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BULLETIN  
MNS Week 33, 2012

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**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. W33, of 23 August 2012

**Data for: Week No. 33 of 13 through 18 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).

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## Price Information: Floriculture Products - European Markets

Issue No. **W33**

Date: **23/08/2012**

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 33 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	34,012,786	-7.1%	0.24	0.24	0.0%	10,206,848	-1.2%
2	Chrysanthemum Spray	16,523,025	-7.4%	0.16	0.16	0.0%	3,441,131	-6.9%
3	Rose Small & Medium	2,161,894	-15%	0.15	0.13	15%	1,759,246	43%
4	Lilium Oriental	2,729,150	11%	0.32	0.57	-44%	1,380,258	-26%
5	Gerbera mini	9,156,260	-9.1%	0.07	0.08	-13%	1,289,891	-2.3%
6	Chrysant, Single Bud	2,959,890	-20%	0.28	0.25	12%	902,232	-10%
7	Hydrangea	988,309	1.6%	0.82	0.95	-14%	857,179	-11%
8	Rose Spray	1,686,100	-11%	0.38	0.32	19%	752,964	18%
9	Gerbera Large	1,776,145	-11%	0.18	0.19	-5%	629,644	-6.6%
10	Freesia, Single	2,034,250	-32%	0.12	0.10	20%	550,605	12%
11	Helianthus	1,561,985	-3.2%	0.23	0.21	9.5%	531,226	9.5%
12	Alstroemeria	3,183,200	-8.4%	0.13	0.14	-7.1%	518,179	-9.1%
13	Zantedeschian Various	1,735,045	21%	0.28	0.36	-22%	515,564	-10%
14	Gladiolus Large	3,171,458	38%	0.07	0.19	-63%	402,116	-37%
15	Chrysant, Spray Santini	3,223,265	1.9%	0.10	0.11	-9.1%	397,802	-27%
<b>Total Top 15</b>		<b>86,902,762</b>	<b>-6.6%</b>	<b>0.20</b>	<b>0.21</b>	<b>-5%</b>	<b>24,134,886</b>	<b>-3.6%</b>
<b>Total Cut Flowers Sales</b>		<b>131,632,038</b>	<b>-4.6%</b>	<b>0.19</b>	<b>0.20</b>	<b>-6.4%</b>	<b>32,668,575</b>	<b>-6.4%</b>
<b>Houseplants</b>								
1	Phalaenopsis	494,190	10%	2.89	3.50	-17%	7,681,721	1.5%
2	Chrysanthemum	702,933	-1.3%	0.60	0.67	-10%	1,647,425	-0.8%
3	Kalanchoe	519,310	-19%	0.63	0.54	17%	1,036,594	-3.9%
4	Anthurium	137,515	-15%	2.44	2.53	-3.6%	861,985	-21%
5	Bromelia	285,225	22%	1.03	1.26	-18%	837,343	-8%
6	Rose	257,494	8.1%	0.80	0.85	-5.9%	706,757	-22%
7	Ficus	105,883	-25%	1.88	1.82	3.3%	545,896	-12%
8	Orchids - Various	13,370	-19%	2.16	2.75	-21%	521,111	5.2%
9	Dracaena	165,385	-5.0%	1.07	1.28	-16%	499,001	-21%
10	Various Houseplants	64,192	-19%	0.52	0.63	-17%	462,346	-27%
<b>Total Top 10</b>		<b>2,745,497</b>	<b>-3.6%</b>	<b>1.26</b>	<b>1.36</b>	<b>-7.4%</b>	<b>14,800,179</b>	<b>-5.2%</b>
<b>Total Houseplants Sales</b>		<b>6,297,592</b>	<b>-7.6%</b>	<b>1.09</b>	<b>1.16</b>	<b>-5.9%</b>	<b>24,137,372</b>	<b>-8.1%</b>
<b>Total FH Sales</b>		<b>140,154,487</b>	<b>-4.7%</b>	<b>0.24</b>	<b>0.25</b>	<b>-6.6%</b>	<b>61,247,550</b>	<b>-6.2%</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. W33 Date: 22/08/2012**

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 : 33 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\$ = 78.76 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>Total Cut Flowers Sold</b>	<b>16,419,100</b>					
Achilea -- D	50			20	0.25	
Achilea -- I	0					
Alstroemeria -- D	110,340	20	200	84	1.07	
Alstroemeria -- I	2,570		34	8	0.10	COL
Ammi majus -- D	3,680	9	100	50	0.63	
Ammi majus -- I	0					
Anthurium Pink -- D	208		350	66	0.83	
Anthurium Pink -- I	14,055	8	180	57	0.73	THA
Anthurium Red -- D	966		190	74	0.94	
Anthurium Red -- I	21,032	4	180	52	0.66	AUS THA USA ZAF
Anthurium White -- D	309		135	63	0.81	
Anthurium White -- I	7,699	5	180	63	0.80	THA
Bupleurum -- D	1,170	40	120	89	1.13	
Bupleurum -- I	0					
Calla -- D	50,932	2	450	73	0.92	
Calla -- I	3,344		200	78	0.99	NLD NZL
Carnations Spray -- D	567,197	10	1,875	52	0.66	
Carnations Spray -- I	327,314	2	70	30	0.39	COL
Carnations Standard -- D	580,670	7	160	47	0.59	
Carnations Standard -- I	369,261	3	170	32	0.41	COL
Chrysanthemum Spray -- D	617,320	5	190	62	0.79	
Chrysanthemum Spray -- I	552,830	5	140	60	0.76	KOR
Delphinium -- D	102,390	10	350	123	1.56	
Delphinium -- I	0					
Dracaena -- D	26,431	13	106	41	0.51	
Dracaena -- I	110,558	5	120	30	0.38	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Euphorbia Marginata -- D	1,350		60	27	0.34	
Euphorbia Marginata -- I	0					
Eustoma -- D	493,796	10	700	125	1.59	
Eustoma -- I	0					
Gentiana -- D	1,481,970	5	200	43	0.55	
Gentiana -- I	0					
Gerbera -- D	324,607	5	150	21	0.26	
Gerbera -- I	0					
Gladiolus -- D	141,432	1	120	58	0.74	
Gladiolus -- I	1,620		40	38	0.48	
Gypsophila -- D	233,425	3	300	70	0.89	
Gypsophila -- I	3,540		70	54	0.69	ISR
Heliconia Pendula -- D	3,820	18	110	39	0.49	
Heliconia Pendula -- I	95	150	300	226	2.87	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	7,420	34	150	59	0.75	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	2,446	20	222	119	1.52	AUS NZL ZAF
Lily Casablanca -- D	78,277	32	1,000	243	3.09	
Lily Casablanca -- I	1,980	76	200	124	1.57	KOR NLD NZL
Lily Longiflorum -- D	214,415	10	210	68	0.87	
Lily Longiflorum -- I	25,670	5	130	41	0.52	KOR NLD
Limonium Sinuatum -- D	312,430	5	120	41	0.52	
Limonium Sinuatum -- I	0					
Molucella -- D	250		130	88	1.11	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	5,000	41	160	84	1.07	NLD NZL
Orchid Anna -- D	500		36	30	0.38	
Orchid Anna -- I	24,130	20	120	63	0.80	SGP THA
Orchid Cymbidium -- D	78	250	350	305	3.87	
Orchid Cymbidium -- I	19,873	50	1,000	468	5.94	NLD NZL
Orchid Oncidium -- D	10,843	10	550	161	2.04	
Orchid Oncidium -- I	64,722	4	280	121	1.53	SGP TAI THA
Orchid Phalaenopsis -- D	11,734	60	3,000	536	6.80	
Orchid Phalaenopsis -- I	4,415	185	1,200	618	7.84	AUS NZL
Orchid Sonia -- D	880		60	57	0.72	
Orchid Sonia -- I	110,240	25	70	44	0.56	THA
Ornithogalum -- D	16,206	13	90	50	0.64	
Ornithogalum -- I	840	20	80	53	0.67	NLD ZAF
Protea King -- D	0					
Protea King -- I	205	90	800	366	4.65	AUS ZAF
Protea others -- D	0					
Protea others -- I	399	90	750	233	2.96	AUS NZL
<b>Rose Total -- D</b>	<b>764,062</b>	<b>1</b>	<b>360</b>	<b>52</b>	<b>0.65</b>	
<b>Rose Total -- I</b>	<b>133,756</b>	<b>3</b>	<b>400</b>	<b>44</b>	<b>0.56</b>	
Rose Avalanche -- D	55,175	6	235	51	0.65	
Rose Avalanche -- I	0					
Rose Delilah -- D	2,530	10	80	36	0.46	
Rose Delilah -- I	0					
Rose Dukaat -- D	8,000	9	140	50	0.64	
Rose Dukaat -- I	0					
Rose Esther -- D	1,960	2	75	25	0.32	
Rose Esther -- I	100	50	50	50	0.63	
Rose Fantasy -- D	1,800	7	100	29	0.37	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,120	10	70	35	0.45	
Rose Gold Strike -- I	640		50	15	0.19	IND
Rose Milva -- D	2,500		130	58	0.74	
Rose Milva -- I	0					
Rose Noblesse -- D	4,880	2	100	30	0.38	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Noblesse -- I	0					
Rose Pareo -- D	3,760	4	100	32	0.41	
Rose Pareo -- I	0					
Rose Red Roses D --	29,295	1	120	41	0.52	
Rose Red Roses I --	0					
Rose Saphir -- D	7,490	10	120	49	0.63	
Rose Saphir -- I	920	10	44	18	0.22	IND
Rose Skyline -- D	165	5	60	19	0.24	
Rose Skyline -- I	0					
Rose The Teresa -- D	20,140	10	120	45	0.57	
Rose The Teresa -- I	0					
Rose Tineke -- D	16,840	1	140	39	0.50	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	5,950	20	135	70	0.89	
Rose Spr Lovely Lydia -- I	10,760	10	85	32	0.41	KOR
Rose Spr Macarena -- D	6,235	7	100	42	0.53	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	1,776	10	100	33	0.42	
Rose Spr Mixed -- I	860		30	26	0.33	KOR
Sandersonia -- D	17,500	25	150	75	0.96	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	1,350		60	55	0.70	ISR NLD
Tulip -- D	0					
Tulip -- I	50			130	1.65	NLD
Waxflowers -- D	0					
Waxflowers -- I	5,200	25	80	43	0.55	AUS
<b>Green Foliage</b>						
Beargrass -- D	0					
Beargrass -- I	420	200	300	200	2.54	USA
Leatherleaves -- D	47,360	8	60	30	0.38	
Leatherleaves -- I	228,060	10	55	19	0.24	USA
Ruscus Israel -- D	1,900		45	30	0.38	
Ruscus Israel -- I	8,145		60	24	0.30	ISR
Ruscus Italian -- D	2,060	30	80	53	0.67	
Ruscus Italian -- I	5,720	1	60	34	0.44	ITA
Salal -- D	0					
Salal -- I	2,491	22	700	114	1.44	USA



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