

**CUT FLOWERS AND ORNAMENTAL PLANTS**  
MARKET NEWS SERVICE (MNS)  
WEEKLY EDITION



## **Disclaimer**

This report has been prepared without formal editing, as a service to exporters and industries in developing countries by the Market News Service (MNS), Division of Market Development, International Trade Centre, The Joint Agency of the World Trade Organization and The United Nations.

No part of this report may be reproduced, stored in a retrieval system or transmitted in any form or by any means, without prior permission in writing from the International Trade Centre.

The mention of specific companies or of certain commercial products and brand names does not imply that they are endorsed or recommended by ITC in preference to others of a similar nature that are not mentioned.

The designations employed and the presentation of material on the map do not imply the expression of any opinion whatsoever on the part of the International Trade Centre concerning the legal status of any Country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

**Market News Service**  
**Cut Flowers and Ornamental Plants Weekly Price Report**

Report prepared by Mr. Jan Plasmeijer and Mr. Chumi Yanai

Issue No. W31, of 9 August 2012

Data for: Week No. 31 of 30 July through 4 August 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).

The authors can be contacted at [jpl1942@caiway.nl](mailto:jpl1942@caiway.nl) or [chumi\\_y@017.net.il](mailto:chumi_y@017.net.il)

To subscribe to the report or to access MNS reports directly online, please contact [mns@intracen.org](mailto:mns@intracen.org) or visit our website at: <http://www.intracen.org/exporters/market-news-service> or <http://www.intracen.org/trade-support/market-news-service>

Copyright © MNS/ITC 2000. All rights reserved

## Price Information: Floriculture Products - European Markets

Issue No. **W31**

Date: **08/08/2012**

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 31 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	31,336,245	-21%	0.19	0.20	-5.0%	7,467,262	-20%
2	Chrysanthemum Spray	14,846,830	-7.3%	0.11	0.12	-8%	2,484,761	-13%
3	Rose Small & Medium	1,980,150	-47%	0.09	0.09	0.0%	1,440,133	22%
4	Lilium Oriental	2,234,720	33%	0.40	0.71	-44%	1,433,750	-11%
5	Gerbera mini	8,833,690	-6.1%	0.06	0.07	-14%	1,117,187	-13%
6	Hydrangea	930,360	12%	0.74	0.86	-14%	735,658	-2%
7	Chrysant, Single Bud	2,384,610	-23%	0.24	0.17	41%	661,574	12%
8	Rose Spray	1,768,335	-5.5%	0.25	0.27	-7.4%	535,118	0.0%
9	Freesia, Single	1,820,350	-26%	0.10	0.11	-9%	531,675	19%
10	Gerbera Large	1,652,340	-16%	0.13	0.14	-7.1%	487,543	-8.3%
11	Zantedeschian Various	1,752,535	23%	0.24	0.36	-33%	439,255	-19%
12	Alstroemeria	3,427,610	-2.7%	0.10	0.11	-9.1%	432,650	-3.1%
13	Gypsophila	1,354,625	14%	0.22	0.27	-19%	398,055	-5.1%
14	Lilium LA	1,221,300	52%	0.16	0.41	-61%	389,975	-30%
15	Chrysant, Spray Santini	2,583,600	-6.8%	0.08	0.12	-33%	381,958	-36%
<b>Total Top 15</b>		<b>78,127,300</b>	<b>-14%</b>	<b>0.16</b>	<b>0.18</b>	<b>-11%</b>	<b>18,936,555</b>	<b>-13%</b>
<b>Total Cut Flowers Sales</b>		<b>125,170,125</b>	<b>-5.2%</b>	<b>0.16</b>	<b>0.18</b>	<b>-12%</b>	<b>26,787,114</b>	<b>-13%</b>
<b>Houseplants</b>								
1	Phalaenopsis	514,230	52%	2.75	3.96	-31%	6,428,926	-10%
2	Chrysanthemum	555,861	22%	0.62	0.71	-13%	1,255,864	-7.0%
3	Kalanchoe	455,334	13%	0.65	0.73	-11%	1,046,739	-2.1%
4	Bromelia	201,375	-0.6%	1.10	1.17	-6.0%	885,232	4.8%
5	Anthurium	115,538	-19%	2.47	2.50	-1.2%	800,111	-8.0%
6	Rose	345,279	53%	0.71	0.93	-24%	721,181	-6.4%
7	Dracaena	115,681	-18%	1.09	1.25	-13%	493,097	-4.9%
8	Ficus	111,103	-13%	1.46	1.55	-5.8%	457,979	3.2%
9	Hydrangea	87,902	17%	1.86	2.53	-26%	385,267	2.3%
10	Spathiphyllum	132,122	-37%	0.95	0.71	34%	360,203	-21%
<b>Total Top 10</b>		<b>2,634,425</b>	<b>14%</b>	<b>1.29</b>	<b>1.50</b>	<b>-14%</b>	<b>12,834,600</b>	<b>-7.5%</b>
<b>Total Houseplants Sales</b>		<b>5,689,753</b>	<b>2.8%</b>	<b>1.24</b>	<b>1.27</b>	<b>-12%</b>	<b>21,390,134</b>	<b>-8.5%</b>
<b>Total FH Sales</b>		<b>132,762,553</b>	<b>-4.8%</b>	<b>0.20</b>	<b>0.23</b>	<b>-12%</b>	<b>52,549,294</b>	<b>-9.4%</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. W31 Date: 08/08/2012**

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 : 31 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\$ = 78.29 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>25,367,516</b>				
Achilea -- D	530		30	23	0.29
Achilea -- I	0				
Alstroemeria -- D	170,440	1	175	61	0.78
Alstroemeria -- I	1,670		10	1	0.01 COL
Ammi majus -- D	3,380	5	100	44	0.56
Ammi majus -- I	0				
Anthurium Pink -- D	265		500	103	1.32
Anthurium Pink -- I	19,121	5	170	62	0.79 THA
Anthurium Red -- D	640		500	157	2.01
Anthurium Red -- I	27,171	1	220	62	0.79 AUS THA USA ZAF
Anthurium White -- D	189		180	66	0.85
Anthurium White -- I	11,164	1	180	62	0.79 THA
Banksia -- D	0				
Banksia -- I	50	80	120	101	1.29 AUS NZL
Bupleurum -- D	4,975	11	130	58	0.74
Bupleurum -- I	0				
Calla -- D	81,415	1	480	56	0.72
Calla -- I	3,192		220	55	0.70 NLD NZL
Carnations Spray -- D	801,376	1	130	42	0.53
Carnations Spray -- I	373,040	1	60	29	0.37 COL
Carnations Standard -- D	752,821	1	160	40	0.51
Carnations Standard -- I	550,528	1	175	29	0.37 COL
Chrysanthemum Spray -- D	963,795	1	190	41	0.52
Chrysanthemum Spray -- I	650,080	1	150	45	0.57 KOR

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Delphinium -- D	138,459	1	220	80	1.02	
Delphinium -- I	0					
Dracaena -- D	32,480	5	150	35	0.45	
Dracaena -- I	129,251	1	140	23	0.29	SGP
Euphorbia Marginata -- D	4,610		60	28	0.36	
Euphorbia Marginata -- I	0					
Eustoma -- D	559,032	2	600	93	1.19	
Eustoma -- I	160		44	38	0.49	
Gentiana -- D	1,952,017	10	200	43	0.55	
Gentiana -- I	0					
Gerbera -- D	356,952	1	190	18	0.23	
Gerbera -- I	0					
Gladiolus -- D	245,243	2	80	35	0.45	
Gladiolus -- I	0					
Gypsophila -- D	168,955	2	270	65	0.83	
Gypsophila -- I	9,980		60	37	0.47	ISR
Heliconia Pendula -- D	4,953	5	167	33	0.42	
Heliconia Pendula -- I	176	250	400	299	3.82	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	13,573	1	200	47	0.61	AUS NZL ZAF
Leucospermum Cordifolium -- D	100			25	0.32	
Leucospermum Cordifolium -- I	3,370	20	200	103	1.31	AUS NZL ZAF
Lily Casablanca -- D	84,114	10	900	237	3.02	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	195,961	5	200	65	0.83	
Lily Longiflorum -- I	9,050	17	125	65	0.83	KOR NLD
Limonium Sinuatum -- D	551,410	1	82	30	0.39	
Limonium Sinuatum -- I	0					
Molucella -- D	1,700	19	130	92	1.18	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	3,930	34	150	79	1.00	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	14,360	28	152	75	0.96	SGP THA
Orchid Cymbidium -- D	360	120	350	245	3.13	
Orchid Cymbidium -- I	18,267	56	1,000	441	5.63	NLD NZL
Orchid Oncidium -- D	9,798	3	550	145	1.85	
Orchid Oncidium -- I	69,443	1	230	100	1.28	SGP TAI THA
Orchid Phalaenopsis -- D	15,156	2	2,000	408	5.21	
Orchid Phalaenopsis -- I	4,170	137	950	631	8.07	AUS NZL
Orchid Sonia -- D	1,600		60	40	0.51	
Orchid Sonia -- I	127,750	18	80	37	0.48	THA
Ornithogalum -- D	30,219	1	110	42	0.53	
Ornithogalum -- I	1,520	1	70	29	0.37	NLD ZAF
Protea King -- D	0					
Protea King -- I	377	50	800	354	4.52	AUS ZAF
Protea others -- D	0					
Protea others -- I	654	90	1,500	366	4.68	AUS NZL
<b>Rose Total -- D</b>	<b>1,058,426</b>		<b>450</b>	<b>41</b>	<b>0.53</b>	
<b>Rose Total -- I</b>	<b>127,556</b>	<b>1</b>	<b>400</b>	<b>41</b>	<b>0.52</b>	
Rose Avalanche -- D	75,703	1	200	40	0.51	
Rose Avalanche -- I	620	1	120	21	0.27	
Rose Delilah -- D	2,410	1	80	26	0.34	
Rose Delilah -- I	0					
Rose Dukaat -- D	13,390	2	100	36	0.46	
Rose Dukaat -- I	0					
Rose Esther -- D	1,900	1	80	30	0.38	
Rose Esther -- I	100	50	50	50	0.64	
Rose Fantasy -- D	4,990	1	100	20	0.26	

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	200	2	2	2	0.03	IND
Rose Gold Strike -- D	1,745	2	70	25	0.31	
Rose Gold Strike -- I	720	1	7	2	0.03	IND
Rose Milva -- D	4,270		130	41	0.53	
Rose Milva -- I	0					
Rose Noblesse -- D	7,170	2	60	18	0.23	
Rose Noblesse -- I	1,100	1	2	1	0.01	IND
Rose Pareo -- D	8,370	1	96	30	0.39	
Rose Pareo -- I	0					
Rose Red Roses D --	34,149	1	130	33	0.43	
Rose Red Roses I --	0					
Rose Saphir -- D	7,450	2	100	39	0.50	
Rose Saphir -- I	320	1	1	1	0.01	IND
Rose Skyline -- D	0					
Rose Skyline -- I	60			3	0.04	COL IND
Rose The Teresa -- D	20,330	1	120	39	0.49	
Rose The Teresa -- I	0					
Rose Tineke -- D	22,860	1	150	28	0.36	
Rose Tineke -- I	300			1	0.01	IND
Rose Spr Lovely Lydia -- D	10,135	10	120	53	0.67	
Rose Spr Lovely Lydia -- I	5,710	1	40	19	0.25	KOR
Rose Spr Macarena -- D	12,885	2	120	28	0.35	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	2,576	10	100	26	0.33	
Rose Spr Mixed -- I	310			13	0.17	KOR
Sandersonia -- D	18,680	24	220	87	1.12	
Sandersonia -- I	0					
Trachelium -- D	540		60	19	0.24	
Trachelium -- I	1,700		130	43	0.55	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	2,480	2	80	33	0.43	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		167	117	1.49	
Beargrass -- I	370			250	3.19	USA
Leatherleaves -- D	106,680		50	19	0.24	
Leatherleaves -- I	219,930	1	35	14	0.18	USA
Ruscus Israel -- D	3,100		40	26	0.33	
Ruscus Israel -- I	23,775		25	11	0.14	ISR
Ruscus Italian -- D	3,930	30	90	50	0.64	
Ruscus Italian -- I	6,630	1	50	19	0.24	ITA
Salal -- D	0					
Salal -- I	1,942	27	400	123	1.58	USA



International  
Trade  
Centre



**Street address**  
International Trade Centre  
54-56 Rue de Montbrillant  
1202 Geneva, Switzerland

P: +41 22 730 0111  
F: +41 22 733 4439  
E: [itcreg@intracen.org](mailto:itcreg@intracen.org)  
[www.intracen.org](http://www.intracen.org)

**Postal address**  
International Trade Centre  
Palais des Nations  
1211 Geneva 10, Switzerland