

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. W28, of 18 July 2012

Data for: Week No. 28 of 9 through 14 July 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. **W28**

Date: **18/07/2012**

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 28 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 | 34,732,716 | -13% | 0.17 | 0.17 | 0.0% | 7,600,971 | -11% |
| 2 | Chrysanthemum Spray | 14,527,750 | -3.8% | 0.07 | 0.12 | -42% | 1,785,728 | -33% |
| 3 | Rose Small & Medium | 2,989,220 | -20% | 0.08 | 0.07 | 14% | 1,592,943 | 18% |
| 4 | Lilium Oriental | 2,328,570 | 13% | 0.34 | 0.56 | -39% | 1,221,173 | -23% |
| 5 | Gerbera mini | 9,187,962 | 13% | 0.06 | 0.10 | -40% | 1,145,821 | -16% |
| 6 | Hydrangea | 985,866 | 9% | 0.79 | 0.86 | -8.1% | 823,626 | 1.0% |
| 7 | Rose Spray | 1,831,390 | -4.6% | 0.31 | 0.27 | 15% | 660,661 | 20% |
| 8 | Helianthus | 1,600,490 | 12% | 0.21 | 0.31 | -32% | 583,489 | -17% |
| 9 | Freesia, Single | 2,229,700 | -25% | 0.09 | 0.09 | 0.0% | 559,001 | 27% |
| 10 | Chrysant, Spray Santini | 2,287,400 | -14% | 0.14 | 0.14 | 0.0% | 555,533 | 4.9% |
| 11 | Gerbera Large | 1,738,000 | -8.7% | 0.14 | 0.18 | -22% | 503,374 | -19% |
| 12 | Chrysant, Single Bud | 2,552,410 | -9% | 0.17 | 0.26 | -35% | 490,795 | -39% |
| 13 | Eustoma (Single) | 1,190,982 | 1.6% | 0.30 | 0.27 | 11% | 437,562 | 9.3% |
| 14 | Alstroemeria | 3,585,880 | -0.8% | 0.10 | 0.10 | 0.0% | 435,875 | -2% |
| 15 | Zantedeschian Various | 1,775,115 | 19% | 0.21 | 0.33 | -36% | 415,054 | -24% |
| Total Top 15 | | 83,543,451 | -7.1% | 0.15 | 0.17 | -12% | 18,811,605 | -12% |
| Houseplants | | | | | | | | |
| 1 | Phalaenopsis | 526,701 | 83% | 2.53 | 3.76 | -33% | 6,682,792 | 9.1% |
| 2 | Kalanchoe | 526,313 | 12% | 0.57 | 0.67 | -15% | 1,009,469 | -0.5% |
| 3 | Rose | 337,731 | 15% | 0.83 | 0.83 | 0.0% | 843,619 | 5.7% |
| 4 | Anthurium | 115,971 | -18% | 2.25 | 2.26 | -0.4% | 808,531 | 22% |
| 5 | Chrysanthemum | 165,298 | -42% | 0.69 | 0.64 | 7.8% | 711,751 | 2.4% |
| 6 | Bromelia | 231,776 | 3.8% | 0.99 | 1.14 | -13% | 673,584 | -2.3% |
| 7 | Hydrangea | 125,824 | -7.2% | 1.86 | 2.01 | -7.5% | 569,312 | 11% |
| 8 | Ficus | 77,992 | -38% | 1.64 | 1.54 | 6.5% | 391,511 | 3.0% |
| 9 | Lilium | 45,000 | -22% | 1.61 | 1.33 | 21% | 376,691 | -5.7% |
| 10 | Dracaena | 115,522 | -18% | 1.00 | 1.16 | -14% | 372,383 | -15% |
| Total Top 10 | | 2,268,128 | 5.0% | 1.35 | 1.44 | -6.2% | 12,439,642 | 6.2% |

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. W28 Date: 18/07/2012

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 : 28 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\$ = 79.46 Yen

| Product Name & Source D = Domestic I = Imported | Quantity | Price in Japanese Yen | | | Average | Main Origin |
|--|-------------------|-----------------------|---------|---------|---------|-----------------|
| | | Lowest | Highest | Average | US\$ | |
| Total Cut Flowers Sold | 21,870,852 | | | | | |
| Achilea -- D | 1,160 | | 45 | 17 | 0.21 | |
| Achilea -- I | 0 | | | | | |
| Alstroemeria -- D | 219,646 | 1 | 180 | 58 | 0.73 | |
| Alstroemeria -- I | 50 | 40 | 40 | 40 | 0.50 | COL |
| Ammi majus -- D | 9,340 | 10 | 100 | 49 | 0.61 | |
| Ammi majus -- I | 0 | | | | | |
| Anigozanthos -- D | 4,082 | 15 | 150 | 43 | 0.54 | |
| Anigozanthos -- I | 0 | | | | | |
| Anthurium Pink -- D | 219 | | 500 | 133 | 1.68 | |
| Anthurium Pink -- I | 11,781 | 17 | 150 | 71 | 0.89 | THA |
| Anthurium Red -- D | 768 | | 200 | 90 | 1.13 | |
| Anthurium Red -- I | 15,558 | 10 | 230 | 74 | 0.93 | AUS THA USA ZAF |
| Anthurium White -- D | 282 | | 500 | 81 | 1.02 | |
| Anthurium White -- I | 7,124 | 1 | 180 | 88 | 1.11 | THA |
| Banksia -- D | 0 | | | | | |
| Banksia -- I | 80 | 171 | 200 | 187 | 2.35 | AUS NZL |
| Bupleurum -- D | 4,490 | 10 | 90 | 56 | 0.71 | |
| Bupleurum -- I | 0 | | | | | |
| Calla -- D | 103,357 | 1 | 500 | 79 | 1.00 | |
| Calla -- I | 2,994 | 10 | 160 | 51 | 0.64 | NLD NZL |
| Carnations Spray -- D | 637,852 | 5 | 100 | 50 | 0.62 | |
| Carnations Spray -- I | 384,019 | 1 | 60 | 29 | 0.37 | COL |
| Carnations Standard -- D | 778,479 | 5 | 160 | 47 | 0.59 | |
| Carnations Standard -- I | 548,309 | 2 | 170 | 33 | 0.42 | COL |
| Chrysanthemum Spray -- D | 902,810 | 1 | 170 | 39 | 0.49 | |
| Chrysanthemum Spray -- I | 761,200 | 1 | 90 | 38 | 0.48 | KOR |

| Product Name & Source D = Domestic I = Imported | Quantity | Price in Japanese Yen | | | Average | Main Origin |
|--|------------------|-----------------------|--------------|-----------|-------------|-------------|
| | | Lowest | Highest | Average | US\$ | |
| Delphinium -- D | 164,435 | 1 | 350 | 94 | 1.19 | |
| Delphinium -- I | 0 | | | | | |
| Dracaena -- D | 43,664 | 10 | 120 | 37 | 0.46 | |
| Dracaena -- I | 130,449 | 3 | 125 | 26 | 0.33 | SGP |
| Euphorbia Marginata -- D | 3,420 | | 80 | 35 | 0.44 | |
| Euphorbia Marginata -- I | 0 | | | | | |
| Eustoma -- D | 581,156 | 10 | 800 | 118 | 1.48 | |
| Eustoma -- I | 480 | | 60 | 35 | 0.44 | |
| Gentiana -- D | 635,079 | 8 | 180 | 50 | 0.63 | |
| Gentiana -- I | 0 | | | | | |
| Gerbera -- D | 355,378 | 5 | 150 | 25 | 0.32 | |
| Gerbera -- I | 0 | | | | | |
| Gladiolus -- D | 192,045 | 6 | 100 | 51 | 0.64 | |
| Gladiolus -- I | 0 | | | | | |
| Gypsophila -- D | 217,235 | 10 | 220 | 65 | 0.81 | |
| Gypsophila -- I | 8,000 | | 60 | 55 | 0.69 | ISR |
| Heliconia Pendula -- D | 6,795 | 12 | 124 | 33 | 0.42 | |
| Heliconia Pendula -- I | 201 | 200 | 400 | 281 | 3.54 | SGP |
| Leucad. Safari Sunset -- D | 0 | | | | | |
| Leucad. Safari Sunset -- I | 6,477 | 30 | 200 | 61 | 0.76 | AUS NZL ZAF |
| Leucospermum Cordifolium -- D | 0 | | | | | |
| Leucospermum Cordifolium -- I | 1,338 | 30 | 220 | 133 | 1.67 | AUS NZL ZAF |
| Lily Casablanca -- D | 44,740 | 20 | 900 | 372 | 4.68 | |
| Lily Casablanca -- I | 2,920 | 50 | 200 | 121 | 1.52 | KOR NLD NZL |
| Lily Longiflorum -- D | 177,778 | 10 | 300 | 65 | 0.82 | |
| Lily Longiflorum -- I | 14,270 | 10 | 100 | 40 | 0.50 | KOR NLD |
| Limonium Sinuatum -- D | 649,850 | 3 | 84 | 39 | 0.49 | |
| Limonium Sinuatum -- I | 0 | | | | | |
| Molucella -- D | 2,540 | | 100 | 71 | 0.89 | |
| Molucella -- I | 0 | | | | | |
| Nerine -- D | 0 | | | | | |
| Nerine -- I | 950 | 61 | 200 | 115 | 1.45 | NLD NZL |
| Orchid Anna -- D | 0 | | | | | |
| Orchid Anna -- I | 17,070 | 19 | 120 | 70 | 0.88 | SGP THA |
| Orchid Cymbidium -- D | 295 | 120 | 300 | 182 | 2.30 | |
| Orchid Cymbidium -- I | 17,883 | 100 | 1,050 | 565 | 7.11 | NLD NZL |
| Orchid Oncidium -- D | 14,047 | 7 | 550 | 127 | 1.59 | |
| Orchid Oncidium -- I | 85,125 | 1 | 190 | 87 | 1.10 | SGP TAI THA |
| Orchid Phalaenopsis -- D | 15,707 | 20 | 1,600 | 408 | 5.14 | |
| Orchid Phalaenopsis -- I | 4,031 | 333 | 880 | 643 | 8.09 | AUS NZL |
| Orchid Sonia -- D | 400 | | 55 | 40 | 0.50 | |
| Orchid Sonia -- I | 135,530 | 10 | 70 | 35 | 0.45 | THA |
| Ornithogalum -- D | 6,239 | 30 | 150 | 83 | 1.05 | |
| Ornithogalum -- I | 3,249 | 10 | 75 | 50 | 0.63 | NLD ZAF |
| Protea King -- D | 0 | | | | | |
| Protea King -- I | 396 | 21 | 950 | 386 | 4.86 | AUS ZAF |
| Protea others -- D | 0 | | | | | |
| Protea others -- I | 632 | 40 | 1,000 | 378 | 4.75 | AUS NZL |
| Rose Total -- D | 1,320,872 | 1 | 500 | 54 | 0.67 | |
| Rose Total -- I | 116,012 | 1 | 1,300 | 39 | 0.49 | |
| Rose Avalanche -- D | 77,655 | 13 | 200 | 71 | 0.90 | |
| Rose Avalanche -- I | 400 | 35 | 130 | 69 | 0.87 | |
| Rose Delilah -- D | 7,035 | 5 | 150 | 35 | 0.44 | |
| Rose Delilah -- I | 0 | | | | | |
| Rose Dukaat -- D | 14,320 | 10 | 120 | 48 | 0.60 | |
| Rose Dukaat -- I | 0 | | | | | |
| Rose Esther -- D | 7,660 | 1 | 80 | 25 | 0.32 | |
| Rose Esther -- I | 200 | 5 | 50 | 28 | 0.35 | |
| Rose Fantasy -- D | 5,820 | 10 | 100 | 33 | 0.41 | |
| Rose Fantasy -- I | 0 | | | | | |
| Rose Gold Strike -- D | 2,520 | 10 | 70 | 35 | 0.45 | |

| <u>Product Name & Source</u> | Quantity | <u>Price in Japanese Yen</u> | | | <u>Average</u> | <u>Main Origin</u> |
|----------------------------------|----------|------------------------------|----------------|----------------|----------------|--------------------|
| | | <u>Lowest</u> | <u>Highest</u> | <u>Average</u> | <u>US\$</u> | |
| D = Domestic I = Imported | | | | | | |
| Rose Gold Strike -- I | 600 | | 56 | 10 | 0.13 | IND |
| Rose Grand Gala -- D | 620 | 20 | 75 | 33 | 0.42 | |
| Rose Grand Gala -- I | 0 | | | | | |
| Rose Milva -- D | 3,650 | | 140 | 66 | 0.84 | |
| Rose Milva -- I | 0 | | | | | |
| Rose Noblesse -- D | 11,325 | 3 | 60 | 23 | 0.28 | |
| Rose Noblesse -- I | 0 | | | | | |
| Rose Pareo -- D | 15,480 | 5 | 100 | 34 | 0.43 | |
| Rose Pareo -- I | 0 | | | | | |
| Rose Red Roses D -- | 47,460 | 1 | 150 | 33 | 0.42 | |
| Rose Red Roses I -- | 0 | | | | | |
| Rose Saphir -- D | 15,985 | 3 | 126 | 36 | 0.46 | |
| Rose Saphir -- I | 0 | | | | | |
| Rose The Teresa -- D | 23,265 | 4 | 120 | 41 | 0.52 | |
| Rose The Teresa -- I | 0 | | | | | |
| Rose Tineke -- D | 31,885 | 1 | 150 | 56 | 0.70 | |
| Rose Tineke -- I | 0 | | | | | |
| Rose Spr Lovely Lydia -- D | 7,840 | 10 | 120 | 63 | 0.79 | |
| Rose Spr Lovely Lydia -- I | 10,020 | 8 | 50 | 24 | 0.31 | KOR |
| Rose Spr Macarena -- D | 10,755 | 3 | 100 | 37 | 0.47 | |
| Rose Spr Macarena -- I | 0 | | | | | |
| Rose Spr Mixed -- D | 3,885 | 10 | 100 | 28 | 0.36 | |
| Rose Spr Mixed -- I | 0 | | | | | |
| Sandersonia -- D | 28,530 | 23 | 180 | 86 | 1.08 | |
| Sandersonia -- I | 0 | | | | | |
| Trachelium -- D | 1,350 | | 60 | 18 | 0.22 | |
| Trachelium -- I | 2,200 | | 75 | 49 | 0.62 | ISR NLD |
| Tulip -- D | 0 | | | | | |
| Tulip -- I | 100 | | | 50 | 0.63 | NLD |
| Waxflowers -- D | 0 | | | | | |
| Waxflowers -- I | 520 | | 80 | 54 | 0.68 | AUS |
| <u>Green Foliage</u> | | | | | | |
| Beargrass -- D | 8 | | 167 | 162 | 2.04 | |
| Beargrass -- I | 620 | 150 | 250 | 178 | 2.24 | USA |
| Leatherleaves -- D | 120,790 | 1 | 60 | 20 | 0.25 | |
| Leatherleaves -- I | 151,880 | 1 | 36 | 15 | 0.18 | USA |
| Ruscus Israel -- D | 6,880 | | 45 | 25 | 0.31 | |
| Ruscus Israel -- I | 9,820 | | 30 | 17 | 0.21 | ISR |
| Ruscus Italian -- D | 5,400 | 15 | 100 | 49 | 0.62 | |
| Ruscus Italian -- I | 11,440 | 1 | 50 | 20 | 0.25 | ITA |
| Salal -- D | 200 | | | 17 | 0.21 | |
| Salal -- I | 4,242 | 14 | 400 | 101 | 1.27 | USA |



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