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BULLETIN  
MNS Week 26, 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. W26, of 05 July 2012

**Data for: Week No. 26 of 25 through 30 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](mailto:mns@intracen.org).

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## Price Information: Floriculture Products - European Markets

Issue No. **W26**

Date: **05/07/2012**

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 26 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	37,510,781	-14%	0.27	0.20	35%	12,524,582	18%
2	Chrysanthemum Spray	16,383,610	0.0%	0.15	0.13	15%	3,336,475	10%
3	Rose Small & Medium	3,364,040	-17%	0.14	0.09	56%	2,153,123	61%
4	Lilium Oriental	2,241,470	3.5%	0.42	0.58	-28%	1,434,821	-15%
5	Peony	2,886,750	205%	0.45	0.49	-8.2%	1,433,232	188%
6	Gerbera mini	10,635,140	22%	0.07	0.16	-56%	1,349,010	-40%
7	Hydrangea	1,090,055	12%	0.86	0.97	-11%	1,013,731	-0.8%
8	Rose Spray	1,859,080	-14%	0.41	0.29	41%	905,597	33%
9	Chrysant, Single Bud	2,934,842	10%	0.22	0.19	16%	756,442	31%
10	Freesia, Single	2,586,730	-7.3%	0.12	0.14	-14%	667,456	3.2%
11	Chrysant, Spray Santini	2,828,150	-6.9%	0.16	0.14	14%	667,247	14%
12	Alstroemeria	3,592,054	-6.4%	0.14	0.14	0.0%	644,830	4.5%
13	Gerbera Large	2,094,905	-3.2%	0.15	0.24	-38%	607,682	-31%
14	Helianthus	1,404,360	-28%	0.33	0.31	6.5%	583,225	-25%
15	Zantedeschian Various	1,586,492	5.5%	0.34	0.44	-23%	567,772	-18%
<b>Total Top 15</b>		<b>92,998,459</b>	<b>-4.4%</b>	<b>0.23</b>	<b>0.20</b>	<b>15%</b>	<b>28,645,224</b>	<b>11%</b>
<b>Houseplants</b>								
1	Phalaenopsis	552,338	69%	2.66	3.41	-22%	6,835,263	23%
2	Kalanchoe	487,163	6.3%	0.70	0.64	9.4%	1,182,814	19%
3	Rose	182,868	-29%	1.07	0.84	27%	916,165	22%
4	Various Houseplants	76,471	-8.2%	0.51	0.55	-7.3%	716,619	41%
5	Bromelia	255,765	6.8%	1.01	1.06	-4.7%	705,361	-7.6%
6	Anthurium	132,999	-11%	2.31	2.23	3.6%	683,184	-8.2%
7	Zantedeschia	40,654	-22%	2.15	1.83	17%	640,805	-1.5%
8	Chrysanthemum	256,666	-8.5%	0.53	0.52	1.9%	583,349	23%
9	Hydrangea	144,937	-8.8%	1.98	1.77	12%	536,579	16%
10	Ficus	109,139	-2.7%	1.55	1.99	-22%	464,561	9.6%
<b>Total Top 10</b>		<b>2,239,000</b>	<b>5.7%</b>	<b>1.47</b>	<b>1.42</b>	<b>3.5%</b>	<b>13,264,698</b>	<b>17%</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. W26 Date: 04/07/2012**

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 : 26 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\$ = 79.74 Yen

<u>Product Name &amp; Source</u>	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
	<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>	<u>US\$</u>	
<b>D = Domestic I = Imported</b>					
<b>Total Cut Flowers Sold</b>	<b>17,375,450</b>				
Achilea -- D	2,700		70	31	0.38
Achilea -- I	0				
Alstroemeria -- D	233,680	10	200	54	0.68
Alstroemeria -- I	410	7	7	9	0.12 COL
Ammi majus -- D	4,920	6	120	54	0.68
Ammi majus -- I	0				
Anigozanthos -- D	7,850	10	130	48	0.61
Anigozanthos -- I	0				
Anthurium Pink -- D	612		500	59	0.74
Anthurium Pink -- I	14,799	5	140	46	0.58 THA
Anthurium Red -- D	1,475		144	69	0.86
Anthurium Red -- I	22,173	5	128	39	0.49 AUS THA USA ZAF
Anthurium White -- D	194		250	85	1.07
Anthurium White -- I	7,850	10	150	52	0.65 THA
Banksia -- D	0				
Banksia -- I	33	123	200	167	2.09 AUS NZL
Bupleurum -- D	16,850	10	80	43	0.54
Bupleurum -- I	0				
Calla -- D	62,429	7	500	87	1.09
Calla -- I	2,335		200	92	1.15 NLD NZL
Carnations Spray -- D	672,055	5	120	38	0.48
Carnations Spray -- I	261,880	2	70	24	0.30 COL
Carnations Standard -- D	649,424	5	160	39	0.48
Carnations Standard -- I	339,829	2	175	32	0.40 COL
Chrysanthemum Spray -- D	732,740	1	90	34	0.43
Chrysanthemum Spray -- I	491,100	3	150	34	0.43 KOR

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Delphinium -- D	160,371	12	350	86	1.08	
Delphinium -- I	0					
Dracaena -- D	27,753	5	110	38	0.48	
Dracaena -- I	126,120	3	130	24	0.30	SGP
Euphorbia Marginata -- D	4,630		80	41	0.51	
Euphorbia Marginata -- I	0					
Eustoma -- D	569,799	1	600	96	1.20	
Eustoma -- I	1,440	20	50	32	0.41	
Gentiana -- D	166,880	17	150	57	0.71	
Gentiana -- I	50	60	60	60	0.75	
Gerbera -- D	408,499	1	150	21	0.26	
Gerbera -- I	0					
Gladiolus -- D	126,485	6	100	50	0.63	
Gladiolus -- I	0					
Gypsophila -- D	220,805	4	480	63	0.79	
Gypsophila -- I	9,140		60	55	0.69	ISR
Heliconia Pendula -- D	4,907	15	200	47	0.59	
Heliconia Pendula -- I	91	147	500	304	3.81	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,660	16	200	65	0.82	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	150		150	76	0.95	AUS NZL ZAF
Lily Casablanca -- D	29,324	25	900	344	4.32	
Lily Casablanca -- I	840	36	120	68	0.86	KOR
Lily Longiflorum -- D	88,680	7	180	70	0.88	
Lily Longiflorum -- I	1,600	10	100	41	0.52	KOR NLD
Limonium Sinuatum -- D	346,700	5	100	47	0.59	
Limonium Sinuatum -- I	0					
Molucella -- D	1,890		120	77	0.97	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	2,150	50	200	73	0.91	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	10,180	27	115	74	0.92	SGP THA
Orchid Cymbidium -- D	660	100	550	328	4.11	
Orchid Cymbidium -- I	11,772	90	1,500	741	9.30	NLD NZL
Orchid Oncidium -- D	14,925	12	600	107	1.34	
Orchid Oncidium -- I	85,644	2	150	62	0.78	SGP TAI THA
Orchid Phalaenopsis -- D	15,574	54	2,500	390	4.89	
Orchid Phalaenopsis -- I	3,730	208	900	576	7.22	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	113,620	20	70	35	0.43	THA
Ornithogalum -- D	1,650		80	57	0.71	
Ornithogalum -- I	4,627	10	85	58	0.73	NLD ZAF
Protea King -- D	0					
Protea King -- I	217	15	900	378	4.74	AUS ZAF
Protea others -- D	0					
Protea others -- I	372	100	1,000	387	4.85	AUS NZL
<b>Rose Total -- D</b>	<b>1,261,661</b>	<b>1</b>	<b>1,200</b>	<b>52</b>	<b>0.65</b>	
<b>Rose Total -- I</b>	<b>113,664</b>	<b>3</b>	<b>1,300</b>	<b>36</b>	<b>0.45</b>	
Rose Avalanche -- D	64,890	5	180	56	0.70	
Rose Avalanche -- I	640		26	20	0.25	
Rose Delilah -- D	6,610	3	90	29	0.36	
Rose Delilah -- I	0					
Rose Dukaat -- D	13,518	10	120	48	0.60	
Rose Dukaat -- I	0					
Rose Esther -- D	6,960	3	80	27	0.34	
Rose Esther -- I	100	50	50	50	0.63	
Rose Fantasy -- D	7,000	10	100	38	0.47	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,910	20	110	42	0.53	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Gold Strike -- I	80			67	0.84	IND
Rose Grand Gala -- D	550	35	80	55	0.69	
Rose Grand Gala -- I	0					
Rose Milva -- D	2,190		120	70	0.88	
Rose Milva -- I	0					
Rose Noblesse -- D	10,560	1	80	29	0.37	
Rose Noblesse -- I	0					
Rose Pareo -- D	16,430	5	110	37	0.47	
Rose Pareo -- I	0					
Rose Red Roses D --	54,019	1	150	41	0.52	
Rose Red Roses I --	0					
Rose Saphir -- D	9,930	4	132	49	0.61	
Rose Saphir -- I	100	20	20	20	0.25	IND
Rose The Teresa -- D	23,830	10	111	50	0.63	
Rose The Teresa -- I	0					
Rose Tineke -- D	33,760	1	150	35	0.44	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	8,645	17	150	64	0.81	
Rose Spr Lovely Lydia -- I	9,830	5	50	29	0.36	KOR
Rose Spr Macarena -- D	14,440	7	100	35	0.44	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,493	13	130	36	0.45	
Rose Spr Mixed -- I	1,360		36	18	0.23	KOR
Sandersonia -- D	20,910	24	200	77	0.97	
Sandersonia -- I	0					
Trachelium -- D	5,960		80	17	0.21	
Trachelium -- I	2,250		72	53	0.66	ISR NLD
Tulip -- D	0					
Tulip -- I	50	23	23	23	0.29	NLD
Waxflowers -- D	0					
Waxflowers -- I	600		40	26	0.33	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		333	333	4.18	
Beargrass -- I	390	150	250	212	2.65	USA
Leatherleaves -- D	112,620	1	50	20	0.25	
Leatherleaves -- I	146,900	3	35	14	0.17	USA
Ruscus Israel -- D	7,450		45	27	0.33	
Ruscus Israel -- I	11,760		30	20	0.25	ISR
Ruscus Italian -- D	4,850	35	100	58	0.72	
Ruscus Italian -- I	7,379	3	50	28	0.35	ITA
Salal -- D	0					
Salal -- I	5,223	20	340	58	0.73	USA





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