
BULLETIN
MNS Week 08, 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. W08, of 29 February 2012

Data for: Week No. 8 of 20 through 25 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. **W08**

Date: **29/02/2012**

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 08 2012								
Cut Flowers								
1	Rose Large	40.207.373	-8%	0,29	0,27	7,4%	13.681.069	-1,1%
2	Tulip Single	54.978.724	11%	0,12	0,16	-25%	10.802.554	-15%
3	Chrysanthemum Spray	15.180.575	-8,6%	0,43	0,42	2,4%	9.616.360	6,8%
4	Chrysant, Single Bud	3.521.420	15%	0,62	0,81	-23%	3.952.772	7,2%
5	Lilium Oriental	1.931.100	1,4%	0,98	1,04	-5,8%	2.601.053	2,2%
6	Tulip Double	12.567.240	21%	0,14	0,18	-22%	2.295.006	-4,7%
7	Cymbidium Large (stem)	351.586	-19%	4,12	2,89	43%	1.804.653	18%
8	Rose Small & Medium	4.641.440	-25%	0,12	0,10	20%	1.597.285	11%
9	Gerbera mini	9.533.528	22%	0,10	0,09	11%	1.270.024	14%
10	Gerbera Large	1.611.590	-16%	0,36	0,29	24%	1.148.848	26%
11	Freesia, Single	3.059.900	-19%	0,22	0,17	29%	935.711	10%
12	Chrysant, Spray Santini	2.302.951	-23%	0,29	0,21	38%	800.661	10%
13	Rose Spray	1.733.270	12%	0,39	0,41	-5%	742.246	8,5%
14	Tulip 'parakeet'	3.724.570	6,6%	0,17	0,18	-6%	695.667	2,8%
15	Hyacint	1.905.785	-8,8%	0,26	0,25	4,0%	627.659	-6,5%
Total Top 15		157.251.052	1,0%	0,24	0,25	-4,0%	52.571.570	-0,5%
Houseplants								
1	Phalaenopsis	397.671	28%	4,10	4,63	-11%	9.715.896	7,9%
2	Anthurium	148.655	-6,2%	3,20	3,13	2,2%	1.590.240	5,8%
3	Rose	248.406	39%	1,26	1,54	-18%	1.383.207	-7,5%
4	Kalanchoe	515.579	-0,8%	0,78	0,71	10%	1.354.698	3,0%
5	Narciss	1.196.752	35%	0,49	0,54	-9,3%	1.164.456	6,1%
6	Hyacint	1.171.145	-8,7%	0,43	0,42	2,4%	1.067.354	6,0%
7	Hydrangea	110.833	-27%	2,46	2,33	5,6%	814.079	-8,7%
8	Dracaena	276.772	0,6%	1,17	1,18	-0,8%	755.406	-17%
9	Rhododendron	216.107	-31%	1,65	1,24	33%	675.564	0,9%
10	Spathiphyllum	175.955	23%	1,40	1,53	-8,5%	665.700	-9%
Total Top 10		4.457.875	5,7%	1,15	1,16	-0,9%	19.186.602	3,0%

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. W08 Date: 29/02/2012

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 : 8 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\$ = 79,91 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	18.403.807				
Alstroemeria -- D	314.582	18	300	88	1,10
Alstroemeria -- I	4.610	16	73	41	0,51 COL
Ammi majus -- D	81.575	15	130	37	0,46
Ammi majus -- I	0				
Anigozanthos -- D	30			80	1,00
Anigozanthos -- I	150		90	70	0,88 AUS NLD ZWE
Anthurium Pink -- D	17		200	183	2,29
Anthurium Pink -- I	4.789	12	150	65	0,81 THA
Anthurium Red -- D	373		300	120	1,50
Anthurium Red -- I	9.306	10	160	63	0,79 AUS THA USA ZAF
Anthurium White -- D	100		200	69	0,86
Anthurium White -- I	3.222	4	160	52	0,64 THA
Banksia -- D	40			50	0,63
Banksia -- I	110	200	480	330	4,13 AUS NZL
Bupleurum -- D	12.790	20	130	63	0,79
Bupleurum -- I	0				
Calla -- D	91.030	10	300	80	1,00
Calla -- I	24.298	20	280	101	1,27 NLD NZL
Carnations Spray -- D	385.452	10	85	54	0,68
Carnations Spray -- I	390.735	14	65	32	0,40 COL
Carnations Standard -- D	460.167	10	1.000	53	0,67
Carnations Standard -- I	469.724	10	170	37	0,46 COL
Chrysanthemum Spray -- D	648.590	10	150	56	0,71
Chrysanthemum Spray -- I	439.926	10	100	48	0,60 KOR
Delphinium -- D	95.366	10	450	133	1,67
Delphinium -- I	0				

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Dracaena -- D	11.326	15	93	49	0,62	
Dracaena -- I	142.040	8	120	35	0,43	SGP
Eustoma -- D	169.328	31	450	174	2,18	
Eustoma -- I	185.660	30	250	106	1,33	AUS
Freesia -- D	273.298	13	90	42	0,53	
Freesia -- I	5.220		50	35	0,44	NLD
Gentiana -- D	0					
Gentiana -- I	390	50	80	60	0,75	
Gerbera -- D	461.460	5	873	36	0,45	
Gerbera -- I	0					
Gladiolus -- D	53.600	20	150	76	0,95	
Gladiolus -- I	15.800	35	90	67	0,83	
Gypsophila -- D	258.440	17	330	81	1,01	
Gypsophila -- I	18.775	40	138	68	0,85	ISR
Heliconia Pendula -- D	930	25	106	39	0,49	
Heliconia Pendula -- I	235	30	324	121	1,52	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4.366	25	180	59	0,74	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1.410	90	170	127	1,59	AUS NZL ZAF
Lily Casablanca -- D	26.975	68	1.000	438	5,49	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	71.585	30	250	118	1,48	
Lily Longiflorum -- I	1.070	29	90	52	0,65	KOR NLD
Limonium Sinuatum -- D	335.600	20	136	64	0,80	
Limonium Sinuatum -- I	30.570		60	40	0,50	AUS NZL
Molucella -- D	3.030	25	100	58	0,73	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	5.778	25	200	54	0,68	NLD NZL
Orchid Anna -- D	4.010		80	46	0,58	
Orchid Anna -- I	108.450	20	78	42	0,52	SGP THA
Orchid Cymbidium -- D	33.619	89	1.000	311	3,89	
Orchid Cymbidium -- I	826	100	400	203	2,54	NLD NZL
Orchid Oncidium -- D	11.755	1	600	114	1,43	
Orchid Oncidium -- I	83.810	5	250	88	1,11	SGP TAI THA
Orchid Phalaenopsis -- D	17.509	40	2.500	377	4,72	
Orchid Phalaenopsis -- I	4.244	100	1.080	537	6,72	AUS NZL
Orchid Sonia -- D	1.260		54	46	0,58	
Orchid Sonia -- I	33.270	20	60	43	0,53	THA
Ornithogalum -- D	495	65	120	84	1,06	
Ornithogalum -- I	13.980	10	80	44	0,56	NLD ZAF
Protea King -- D	0					
Protea King -- I	649	30	900	129	1,61	AUS ZAF
Protea others -- D	0					
Protea others -- I	1.235	30	900	94	1,17	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	20	200	200	200	2,50	AUS
Rose Total -- D	742.235	10	2.338	114	1,42	
Rose Total -- I	474.306	3	400	59	0,73	
Rose Avalanche -- D	44.119	30	230	130	1,63	
Rose Avalanche -- I	10.835	15	200	72	0,91	NLD
Rose Delilah -- D	3.945	40	150	93	1,16	
Rose Delilah -- I	0					
Rose Dukaat -- D	7.000	40	160	85	1,07	
Rose Dukaat -- I	0					
Rose Esther -- D	6.044	30	140	76	0,95	
Rose Esther -- I	100	50	50	50	0,63	
Rose Fantasy -- D	3.350	30	180	105	1,31	
Rose Fantasy -- I	0					
Rose First Red -- D	0					

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose First Red -- I	6.420	8	55	25	0,32	IND
Rose Gold Strike -- D	1.445	50	150	91	1,14	
Rose Gold Strike -- I	32.880	15	85	33	0,41	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	15.480	15	70	36	0,45	IND
Rose Milva -- D	2.480		170	117	1,47	
Rose Milva -- I	1.750		120	75	0,94	IND
Rose Noblesse -- D	6.290	30	140	83	1,04	
Rose Noblesse -- I	19.925	10	60	26	0,32	IND
Rose Pareo -- D	7.720	34	150	85	1,07	
Rose Pareo -- I	0					
Rose Red Roses D --	21.880	29	200	100	1,25	
Rose Red Roses I --	0					
Rose Saphir -- D	3.970	40	165	107	1,34	
Rose Saphir -- I	0					
Rose Skyline -- D	260	60	102	87	1,09	
Rose Skyline -- I	2.620	15	50	27	0,33	COL IND
Rose The Teresa -- D	9.830	30	150	102	1,28	
Rose The Teresa -- I	0					
Rose Tineke -- D	15.054	30	200	122	1,53	
Rose Tineke -- I	3.715	23	75	46	0,58	IND NLD
Rose Spr Lovely Lydia -- D	5.110	60	200	141	1,77	
Rose Spr Lovely Lydia -- I	1.770	40	125	84	1,05	KOR
Rose Spr Macarena -- D	7.360	25	165	83	1,03	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	4.716	17	170	66	0,83	
Rose Spr Mixed -- I	2.560			70	0,88	KOR
Sandersonia -- D	5.300	40	185	130	1,63	
Sandersonia -- I	0					
Trachelium -- D	640		90	59	0,74	
Trachelium -- I	4.285		100	57	0,71	ISR NLD
Tulip -- D	754.707	14	1.951	57	0,72	
Tulip -- I	49.320	21	380	36	0,46	NLD
Waxflowers -- D	0					
Waxflowers -- I	7.700		50	35	0,44	AUS
<u>Green Foliage</u>						
Beargrass -- D	2		250	250	3,13	
Beargrass -- I	1.360	12	300	82	1,03	USA
Leatherleaves -- D	50.780	5	70	29	0,37	
Leatherleaves -- I	313.950	10	40	19	0,24	USA
Ruscus Israel -- D	6.050		50	31	0,38	
Ruscus Israel -- I	11.270		45	24	0,30	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	14.020	18	65	35	0,44	ITA
Salal -- D	0					
Salal -- I	5.762	22	500	111	1,39	USA



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