

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

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Issue No. W22, of 06 June 2012

Data for: Week No. 22 of 28 May through 2 June 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. **W22**

Date: **06/06/2012**

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 22 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	43,597,530	9.0%	0.25	0.25	0.0%	13,680,503	20%
2	Chrysanthemum Spray	13,795,180	-11%	0.34	0.13	162%	6,199,448	132%
3	Peony	7,426,001	29%	0.35	0.39	-10%	2,939,125	5.8%
4	Gerbera mini	8,123,930	-18%	0.15	0.07	114%	2,766,831	127%
5	Rose Small & Medium	3,547,770	-25%	0.12	0.09	33.3%	2,433,431	79%
6	Lilium Oriental	2,229,560	13%	0.47	0.58	-19%	1,687,168	8.5%
7	Chrysant, Single Bud	2,265,050	-24%	0.48	0.16	200%	1,306,194	157%
8	Chrysant, Spray Santini	3,284,050	-0.9%	0.24	0.12	100%	1,030,730	103%
9	Hydrangea	938,447	2.7%	0.96	0.85	13%	961,282	18%
10	Rose Spray	2,014,310	1.3%	0.38	0.33	15%	897,634	29%
11	Cymbidium Large (stem)	200,326	5.4%	3.43	2.47	39%	821,493	57%
12	Gerbera Large	2,280,850	-3.7%	0.15	0.12	25%	730,068	47%
13	Freesia, Single	3,265,350	44%	0.11	0.17	-35%	709,574	-1.4%
14	Eustoma (Single)	1,347,890	-5.4%	0.41	0.32	28%	620,614	25%
15	Gypsophila	2,195,575	4.5%	0.21	0.17	24%	620,224	44%
Total Top 15		96,511,819	1.2%	0.28	0.22	27%	37,404,316	43%
Houseplants								
1	Phalaenopsis	519,687	16%	3.00	2.75	9.1%	7,818,107	60%
2	Kalanchoe	651,411	24%	0.65	0.66	-1.5%	1,292,739	49%
3	Rose	456,543	78%	0.90	1.04	-13%	1,263,105	31%
4	Anthurium	124,774	15%	2.38	2.26	5.3%	877,481	49%
5	Bromelia	192,989	-12%	1.25	0.99	26%	786,100	38%
6	Hydrangea	206,793	20%	1.61	1.65	-2.4%	756,003	37%
7	Zantedeschia	77,230	-11%	1.88	1.69	11%	684,324	-15%
8	Arrangements	47,393	24%	3.14	2.96	6.1%	587,235	150%
9	Campanula	207,956	13%	1.06	0.95	12%	566,381	46%
10	Ficus	114,579	-24%	1.75	1.53	14%	531,699	9.3%
Total Top 10		2,599,355	19%	1.53	1.49	2.7%	15,163,174	47%

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. W22 Date: 06/06/2012

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 : 22 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\$ = 79.14 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	18,576,712					
Alstroemeria -- D	368,192	8	200	44	0.55	
Alstroemeria -- I	0					
Ammi majus -- D	15,485	1	150	36	0.46	
Ammi majus -- I	0					
Anigozanthos -- D	4,898	25	140	84	1.06	
Anigozanthos -- I	1,170		120	57	0.72	AUS NLD ZWE
Anthurium Pink -- D	569		500	54	0.68	
Anthurium Pink -- I	14,104	11	150	49	0.61	THA
Anthurium Red -- D	709		190	65	0.82	
Anthurium Red -- I	22,244	6	280	40	0.50	AUS THA USA ZAF
Anthurium White -- D	171		180	96	1.22	
Anthurium White -- I	7,038	6	110	48	0.60	THA
Banksia -- D	0					
Banksia -- I	78	100	300	243	3.07	AUS NZL
Brodea -- D	15,780		40	8	0.10	
Brodea -- I	0					
Bupleurum -- D	13,785	6	100	50	0.64	
Bupleurum -- I	0					
Calla -- D	77,143	10	350	87	1.10	
Calla -- I	2,928	20	270	131	1.66	NLD NZL
Carnations Spray -- D	669,863	1	170	35	0.44	
Carnations Spray -- I	233,910	3	60	28	0.35	COL
Carnations Standard -- D	664,347	2	180	35	0.45	
Carnations Standard -- I	388,629	1	280	32	0.41	COL
Chrysanthemum Spray -- D	694,070	3	100	51	0.65	
Chrysanthemum Spray -- I	533,650	10	150	46	0.59	KOR

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Delphinium -- D	234,361	2	300	71	0.89	
Delphinium -- I	0					
Dracaena -- D	27,886	4	138	36	0.45	
Dracaena -- I	119,627	1	150	26	0.33	SGP
Euphorbia Marginata -- D	1,340		90	55	0.70	
Euphorbia Marginata -- I	0					
Eustoma -- D	465,305	5	600	126	1.60	
Eustoma -- I	7,160	5	75	40	0.50	
Gentiana -- D	9,810	55	250	111	1.41	
Gentiana -- I	0					
Gerbera -- D	433,422	3	120	25	0.32	
Gerbera -- I	0					
Gladiolus -- D	89,225	10	130	77	0.98	
Gladiolus -- I	0					
Gypsophila -- D	350,700	1	300	41	0.52	
Gypsophila -- I	6,030		60	56	0.71	ISR
Heliconia Caribea -- D	0					
Heliconia Caribea -- I	10	350	400	375	4.74	
Heliconia Pendula -- D	2,714	15	200	57	0.71	
Heliconia Pendula -- I	227	50	300	184	2.32	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,800	22	156	66	0.84	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	90		170	133	1.68	AUS NZL ZAF
Lily Casablanca -- D	28,285	30	900	385	4.87	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	77,255	6	160	80	1.01	
Lily Longiflorum -- I	1,610	35	95	63	0.80	KOR
Limonium Sinuatum -- D	458,220	2	110	37	0.47	
Limonium Sinuatum -- I	0					
Molucella -- D	5,390	4	120	57	0.72	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	45			350	4.42	NLD NZL
Orchid Anna -- D	300			30	0.38	
Orchid Anna -- I	39,820	11	125	66	0.83	SGP THA
Orchid Cymbidium -- D	15,021	73	800	350	4.43	
Orchid Cymbidium -- I	3,516	122	1,100	635	8.02	NLD NZL
Orchid Oncidium -- D	15,199	3	550	99	1.25	
Orchid Oncidium -- I	107,130	4	180	60	0.76	SGP TAI THA
Orchid Phalaenopsis -- D	16,974	16	2,000	316	4.00	
Orchid Phalaenopsis -- I	4,626	133	900	486	6.14	AUS NZL
Orchid Sonia -- D	480			50	0.63	
Orchid Sonia -- I	78,640	20	90	49	0.62	THA
Ornithogalum -- D	13,145	1	130	36	0.45	
Ornithogalum -- I	1,890	45	80	64	0.81	NLD ZAF
Protea King -- D	139		1,000	639	8.07	
Protea King -- I	348	30	1,100	240	3.03	AUS ZAF
Protea others -- D	90	660	1,000	751	9.49	
Protea others -- I	200	50	1,100	420	5.31	AUS NZL
Riceflowers -- D	160		320	155	1.96	
Riceflowers -- I	0					
Rose Total -- D	1,402,400	1	500	60	0.76	
Rose Total -- I	80,251	5	400	56	0.71	
Rose Avalanche -- D	69,334	15	180	67	0.85	
Rose Avalanche -- I	200			25	0.32	
Rose Delilah -- D	7,135	10	120	41	0.52	
Rose Delilah -- I	0					
Rose Dukaat -- D	16,829	15	120	53	0.66	
Rose Dukaat -- I	0					
Rose Esther -- D	10,570	5	85	36	0.46	

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Esther -- I	100	50	50	50	0.63	
Rose Fantasy -- D	4,990	20	100	53	0.67	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	3,710	17	130	53	0.67	
Rose Gold Strike -- I	220		60	43	0.54	IND
Rose Grand Gala -- D	350	30	41	36	0.45	
Rose Grand Gala -- I	0					
Rose Milva -- D	3,275		120	70	0.88	
Rose Milva -- I	0					
Rose Noblesse -- D	16,960	2	90	32	0.41	
Rose Noblesse -- I	0					
Rose Pareo -- D	20,770	4	100	43	0.54	
Rose Pareo -- I	0					
Rose Red Roses D --	58,420	1	175	43	0.54	
Rose Red Roses I --	0					
Rose Saphir -- D	15,070	20	138	51	0.65	
Rose Saphir -- I	0					
Rose Skyline -- D	220	50	100	76	0.96	
Rose Skyline -- I	0					
Rose The Teresa -- D	19,310	15	120	55	0.70	
Rose The Teresa -- I	0					
Rose Tineke -- D	41,920	1	140	44	0.56	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	9,260	30	160	73	0.93	
Rose Spr Lovely Lydia -- I	10,880	20	80	40	0.50	KOR
Rose Spr Macarena -- D	14,025	10	120	48	0.61	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	10,283	7	120	40	0.51	
Rose Spr Mixed -- I	580		50	30	0.38	KOR
Sandersonia -- D	37,020	24	220	73	0.92	
Sandersonia -- I	0					
Trachelium -- D	4,010		65	28	0.35	
Trachelium -- I	1,250		120	62	0.78	ISR NLD
Tulip -- D	0					
Tulip -- I	1,320		65	32	0.40	NLD
Waxflowers -- D	825		80	69	0.87	
Waxflowers -- I	120		40	14	0.18	AUS
<u>Green Foliage</u>						
Beargrass -- D	4		250	200	2.53	
Beargrass -- I	560	62	250	157	1.98	USA
Leatherleaves -- D	107,850		50	19	0.24	
Leatherleaves -- I	236,960	3	35	14	0.17	USA
Ruscus Israel -- D	8,500		46	27	0.34	
Ruscus Israel -- I	11,520		25	16	0.20	ISR
Ruscus Italian -- D	5,810	25	100	54	0.69	
Ruscus Italian -- I	8,480	5	60	26	0.33	ITA
Salal -- D	0					
Salal -- I	6,415	16	300	75	0.95	USA



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