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BULLETIN  
MNS Week 15, 2012

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**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. W15, of 19 April 2012

**Data for: Week No. 15 of 9 through 14 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.

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## Price Information: Floriculture Products - European Markets

Issue No. **W15**

Date: **19/04/2012**

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

Week 15 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
<b>Cut Flowers</b>								
1	Rose Large	35.437.268	-22%	0,20	0,18	11%	8.652.803	-11%
2	Tulip Single	30.240.860	-29%	0,12	0,07	71%	6.996.890	22%
3	Chrysanthemum Spray	13.023.130	-11%	0,27	0,26	3,8%	4.411.648	-5,2%
4	Lilium Oriental	1.264.180	-17%	0,94	0,83	13%	1.741.140	3,5%
5	Rose Small & Medium	3.704.420	-28%	0,07	0,09	-22%	1.650.141	7,6%
6	Gerbera mini	7.594.000	-22%	0,11	0,07	57%	1.480.443	26%
7	Tulip Double	7.569.760	-34%	0,15	0,08	88%	1.395.767	16%
8	Chrysant, Single Bud	2.192.760	-4,7%	0,40	0,42	-4,8%	1.004.124	-7,7%
9	Freesia, Single	2.951.250	-27%	0,16	0,14	14%	798.627	-13%
10	Chrysant, Spray Santini	2.542.850	-30%	0,20	0,15	33%	620.041	-4,0%
11	Cymbidium Large (stem)	179.954	-46%	2,54	2,58	-1,6%	538.665	-45%
12	Rose Spray	1.520.980	-23%	0,29	0,23	26%	534.324	10%
13	Gerbera Large	1.733.530	-28%	0,15	0,11	36%	494.007	-1,7%
14	Ranunculus	2.117.142	-23%	0,21	0,18	17%	477.809	-1,0%
15	Peony	563.385	-14%	0,79	0,63	25%	471.905	12%
<b>Total Top 15</b>		<b>112.635.469</b>	<b>-24%</b>	<b>0,19</b>	<b>0,15</b>	<b>27%</b>	<b>31.268.336</b>	<b>0,2%</b>
<b>Houseplants</b>								
1	Phalaenopsis	419.298	-1,4%	3,42	3,57	-4,2%	6.334.040	-25%
2	Rose	321.891	13%	1,13	1,32	-14%	1.132.000	-13%
3	Kalanchoe	271.094	-60%	0,80	0,72	11%	1.072.976	-50%
4	Hydrangea	205.437	-19%	2,28	2,57	-11%	1.072.125	-30%
5	Anthurium	92.665	-27%	2,88	3,03	-5,0%	792.466	-15%
6	Campanula	105.568	-28%	1,58	1,35	17%	561.581	-20%
7	Ficus	110.084	-38%	1,98	1,95	1,5%	546.524	-14%
8	Dracaena	160.459	-20%	1,17	1,23	-4,9%	519.315	-19%
9	Zantedeschia	51.758	-51%	2,28	2,29	-0,4%	516.722	-44%
10	Spathiphyllum	174.945	-29%	0,97	0,89	9,0%	441.462	-23%
<b>Total Top 10</b>		<b>1.913.199</b>	<b>-28%</b>	<b>1,89</b>	<b>1,77</b>	<b>6,8%</b>	<b>12.989.212</b>	<b>-27%</b>

**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. W15 Date: 18/04/2012**

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 : 15 in : 2012**

**Index:**

<b>Quantity</b>	Number of stems auctioned in the four reporting auctions together
<b>Lowest</b>	Lowest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Highest</b>	Highest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average</b>	Average stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average US\$</b>	Average stem price, converted to US Dollar, as per the relevant exchange rate given below.
<b>Main Origin</b>	Main countries of origin; See abbreviations in the table at the head of this report.

**Exchange Rate** 1 US\$ = 81,16 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>Total Cut Flowers Sold</b>	<b>18.326.836</b>					
Alstroemeria -- D	554.776	11	250	50	0,62	
Alstroemeria -- I	3.810	10	38	18	0,23	COL
Ammi majus -- D	97.030	3	170	26	0,32	
Ammi majus -- I	0					
Anigozanthos -- D	1.080	15	80	38	0,46	
Anigozanthos -- I	1.400	5	40	19	0,23	AUS NLD ZWE
Anthurium Pink -- D	17		150	146	1,80	
Anthurium Pink -- I	8.772	10	130	49	0,61	THA
Anthurium Red -- D	534		180	88	1,08	
Anthurium Red -- I	15.760	10	156	50	0,61	AUS THA USA ZAF
Anthurium White -- D	105		60	40	0,49	
Anthurium White -- I	4.378	6	150	53	0,65	THA
Banksia -- D	0					
Banksia -- I	126	125	380	255	3,15	AUS NZL
Brodea -- D	180		40	38	0,47	
Brodea -- I	0					
Bupleurum -- D	21.685	10	120	56	0,68	
Bupleurum -- I	0					
Calla -- D	158.690	10	350	57	0,71	
Calla -- I	10.853	19	370	110	1,36	NLD NZL
Carnations Spray -- D	572.018	10	110	40	0,49	
Carnations Spray -- I	641.858	2	60	12	0,15	COL
Carnations Standard -- D	560.280	5	400	45	0,55	
Carnations Standard -- I	436.743	5	175	28	0,35	COL
Chrysanthemum Spray -- D	578.180	3	125	51	0,63	
Chrysanthemum Spray -- I	464.930	10	80	44	0,54	KOR

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Delphinium -- D	187.838	9	360	88	1,08	
Delphinium -- I	0					
Dracaena -- D	16.220	15	120	46	0,57	
Dracaena -- I	145.663	10	130	34	0,42	SGP
Euphorbia Marginata -- D	80			60	0,74	
Euphorbia Marginata -- I	0					
Eustoma -- D	246.605	20	600	179	2,21	
Eustoma -- I	71.150	10	200	86	1,06	AUS
Freesia -- D	204.770	6	80	30	0,37	
Freesia -- I	0					
Gerbera -- D	605.909	5	120	26	0,31	
Gerbera -- I	0					
Gladiolus -- D	80.430	4	130	54	0,66	
Gladiolus -- I	0					
Gypsophila -- D	288.165	13	350	72	0,88	
Gypsophila -- I	11.965		100	61	0,75	ISR
Heliconia Pendula -- D	650	30	60	46	0,57	
Heliconia Pendula -- I	155	50	600	174	2,14	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	9.262	8	180	47	0,58	AUS NZL ZAF
Leucospermum Cordifolium -- D	15		55	55	0,68	
Leucospermum Cordifolium -- I	550	50	240	134	1,65	AUS NZL ZAF
Lily Casablanca -- D	25.792	31	1.000	375	4,62	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	57.984	25	250	131	1,62	
Lily Longiflorum -- I	2.960	52	120	85	1,05	KOR
Limonium Sinuatum -- D	825.800	1	80	16	0,20	
Limonium Sinuatum -- I	17.360		10	3	0,04	AUS NZL
Molucella -- D	8.690	5	100	56	0,70	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	900	35	100	48	0,60	NLD NZL
Orchid Anna -- D	1.780		80	61	0,75	
Orchid Anna -- I	80.390	15	81	48	0,60	SGP THA
Orchid Cymbidium -- D	28.303	63	930	271	3,34	
Orchid Cymbidium -- I	1.252	123	875	215	2,64	NLD NZL
Orchid Oncidium -- D	10.591	8	600	145	1,78	
Orchid Oncidium -- I	91.580	10	280	114	1,40	SGP TAI THA
Orchid Phalaenopsis -- D	20.836	20	2.000	272	3,35	
Orchid Phalaenopsis -- I	4.745	50	1.000	436	5,37	AUS NZL
Orchid Sonia -- D	840		80	50	0,62	
Orchid Sonia -- I	43.900	20	79	45	0,56	THA
Ornithogalum -- D	20.840	10	100	44	0,54	
Ornithogalum -- I	4.399	20	90	50	0,62	NLD ZAF
Protea King -- D	0					
Protea King -- I	488	16	1.000	243	2,99	AUS ZAF
Protea others -- D	0					
Protea others -- I	904	46	1.000	157	1,93	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	120	67	120	107	1,32	AUS
<b>Rose Total -- D</b>	<b>1.186.838</b>	<b>1</b>	<b>500</b>	<b>76</b>	<b>0,94</b>	
<b>Rose Total -- I</b>	<b>199.240</b>	<b>5</b>	<b>1.300</b>	<b>49</b>	<b>0,61</b>	
Rose Avalanche -- D	62.967	30	180	74	0,92	
Rose Avalanche -- I	1.740	5	84	31	0,38	
Rose Delilah -- D	7.075	20	150	56	0,69	
Rose Delilah -- I	0					
Rose Dukaat -- D	12.930	20	150	62	0,76	
Rose Dukaat -- I	0					
Rose Esther -- D	8.100	10	100	48	0,59	
Rose Esther -- I	100	50	50	50	0,62	
Rose Fantasy -- D	5.310	30	132	68	0,84	



Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	300			10	0,12	IND
Rose Gold Strike -- D	3.435	15	102	57	0,70	
Rose Gold Strike -- I	3.300	10	60	28	0,35	IND
Rose Grand Gala -- D	650	40	70	47	0,58	
Rose Grand Gala -- I	0					
Rose Milva -- D	2.830		137	90	1,11	
Rose Milva -- I	1.230		80	43	0,53	IND
Rose Noblesse -- D	12.760	20	110	51	0,63	
Rose Noblesse -- I	3.280	5	30	11	0,14	IND
Rose Pareo -- D	11.230	20	130	63	0,78	
Rose Pareo -- I	0					
Rose Red Roses D --	44.350	10	162	60	0,74	
Rose Red Roses I --	0					
Rose Saphir -- D	8.530	18	160	70	0,86	
Rose Saphir -- I	320	35	35	35	0,43	IND
Rose Skyline -- D	280	35	100	77	0,95	
Rose Skyline -- I	0					
Rose The Teresa -- D	18.080	20	156	67	0,82	
Rose The Teresa -- I	0					
Rose Tineke -- D	32.530	15	150	66	0,82	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	9.235	35	159	87	1,07	
Rose Spr Lovely Lydia -- I	7.080	13	90	47	0,58	KOR
Rose Spr Macarena -- D	13.730	14	110	53	0,65	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	7.610	15	110	37	0,46	
Rose Spr Mixed -- I	630		46	33	0,41	KOR
Sandersonia -- D	19.728	24	160	98	1,21	
Sandersonia -- I	0					
Trachelium -- D	1.040		63	48	0,59	
Trachelium -- I	2.150		70	47	0,57	ISR NLD
Tulip -- D	147.000	10	120	38	0,47	
Tulip -- I	2.150		170	40	0,49	NLD
Waxflowers -- D	0					
Waxflowers -- I	11.030	10	80	26	0,33	AUS
<b>Green Foliage</b>						
Beargrass -- D	2		100	100	1,23	
Beargrass -- I	690	60	250	157	1,94	USA
Leatherleaves -- D	83.960	2	65	28	0,35	
Leatherleaves -- I	270.432	5	45	20	0,24	USA
Ruscus Israel -- D	4.475		51	35	0,43	
Ruscus Israel -- I	17.380		40	22	0,28	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	17.680	15	69	36	0,44	ITA
Salal -- D	0					
Salal -- I	10.501	24	500	97	1,20	USA



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