
BULLETIN
MNS Week 30, 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. W30, of 1 August 2012

Data for: Week No. 30 of 23 through 28 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. **W30**

Date: **01/08/2012**

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 30 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	34,183,210	-13%	0.20	0.22	-9.1%	8,618,594	-18%
2	Chrysanthemum Spray	15,561,385	-0.2%	0.10	0.14	-29%	2,476,984	-20%
3	Rose Small & Medium	3,096,030	-28%	0.07	0.09	-22%	1,546,579	17%
4	Lilium Oriental	2,168,806	14%	0.47	0.65	-28%	1,526,767	-8.2%
5	Gerbera mini	9,158,470	12%	0.07	0.13	-46%	1,227,432	-30%
6	Hydrangea	885,766	3%	0.77	0.98	-21%	732,561	-18%
7	Rose Spray	1,870,850	1.9%	0.29	0.31	-6.5%	638,510	2.7%
8	Gerbera Large	1,618,540	-4.2%	0.19	0.25	-24%	627,765	-16%
9	Chrysant, Single Bud	2,782,420	-7.0%	0.17	0.20	-15%	548,972	-15%
10	Zantedeschian Various	1,631,125	22%	0.29	0.40	-28%	503,148	-13%
11	Freesia, Single	1,971,100	-20%	0.10	0.13	-23%	490,506	3.4%
12	Alstroemeria	3,386,180	-9.0%	0.10	0.12	-17%	446,915	-14%
13	Chrysant, Spray Santini	2,975,775	15%	0.10	0.16	-38%	425,403	-25%
14	Helianthus	1,797,880	65%	0.13	0.40	-68%	421,417	-33%
15	Gladiolus Large	2,582,245	54%	0.10	0.22	-55%	401,010	-24%
Total Top 15		85,669,782	-4.4%	0.17	0.21	-19%	20,632,561	-16%
Total Cut Flowers Sales		127,420,373	-2.0%	0.17	0.21	-18%	28,799,208	-15.0%
Houseplants								
1	Phalaenopsis	456,454	65%	2.88	4.12	-30%	6,421,841	0.5%
2	Kalanchoe	442,076	34%	0.70	0.74	-5.4%	1,024,304	-5.2%
3	Chrysanthemum	279,805	-27%	0.74	0.59	25%	1,012,174	4.7%
4	Bromelia	208,656	1.3%	1.08	1.21	-11%	853,038	7.4%
5	Anthurium	115,776	-19%	2.37	2.49	-4.8%	796,960	-2.0%
6	Rose	360,688	92%	0.72	0.96	-25%	788,052	9.2%
7	Various Houseplants	20,680	-39%	2.74	1.63	68%	460,170	-19%
8	Ficus	106,498	-12%	1.46	1.57	-7.0%	427,983	-11%
9	Dracaena	112,397	-15%	1.04	1.20	-13%	413,797	-15%
10	Spathiphyllum	112,663	-41%	1.06	0.77	38%	356,598	-10%
Total Top 10		2,215,693	11%	1.37	1.47	-6.8%	12,554,915	-1.1%
Total Houseplants Sales		5,099,361	1.0%	1.16	1.23	-6.0%	20,956,258	-5.0%
Total FH Sales		134,418,660	-1.0%	0.21	0.25	-16%	54,062,474	-10%

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. W30 Date: 01/08/2012

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 : 30 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\$ = 78.27 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					
Total Cut Flowers Sold	18,188,054				
Achilea -- D	980		50	20	0.26
Achilea -- I	0				
Alstroemeria -- D	156,500	7	180	60	0.77
Alstroemeria -- I	770		5	1	0.01 COL
Ammi majus -- D	4,390		80	46	0.58
Ammi majus -- I	0				
Anigozanthos -- D	713	11	80	33	0.42
Anigozanthos -- I	0				
Anthurium Pink -- D	228		300	127	1.63
Anthurium Pink -- I	18,696	22	200	78	1.00 THA
Anthurium Red -- D	584		250	152	1.95
Anthurium Red -- I	26,099	10	205	82	1.04 AUS THA USA ZAF
Anthurium White -- D	323		220	118	1.51
Anthurium White -- I	9,565	1	180	84	1.07 THA
Brodea -- D	0				
Brodea -- I	50			95	1.21 NLD ZAF
Bupleurum -- D	4,825	19	120	74	0.94
Bupleurum -- I	0				
Calla -- D	73,680	2	500	74	0.94
Calla -- I	2,394		400	118	1.50 NLD NZL
Carnations Spray -- D	577,012	1	120	44	0.57
Carnations Spray -- I	260,652	1	57	25	0.33 COL
Carnations Standard -- D	636,172	1	160	39	0.50
Carnations Standard -- I	328,022	1	170	30	0.38 COL
Chrysanthemum Spray -- D	688,910	1	190	33	0.42
Chrysanthemum Spray -- I	567,640	1	80	29	0.37 KOR

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Delphinium -- D	133,335	7	250	88	1.12	
Delphinium -- I	0					
Dracaena -- D	36,175	1	150	35	0.45	
Dracaena -- I	131,752	1	140	22	0.28	SGP
Euphorbia Marginata -- D	3,820		70	34	0.43	
Euphorbia Marginata -- I	0					
Eustoma -- D	532,859	4	800	101	1.30	
Eustoma -- I	370		52	41	0.52	
Gentiana -- D	883,615	8	200	31	0.40	
Gentiana -- I	0					
Gerbera -- D	328,039	1	150	20	0.26	
Gerbera -- I	0					
Gladiolus -- D	169,372	1	90	47	0.61	
Gladiolus -- I	0					
Gypsophila -- D	176,520	5	700	60	0.76	
Gypsophila -- I	4,460		60	56	0.72	ISR
Heliconia Pendula -- D	6,775	12	230	36	0.45	
Heliconia Pendula -- I	73	210	360	291	3.72	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	12,318	10	200	51	0.65	AUS NZL ZAF
Leucospermum Cordifolium -- D	300			25	0.32	
Leucospermum Cordifolium -- I	2,880	26	201	109	1.40	AUS NZL ZAF
Lily Casablanca -- D	61,800	25	900	241	3.08	
Lily Casablanca -- I	890	10	93	49	0.62	KOR NLD NZL
Lily Longiflorum -- D	88,910	1	200	68	0.87	
Lily Longiflorum -- I	5,810	20	150	67	0.86	KOR NLD
Limonium Sinuatum -- D	358,060	1	82	28	0.36	
Limonium Sinuatum -- I	0					
Molucella -- D	1,150	38	130	86	1.10	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	2,830	50	180	88	1.13	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	12,730	40	135	71	0.90	SGP THA
Orchid Cymbidium -- D	40	200	400	325	4.15	
Orchid Cymbidium -- I	18,470	100	1,000	459	5.86	NLD NZL
Orchid Oncidium -- D	10,328	19	550	141	1.81	
Orchid Oncidium -- I	80,550	1	171	83	1.06	SGP TAI THA
Orchid Phalaenopsis -- D	15,409	25	1,600	434	5.54	
Orchid Phalaenopsis -- I	4,114	200	960	630	8.04	AUS NZL
Orchid Sonia -- D	400		40	32	0.41	
Orchid Sonia -- I	98,320	15	70	33	0.42	THA
Ornithogalum -- D	20,683	10	100	62	0.80	
Ornithogalum -- I	2,990	10	70	37	0.48	NLD ZAF
Protea King -- D	0					
Protea King -- I	520	5	900	285	3.64	AUS ZAF
Protea others -- D	0					
Protea others -- I	666	70	1,000	375	4.80	AUS NZL
Rose Total -- D	1,044,601	1	600	46	0.58	
Rose Total -- I	126,264	1	400	44	0.57	
Rose Avalanche -- D	73,866	1	200	45	0.57	
Rose Avalanche -- I	740	1	75	6	0.08	
Rose Delilah -- D	2,865	1	80	25	0.33	
Rose Delilah -- I	0					
Rose Dukaat -- D	12,440	5	120	41	0.52	
Rose Dukaat -- I	0					
Rose Esther -- D	3,130	2	80	19	0.25	
Rose Esther -- I	100	50	50	50	0.64	
Rose Fantasy -- D	4,990	9	100	23	0.30	
Rose Fantasy -- I	0					
Rose First Red -- D	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose First Red -- I	100	5	5	5	0.06	IND
Rose Gold Strike -- D	1,520	10	70	32	0.41	
Rose Gold Strike -- I	1,080		30	12	0.16	IND
Rose Grand Gala -- D	440	4	32	19	0.24	
Rose Grand Gala -- I	0					
Rose Milva -- D	2,680		120	49	0.62	
Rose Milva -- I	0					
Rose Noblesse -- D	8,235	1	80	20	0.25	
Rose Noblesse -- I	0					
Rose Pareo -- D	9,500	5	110	37	0.47	
Rose Pareo -- I	0					
Rose Red Roses D --	32,190	1	150	35	0.45	
Rose Red Roses I --	0					
Rose Saphir -- D	6,360	4	100	43	0.55	
Rose Saphir -- I	600	5	20	11	0.13	IND
Rose Skyline -- D	50			29	0.37	
Rose Skyline -- I	100			1	0.01	COL IND
Rose The Teresa -- D	16,275	4	100	42	0.54	
Rose The Teresa -- I	0					
Rose Tineke -- D	22,313	1	150	37	0.47	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	9,195	10	150	57	0.73	
Rose Spr Lovely Lydia -- I	11,720	2	50	21	0.27	KOR
Rose Spr Macarena -- D	6,745	7	100	35	0.45	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,650	10	100	26	0.33	
Rose Spr Mixed -- I	80		40	30	0.38	KOR
Sandersonia -- D	18,730	24	200	81	1.03	
Sandersonia -- I	0					
Trachelium -- D	1,760		45	15	0.19	
Trachelium -- I	2,250		120	57	0.72	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	6,630	15	80	45	0.58	AUS
Green Foliage						
Beargrass -- D	3		167	167	2.13	
Beargrass -- I	430	180	200	188	2.40	USA
Leatherleaves -- D	115,110		50	17	0.22	
Leatherleaves -- I	163,910	2	35	13	0.17	USA
Ruscus Israel -- D	3,000		35	25	0.32	
Ruscus Israel -- I	11,120		25	15	0.19	ISR
Ruscus Italian -- D	3,890	30	80	50	0.64	
Ruscus Italian -- I	8,550	1	55	22	0.28	ITA
Salal -- D	0					
Salal -- I	1,248	36	400	164	2.09	USA



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