

Price Information: Floriculture Products - European Markets

Issue No. W29

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The statistic data below is provided in kindness of FloraHolland
The quantities and prices are the sum of the listed below flower auctions in The Netherlands:
FloraHolland Aalsmeer, FH Naaldwijk, FH Rijnsburg, FH Bleiswijk, FH Eelde

Prices are in Euro per stem/unit

Total Sales include mediation transactions

FloraHolland

#	Week 29 2013 Product Group	Clock Sales					Total Sales	
		Stems/Units 2013	Change vs 2012	Price 2013	Price 2012	Change vs 2012	Turnover/Euro 2013	Change vs 2012
Cut Flowers								
1	Rose Large	30,336,915	-7.8%	0.15	0.23	-35%	6,542,296	-29%
2	Chrysanthemum Spray	14,043,760	-10%	0.10	0.10	0.0%	2,574,177	10%
3	Rose Small & Medium	1,224,820	-61%	0.07	0.10	-30%	1,610,976	-2.8%
4	Lilium Oriental	1,812,980	-15%	0.36	0.45	-20%	1,115,052	-22%
5	Gerbera mini	7,010,440	-19%	0.05	0.09	-44%	1,094,847	-26%
6	Hydrangea	838,389	-12%	0.87	0.86	1.2%	797,461	-8.8%
7	Peony Lactiflora	1,630,470	937%	0.25	1.14	-78%	595,262	230%
8	Freesia, Single	1,908,250	-9.0%	0.08	0.12	-33%	576,765	5.7%
9	Rose Spray	2,125,925	6.0%	0.23	0.33	-30%	512,921	-32%
10	Chrysant, Single Bud	2,502,650	-15%	0.17	0.19	-11%	504,573	-21%
11	Helianthus	1,818,564	20%	0.12	0.24	-50%	467,159	-23%
12	Lilium LA	875,960	-24%	0.19	0.21	-10%	411,266	6.7%
13	Gladiolus Large	2,219,280	24%	0.13	0.18	-28%	381,288	-23%
14	Chrysant, Spray Santini	2,809,800	15%	0.08	0.16	-50%	339,673	-42%
15	Gerbera Large	1,681,000	11%	0.08	0.24	-67%	332,153	-50%
Total Top 15		72,839,203	-7.9%	0.14	0.19	-26%	17,855,870	-18%
Total Cut Flowers Sales		121,706,925	-1.8%	0.14	0.19	-27%	24,917,517	-22%
Houseplants								
1	Phalaenopsis	511,734	8.2%	2.44	2.76	-12%	6,124,072	-6.3%
2	Kalanchoe	733,871	71%	0.42	0.64	-34%	902,669	-0.1%
3	Bromelia	182,022	-11%	0.95	1.07	-11%	782,496	6.2%
4	Rose	337,924	6.8%	0.74	0.77	-3.9%	769,706	1.6%
5	Chrysanthemum	361,647	116%	0.48	0.79	-39%	713,625	-16%
6	Anthurium	115,109	-5.4%	2.39	2.28	4.8%	633,419	-9.7%
7	Various Houseplants	81,097	23%	0.50	0.55	-9.1%	533,243	-4.1%
8	Orchids - Various	17,649	-5.0%	1.72	2.05	-16%	500,381	84%
9	Ficus	111,152	15%	1.35	1.55	-13%	451,301	16%
10	Dracaena	94,798	-11%	1.26	1.10	15%	409,660	9.2%
Total Top 10		2,547,003	27%	1.09	1.40	-22%	11,820,572	-2.1%
Total Houseplants Sales		6,044,819	22%	0.96	1.16	-17%	19,649,999	-5.3%
Total FH Sales		130,531,289	-0.2%	0.18	0.24	-23%	49,105,267	-13%