
BULLETIN
MNS Week 12, 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. W12, of 29 March 2012

Data for: Week No. 12 of 19 through 24 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.

The authors can be contacted at jpl1942@caiway.nl or chumi_y@017.net.il

To subscribe to the report or to access MNS reports directly online, please contact 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>

Copyright © MNS/ITC 2000. All rights reserved

Price Information: Floriculture Products - European Markets

Issue No. **W12**

Date: **28/03/2012**

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

#	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 12 2012								
Cut Flowers								
1	Rose Large	42.995.906	2,9%	0,19	0,18	5,6%	10.027.352	7,6%
2	Tulip Single	50.308.990	-1,5%	0,11	0,10	10%	9.941.606	14%
3	Chrysanthemum Spray	10.163.670	-28%	0,53	0,29	83%	6.556.962	16%
4	Tulip Double	14.094.640	10%	0,13	0,12	8,3%	2.187.357	15%
5	Lilium Oriental	1.540.761	-20%	0,85	0,71	20%	1.879.320	-2,1%
6	Rose Small & Medium	3.767.290	-23%	0,11	0,08	38%	1.780.343	30%
7	Chrysant, Single Bud	1.581.155	-25%	0,94	0,42	124%	1.725.551	78%
8	Gerbera mini	9.883.980	1,7%	0,06	0,07	-14%	1.082.034	-11%
9	Chrysant, Spray Santini	2.286.825	-32%	0,33	0,14	136%	860.569	33%
10	Freesia, Single	3.252.700	-26%	0,16	0,13	23%	835.902	-6%
11	Cymbidium Large (stem)	243.828	-11%	2,82	2,26	25%	787.569	11%
12	Tulip 'parakeet'	4.617.910	1,8%	0,14	0,13	7,7%	666.264	7,1%
13	Rose Spray	1.702.270	0,5%	0,30	0,22	36%	595.555	31%
14	Hyacint	1.568.090	-11%	0,23	0,18	28%	528.170	13%
15	Alstroemeria	2.687.250	1,0%	0,16	0,14	14%	507.082	17%
Total Top 15		150.695.265	-4,1%	0,19	0,16	19%	39.961.634	13%
Houseplants								
1	Phalaenopsis	335.510	-5,4%	4,18	3,90	7,2%	9.307.943	15%
2	Narciss	1.664.450	44%	0,47	0,55	-15%	1.956.588	63%
3	Kalanchoe	620.129	-10%	0,72	0,60	20%	1.621.039	8,7%
4	Hydrangea	245.250	2,5%	2,35	2,20	6,8%	1.180.677	11%
5	Rose	363.238	18%	1,01	0,93	8,6%	1.173.117	-10%
6	Anthurium	124.886	-1%	2,85	2,87	-0,7%	1.043.364	11%
7	Ficus	152.067	-20%	1,93	1,47	31%	769.203	21%
8	Campanula	98.947	-8%	1,44	1,42	1,4%	735.923	9,0%
9	Dracaena	201.190	-1,8%	1,30	1,24	4,8%	722.676	16%
10	Primula	516.720	-24%	0,62	0,36	72%	698.417	43%
Total Top 10		4.322.387	6,6%	1,14	1,12	1,8%	19.208.947	17%

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. W12 Date: 28/03/2012

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 : 12 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\$ = 83,26 Yen

<u>Product Name & Source</u>	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>US\$</u>	<u>Main Origin</u>
	<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>	<u>Average</u>		
D = Domestic I = Imported	Quantity	Lowest	Highest	Average	US\$	Main Origin
Total Cut Flowers Sold	23.482.272					
Alstroemeria -- D	417.406	17	350	100	1,21	
Alstroemeria -- I	17.010	15	100	49	0,59	COL ISR NLD
Ammi majus -- D	107.350	15	85	43	0,51	
Ammi majus -- I	0					
Anigozanthos -- D	650	42	86	63	0,75	
Anigozanthos -- I	400		60	49	0,59	AUS NLD ZWE
Anthurium Pink -- D	72		180	97	1,17	
Anthurium Pink -- I	6.989	10	150	69	0,82	THA
Anthurium Red -- D	457		174	106	1,27	
Anthurium Red -- I	13.023	2	280	66	0,79	AUS THA USA ZAF
Anthurium White -- D	135		60	37	0,44	
Anthurium White -- I	3.609	10	160	72	0,86	THA
Banksia -- D	0					
Banksia -- I	155	205	400	297	3,56	AUS NZL
Brodea -- D	60			50	0,60	
Brodea -- I	0					
Bupleurum -- D	22.300	10	120	67	0,80	
Bupleurum -- I	0					
Calla -- D	148.205	16	300	76	0,91	
Calla -- I	12.017	32	310	136	1,63	NLD NZL
Carnations Spray -- D	488.980	16	120	69	0,83	
Carnations Spray -- I	838.660	10	75	34	0,41	COL
Carnations Standard -- D	536.954	9	180	62	0,74	
Carnations Standard -- I	843.103	5	170	38	0,46	COL
Chrysanthemum Spray -- D	805.985	7	125	51	0,62	
Chrysanthemum Spray -- I	569.403	10	110	54	0,64	KOR

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Delphinium -- D	124.878	10	450	161	1,93	
Delphinium -- I	0					
Dracaena -- D	18.612	10	171	44	0,53	
Dracaena -- I	169.370	10	150	35	0,42	SGP
Eustoma -- D	213.822	10	500	207	2,48	
Eustoma -- I	113.080	10	280	134	1,60	AUS
Freesia -- D	424.465	2	120	40	0,47	
Freesia -- I	38.810	13	45	27	0,33	NLD
Gerbera -- D	588.040	10	140	58	0,69	
Gerbera -- I	0					
Gladiolus -- D	60.145	10	140	67	0,81	
Gladiolus -- I	28.620	25	70	53	0,64	
Gypsophila -- D	385.290	15	900	97	1,16	
Gypsophila -- I	12.135	45	120	66	0,79	ISR
Heliconia Pendula -- D	1.055	35	171	53	0,63	
Heliconia Pendula -- I	100	21	500	185	2,22	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	9.450	30	180	64	0,76	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	2.040	60	200	117	1,41	AUS NZL ZAF
Lily Casablanca -- D	20.477	74	1.000	460	5,53	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	66.875	30	250	134	1,61	
Lily Longiflorum -- I	6.810	45	120	81	0,97	KOR
Limonium Sinuatum -- D	582.673	11	150	57	0,69	
Limonium Sinuatum -- I	70.351	12	55	35	0,42	AUS NZL
Molucella -- D	6.330	17	100	65	0,78	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	6.650	2	90	46	0,55	NLD NZL
Orchid Anna -- D	2.500		80	53	0,64	
Orchid Anna -- I	112.160	10	100	50	0,60	SGP THA
Orchid Cymbidium -- D	37.871	100	4.000	336	4,04	
Orchid Cymbidium -- I	1.295	112	450	242	2,91	NLD NZL
Orchid Oncidium -- D	13.110	16	600	138	1,66	
Orchid Oncidium -- I	90.630	10	300	120	1,44	SGP TAI THA
Orchid Phalaenopsis -- D	21.850	34	2.000	298	3,58	
Orchid Phalaenopsis -- I	4.879	113	1.000	443	5,32	AUS NZL
Orchid Sonia -- D	760		90	54	0,65	
Orchid Sonia -- I	63.250	24	102	45	0,54	THA
Ornithogalum -- D	1.840	25	120	70	0,84	
Ornithogalum -- I	9.780	21	85	47	0,56	NLD ZAF
Protea King -- D	0					
Protea King -- I	963	30	1.380	268	3,22	AUS ZAF
Protea others -- D	0					
Protea others -- I	1.313	54	1.000	171	2,06	AUS NZL
Rose Total -- D	907.443	10	500	123	1,48	
Rose Total -- I	800.322	2	625	65	0,79	
Rose Avalanche -- D	53.491	30	220	129	1,55	
Rose Avalanche -- I	17.945	15	180	56	0,68	NLD
Rose Delilah -- D	5.220	30	150	93	1,12	
Rose Delilah -- I	0					
Rose Dukaat -- D	9.180	40	180	99	1,19	
Rose Dukaat -- I	0					
Rose Esther -- D	8.140	30	130	84	1,01	
Rose Esther -- I	500	40	55	48	0,58	
Rose Fantasy -- D	4.500	30	200	121	1,45	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	13.350	13	65	28	0,33	IND
Rose Gold Strike -- D	1.920	40	170	102	1,22	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Gold Strike -- I	40.921	15	100	37	0,44	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	26.710	15	80	36	0,43	IND
Rose Milva -- D	2.170		170	131	1,58	
Rose Milva -- I	3.190		85	64	0,77	IND
Rose Noblesse -- D	6.870	40	170	99	1,19	
Rose Noblesse -- I	12.129	15	70	37	0,45	IND
Rose Pareo -- D	9.740	40	160	104	1,25	
Rose Pareo -- I	0					
Rose Red Roses D --	36.309	30	213	103	1,23	
Rose Red Roses I --	0					
Rose Saphir -- D	5.405	40	180	128	1,54	
Rose Saphir -- I	400	30	50	38	0,46	IND
Rose Skyline -- D	390	100	130	116	1,39	
Rose Skyline -- I	1.580	15	60	38	0,45	COL IND
Rose The Teresa -- D	13.062	32	180	120	1,45	
Rose The Teresa -- I	0					
Rose Tineke -- D	23.430	20	180	117	1,41	
Rose Tineke -- I	4.855	7	65	37	0,44	IND NLD
Rose Spr Lovely Lydia -- D	7.764	70	250	165	1,98	
Rose Spr Lovely Lydia -- I	18.890	40	150	82	0,99	KOR
Rose Spr Macarena -- D	10.465	21	180	97	1,16	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5.287	17	170	60	0,72	
Rose Spr Mixed -- I	2.140		96	66	0,79	KOR
Sandersonia -- D	17.530	30	165	110	1,32	
Sandersonia -- I	0					
Trachelium -- D	480		60	52	0,62	
Trachelium -- I	4.050		86	58	0,69	ISR NLD
Tulip -- D	942.635		160	59	0,71	
Tulip -- I	34.200		200	37	0,45	NLD
Waxflowers -- D	0					
Waxflowers -- I	16.745	13	75	41	0,49	AUS
Green Foliage						
Beargrass -- D	2		250	250	3,00	
Beargrass -- I	620	100	250	197	2,36	USA
Leatherleaves -- D	65.960	2	65	31	0,37	
Leatherleaves -- I	357.750	3	40	15	0,18	USA
Ruscus Israel -- D	7.200		55	32	0,38	
Ruscus Israel -- I	11.800		50	27	0,32	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	19.700	10	60	36	0,43	ITA
Salal -- D	0					
Salal -- I	9.913	28	1.750	108	1,29	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
www.intracen.org

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