

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. W25, of 28 June 2012

Data for: Week No. 25 of 18 through 23 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. **W25**

Date: **28/06/2012**

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 25 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	39,047,294	-12%	0.26	0.25	4.0%	12,428,188	-5.3%
2	Chrysanthemum Spray	15,486,740	-9.7%	0.23	0.16	44%	4,520,569	20%
3	Peony	4,734,930	163%	0.41	0.50	-18%	2,351,031	119%
4	Rose Small & Medium	3,866,530	-18%	0.13	0.12	8.3%	2,031,170	28%
5	Gerbera mini	10,910,182	18%	0.08	0.19	-58%	1,600,532	-37%
6	Lilium Oriental	2,139,780	17%	0.50	0.78	-36%	1,596,336	-13%
7	Hydrangea	1,090,240	-7.2%	0.83	0.92	-10%	968,493	-15%
8	Chrysant, Single Bud	2,369,195	-30%	0.31	0.21	48%	842,091	8.7%
9	Rose Spray	1,756,510	-22%	0.39	0.31	26%	796,066	7.8%
10	Chrysant, Spray Santini	3,023,915	-14%	0.19	0.15	27%	779,653	4.8%
11	Freesia, Single	2,130,550	-10%	0.15	0.18	-17%	673,832	-5.2%
12	Alstroemeria	3,282,470	-9.8%	0.16	0.18	-11%	656,797	-14%
13	Gerbera Large	2,132,236	7.6%	0.16	0.28	-43%	656,716	-28%
14	Zantedeschian Various	1,428,840	2.2%	0.40	0.46	-13%	593,670	-14%
15	Lilium LA	1,108,780	30%	0.27	0.41	-34%	536,309	-9.7%
Total Top 15		94,508,192	-5.0%	0.25	0.24	4.2%	31,031,455	0.1%
Houseplants								
1	Phalaenopsis	513,191	23%	2.79	3.22	-13%	6,800,691	4.4%
2	Kalanchoe	459,608	-3.0%	0.66	0.61	8.2%	1,085,337	5.8%
3	Bromelia	244,795	-4.1%	1.09	1.17	-6.8%	1,002,799	15%
4	Rose	233,032	2.5%	1.00	0.96	4.2%	901,438	-0.3%
5	Anthurium	131,819	-23%	2.34	2.27	3.1%	775,592	-5.1%
6	Hydrangea	181,441	10%	1.90	1.79	6.1%	774,080	22%
7	Ficus	117,813	-29%	1.55	1.78	-13%	544,569	-10%
8	Various Houseplants	88,622	-5.5%	0.55	0.60	-8.3%	535,409	0.1%
9	Lilium	73,128	31%	1.27	1.53	-17%	489,534	-46%
10	Dracaena	134,556	-22%	1.23	1.22	0.8%	480,534	-1.0%
Total Top 10		2,178,005	-0.9%	1.55	1.58	-1.9%	13,389,984	0.7%

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. W25 Date: 27/06/2012

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 : 25 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\$ = 79.34 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	17,759,156					
Achilea -- D	900		60	32	0.41	
Achilea -- I	0					
Alstroemeria -- D	245,213	8	200	52	0.65	
Alstroemeria -- I	60	10	10	10	0.13	COL
Ammi majus -- D	9,780	1	150	43	0.54	
Ammi majus -- I	0					
Anigozanthos -- D	11,879	20	130	61	0.77	
Anigozanthos -- I	400	20	55	44	0.55	AUS NLD ZWE
Anthurium Pink -- D	526		350	49	0.62	
Anthurium Pink -- I	12,020	5	126	45	0.57	THA
Anthurium Red -- D	935		150	66	0.83	
Anthurium Red -- I	22,842	1	140	36	0.46	AUS THA USA ZAF
Anthurium White -- D	188		250	79	0.99	
Anthurium White -- I	6,580	1	150	54	0.68	THA
Banksia -- D	0					
Banksia -- I	96	100	300	166	2.10	AUS NZL
Bupleurum -- D	19,110	10	80	39	0.49	
Bupleurum -- I	0					
Calla -- D	71,606	1	450	86	1.09	
Calla -- I	2,300	30	210	65	0.81	NLD NZL
Carnations Spray -- D	670,281	1	100	41	0.51	
Carnations Spray -- I	271,293		60	25	0.32	COL
Carnations Standard -- D	588,162	1	160	37	0.47	
Carnations Standard -- I	395,761	1	175	29	0.36	COL
Chrysanthemum Spray -- D	768,130		85	35	0.44	
Chrysanthemum Spray -- I	506,160		150	32	0.40	KOR

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Delphinium -- D	218,237	1	280	63	0.79	
Delphinium -- I	0					
Dracaena -- D	27,455	1	100	34	0.43	
Dracaena -- I	122,846	1	120	23	0.29	SGP
Euphorbia Marginata -- D	4,215		80	37	0.47	
Euphorbia Marginata -- I	0					
Eustoma -- D	595,798	1	600	89	1.13	
Eustoma -- I	320	25	25	40	0.50	
Gentiana -- D	131,680	12	150	57	0.72	
Gentiana -- I	0					
Gerbera -- D	459,477	1	150	20	0.26	
Gerbera -- I	0					
Gladiolus -- D	138,070	7	90	44	0.56	
Gladiolus -- I	0					
Gypsophila -- D	258,255	3	240	50	0.63	
Gypsophila -- I	4,800		60	56	0.71	ISR
Heliconia Pendula -- D	3,385	8	150	40	0.50	
Heliconia Pendula -- I	143	83	340	183	2.31	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,990	2	200	60	0.75	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	40			180	2.27	AUS NZL ZAF
Lily Casablanca -- D	42,311	20	900	273	3.44	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	91,600	5	200	67	0.84	
Lily Longiflorum -- I	250		110	66	0.83	KOR NLD
Limonium Sinuatum -- D	311,660	1	95	41	0.51	
Limonium Sinuatum -- I	0					
Molucella -- D	1,210		120	84	1.06	
Molucella -- I	0					
Nerine -- D	100			20	0.25	
Nerine -- I	880	60	85	75	0.95	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	16,540	30	100	65	0.82	SGP THA
Orchid Cymbidium -- D	4,152	76	800	319	4.02	
Orchid Cymbidium -- I	9,108	136	1,500	749	9.44	NLD NZL
Orchid Oncidium -- D	15,593	6	550	101	1.27	
Orchid Oncidium -- I	101,752	1	153	55	0.69	SGP TAI THA
Orchid Phalaenopsis -- D	15,429	14	1,600	349	4.40	
Orchid Phalaenopsis -- I	4,126	170	840	531	6.69	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	95,120	15	70	35	0.45	THA
Ornithogalum -- D	600	40	100	71	0.89	
Ornithogalum -- I	1,770	8	80	66	0.83	NLD ZAF
Protea King -- D	18		800	722	9.10	
Protea King -- I	202		800	189	2.38	AUS ZAF
Protea others -- D	18	700	800	722	9.10	
Protea others -- I	228	51	800	243	3.06	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	400		75	71	0.89	AUS NZL
Rose Total -- D	1,321,501	1	750	55	0.70	
Rose Total -- I	103,993	1	400	39	0.49	
Rose Avalanche -- D	67,165	18	180	69	0.86	
Rose Avalanche -- I	316	10	22	42	0.53	
Rose Delilah -- D	7,000	5	130	34	0.43	
Rose Delilah -- I	0					
Rose Dukaat -- D	16,310	10	120	45	0.57	
Rose Dukaat -- I	0					
Rose Esther -- D	8,640	4	100	32	0.40	
Rose Esther -- I	100	50	50	50	0.63	
Rose Fantasy -- D	7,660	10	120	36	0.45	

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,730	10	80	49	0.62	
Rose Gold Strike -- I	0					
Rose Grand Gala -- D	630	30	70	50	0.63	
Rose Grand Gala -- I	0					
Rose Milva -- D	3,310		130	67	0.84	
Rose Milva -- I	0					
Rose Noblesse -- D	10,850	3	120	29	0.37	
Rose Noblesse -- I	0					
Rose Pareo -- D	18,910	4	100	39	0.49	
Rose Pareo -- I	0					
Rose Red Roses D --	58,230	1	130	36	0.45	
Rose Red Roses I --	0					
Rose Saphir -- D	10,020	7	138	47	0.59	
Rose Saphir -- I	100	10	10	10	0.13	IND
Rose Skyline -- D	300	31	120	55	0.69	
Rose Skyline -- I	0					
Rose The Teresa -- D	21,480	10	120	48	0.60	
Rose The Teresa -- I	0					
Rose Tineke -- D	38,809	3	140	44	0.56	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	9,610	10	141	65	0.82	
Rose Spr Lovely Lydia -- I	9,590	5	65	30	0.37	KOR
Rose Spr Macarena -- D	10,955	10	120	46	0.59	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	7,888	10	102	31	0.39	
Rose Spr Mixed -- I	440		40	27	0.34	KOR
Sandersonia -- D	30,890	20	200	73	0.92	
Sandersonia -- I	0					
Trachelium -- D	6,030		50	25	0.32	
Trachelium -- I	1,700		80	53	0.67	ISR NLD
Waxflowers -- D	25			70	0.88	
Waxflowers -- I	1,150		50	13	0.16	AUS
<u>Green Foliage</u>						
Beargrass -- D	6		500	500	6.30	
Beargrass -- I	600	120	300	217	2.73	USA
Leatherleaves -- D	103,940		50	18	0.23	
Leatherleaves -- I	170,660	1	35	12	0.16	USA
Ruscus Israel -- D	6,700		40	25	0.32	
Ruscus Israel -- I	8,900		30	18	0.23	ISR
Ruscus Italian -- D	4,520	20	100	57	0.72	
Ruscus Italian -- I	6,280	10	60	36	0.46	ITA
Salal -- D	100			17	0.21	
Salal -- I	5,755	20	400	78	0.98	USA



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