
BULLETIN
MNS Week 29, 2012

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. W29, of 25 July 2012

Data for: Week No. 29 of 16 through 21 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. **W29**

Date: **25/07/2012**

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 29 2012		Clock Sales					Total Sales	
#	Product Group	2012	vs 2011	2012	2011	vs 2011	2012	vs 2011
Cut Flowers								
1	Rose Large	32,902,738	-13%	0.23	0.21	9.5%	9,243,339	-3.2%
2	Chrysanthemum Spray	15,622,575	2.4%	0.10	0.14	-29%	2,347,571	-19%
3	Rose Small & Medium	3,154,712	-26%	0.10	0.09	11%	1,656,593	32%
4	Gerbera mini	8,685,790	24%	0.09	0.15	-40%	1,471,429	-11%
5	Lilium Oriental	2,143,860	-3.8%	0.45	0.58	-22%	1,431,774	-16%
6	Hydrangea	954,411	19%	0.86	0.99	-13%	874,635	6.2%
7	Rose Spray	2,005,495	9.4%	0.33	0.32	3.1%	752,142	19%
8	Gerbera Large	1,516,820	-1.8%	0.24	0.28	-14%	662,395	-9%
9	Chrysant, Single Bud	2,926,070	-1.5%	0.19	0.20	-5.0%	635,782	-2.8%
10	Helianthus	1,518,220	39%	0.24	0.46	-48%	610,252	-17%
11	Chrysant, Spray Santini	2,435,025	-8.2%	0.16	0.15	6.7%	583,807	3.0%
12	Freesia, Single	2,096,200	-18%	0.12	0.11	9.1%	545,530	16%
13	Alstroemeria	3,431,880	-2.6%	0.12	0.14	-14%	512,964	-8.1%
14	Gladiolus Large	1,795,850	1.0%	0.18	0.21	-14%	496,776	2.0%
15	Zantedeschian Various	1,566,155	21%	0.30	0.40	-25%	490,390	-12%
Total Top 15		82,755,801	-4.5%	0.19	0.21	-10%	22,315,379	-4.0%
Houseplants								
1	Phalaenopsis	472,944	85%	2.76	4.07	-32%	6,533,250	3.9%
2	Kalanchoe	430,249	20%	0.64	0.72	-11%	903,478	-2.7%
3	Chrysanthemum	160,249	-46%	0.75	0.66	14%	829,916	-6.8%
4	Rose	316,528	49%	0.77	0.89	-13%	757,864	17%
5	Bromelia	204,224	-6%	1.07	1.23	-13%	737,062	-12%
6	Anthurium	121,737	-9.5%	2.28	2.41	-5.4%	701,114	-6.8%
7	Various Houseplants	65,899	-11%	0.55	0.57	-3.5%	555,989	45%
8	Hydrangea	105,461	-3.5%	2.08	2.03	2.5%	395,475	8.1%
9	Ficus	97,042	-20%	1.55	1.58	-1.9%	389,494	-4.8%
10	Begonia	128,220	0.6%	0.81	1.05	-23%	376,583	-12%
Total Top 10		2,102,553	10%	1.40	1.50	-6.7%	12,180,223	2.2%

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. W29 Date: 25/07/2012

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 : 29 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\$ = 78.89 Yen

<u>Product Name & 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>	
D = Domestic I = Imported	Quantity	Lowest	Highest	Average	US\$
Total Cut Flowers Sold	18,236,650				
Achilea -- D	1,020		30	17	0.21
Achilea -- I	0				
Alstroemeria -- D	188,835	5	150	56	0.71
Alstroemeria -- I	50			18	0.23 COL
Ammi majus -- D	6,260		80	43	0.55
Ammi majus -- I	0				
Anigozanthos -- D	1,480	25	90	51	0.64
Anigozanthos -- I	50			280	3.55 AUS NLD ZWE
Anthurium Pink -- D	170		500	197	2.50
Anthurium Pink -- I	13,194	20	150	79	1.00 THA
Anthurium Red -- D	744		500	152	1.93
Anthurium Red -- I	18,739	1	190	79	1.01 AUS THA USA ZAF
Anthurium White -- D	268		530	103	1.30
Anthurium White -- I	6,267	15	180	95	1.20 THA
Bupleurum -- D	4,470	10	120	64	0.82
Bupleurum -- I	0				
Calla -- D	91,045	1	500	70	0.89
Calla -- I	3,445	10	400	92	1.16 NLD NZL
Carnations Spray -- D	615,148	1	120	46	0.58
Carnations Spray -- I	236,351		60	26	0.33 COL
Carnations Standard -- D	817,628	1	160	40	0.50
Carnations Standard -- I	338,915	1	170	28	0.35 COL
Chrysanthemum Spray -- D	741,940	1	190	33	0.42
Chrysanthemum Spray -- I	649,200	1	80	28	0.36 KOR
Delphinium -- D	159,109	1	350	90	1.14
Delphinium -- I	0				

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Dracaena -- D	36,692	2	150	34	0.43	
Dracaena -- I	124,349		120	24	0.30	SGP
Euphorbia Marginata -- D	3,320		80	34	0.43	
Euphorbia Marginata -- I	0					
Eustoma -- D	603,588	1	800	105	1.34	
Eustoma -- I	320		15	8	0.10	
Gentiana -- D	699,088	3	180	35	0.45	
Gentiana -- I	0					
Gerbera -- D	373,287	1	150	21	0.26	
Gerbera -- I	0					
Gladiolus -- D	160,985	2	100	48	0.61	
Gladiolus -- I	0					
Gypsophila -- D	211,525	3	250	55	0.70	
Gypsophila -- I	6,490		60	57	0.72	ISR
Heliconia Pendula -- D	5,327	15	350	37	0.46	
Heliconia Pendula -- I	125	170	400	311	3.94	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	12,045	10	170	47	0.60	AUS NZL ZAF
Leucospermum Cordifolium -- D	20		25	25	0.32	
Leucospermum Cordifolium -- I	3,415	10	220	94	1.19	AUS NZL ZAF
Lily Casablanca -- D	50,883	10	900	275	3.48	
Lily Casablanca -- I	7,590	1	160	41	0.52	KOR NLD NZL
Lily Longiflorum -- D	138,345	1	250	49	0.62	
Lily Longiflorum -- I	1,710	3	60	16	0.20	KOR NLD
Limonium Sinuatum -- D	396,860	1	82	31	0.40	
Limonium Sinuatum -- I	0					
Molucella -- D	850	50	120	88	1.12	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	2,680	50	150	85	1.08	NLD NZL
Orchid Anna -- D	200		50	42	0.53	
Orchid Anna -- I	13,120	10	110	66	0.84	SGP THA
Orchid Cymbidium -- D	312	102	850	273	3.46	
Orchid Cymbidium -- I	17,608	51	1,100	499	6.32	NLD NZL
Orchid Oncidium -- D	11,902	2	550	131	1.66	
Orchid Oncidium -- I	84,790	1	180	85	1.07	SGP TAI THA
Orchid Phalaenopsis -- D	14,389	25	1,600	460	5.83	
Orchid Phalaenopsis -- I	3,484	275	900	645	8.18	AUS NZL
Orchid Sonia -- D	1,000		60	34	0.43	
Orchid Sonia -- I	144,070	10	70	30	0.37	THA
Ornithogalum -- D	11,481	3	120	73	0.92	
Ornithogalum -- I	2,641	1	90	47	0.59	NLD ZAF
Protea King -- D	0					
Protea King -- I	312	40	850	396	5.02	AUS ZAF
Protea others -- D	0					
Protea others -- I	552	50	850	299	3.79	AUS NZL
Rose Total -- D	1,250,789		500	42	0.54	
Rose Total -- I	113,616	1	400	34	0.44	
Rose Avalanche -- D	75,859	1	200	50	0.63	
Rose Avalanche -- I	520	1	120	38	0.48	
Rose Delilah -- D	4,725	1	125	22	0.27	
Rose Delilah -- I	0					
Rose Dukaat -- D	12,870	1	120	38	0.48	
Rose Dukaat -- I	0					
Rose Esther -- D	6,050	1	70	15	0.19	
Rose Esther -- I	500	5	50	14	0.18	
Rose Fantasy -- D	6,740	5	100	24	0.30	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,760	10	68	25	0.32	
Rose Gold Strike -- I	0					
Rose Grand Gala -- D	530	6	40	25	0.32	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Grand Gala -- I	0					
Rose Milva -- D	3,340		140	52	0.66	
Rose Milva -- I	0					
Rose Noblesse -- D	10,900	1	60	19	0.23	
Rose Noblesse -- I	0					
Rose Pareo -- D	15,411	1	100	30	0.38	
Rose Pareo -- I	0					
Rose Red Roses D --	40,115	1	100	30	0.38	
Rose Red Roses I --	0					
Rose Saphir -- D	11,110	1	120	29	0.37	
Rose Saphir -- I	100	5	5	5	0.06	IND
Rose The Teresa -- D	21,010	3	120	39	0.49	
Rose The Teresa -- I	0					
Rose Tineke -- D	26,105	1	145	38	0.49	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	9,265	7	120	53	0.68	
Rose Spr Lovely Lydia -- I	9,780	8	50	21	0.26	KOR
Rose Spr Macarena -- D	7,345	4	120	36	0.46	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	4,450	10	140	25	0.32	
Rose Spr Mixed -- I	0					
Sandersonia -- D	22,730	21	180	88	1.11	
Sandersonia -- I	0					
Trachelium -- D	1,096		40	23	0.29	
Trachelium -- I	2,500		130	46	0.58	ISR NLD
Tulip -- D	0					
Tulip -- I	50			40	0.51	NLD
Waxflowers -- D	40		7	7	0.09	
Waxflowers -- I	5,830	2	75	40	0.51	AUS
Green Foliage						
Beargrass -- D	5		200	160	2.03	
Beargrass -- I	350	180	250	244	3.10	USA
Leatherleaves -- D	118,960	1	50	19	0.24	
Leatherleaves -- I	216,180	1	35	14	0.18	USA
Ruscus Israel -- D	4,700		35	18	0.23	
Ruscus Israel -- I	12,160		25	10	0.12	ISR
Ruscus Italian -- D	4,550	20	80	47	0.59	
Ruscus Italian -- I	8,600	2	55	18	0.22	ITA
Salal -- D	0					
Salal -- I	4,772	30	400	135	1.71	USA



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