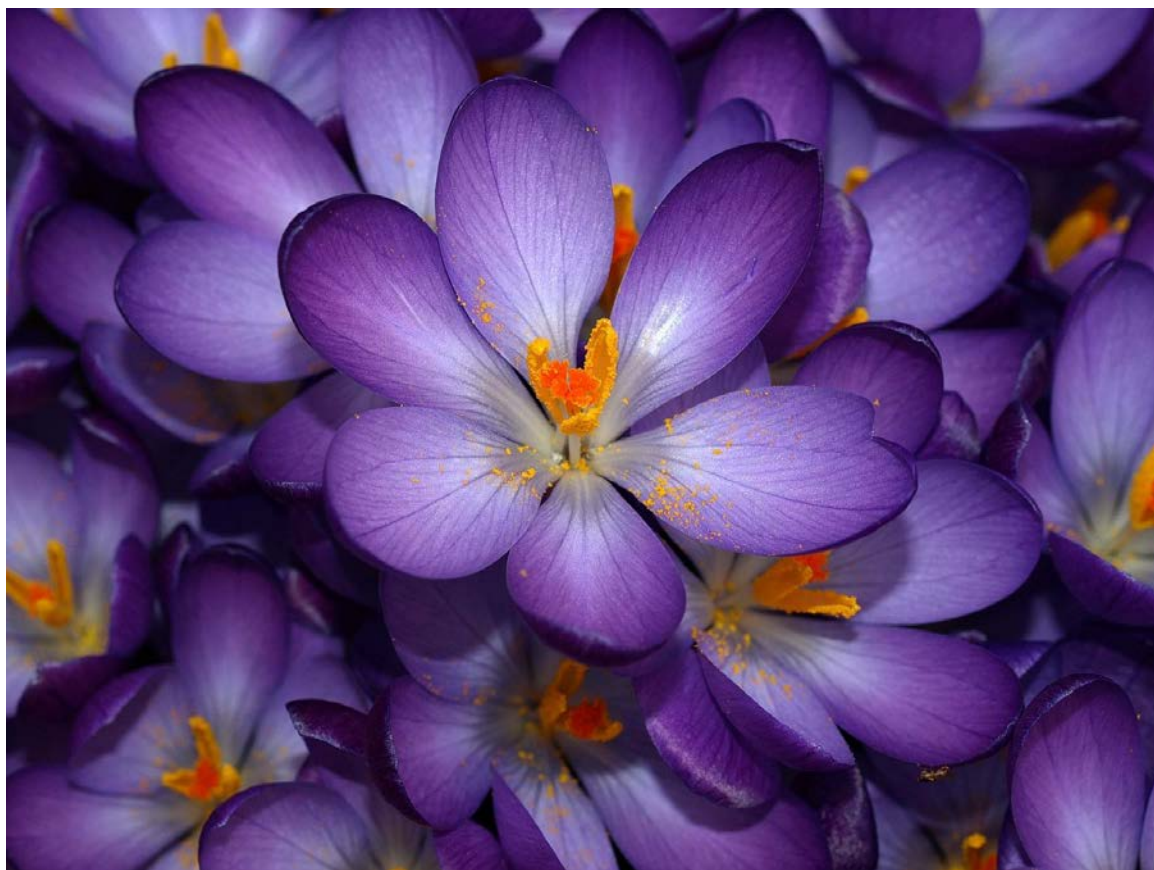

BULLETIN
MNS Week 03, 2012

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. W03, of 25 January 2012

Data for: Week No. 3 of 16 through 21 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. W03

Date: 25.01.2012

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 03 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%	0.23	0.25	-8.0%	9'864'787	-14%
2	Tulip Single	45'599'950	10%	0.10	0.15	-33%	7'903'044	-27%
3	Chrysanthemum Spray	11.686.575	1.1%	0.37	0.31	19%	5'221'972	21%
4	Lilium Oriental	1.582.960	6.1%	0.76	0.82	-7.3%	1.737.108	1.5%
5	Chrysant, Single Bud	2'403'290	5.6%	0.57	0.50	14%	1.537.759	19%
6	Gerbera mini	7'020'390	-1.0%	0.16	0.15	6.7%	1.484.066	8.3%
7	Rose Small & Medium	3'435'420	-42%	0.11	0.10	10%	1.347.644	-0.1%
8	Tulip Double	6'255'600	10%	0.14	0.17	-18%	1.025.518	-7.0%
9	Gerbera Large	1.399.610	-16%	0.33	0.30	10%	793'900	9.8%
10	Cymbidium Large (stem)	216'998	-19%	2.95	2.47	19%	767'622	2.3%
11	Freesia, Single	2'019'300	-26%	0.23	0.20	15%	714'730	-1.5%
12	Chrysant, Spray Santini	2.133.675	-22%	0.27	0.19	42%	695'826	16%
13	Hippeastrum/Amarillis	710'285	-27%	0.88	0.53	66%	664'380	22%
14	Alstroemeria	2'045'550	-8.4%	0.23	0.23	0.0%	525'019	-3.7%
15	Hyacint	1.482.120	-21%	0.28	0.28	0.0%	504'252	-25%
Total Top 15		124'052'788	-5.5%	0.21	0.22	-4.5%	34'787'629	-8.3%
Houseplants								
1	Phalaenopsis	330'840	-2.5%	4.03	3.88	3.9%	8'527'978	13%
2	Hyacint	1.252.505	-3.2%	0.41	0.45	-8.9%	1.222.735	13%
3	Anthurium	133'875	-30%	2.80	2.66	5.3%	1.044.247	-11%
4	Kalanchoe	375'767	-36%	0.69	0.56	23%	928'513	-0.2%
5	Dracaena	186'525	-12%	1.20	1.29	-7.0%	854'070	23%
6	Narciss	725'905	1.6%	0.54	0.62	-13%	788'726	-6.1%
7	Orchids - Various	16'758	-12%	2.56	2.75	-6.9%	667'327	24%
8	Ficus	103'337	-28%	2.16	1.87	16%	593'655	-1.0%
9	Cyclamen	281'308	-29%	0.84	0.62	35%	543'699	7.9%
10	Rose	185'600	3.8%	0.93	0.94	-1.1%	527'481	-19%
Total Top 10		3'592'420	-12%	1.05	1.03	1.9%	15'698'430	7.6%

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. W03 Date: 25.01.2012

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 : 3 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\$ = 76.87 Yen

<u>Product Name & Source</u>	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
	<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>	<u>US\$</u>	
D = Domestic I = Imported					
Total Cut Flowers Sold	16'225'385				
Alstroemeria -- D	253'655	10	250	80	1.05
Alstroemeria -- I	8'650	11	70	32	0.42 COL ISR NLD
Ammi majus -- D	57'400	4	130	29	0.37
Ammi majus -- I	0				
Anthurium Pink -- D	67		200	146	1.90
Anthurium Pink -- I	3'731	10	140	47	0.61 THA
Anthurium Red -- D	295		150	94	1.22
Anthurium Red -- I	8'763	6	156	53	0.69 AUS THA USA ZAF
Anthurium White -- D	0				
Anthurium White -- I	2'526	2	200	73	0.95 THA
Banksia -- D	40			45	0.59
Banksia -- I	40			135	1.76 AUS NZL
Bupleurum -- D	9'960	10	130	60	0.78
Bupleurum -- I	0				
Calla -- D	56'800	16	330	79	1.02
Calla -- I	18'561	4	240	86	1.11 NLD NZL
Carnations Spray -- D	313'450	5	90	44	0.57
Carnations Spray -- I	396'275	4	60	24	0.31 COL
Carnations Standard -- D	415'922	1	1'000	41	0.53
Carnations Standard -- I	468'909	1	175	26	0.34 COL
Chrysanthemum Spray -- D	691'610	1	110	39	0.51
Chrysanthemum Spray -- I	502'977	2	85	32	0.41 KOR
Delphinium -- D	80'285	15	400	117	1.52
Delphinium -- I	0				
Dracaena -- D	19'289	6	880	41	0.53
Dracaena -- I	140'523	1	177	23	0.30 SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	185'453	20	450	153	1.99	
Eustoma -- I	132'608	10	220	96	1.24	AUS
Freesia -- D	189'850	10	80	42	0.55	
Freesia -- I	200	20	20	30	0.39	NLD
Gentiana -- D	0					
Gentiana -- I	3'840	1	60	10	0.12	
Gerbera -- D	378'515	7	150	27	0.35	
Gerbera -- I	0					
Gladiolus -- D	53'140	20	140	93	1.22	
Gladiolus -- I	9'400	10	85	65	0.84	
Gypsophila -- D	250'910	7	280	61	0.80	
Gypsophila -- I	24'405	10	100	34	0.45	ISR
Heliconia Pendula -- D	957	20	112	43	0.56	
Heliconia Pendula -- I	181	50	275	133	1.73	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8'224	15	180	51	0.66	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	763	60	200	123	1.60	AUS NZL ZAF
Lily Casablanca -- D	17'349	62	900	436	5.67	
Lily Casablanca -- I	2'500	50	200	125	1.63	KOR NLD NZL
Lily Longiflorum -- D	67'090	10	240	89	1.15	
Lily Longiflorum -- I	3'950		80	50	0.65	KOR
Limonium Sinuatum -- D	380'580	10	100	43	0.56	
Limonium Sinuatum -- I	116		6	5	0.07	
Molucella -- D	670	55	90	79	1.02	
Molucella -- I	0					
Nerine -- D	70		80	68	0.88	
Nerine -- I	1'130	60	160	95	1.23	NLD NZL
Orchid Anna -- D	3'000		40	16	0.21	
Orchid Anna -- I	199'400	10	60	21	0.27	SGP THA
Orchid Cymbidium -- D	35'385	50	1'000	295	3.84	
Orchid Cymbidium -- I	452	100	300	201	2.62	NLD NZL
Orchid Oncidium -- D	15'011	4	700	98	1.28	
Orchid Oncidium -- I	105'694	15	240	72	0.93	SGP TAI THA
Orchid Phalaenopsis -- D	14'709	1	3'500	602	7.83	
Orchid Phalaenopsis -- I	4'287	133	1'200	641	8.33	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	25'720	10	60	25	0.32	THA
Ornithogalum -- D	40			100	1.30	
Ornithogalum -- I	16'849	12	90	29	0.38	NLD ZAF
Protea King -- D	0					
Protea King -- I	130	60	810	273	3.55	AUS ZAF
Protea others -- D	0					
Protea others -- I	90	88	650	164	2.14	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	30	125	130	127	1.65	AUS
Rose Total -- D	760'632	2	1'224	75	0.98	
Rose Total -- I	369'347	1	400	39	0.51	
Rose Avalanche -- D	43'783	20	180	75	0.98	
Rose Avalanche -- I	7'888	5	90	22	0.28	NLD
Rose Delilah -- D	4'330	20	125	47	0.61	
Rose Delilah -- I	0					
Rose Dukaat -- D	7'980	20	140	59	0.77	
Rose Dukaat -- I	0					
Rose Esther -- D	5'455	15	100	40	0.53	
Rose Esther -- I	400	30	50	35	0.46	
Rose Fantasy -- D	3'570	35	140	71	0.93	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	1'000		25	18	0.23	IND
Rose Gold Strike -- D	1'960	30	100	68	0.89	

<u>Product Name & Source</u>	Quantity	<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>	
Rose Gold Strike -- I	24'050	5	60	19	0.24	IND
Rose Grand Gala -- D	165	40	100	66	0.86	
Rose Grand Gala -- I	5'195	5	50	16	0.21	IND
Rose Milva -- D	1'640		130	84	1.10	
Rose Milva -- I	1'380		80	38	0.50	IND
Rose Noblesse -- D	5'510	13	108	49	0.63	
Rose Noblesse -- I	14'595	5	54	24	0.31	IND
Rose Pareo -- D	8'140	20	130	55	0.72	
Rose Pareo -- I	0					
Rose Red Roses D --	31'080	10	180	57	0.75	
Rose Red Roses I --	0					
Rose Saphir -- D	3'630	20	140	74	0.96	
Rose Saphir -- I	240			34	0.44	IND NLD
Rose Skyline -- D	470	30	80	60	0.78	
Rose Skyline -- I	2'910	5	54	13	0.17	COL IND
Rose The Teresa -- D	12'430	30	120	70	0.91	
Rose The Teresa -- I	0					
Rose Tineke -- D	16'500	10	150	68	0.89	
Rose Tineke -- I	950		25	15	0.19	IND
Rose Spr Lovely Lydia -- D	8'090	37	200	88	1.15	
Rose Spr Lovely Lydia -- I	5'210	26	90	48	0.63	KOR
Rose Spr Macarena -- D	10'220	15	120	52	0.68	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6'350	3	144	45	0.58	
Rose Spr Mixed -- I	280		80	51	0.66	KOR
Sandersonia -- D	5'210	26	180	103	1.34	
Sandersonia -- I	200		150	112	1.46	NZL
Trachelium -- D	1'540		61	43	0.56	
Trachelium -- I	1'700		79	58	0.75	ISR NLD
Tulip -- D	461'227	13	180	57	0.74	
Tulip -- I	26'300		110	33	0.43	NLD
Waxflowers -- D	0					
Waxflowers -- I	8'950		60	24	0.31	AUS
<u>Green Foliage</u>						
Beargrass -- D	2		250	250	3.25	
Beargrass -- I	900	10	250	103	1.34	USA
Leatherleaves -- D	58'250	5	70	31	0.41	
Leatherleaves -- I	292'200	3	35	16	0.21	USA
Ruscus Israel -- D	7'075		41	28	0.36	
Ruscus Israel -- I	8'230		35	18	0.24	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	12'500	4	55	31	0.41	ITA
Salal -- D	0					
Salal -- I	6'272	14	373	82	1.06	USA



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