## Sources of Roses Supply to EU

### A. - in Value

**Value in Thousands Euros**

<table>
<thead>
<tr>
<th>Country of origin</th>
<th>2009 Rank</th>
<th>2012 Rank</th>
<th>Change</th>
<th>2013 Rank</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kenya</td>
<td>266,777</td>
<td>294,921</td>
<td>11%</td>
<td>299,237</td>
<td>1.5%</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>85,039</td>
<td>130,753</td>
<td>54%</td>
<td>136,219</td>
<td>4.2%</td>
</tr>
<tr>
<td>Ecuador</td>
<td>84,641</td>
<td>103,605</td>
<td>22%</td>
<td>103,254</td>
<td>-0.3%</td>
</tr>
<tr>
<td>Colombia</td>
<td>25,281</td>
<td>30,499</td>
<td>21%</td>
<td>29,083</td>
<td>-4.6%</td>
</tr>
<tr>
<td>Uganda</td>
<td>24,861</td>
<td>25,813</td>
<td>3.8%</td>
<td>28,073</td>
<td>8.8%</td>
</tr>
<tr>
<td>Zambia</td>
<td>15,283</td>
<td>18,433</td>
<td>21%</td>
<td>16,437</td>
<td>-11%</td>
</tr>
<tr>
<td>Tanzania</td>
<td>8,383</td>
<td>4,771</td>
<td>-43%</td>
<td>5,104</td>
<td>7.0%</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>11,013</td>
<td>6,207</td>
<td>-44%</td>
<td>4,097</td>
<td>-34%</td>
</tr>
<tr>
<td>India</td>
<td>1,763</td>
<td>1,629</td>
<td>-7.6%</td>
<td>2,032</td>
<td>25%</td>
</tr>
<tr>
<td>Serbia</td>
<td>49</td>
<td>178</td>
<td>22%</td>
<td>184</td>
<td>4.2%</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>0</td>
<td>0</td>
<td></td>
<td>131</td>
<td>11</td>
</tr>
<tr>
<td>New Zealand</td>
<td>0</td>
<td>0</td>
<td></td>
<td>101</td>
<td>12</td>
</tr>
<tr>
<td>South Africa</td>
<td>129</td>
<td>37</td>
<td>+++</td>
<td>82</td>
<td>122%</td>
</tr>
<tr>
<td>Macedonia</td>
<td>94</td>
<td>71</td>
<td>-24%</td>
<td>66</td>
<td>-7.0%</td>
</tr>
<tr>
<td>Israel</td>
<td>301</td>
<td>0</td>
<td>---</td>
<td>27</td>
<td>+++</td>
</tr>
<tr>
<td>Other Countries</td>
<td>0</td>
<td>0</td>
<td></td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

**Total to the EU**

| 524,467 | 616,957 | 18% | 624,244 | 1.2% |

**To Switzerland & Norway**

| 60,624 | 71,819 | 18% | 68,054 | 5.2% |

* *The Netherlands' export includes significant share of re-exported roses, originated from other countries*

### Market Insider
### Roses Supply to EU (cont.)

#### B. in Unit Quantity

**Quant. in Thousand Stems**

**From Non-EU Countries**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Kenya</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>-2.4%</td>
<td>2.1%</td>
<td>-1.7%</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>38%</td>
<td>7.3%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Ecuador</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>1.9%</td>
<td>4.1%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Uganda</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>-11%</td>
<td>6.1%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Zambia</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>21%</td>
<td>3.6%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Zimbabwe</td>
<td>3</td>
<td>6</td>
<td>6</td>
<td>-57%</td>
<td>8.1%</td>
<td>7.8%</td>
</tr>
<tr>
<td>Ecuador</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>-50%</td>
<td>4.9%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>217%</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Serbia</td>
<td>20</td>
<td>19</td>
<td>19</td>
<td>217%</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Colombia</td>
<td>12</td>
<td>11</td>
<td>10</td>
<td>38%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Tanzania</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>26%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>India</td>
<td>14</td>
<td>14</td>
<td>14</td>
<td>50%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>217%</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Serbia</td>
<td>20</td>
<td>19</td>
<td>19</td>
<td>217%</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Macedonia</td>
<td>12</td>
<td>11</td>
<td>10</td>
<td>38%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>South Africa</td>
<td>13</td>
<td>12</td>
<td>11</td>
<td>26%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Mayotte</td>
<td>14</td>
<td>14</td>
<td>13</td>
<td>217%</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Morocco</td>
<td>15</td>
<td>14</td>
<td>13</td>
<td>26%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Other Countries</td>
<td>16</td>
<td>16</td>
<td>15</td>
<td>217%</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Total to the EU</td>
<td>4,891,601</td>
<td>5,059,969</td>
<td>5,022,236</td>
<td>3.4%</td>
<td>-0.7%</td>
<td></td>
</tr>
<tr>
<td>To Norway</td>
<td>0</td>
<td>166,877</td>
<td>178,669</td>
<td>7.1%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### From EU Countries

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Netherlands*</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>19%</td>
<td>9.6%</td>
<td>9.6%</td>
</tr>
<tr>
<td>Belgium &amp; Luxemburg</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>144%</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Germany</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>-55%</td>
<td>4.9%</td>
<td>4.9%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>10</td>
<td>5</td>
<td>5</td>
<td>405%</td>
<td>112%</td>
<td>112%</td>
</tr>
<tr>
<td>Spain</td>
<td>9</td>
<td>7</td>
<td>7</td>
<td>69%</td>
<td>112%</td>
<td>112%</td>
</tr>
<tr>
<td>Italy</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>45%</td>
<td>49%</td>
<td>49%</td>
</tr>
<tr>
<td>EU-Others</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>67%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Austria</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>81%</td>
<td>117%</td>
<td>117%</td>
</tr>
<tr>
<td>France</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>47%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Denmark</td>
<td>14</td>
<td>13</td>
<td>12</td>
<td>26%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Sweden</td>
<td>7</td>
<td>8</td>
<td>7</td>
<td>-0.3%</td>
<td>46%</td>
<td>46%</td>
</tr>
<tr>
<td>Hungary</td>
<td>10</td>
<td>9</td>
<td>9</td>
<td>28%</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td>Poland</td>
<td>12</td>
<td>11</td>
<td>10</td>
<td>-34%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>13</td>
<td>14</td>
<td>13</td>
<td>-70%</td>
<td>124%</td>
<td>124%</td>
</tr>
<tr>
<td>Finland</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>12%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Other Countries</td>
<td>0</td>
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<td>0</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total to the EU</td>
<td>2,035,761</td>
<td>2,586,236</td>
<td>2,835,912</td>
<td>27%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>To Norway</td>
<td>0</td>
<td>7,682</td>
<td>6,493</td>
<td>-15%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* The Netherlands’ export includes significant share of re-exported roses, originated from other countries

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Market Insider
**Notes**

**Import in Value**
The strong growth from EU imports of roses originating from Non–European countries throughout the past ten years has changed into a moderate increase of 1.2 % when compared to 2012, while it was 5.5 % from 2011 to 2012, and 6.9 % from 2010 to 2011. During many years the increasing percentages were far bigger. Production and export from Kenya and Ethiopia were still strongly increasing, but the growth has become more moderate now. The same in Ethiopia, after rapid growth during the years before, which is shown in the figures of 2009-2012. Clearly shown in the survey is the trend that number of rose producing countries did not grow anymore as it used to do during many years. To the contrary, some very important supplying countries of the past have nearly disappeared from the market such as: Israel, South Africa, Brazil and Morocco. It can be learned from the survey that the import share into the EU has changed considerably. Was the share of other EU-countries still 60% in 2006, it turned out to be around 50% in 2011, was 44 % in 2012, and in 2013 it did not further slow down. Hardly any changes of imports from other EU-countries. Some strong changes however in the ranking list of Non-EU-countries. A very slight growth from countries like: Kenya, Ethiopia, Uganda and Zambia while other countries became again less important, especially: Zimbabwe, India, South Africa, Israel, and Brazil have almost totally disappeared from the rose market. The shares of Ecuador and Colombia stabilised.

**Import in Units/Stems**
The development of supplied quantities was more or less in line with what is shown on the value front. However, still a very slight decrease of quantities from Non-EU-countries (-0.7%) and a stronger increase (+1.6%) from the EU countries, realised mainly by the Netherlands, by far the most important EU producing and exporting country. It has to be stated that a very big part of the imports to Holland is re-exported. The 2012 share from Non-EU-countries was 66% of the total EU imports. In 2013 the share was 64%. Remarkable is the continues strong decrease of supply from countries such as India, Israel, Morocco and Zimbabwe. In several of them the production has almost totally disappeared. Really the most important number of producing and supplying countries are brought back to eight countries, all non-European countries and the Netherlands as the only very important country in the EU and Europe.