

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. W23, of 13 June 2012

Data for: Week No. 23 of 4 through 9 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. **W23**

Date: **13/06/2012**

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 23 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	38,503,692	-21%	0.27	0.18	50%	12,762,285	25%
2	Chrysanthemum Spray	15,224,400	-11%	0.35	0.10	250%	6,513,371	162%
3	Peony	7,243,618	25%	0.34	0.42	-19%	3,252,140	-0.5%
4	Gerbera mini	6,727,350	-36%	0.23	0.07	229%	3,235,251	130%
5	Rose Small & Medium	4,284,826	-18%	0.12	0.07	71%	2,088,114	35%
6	Lilium Oriental	1,884,460	-13%	0.60	0.56	7.1%	1,617,682	-3.5%
7	Chrysant, Single Bud	2,546,935	-18%	0.45	0.14	221%	1,318,187	168%
8	Hydrangea	1,081,838	-4.6%	0.86	0.73	18%	968,031	11%
9	Gerbera Large	1,816,055	-27%	0.27	0.12	125%	910,414	67%
10	Chrysant, Spray Santini	3,023,800	-16%	0.23	0.08	188%	908,923	104%
11	Freesia, Single	1,782,350	-37%	0.20	0.14	43%	828,845	21%
12	Rose Spray	1,721,265	-25%	0.39	0.28	39%	781,001	17%
13	Cymbidium Large (stem)	138,865	-33%	3.83	2.83	35%	603,149	-6.7%
14	Alstroemeria	3,743,020	-3.4%	0.14	0.11	27%	587,445	13%
15	Eustoma (Single)	1,384,240	-12%	0.36	0.26	38%	578,983	22%
Total Top 15		91,106,714	-18%	0.30	0.18	67%	36,953,820	43%
Houseplants								
1	Phalaenopsis	645,708	25%	2.59	2.85	-9.1%	7,057,712	-3.0%
2	Rose	351,403	-11%	0.83	0.89	-6.7%	1,204,105	7.5%
3	Kalanchoe	619,806	0.3%	0.59	0.59	0.0%	1,052,486	-7.4%
4	Hydrangea	195,202	3.8%	1.53	1.87	-18%	787,810	21%
5	Bromelia	250,149	-3.5%	1.15	1.04	11%	768,731	0.8%
6	Anthurium	156,169	11%	2.06	2.28	-9.6%	741,025	-3.7%
7	Zantedeschia	70,480	0.4%	1.91	1.76	8.5%	658,506	7.2%
8	Ficus	127,166	-25%	1.65	1.78	-7.3%	516,905	-12%
9	Dracaena	165,066	-5.3%	1.11	1.21	-8%	468,878	-28%
10	Phoenix	6,520	-28%	10.88	9.03	20%	430,544	1.9%
Total Top 10		2,587,669	1.9%	1.48	1.51	-2.0%	13,686,702	-2.1%

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. W23 Date: 13/06/2012

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 : 23 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\$ = 78.74 Yen

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Total Cut Flowers Sold	19,226,638					
Achilea -- D	70			15	0.19	
Achilea -- I	0					
Alstroemeria -- D	315,741	10	200	48	0.60	
Alstroemeria -- I	390	3	38	11	0.15	COL
Ammi majus -- D	12,930	1	200	34	0.44	
Ammi majus -- I	0					
Anigozanthos -- D	8,485	22	150	71	0.90	
Anigozanthos -- I	600		75	45	0.57	AUS NLD ZWE
Anthurium Pink -- D	256		560	119	1.52	
Anthurium Pink -- I	13,792	10	135	47	0.59	THA
Anthurium Red -- D	701		300	79	1.00	
Anthurium Red -- I	21,640	4	150	38	0.49	AUS THA USA ZAF
Anthurium White -- D	240		500	107	1.36	
Anthurium White -- I	7,414	11	160	53	0.67	THA
Banksia -- D	0					
Banksia -- I	68	86	500	182	2.31	AUS NZL
Brodea -- D	15,150		40	6	0.08	
Brodea -- I	0					
Bupleurum -- D	26,820	2	100	40	0.51	
Bupleurum -- I	0					
Calla -- D	87,895	5	400	85	1.07	
Calla -- I	2,778	10	250	110	1.40	NLD NZL
Carnations Spray -- D	647,530	1	122	40	0.51	
Carnations Spray -- I	288,987	1	60	29	0.36	COL
Carnations Standard -- D	592,841	1	160	39	0.49	
Carnations Standard -- I	557,206	1	170	30	0.39	COL

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Chrysanthemum Spray -- D	745,845	1	125	50	0.63	
Chrysanthemum Spray -- I	496,840	10	150	44	0.56	KOR
Delphinium -- D	239,623	1	280	65	0.83	
Delphinium -- I	0					
Dracaena -- D	24,905	1	170	32	0.41	
Dracaena -- I	125,439	1	120	25	0.32	SGP
Euphorbia Marginata -- D	4,890		100	48	0.60	
Euphorbia Marginata -- I	0					
Eustoma -- D	521,431	8	550	111	1.41	
Eustoma -- I	1,520	18	50	29	0.37	
Gentiana -- D	28,710	30	200	82	1.04	
Gentiana -- I	0					
Gerbera -- D	454,139	5	150	23	0.30	
Gerbera -- I	0					
Gladiolus -- D	111,220	11	120	61	0.78	
Gladiolus -- I	0					
Gypsophila -- D	283,796	4	333	47	0.60	
Gypsophila -- I	4,615		60	52	0.66	ISR
Heliconia Pendula -- D	3,707	10	600	54	0.68	
Heliconia Pendula -- I	124	108	500	227	2.88	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,225	30	150	64	0.81	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	658	26	200	119	1.51	AUS NZL ZAF
Lily Casablanca -- D	33,210	7	900	316	4.01	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	98,385	5	150	60	0.76	
Lily Longiflorum -- I	840		70	31	0.39	KOR
Limonium Sinuatum -- D	506,470		111	37	0.47	
Limonium Sinuatum -- I	0					
Molucella -- D	5,050	10	120	59	0.74	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,050	27	245	101	1.28	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	27,170	35	100	63	0.81	SGP THA
Orchid Cymbidium -- D	11,651	36	850	324	4.12	
Orchid Cymbidium -- I	4,894	220	1,100	689	8.75	NLD NZL
Orchid Oncidium -- D	15,115	3	600	103	1.31	
Orchid Oncidium -- I	95,865	2	180	58	0.74	SGP TAI THA
Orchid Phalaenopsis -- D	17,322	19	2,000	325	4.13	
Orchid Phalaenopsis -- I	4,342	200	900	503	6.39	AUS NZL
Orchid Sonia -- D	240			65	0.83	
Orchid Sonia -- I	84,240	20	85	43	0.55	THA
Ornithogalum -- D	7,920	1	160	43	0.55	
Ornithogalum -- I	1,317	27	80	70	0.89	NLD ZAF
Protea King -- D	109		700	638	8.10	
Protea King -- I	331		600	45	0.58	AUS ZAF
Protea others -- D	109	600	700	638	8.10	
Protea others -- I	342	40	700	230	2.92	AUS NZL
Rose Total -- D	1,418,802	1	1,300	57	0.72	
Rose Total -- I	88,697		1,300	44	0.56	
Rose Avalanche -- D	75,017	4	180	66	0.83	
Rose Avalanche -- I	340	10	10	36	0.46	NLD
Rose Delilah -- D	7,540	4	130	45	0.57	
Rose Delilah -- I	0					
Rose Dukaat -- D	16,840	7	120	46	0.58	
Rose Dukaat -- I	0					
Rose Esther -- D	12,440	3	100	33	0.42	
Rose Esther -- I	200	10	50	30	0.38	
Rose Fantasy -- D	6,320	15	100	49	0.62	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	4,420	10	110	48	0.61	
Rose Gold Strike -- I	540		25	20	0.26	IND
Rose Grand Gala -- D	2,440	6	30	17	0.22	
Rose Grand Gala -- I	960	4	15	8	0.11	IND
Rose Milva -- D	3,450		120	67	0.85	
Rose Milva -- I	0					
Rose Noblesse -- D	17,598	1	120	26	0.33	
Rose Noblesse -- I	0					
Rose Pareo -- D	21,875	1	110	37	0.47	
Rose Pareo -- I	0					
Rose Red Roses D --	54,884	1	137	36	0.46	
Rose Red Roses I --	0					
Rose Saphir -- D	14,500	10	120	43	0.54	
Rose Saphir -- I	80			21	0.27	IND
Rose Skyline -- D	350	60	120	86	1.09	
Rose Skyline -- I	0					
Rose The Teresa -- D	20,610	10	120	48	0.60	
Rose The Teresa -- I	0					
Rose Tineke -- D	36,205	2	140	51	0.64	
Rose Tineke -- I	80		3	2	0.02	IND
Rose Spr Lovely Lydia -- D	9,620	15	150	64	0.82	
Rose Spr Lovely Lydia -- I	7,140	9	80	31	0.39	KOR
Rose Spr Macarena -- D	8,795	10	120	58	0.74	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,393	1	180	32	0.41	
Rose Spr Mixed -- I	660		80	22	0.28	KOR
Sandersonia -- D	33,710	15	200	74	0.95	
Sandersonia -- I	0					
Trachelium -- D	1,760		80	39	0.49	
Trachelium -- I	1,300		120	70	0.89	ISR NLD
Tulip -- D	50	100	100	100	1.27	
Tulip -- I	930		50	36	0.45	NLD
Waxflowers -- D	225		70	30	0.38	
Waxflowers -- I	350		45	35	0.44	AUS
Green Foliage						
Beargrass -- D	4		200	175	2.22	
Beargrass -- I	710	40	250	158	2.01	USA
Leatherleaves -- D	104,740	1	50	18	0.23	
Leatherleaves -- I	181,880	1	35	14	0.18	USA
Ruscus Israel -- D	5,040		40	27	0.34	
Ruscus Israel -- I	9,940		25	19	0.25	ISR
Ruscus Italian -- D	4,860	34	120	57	0.73	
Ruscus Italian -- I	9,770	1	60	27	0.35	ITA
Salal -- D	0					
Salal -- I	3,965	24	340	113	1.43	USA



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