
BULLETIN
MNS Week 07, 2012

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



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Price Information: Floriculture Products - European Markets

Issue No. **W07**

Date: **22.02.2012**

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 07 2012		Clock Sales				Total Sales		
#	Product Group	Stems/Units 2012	Change vs 2011	Price 2012	Price 2011	Change vs 2011	Turnover/Euro 2012	Change vs 2011
Cut Flowers								
1	Rose Large	37'511'876	-11%	0.27	0.27	0.0%	13'446'757	-4.3%
2	Tulip Single	46'468'248	2.8%	0.10	0.14	-29%	7'815'373	-25%
3	Chrysanthemum Spray	10'667'270	-16%	0.37	0.40	-7.5%	5'054'145	-17%
4	Chrysant, Single Bud	2'295'790	-2.0%	0.68	0.68	0.0%	1.906.973	-9.2%
5	Lilium Oriental	1.566.840	-6.1%	0.76	0.87	-13%	1.708.925	-11%
6	Gerbera mini	7'358'164	-4.3%	0.16	0.12	33%	1.608.565	25%
7	Rose Small & Medium	3'232'260	-36%	0.10	0.11	-9.1%	1.564.936	-6.1%
8	Tulip Double	9'394'030	-5.5%	0.13	0.15	-13%	1.509.322	-24%
9	Gerbera Large	1.218.360	-30%	0.35	0.27	30%	821'231	14%
10	Cymbidium Large (stem)	172'849	-39%	3.55	2.84	25%	779'548	-19%
11	Chrysant, Spray Santini	2'246'725	-12%	0.27	0.24	13%	721'544	1.5%
12	Freesia, Single	2'447'450	-26%	0.18	0.16	13%	700'848	-6.0%
13	Ranunculus	3'533'860	3.6%	0.17	0.15	13%	664'123	30%
14	Hyacint	1.786.010	-5.7%	0.22	0.25	-12%	560'126	-23%
15	Tulip 'parakeet'	3.159.260	-6.0%	0.15	0.17	-12%	549'730	-11%
Total Top 15		133'058'992	-7.1%	0.21	0.23	-8.7%	39'412'149	-11%
Houseplants								
1	Phalaenopsis	352'550	25%	3.79	4.61	-18%	7'812'712	0.4%
2	Hyacint	1.045.348	-18%	0.32	0.42	-24%	806'299	-14%
3	Anthurium	86'914	-38%	2.94	2.97	-1.0%	806'056	-32%
4	Kalanchoe	391'146	-22%	0.62	0.55	13%	735'716	-43%
5	Narciss	743'923	-4.3%	0.48	0.53	-9.4%	717'595	-23%
6	Dracaena	147'996	-18%	1.22	1.50	-19%	656'799	-28%
7	Guzmania	59'276	-37%	1.69	1.69	0.0%	630'076	48%
8	Hydrangea	122'968	-7.9%	1.83	2.47	-26%	606'920	-18%
9	Rose	313'803	97%	0.66	1.16	-43%	529'153	-28%
10	Ficus	68'575	-34%	2.15	1.88	14%	420'543	-26%
Total Top 10		3'332'499	-8.7%	1.01	1.12	-9.8%	13'721'869	-12%

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. W07 Date: 22.02.2012

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 : 7 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\$ = 78.23 Yen

Product Name & Source <small>D = Domestic I = Imported</small>	Price in Japanese Yen			Average	US\$	Main Origin
	Quantity	Lowest	Highest	Average		
Total Cut Flowers Sold	17'043'036					
Alstroemeria -- D	293'437	18	350	86	1.10	
Alstroemeria -- I	8'860	30	55	38	0.49	COL
Ammi majus -- D	67'670	15	120	37	0.47	
Ammi majus -- I	0					
Anthurium Pink -- D	75		200	147	1.88	
Anthurium Pink -- I	4'279	12	150	62	0.79	THA
Anthurium Red -- D	445		220	123	1.57	
Anthurium Red -- I	6'870	10	160	63	0.81	AUS THA USA ZAF
Anthurium White -- D	10			400	5.11	
Anthurium White -- I	2'614	1	200	65	0.83	THA
Banksia -- D	0					
Banksia -- I	155	143	500	307	3.93	AUS NZL
Bupleurum -- D	13'540	20	125	56	0.71	
Bupleurum -- I	0					
Calla -- D	81'050	17	320	79	1.01	
Calla -- I	22'171	8	260	101	1.30	NLD NZL
Carnations Spray -- D	390'124	15	100	51	0.66	
Carnations Spray -- I	370'935	4	60	30	0.38	COL
Carnations Standard -- D	461'924	10	1'000	50	0.63	
Carnations Standard -- I	446'776	10	175	35	0.45	COL
Chrysanthemum Spray -- D	650'010	10	122	56	0.71	
Chrysanthemum Spray -- I	442'920	10	85	47	0.61	KOR
Delphinium -- D	88'992	20	450	134	1.72	
Delphinium -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Dracaena -- D	13'805	9	114	48	0.61	
Dracaena -- I	123'505	8	145	34	0.43	SGP
Eustoma -- D	172'132	35	450	169	2.16	
Eustoma -- I	164'880	57	300	106	1.35	AUS
Freesia -- D	267'042	8	90	41	0.53	
Freesia -- I	6'000		50	34	0.43	NLD
Gentiana -- D	0					
Gentiana -- I	840	41	80	59	0.76	
Gerbera -- D	435'612	10	1'045	32	0.41	
Gerbera -- I	0					
Gladiolus -- D	58'280	20	140	88	1.13	
Gladiolus -- I	7'800	47	110	74	0.94	
Gypsophila -- D	275'390	17	300	75	0.95	
Gypsophila -- I	16'100	16	130	66	0.84	ISR
Heliconia Pendula -- D	820	20	150	41	0.53	
Heliconia Pendula -- I	241	30	250	105	1.35	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4'877	25	150	52	0.66	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1'085	90	180	126	1.61	AUS NZL ZAF
Lily Casablanca -- D	21'863	60	1'000	435	5.56	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	64'230	40	250	124	1.59	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	335'414	20	140	60	0.76	
Limonium Sinuatum -- I	17'991		55	36	0.46	AUS NZL
Molucella -- D	4'020	10	85	55	0.71	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	3'630	35	190	66	0.85	NLD NZL
Orchid Anna -- D	4'680		70	36	0.46	
Orchid Anna -- I	129'380	10	63	34	0.44	SGP THA
Orchid Cymbidium -- D	35'322	44	1'000	301	3.85	
Orchid Cymbidium -- I	1'306	150	450	231	2.96	NLD NZL
Orchid Oncidium -- D	12'826	15	550	110	1.41	
Orchid Oncidium -- I	93'447	13	240	87	1.11	SGP TAI THA
Orchid Phalaenopsis -- D	17'725	20	3'000	400	5.11	
Orchid Phalaenopsis -- I	4'263	43	1'000	556	7.11	AUS NZL
Orchid Sonia -- D	180		63	48	0.61	
Orchid Sonia -- I	19'660	10	55	35	0.45	THA
Ornithogalum -- D	292	60	120	89	1.14	
Ornithogalum -- I	16'990	10	90	37	0.47	NLD ZAF
Protea King -- D	3			410	5.24	
Protea King -- I	800	40	250	98	1.25	AUS ZAF
Protea others -- D	0					
Protea others -- I	900	37	600	100	1.28	AUS NZL
Rose Total -- D	710'765	10	1'168	106	1.36	
Rose Total -- I	370'162	10	1'300	66	0.85	
Rose Avalanche -- D	41'003	30	200	113	1.45	
Rose Avalanche -- I	3'480	20	155	79	1.01	NLD
Rose Delilah -- D	3'150	30	130	76	0.97	
Rose Delilah -- I	0					
Rose Dukaat -- D	6'550	30	160	82	1.04	
Rose Dukaat -- I	0					
Rose Esther -- D	4'810	29	140	71	0.91	
Rose Esther -- I	100	50	50	50	0.64	
Rose Fantasy -- D	2'620	30	165	95	1.21	
Rose Fantasy -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose First Red -- D	0					
Rose First Red -- I	2'855	15	50	31	0.40	IND
Rose Gold Strike -- D	1'100	40	150	91	1.16	
Rose Gold Strike -- I	26'360	15	85	31	0.40	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	9'515	10	76	42	0.54	IND
Rose Milva -- D	1'980		150	114	1.45	
Rose Milva -- I	1'830		120	79	1.02	IND
Rose Noblesse -- D	6'690	30	150	79	1.01	
Rose Noblesse -- I	7'920	15	52	28	0.36	IND
Rose Pareo -- D	5'620	30	140	93	1.19	
Rose Pareo -- I	0					
Rose Red Roses D --	23'270	30	200	99	1.27	
Rose Red Roses I --	0					
Rose Saphir -- D	3'590	35	168	102	1.31	
Rose Saphir -- I	0					
Rose Skyline -- D	210	64	150	120	1.53	
Rose Skyline -- I	3'840	15	81	26	0.33	COL IND
Rose The Teresa -- D	9'190	30	160	103	1.32	
Rose The Teresa -- I	0					
Rose Tineke -- D	13'735	30	177	107	1.36	
Rose Tineke -- I	2'430	20	60	41	0.53	IND NLD
Rose Spr Lovely Lydia -- D	5'485	30	200	130	1.66	
Rose Spr Lovely Lydia -- I	100	100	100	90	1.15	KOR
Rose Spr Macarena -- D	8'670	20	160	73	0.93	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5'065	17	150	60	0.76	
Rose Spr Mixed -- I	1'962		100	86	1.11	KOR
Sandersonia -- D	5'600	39	180	135	1.72	
Sandersonia -- I	0					
Trachelium -- D	850		70	51	0.65	
Trachelium -- I	3'060		130	63	0.80	ISR NLD
Tulip -- D	637'735	10	200	56	0.71	
Tulip -- I	32'769	20	200	35	0.45	NLD
Waxflowers -- D	0					
Waxflowers -- I	7'675		50	37	0.47	AUS
Green Foliage						
Beargrass -- D	2		250	250	3.20	
Beargrass -- I	1'680	15	300	76	0.97	USA
Leatherleaves -- D	55'440	6	70	30	0.38	
Leatherleaves -- I	319'540	5	45	18	0.23	USA
Ruscus Israel -- D	7'450		41	30	0.38	
Ruscus Israel -- I	10'380		45	22	0.29	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	15'260	20	70	35	0.44	ITA
Salal -- D	2			300	3.83	
Salal -- I	6'985	20	400	81	1.04	USA



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