
BULLETIN
MNS Week 11, 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. W11, of 23 February 2012

Data for: Week No. 11 of 12 through 17 March 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. **W11**

Date: **23/03/2012**

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 11 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	40.204.571	-11%	0,30	0,17	76%	14.648.292	61%
2	Tulip Single	50.532.910	4,7%	0,14	0,10	40%	11.917.829	31%
3	Chrysanthemum Spray	10.976.620	-9,2%	0,51	0,26	96%	8.744.724	116%
4	Lilium Oriental	1.895.560	8,1%	0,90	0,60	50%	2.823.061	90%
5	Tulip Double	13.738.670	2,4%	0,16	0,12	33%	2.644.226	28%
6	Gerbera mini	11.966.955	37%	0,08	0,06	33%	2.112.894	132%
7	Rose Small & Medium	3.843.100	-31%	0,17	0,08	113%	1.944.634	45%
8	Chrysant, Single Bud	1.781.710	-23%	0,79	0,33	139%	1.824.393	107%
9	Chrysant, Spray Santini	2.603.550	-1,4%	0,31	0,16	94%	1.400.139	168%
10	Freesia, Single	3.022.500	-24%	0,23	0,11	109%	1.342.082	86%
11	Cymbidium Large (stem)	253.341	-5,7%	3,03	2,43	25%	940.486	26%
12	Gerbera Large	2.542.050	5,5%	0,16	0,09	78%	809.799	121%
13	Tulip 'parakeet'	4.634.430	8,0%	0,16	0,14	14%	806.907	23%
14	Alstroemeria	2.558.910	-2,3%	0,23	0,14	64%	689.638	68%
15	Rose Spray	1.639.970	-8,1%	0,36	0,19	89%	686.076	94%
Total Top 15		152.194.847	-2,1%	0,24	0,15	60%	53.335.178	63%
Houseplants								
1	Phalaenopsis	350.288	-0,5%	4,13	3,95	4,6%	9.606.654	9%
2	Narciss	1.626.550	54%	0,46	0,58	-21%	1.621.580	14%
3	Kalanchoe	606.559	13%	0,73	0,64	14%	1.536.728	47%
4	Hydrangea	182.949	-18%	2,62	2,17	21%	1.327.128	11%
5	Rose	354.979	3,1%	1,08	0,89	21%	1.177.995	39%
6	Anthurium	131.564	10%	2,98	2,91	2,4%	1.099.967	19%
7	Primula	750.953	23%	0,45	0,36	25%	853.973	33%
8	Hyacint	1.417.603	22%	0,32	0,40	-20%	757.195	-5,7%
9	Dracaena	190.057	0,5%	1,41	1,41	0,0%	709.428	2,4%
10	Ficus	118.635	-32%	2,35	1,60	47%	699.759	14%
Total Top 10		5.730.137	20%	0,91	0,99	-8,1%	19.390.407	14%

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. W11 Date: 23/03/2012

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 : 11 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\$ = 82,96 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	35.869.615					
Alstroemeria -- D	414.624	17	330	96	1,16	
Alstroemeria -- I	15.095	20	91	50	0,60	COL
Ammi majus -- D	123.665	13	90	42	0,51	
Ammi majus -- I	0					
Anigozanthos -- D	650		82	65	0,78	
Anigozanthos -- I	200			85	1,02	AUS NLD ZWE
Anthurium Pink -- D	24		180	168	2,03	
Anthurium Pink -- I	6.990	15	170	68	0,82	THA
Anthurium Red -- D	450		150	102	1,23	
Anthurium Red -- I	12.339	10	180	66	0,80	AUS THA USA ZAF
Anthurium White -- D	45			50	0,60	
Anthurium White -- I	4.018	19	160	68	0,82	THA
Banksia -- D	0					
Banksia -- I	112	200	450	325	3,92	AUS NZL
Bupleurum -- D	16.630	12	120	71	0,86	
Bupleurum -- I	160		60	60	0,72	
Calla -- D	149.480	20	330	80	0,96	
Calla -- I	14.968	20	250	137	1,65	NLD NZL
Carnations Spray -- D	506.751	17	130	68	0,82	
Carnations Spray -- I	1.514.465	10	76	35	0,43	COL
Carnations Standard -- D	551.495	15	400	61	0,73	
Carnations Standard -- I	1.662.082	10	170	36	0,44	COL
Chrysanthemum Spray -- D	1.303.420	10	138	53	0,64	
Chrysanthemum Spray -- I	1.785.000	10	95	50	0,61	KOR
Delphinium -- D	111.483	20	400	157	1,89	
Delphinium -- I	0					

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Dracaena -- D	16.790	15	90	48	0,58	
Dracaena -- I	177.817	10	135	36	0,44	SGP
Eustoma -- D	183.091	10	500	195	2,35	
Eustoma -- I	239.360	10	250	119	1,44	AUS
Freesia -- D	399.219	7	130	44	0,53	
Freesia -- I	46.330	14	45	30	0,36	NLD
Gentiana -- D	0					
Gentiana -- I	250		85	79	0,95	
Gerbera -- D	556.526	10	150	54	0,65	
Gerbera -- I	0					
Gladiolus -- D	69.960	15	150	65	0,78	
Gladiolus -- I	80.680	28	78	53	0,64	
Gypsophila -- D	441.589	15	365	83	1,00	
Gypsophila -- I	15.059	30	142	61	0,74	ISR
Heliconia Pendula -- D	1.370	35	200	52	0,63	
Heliconia Pendula -- I	182	40	500	185	2,23	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	10.520	25	171	65	0,78	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	860	50	180	130	1,57	AUS NZL ZAF
Lily Casablanca -- D	26.946	82	1.000	458	5,52	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	136.465	40	270	143	1,72	
Lily Longiflorum -- I	28.390	34	150	105	1,26	KOR NLD
Limonium Sinuatum -- D	1.490.120	17	150	63	0,76	
Limonium Sinuatum -- I	234.490	10	60	29	0,35	AUS NZL
Molucella -- D	5.680	25	100	57	0,68	
Molucella -- I	0					
Nerine -- D	12			120	1,45	
Nerine -- I	3.630	25	120	55	0,66	NLD NZL
Orchid Anna -- D	2.000		90	70	0,84	
Orchid Anna -- I	104.200	25	125	63	0,76	SGP THA
Orchid Cymbidium -- D	37.773	51	4.000	332	4,00	
Orchid Cymbidium -- I	1.288	147	400	247	2,98	NLD NZL
Orchid Oncidium -- D	13.426	17	500	134	1,61	
Orchid Oncidium -- I	124.075	15	285	104	1,25	SGP TAI THA
Orchid Phalaenopsis -- D	22.192	40	2.000	310	3,74	
Orchid Phalaenopsis -- I	4.823	133	1.000	458	5,52	AUS NZL
Orchid Sonia -- D	1.510		90	59	0,71	
Orchid Sonia -- I	124.150	28	100	55	0,67	THA
Ornithogalum -- D	1.110	20	120	65	0,78	
Ornithogalum -- I	8.190	30	90	55	0,67	NLD ZAF
Protea King -- D	0					
Protea King -- I	825	20	900	102	1,23	AUS ZAF
Protea others -- D	0					
Protea others -- I	1.164	30	1.800	122	1,47	AUS NZL
Rose Total -- D	835.184	11	500	124	1,50	
Rose Total -- I	762.106	8	400	67	0,81	
Rose Avalanche -- D	49.114	35	207	128	1,54	
Rose Avalanche -- I	13.345	8	140	54	0,65	NLD
Rose Delilah -- D	4.765	30	135	83	1,00	
Rose Delilah -- I	0					
Rose Dukaat -- D	7.760	40	180	102	1,23	
Rose Dukaat -- I	0					
Rose Esther -- D	8.450	30	140	83	1,00	
Rose Esther -- I	100	50	50	50	0,60	
Rose Fantasy -- D	4.080	60	175	117	1,41	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	10.470	15	65	32	0,39	IND

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Gold Strike -- D	2.090	35	180	104	1,25	
Rose Gold Strike -- I	39.869	15	110	35	0,42	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	19.500	15	90	40	0,49	IND
Rose Milva -- D	2.000		170	129	1,56	
Rose Milva -- I	3.270		90	66	0,80	IND
Rose Noblesse -- D	5.150	30	180	93	1,13	
Rose Noblesse -- I	16.755	15	70	32	0,38	IND
Rose Pareo -- D	8.420	40	170	103	1,24	
Rose Pareo -- I	0					
Rose Red Roses D --	29.990	30	222	110	1,32	
Rose Red Roses I --	0					
Rose Saphir -- D	3.420	70	192	128	1,55	
Rose Saphir -- I	760	20	50	36	0,43	IND
Rose Skyline -- D	540	96	150	126	1,52	
Rose Skyline -- I	1.300	15	50	30	0,36	COL IND
Rose The Teresa -- D	11.130	40	177	124	1,49	
Rose The Teresa -- I	0					
Rose Tineke -- D	19.315	30	200	125	1,51	
Rose Tineke -- I	5.115	15	65	35	0,42	IND NLD
Rose Spr Lovely Lydia -- D	6.430	66	280	160	1,93	
Rose Spr Lovely Lydia -- I	13.600	40	150	84	1,01	KOR
Rose Spr Macarena -- D	10.050	30	180	93	1,12	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3.318	17	170	69	0,83	
Rose Spr Mixed -- I	2.184		104	76	0,91	KOR
Sandersonia -- D	11.640	40	180	107	1,29	
Sandersonia -- I	0					
Trachelium -- D	520		70	55	0,66	
Trachelium -- I	4.560		80	52	0,63	ISR NLD
Tulip -- D	1.180.743	6	450	58	0,70	
Tulip -- I	30.600		200	40	0,49	NLD
Waxflowers -- D	0					
Waxflowers -- I	6.460	20	70	40	0,49	AUS
<u>Green Foliage</u>						
Beargrass -- D	5		333	278	3,35	
Beargrass -- I	930	20	300	160	1,93	USA
Leatherleaves -- D	60.810	3	70	32	0,39	
Leatherleaves -- I	425.990	3	45	18	0,21	USA
Ruscus Israel -- D	7.625		60	35	0,42	
Ruscus Israel -- I	15.990		45	25	0,30	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	19.450	18	65	37	0,45	ITA
Salal -- D	0					
Salal -- I	7.687	30	500	139	1,67	USA



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