



# HAWAII FLOWERS & NURSERY PRODUCTS Annual Summary



National Agricultural Statistics Service  
Hawaii Department of Agriculture

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## 1999 FLORICULTURE AND NURSERY SALES TOP \$75 MILLION

Grower sales of Hawaii's flower and nursery products totaled a record \$75.4 million in 1999. According to the *Hawaii Agricultural Statistics Service*, the 1999 wholesale value was 3 percent higher than the \$73.2 million value for 1998. Orchids, lei flowers, foliage, and potted flowering plant categories registered increases in 1999.

Cut flower value of sales dipped 7 percent in 1999 to \$14.1 million. Anthuriums remained the leading cut flower with value of sales pegged at \$6.5 million.

*Continued on page 2 . . .*

### FLORICULTURE AND NURSERY PRODUCTS: Wholesale value, State of Hawaii, 1995-99

Commodity	1995	1996	1997	1998	1999
<i>1,000 dollars</i>					
Cut flowers <sup>1</sup>	15,333	15,101	13,969	15,176	<b>14,082</b>
Orchids	12,890	15,413	15,479	15,790	<b>19,917</b>
Lei flowers	3,935	3,943	3,813	3,485	<b>4,037</b>
Foliage <sup>2</sup>	16,576	17,580	16,989	<sup>3</sup> 15,403	<b>19,652</b>
Potted flowering plants	3,295	3,854	3,751	3,892	<b>4,763</b>
All other nursery products <sup>4</sup>	14,623	11,613	11,250	17,982	<b>12,159</b>
Unspecified sales <sup>5</sup>	1,523	1,366	1,404	1,479	<b>753</b>
<b>Total</b>	<b>68,175</b>	<b>68,870</b>	<b>66,655</b>	<b>73,207</b>	<b>75,363</b>

<sup>1</sup>Cut orchids included in "Orchids" category.

<sup>2</sup>Includes potted, cut, and unfinished.

<sup>3</sup>Unfinished foliage, 1998 included in "All other nursery products"

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

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

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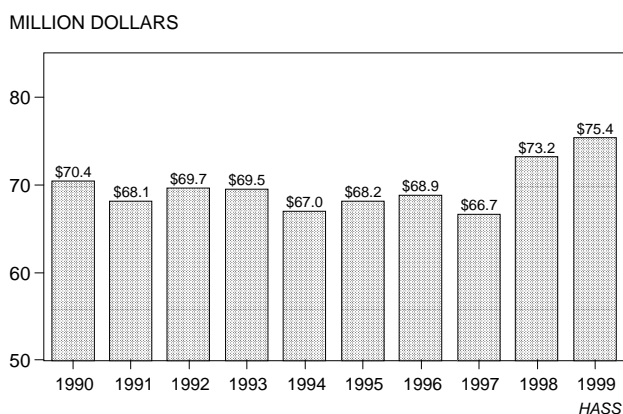
## STATE SUMMARY (Continued)

Value of orchid sales increased 26 percent from 1998 on the strength of an increase in the "Other potted orchids" category. Potted dendrobium value of sales, which includes the community pots and in bud/bloom pots, increased 2 percent.

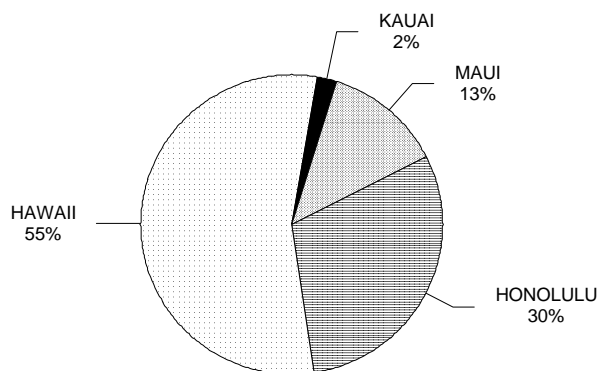
Foliage growers reported \$19.7 million in sales. Potted foliage for indoor or patio use represented over three quarters of the foliage category. Sales of potted foliage for indoor or patio use were a record \$14.9 million, beating the previous record high set in 1990.

The lei flower category, with wholesale sales pegged at \$4.0 million, increased 16 percent. Sales of potted flowering plants were valued at \$4.8 million, a 22 percent increase over 1998.

FLORICULTURE AND NURSERY PRODUCTS  
VALUE OF SALES, STATE OF HAWAII, 1990-99



FLORICULTURE AND NURSERY PRODUCTS  
VALUE OF GROWER SALES, BY COUNTY, 1999



### COUNTY RANKINGS:

Hawaii county, with \$41.6 million in sales, ranked number one in 1999. Honolulu farmers registered sales of \$22.7 million, 5 percent lower than the previous year. Maui/Molokai sales totaled \$9.6 million, 7 percent higher than last year. Kauai sales, pegged at \$1.5 million, were 11 percent more than 1998.

# SELECTED CUT FLOWERS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1995-99<sup>1</sup>

Crop	Farms having sales <sup>2</sup>	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>
<b>CUT FLOWERS</b>				
<b>Anthuriums - dozens</b>				
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	6,301
<b>1999</b>	<b>68</b>	<b>11,500</b>	<b>1,289</b>	<b>6,496</b>
<b>Birds of Paradise - dozens</b>				
1995	32	2,965	119	754
1996	29	2,740	102	554
1997	31	2,740	78	486
1998	24	2,285	66	495
<b>1999</b>	<b>25</b>	<b>5,650</b>	<b>83</b>	<b>561</b>
<b>Carnations, miniature - bunches</b>				
1995	9	385	110	383
1996	10	230	111	390
1997	8	205	91	320
1998	5	115	47	124
<b>1999</b>	<b>4</b>	<b>75</b>	<b>51</b>	<b>131</b>
<b>Chrysanthemums, pompon - bunches</b>				
1995	4	295	251	554
1996	4	275	225	479
1997	4	295	177	409
1998	6	265	196	358
<b>1999<sup>3</sup></b>				
<b>Ginger, pink - dozens</b>				
1995	46	2,225	85	564
1996	54	2,180	76	528
1997	40	1,915	52	402
1998	52	3,075	92	530
<b>1999</b>	<b>47</b>	<b>3,465</b>	<b>81</b>	<b>403</b>
<b>Ginger, red - dozens</b>				
1995	51	2,655	117	599
1996	52	2,660	88	444
1997	46	2,350	85	473
1998	63	4,860	142	794
<b>1999</b>	<b>60</b>	<b>3,380</b>	<b>226</b>	<b>807</b>
<b>Gingers, other - dozens</b>				
1995	17	355	6	48
1996	26	610	13	100
1997	16	575	14	92
1998	30	830	18	144
<b>1999</b>	<b>26</b>	<b>1,085</b>	<b>28</b>	<b>217</b>

See footnotes at end of table.

Continued

# SELECTED CUT FLOWERS (Continued) & FOLIAGE

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1995-99<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	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>
<b>Heliconias - dozens</b>				
1995	50	4,315	49	495
1996	51	3,920	44	477
1997	47	3,445	40	432
1998	56	5,775	56	664
<b>1999</b>	<b>58</b>	<b>4,860</b>	<b>78</b>	<b>582</b>
<b>Proteas - stems</b>				
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	28	8,015	2,996	1,738
<b>1999</b>	<b>31</b>	<b>8,345</b>	<b>2,466</b>	<b>1,438</b>
<b>Other cut flowers - dozens</b>				
1995	35	NA	NA	3,823
1996	36	NA	NA	3,840
1997	35	NA	NA	3,303
1998	38	NA	NA	4,028
<b>1999</b>	<b>22</b>	<b>NA</b>	<b>NA</b>	<b>3,447</b>
<b>FOLIAGE</b>				
<b>Potted, primarily for indoor or patio use<sup>4</sup></b>				
1995	76	7,540	NA	11,812
1996	75	7,495	NA	13,000
1997	60	6,395	NA	12,552
1998	74	5,035	NA	14,617
<b>1999</b>	<b>65</b>	<b>5,265</b>	<b>NA</b>	<b>14,896</b>
<b>Ti leaves, cut - leaves</b>				
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
<b>1999</b>	<b>43</b>	<b>2,575</b>	<b>5,800</b>	<b>459</b>
<b>Other greens, cut</b>				
1995	21	NA	NA	98
1996	24	NA	NA	171
1997	23	NA	NA	258
1998	35	NA	NA	374
<b>1999</b>	<b>18</b>	<b>NA</b>	<b>NA</b>	<b>116</b>

See footnotes at end of table.

Continued

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1995-99<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	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>
<b>ORCHIDS</b>				
<b>Cymbidiums, cut - flowers</b>				
1995	9	440	251	159
1996	8	280	300	189
1997	8	275	348	137
1998	12	315	418	216
<b>1999</b>	<b>11</b>	<b>335</b>	<b>536</b>	<b>314</b>
<b>Dendrobiums, sprays - dozens</b>				
1995	58	3,435	410	3,078
1996	48	3,105	383	2,797
1997	56	3,505	368	2,549
1998	59	2,970	419	2,864
<b>1999</b>	<b>49</b>	<b>2,610</b>	<b>383</b>	<b>2,676</b>
<b>Oncidiums, sprays - dozens</b>				
1995	24	240	26	271
1996	28	275	40	386
1997	28	305	34	356
1998	32	485	58	580
<b>1999</b>	<b>32</b>	<b>355</b>	<b>47</b>	<b>462</b>
<b>Other orchids, sprays<sup>5</sup> - dozens</b>				
1995	11	NA	NA	30
1996	7	NA	NA	37
1997	5	NA	NA	25
1998	4	NA	NA	52
<b>1999</b>	<b>6</b>	<b>NA</b>	<b>NA</b>	<b>28</b>
<b>Dendrobiums, potted<sup>6</sup> - pots</b>				
1995	56	1,035	804	4,358
1996	63	1,200	1,131	5,185
1997	<sup>7</sup> 63	1,295	1,409	6,392
1998	63	NA	1,107	6,069
<b>1999</b>	<b>71</b>	<b>NA</b>	<b>1,149</b>	<b>6,194</b>
<b>Phalaenopsis, potted<sup>8</sup> - pots</b>				
1995				
1996				
1997				
1998	20	NA	221	1,178
<b>1999</b>	<b>22</b>	<b>NA</b>	<b>207</b>	<b>1,153</b>
<b>Other orchids, potted - pots</b>				
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
<b>1999</b>	<b>65</b>	<b>NA</b>	<b>2,029</b>	<b>9,090</b>

See footnotes at end of table.

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# LEI FLOWERS & INDIVIDUAL BLOOMS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1995-99<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	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>
<b>LEI/INDIVIDUAL BLOOMS</b>				
<b>Carnations - blooms</b>				
1995	10	NA	11,200	590
1996	11	NA	10,000	538
1997	7	NA	7,500	410
1998	9	NA	6,800	448
<b>1999</b>	<b>7</b>	<b>NA</b>	<b>5,600</b>	<b>396</b>
<b>Dendrobiums - blooms</b>				
1995	32	NA	22,400	716
1996	33	NA	24,700	740
1997	35	NA	24,800	725
1998	28	NA	28,900	855
<b>1999</b>	<b>27</b>	<b>NA</b>	<b>21,700</b>	<b>663</b>
<b>Pikake - strands</b>				
1995	5	NA	61.3	169
1996	4	NA	21.7	86
1997 <sup>9</sup>				
1998	5	NA	55.6	128
<b>1999</b>	<b>7</b>	<b>NA</b>	<b>83.3</b>	<b>222</b>
<b>Plumerias - blooms</b>				
1995	7	NA	19,500	489
1996	12	NA	29,900	717
1997	11	NA	31,800	833
1998	9	NA	23,800	601
<b>1999</b>	<b>10</b>	<b>NA</b>	<b>45,000</b>	<b>931</b>
<b>Tuberoses - blooms</b>				
1995	8	NA	9	9
1996	7	NA	9	9
1997	4	NA	9	9
1998	6	NA	19,500	912
<b>1999</b>	<b>6</b>	<b>NA</b>	<b>20,400</b>	<b>959</b>
<b>Vanda, Miss Joaquim - blooms</b>				
1995	13	NA	22,500	677
1996	12	NA	22,200	627
1997	9	NA	22,300	657
1998	9	NA	10,900	292
<b>1999</b>	<b>7</b>	<b>NA</b>	<b>11,200</b>	<b>392</b>
<b>Other lei/individual - blooms</b>				
1995	NA	NA	NA	1,294
1996	NA	NA	NA	1,235
1997	NA	NA	NA	1,188
1998	NA	NA	NA	249
<b>1999</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>474</b>

See footnotes at end of table.

Continued

# POTTED FLOWERING PLANTS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1995-99<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	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>
<b>POTTED FLOWERING PLANTS</b>				
<b>Anthuriums - pots</b>				
1995	16	68	61	97
1996	17	75	70	155
1997	21	190	140	390
1998	15	NA	113	321
<b>1999</b>	<b>24</b>	<b>NA</b>	<b>144</b>	<b>495</b>
<b>Bromeliads<sup>10</sup> - pots</b>				
1995				
1996				
1997				
1998	8	NA	88	423
<b>1999</b>	<b>17</b>	<b>NA</b>	<b>112</b>	<b>621</b>
<b>Chrysanthemums<sup>10</sup> - pots</b>				
1995				
1996				
1997				
1998	5	NA	127	573
<b>1999</b>	<b>4</b>	<b>NA</b>	<b>159</b>	<b>675</b>
<b>Poinsettias - pots</b>				
1995	27	545	221	904
1996	27	600	243	952
1997	28	590	238	900
1998	30	NA	263	1,012
<b>1999</b>	<b>29</b>	<b>NA</b>	<b>331</b>	<b>1,268</b>
<b>Other potted flowering plants</b>				
1995	39	NA	NA	2,294
1996	39	NA	NA	2,747
1997	40	NA	NA	2,461
1998	27	NA	NA	1,563
<b>1999</b>	<b>26</b>	<b>NA</b>	<b>NA</b>	<b>1,704</b>

See footnotes at end of table.

Continued

# OTHER NURSERY PRODUCTS

## FLORICULTURE AND NURSERY PRODUCTS: State of Hawaii, 1995-99<sup>1</sup> -- Continued

Crop	Farms having sales <sup>2</sup>	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>
<b>PLANT RENTALS</b>				
1995	41	NA	NA	3,293
1996	44	NA	NA	3,690
1997	37	NA	NA	2,925
1998	45	NA	NA	4,715
<b>1999</b>	<b>32</b>	<b>NA</b>	<b>NA</b>	<b>3,227</b>
<b>OTHER NURSERY PRODUCTS<sup>11</sup></b>				
1995				15,854
1996				12,114
1997				12,351
1998				13,267
<b>1999</b>				<b>13,113</b>
<b>UNSPECIFIED SALES<sup>12</sup></b>				
1995				1,523
1996				1,366
1997				1,404
1998				1,479
<b>1999</b>				<b>753</b>
<b>TOTAL</b>				
1995	705			68,175
1996	690			68,870
1997	670			66,655
1998	745			73,207
<b>1999</b>	<b>855</b>			<b>75,363</b>

NA = Not available. <sup>1</sup>Beginning 1992, includes only producers having total sales of \$10,000 or more. <sup>2</sup>Number for each individual flower item is count of those having sales of that item during each year; "Total" is unduplicated count. <sup>3</sup>Included with "Other cut flowers" to avoid disclosure of individual operations. <sup>4</sup>Includes hanging baskets. <sup>5</sup>Includes cattleyas, vanda hybrids, phalaenopsis, and paphiopedilums. <sup>6</sup>Includes in bud/bloom and community pots. <sup>7</sup>Revised. <sup>8</sup>Prior to 1998, included with "Other orchids, potted". <sup>9</sup>Included with "Other lei/individual" to avoid disclosure of individual operations. <sup>10</sup>Prior to 1998, included with "Other potted flowering plants". <sup>11</sup>Includes bedding plants and other flowers or nursery products not elsewhere classified. <sup>12</sup>Beginning 1992, includes sales of growers greater than \$999 but less than \$10,000 which were not categorized.

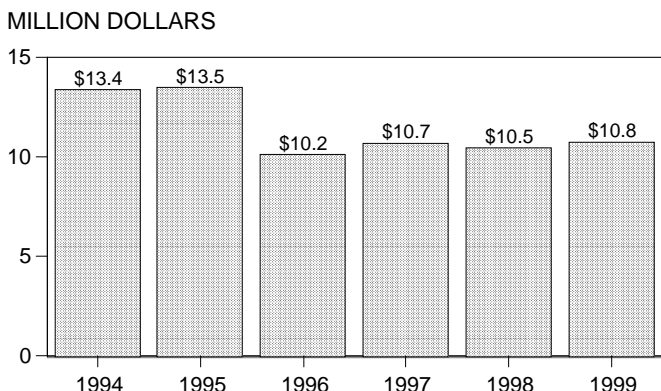


# LANDSCAPE PLANT MATERIAL

## LANDSCAPE PLANT MATERIAL VALUED AT \$10.8 MILLION

The State's growers of landscape material had sales pegged at \$10.8 million in 1999, 3 percent more than last year. 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 STATE OF HAWAII, 1994-99



HASS

## LANDSCAPE PLANT MATERIAL: Value of sales, State of Hawaii, 1995-99

Type	1995	1996	1997	1998	1999
<i>1,000 dollars</i>					
Ornamentals & trees	4,112	1,741	1,561	NA	<b>1,488</b>
Landscape foliage pots	3,902	3,527	3,515	NA	<b>3,820</b>
Bedding/garden plants	2,274	2,584	2,472	2,608	<b>3,007</b>
Other landscaping plants	3,212	2,304	3,132	7,855	<b>2,444</b>
<b>Total</b>	<b>13,500</b>	<b>10,156</b>	<b>10,680</b>	<b>10,463</b>	<b>10,759</b>

NA = Not available.

# COUNTY SUMMARIES

## BIG ISLAND VALUE TOPS \$41 MILLION

Hawaii county 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 1999. Big Island's 376 growers rang up sales of \$41.6 million, up 6 percent from the \$39.2 million in 1998. Orchids, lei flowers, foliage, and potted flowering plants registered increases. Honolulu's 245 producers accounted for 30 percent of the state's total wholesale value of flowers and nursery products. Honolulu farmers reported sales of \$22.7 million, 5 percent lower than 1998. Maui/Molokai's 154 producers generated \$9.6 million in wholesale sales, 7 percent higher than the \$9.0 million generated in 1998. Kauai's 80 producers registered \$1.5 million in wholesale sales, 11 percent more than a year earlier.

### FLORICULTURE AND NURSERY PRODUCTS: Value of grower sales, by county, 1995-99

Year	Cut flowers <sup>1</sup>	Orchids <sup>2</sup>	Lei flowers	Foliage <sup>3</sup>	Potted flowering plants	All other nursery products <sup>4</sup>	Unspecified sales <sup>5</sup>	Total
<i>1,000 dollars</i>								
<b>State</b>								
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	15,176	15,790	3,485	<sup>6</sup> 15,403	3,892	17,982	1,479	73,207
<b>1999</b>	<b>14,082</b>	<b>19,917</b>	<b>4,037</b>	<b>19,652</b>	<b>4,763</b>	<b>12,159</b>	<b>753</b>	<b>75,363</b>
<b>Hawaii</b>								
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	11,410	9,114	1,022	<sup>6</sup> 11,612	1,676	3,715	604	39,153
<b>1999</b>	<b>10,804</b>	<b>11,398</b>	<b>1,696</b>	<b>13,139</b>	<b>2,002</b>	<b>2,244</b>	<b>295</b>	<b>41,578</b>
<b>Honolulu</b>								
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	774	5,839	1,258	<sup>6</sup> 3,331	1,387	10,745	409	23,743
<b>1999</b>	<b>599</b>	<b>6,921</b>	<b>1,199</b>	<b>5,323</b>	<b>1,085</b>	<b>7,317</b>	<b>210</b>	<b>22,654</b>
<b>Kauai</b>								
1995	68	259	17	<sup>7</sup>	<sup>7</sup>	1,313	144	1,801
1996	117	<sup>7</sup> 344	<sup>7</sup> 73	<sup>7</sup>	<sup>7</sup>	1,308	123	1,965
1997	76	<sup>7</sup>	<sup>7</sup>	<sup>7</sup>	<sup>7</sup>	1,555	173	1,804
1998	138	<sup>7</sup>	<sup>7</sup>	<sup>7</sup>	<sup>7</sup>	1,090	132	1,360
<b>1999</b>	<b>122</b>	<b>413</b>	<sup>7</sup>	<sup>7</sup>	<sup>7</sup>	<b>869</b>	<b>110</b>	<b>1,514</b>
<b>Maui</b>								
1995	2,188	470	1,331	<sup>7</sup>	<sup>7</sup>	3,533	274	7,796
1996	2,371	<sup>7</sup> 744	<sup>7</sup> 1,228	<sup>7</sup>	<sup>7</sup>	2,923	249	7,515
1997	2,106	<sup>7</sup>	<sup>7</sup>	<sup>7</sup>	<sup>7</sup>	5,802	311	8,219
1998	2,854	<sup>7</sup>	<sup>7</sup>	<sup>7</sup>	<sup>7</sup>	5,763	334	8,951
<b>1999</b>	<b>2,557</b>	<b>1,185</b>	<sup>7</sup>	<sup>7</sup>	<sup>7</sup>	<b>5,737</b>	<b>138</b>	<b>9,617</b>

<sup>1</sup>Cut orchids included in "Orchids" category. <sup>2</sup>Excludes orchids used for lei flowers. <sup>3</sup>Includes potted, cut, and unfinished. <sup>4</sup>Includes bedding plants, plant rentals, sod, trees, and any other nursery products not elsewhere classified. Sum of counties may not add to total. <sup>5</sup>Includes grower sales greater than \$999 but less than \$10,000 which were not categorized. <sup>6</sup>Unfinished foliage, 1998 included in "All other nursery products". <sup>7</sup>Data not shown separately to avoid disclosure of individual operations but combined and included in the State total.

## COUNTY SUMMARIES (Continued)

### FLORICULTURE AND NURSERY PRODUCTS: Hawaii County, 1997-99

Commodity	Number sold			Value of sales		
	1997	1998	1999	1997	1998	1999
----- 1,000 dollars -----						
Selected Items:						
Anthuriums, cut (000 dozens)	754	830	<b>1286</b>	6,854	6,256	<b>6,467</b>
Foliage, cut	NA	NA	<b>NA</b>	250	262	<b>228</b>
Foliage, potted (indoor/patio use)	NA	NA	<b>NA</b>	10,302	11,350	<b>12,366</b>
Ginger, red (000 dozens)	39	48	<b>52</b>	183	276	<b>213</b>
Gingers, other (000 dozens)	25	32	<b>30</b>	158	209	<b>207</b>
Heliconias (000 dozens)	14	28	<b>33</b>	185	349	<b>211</b>
Orchids, potted (000 pots)	1,371	1,118	<b>1,909</b>	5,753	6,332	<b>8,459</b>
Ornamentals and trees	NA	NA	<b>NA</b>	224	NA	<b>139</b>
Poinsettias (000 pots)	NA	40	<b>36</b>	NA	187	<b>187</b>
All other flowers and nursery products <sup>1</sup>	NA	NA	<b>NA</b>	10,051	13,328	<b>12,806</b>
Unspecified sales <sup>2</sup>	NA	NA	<b>NA</b>	541	604	<b>295</b>
<b>Total</b>				<b>34,501</b>	<b>39,153</b>	<b>41,578</b>

NA = Not available.

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

<sup>2</sup>Includes grower sales greater than \$999 but less than \$10,000.

### FLORICULTURE AND NURSERY PRODUCTS: Kauai County, 1997-99

Commodity	Number sold			Value of sales		
	1997	1998	1999	1997	1998	1999
----- 1,000 dollars -----						
Selected Items:						
Ginger, red (000 dozens)	3	3	<b>19</b>	18	17	<b>29</b>
Gingers, other (000 dozens)	2	6	<b>3</b>	15	35	<b>20</b>
Heliconias (000 dozens)	4	7	<b>15</b>	43	76	<b>71</b>
All other flowers and nursery products <sup>1</sup>	NA	NA	<b>NA</b>	1,555	1,100	<b>1,284</b>
Unspecified sales <sup>2</sup>	NA	NA	<b>NA</b>	173	132	<b>110</b>
<b>Total</b>				<b>1,804</b>	<b>1,360</b>	<b>1,514</b>

NA = Not available.

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

<sup>2</sup>Includes grower sales greater than \$999 but less than \$10,000.

# COUNTY SUMMARIES (Continued)

## FLORICULTURE AND NURSERY PRODUCTS: Maui County, 1997-99

Commodity	Number sold			Value of sales		
	1997	1998	1999	1997	1998	1999
----- 1,000 dollars -----						
Selected Items:						
Gingers (000 dozens)	43	1	1	318	1	1
Ginger, red (000 dozens) <sup>2</sup>	NA	52	<b>96</b>	NA	285	<b>394</b>
Ginger, pink (000 dozens) <sup>2</sup>	NA	38	<b>16</b>	NA	198	<b>99</b>
Gingers, other (000 dozens) <sup>2</sup>	NA	4	<b>16</b>	NA	41	<b>125</b>
Heliconias (000 dozens)	11	13	<b>25</b>	113	169	<b>250</b>
All other flowers and nursery products <sup>3</sup>	NA	NA	<b>NA</b>	7,477	7,924	<b>8,611</b>
Unspecified sales <sup>4</sup>	NA	NA	<b>NA</b>	311	334	<b>138</b>
<b>Total</b>				<b>8,219</b>	<b>8,951</b>	<b>9,617</b>

NA = Not available.

<sup>1</sup>Separated by type.

<sup>2</sup>Prior to 1998, not shown separately.

<sup>3</sup>Only selected items are shown separately. All other cut and lei flowers, potted plants, nursery products, plant rentals, etc., for the county are included in the "All other" category.

<sup>4</sup>Includes grower sales greater than \$999 but less than \$10,000.

## FLORICULTURE AND NURSERY PRODUCTS: Honolulu County, 1997-99

Commodity	Number sold			Value of sales		
	1997	1998	1999	1997	1998	1999
----- 1,000 dollars -----						
Selected Items:						
Dendrobiums, sprays (000 dozens)	77	104	<b>45</b>	640	776	<b>338</b>
Dendrobiums, for lei (million flowers)	8.8	12.4	<b>9.6</b>	285	373	<b>334</b>
Foliage, cut	NA	NA	<b>NA</b>	84	375	<b>211</b>
Foliage, potted (indoor/patio use)	NA	NA	<b>NA</b>	2,114	2,956	<b>2,227</b>
Ginger, red (000 dozens)	18	39	<b>59</b>	107	216	<b>171</b>
Gingers, other (000 dozens)	NA	30	<b>44</b>	NA	191	<b>169</b>
Heliconias (000 dozens)	11	8	<b>5</b>	91	70	<b>50</b>
Orchids, potted (000 pots)	1,163	1,044	<b>1,316</b>	5,434	4,990	<b>6,562</b>
All other flowers and nursery products <sup>1</sup>	NA	NA	<b>NA</b>	12,997	12,387	<b>12,382</b>
Unspecified sales <sup>2</sup>	NA	NA	<b>NA</b>	379	409	<b>210</b>
<b>Total</b>				<b>22,131</b>	<b>22,743</b>	<b>22,654</b>

NA = Not available.

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

<sup>2</sup>Includes 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 county, 1995-99

Year	Farms	Greenhouse <sup>1</sup>	Artificial shade	Natural shade	Open field	Total area
	<i>Number</i>	<i>----- 1,000 square feet -----</i>			<i>----- Acres -----</i>	
<b>State</b>						
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	2,810	24,200	9	2,050	2,679
<b>1999</b>	<b>855</b>	<b>2,810</b>	<b>24,510</b>	<b>7</b>	<b>2,325</b>	<b>2,959</b>
<b>Hawaii</b>						
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	1,975	19,620	9	1,155	1,660
<b>1999</b>	<b>376</b>	<b>1,950</b>	<b>20,435</b>	<b>7</b>	<b>1,425</b>	<b>1,946</b>
<b>Honolulu</b>						
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	480	3,810	0	415	514
<b>1999</b>	<b>245</b>	<b>445</b>	<b>3,235</b>	<b>0</b>	<b>425</b>	<b>509</b>
<b>Kauai</b>						
1995	46	40	375	0	95	105
1996	52	60	345	0	60	69
1997	50	60	355	0	55	65
1998	40	75	295	0	45	53
<b>1999</b>	<b>80</b>	<b>90</b>	<b>235</b>	<b>0</b>	<b>60</b>	<b>68</b>
<b>Maui</b>						
1995	106	270	375	0	450	465
1996	111	230	335	0	415	428
1997	106	235	345	0	295	308
1998	145	280	475	0	435	452
<b>1999</b>	<b>154</b>	<b>325</b>	<b>605</b>	<b>0</b>	<b>415</b>	<b>436</b>

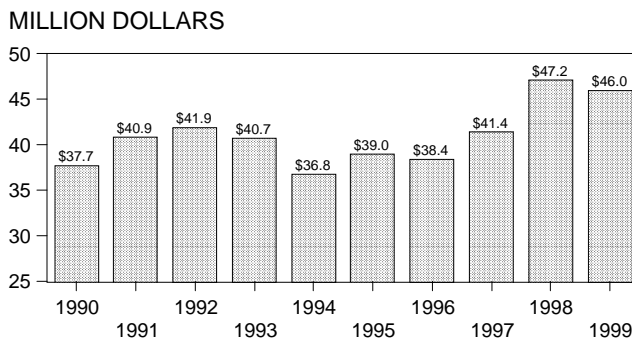
<sup>1</sup>Glass or glass substitute structure.

# OUT-OF-STATE SALES

## OUT-OF-STATE SALES PEGGED AT \$45.9 MILLION

The value of out-of-State sales of flowers and nursery products (including wholesale and retail sales) during 1999 was estimated at \$45.9 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.

OUT-OF-STATE SALES  
FLORICULTURE & NURSERY PRODUCTS  
STATE OF HAWAII, 1990-99 <sup>1</sup>



<sup>1</sup> Includes wholesale and retail sales.

HASS

Potted foliage, valued at \$12.8 million, was the number one floriculture or nursery product exported. Anthurium exports were valued at \$10.7 million, 9 percent higher than 1998. Other potted orchids followed with \$5.4 million in value. Potted dendrobium orchids ranked fourth in out-of-State sales with \$4.1 million. Dendrobium sprays decreased 25 percent from 1998.

### FLORICULTURE AND NURSERY PRODUCTS: Out-of-State sales, State of Hawaii, 1995-99<sup>1</sup>

Commodity	1995	1996	1997	1998	1999
	<i>1,000 dollars</i>				
Anthuriums, cut	10,395	9,705	10,945	9,795	<b>10,685</b>
Birds of Paradise	905	650	720	945	<b>710</b>
Cymbidiums	80	115	80	130	<b>110</b>
Dendrobiums, sprays	3,120	4,110	3,545	3,820	<b>2,875</b>
Oncidium					<b>270</b>
Foliage, cut:					
Ti leaves	720	635	670	475	<b>400</b>
Other cut greens	885	1,010	885	1,070	<b>845</b>
Foliage, potted	9,910	9,500	10,320	12,220	<b>12,785</b>
Ginger, red	1,000	675	765	810	<b>875</b>
Gingers, other	740	605	450	800	<b>890</b>
Heliconias	740	800	820	955	<b>970</b>
Potted orchids:					
Dendrobiums	3,325	2,965	3,510	4,360	<b>4,120</b>
Phalaenopsis					<b>285</b>
Other orchids	3,420	3,995	5,410	6,485	<b>5,395</b>
Proteas	1,675	1,625	2,025	2,405	<b>2,130</b>
Unfinished potted foliage stock	315	70	70	400	<b>355</b>
All other flowers and nursery products	1,755	1,930	1,185	2,510	<b>2,245</b>
<b>Total</b>	<b>38,985</b>	<b>38,390</b>	<b>41,400</b>	<b>47,180</b>	<b>45,945</b>

<sup>1</sup>Based 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.

# HAWAII DENDROBIUM ORCHIDS

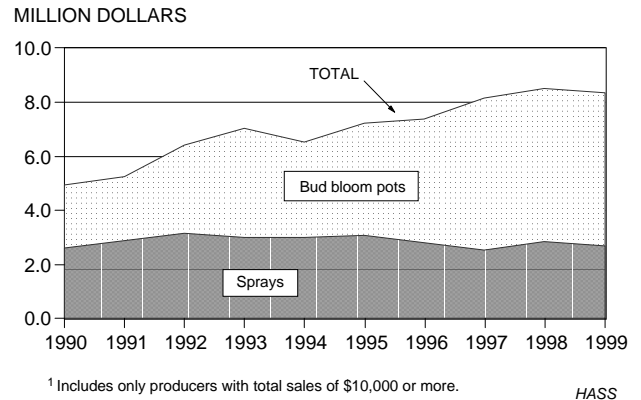


## DENDROBIUM ORCHID SALES 3 PERCENT LOWER

1999 dendrobium orchid sales were valued at \$9.5 million, 3 percent lower than the \$9.8 million posted in 1998.

Potted in bud/bloom, valued at \$5.7 million, represented 60 percent of the total dendrobium orchid value. Value of sales remained relatively unchanged from the previous year as price rose 7 percent to offset a 6 percent decline in pots sold. Growers of cut sprays registered \$2.7 million in sales, 7 percent lower than 1998. Individual blossoms of dendrobiums were valued at \$663,000, 22 percent lower than 1998. Value of community pots, pegged at \$516,000, was 27 percent more than last year.

DENDROBIUMS: VALUE OF SALES STATE OF HAWAII, 1990-99<sup>1</sup>



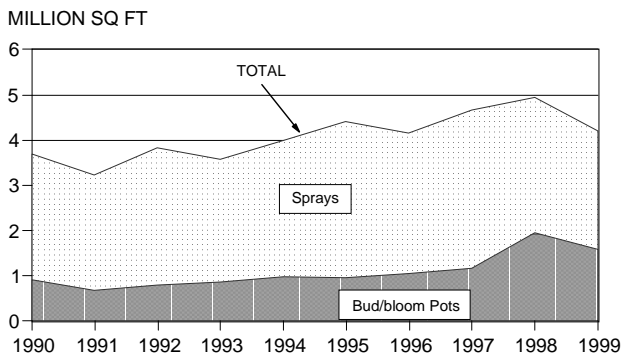
DENDROBIUM ORCHIDS: Sales and value, State of Hawaii, 1995-99<sup>1</sup>

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	
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	419	2,864	1,025	5,663	82	406	9,788
<b>1999</b>	<b>21.7</b>	<b>663</b>	<b>383</b>	<b>2,676</b>	<b>964</b>	<b>5,678</b>	<b>185</b>	<b>516</b>	<b>9,533</b>

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

## DENDROBIUM PRODUCTION AREA 15 PERCENT LOWER

DENDROBIUM PRODUCTION AREA STATE OF HAWAII, 1990-99<sup>1</sup>



The combined production area for dendrobium cut sprays and bud/bloom pots totaled 4.2 million square feet, 15 percent lower than 1998 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 2.61 million square feet, 12 percent lower than 1998. Production area for potted in bud/bloom totaled 1.59 million square feet, 19 percent below the 1.97 million square feet of the previous year.

### **DENDROBIUM ORCHIDS (POTTED IN BUD/BLOOM AND CUT SPRAYS): Number of farms and production area, State of Hawaii, 1995-99<sup>1</sup>**

Year	Farms		Production area		
	Cut sprays	Potted in bud/bloom	Cut sprays	Potted in bud/bloom	Total
	----- Number -----		----- 1,000 square feet -----		
1995	58	52	3,435	970	4,405
1996	48	57	3,105	1,045	4,150
1997	56	<sup>2</sup> 63	3,505	1,160	4,665
1998	59	63	2,970	1,965	4,935
<b>1999</b>	<b>49</b>	<b>71</b>	<b>2,610</b>	<b>1,585</b>	<b>4,195</b>

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

<sup>2</sup> Revised.