
BULLETIN
MNS Week 14, 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. W14, of 13 April 2012

Data for: Week No. 14 of 2 through 7 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. **W14**

Date: **12/04/2012**

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 14 2012								
Cut Flowers								
1	Rose Large	45.216.146	4,1%	0,20	0,16	25%	10.841.337	27%
2	Tulip Single	45.912.121	3,8%	0,12	0,06	100%	10.620.704	91%
3	Chrysanthemum Spray	14.644.435	18%	0,39	0,26	50%	6.945.716	64%
4	Tulip Double	15.517.570	9,7%	0,14	0,07	100%	2.573.271	94%
5	Gerbera mini	9.211.550	2,2%	0,17	0,06	183%	2.528.960	220%
6	Rose Small & Medium	5.570.700	22%	0,10	0,08	25%	2.011.346	49%
7	Lilium Oriental	1.530.710	-0,3%	0,83	0,81	2,5%	1.971.544	17%
8	Chrysant, Single Bud	2.655.100	20%	0,48	0,41	17%	1.381.949	35%
9	Freesia, Single	3.811.650	-9%	0,19	0,13	46%	1.154.267	22%
10	Chrysant, Spray Santini	2.932.650	-4,8%	0,29	0,14	107%	1.022.451	100%
11	Gerbera Large	2.209.210	2,0%	0,23	0,11	109%	866.800	85%
12	Cymbidium - Packed	31.664	134%	0,80	0,14	471%	789.848	3705%
13	Cymbidium Large (stem)	263.309	11%	2,46	2,20	12%	759.129	29%
14	Anthurium	1.138.215	8,9%	0,50	0,32	56%	646.356	71%
15	Tulip 'parakeet'	3.983.380	-8,0%	0,15	0,09	67%	627.565	63%
Total Top 15		154.628.410	5,4%	0,20	0,13	54%	44.741.243	61%
Houseplants								
1	Phalaenopsis	428.804	0,1%	3,62	3,40	6,5%	8.963.920	24%
2	Hydrangea	241.462	-8,5%	2,44	2,08	17%	1.842.440	47%
3	Kalanchoe	589.884	-6,6%	0,66	0,60	10%	1.581.147	10%
4	Rose	279.020	-4,3%	1,15	1,00	15%	1.124.142	0,9%
5	Zantedeschia	59.972	-43%	2,48	2,10	18%	994.801	22%
6	Anthurium	98.825	-13%	2,90	2,80	4%	951.785	13%
7	Narciss	649.188	-19%	0,49	0,41	20%	847.473	-12%
8	Ficus	132.800	-18%	1,81	1,83	-1,1%	795.899	29%
9	Campanula	65.492	-49%	1,76	1,47	20%	777.830	13%
10	Hedera	221.496	-40%	0,75	0,64	17%	592.632	-8,4%
Total Top 10		2.766.943	-16%	1,49	1,30	15%	18.472.069	18%

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. W14 Date: 12/04/2012

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 : 14 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\$ = 82,42 Yen

Product Name & Source D = Domestic I = Imported	Price in Japanese Yen			Average	Main Origin
	Quantity	Lowest	Highest	US\$	
Total Cut Flowers Sold	19.034.588				
Alstroemeria -- D	516.170	8	240	58	0,70
Alstroemeria -- I	13.090	1	60	12	0,14 COL ISR NLD
Ammi majus -- D	92.205	2	80	27	0,32
Ammi majus -- I	0				
Anigozanthos -- D	1.400	25	65	45	0,55
Anigozanthos -- I	1.095		60	40	0,49 AUS NLD ZWE
Anthurium Pink -- D	0				
Anthurium Pink -- I	7.987	10	150	58	0,71 THA
Anthurium Red -- D	536		171	93	1,13
Anthurium Red -- I	14.546	5	170	55	0,67 AUS THA USA ZAF
Anthurium White -- D	210		60	39	0,47
Anthurium White -- I	4.804	4	150	59	0,72 THA
Banksia -- D	0				
Banksia -- I	140	117	350	254	3,09 AUS NZL
Brodea -- D	60			35	0,42
Brodea -- I	0				
Bupleurum -- D	18.088	21	100	61	0,74
Bupleurum -- I	0				
Calla -- D	178.349	7	330	56	0,68
Calla -- I	12.954	3	260	95	1,15 NLD NZL
Carnations Spray -- D	563.506	2	112	41	0,50
Carnations Spray -- I	769.244	1	60	12	0,14 COL
Carnations Standard -- D	557.214	1	180	45	0,54
Carnations Standard -- I	508.379	1	170	25	0,30 COL
Chrysanthemum Spray -- D	563.330	5	120	45	0,55
Chrysanthemum Spray -- I	449.040	10	75	41	0,50 KOR

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Delphinium -- D	156.000	13	400	107	1,30	
Delphinium -- I	0					
Dracaena -- D	16.655	10	80	43	0,53	
Dracaena -- I	151.500	1	135	35	0,43	SGP
Euphorbia Marginata -- D	30			54	0,66	
Euphorbia Marginata -- I	0					
Eustoma -- D	245.101	10	600	175	2,12	
Eustoma -- I	90.982	1	300	93	1,13	AUS
Freesia -- D	317.233	1	110	25	0,30	
Freesia -- I	600		20	18	0,22	NLD
Gerbera -- D	572.545	3	175	32	0,39	
Gerbera -- I	0					
Gladiolus -- D	78.970	10	120	54	0,66	
Gladiolus -- I	0					
Gypsophila -- D	354.792	10	400	70	0,85	
Gypsophila -- I	18.585	18	120	50	0,60	ISR
Heliconia Pendula -- D	765	17	150	41	0,49	
Heliconia Pendula -- I	173	50	500	161	1,95	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	9.525	3	160	47	0,57	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	740	72	230	125	1,51	AUS NZL ZAF
Lily Casablanca -- D	22.791	36	1.000	416	5,05	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	38.385	10	230	130	1,57	
Lily Longiflorum -- I	435	70	140	109	1,32	KOR
Limonium Sinuatum -- D	614.830	2	80	20	0,24	
Limonium Sinuatum -- I	18.035		10	2	0,02	AUS NZL
Molucella -- D	7.260	10	100	57	0,70	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	3.000	3	60	29	0,35	NLD NZL
Orchid Anna -- D	600		65	60	0,73	
Orchid Anna -- I	84.800	10	80	45	0,55	SGP THA
Orchid Cymbidium -- D	34.452	42	1.000	280	3,40	
Orchid Cymbidium -- I	2.008	60	400	171	2,08	NLD NZL
Orchid Oncidium -- D	10.288	7	800	156	1,89	
Orchid Oncidium -- I	83.485	1	285	134	1,62	SGP TAI THA
Orchid Phalaenopsis -- D	20.986	20	2.000	287	3,48	
Orchid Phalaenopsis -- I	5.238	83	1.000	410	4,97	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	59.030	25	80	43	0,52	THA
Ornithogalum -- D	13.350	10	100	45	0,55	
Ornithogalum -- I	5.730	15	80	42	0,51	NLD ZAF
Protea King -- D	0					
Protea King -- I	680	25	1.000	261	3,16	AUS ZAF
Protea others -- D	0					
Protea others -- I	979	20	1.000	206	2,50	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	60	110	120	115	1,40	AUS
Rose Total -- D	1.112.649	1	500	76	0,92	
Rose Total -- I	499.027	1	400	34	0,42	
Rose Avalanche -- D	63.650	10	180	58	0,70	
Rose Avalanche -- I	8.090	2	90	15	0,18	NLD
Rose Delilah -- D	5.670	8	150	49	0,60	
Rose Delilah -- I	0					
Rose Dukaat -- D	10.789	20	150	68	0,82	
Rose Dukaat -- I	0					
Rose Esther -- D	6.110	5	120	44	0,54	
Rose Esther -- I	100	50	50	50	0,61	
Rose Fantasy -- D	6.240	15	125	69	0,84	

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	12.325	1	30	4	0,05	IND
Rose Gold Strike -- D	2.940	25	150	65	0,79	
Rose Gold Strike -- I	20.068	2	75	20	0,24	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	12.189		35	5	0,06	IND
Rose Milva -- D	3.105		158	89	1,08	
Rose Milva -- I	1.150		70	27	0,33	IND
Rose Noblesse -- D	10.130	20	130	53	0,64	
Rose Noblesse -- I	5.720	2	40	17	0,21	IND
Rose Pareo -- D	10.700	18	140	67	0,82	
Rose Pareo -- I	0					
Rose Red Roses D --	41.619	3	162	59	0,72	
Rose Red Roses I --	0					
Rose Saphir -- D	8.700	18	160	77	0,93	
Rose Saphir -- I	400	15	40	35	0,42	IND
Rose Skyline -- D	320	40	100	57	0,69	
Rose Skyline -- I	1.280	3	30	7	0,09	COL IND
Rose The Teresa -- D	14.580	17	150	77	0,94	
Rose The Teresa -- I	0					
Rose Tineke -- D	30.950	2	130	50	0,61	
Rose Tineke -- I	2.375	2	20	5	0,06	IND
Rose Spr Lovely Lydia -- D	10.585	20	200	97	1,18	
Rose Spr Lovely Lydia -- I	12.390	15	120	48	0,59	KOR
Rose Spr Macarena -- D	10.925	5	150	65	0,79	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	7.780	10	130	37	0,44	
Rose Spr Mixed -- I	40			31	0,38	KOR
Sandersonia -- D	17.810	21	170	92	1,12	
Sandersonia -- I	0					
Trachelium -- D	420		70	50	0,61	
Trachelium -- I	3.250		80	46	0,56	ISR NLD
Tulip -- D	395.930	1	120	39	0,47	
Tulip -- I	3.440		130	47	0,57	NLD
Waxflowers -- D	0					
Waxflowers -- I	4.260	5	60	26	0,31	AUS
Green Foliage						
Beargrass -- D	4		250	166	2,01	
Beargrass -- I	670	30	250	138	1,67	USA
Leatherleaves -- D	75.680	3	65	29	0,35	
Leatherleaves -- I	300.680	10	40	17	0,21	USA
Ruscus Israel -- D	6.400		50	31	0,38	
Ruscus Israel -- I	18.080		40	22	0,27	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	20.290	10	70	33	0,40	ITA
Salal -- D	17	250	350	262	3,18	
Salal -- I	9.265	26	600	115	1,39	USA



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