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BULLETIN  
MNS Week 16, 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. W16, of 25 April 2012

**Data for: Week No. 16 of 16 through 21 April 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](mailto:mns@intracen.org).

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## Price Information: Floriculture Products - European Markets

Issue No. **W16**

Date: **25/04/2012**

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 16 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	40.179.513	-20%	0,24	0,20	20%	11.462.620	-2,0%
2	Tulip Single	29.361.732	-27%	0,12	0,08	50%	6.131.987	-1,3%
3	Chrysanthemum Spray	15.001.515	-17%	0,17	0,28	-39%	3.290.872	-46%
4	Rose Small & Medium	4.364.230	-33%	0,10	0,10	0,0%	2.155.472	16%
5	Lilium Oriental	1.552.340	-8,2%	0,84	0,84	0,0%	1.842.596	-5,8%
6	Gerbera mini	10.171.690	-12%	0,09	0,10	-10%	1.623.203	-15%
7	Tulip Double	6.480.418	-38%	0,16	0,09	78%	1.450.662	32%
8	Chrysant, Single Bud	2.449.780	-24%	0,37	0,37	0,0%	1.023.787	-23%
9	Freesia, Single	2.932.300	-39%	0,17	0,17	0,0%	901.437	-28%
10	Peony	829.610	-43%	0,85	0,53	60%	762.044	-3,4%
11	Rose Spray	2.150.175	-8,8%	0,30	0,23	30%	746.257	31%
12	Chrysant, Spray Santini	3.125.800	-26%	0,17	0,17	0,0%	663.771	-30%
13	Hydrangea	498.160	0,9%	1,20	0,82	46%	620.415	45%
14	Cymbidium Large (stem)	212.107	-38%	2,53	2,61	-3,1%	618.504	-38%
15	Eustoma (Single)	1.255.950	-21%	0,38	0,28	36%	540.247	13%
<b>Total Top 15</b>		<b>120.565.320</b>	<b>-24%</b>	<b>0,20</b>	<b>0,18</b>	<b>11%</b>	<b>33.833.872</b>	<b>-10%</b>
<b>Houseplants</b>								
1	Phalaenopsis	494.011	24%	3,31	3,61	-8,3%	7.934.634	-10%
2	Kalanchoe	384.738	-28%	0,87	0,77	13%	1.274.265	-32%
3	Rose	398.495	152%	1,04	1,68	-38%	1.184.108	-23%
4	Hydrangea	247.201	-13%	1,98	2,08	-4,8%	1.130.784	-22%
5	Various Houseplants	78.549	-1,1%	0,65	0,65	0,0%	1.095.016	280%
6	Bromelia	288.675	-7,7%	1,28	1,12	14%	916.775	0,4%
7	Anthurium	127.045	-8,5%	2,80	2,91	-3,8%	894.797	-20%
8	Zantedeschia	75.317	-19%	2,18	2,07	5,3%	767.188	-37%
9	Campanula	210.720	-1,3%	1,21	1,30	-6,9%	630.157	-21%
10	Dracaena	171.382	16%	1,33	1,35	-1,5%	583.592	17%
<b>Total Top 10</b>		<b>2.476.133</b>	<b>5,0%</b>	<b>1,74</b>	<b>1,77</b>	<b>-1,7%</b>	<b>16.411.315</b>	<b>-11%</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. W16 Date: 25/04/2012**

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 : 16 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\$ = 81,08 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>18.300.143</b>					
Alstroemeria -- D	561.257	9	200	146	1,80	
Alstroemeria -- I	960	8	9	11	0,13	COL
Ammi majus -- D	101.650	1	80	53	0,65	
Ammi majus -- I	0					
Anigozanthos -- D	600	10	10	41	0,50	
Anigozanthos -- I	50					AUS ZWE
Anthurium Pink -- D	171		120	134	1,65	
Anthurium Pink -- I	11.404	6	120	79	0,97	THA
Anthurium Red -- D	487		31	143	1,76	
Anthurium Red -- I	22.046	4	120	78	0,96	AUS THA USA ZAF
Anthurium White -- D	105			60	0,74	
Anthurium White -- I	6.400	6	100	91	1,12	THA
Banksia -- D	0					
Banksia -- I	76		380	271	3,34	AUS NZL
Brodea -- D	240		40	38	0,47	
Brodea -- I	0					
Bupleurum -- D	19.520		120	52	0,64	
Bupleurum -- I	0					
Calla -- D	177.379	10	325	234	2,89	
Calla -- I	13.492	21	250	171	2,11	NLD NZL
Carnations Spray -- D	577.536	10	100	73	0,90	
Carnations Spray -- I	540.250	5	60	18	0,22	COL
Carnations Standard -- D	585.350	10	180	62	0,77	
Carnations Standard -- I	425.303	9	165	78	0,96	COL
Chrysanthemum Spray -- D	666.820	5	125	65	0,80	
Chrysanthemum Spray -- I	439.230	10	150	55	0,68	KOR

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Delphinium -- D	188.756	3	350	176	2,17	
Delphinium -- I	0					
Dracaena -- D	17.167	10	170	78	0,97	
Dracaena -- I	150.102	2	120	42	0,51	SGP
Euphorbia Marginata -- D	50					
Euphorbia Marginata -- I	0					
Eustoma -- D	265.426	19	450	351	4,33	
Eustoma -- I	58.800	30	180	149	1,84	AUS
Freesia -- D	147.725	5	70	41	0,50	
Freesia -- I	0					
Gerbera -- D	666.398	5	100	99	1,22	
Gerbera -- I	0					
Gladiolus -- D	110.100	2	120	88	1,08	
Gladiolus -- I	0					
Gypsophila -- D	325.215	10	300	182	2,24	
Gypsophila -- I	11.860		120	60	0,74	ISR
Heliconia Pendula -- D	1.470		150	44	0,55	
Heliconia Pendula -- I	126		400	190	2,35	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8.536	5	120	72	0,89	AUS NZL ZAF
Leucospermum Cordifolium -- D	55		200	128	1,58	
Leucospermum Cordifolium -- I	0					
Lily Casablanca -- D	24.013	61	1.000	207	2,56	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	82.350	10	230	132	1,62	
Lily Longiflorum -- I	1.895	30	110	88	1,08	KOR
Limonium Sinuatum -- D	817.070	1	80	34	0,42	
Limonium Sinuatum -- I	17.665		15	2	0,02	AUS NZL
Molucella -- D	8.560	15	100	77	0,95	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	690		70	57	0,70	NLD NZL
Orchid Anna -- D	2.640		75	35	0,43	
Orchid Anna -- I	82.980	10	70	46	0,57	SGP THA
Orchid Cymbidium -- D	28.098	30	900	493	6,08	
Orchid Cymbidium -- I	1.670	50	400	234	2,89	NLD NZL
Orchid Oncidium -- D	11.318	10	500	208	2,57	
Orchid Oncidium -- I	80.139	6	250	168	2,07	SGP TAI THA
Orchid Phalaenopsis -- D	20.194	16	1.600	498	6,14	
Orchid Phalaenopsis -- I	4.559	70	1.000	688	8,48	AUS NZL
Orchid Sonia -- D	690		80	36	0,44	
Orchid Sonia -- I	53.060	20	65	44	0,54	THA
Ornithogalum -- D	29.140	10	136	75	0,92	
Ornithogalum -- I	2.562	15	90	60	0,74	NLD ZAF
Protea King -- D	0					
Protea King -- I	488	20	800	258	3,18	AUS ZAF
Protea others -- D	0					
Protea others -- I	90	762		900	11,10	
Riceflowers -- D	520		250	172	2,12	
Riceflowers -- I	150	60	100	72	0,89	AUS
<b>Rose Total -- D</b>	<b>1.242.434</b>	<b>9</b>	<b>330</b>	<b>278</b>	<b>3,42</b>	
<b>Rose Total -- I</b>	<b>184.877</b>	<b>10</b>	<b>490</b>	<b>120</b>	<b>1,48</b>	
Rose Avalanche -- D	64.392	20	175	122	1,50	
Rose Avalanche -- I	440	19	30	27	0,33	
Rose Delilah -- D	6.720	10	100	63	0,78	
Rose Delilah -- I	0					
Rose Dukaat -- D	12.930	10	120	88	1,08	
Rose Dukaat -- I	0					
Rose Esther -- D	8.050	10	80	65	0,81	
Rose Esther -- I	100		50	50	0,62	
Rose Fantasy -- D	4.550	26	120	77	0,94	

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
		<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	<u>US\$</u>	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	3.580	20	100	54	0,67	
Rose Gold Strike -- I	4.859	12	35	39	0,48	IND
Rose Grand Gala -- D	2.930		60	32	0,39	
Rose Grand Gala -- I	0					
Rose Milva -- D	3.175		80	124	1,53	
Rose Milva -- I	1.110		65	36	0,44	IND
Rose Noblesse -- D	15.260	10	130	49	0,60	
Rose Noblesse -- I	720	15	15	18	0,23	IND
Rose Pareo -- D	14.440	10	110	71	0,87	
Rose Pareo -- I	0					
Rose Red Roses D --	46.640	10	150	71	0,88	
Rose Red Roses I --	0					
Rose Saphir -- D	8.050	30	100	83	1,02	
Rose Saphir -- I	240		30	30	0,37	IND
Rose Skyline -- D	400		120	65	0,80	
Rose Skyline -- I	20			40	0,49	COL IND
Rose The Teresa -- D	19.680	20	100	69	0,85	
Rose The Teresa -- I	0					
Rose Tineke -- D	29.380	10	150	75	0,93	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	10.205	30	180	107	1,33	
Rose Spr Lovely Lydia -- I	7.920	10	70	41	0,51	KOR
Rose Spr Macarena -- D	9.370	8	110	67	0,82	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6.000	5	150	36	0,44	
Rose Spr Mixed -- I	1.540		31	22	0,27	KOR
Sandersonia -- D	16.370	24	150	126	1,55	
Sandersonia -- I	0					
Trachelium -- D	720			60	0,74	
Trachelium -- I	2.060		80	58	0,72	ISR NLD
Tulip -- D	61.917	2	110	39	0,48	
Tulip -- I	100		80	75	0,93	NLD
Waxflowers -- D	0					
Waxflowers -- I	750	20	25	33	0,40	AUS
<b>Green Foliage</b>						
Beargrass -- D	4		150	150	1,85	
Beargrass -- I	870	50	250	208	2,57	USA
Leatherleaves -- D	103.440	2	60	40	0,49	
Leatherleaves -- I	329.055	2	40	21	0,26	USA
Ruscus Israel -- D	7.520		45	31	0,38	
Ruscus Israel -- I	15.695		40	19	0,24	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	18.750	4	60	45	0,56	ITA
Salal -- D	60		450	350	4,32	
Salal -- I	7.799		400	92	1,14	USA



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