
BULLETIN
MNS Week 02, 2012

CUT FLOWERS AND ORNAMENTAL PLANTS
MARKET NEWS SERVICE (MNS)
WEEKLY EDITION



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Market News Service
Cut Flowers and Ornamental Plants Weekly Price Report

Report prepared by Mr. Jan Plasmeijer and Mr. Chumi Yanai

Issue No. W02, of 18 January 2012

Data for: Week No. 2 of 9 through 14 January 2012

- A Price Statistics Only Issue -

Please note the following:

- *The weekly Price Report (focus on price information) is available on the MNS Web site every Wednesday with data related to the previous week.*
- *The latest monthly Cut Flowers and Plants Report (focus on market analysis information) is available the MNS Web site.*

The Market News Service (MNS) Cut Flowers and Ornamental Plants Weekly Price Report presents prices for those products for which current information is not commonly available, but that are of substantial importance to a significant number of developed and developing countries.

The MNS objective is to provide indications on market prices and trends to support exporters, producers, sector associations and other private or public organizations in their decisions and studies. MNS aims to serve as a market intelligence tool to improve market transparency and facilitate trade.

MNS Floriculture Products Market information-providers include major importers, wholesalers, auctions and organizations in 11 European countries and one Asian country. Markets are covered weekly, on a yearly basis. Information is collected throughout the week and is available for transmission by the close of business (European time) each Wednesday unless otherwise advised.

MNS quotations refer to major flower auctions quantities and average prices from the Netherlands and Japan. European prices are quoted in Euro (weekly US\$ rates of exchange are annexed). Japan prices are quoted in local currency and in US\$. Unless otherwise mentioned, prices are quoted per stem and are related to size in cm.

We welcome new sources of information, news that subscribers and readers might have on their specific products or areas, inquiries or information requests on the products and markets covered by the report as well as suggestions, remarks and indications on the report content.

For these purposes or for other information about the report and the Market News Service, please contact mns@intracen.org.

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Price Information: Floriculture Products - European Markets

Issue No. **W02**

Date: **18/01/2012**

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 02 2012		Clock Sales				Total Sales		
#	Product Group	Stems/Units 2011	Change vs 2010	Price 2011	Price 2010	Change vs 2010	Turnover/Euro 2011	Change vs 2010
Cut Flowers								
1	Rose Large	36.551.030	-6,1%	0,26	0,26	0,0%	11.181.938	-1,6%
2	Tulip Single	45.599.950	10%	0,11	0,16	-31%	8.623.866	-13%
3	Chrysanthemum Spray	11.550.685	-5,1%	0,40	0,28	43%	5.584.897	39%
4	Lilium Oriental	1.449.090	6,0%	0,92	0,92	0,0%	1.901.532	13%
5	Chrysant, Single Bud	2.294.410	-5,4%	0,65	0,45	44%	1.711.130	40%
6	Gerbera mini	7.285.595	8,5%	0,16	0,17	-5,9%	1.492.517	2,6%
7	Rose Small & Medium	3.814.015	-31%	0,12	0,11	9,1%	1.326.377	0,4%
8	Tulip Double	5.038.010	17%	0,15	0,19	-21%	883.201	1,9%
9	Gerbera Large	1.432.435	-10%	0,34	0,33	3,0%	800.797	8,8%
10	Hippeastrum/Amarillis	796.015	-26%	0,93	0,62	50%	779.958	10%
11	Cymbidium Large (stem)	214.267	-20%	3,08	2,59	19%	758.033	-2,1%
12	Chrysant, Spray Santini	2.376.400	-15%	0,27	0,18	50%	725.855	23,1%
13	Freesia, Single	2.046.050	-19%	0,23	0,22	4,5%	681.334	-10%
14	Hyacint	1.632.615	-1,7%	0,30	0,31	-3,2%	616.551	-12%
15	Alstroemeria	2.111.020	-3,1%	0,23	0,23	0,0%	545.533	0,0%
Total Top 15		124.191.587	-0,7%	0,23	0,23	0,0%	37.613.518	2,5%
Houseplants								
1	Phalaenopsis	300.567	-18%	4,17	3,74	11%	8.138.432	7,2%
2	Hyacint	1.199.550	-8,7%	0,46	0,50	-8,0%	1.361.941	15%
3	Anthurium	133.001	-29%	3,12	2,84	9,9%	1.272.932	-12%
4	Kalanchoe	362.990	-39%	0,73	0,53	38%	911.150	-0,2%
5	Dracaena	172.257	-21%	1,54	1,40	10%	859.713	6,3%
6	Orchids - Various	18.400	14%	2,87	2,87	0,0%	820.543	13%
7	Ficus	103.125	-33%	2,37	1,99	19%	774.674	21%
8	Narciss	683.319	-0,7%	0,58	0,72	-19%	754.987	-10%
9	Cyclamen	265.615	-37%	0,99	0,68	46%	720.308	14%
10	Various Houseplants	65.955	-24%	0,82	0,87	-5,7%	702.493	-22%
Total Top 10		3.304.779	-18%	1,14	1,08	5,6%	16.317.173	4,0%

MARKET NEWS SERVICE FOR CUT FLOWERS - ASIAN MARKETS

Abbreviations used in the report

AUS	= Australia	MUS	= Mauritius
CHI	= China	MAL	= Malaysia
COL	= Colombia	NLD	= Netherlands
ECU	= Ecuador	NZL	= New Zealand
ESP	= Spain	PHI	= Philippines
FRA	= France	REU	= Reunion
HAI	= Hawaii	SGP	= Singapore
IND	= India	TAI	= Taiwan
ISR	= Israel	THA	= Thailand
ITA	= Italy	USA	= United States
KEN	= Kenya	ZAF	= South Africa
KOR	= Republic of Korea	ZWE	= Zimbabwe
SLA	= Sri Lanka	VIE	= Vietnam

Price Information: Floriculture Products - Japanese Markets

(4 Auctions)

Issue No. W02 Date: 18/01/2012

The statistic data below is provided in kindness of the following flower auctions in Japan:

Flower Auction Japan & OTA Floriculture Auction, of Tokyo, and
Tsurumi Kaki Co. Ltd. & Naniwa Flower Auction Co. Ltd. of Osaka

The data below is selected from the total sales results of all the above flower auctions together, during

week number : 2 in : 2012

Index:

Quantity	Number of stems auctioned in the four reporting auctions together
Lowest	Lowest stem price achieved for the product in the four reporting auctions, in Japanese Yen
Highest	Highest stem price achieved for the product in the four reporting auctions, in Japanese Yen
Average	Average stem price achieved for the product in the four reporting auctions, in Japanese Yen
Average US\$	Average stem price, converted to US Dollar, as per the relevant exchange rate given below.
Main Origin	Main countries of origin; See abbreviations in the table at the head of this report.

Exchange Rate 1 US\$ = 76,86 Yen

<u>Product Name & Source</u>	<u>Quantity</u>	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
		<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	<u>US\$</u>	
D = Domestic I = Imported						
Total Cut Flowers Sold	16.594.490					
Alstroemeria -- D	267.425	10	250	87	1,13	
Alstroemeria -- I	5.890	15	55	37	0,48	COL
Ammi majus -- D	59.515	8	130	32	0,42	
Ammi majus -- I	0					
Anthurium Pink -- D	20		200	193	2,51	
Anthurium Pink -- I	4.352	10	130	57	0,75	THA
Anthurium Red -- D	350		230	105	1,37	
Anthurium Red -- I	7.618	5	150	59	0,76	AUS THA USA ZAF
Anthurium White -- D	10			200	2,60	
Anthurium White -- I	3.410	8	180	60	0,78	THA
Banksia -- D	0					
Banksia -- I	40	167	286	238	3,10	AUS NZL
Bupleurum -- D	5.670	30	122	66	0,86	
Bupleurum -- I	0					
Calla -- D	55.707	15	320	84	1,10	
Calla -- I	22.908	20	270	90	1,17	NLD NZL
Carnations Spray -- D	343.942	4	85	51	0,67	
Carnations Spray -- I	411.630	1	65	31	0,40	COL
Carnations Standard -- D	459.267	10	160	46	0,59	
Carnations Standard -- I	472.425	3	170	35	0,45	COL
Chrysanthemum Spray -- D	674.160	3	120	51	0,67	
Chrysanthemum Spray -- I	517.447	5	85	40	0,51	KOR
Delphinium -- D	80.742	11	350	121	1,57	
Delphinium -- I	0					
Dracaena -- D	20.590	5	120	43	0,56	
Dracaena -- I	139.735	1	150	25	0,32	SGP

<u>Product Name & Source</u>	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Euphorbia Marginata -- D	210		70	66	0,86	
Euphorbia Marginata -- I	0					
Eustoma -- D	215.667	5	500	153	1,99	
Eustoma -- I	123.970	23	220	102	1,33	AUS
Freesia -- D	182.310	9	85	44	0,58	
Freesia -- I	4.700	20	45	33	0,43	NLD
Gerbera -- D	398.327	7	120	30	0,40	
Gerbera -- I	0					
Gladiolus -- D	42.197	26	140	97	1,26	
Gladiolus -- I	3.200	40	80	72	0,94	
Gypsophila -- D	277.374	10	300	71	0,92	
Gypsophila -- I	4.710		100	58	0,75	ISR
Heliconia Pendula -- D	787	20	102	42	0,54	
Heliconia Pendula -- I	145	20	200	105	1,37	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6.847	30	156	60	0,78	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1.274	60	240	146	1,89	AUS NZL ZAF
Lily Casablanca -- D	23.416	57	1.000	414	5,39	
Lily Casablanca -- I	1.460	96	200	137	1,78	KOR NLD NZL
Lily Longiflorum -- D	65.680	15	200	102	1,32	
Lily Longiflorum -- I	2.670		120	76	0,99	KOR
Limonium Sinuatum -- D	395.850	10	120	53	0,69	
Limonium Sinuatum -- I	0					
Molucella -- D	30			78	1,01	
Molucella -- I	0					
Nerine -- D	50			50	0,65	
Nerine -- I	1.790	50	180	89	1,16	NLD NZL
Orchid Anna -- D	4.200		60	29	0,38	
Orchid Anna -- I	193.860	10	60	27	0,35	SGP THA
Orchid Cymbidium -- D	40.048	50	1.100	307	3,99	
Orchid Cymbidium -- I	346		400	312	4,06	NLD NZL
Orchid Oncidium -- D	17.135	4	600	118	1,53	
Orchid Oncidium -- I	105.725	10	305	94	1,22	SGP TAI THA
Orchid Phalaenopsis -- D	14.793	67	3.500	599	7,79	
Orchid Phalaenopsis -- I	3.661	195	1.200	616	8,01	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	26.170	10	60	30	0,39	THA
Ornithogalum -- D	45			100	1,30	
Ornithogalum -- I	9.180	10	90	31	0,41	NLD ZAF
Protea King -- D	0					
Protea King -- I	96	510	1.000	700	9,10	AUS ZAF
Protea others -- D	0					
Protea others -- I	350	70	800	284	3,70	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	100	115	170	150	1,95	AUS NZL
Rose Total -- D	762.419	5	500	83	1,08	
Rose Total -- I	371.761	3	400	48	0,63	
Rose Avalanche -- D	42.254	19	180	84	1,10	
Rose Avalanche -- I	8.320	4	90	32	0,42	
Rose Delilah -- D	3.647	20	150	52	0,68	
Rose Delilah -- I	0					
Rose Dukaat -- D	8.810	20	141	68	0,88	
Rose Dukaat -- I	0					
Rose Esther -- D	5.854	20	120	46	0,60	
Rose Esther -- I	300	30	50	37	0,48	
Rose Fantasy -- D	3.280	30	150	75	0,98	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	640		45	23	0,29	IND
Rose Gold Strike -- D	1.820	35	120	76	0,98	

<u>Product Name & Source</u>	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported Rose Gold Strike -- I	21.065	7	74	20	0,26	IND
Rose Grand Gala -- D	270	54	120	81	1,05	
Rose Grand Gala -- I	8.480	15	50	28	0,36	IND
Rose Milva -- D	2.190		150	93	1,20	
Rose Milva -- I	1.130		80	47	0,62	IND
Rose Noblesse -- D	5.540	20	150	60	0,78	
Rose Noblesse -- I	15.124	5	50	23	0,30	IND
Rose Pareo -- D	8.540	23	140	68	0,88	
Rose Pareo -- I	0					
Rose Red Roses D --	31.460	15	180	72	0,93	
Rose Red Roses I --	0					
Rose Saphir -- D	3.700	30	170	85	1,11	
Rose Saphir -- I	640	40	50	35	0,45	IND NLD
Rose Skyline -- D	300	30	100	71	0,92	
Rose Skyline -- I	2.000	10	65	15	0,19	COL IND
Rose The Teresa -- D	13.170	30	141	81	1,05	
Rose The Teresa -- I	0					
Rose Tineke -- D	15.145	19	170	80	1,05	
Rose Tineke -- I	1.320		50	20	0,27	IND NLD
Rose Spr Lovely Lydia -- D	7.680	40	220	105	1,36	
Rose Spr Lovely Lydia -- I	8.370	28	75	50	0,65	KOR
Rose Spr Macarena -- D	8.570	15	130	63	0,82	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5.894	17	141	51	0,67	
Rose Spr Mixed -- I	0					
Sandersonia -- D	8.300	10	180	103	1,34	
Sandersonia -- I	380		120	92	1,20	NZL
Trachelium -- D	1.790		70	38	0,49	
Trachelium -- I	1.800		85	59	0,77	ISR NLD
Tulip -- D	480.339	13	200	55	0,72	
Tulip -- I	16.100	25	180	35	0,46	NLD
Waxflowers -- D	0					
Waxflowers -- I	5.700		55	34	0,44	AUS
Green Foliage						
Beargrass -- D	0					
Beargrass -- I	590	50	250	127	1,65	USA
Leatherleaves -- D	52.460	5	70	31	0,40	
Leatherleaves -- I	279.720	5	38	18	0,24	USA
Ruscus Israel -- D	6.900		45	32	0,41	
Ruscus Israel -- I	4.795		40	22	0,29	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	13.750	10	60	31	0,40	ITA
Salal -- D	0					
Salal -- I	5.299	14	400	83	1,08	USA



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