

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. W32, of 17 August 2012

Data for: Week No. 32 of 6 through 11 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.

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Price Information: Floriculture Products - European Markets

Issue No. **W32**

Date: **17/08/2012**

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 32 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	32,156,740	-19%	0.25	0.20	25%	9,841,808	6.1%
2	Chrysanthemum Spray	16,191,700	-1.9%	0.13	0.14	-7.1%	2,960,458	-5.9%
3	Rose Small & Medium	1,993,750	-39%	0.16	0.10	60%	1,734,368	25%
4	Lilium Oriental	2,330,065	18%	0.45	0.72	-38%	1,586,420	-16%
5	Gerbera mini	8,895,245	-5.6%	0.06	0.06	0.0%	1,120,894	4.6%
6	Chrysant, Single Bud	2,972,800	-8%	0.28	0.22	27%	945,297	21%
7	Hydrangea	1,022,605	11%	0.72	0.90	-20%	786,317	-10%
8	Rose Spray	1,700,100	-14%	0.33	0.26	27%	660,490	20%
9	Freesia, Single	1,810,250	-37%	0.13	0.10	30%	568,075	31%
10	Gerbera Large	1,733,880	-16%	0.15	0.13	15%	518,441	2.1%
11	Helianthus	1,663,266	-0.2%	0.18	0.17	5.9%	496,150	2.8%
12	Zantedeschian Various	1,613,885	3.1%	0.28	0.33	-15%	480,053	-12%
13	Alstroemeria	3,430,530	-4.5%	0.11	0.13	-15%	456,328	-11%
14	Lilium LA	1,339,940	38%	0.18	0.37	-51%	439,803	-28%
15	Anthurium	1,050,844	-7.9%	0.35	0.36	-2.8%	421,842	-10%
Total Top 15		79,905,600	-12%	0.21	0.19	11%	23,016,744	2.1%
Total Cut Flowers Sales		128,248,407	-8.0%	0.19	0.18	3.0%	31,721,683	-2.0%
Houseplants								
1	Phalaenopsis	501,937	27%	2.87	3.73	-23%	7,062,389	-6.0%
2	Chrysanthemum	717,046	4.5%	0.61	0.71	-14%	1,837,013	15.6%
3	Kalanchoe	468,130	-20%	0.67	0.63	6.3%	1,024,521	-4.0%
4	Anthurium	127,533	-9.7%	2.57	2.60	-1.2%	870,589	-10%
5	Bromelia	247,384	11%	1.13	1.18	-4.2%	860,682	-14%
6	Rose	268,294	-1.0%	0.78	0.87	-10%	748,527	-0.4%
7	Ficus	106,472	-13%	1.73	1.81	-4.4%	639,790	7.7%
8	Dracaena	136,190	-15%	1.22	1.28	-4.7%	485,172	-8.0%
9	Zantedeschia	37,890	-34%	2.23	1.80	24%	431,782	26.1%
10	Spathiphyllum	155,498	-13%	0.92	0.79	16%	395,251	-10%
Total Top 10		2,766,374	-1.9%	1.30	1.37	-5.1%	14,355,716	-3.0%
Total Houseplants Sales		5,930,151	-6.0%	1.20	1.33	-5.0%	23,708,913	-5.0%
Total FH Sales		136,173,286	-8.0%	0.24	0.23	2.0%	59,843,537	-3.0%

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. W32 Date: 16/08/2012

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 : 32 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\$ = 78.44 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	29,373,436					
Achilea -- D	410		30	12	0.15	
Achilea -- I	0					
Alstroemeria -- D	137,754	1	180	68	0.86	
Alstroemeria -- I	50			5	0.06	COL
Ammi majus -- D	4,220	1	80	37	0.47	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	200		70	26	0.33	AUS NLD ZWE
Anthurium Pink -- D	107		260	143	1.82	
Anthurium Pink -- I	16,584	1	160	55	0.70	THA
Anthurium Red -- D	777		240	120	1.53	
Anthurium Red -- I	25,949	1	200	55	0.70	AUS THA USA ZAF
Anthurium White -- D	294		180	101	1.29	
Anthurium White -- I	9,636	3	180	61	0.78	THA
Bupleurum -- D	3,800	10	100	49	0.62	
Bupleurum -- I	0					
Calla -- D	57,306	1	400	63	0.81	
Calla -- I	2,167		220	83	1.06	NLD NZL
Carnations Spray -- D	870,550	2	200	52	0.67	
Carnations Spray -- I	983,825	1	65	31	0.39	COL
Carnations Standard -- D	834,861	3	160	43	0.55	
Carnations Standard -- I	1,208,274	1	170	26	0.33	COL
Chrysanthemum Spray -- D	1,692,210	1	190	59	0.75	
Chrysanthemum Spray -- I	1,806,590	8	130	57	0.73	KOR
Delphinium -- D	82,440	15	350	118	1.51	
Delphinium -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Dracaena -- D	32,810	12	200	41	0.52	
Dracaena -- I	151,879	2	120	28	0.36	SGP
Euphorbia Marginata -- D	4,290		60	28	0.36	
Euphorbia Marginata -- I	0					
Eustoma -- D	727,167	5	600	111	1.42	
Eustoma -- I	160			25	0.32	
Gentiana -- D	3,794,394		200	52	0.67	
Gentiana -- I	6,280		55	46	0.58	
Gerbera -- D	321,889	1	150	19	0.25	
Gerbera -- I	0					
Gladiolus -- D	270,615	1	113	55	0.71	
Gladiolus -- I	4,140		45	36	0.46	
Gypsophila -- D	177,973	6	350	95	1.21	
Gypsophila -- I	2,050		60	57	0.73	ISR
Heliconia Pendula -- D	3,495	15	150	36	0.46	
Heliconia Pendula -- I	123	141	300	279	3.56	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	22,360	10	180	48	0.61	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	3,320	30	220	106	1.35	AUS NZL ZAF
Lily Casablanca -- D	88,978	10	1,000	322	4.10	
Lily Casablanca -- I	10,665	14	200	111	1.41	KOR NLD NZL
Lily Longiflorum -- D	465,610	2	210	85	1.08	
Lily Longiflorum -- I	50,860	11	130	57	0.72	KOR NLD
Limonium Sinuatum -- D	1,220,680	1	120	42	0.54	
Limonium Sinuatum -- I	7,200		40	20	0.25	AUS NZL
Molucella -- D	980		120	86	1.10	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	5,010	47	250	86	1.10	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	33,390	30	125	81	1.04	SGP THA
Orchid Cymbidium -- D	212	120	450	258	3.29	
Orchid Cymbidium -- I	31,963	177	1,000	497	6.34	NLD NZL
Orchid Oncidium -- D	12,153	14	550	176	2.24	
Orchid Oncidium -- I	102,745	11	270	144	1.83	SGP TAI THA
Orchid Phalaenopsis -- D	16,144	2	9,999	482	6.14	
Orchid Phalaenopsis -- I	4,007	200	950	631	8.04	AUS NZL
Orchid Sonia -- D	1,840		60	41	0.52	
Orchid Sonia -- I	271,960	20	70	42	0.54	THA
Ornithogalum -- D	21,867	8	100	42	0.54	
Ornithogalum -- I	894	5	60	29	0.37	NLD ZAF
Protea King -- D	0					
Protea King -- I	284	73	800	514	6.55	AUS ZAF
Protea others -- D	0					
Protea others -- I	745	30	1,000	314	4.00	AUS NZL
Rose Total -- D	898,358	1	350	42	0.53	
Rose Total -- I	108,327	1	400	46	0.59	
Rose Avalanche -- D	62,760	1	200	38	0.49	
Rose Avalanche -- I	280	1	100	27	0.35	
Rose Delilah -- D	2,220	2	100	27	0.35	
Rose Delilah -- I	0					
Rose Dukaat -- D	11,780	1	110	39	0.50	
Rose Dukaat -- I	0					
Rose Esther -- D	1,190	1	80	20	0.26	
Rose Esther -- I	100	50	50	50	0.64	
Rose Fantasy -- D	3,010	5	100	24	0.30	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,045	10	40	22	0.28	
Rose Gold Strike -- I	560		52	10	0.13	IND
Rose Milva -- D	3,080		140	57	0.73	

<u>Product Name & Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Milva -- I	0					
Rose Noblesse -- D	5,330	1	70	22	0.27	
Rose Noblesse -- I	0					
Rose Pareo -- D	6,400	1	102	26	0.33	
Rose Pareo -- I	0					
Rose Red Roses D --	34,375	1	120	34	0.43	
Rose Red Roses I --	0					
Rose Saphir -- D	6,210	2	110	45	0.58	
Rose Saphir -- I	160			14	0.18	IND
Rose The Teresa -- D	20,500	3	100	38	0.48	
Rose The Teresa -- I	0					
Rose Tineke -- D	21,650	1	135	25	0.32	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	5,980	7	130	60	0.77	
Rose Spr Lovely Lydia -- I	3,710	1	50	25	0.31	KOR
Rose Spr Macarena -- D	11,720	1	100	27	0.34	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,015	10	100	23	0.29	
Rose Spr Mixed -- I	0					
Sandersonia -- D	19,570	12	200	83	1.05	
Sandersonia -- I	0					
Trachelium -- D	150		15	12	0.15	
Trachelium -- I	790		65	53	0.67	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	8,100	16	80	40	0.51	AUS
<u>Green Foliage</u>						
Beargrass -- D	3		167	167	2.13	
Beargrass -- I	300	250	300	260	3.31	USA
Leatherleaves -- D	88,110	3	70	26	0.33	
Leatherleaves -- I	170,900	1	40	18	0.23	USA
Ruscus Israel -- D	4,500		40	28	0.36	
Ruscus Israel -- I	20,600		35	20	0.26	ISR
Ruscus Italian -- D	4,250	30	90	54	0.69	
Ruscus Italian -- I	6,880	15	55	33	0.41	ITA
Salal -- D	0					
Salal -- I	737	100	600	274	3.49	USA



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