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BULLETIN  
MNS Week 21, 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. W21, of 31 May 2012

Data for: Week No. 21 of 21 through 26 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. **W21**

Date: **31/05/2012**

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 21 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	52.301.454	6,0%	0,22	0,28	-21%	14.038.404	-16%
2	Chrysanthemum Spray	18.375.765	2,2%	0,28	0,16	75%	6.542.087	80%
3	Rose Small & Medium	4.550.170	-23%	0,12	0,12	0,0%	3.442.718	61%
4	Peony	4.751.570	-49%	0,49	0,28	75%	2.513.334	-19%
5	Lilium Oriental	2.294.639	7,7%	0,65	0,61	6,6%	2.157.509	16%
6	Gerbera mini	12.018.700	1,5%	0,09	0,07	29%	2.026.906	37%
7	Chrysant, Single Bud	2.956.880	7,8%	0,43	0,17	153%	1.470.079	137%
8	Chrysant, Spray Santini	3.762.255	-7,3%	0,23	0,13	77%	1.095.149	56%
9	Cymbidium Large (stem)	270.059	-5,2%	3,49	2,17	61%	1.084.620	53%
10	Freesia, Single	3.466.000	27%	0,13	0,17	-24%	996.701	33%
11	Rose Spray	2.389.110	-0,9%	0,35	0,31	13%	954.373	23%
12	Hydrangea	929.899	-11%	0,95	0,80	19%	938.694	7,4%
13	Gerbera Large	2.637.620	-5,1%	0,14	0,14	0,0%	756.772	10%
14	Tulip Single	3.186.618	-7,8%	0,14	0,08	75%	725.514	113%
15	Gypsophila	2.739.800	-8,5%	0,21	0,16	31%	684.722	15%
<b>Total Top 15</b>		<b>116.630.539</b>	<b>-2,3%</b>	<b>0,25</b>	<b>0,23</b>	<b>8,7%</b>	<b>39.427.584</b>	<b>13%</b>
<b>Houseplants</b>								
1	Phalaenopsis	542.004	-4,8%	3,44	2,90	19%	10.601.620	34%
2	Rose	324.391	30%	1,32	1,20	10%	1.668.645	30%
3	Kalanchoe	630.443	19%	0,87	0,69	26%	1.664.472	33%
4	Bromelia	214.614	-29%	1,42	1,02	39%	1.252.455	56%
5	Anthurium	159.275	1,0%	2,64	2,14	23%	1.189.716	53%
6	Hydrangea	246.282	2,1%	1,89	1,47	29%	1.081.562	48%
7	Zantedeschia	93.867	-7%	2,32	1,64	41%	946.791	33%
8	Campanula	230.744	13,5%	1,25	0,96	30%	821.755	61%
9	Arrangements	54.981	-0,1%	3,31	2,99	11%	791.385	44%
10	Ficus	129.196	-36%	2,10	1,42	48%	687.850	19%
<b>Total Top 10</b>		<b>2.625.797</b>	<b>0,5%</b>	<b>1,90</b>	<b>1,58</b>	<b>20%</b>	<b>20.706.251</b>	<b>37%</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. W21 Date: 30/05/2012**

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 : 21 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\$ = 79,42 Yen

<u>Product Name &amp; Source</u> D = Domestic I = Imported	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>Total Cut Flowers Sold</b>	<b>17.312.029</b>					
Alstroemeria -- D	409.305	10	235	43	0,55	
Alstroemeria -- I	0					
Ammi majus -- D	21.690	1	125	34	0,42	
Ammi majus -- I	0					
Anigozanthos -- D	4.855	11	140	68	0,86	
Anigozanthos -- I	1.120		120	72	0,90	AUS NLD ZWE
Anthurium Pink -- D	488		171	62	0,78	
Anthurium Pink -- I	11.213	13	130	51	0,64	THA
Anthurium Red -- D	582		170	84	1,05	
Anthurium Red -- I	17.490	11	280	46	0,57	AUS THA USA ZAF
Anthurium White -- D	50			100	1,26	
Anthurium White -- I	6.908	6	110	51	0,64	THA
Banksia -- D	0					
Banksia -- I	58	165	300	215	2,71	AUS NZL
Brodea -- D	3.240		50	15	0,19	
Brodea -- I	0					
Bupleurum -- D	11.130	10	85	53	0,66	
Bupleurum -- I	0					
Calla -- D	88.044	11	390	80	1,01	
Calla -- I	4.022	43	340	154	1,94	NLD NZL
Carnations Spray -- D	747.194	4	110	27	0,34	
Carnations Spray -- I	199.765		60	22	0,28	COL
Carnations Standard -- D	747.129	3	180	30	0,38	
Carnations Standard -- I	285.614		175	29	0,36	COL
Chrysanthemum Spray -- D	608.700	15	130	52	0,65	
Chrysanthemum Spray -- I	482.150	7	150	46	0,58	KOR

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Delphinium -- D	193.274	9	330	76	0,96	
Delphinium -- I	0					
Dracaena -- D	26.120	5	80	39	0,49	
Dracaena -- I	133.639	3	120	27	0,34	SGP
Euphorbia Marginata -- D	600		70	57	0,72	
Euphorbia Marginata -- I	0					
Eustoma -- D	446.549	1	600	147	1,85	
Eustoma -- I	15.520	25	120	49	0,62	
Gentiana -- D	4.930	20	150	107	1,34	
Gentiana -- I	0					
Gerbera -- D	448.683	3	120	24	0,31	
Gerbera -- I	500	35	40	39	0,49	
Gladiolus -- D	83.700	3	130	61	0,76	
Gladiolus -- I	0					
Gypsophila -- D	361.155	1	275	42	0,53	
Gypsophila -- I	4.535		60	57	0,72	ISR
Heliconia Pendula -- D	1.260	40	125	49	0,61	
Heliconia Pendula -- I	208	50	300	166	2,09	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5.810	20	180	58	0,73	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	560		200	150	1,89	AUS NZL ZAF
Lily Casablanca -- D	28.458	40	900	369	4,65	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	72.665	10	220	82	1,03	
Lily Longiflorum -- I	720	20	90	55	0,70	KOR
Limonium Sinuatum -- D	425.200	2	110	32	0,41	
Limonium Sinuatum -- I	0					
Molucella -- D	6.590	20	120	62	0,78	
Molucella -- I	0					
Orchid Anna -- D	0					
Orchid Anna -- I	32.730	30	137	79	0,99	SGP THA
Orchid Cymbidium -- D	17.788	58	5.000	326	4,10	
Orchid Cymbidium -- I	2.376	250	1.200	651	8,20	NLD NZL
Orchid Oncidium -- D	12.923	5	600	121	1,52	
Orchid Oncidium -- I	98.900	15	200	77	0,97	SGP TAI THA
Orchid Phalaenopsis -- D	17.153	22	2.000	327	4,12	
Orchid Phalaenopsis -- I	5.360	80	900	461	5,80	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	67.430	28	120	61	0,77	THA
Ornithogalum -- D	23.260	4	80	24	0,30	
Ornithogalum -- I	1.769	40	100	70	0,88	NLD ZAF
Protea King -- D	58		800	695	8,75	
Protea King -- I	436	15	900	219	2,76	AUS ZAF
Protea others -- D	48	720	800	756	9,52	
Protea others -- I	493	52	900	258	3,25	AUS NZL
Riceflowers -- D	290		320	280	3,53	
Riceflowers -- I	0					
<b>Rose Total -- D</b>	<b>1.380.804</b>	<b>5</b>	<b>1.150</b>	<b>64</b>	<b>0,81</b>	
<b>Rose Total -- I</b>	<b>83.631</b>	<b>5</b>	<b>1.200</b>	<b>54</b>	<b>0,68</b>	
Rose Avalanche -- D	75.692	12	180	70	0,88	
Rose Avalanche -- I	200			74	0,93	
Rose Delilah -- D	5.870	10	130	51	0,64	
Rose Delilah -- I	0					
Rose Dukaat -- D	15.835	10	130	53	0,67	
Rose Dukaat -- I	0					
Rose Esther -- D	8.280	10	80	42	0,53	
Rose Esther -- I	100	50	50	50	0,63	
Rose Fantasy -- D	5.370	30	120	56	0,71	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	3.060	11	120	50	0,62	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Gold Strike -- I	640	23	50	36	0,45	IND
Rose Grand Gala -- D	290	30	60	44	0,55	
Rose Grand Gala -- I	0					
Rose Milva -- D	4.050		150	75	0,94	
Rose Milva -- I	0					
Rose Noblesse -- D	13.755	10	110	37	0,46	
Rose Noblesse -- I	0					
Rose Pareo -- D	15.440	10	110	50	0,63	
Rose Pareo -- I	0					
Rose Red Roses D --	59.330	5	175	46	0,58	
Rose Red Roses I --	0					
Rose Saphir -- D	15.610	15	140	55	0,69	
Rose Saphir -- I	0					
Rose Skyline -- D	380	54	100	76	0,96	
Rose Skyline -- I	0					
Rose The Teresa -- D	20.480	20	130	57	0,72	
Rose The Teresa -- I	0					
Rose Tineke -- D	41.800	10	130	48	0,60	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	10.150	30	180	76	0,96	
Rose Spr Lovely Lydia -- I	13.540	10	80	36	0,45	KOR
Rose Spr Macarena -- D	12.123	20	120	54	0,68	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5.405	17	140	45	0,56	
Rose Spr Mixed -- I	0					
Sandersonia -- D	42.360	24	180	76	0,95	
Sandersonia -- I	0					
Trachelium -- D	4.960		65	33	0,42	
Trachelium -- I	1.050		130	78	0,99	ISR NLD
Tulip -- D	0					
Tulip -- I	1.130		85	51	0,64	NLD
Waxflowers -- D	1.690		70	53	0,66	
Waxflowers -- I	0					
<b>Green Foliage</b>						
Beargrass -- D	4		150	150	1,89	
Beargrass -- I	660	60	560	170	2,14	USA
Leatherleaves -- D	106.890	1	60	19	0,24	
Leatherleaves -- I	229.240	1	35	13	0,17	USA
Ruscus Israel -- D	5.800		45	29	0,37	
Ruscus Israel -- I	12.315		35	19	0,24	ISR
Ruscus Italian -- D	5.850	36	100	63	0,79	
Ruscus Italian -- I	11.100	5	50	27	0,34	ITA
Salal -- D	200			17	0,21	
Salal -- I	7.230	20	350	71	0,89	USA



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