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BULLETIN  
MNS Week 18, 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. W18, of 10 May 2012

**Data for: Week No. 18 of 7 through 12 May 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. **W18**

Date: **09/05/2012**

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 18 2012		Clock Sales				Total Sales		
		Stems/Units 2012	Change vs 2011	Price 2012	Price 2011	Change vs 2011	Turnover/Euro 2012	Change vs 2011
#	Product Group							
<b>Cut Flowers</b>								
1	Rose Large	38.980.768	-29,9%	0,32	0,34	-5,9%	15.364.871	-31,8%
2	Chrysanthemum Spray	17.245.625	-6,1%	0,19	0,25	-24%	4.369.209	-21%
3	Tulip Single	12.578.360	-20%	0,12	0,06	100%	2.641.747	84%
4	Gerbera mini	11.648.940	-4,2%	0,14	0,23	-39%	2.593.108	-38%
5	Rose Small & Medium	3.616.060	-42%	0,18	0,18	0,0%	2.477.030	-5,4%
6	Lilium Oriental	1.431.570	-36%	0,94	0,67	40%	2.024.441	5%
7	Peony	2.083.326	-63%	0,75	0,44	70%	1.624.792	-38%
8	Chrysant, Single Bud	2.379.425	-27%	0,42	0,34	24%	1.508.371	13%
9	Cymbidium Large (stem)	282.169	-24%	3,29	2,44	35%	1.159.705	4,6%
10	Freesia, Single	3.500.000	-25%	0,17	0,16	6,3%	1.022.681	-8,3%
11	Chrysant, Spray Santini	3.215.825	-36%	0,24	0,22	9,1%	945.384	-30%
12	Rose Spray	1.807.885	-33%	0,44	0,34	29%	924.742	-2,8%
13	Hydrangea	635.207	-32%	1,15	0,99	16%	776.316	-19%
14	Gerbera Large	2.286.950	-37%	0,19	0,25	-24%	751.302	-45%
15	Alstroemeria	2.668.650	-39%	0,24	0,20	20%	743.050	-28%
<b>Total Top 15</b>		<b>104.360.760</b>	<b>-26%</b>	<b>0,27</b>	<b>0,28</b>	<b>-3,6%</b>	<b>38.926.749</b>	<b>-22%</b>
<b>Houseplants</b>								
1	Phalaenopsis	391.036	-25%	3,87	3,41	13%	10.829.752	-11%
2	Rose	314.866	66%	1,55	1,76	-12%	2.178.907	-2,3%
3	Kalanchoe	336.967	-42%	1,12	0,70	60%	1.645.433	12%
4	Hydrangea	197.178	-37%	2,06	1,68	23%	1.462.324	-17%
5	Anthurium	128.863	-21%	2,94	2,65	11%	1.358.780	18%
6	Various Houseplants	64.105	-27%	0,65	0,64	1,6%	1.185.641	40%
7	Bromelia	209.042	-34%	1,52	1,11	37%	1.183.967	11%
8	Zantedeschia	72.918	-46%	2,60	1,81	44%	927.388	-10%
9	Bougainvillea	54.300	-41%	3,31	2,81	18%	720.961	-4,5%
10	Arrangements	58.529	-20%	3,60	3,44	4,7%	720.268	12%
<b>Total Top 10</b>		<b>1.827.804</b>	<b>-26%</b>	<b>2,24</b>	<b>1,88</b>	<b>19%</b>	<b>22.213.422</b>	<b>-3,6%</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. W18 Date: 09/05/2012**

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 : 18 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\$ = 80,13 Yen

<b>Product Name &amp; Source</b> D = Domestic I = Imported	<b>Quantity</b>	<b>Price in Japanese Yen</b>			<b>Average</b>	<b>Main Origin</b>
		<b>Lowest</b>	<b>Highest</b>	<b>Average</b>	<b>US\$</b>	
<b>Total Cut Flowers Sold</b>	<b>23.348.890</b>					
Alstroemeria -- D	602.453	3	300	33	0,41	
Alstroemeria -- I	1.660	7	11	3	0,04	COL
Ammi majus -- D	70.192	1	170	20	0,25	
Ammi majus -- I	0					
Anigozanthos -- D	3.235	15	140	54	0,67	
Anigozanthos -- I	100		10	6	0,07	AUS ZWE
Anthurium Pink -- D	158		150	70	0,88	
Anthurium Pink -- I	11.090	1	130	42	0,53	THA
Anthurium Red -- D	490		130	60	0,74	
Anthurium Red -- I	16.554	2	180	35	0,43	AUS THA USA ZAF
Anthurium White -- D	10			100	1,25	
Anthurium White -- I	6.863	1	150	46	0,57	THA
Banksia -- D	0					
Banksia -- I	96	150	300	220	2,75	AUS NZL
Brodea -- D	980		40	31	0,39	
Brodea -- I	0					
Bupleurum -- D	25.540	1	120	43	0,54	
Bupleurum -- I	0					
Calla -- D	163.258	3	350	48	0,60	
Calla -- I	12.274	8	280	99	1,23	NLD NZL
Carnations Spray -- D	1.128.877	6	126	51	0,64	
Carnations Spray -- I	936.065	1	65	25	0,31	COL
Carnations Standard -- D	1.061.850	1	180	56	0,69	
Carnations Standard -- I	1.571.953	1	280	32	0,40	COL
Chrysanthemum Spray -- D	743.010	1	240	37	0,46	
Chrysanthemum Spray -- I	478.230	10	80	43	0,54	KOR

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Delphinium -- D	284.548	1	350	52	0,65	
Delphinium -- I	0					
Dracaena -- D	15.030	5	80	43	0,54	
Dracaena -- I	168.395	2	120	33	0,41	SGP
Euphorbia Marginata -- D	120			35	0,44	
Euphorbia Marginata -- I	0					
Eustoma -- D	310.791	10	700	193	2,41	
Eustoma -- I	30.980	1	150	76	0,95	AUS
Freesia -- D	54.135		70	26	0,33	
Freesia -- I	0					
Gentiana -- D	250	70	130	96	1,20	
Gentiana -- I	0					
Gerbera -- D	670.349	1	110	21	0,27	
Gerbera -- I	0					
Gladiolus -- D	57.640	3	120	63	0,79	
Gladiolus -- I	0					
Gypsophila -- D	573.963	5	1.000	47	0,59	
Gypsophila -- I	19.890	6	80	32	0,40	ISR
Heliconia Pendula -- D	1.395	20	120	38	0,47	
Heliconia Pendula -- I	560	10	400	70	0,87	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4.150	25	200	60	0,75	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	160		150	121	1,51	AUS NZL ZAF
Lily Casablanca -- D	25.628	27	1.000	356	4,44	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	40.945	9	220	116	1,45	
Lily Longiflorum -- I	130		57	17	0,21	KOR
Limonium Sinuatum -- D	713.335	1	80	15	0,18	
Limonium Sinuatum -- I	0					
Molucella -- D	9.719	2	100	46	0,58	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1.320	20	70	44	0,55	NLD NZL
Orchid Anna -- D	1.200		70	55	0,69	
Orchid Anna -- I	70.870	20	100	53	0,66	SGP THA
Orchid Cymbidium -- D	25.061	33	5.000	262	3,26	
Orchid Cymbidium -- I	902	132	850	395	4,93	NLD NZL
Orchid Oncidium -- D	10.194	6	800	134	1,68	
Orchid Oncidium -- I	77.600	2	250	93	1,16	SGP TAI THA
Orchid Phalaenopsis -- D	17.601	10	1.600	279	3,48	
Orchid Phalaenopsis -- I	5.573	83	1.000	385	4,80	AUS NZL
Orchid Sonia -- D	780		60	46	0,57	
Orchid Sonia -- I	60.820	28	76	45	0,56	THA
Ornithogalum -- D	47.065	3	110	27	0,34	
Ornithogalum -- I	1.353	20	80	62	0,78	NLD ZAF
Protea King -- D	0					
Protea King -- I	679	5	900	209	2,61	AUS ZAF
Protea others -- D	0					
Protea others -- I	333	38	900	329	4,10	AUS NZL
Riceflowers -- D	1.555		200	81	1,01	
Riceflowers -- I	0					
<b>Rose Total -- D</b>	<b>1.539.754</b>	<b>1</b>	<b>500</b>	<b>67</b>	<b>0,83</b>	
<b>Rose Total -- I</b>	<b>278.639</b>	<b>1</b>	<b>400</b>	<b>40</b>	<b>0,50</b>	
Rose Avalanche -- D	72.329	1	180	74	0,93	
Rose Avalanche -- I	2.500		90	14	0,18	
Rose Delilah -- D	8.860	10	130	65	0,81	
Rose Delilah -- I	0					
Rose Dukaat -- D	17.340	1	140	53	0,66	
Rose Dukaat -- I	0					
Rose Esther -- D	10.105	1	130	41	0,51	

<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 Esther -- I	100	50	50	50	0,62	
Rose Fantasy -- D	6.250	10	120	69	0,87	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	470		30	19	0,23	IND
Rose Gold Strike -- D	3.970	10	100	57	0,72	
Rose Gold Strike -- I	4.920	1	60	33	0,41	IND
Rose Grand Gala -- D	1.290	20	80	39	0,49	
Rose Grand Gala -- I	960		25	25	0,31	IND
Rose Milva -- D	3.730		140	82	1,03	
Rose Milva -- I	1.390		70	24	0,30	IND
Rose Noblesse -- D	22.880	1	100	35	0,44	
Rose Noblesse -- I	2.869	30	35	28	0,34	IND
Rose Pareo -- D	20.100	3	130	51	0,64	
Rose Pareo -- I	0					
Rose Red Roses D --	83.775	1	140	39	0,49	
Rose Red Roses I --	0					
Rose Saphir -- D	11.760	6	150	49	0,61	
Rose Saphir -- I	0					
Rose Skyline -- D	550	31	120	62	0,78	
Rose Skyline -- I	360		30	19	0,24	COL IND
Rose The Teresa -- D	31.710	5	130	51	0,63	
Rose The Teresa -- I	0					
Rose Tineke -- D	48.240	1	140	55	0,69	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	9.930	10	180	87	1,09	
Rose Spr Lovely Lydia -- I	16.640	1	100	52	0,65	KOR
Rose Spr Macarena -- D	12.280	5	150	56	0,70	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5.450	12	120	43	0,53	
Rose Spr Mixed -- I	960		14	16	0,20	KOR
Sandersonia -- D	33.260	24	150	89	1,11	
Sandersonia -- I	0					
Trachelium -- D	2.030		60	44	0,55	
Trachelium -- I	1.940		80	52	0,65	ISR NLD
Tulip -- D	14.100	3	100	15	0,18	
Tulip -- I	200		80	37	0,46	NLD
Waxflowers -- D	220		60	25	0,31	
Waxflowers -- I	2.330	1	80	22	0,28	AUS
<b>Green Foliage</b>						
Beargrass -- D	104		150	22	0,28	
Beargrass -- I	810	108	300	234	2,92	USA
Leatherleaves -- D	157.020	2	60	22	0,27	
Leatherleaves -- I	342.620	1	35	14	0,18	USA
Ruscus Israel -- D	7.750		100	33	0,41	
Ruscus Israel -- I	30.675		50	24	0,30	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	22.690	10	65	32	0,40	ITA
Salal -- D	44		405	336	4,19	
Salal -- I	12.865	18	600	103	1,29	USA



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