

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. W06, of 15 February 2012

Data for: Week No. 6 of 6 through 11 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.

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Price Information: Floriculture Products - European Markets

Issue No. **W06**

Date: **15/02/2012**

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

#	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
Week 06 2012								
Cut Flowers								
1	Rose Large	57.329.352	-11%	0,39	0,42	-7,1%	28.463.450	-13%
2	Tulip Single	51.854.149	-4,3%	0,11	0,15	-27%	9.170.088	-29%
3	Chrysanthemum Spray	11.407.145	-13%	0,37	0,36	2,8%	5.850.052	2,0%
4	Gerbera mini	7.784.575	-21%	0,37	0,21	76%	3.914.278	33%
5	Lilium Oriental	2.012.820	-3,8%	0,90	0,89	1,1%	2.713.273	6,0%
6	Rose Small & Medium	4.333.640	-52%	0,14	0,16	-13%	2.089.748	-26%
7	Cymbidium - Packed	62.374	-12%	0,57	0,52	10%	1.820.696	4,0%
8	Cymbidium Large (stem)	353.058	-16%	3,52	2,65	33%	1.675.832	16%
9	Tulip Double	9.069.650	-11%	0,14	0,17	-18%	1.577.282	-32%
10	Chrysant, Single Bud	2.155.420	-13%	0,61	0,52	17%	1.561.983	5,7%
11	Gerbera Large	1.617.215	-33%	0,56	0,39	44%	1.439.821	11%
12	Chrysant, Spray Santini	2.500.800	-26%	0,33	0,26	27%	1.039.211	0,2%
13	Freesia, Single	2.656.150	-26%	0,24	0,22	9,1%	946.066	-17%
14	Gypsophila	1.590.650	-32%	0,39	0,27	44%	757.238	-2,1%
15	Ranunculus	3.141.290	-2,9%	0,21	0,20	5,0%	749.258	8,2%
Total Top 15		157.868.288	-13%	0,28	0,30	-6,7%	63.768.275	-11%
Houseplants								
1	Phalaenopsis	290.455	78,0%	3,93	5,01	-22%	12.146.639	-2,2%
2	Rose	330.836	37%	0,82	1,31	-37%	2.007.960	3,9%
3	Anthurium	99.763	-42%	2,81	2,99	-6,0%	1.452.330	-14%
4	Kalanchoe	317.080	-51%	0,61	0,51	20%	935.726	-9,8%
5	Arrangements	91.921	26%	2,05	2,64	-22%	809.729	4,9%
6	Hyacint	635.503	-49%	0,30	0,42	-29%	630.933	-36%
7	Orchids - Various	17.445	36%	2,18	3,22	-32%	613.995	-34%
8	Orchid Dendrobium	66.556	137%	2,34	4,43	-47%	513.493	-5%
9	Narciss	412.039	-46%	0,46	0,56	-18%	461.033	-47%
10	Guzmania	52.846	-29%	1,71	1,55	10%	443.339	6,6%
Total Top 10		2.314.444	-34%	1,18	1,12	5,4%	20.015.175	-7,3%

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. W06 Date: 15/02/2012

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 : 6 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\$ = 76,95 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	16.187.165				
Alstroemeria -- D	270.343	18	300	87	1,13
Alstroemeria -- I	7.370	10	60	35	0,45 COL
Ammi majus -- D	62.910	11	130	35	0,46
Ammi majus -- I	0				
Anigozanthos -- D	0				
Anigozanthos -- I	800		55	27	0,35 AUS NLD ZWE
Anthurium Pink -- D	50		500	414	5,38
Anthurium Pink -- I	4.017	5	150	54	0,70 THA
Anthurium Red -- D	315		200	148	1,92
Anthurium Red -- I	6.145	7	160	61	0,79 AUS THA USA ZAF
Anthurium White -- D	10			180	2,34
Anthurium White -- I	3.092	3	180	49	0,64 THA
Bupleurum -- D	16.230	11	125	53	0,69
Bupleurum -- I	0				
Calla -- D	70.260	15	320	82	1,06
Calla -- I	18.237	40	270	110	1,43 NLD NZL
Carnations Spray -- D	387.044	10	90	49	0,64
Carnations Spray -- I	355.433	10	60	29	0,38 COL
Carnations Standard -- D	454.897	10	1.000	49	0,63
Carnations Standard -- I	457.172	5	175	33	0,43 COL
Chrysanthemum Spray -- D	558.370	10	120	52	0,67
Chrysanthemum Spray -- I	426.142	10	81	40	0,52 KOR
Delphinium -- D	87.182	20	400	126	1,64
Delphinium -- I	0				
Dracaena -- D	11.945	10	125	46	0,60
Dracaena -- I	120.249	7	120	30	0,39 SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	188.007	16	450	166	2,15	
Eustoma -- I	187.640	15	300	103	1,34	AUS
Freesia -- D	257.598	10	90	41	0,53	
Freesia -- I	2.300		50	38	0,49	NLD
Gerbera -- D	422.689	10	120	33	0,43	
Gerbera -- I	0					
Gladiolus -- D	48.220	10	150	90	1,17	
Gladiolus -- I	2.750	60	85	74	0,97	
Gypsophila -- D	259.750	15	280	72	0,93	
Gypsophila -- I	16.225	40	100	63	0,82	ISR
Heliconia Pendula -- D	880	30	111	42	0,55	
Heliconia Pendula -- I	157	25	200	94	1,22	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	9.954	8	162	42	0,55	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1.030	100	240	141	1,83	AUS NZL ZAF
Lily Casablanca -- D	18.663	71	1.000	461	5,99	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	59.390	30	240	115	1,50	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	297.969	15	120	54	0,70	
Limonium Sinuatum -- I	18.000		40	32	0,42	AUS NZL
Molucella -- D	2.980	20	90	60	0,79	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	700	90	100	102	1,32	NLD NZL
Orchid Anna -- D	8.600		60	27	0,35	
Orchid Anna -- I	143.200	10	50	25	0,33	SGP THA
Orchid Cymbidium -- D	40.304	50	1.000	297	3,86	
Orchid Cymbidium -- I	1.477	100	400	216	2,80	NLD NZL
Orchid Oncidium -- D	13.803	5	550	106	1,38	
Orchid Oncidium -- I	82.015	12	250	97	1,27	SGP TAI THA
Orchid Phalaenopsis -- D	16.999	34	3.000	439	5,71	
Orchid Phalaenopsis -- I	4.339	142	1.080	579	7,52	AUS NZL
Orchid Sonia -- D	540		55	39	0,51	
Orchid Sonia -- I	20.180	10	50	28	0,36	THA
Ornithogalum -- D	117	80	100	84	1,10	
Ornithogalum -- I	13.688	10	100	37	0,48	NLD ZAF
Protea King -- D	0					
Protea King -- I	735	50	800	222	2,88	AUS ZAF
Protea others -- D	0					
Protea others -- I	665	51	800	191	2,48	AUS NZL
Rose Total -- D	730.415	10	500	109	1,42	
Rose Total -- I	422.873	10	1.200	62	0,80	
Rose Avalanche -- D	46.838	30	220	124	1,61	
Rose Avalanche -- I	3.320	30	150	93	1,21	NLD
Rose Delilah -- D	3.325	30	170	84	1,10	
Rose Delilah -- I	0					
Rose Dukaat -- D	6.740	30	150	88	1,15	
Rose Dukaat -- I	0					
Rose Esther -- D	3.890	20	130	72	0,93	
Rose Esther -- I	200	40	50	45	0,58	
Rose Fantasy -- D	3.950	45	160	97	1,26	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	1.820	30	40	32	0,42	IND
Rose Gold Strike -- D	785	30	150	96	1,25	
Rose Gold Strike -- I	20.810	10	100	30	0,39	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	9.795	15	65	34	0,44	IND
Rose Milva -- D	1.870		160	115	1,49	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Milva -- I	1.480		120	74	0,96	IND
Rose Noblesse -- D	6.020	15	150	72	0,94	
Rose Noblesse -- I	19.385	13	58	25	0,33	IND
Rose Pareo -- D	5.910	25	150	89	1,16	
Rose Pareo -- I	0					
Rose Red Roses D --	22.924	15	192	96	1,24	
Rose Red Roses I --	0					
Rose Saphir -- D	3.865	30	162	99	1,28	
Rose Saphir -- I	0					
Rose Skyline -- D	200	72	165	128	1,66	
Rose Skyline -- I	1.380	10	50	28	0,36	COL IND
Rose The Teresa -- D	9.885	40	175	102	1,33	
Rose The Teresa -- I	0					
Rose Tineke -- D	13.700	15	180	109	1,42	
Rose Tineke -- I	835		70	40	0,52	IND NLD
Rose Spr Lovely Lydia -- D	7.070	50	230	124	1,61	
Rose Spr Lovely Lydia -- I	550	50	60	59	0,77	KOR
Rose Spr Macarena -- D	7.205	15	150	76	0,99	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5.610	17	190	59	0,77	
Rose Spr Mixed -- I	1.374		100	84	1,10	KOR
Sandersonia -- D	6.720	30	185	128	1,67	
Sandersonia -- I	0					
Trachelium -- D	890		70	49	0,64	
Trachelium -- I	2.190		130	68	0,88	ISR NLD
Tulip -- D	656.842	10	200	56	0,73	
Tulip -- I	22.370	22	200	38	0,49	NLD
Waxflowers -- D	0					
Waxflowers -- I	9.990	18	55	35	0,46	AUS
Green Foliage						
Beargrass -- D	2		125	125	1,62	
Beargrass -- I	1.120	15	300	114	1,49	USA
Leatherleaves -- D	58.780	3	65	30	0,39	
Leatherleaves -- I	223.718	5	36	19	0,24	USA
Ruscus Israel -- D	7.600		50	27	0,35	
Ruscus Israel -- I	9.255		41	22	0,29	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	17.650	10	70	32	0,41	ITA
Salal -- D	0					
Salal -- I	8.053	20	500	81	1,05	USA



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