NA	NA	1,928
2017	NA	NA	1,817

See footnotes at end of table.

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POTTED FLOWERING & BEDDING/GARDEN PLANTS

Floriculture and Nursery Products: State of Hawaii, 2013-2017¹ – (Continued)

Crop and year	Farms having sales ²	Quantity sold	Value of sales
	----- Number -----	----- 1,000 -----	----- 1,000 dollars -----
POTTED FLOWERING PLANTS			
Anthuriums			
2013	19	97	710
2014	14	93	671
2015	16	110	852
2016	17	96	683
2017	15	97	690
Bromeliads			
2013	11	3	3
2014	9	3	3
2015	10	3	3
2016	9	3	3
2017	9	3	3
Poinsettias			
2013	19	226	1,189
2014	18	221	1,145
2015	17	222	1,151
2016	16	214	1,109
2017	16	230	1,228
Other potted flowering plants			
2013	30	NA	2,331
2014	24	NA	2,196
2015	24	NA	2,111
2016	21	NA	2,129
2017	19	NA	2,234
POTTED BEDDING/GARDEN			
Impatiens, New Guinea			
2013	10	60	157
2014	10	39	104
2015	10	40	105
2016	10	46	114
2017	9	49	130
Impatiens, other			
2013	8	217	165
2014	4	190	118
2015	5	194	120
2016	6	194	121
2017	4	94	70
Other bedding/garden			
2013	17	NA	2,658
2014	18	NA	2,422
2015	18	NA	2,153
2016	15	NA	2,303
2017	13	NA	2,284

See footnotes at end of table.

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OTHER NURSERY PRODUCTS

Floriculture and Nursery Products: State of Hawaii, 2013-2017 ¹ -- (Continued)

Crop and year	Farms having sales ²	Quantity sold	Value of sales
	---- Number ----	---- 1,000 ----	---- 1,000 dollars ----
PLANT RENTALS			
2013	40	NA	3,876
2014	44	NA	4,164
2015	33	NA	3,193
2016	35	NA	2,813
2017	30	NA	3,440
LANDSCAPE PLANT MATERIAL ⁴			
2013	165	NA	20,084
2014	113	NA	18,569
2015	129	NA	15,240
2016	167	NA	23,064
2017	135	NA	22,354
OTHER NURSERY PRODUCTS ⁵			
2013	NA	NA	4,556
2014	NA	NA	3,402
2015	NA	NA	5,548
2016	NA	NA	4,541
2017	NA	NA	8,896
UNSPECIFIED SALES ⁶			
2013	NA	NA	1,400
2014	NA	NA	1,300
2015	NA	NA	1,300
2016	NA	NA	1,500
2017	NA	NA	1,500
TOTAL ⁷			
2013	NA	NA	72,292
2014	NA	NA	67,935
2015	NA	NA	67,399
2016	NA	NA	74,543
2017	NA	NA	77,550

NA = Not available.

¹ Includes only producers having total sales of \$10,000 or more with the exception of the Unspecified sales category.

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 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.

⁵ Includes other flowers or nursery products not elsewhere classified.

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

⁷ Totals may not add due to rounding.

DENDROBIUM ORCHID SALES DOWN 6 PERCENT



In 2017, Dendrobium orchid sales were valued at \$4.6 million, 6 percent lower than 2016. Potted in bud/bloom contributed \$3.2 million, decreasing 1 percent from last year. Cut flowers registered \$1.2 million in sales, 9 percent lower than the previous year. Sales of individual blossoms decreased 46 percent to \$136,000.

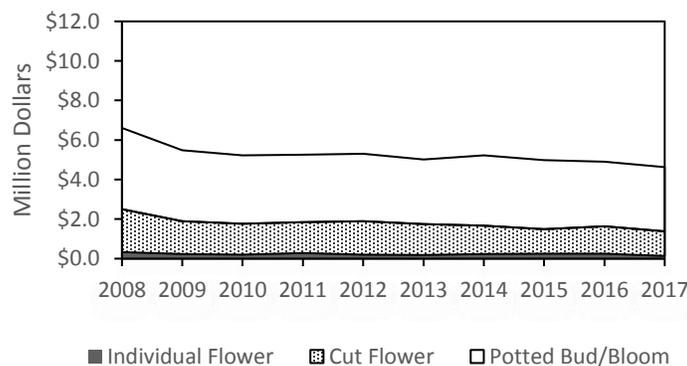
Dendrobium Orchids: Sales and value, State of Hawaii, 2013-2017 ¹

Year	Individual blossoms		Cut flowers		Potted in bud/bloom		Total value ²
	Number sold	Value	Number sold	Value	Number sold	Value	
	<i>Million blooms</i>	<i>1,000 dollars</i>	<i>1,000 stems</i>	<i>1,000 dollars</i>	<i>1,000 pots</i>	<i>1,000 dollars</i>	<i>1,000 dollars</i>
2013	4.6	179	2,460	1,564	549	3,270	5,013
2014	5.9	240	2,544	1,428	586	3,554	5,222
2015	3.6	258	2,136	1,224	624	3,502	4,984
2016	4.3	252	2,052	1,375	576	3,280	4,907
2017	3.5	136	1,848	1,248	558	3,240	4,625

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

² Totals may not add due to rounding.

Dendrobium Value of Sales:
State of Hawaii
2008-2017



Dendrobium Orchids (Potted in bud/bloom and cut flowers): Number of farms and production area, State of Hawaii, 2013-2017 ¹

Year	Farms		Production area		
	Cut flowers	Potted in bud/bloom	Cut flowers	Potted in bud/bloom	Total
	----- Number -----		----- 1,000 square feet -----		
2013	28	58	2,307	1,535	3,842
2014	27	49	1,959	1,522	3,481
2015	23	51	1,419	1,277	2,696
2016	25	51	1,519	1,291	2,810
2017	21	46	1,966	1,133	3,099

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

FARM NUMBERS & AREA SUMMARY

Floriculture and Nursery Products: Number of farms and growing area, 2013-2017

Year	Farms	Greenhouse ¹	Artificial shade	Open field	Total area
	---- Number ----	----- 1,000 square feet -----		----- Acres -----	
2013	NA	1,419	19,873	2,126	2,615
2014	NA	1,794	21,332	2,089	2,620
2015	NA	1,770	19,505	1,793	2,281
2016	NA	1,822	19,061	1,785	2,264
2017	NA	1,817	17,617	2,300	2,746

¹ Glass or glass substitute structure.