

---

BULLETIN  
MNS Week 05, 2012

---

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



## **Disclaimer**

This report has been prepared without formal editing, as a service to exporters and industries in developing countries by the Market News Service (MNS), Division of Market Development, International Trade Centre, The Joint Agency of the World Trade Organization and The United Nations.

No part of this report may be reproduced, stored in a retrieval system or transmitted in any form or by any means, without prior permission in writing from the International Trade Centre.

The mention of specific companies or of certain commercial products and brand names does not imply that they are endorsed or recommended by ITC in preference to others of a similar nature that are not mentioned.

The designations employed and the presentation of material on the map do not imply the expression of any opinion whatsoever on the part of the International Trade Centre concerning the legal status of any Country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

**Market News Service**  
**Cut Flowers and Ornamental Plants Weekly Price Report**

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

Issue No. W05, of 08 February 2012

**Data for: Week No. 5 of 30 January through 4 February 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](mailto:mns@intracen.org).

The authors can be contacted at [jpl1942@caiway.nl](mailto:jpl1942@caiway.nl) or [chumi\\_y@017.net.il](mailto:chumi_y@017.net.il)

To subscribe to the report or to access MNS reports directly online, please contact [mns@intracen.org](mailto:mns@intracen.org) or visit our website at: <http://www.intracen.org/exporters/market-news-service> or <http://www.intracen.org/trade-support/market-news-service>

## Price Information: Floriculture Products - European Markets

Issue No. **W05**

Date: **09/08/2012**

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

#	Product Group	Clock Sales				Total Sales		
		Stems/Units 2012	Change vs 2011	Price 2012	Price 2011	Change vs 2011	Turnover/Euro 2012	Change vs 2011
<b>Week 05 2012</b>								
<b>Cut Flowers</b>								
1	Rose Large	42.300.200	-8,1%	0,30	0,35	-14%	14.926.832	-20%
2	Tulip Single	44.705.219	2,7%	0,11	0,16	-31%	9.182.837	-18%
3	Chrysanthemum Spray	11.639.140	-7,1%	0,35	0,39	-10%	5.126.764	-12%
4	Chrysant, Single Bud	2.446.090	-11%	0,65	0,63	3,2%	1.859.437	-3,6%
5	Lilium Oriental	1.613.110	-4,2%	0,79	0,89	-11%	1.820.798	-10%
6	Gerbera mini	6.049.900	-17%	0,23	0,16	44%	1.805.519	16%
7	Rose Small & Medium	3.630.750	-41%	0,14	0,16	-13%	1.548.613	-21%
8	Tulip Double	7.987.610	9,1%	0,14	0,17	-18%	1.335.726	-22%
9	Cymbidium Large (stem)	269.146	-34%	3,39	2,79	22%	1.141.299	-15%
10	Gerbera Large	1.227.920	-29%	0,39	0,30	30%	826.048	7,1%
11	Chrysant, Spray Santini	2.129.025	-28%	0,28	0,23	22%	702.922	-10%
12	Freesia, Single	2.240.266	-17%	0,19	0,22	-14%	641.976	-24%
13	Hyacint	1.610.030	-17%	0,25	0,27	-7,4%	626.902	-7,8%
14	Hippeastrum/Amarillis	599.711	-15%	0,83	0,76	9,2%	527.731	-11%
15	Rose Spray	1.554.435	8,0%	0,29	0,33	-12%	513.159	2,9%
<b>Total Top 15</b>		<b>130.002.552</b>	<b>-6,6%</b>	<b>0,24</b>	<b>0,28</b>	<b>-14%</b>	<b>42.586.562</b>	<b>-16%</b>
<b>Houseplants</b>								
1	Phalaenopsis	235.298	-3,9%	4,25	4,64	-8,4%	9.860.232	10%
2	Anthurium	106.191	-34%	3,05	2,96	3,0%	1.276.314	-7,8%
3	Rose	331.480	9,2%	0,83	1,18	-30%	1.007.244	-23%
4	Kalanchoe	354.636	-50%	0,62	0,50	24%	996.222	-6,9%
5	Narciss	963.270	-21%	0,31	0,41	-24%	800.501	-14%
6	Orchids - Various	14.310	49%	2,65	3,43	-23%	641.258	-14%
7	Dracaena	160.541	-16%	1,19	1,32	-10%	636.387	-25%
8	Narciss	490.083	-19%	0,50	0,59	-15%	571.663	-27%
9	Arrangements	68.174	0,3%	2,48	2,78	-11%	556.009	-15%
10	Spathiphyllum	121.541	1,1%	1,34	1,49	-10%	491.500	-16%
<b>Total Top 10</b>		<b>2.845.524</b>	<b>-22%</b>	<b>1,03</b>	<b>1,05</b>	<b>-1,9%</b>	<b>16.837.332</b>	<b>-2,5%</b>

**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. W05 Date: 08/02/2012**

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 : 5 in : 2012**

**Index:**

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

**Exchange Rate** 1 US\$ = 76,36 Yen

<b>Product Name &amp; Source</b> D = Domestic I = Imported	<b>Quantity</b>	<b>Price in Japanese Yen</b>			<b>Average</b>	<b>Main Origin</b>
		<b>Lowest</b>	<b>Highest</b>	<b>Average</b>	<b>US\$</b>	
<b>Total Cut Flowers Sold</b>	<b>16.315.843</b>					
Alstroemeria -- D	280.920	10	200	82	1,07	
Alstroemeria -- I	5.405	5	50	27	0,35	COL
Ammi majus -- D	56.720	7	130	32	0,42	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	796		108	59	0,77	AUS NLD ZWE
Anthurium Pink -- D	54		500	253	3,31	
Anthurium Pink -- I	2.734	5	160	57	0,74	THA
Anthurium Red -- D	376		500	160	2,10	
Anthurium Red -- I	4.988	6	180	67	0,88	AUS THA USA ZAF
Anthurium White -- D	0					
Anthurium White -- I	1.345	10	180	67	0,87	THA
Banksia -- D	0					
Banksia -- I	47	177	286	243	3,18	AUS NZL
Bupleurum -- D	13.195	7	125	55	0,72	
Bupleurum -- I	0					
Calla -- D	67.955	17	320	78	1,02	
Calla -- I	16.229	16	270	108	1,41	NLD NZL
Carnations Spray -- D	367.221	8	100	45	0,59	
Carnations Spray -- I	328.800	10	60	26	0,35	COL
Carnations Standard -- D	450.871	5	1.000	44	0,57	
Carnations Standard -- I	453.260	1	224	29	0,39	COL
Chrysanthemum Spray -- D	573.397	3	120	41	0,53	
Chrysanthemum Spray -- I	557.430	2	70	28	0,37	KOR
Delphinium -- D	91.762	20	400	115	1,50	
Delphinium -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Dracaena -- D	14.795	6	125	45	0,58	
Dracaena -- I	117.700	4	110	27	0,35	SGP
Eustoma -- D	191.893	17	450	160	2,10	
Eustoma -- I	140.143	9	235	105	1,37	AUS
Freesia -- D	229.180	10	81	42	0,55	
Freesia -- I	2.800		50	38	0,50	NLD
Gerbera -- D	429.726	10	120	28	0,37	
Gerbera -- I	0					
Gladiolus -- D	46.990	20	140	89	1,16	
Gladiolus -- I	3.100	30	80	65	0,85	
Gypsophila -- D	266.179	8	255	63	0,82	
Gypsophila -- I	14.190	30	120	55	0,72	ISR
Heliconia Pendula -- D	505	20	100	25	0,32	
Heliconia Pendula -- I	176	30	250	117	1,54	SGP
Leucad. Safari Sunset -- D	1.170		50	26	0,34	
Leucad. Safari Sunset -- I	15.325	10	162	35	0,46	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	750	90	200	128	1,68	AUS NZL ZAF
Lily Casablanca -- D	18.311	80	1.000	469	6,15	
Lily Casablanca -- I	3.800	84	200	134	1,75	KOR NLD NZL
Lily Longiflorum -- D	56.120	20	200	98	1,28	
Lily Longiflorum -- I	670		100	64	0,84	KOR
Limonium Sinuatum -- D	364.920	5	100	47	0,62	
Limonium Sinuatum -- I	11.100		40	30	0,39	AUS NZL
Molucella -- D	2.640	20	90	60	0,78	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	560	70	170	105	1,37	NLD NZL
Orchid Anna -- D	5.000		41	24	0,31	
Orchid Anna -- I	156.660	10	51	20	0,26	SGP THA
Orchid Cymbidium -- D	36.082	30	1.000	299	3,91	
Orchid Cymbidium -- I	1.046	120	500	225	2,95	NLD NZL
Orchid Oncidium -- D	12.541	10	550	109	1,43	
Orchid Oncidium -- I	89.235	11	250	80	1,04	SGP TAI THA
Orchid Phalaenopsis -- D	16.046	35	2.500	512	6,71	
Orchid Phalaenopsis -- I	4.095	138	1.100	620	8,12	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	22.360	10	50	22	0,28	THA
Ornithogalum -- D	30		100	93	1,22	
Ornithogalum -- I	16.600	8	90	25	0,33	NLD ZAF
Protea King -- D	0					
Protea King -- I	596	40	900	282	3,70	AUS ZAF
Protea others -- D	0					
Protea others -- I	599	70	900	246	3,22	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	40	160	160	160	2,10	AUS
<b>Rose Total -- D</b>	<b>757.461</b>	<b>4</b>	<b>1.300</b>	<b>91</b>	<b>1,19</b>	
<b>Rose Total -- I</b>	<b>326.862</b>	<b>5</b>	<b>400</b>	<b>56</b>	<b>0,74</b>	
Rose Avalanche -- D	46.188	10	180	92	1,20	
Rose Avalanche -- I	1.670	45	90	62	0,81	
Rose Delilah -- D	3.610	30	150	64	0,83	
Rose Delilah -- I	0					
Rose Dukaat -- D	8.110	30	160	73	0,96	
Rose Dukaat -- I	0					
Rose Esther -- D	4.651	19	130	58	0,76	
Rose Esther -- I	100	50	50	50	0,65	
Rose Fantasy -- D	3.690	30	120	75	0,98	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	350	30	70	33	0,44	IND
Rose Gold Strike -- D	1.510	30	150	73	0,95	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Gold Strike -- I	14.195	8	70	25	0,33	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	4.330	15	60	33	0,43	IND
Rose Milva -- D	2.010		140	103	1,35	
Rose Milva -- I	1.600		110	66	0,87	IND
Rose Noblesse -- D	6.390	25	120	65	0,84	
Rose Noblesse -- I	16.615	10	45	28	0,37	IND
Rose Pareo -- D	7.360	30	130	76	0,99	
Rose Pareo -- I	0					
Rose Red Roses D --	23.370	15	200	77	1,00	
Rose Red Roses I --	0					
Rose Saphir -- D	4.840	30	162	91	1,20	
Rose Saphir -- I	0					
Rose Skyline -- D	360	60	120	82	1,07	
Rose Skyline -- I	2.740	5	30	15	0,20	COL IND
Rose The Teresa -- D	10.395	30	141	88	1,15	
Rose The Teresa -- I	0					
Rose Tineke -- D	16.780	15	170	93	1,22	
Rose Tineke -- I	635		60	30	0,39	IND
Rose Spr Lovely Lydia -- D	6.215	40	220	108	1,41	
Rose Spr Lovely Lydia -- I	3.100	30	90	57	0,74	KOR
Rose Spr Macarena -- D	7.325	20	130	65	0,85	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5.268	7	190	50	0,65	
Rose Spr Mixed -- I	1.280		108	87	1,14	KOR
Sandersonia -- D	4.210	40	180	128	1,68	
Sandersonia -- I	0					
Trachelium -- D	1.580		70	48	0,63	
Trachelium -- I	2.100		90	60	0,78	ISR NLD
Tulip -- D	575.471	13	150	57	0,75	
Tulip -- I	19.600	10	200	35	0,45	NLD
Waxflowers -- D	0					
Waxflowers -- I	4.840		46	33	0,44	AUS
<b>Green Foliage</b>						
Beargrass -- D	2		250	250	3,27	
Beargrass -- I	500	100	250	179	2,35	USA
Leatherleaves -- D	53.730	3	65	29	0,38	
Leatherleaves -- I	268.920	5	35	16	0,21	USA
Ruscus Israel -- D	4.650		41	23	0,30	
Ruscus Israel -- I	9.335		35	20	0,27	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	16.750	10	70	29	0,38	ITA
Salal -- D	0					
Salal -- I	6.023	16	300	93	1,22	USA



International  
Trade  
Centre



**Street address**  
International Trade Centre  
54-56 Rue de Montbrillant  
1202 Geneva, Switzerland

P: +41 22 730 0111  
F: +41 22 733 4439  
E: [itcreg@intracen.org](mailto:itcreg@intracen.org)  
[www.intracen.org](http://www.intracen.org)

**Postal address**  
International Trade Centre  
Palais des Nations  
1211 Geneva 10, Switzerland