

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. W24, of 22 June 2012

Data for: Week No. 24 of 11 through 16 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. **W24**

Date: **22/06/2012**

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 24 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	39,071,653	-0.1%	0.27	0.26	3.8%	12,470,345	5.3%
2	Chrysanthemum Spray	15,242,150	5.0%	0.28	0.16	75%	5,328,368	66%
3	Peony	7,014,915	203%	0.34	0.56	-39%	3,213,133	92%
4	Gerbera mini	9,538,976	12%	0.14	0.15	-6.7%	2,298,279	18%
5	Rose Small & Medium	3,725,602	-5.1%	0.12	0.11	9.1%	2,162,154	84%
6	Lilium Oriental	2,075,680	31%	0.58	0.82	-29%	1,693,579	-1.7%
7	Chrysant, Single Bud	2,700,595	-3.7%	0.32	0.22	45%	1,001,834	44%
8	Hydrangea	1,060,556	10%	0.80	1.05	-24%	896,760	-16%
9	Gerbera Large	1,993,750	-4.3%	0.22	0.19	16%	829,824	20%
10	Chrysant, Spray Santini	2,883,970	-18%	0.21	0.12	75%	812,264	37%
11	Rose Spray	1,858,694	-13%	0.38	0.33	15%	778,887	6.8%
12	Freesia, Single	2,224,550	3.6%	0.16	0.18	-11%	691,660	11%
13	Zantedeschian Various	1,296,370	-0.5%	0.46	0.48	-4.2%	610,801	-9.8%
14	Cymbidium Large (stem)	119,288	-23%	4.37	3.55	23%	593,908	-2.5%
15	Alstroemeria	3,449,870	-3.7%	0.14	0.15	-6.7%	580,486	-6.8%
Total Top 15		94,256,619	6.3%	0.27	0.25	8.0%	33,962,282	22%
Houseplants								
1	Phalaenopsis	521,933	50%	2.76	3.37	-18%	6,965,989	21%
2	Rose	270,258	6.0%	0.98	0.96	2.1%	1,146,371	37%
3	Kalanchoe	483,600	-0.4%	0.67	0.62	8.1%	1,139,548	10%
4	Bromelia	236,790	7.6%	1.17	1.28	-8.6%	817,071	-2.4%
5	Anthurium	141,590	8.9%	2.23	2.60	-14%	796,787	9.0%
6	Hydrangea	174,969	38%	1.89	2.09	-9.6%	717,307	38%
7	Zantedeschia	69,906	58%	1.98	2.17	-8.8%	646,515	33%
8	Ficus	125,917	-4.4%	1.61	2.06	-22%	632,831	6.7%
9	Dracaena	147,235	-4.2%	1.27	1.25	1.6%	546,664	17%
10	Various Houseplants	93,094	27%	0.57	0.71	-20%	524,551	3.7%
Total Top 10		2,265,292	15%	1.56	1.63	-4.3%	13,933,636	19%

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. W24 Date: 20/06/2012

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 : 24 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\$ = 79.37 Yen

Product Name & Source	Price in Japanese Yen			Average US\$	Main Origin
	Quantity	Lowest	Highest		

D = Domestic I = Imported	Quantity	Lowest	Highest	Average	US\$	Main Origin
Total Cut Flowers Sold	18,105,946					
Achilea -- D	100		40	30	0.38	
Achilea -- I	0					
Alstroemeria -- D	252,716	2	200	48	0.60	
Alstroemeria -- I	300	5	35	18	0.23	COL
Ammi majus -- D	10,670	1	125	37	0.47	
Ammi majus -- I	0					
Anigozanthos -- D	9,450	15	150	66	0.83	
Anigozanthos -- I	450		70	22	0.28	AUS NLD ZWE
Anthurium Pink -- D	322		171	51	0.64	
Anthurium Pink -- I	12,862	10	120	46	0.58	THA
Anthurium Red -- D	524		140	81	1.02	
Anthurium Red -- I	19,090	7	160	40	0.51	AUS THA USA ZAF
Anthurium White -- D	260		250	77	0.96	
Anthurium White -- I	6,382	3	150	53	0.67	THA
Banksia -- D	0					
Banksia -- I	111	120	300	202	2.55	AUS NZL
Bupleurum -- D	22,335	8	80	38	0.48	
Bupleurum -- I	0					
Calla -- D	74,830	7	400	80	1.01	
Calla -- I	2,885	20	350	83	1.05	NLD NZL
Carnations Spray -- D	584,004	1	100	43	0.54	
Carnations Spray -- I	297,785		60	28	0.36	COL
Carnations Standard -- D	577,884	1	160	37	0.47	
Carnations Standard -- I	541,054		175	26	0.33	COL
Chrysanthemum Spray -- D	687,030	1	100	41	0.52	
Chrysanthemum Spray -- I	479,900	1	100	38	0.48	KOR

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Delphinium -- D	220,291	1	290	56	0.71	
Delphinium -- I	0					
Dracaena -- D	28,545	2	170	32	0.41	
Dracaena -- I	129,013	2	120	24	0.30	SGP
Euphorbia Marginata -- D	1,140		70	42	0.53	
Euphorbia Marginata -- I	0					
Eustoma -- D	589,728	1	600	92	1.15	
Eustoma -- I	640	4	19	10	0.12	
Gentiana -- D	67,930	25	160	64	0.81	
Gentiana -- I	0					
Gerbera -- D	467,909	1	150	20	0.26	
Gerbera -- I	0					
Gladiolus -- D	117,274	1	110	50	0.63	
Gladiolus -- I	0					
Gypsophila -- D	283,815	5	225	47	0.60	
Gypsophila -- I	4,810		60	57	0.72	ISR
Heliconia Pendula -- D	3,950	6	150	43	0.54	
Heliconia Pendula -- I	112	100	350	192	2.42	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,305	17	150	59	0.75	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	90	120	150	147	1.85	AUS NZL ZAF
Lily Casablanca -- D	40,233	20	1,000	284	3.58	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	82,755	5	170	67	0.84	
Lily Longiflorum -- I	480		25	21	0.26	KOR
Limonium Sinuatum -- D	428,751	1	110	33	0.41	
Limonium Sinuatum -- I	0					
Molucella -- D	2,980	10	120	67	0.84	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	490		230	106	1.34	NLD NZL
Orchid Anna -- D	300		50	36	0.45	
Orchid Anna -- I	27,520	13	105	59	0.74	SGP THA
Orchid Cymbidium -- D	8,203	51	800	343	4.32	
Orchid Cymbidium -- I	5,725	200	1,500	773	9.74	NLD NZL
Orchid Oncidium -- D	14,416	4	600	97	1.22	
Orchid Oncidium -- I	93,904	1	160	55	0.70	SGP TAI THA
Orchid Phalaenopsis -- D	16,784	9	2,000	330	4.16	
Orchid Phalaenopsis -- I	4,435	145	900	496	6.25	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	96,480	17	70	36	0.45	THA
Ornithogalum -- D	4,320	1	120	43	0.54	
Ornithogalum -- I	1,649	1	80	70	0.88	NLD ZAF
Protea King -- D	36		650	608	7.66	
Protea King -- I	259	10	800	287	3.61	AUS ZAF
Protea others -- D	36	600	650	608	7.66	
Protea others -- I	402	70	800	322	4.06	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	60	70	70	70	0.88	AUS
Rose Total -- D	1,307,761	1	500	54	0.68	
Rose Total -- I	123,138	1	700	47	0.60	
Rose Avalanche -- D	65,740	14	180	63	0.79	
Rose Avalanche -- I	440	20	30	30	0.37	NLD
Rose Delilah -- D	6,530	5	100	36	0.45	
Rose Delilah -- I	0					
Rose Dukaat -- D	17,910	10	180	67	0.84	
Rose Dukaat -- I	0					
Rose Esther -- D	11,440	5	80	30	0.38	
Rose Esther -- I	100	50	50	50	0.63	
Rose Fantasy -- D	5,920	10	100	40	0.50	

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	3,150	25	150	87	1.10	
Rose Gold Strike -- I	4,980	4	80	25	0.31	IND
Rose Grand Gala -- D	1,320	5	68	27	0.34	
Rose Grand Gala -- I	0					
Rose Milva -- D	3,500		130	65	0.82	
Rose Milva -- I	0					
Rose Noblesse -- D	15,515	1	120	22	0.28	
Rose Noblesse -- I	200			10	0.13	IND
Rose Pareo -- D	22,100	1	147	43	0.54	
Rose Pareo -- I	0					
Rose Red Roses D --	54,095	1	162	34	0.42	
Rose Red Roses I --	0					
Rose Saphir -- D	9,540	8	150	47	0.59	
Rose Saphir -- I	320	4	4	4	0.05	IND
Rose Skyline -- D	530	60	100	82	1.03	
Rose Skyline -- I	0					
Rose The Teresa -- D	18,960	10	147	43	0.54	
Rose The Teresa -- I	0					
Rose Tineke -- D	28,370	10	140	45	0.57	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	10,280	12	159	64	0.81	
Rose Spr Lovely Lydia -- I	8,240	10	70	32	0.40	KOR
Rose Spr Macarena -- D	7,660	10	100	58	0.73	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6,715		100	39	0.49	
Rose Spr Mixed -- I	790		50	36	0.45	KOR
Sandersonia -- D	33,710	24	200	75	0.94	
Sandersonia -- I	0					
Trachelium -- D	3,490	1	100	35	0.44	
Trachelium -- I	1,200		120	56	0.71	ISR NLD
Tulip -- D	0					
Tulip -- I	250		85	34	0.43	NLD
Waxflowers -- D	200		40	26	0.33	
Waxflowers -- I	1,150		30	15	0.19	AUS
Green Foliage						
Beargrass -- D	4		250	200	2.52	
Beargrass -- I	620	41	300	164	2.06	USA
Leatherleaves -- D	122,525	1	50	18	0.23	
Leatherleaves -- I	240,896	1	35	13	0.16	USA
Ruscus Israel -- D	8,100		40	27	0.34	
Ruscus Israel -- I	7,980		30	25	0.31	ISR
Ruscus Italian -- D	5,240	23	100	53	0.66	
Ruscus Italian -- I	5,900	10	50	28	0.35	ITA
Salal -- D	100			17	0.21	
Salal -- I	4,312	20	400	97	1.23	USA



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