
BULLETIN
MNS Week 20, 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. W20, of 23 May 2012

Data for: Week No. 20 of 14 through 19 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.

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Price Information: Floriculture Products - European Markets

Issue No. **W20**

Date: **23.05.2012**

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 20 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	38'844'715	-12%	0.29	0.28	3.6%	13'758'637	-2.5%
2	Chrysanthemum Spray	16'093'240	-6.1%	0.26	0.24	8.3%	5'251'453	6.5%
3	Peony	3'369'766	-62%	0.63	0.27	133%	2'307'773	-18%
4	Rose Small & Medium	2'820'134	-37%	0.18	0.14	29%	2'232'258	16%
5	Gerbera mini	10'982'170	4.5%	0.13	0.10	30%	2'137'920	18%
6	Lilium Oriental	1'721'805	-19%	0.83	0.62	34%	2'126'415	13%
7	Chrysant, Single Bud	2'553'840	-19%	0.43	0.25	72%	1'226'631	44%
8	Hydrangea	821'166	-13%	1.11	0.82	35%	968'620	20%
9	Rose Spray	1'754'610	-21%	0.46	0.32	44%	904'834	17%
10	Freesia, Single	3'143'750	-2.4%	0.15	0.14	7.1%	903'432	28%
11	Chrysant, Spray Santini	2'850'900	-25%	0.26	0.18	44%	856'944	4.4%
12	Alstroemeria	3'386'500	-11%	0.20	0.14	43%	779'214	32%
13	Tulip Single	3'706'250	-31%	0.16	0.08	100%	752'153	14%
14	Cymbidium Large (stem)	182'338	-40%	3.61	2.48	46%	747'011	-13%
15	Gerbera Large	2'359'900	-11%	0.18	0.13	38%	727'504	25%
Total Top 15		94'591'084	-16%	0.29	0.24	21%	35'680'798	4.5%
Houseplants								
1	Phalaenopsis	399'375	-19%	3.74	3.34	12%	7'753'460	-16%
2	Rose	225'766	-10%	1.38	1.32	4.5%	1'347'548	-3.4%
3	Kalanchoe	414'138	-28%	1.02	0.75	36%	1'290'906	-5.7%
4	Hydrangea	178'553	-35%	1.99	1.44	38%	942'623	7.4%
5	Anthurium	130'604	-22%	2.77	2.67	3.7%	880'343	-18%
6	Bromelia	182'461	-40%	1.44	1.23	17%	778'285	-28%
7	Zantedeschia	90'311	-27%	2.42	1.68	44%	774'644	-13%
8	Pelargonium	208'005	17%	0.82	0.70	17%	617'354	2.4%
9	Campanula	181'596	0.4%	1.30	1.01	29%	583'931	11%
10	Ficus	113'253	-44%	1.86	1.62	15%	572'816	-27%
Total Top 10		2'124'062	-23%	1.90	1.63	17%	15'541'909	-13%

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. W20 Date: 23.05.2012

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 : 20 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\$ = 79.91 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					
Total Cut Flowers Sold	16'249'493				
Alstroemeria -- D	383'269	5	200	41	0.52
Alstroemeria -- I	860	4	4	4	0.06 COL
Ammi majus -- D	23'420	1	150	32	0.40
Ammi majus -- I	0				
Anigozanthos -- D	4'200	20	120	67	0.84
Anigozanthos -- I	2'010		150	56	0.70 AUS NLD ZWE
Anthurium Pink -- D	73		60	76	0.95
Anthurium Pink -- I	10'138	11	104	46	0.57 THA
Anthurium Red -- D	422		150	74	0.93
Anthurium Red -- I	16'268	9	120	40	0.50 AUS THA USA ZAF
Anthurium White -- D	10			100	1.25
Anthurium White -- I	6'961	5	150	47	0.59 THA
Banksia -- D	0				
Banksia -- I	172	117	214	164	2.05 AUS NZL
Brodea -- D	1'620		35	20	0.25
Brodea -- I	0				
Bupleurum -- D	20'140	10	100	41	0.51
Bupleurum -- I	0				
Calla -- D	103'302	10	350	71	0.88
Calla -- I	3'242	40	280	158	1.98 NLD NZL
Carnations Spray -- D	654'433	1	120	26	0.32
Carnations Spray -- I	197'799		60	17	0.22 COL
Carnations Standard -- D	682'129	1	180	34	0.42
Carnations Standard -- I	231'681		170	26	0.32 COL
Chrysanthemum Spray -- D	653'730	5	125	44	0.55

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Chrysanthemum Spray -- I	436'530	2	150	41	0.51	KOR
Delphinium -- D	188'142	3	400	70	0.87	
Delphinium -- I	0					
Dracaena -- D	23'145	1	104	36	0.46	
Dracaena -- I	131'144	1	130	28	0.35	SGP
Eustoma -- D	367'818	10	650	176	2.21	
Eustoma -- I	15'160	9	120	73	0.91	
Gentiana -- D	2'390	55	150	108	1.35	
Gentiana -- I	0					
Gerbera -- D	473'782	5	120	25	0.32	
Gerbera -- I	0					
Gladiolus -- D	100'570	5	120	56	0.70	
Gladiolus -- I	0					
Gypsophila -- D	339'005	2	250	41	0.52	
Gypsophila -- I	4'095		60	57	0.71	ISR
Heliconia Pendula -- D	1'460	25	50	37	0.47	
Heliconia Pendula -- I	472	10	500	65	0.82	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	3'600	30	150	57	0.71	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	725		180	162	2.03	AUS NZL ZAF
Lily Casablanca -- D	26'589	31	1'000	402	5.03	
Lily Casablanca -- I	120		100	98	1.23	KOR
Lily Longiflorum -- D	64'640	6	180	88	1.10	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	435'040	1	81	17	0.21	
Limonium Sinuatum -- I	0					
Molucella -- D	6'940	5	100	56	0.70	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	160		70	68	0.85	NLD NZL
Orchid Anna -- D	400		90	87	1.09	
Orchid Anna -- I	29'090	28	100	64	0.80	SGP THA
Orchid Cymbidium -- D	18'369	50	800	287	3.60	
Orchid Cymbidium -- I	1'618	159	1'125	636	7.96	NLD NZL
Orchid Oncidium -- D	10'449	17	800	143	1.79	
Orchid Oncidium -- I	89'260	10	235	85	1.07	SGP TAI THA
Orchid Phalaenopsis -- D	17'059	1	1'600	296	3.71	
Orchid Phalaenopsis -- I	4'787	83	1'000	448	5.60	AUS NZL
Orchid Sonia -- D	200			85	1.06	
Orchid Sonia -- I	53'410	20	82	47	0.59	THA
Ornithogalum -- D	38'925	5	100	25	0.31	
Ornithogalum -- I	1'091	28	80	67	0.83	NLD ZAF
Protea King -- D	41		800	701	8.77	
Protea King -- I	349	5	1'000	127	1.59	AUS ZAF
Protea others -- D	27	700	800	753	9.42	
Protea others -- I	245	180	1'000	345	4.32	AUS NZL
Rose Total -- D	1'273'925	5	1'200	82	1.02	
Rose Total -- I	114'479	2	700	54	0.68	
Rose Avalanche -- D	63'920	10	200	94	1.18	
Rose Avalanche -- I	410		80	72	0.90	
Rose Delilah -- D	5'457	15	120	62	0.77	
Rose Delilah -- I	0					
Rose Dukaat -- D	15'040	20	126	64	0.80	
Rose Dukaat -- I	0					
Rose Esther -- D	7'680	10	130	56	0.70	
Rose Esther -- I	100	50	50	50	0.63	
Rose Fantasy -- D	6'280	30	130	71	0.89	
Rose Fantasy -- I	0					

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Gold Strike -- D	1'980	20	150	64	0.80	
Rose Gold Strike -- I	140		74	66	0.83	IND
Rose Grand Gala -- D	500	30	80	48	0.60	
Rose Grand Gala -- I	0					
Rose Milva -- D	3'580		150	93	1.16	
Rose Milva -- I	710		65	46	0.58	IND
Rose Noblesse -- D	10'600	20	120	48	0.60	
Rose Noblesse -- I	0					
Rose Pareo -- D	15'810	20	132	63	0.79	
Rose Pareo -- I	0					
Rose Red Roses D --	57'845	10	150	58	0.72	
Rose Red Roses I --	0					
Rose Saphir -- D	15'060	30	141	72	0.90	
Rose Saphir -- I	0					
Rose Skyline -- D	350	66	100	83	1.04	
Rose Skyline -- I	0					
Rose The Teresa -- D	24'093	20	140	71	0.88	
Rose The Teresa -- I	0					
Rose Tineke -- D	35'205	10	170	75	0.93	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	9'230	13	180	94	1.17	
Rose Spr Lovely Lydia -- I	14'790	15	90	36	0.45	KOR
Rose Spr Macarena -- D	13'310	8	125	58	0.73	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	4'689	15	99	42	0.52	
Rose Spr Mixed -- I	1'600		40	23	0.29	KOR
Sandersonia -- D	42'270	24	180	74	0.92	
Sandersonia -- I	0					
Trachelium -- D	2'030		60	47	0.59	
Trachelium -- I	1'930		120	58	0.73	ISR NLD
Tulip -- D	0					
Tulip -- I	990		70	56	0.70	NLD
Waxflowers -- D	2'215		70	43	0.54	
Waxflowers -- I	0					
Green Foliage						
Beargrass -- D	4		150	150	1.88	
Beargrass -- I	410	150	300	211	2.63	USA
Leatherleaves -- D	80'090	2	50	23	0.29	
Leatherleaves -- I	276'480	3	35	15	0.18	USA
Ruscus Israel -- D	7'600		45	29	0.36	
Ruscus Israel -- I	14'600		50	20	0.25	ISR
Ruscus Italian -- D	2'530	30	100	62	0.78	
Ruscus Italian -- I	10'635	14	60	36	0.44	ITA
Salal -- D	0					
Salal -- I	7'633	20	400	80	1.00	USA



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