
BULLETIN
MNS Week 34, 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. W34, of 30 August 2012

Data for: Week No. 34 of 20 through 25 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. **W34**

Date: **31/08/2012**

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 34 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	36,792,739	1.4%	0.21	0.26	-19%	9,495,610	-19%
2	Chrysanthemum Spray	16,605,675	-1.1%	0.28	0.19	47%	5,925,995	42%
3	Chrysant, Single Bud	2,582,700	-30%	0.59	0.26	127%	1,799,207	66%
4	Rose Small & Medium	2,015,730	-28%	0.13	0.16	-19%	1,463,948	-3.1%
5	Lilium Oriental	2,895,830	10%	0.31	0.50	-38%	1,403,626	-22%
6	Hydrangea	1,081,262	6.0%	1.03	1.06	-2.8%	1,184,875	2.6%
7	Gerbera mini	9,508,130	0.3%	0.06	0.09	-33%	1,178,810	-22%
8	Gerbera Large	2,005,130	0.1%	0.19	0.24	-21%	862,572	-7.0%
9	Rose Spray	1,738,465	-11%	0.44	0.37	19%	860,159	9.9%
10	Chrysant, Spray Santini	3,165,325	0.0%	0.13	0.14	-7.1%	561,041	-13%
11	Zantedeschian Various	2,035,465	27%	0.26	0.40	-35%	553,484	-20%
12	Alstroemeria	3,625,240	5.3%	0.13	0.16	-19%	547,292	-14%
13	Freesia, Single	2,331,400	-15%	0.10	0.12	-17%	540,060	-3.3%
14	Helianthus	1,967,837	12%	0.16	0.23	-30%	531,621	2.3%
15	Eustoma (Single)	1,655,720	3.3%	0.24	0.26	-7.7%	487,014	-0.6%
Total Top 15		90,006,648	-2.5%	0.23	0.24	-4.2%	27,395,316	-2.7%
Total Cut Flowers Sales		141,107,927	0.9%	0.21	0.22	-7.3%	36,533,468	-6.4%
Houseplants								
1	Phalaenopsis	531,488	19%	3.02	3.39	-11%	8,925,177	12%
2	Chrysanthemum	729,375	-7.9%	0.63	0.67	-6.0%	1,710,922	-2.4%
3	Anthurium	148,949	-4.4%	2.69	2.63	2.3%	1,136,505	7.5%
4	Kalanchoe	602,038	-6.2%	0.60	0.51	18%	1,133,766	14%
5	Bromelia	279,625	4.2%	1.11	1.28	-13%	988,393	-4%
6	Rose	264,780	4.1%	0.84	0.85	-1.2%	856,612	15%
7	Various Houseplants	59,226	-24%	0.59	0.63	-6.3%	690,471	-29%
8	Ficus	125,842	-17%	1.84	2.08	-12%	672,325	-5.7%
9	Dracaena	174,423	-13%	1.32	1.29	2.3%	599,312	-8.7%
10	Spathiphyllum	168,138	-7.4%	0.99	0.87	14%	442,381	-0.5%
Total Top 10		3,083,884	-2.7%	1.30	1.30	0.0%	17,155,863	4.9%
Total Houseplants Sales		6,658,180	-7.7%	1.15	1.14	1.0%	27,302,542	-0.6%
Total FH Sales		150,108,221	0.3%	0.25	0.27	-8.9%	67,789,257	-4.4%

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. W34 Date: 30/08/2012

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 : 34 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\$ = 79.11 Yen

Product Name & Source D = Domestic I = Imported	Price in Japanese Yen			Average	Main Origin
	Quantity	Lowest	Highest	US\$	
Total Cut Flowers Sold	17,301,600				
Achilea -- D	80		60	24	0.30
Achilea -- I	0				
Alstroemeria -- D	156,821	8	180	76	0.96
Alstroemeria -- I	1,700		30	4	0.05 COL
Ammi majus -- D	7,040	1	120	45	0.57
Ammi majus -- I	0				
Anthurium Pink -- D	68		115	85	1.07
Anthurium Pink -- I	14,444	10	170	62	0.78 THA
Anthurium Red -- D	739		500	95	1.20
Anthurium Red -- I	21,987	5	250	56	0.70 AUS THA USA ZAF
Anthurium White -- D	145		180	88	1.12
Anthurium White -- I	7,884	9	180	69	0.88 THA
Bupleurum -- D	1,600	19	130	86	1.09
Bupleurum -- I	0				
Calla -- D	63,620	2	500	74	0.94
Calla -- I	3,865		220	82	1.04 NLD NZL
Carnations Spray -- D	776,126	4	110	39	0.50
Carnations Spray -- I	300,513	1	60	25	0.32 COL
Carnations Standard -- D	684,399	1	160	41	0.51
Carnations Standard -- I	421,605	1	170	27	0.35 COL
Chrysanthemum Spray -- D	559,770	3	190	61	0.77
Chrysanthemum Spray -- I	519,431	5	150	56	0.71 KOR
Delphinium -- D	144,541	1	350	86	1.09
Delphinium -- I	0				
Dracaena -- D	39,540	8	150	42	0.53
Dracaena -- I	126,469	2	120	30	0.37 SGP
Euphorbia Marginata -- D	4,070		60	29	0.37

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Euphorbia Marginata -- I	0					
Eustoma -- D	638,464	1	500	105	1.33	
Eustoma -- I	0					
Freesia -- D	0					
Freesia -- I	100		80	70	0.88	NLD
Gentiana -- D	1,161,772		160	36	0.46	
Gentiana -- I	0					
Gerbera -- D	371,827	1	150	19	0.24	
Gerbera -- I	52			2	0.03	
Gladiolus -- D	137,893	4	100	58	0.73	
Gladiolus -- I	1,890		30	27	0.34	
Gypsophila -- D	194,166	5	220	61	0.77	
Gypsophila -- I	22,240	4	65	16	0.20	ISR
Heliconia Pendula -- D	4,480	20	133	40	0.51	
Heliconia Pendula -- I	138	150	350	273	3.45	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	9,210	10	180	52	0.66	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	3,545	40	220	111	1.40	AUS NZL ZAF
Lily Casablanca -- D	50,157	30	1,000	261	3.30	
Lily Casablanca -- I	380		80	69	0.87	KOR
Lily Longiflorum -- D	118,050	5	150	57	0.72	
Lily Longiflorum -- I	14,860	8	130	36	0.45	KOR NLD
Limonium Sinuatum -- D	448,000	3	125	37	0.46	
Limonium Sinuatum -- I	0					
Molucella -- D	870		130	99	1.26	
Molucella -- I	0					
Nerine -- D	40	5	5	5	0.06	
Nerine -- I	9,800	30	120	71	0.89	NLD NZL
Orchid Anna -- D	200			35	0.44	
Orchid Anna -- I	42,240	11	100	47	0.59	SGP THA
Orchid Cymbidium -- D	200	100	500	300	3.79	
Orchid Cymbidium -- I	22,749	84	900	405	5.12	NLD NZL
Orchid Oncidium -- D	13,429	10	550	132	1.67	
Orchid Oncidium -- I	91,605	1	250	94	1.19	SGP TAI THA
Orchid Phalaenopsis -- D	16,173	28	2,500	411	5.20	
Orchid Phalaenopsis -- I	4,606	5	1,200	579	7.32	AUS NZL
Orchid Sonia -- D	2,200		60	34	0.43	
Orchid Sonia -- I	139,850	10	60	32	0.41	THA
Ornithogalum -- D	18,735	14	90	54	0.68	
Ornithogalum -- I	1,050	9	70	46	0.58	NLD ZAF
Protea King -- D	0					
Protea King -- I	397	60	900	352	4.46	AUS ZAF
Protea others -- D	0					
Protea others -- I	599	54	1,300	300	3.79	AUS NZL
Rose Total -- D	1,066,488	1	350	54	0.68	
Rose Total -- I	143,296	1	400	60	0.76	
Rose Avalanche -- D	71,197	5	220	60	0.76	
Rose Avalanche -- I	670	70	120	104	1.31	NLD
Rose Delilah -- D	4,780	5	130	34	0.43	
Rose Delilah -- I	0					
Rose Dukaat -- D	10,545	10	130	45	0.57	
Rose Dukaat -- I	0					
Rose Esther -- D	1,695	15	80	42	0.53	
Rose Esther -- I	100	50	50	50	0.63	
Rose Fantasy -- D	2,860	9	100	38	0.48	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,065	10	70	32	0.40	
Rose Gold Strike -- I	120			60	0.76	IND
Rose Milva -- D	3,740		150	64	0.81	
Rose Milva -- I	0					

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Noblesse -- D	9,720	2	90	26	0.33	
Rose Noblesse -- I	0					
Rose Pareo -- D	8,470	4	100	34	0.43	
Rose Pareo -- I	0					
Rose Red Roses D --	39,240	2	141	39	0.49	
Rose Red Roses I --	0					
Rose Saphir -- D	9,790	10	120	49	0.62	
Rose Saphir -- I	480	8	40	20	0.25	IND
Rose Skyline -- D	240	3	20	11	0.14	
Rose Skyline -- I	0					
Rose The Teresa -- D	23,290	10	130	48	0.61	
Rose The Teresa -- I	0					
Rose Tineke -- D	26,870	1	150	43	0.54	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	7,885	15	150	74	0.93	
Rose Spr Lovely Lydia -- I	5,740	10	72	32	0.40	KOR
Rose Spr Macarena -- D	6,980	10	110	48	0.61	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	2,700	10	70	28	0.36	
Rose Spr Mixed -- I	350		30	22	0.28	KOR
Sandersonia -- D	15,460	30	180	86	1.08	
Sandersonia -- I	0					
Trachelium -- D	260		60	15	0.19	
Trachelium -- I	2,050		70	48	0.60	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	16,030	21	90	44	0.56	AUS
Green Foliage						
Beargrass -- D	5		167	160	2.02	
Beargrass -- I	310	150	300	227	2.88	USA
Leatherleaves -- D	98,690	7	55	28	0.35	
Leatherleaves -- I	202,560	10	35	19	0.24	USA
Ruscus Israel -- D	2,400		35	32	0.40	
Ruscus Israel -- I	8,340		30	23	0.29	ISR
Ruscus Italian -- D	4,030	30	90	57	0.72	
Ruscus Italian -- I	12,650	19	55	33	0.42	ITA
Salal -- D	0					
Salal -- I	1,595	40	700	225	2.84	USA



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