
BULLETIN
MNS Week 04, 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. W04, of 01 February 2012

Data for: Week No. 4 of 23 through 28 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. **W04**

Date: **01/02/2012**

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 04 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	35.978.346	-13%	0,26	0,25	4,0%	10.918.011	-8,7%
2	Tulip Single	46.178.448	6,4%	0,11	0,14	-21%	8.462.843	-17%
3	Chrysanthemum Spray	11.244.625	-2,0%	0,33	0,31	6,5%	4.626.078	7,9%
4	Lilium Oriental	1.551.981	-2,2%	0,74	0,77	-3,9%	1.659.164	-2,4%
5	Gerbera mini	6.536.990	-10%	0,19	0,12	58%	1.646.069	44%
6	Rose Small & Medium	3.229.040	-38%	0,13	0,11	18%	1.466.041	7,3%
7	Chrysant, Single Bud	2.100.380	-6,8%	0,52	0,57	-9%	1.278.951	-10%
8	Tulip Double	7.206.170	13%	0,14	0,16	-13%	1.153.860	-1,2%
9	Gerbera Large	1.298.710	-25%	0,36	0,27	33%	806.355	20%
10	Freesia, Single	2.354.550	-8,6%	0,20	0,19	5,3%	737.597	8,5%
11	Cymbidium Large (stem)	196.519	-26%	2,93	2,44	20%	685.320	-5,4%
12	Chrysant, Spray Santini	2.082.690	-27%	0,27	0,17	59%	656.879	15%
13	Hyacint	1.714.135	-11%	0,26	0,24	8,3%	623.907	4,3%
14	Hippeastrum/Amarillis	631.559	-15%	0,84	0,60	40%	569.088	20%
15	Alstroemeria	2.027.320	-18%	0,22	0,20	10%	510.443	-5,3%
Total Top 15		124.331.463	-5,3%	0,21	0,22	-4,5%	35.800.604	-4,6%
Houseplants								
1	Phalaenopsis	312.817	5,2%	3,90	4,02	-3,0%	8.521.340	2,7%
2	Anthurium	120.630	-29%	2,85	2,53	13%	976.003	-7,3%
3	Hyacint	1.010.701	-13%	0,36	0,38	-5,3%	944.532	6,7%
4	Kalanchoe	399.822	-31%	0,60	0,52	15%	833.368	-6,4%
5	Narciss	690.443	23%	0,49	0,58	-16%	658.196	0,1%
6	Dracaena	164.678	-11%	1,14	1,28	-11%	616.867	-28%
7	Zamioculcas/Zanzibar Ge	36.576	-35%	2,34	1,91	23%	611.878	44%
8	Orchids - Various	17.190	32%	2,45	2,73	-10%	513.352	-29%
9	Rose	304.958	24%	0,77	0,89	-13%	511.626	-14%
10	Ficus	86.001	-34%	1,86	1,78	4,5%	491.334	-10%
Total Top 10		3.143.816	-7,7%	1,02	1,04	-1,9%	14.678.495	-1,7%

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. W04 Date: 01/02/2012

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 : 4 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\$ = 77,31 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	16.032.688				
Alstroemeria -- D	284.041	10	500	78	1,01
Alstroemeria -- I	7.990	5	55	30	0,39 COL ISR NLD
Ammi majus -- D	51.200	5	100	30	0,39
Ammi majus -- I	0				
Anthurium Pink -- D	55		150	113	1,46
Anthurium Pink -- I	4.377	5	150	45	0,58 THA
Anthurium Red -- D	280		158	115	1,49
Anthurium Red -- I	8.462	3	165	43	0,56 AUS THA USA ZAF
Anthurium White -- D	20		500	350	4,53
Anthurium White -- I	2.618	1	180	46	0,60 THA
Banksia -- D	0				
Banksia -- I	51	167	343	242	3,13 AUS NZL
Bupleurum -- D	12.400	15	125	56	0,72
Bupleurum -- I	0				
Calla -- D	55.135	10	320	76	0,99
Calla -- I	15.810	20	240	95	1,22 NLD NZL
Carnations Spray -- D	318.025	8	80	43	0,56
Carnations Spray -- I	371.580	1	55	23	0,30 COL
Carnations Standard -- D	393.854	3	1.000	42	0,55
Carnations Standard -- I	466.971	3	170	26	0,34 COL
Chrysanthemum Spray -- D	692.770	2	110	40	0,51
Chrysanthemum Spray -- I	488.819	1	79	29	0,37 KOR
Delphinium -- D	84.155	15	400	115	1,48
Delphinium -- I	0				
Dracaena -- D	17.048	4	125	41	0,53
Dracaena -- I	123.170		110	23	0,30 SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average US\$	Main Origin
		Lowest	Highest	Average		
Eustoma -- D	174.646	1	400	157	2,03	
Eustoma -- I	137.952	10	250	94	1,22	AUS
Freesia -- D	190.840	5	85	42	0,55	
Freesia -- I	900		45	37	0,48	NLD
Gerbera -- D	382.519	5	120	26	0,33	
Gerbera -- I	0					
Gladiolus -- D	46.380	17	130	83	1,08	
Gladiolus -- I	4.200	16	85	65	0,84	
Gypsophila -- D	267.265	3	270	63	0,82	
Gypsophila -- I	13.855	30	100	54	0,69	ISR
Heliconia Pendula -- D	910		100	32	0,41	
Heliconia Pendula -- I	197	16	500	117	1,52	SGP
Leucad. Safari Sunset -- D	900		70	38	0,49	
Leucad. Safari Sunset -- I	10.970	10	180	40	0,51	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	420	100	150	129	1,67	AUS NZL ZAF
Lily Casablanca -- D	18.490	100	1.000	420	5,43	
Lily Casablanca -- I	2.980	50	175	107	1,38	KOR NLD NZL
Lily Longiflorum -- D	66.620	15	240	86	1,12	
Lily Longiflorum -- I	3.910	30	75	48	0,62	KOR
Limonium Sinuatum -- D	291.099	9	90	46	0,60	
Limonium Sinuatum -- I	0					
Molucella -- D	2.150	9	90	63	0,82	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	130	80	170	116	1,50	NLD NZL
Orchid Anna -- D	4.200		41	16	0,21	
Orchid Anna -- I	173.550	8	55	19	0,24	SGP THA
Orchid Cymbidium -- D	35.242	52	1.000	304	3,93	
Orchid Cymbidium -- I	208		350	232	3,00	NLD NZL
Orchid Oncidium -- D	13.087	10	600	104	1,35	
Orchid Oncidium -- I	80.710	13	230	74	0,96	SGP TAI THA
Orchid Phalaenopsis -- D	14.491	67	3.500	614	7,95	
Orchid Phalaenopsis -- I	3.144	167	1.080	638	8,25	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	24.150	8	50	19	0,25	THA
Ornithogalum -- D	60		100	93	1,20	
Ornithogalum -- I	18.376	10	80	24	0,30	NLD ZAF
Protea King -- D	0					
Protea King -- I	341	60	900	302	3,91	AUS ZAF
Protea others -- D	0					
Protea others -- I	215	61	900	387	5,01	
Riceflowers -- D	0					
Riceflowers -- I	680	60	160	85	1,10	AUS NZL
Rose Total -- D	739.518	5	1.200	77	1,00	
Rose Total -- I	308.076	3	400	44	0,57	
Rose Avalanche -- D	43.775	10	180	76	0,98	
Rose Avalanche -- I	6.279	7	90	23	0,30	
Rose Delilah -- D	4.505	20	120	49	0,64	
Rose Delilah -- I	0					
Rose Dukaat -- D	7.270	20	140	62	0,81	
Rose Dukaat -- I	0					
Rose Esther -- D	4.990	5	120	45	0,58	
Rose Esther -- I	100	50	50	50	0,65	
Rose Fantasy -- D	3.920	30	120	65	0,83	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	115		32	13	0,17	IND
Rose Gold Strike -- D	1.490	30	140	72	0,93	
Rose Gold Strike -- I	13.145	5	60	20	0,26	IND
Rose Grand Gala -- D	0					

<u>Product Name & Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Grand Gala -- I	4.490	7	45	23	0,30	IND
Rose Milva -- D	1.990		130	86	1,11	
Rose Milva -- I	1.450		72	48	0,63	IND
Rose Noblesse -- D	4.575	20	140	52	0,68	
Rose Noblesse -- I	11.545	5	35	17	0,22	IND
Rose Pareo -- D	7.630	20	130	55	0,71	
Rose Pareo -- I	0					
Rose Red Roses D --	25.755	10	175	62	0,81	
Rose Red Roses I --	0					
Rose Saphir -- D	5.500	20	144	78	1,00	
Rose Saphir -- I	0					
Rose Skyline -- D	390	70	120	80	1,03	
Rose Skyline -- I	2.740	5	30	11	0,14	COL IND
Rose The Teresa -- D	11.535	30	144	71	0,91	
Rose The Teresa -- I	0					
Rose Tineke -- D	16.726	10	140	75	0,98	
Rose Tineke -- I	120		25	25	0,32	IND
Rose Spr Lovely Lydia -- D	7.188	30	200	93	1,20	
Rose Spr Lovely Lydia -- I	2.790	30	75	47	0,61	KOR
Rose Spr Macarena -- D	9.257	10	120	53	0,69	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6.585	6	170	46	0,59	
Rose Spr Mixed -- I	320		120	62	0,80	KOR
Sandersonia -- D	4.930	28	180	108	1,40	
Sandersonia -- I	120		90	90	1,16	NZL
Trachelium -- D	1.440		60	39	0,50	
Trachelium -- I	3.800		130	53	0,69	ISR NLD
Tulip -- D	510.754	10	200	56	0,72	
Tulip -- I	21.546		200	27	0,35	NLD
Waxflowers -- D	200		24	15	0,19	
Waxflowers -- I	2.730		40	30	0,38	AUS
Green Foliage						
Beargrass -- D	2		250	250	3,23	
Beargrass -- I	1.000	10	250	110	1,42	USA
Leatherleaves -- D	58.240	3	65	30	0,39	
Leatherleaves -- I	218.233	1	35	16	0,20	USA
Ruscus Israel -- D	5.950		40	22	0,28	
Ruscus Israel -- I	8.780		25	17	0,22	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	16.330	10	65	27	0,35	ITA
Salal -- D	0					
Salal -- I	6.063	14	700	85	1,10	USA



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