
BULLETIN
MNS Week 19, 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. W19, of 16 May 2012

Data for: Week No. 19 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.

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

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Price Information: Floriculture Products - European Markets

Issue No. **W19**

Date: **16/05/2012**

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 19 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
Cut Flowers								
1	Rose Large	52.230.929	19%	0,37	0,26	42%	23.705.744	80%
2	Chrysanthemum Spray	18.784.605	14%	0,20	0,22	-9,1%	4.844.493	10%
3	Gerbera mini	13.777.000	35%	0,19	0,13	46%	4.033.909	72%
4	Rose Small & Medium	4.679.318	23%	0,22	0,14	57%	3.522.113	94%
5	Peony	3.392.362	-48%	0,76	0,33	130%	2.781.399	19%
6	Lilium Oriental	1.770.780	-28%	0,91	0,54	69%	2.248.477	27%
7	Tulip Single	7.707.201	0,6%	0,17	0,07	143%	2.128.104	180%
8	Chrysant, Single Bud	3.166.020	-2,2%	0,40	0,26	54%	1.463.653	55%
9	Gerbera Large	2.894.890	7,0%	0,29	0,13	123%	1.380.844	123%
10	Chrysant, Spray Santini	4.278.775	21%	0,25	0,19	31,6%	1.268.970	56,1%
11	Gypsophila	2.310.600	-10%	0,39	0,17	129%	1.201.342	126%
12	Hydrangea	953.171	8,0%	1,18	0,89	33%	1.188.900	46%
13	Rose Spray	2.167.005	-0,5%	0,46	0,33	39%	1.170.843	51%
14	Alstroemeria	3.548.780	-7,1%	0,28	0,14	100%	1.148.351	82%
15	Freesia, Single	4.273.350	5,0%	0,17	0,13	31%	1.144.050	36%
Total Top 15		125.934.786	10%	0,32	0,23	39%	53.231.191	63%
Houseplants								
1	Phalaenopsis	566.314	25%	3,68	3,24	14%	12.540.364	92%
2	Rose	453.020	96%	1,26	1,40	-10%	2.440.670	155%
3	Hydrangea	231.747	-12%	2,05	1,53	34%	1.719.855	86%
4	Kalanchoe	471.058	-12%	1,00	0,71	41%	1.534.949	30%
5	Anthurium	160.239	6,2%	2,70	2,43	11%	1.246.562	48%
6	Zantedeschia	91.541	-34%	2,45	1,77	38%	1.105.138	43%
7	Bromelia	233.011	-24%	1,39	1,09	28%	1.069.982	21%
8	Arrangements	84.359	40%	3,45	2,91	19%	813.524	110%
9	Campanula	200.695	17%	1,25	1,29	-3,1%	768.081	21%
10	Various Houseplants	79.022	-0,1%	0,61	0,57	7,0%	743.028	145%
Total Top 10		2.571.006	7,6%	2,01	1,66	21%	23.982.153	79%

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. W19 Date: 16/05/2012

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 : 19 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\$ = 79,81 Yen

<u>Product Name & Source</u>	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
	<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>	<u>US\$</u>	
D = Domestic I = Imported	Quantity	Lowest	Highest	Average	US\$
Total Cut Flowers Sold	27.160.334				
Alstroemeria -- D	534.120	3	250	41	0,52
Alstroemeria -- I	680	3	3	3	0,03 COL
Ammi majus -- D	98.650	1	120	29	0,36
Ammi majus -- I	0				
Anigozanthos -- D	4.745	25	140	65	0,82
Anigozanthos -- I	900		100	53	0,67 AUS NLD ZWE
Anthurium Pink -- D	203		500	73	0,92
Anthurium Pink -- I	12.391	19	160	48	0,60 THA
Anthurium Red -- D	640		156	52	0,65
Anthurium Red -- I	18.816	10	130	39	0,49 AUS THA USA ZAF
Anthurium White -- D	10			100	1,25
Anthurium White -- I	7.013	10	150	48	0,61 THA
Banksia -- D	0				
Banksia -- I	140	100	300	203	2,54 AUS NZL
Brodea -- D	780		30	22	0,28
Brodea -- I	0				
Bupleurum -- D	34.827	10	120	47	0,58
Bupleurum -- I	0				
Calla -- D	134.357	5	350	64	0,80
Calla -- I	11.927	10	280	119	1,49 NLD NZL
Carnations Spray -- D	1.913.158		150	51	0,64
Carnations Spray -- I	1.281.065		85	25	0,31 COL
Carnations Standard -- D	1.741.435	1	310	66	0,82
Carnations Standard -- I	2.213.494		280	39	0,49 COL
Chrysanthemum Spray -- D	700.610	2	120	44	0,55
Chrysanthemum Spray -- I	541.350	1	80	40	0,50 KOR

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Delphinium -- D	247.075	1	300	60	0,75	
Delphinium -- I	0					
Dracaena -- D	27.325	10	88	44	0,55	
Dracaena -- I	191.016	2	165	36	0,45	SGP
Eustoma -- D	371.994	1	650	191	2,39	
Eustoma -- I	51.200	2	165	70	0,87	AUS
Freesia -- D	10.250		55	25	0,31	
Freesia -- I	0					
Gentiana -- D	1.080	60	150	105	1,32	
Gentiana -- I	0					
Gerbera -- D	790.719	1	120	40	0,50	
Gerbera -- I	250	45	45	45	0,56	
Gladiolus -- D	71.770	1	130	61	0,77	
Gladiolus -- I	0					
Gypsophila -- D	873.999	3	300	54	0,68	
Gypsophila -- I	9.540	10	100	56	0,70	ISR
Heliconia Pendula -- D	1.425	10	106	37	0,47	
Heliconia Pendula -- I	653	5	250	41	0,52	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4.810	23	300	65	0,82	AUS NZL ZAF
Leucospermum Cordifolium -- D	90		180	135	1,69	
Leucospermum Cordifolium -- I	80			150	1,88	AUS NZL ZAF
Lily Casablanca -- D	27.938	11	1.200	415	5,20	
Lily Casablanca -- I	2.690	17	240	94	1,18	KOR
Lily Longiflorum -- D	62.935	5	250	115	1,44	
Lily Longiflorum -- I	20			100	1,25	KOR
Limonium Sinuatum -- D	739.575	1	80	16	0,20	
Limonium Sinuatum -- I	0					
Molucella -- D	9.150	8	100	50	0,63	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	20			280	3,51	NLD NZL
Orchid Anna -- D	2.400		105	81	1,01	
Orchid Anna -- I	93.280	25	130	71	0,89	SGP THA
Orchid Cymbidium -- D	27.108	51	5.000	286	3,59	
Orchid Cymbidium -- I	1.038		1.200	488	6,12	NLD NZL
Orchid Oncidium -- D	12.590	13	800	147	1,84	
Orchid Oncidium -- I	87.502	2	270	101	1,27	SGP TAI THA
Orchid Phalaenopsis -- D	19.135	25	1.600	285	3,57	
Orchid Phalaenopsis -- I	5.318	50	1.000	414	5,18	AUS NZL
Orchid Sonia -- D	3.750		90	49	0,61	
Orchid Sonia -- I	101.150	22	93	45	0,57	THA
Ornithogalum -- D	66.820	1	100	25	0,31	
Ornithogalum -- I	886	10	80	54	0,68	NLD ZAF
Protea King -- D	0					
Protea King -- I	758	15	900	166	2,08	AUS ZAF
Protea others -- D	0					
Protea others -- I	269	110	1.000	406	5,08	AUS NZL
Riceflowers -- D	1.320		100	60	0,75	
Riceflowers -- I	0					
Rose Total -- D	1.638.938	1	1.300	87	1,09	
Rose Total -- I	600.394	1	400	52	0,65	
Rose Avalanche -- D	74.370	1	180	69	0,87	
Rose Avalanche -- I	3.350	1	90	22	0,28	
Rose Delilah -- D	6.960	10	130	81	1,02	
Rose Delilah -- I	0					
Rose Dukaat -- D	19.220	11	170	69	0,86	
Rose Dukaat -- I	0					
Rose Esther -- D	11.412	14	130	56	0,70	
Rose Esther -- I	100	50	50	50	0,63	
Rose Fantasy -- D	6.360	30	170	101	1,27	

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	2.050	1	40	23	0,29	IND
Rose Gold Strike -- D	3.230	25	150	80	1,00	
Rose Gold Strike -- I	20.813	1	50	26	0,33	IND
Rose Grand Gala -- D	3.070	20	132	65	0,82	
Rose Grand Gala -- I	1.430	3	40	18	0,23	IND
Rose Milva -- D	3.740		160	95	1,19	
Rose Milva -- I	1.370		80	61	0,76	IND
Rose Noblesse -- D	18.610	10	140	57	0,72	
Rose Noblesse -- I	2.200	1	50	24	0,30	IND
Rose Pareo -- D	19.690	15	150	76	0,95	
Rose Pareo -- I	0					
Rose Red Roses D --	88.660	1	183	65	0,81	
Rose Red Roses I --	0					
Rose Saphir -- D	17.700	10	177	81	1,02	
Rose Saphir -- I	180	60	60	60	0,75	IND
Rose Skyline -- D	530	23	100	72	0,90	
Rose Skyline -- I	0					
Rose The Teresa -- D	37.038	4	170	87	1,09	
Rose The Teresa -- I	0					
Rose Tineke -- D	44.090	1	140	52	0,65	
Rose Tineke -- I	720		30	18	0,22	IND NLD
Rose Spr Lovely Lydia -- D	20.160	10	240	142	1,79	
Rose Spr Lovely Lydia -- I	17.490	16	120	64	0,81	KOR
Rose Spr Macarena -- D	15.950	15	160	85	1,07	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6.837	17	124	43	0,53	
Rose Spr Mixed -- I	2.510		45	16	0,20	KOR
Sandersonia -- D	54.760	24	150	80	1,00	
Sandersonia -- I	0					
Trachelium -- D	2.780		80	53	0,66	
Trachelium -- I	2.050		120	56	0,70	ISR NLD
Tulip -- D	3.600	1	25	9	0,11	
Tulip -- I	230		100	96	1,20	NLD
Waxflowers -- D	1.400		80	37	0,47	
Waxflowers -- I	2.820	10	60	25	0,31	AUS
Green Foliage						
Beargrass -- D	4		150	150	1,88	
Beargrass -- I	736	7	250	194	2,43	USA
Leatherleaves -- D	185.170	3	60	22	0,28	
Leatherleaves -- I	333.140	1	35	15	0,19	USA
Ruscus Israel -- D	12.175		45	31	0,39	
Ruscus Israel -- I	21.385		37	30	0,37	ISR
Ruscus Italian -- D	100			17	0,21	
Ruscus Italian -- I	28.050	10	73	33	0,42	ITA
Salal -- D	125		324	78	0,98	
Salal -- I	14.666	30	530	98	1,23	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