
BULLETIN
MNS Week 35, 2012

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. W35, of 7 September 2012

Data for: Week No. 35 of 27 August through 1 September 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.

The authors can be contacted at jpl1942@caiway.nl or chumi_y@017.net.il

To subscribe to the report or to access MNS reports directly online, please contact 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. **W35**

Date: **07/09/2012**

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 35 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	32,908,680	-14%	0.30	0.28	7.1%	12,088,956	-5.7%
2	Chrysanthemum Spray	16,257,950	8.1%	0.24	0.22	9.1%	4,940,321	17%
3	Rose Small & Medium	2,243,346	-32%	0.16	0.14	14%	1,689,822	12%
4	Hydrangea	1,251,184	14%	1.12	1.20	-6.7%	1,503,886	7.2%
5	Chrysant, Single Bud	2,840,330	-17%	0.43	0.26	65%	1,503,496	54%
6	Lilium Oriental	2,849,719	6.2%	0.34	0.45	-24%	1,487,845	-11%
7	Gerbera mini	10,405,320	9.1%	0.06	0.10	-40%	1,344,751	-15%
8	Rose Spray	1,916,464	-2.6%	0.43	0.37	16%	905,818	16%
9	Chrysant, Spray Santini	3,317,350	2.9%	0.17	0.18	-5.6%	724,665	-13%
10	Gerbera Large	2,131,885	5.2%	0.15	0.23	-35%	671,126	-13%
11	Gladiolus Large	2,888,605	55%	0.15	0.19	-21%	664,830	24%
12	Zantedeschian Various	2,145,180	31%	0.29	0.43	-33%	655,019	-12%
13	Alstroemeria	3,614,590	-2.0%	0.15	0.17	-12%	640,167	-11%
14	Freesia, Single	2,038,300	-20%	0.13	0.12	8.3%	573,076	18%
15	Eustoma (Single)	1,553,050	-2.5%	0.28	0.29	-3.4%	535,310	-4.8%
Total Top 15		80,361,953	-4.0%	0.25	0.25	0.0%	29,929,009	1.0%
Total Cut Flowers Sales		137,754,307	-0.7%	0.23	0.24	-1.5%	41,098,966	0.2%
Houseplants								
1	Phalaenopsis	536,525	16%	3.16	3.36	-6.0%	9,658,925	13%
2	Chrysanthemum	648,813	-11%	0.82	0.67	22%	1,772,411	27%
3	Kalanchoe	599,473	-4.8%	0.60	0.48	25%	1,167,630	30%
4	Anthurium	158,607	4.7%	2.68	2.66	0.8%	1,128,515	-3.0%
5	Bromelia	277,979	-1.7%	1.06	1.19	-11%	1,040,510	-6.7%
6	Rose	293,040	-5.9%	0.86	0.79	8.9%	1,011,674	35%
7	Various Houseplants	69,168	-15%	0.64	0.65	-1.5%	867,770	21%
8	Ficus	132,092	-3.6%	2.03	2.05	-1.0%	678,447	-3.1%
9	Dracaena	156,818	-3.9%	1.34	1.30	3.1%	595,703	-5.1%
10	Cyclamen	350,368	8.2%	0.58	0.50	16%	535,090	21%
Total Top 10		3,222,883	-1.5%	1.33	1.23	8.1%	18,456,675	13%
Total Houseplants Sales		6,800,567	-3.6%	1.20	1.12	7.1%	29,335,035	10.0%
Total FH Sales		147,462,557	-0.8%	0.29	0.28	0.6%	75,204,471	5.1%

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. W35 Date: 05/09/2012

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 : 35 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\$ = 78.60 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	17,315,745				
Alstroemeria -- D	158,830	10	250	66	0.84
Alstroemeria -- I	3,570	2	50	13	0.16 COL
Ammi majus -- D	5,900	1	100	45	0.57
Ammi majus -- I	0				
Anthurium Pink -- D	105		500	116	1.48
Anthurium Pink -- I	14,621	5	170	55	0.69 THA
Anthurium Red -- D	735		500	102	1.29
Anthurium Red -- I	22,373	5	250	52	0.66 AUS THA USA ZAF
Anthurium White -- D	273		220	51	0.65
Anthurium White -- I	7,797	2	140	61	0.78 THA
Banksia -- D	40			38	0.48
Banksia -- I	216	81	250	149	1.90 AUS NZL
Bupleurum -- D	2,100	19	135	90	1.14
Bupleurum -- I	0				
Calla -- D	67,541	2	500	72	0.92
Calla -- I	4,202	10	200	94	1.20 NLD NZL
Carnations Spray -- D	767,556	1	110	34	0.43
Carnations Spray -- I	314,159		60	24	0.30 COL
Carnations Standard -- D	660,282	2	160	38	0.49
Carnations Standard -- I	378,322	1	170	31	0.39 COL
Chrysanthemum Spray -- D	599,940	10	190	64	0.81
Chrysanthemum Spray -- I	533,820	4	120	57	0.72 KOR
Delphinium -- D	109,412	1	400	88	1.12
Delphinium -- I	0				
Dracaena -- D	29,870	2	150	41	0.52
Dracaena -- I	126,089	2	130	29	0.37 SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average US\$	Main Origin
		Lowest	Highest	Average		
Euphorbia Marginata -- D	3,550		60	29	0.37	
Euphorbia Marginata -- I	0					
Eustoma -- D	611,462	1	600	97	1.24	
Eustoma -- I	0					
Gentiana -- D	930,159	10	180	41	0.52	
Gentiana -- I	0					
Gerbera -- D	362,573	2	150	19	0.24	
Gerbera -- I	0					
Gladiolus -- D	178,450	1	90	48	0.61	
Gladiolus -- I	1,890		30	28	0.36	
Gypsophila -- D	233,035	3	200	52	0.67	
Gypsophila -- I	3,150		60	12	0.15	ISR
Heliconia Pendula -- D	3,675	8	120	32	0.40	
Heliconia Pendula -- I	131	167	400	265	3.37	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	11,195	5	160	50	0.64	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	5,947	10	201	92	1.17	AUS NZL ZAF
Lily Casablanca -- D	59,025	31	900	246	3.13	
Lily Casablanca -- I	2,160		90	69	0.88	KOR
Lily Longiflorum -- D	107,280	9	170	61	0.78	
Lily Longiflorum -- I	7,000	12	100	46	0.59	KOR
Limonium Sinuatum -- D	388,040	2	110	34	0.43	
Limonium Sinuatum -- I	0					
Molucella -- D	790		120	95	1.21	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	9,700	27	130	71	0.90	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	50,320	10	100	38	0.48	SGP THA
Orchid Cymbidium -- D	209	136	500	262	3.34	
Orchid Cymbidium -- I	18,425	100	1,000	397	5.04	NLD NZL
Orchid Oncidium -- D	15,395	5	550	104	1.33	
Orchid Oncidium -- I	129,110	1	220	63	0.80	SGP TAI THA
Orchid Phalaenopsis -- D	14,439	31	2,500	436	5.55	
Orchid Phalaenopsis -- I	4,762	133	900	586	7.45	AUS NZL
Orchid Sonia -- D	2,400		40	21	0.27	
Orchid Sonia -- I	136,830	7	60	27	0.35	THA
Ornithogalum -- D	23,118	14	100	49	0.62	
Ornithogalum -- I	700	9	90	47	0.60	NLD ZAF
Protea King -- D	0					
Protea King -- I	236	81	810	439	5.59	AUS ZAF
Protea others -- D	0					
Protea others -- I	311	100	810	321	4.08	AUS NZL
Rose Total -- D	1,059,427	1	350	50	0.64	
Rose Total -- I	174,496	1	400	58	0.74	
Rose Avalanche -- D	71,577	1	200	47	0.60	
Rose Avalanche -- I	4,246	1	130	30	0.38	NLD
Rose Delilah -- D	3,690	7	100	36	0.45	
Rose Delilah -- I	0					
Rose Dukaat -- D	11,080	1	120	41	0.53	
Rose Dukaat -- I	0					
Rose Esther -- D	1,465	2	116	32	0.41	
Rose Esther -- I	100	50	50	50	0.64	
Rose Fantasy -- D	3,500	10	100	41	0.52	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	200	15	15	15	0.19	IND
Rose Gold Strike -- D	1,330	10	60	25	0.32	
Rose Gold Strike -- I	4,840	5	55	12	0.16	IND
Rose Milva -- D	3,280		140	51	0.65	

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Milva -- I	0					
Rose Noblesse -- D	7,620	1	70	23	0.29	
Rose Noblesse -- I	2,740	2	22	8	0.10	IND
Rose Pareo -- D	7,820	4	120	33	0.43	
Rose Pareo -- I	0					
Rose Red Roses D --	39,470	1	132	38	0.48	
Rose Red Roses I --	0					
Rose Saphir -- D	6,765	5	110	42	0.54	
Rose Saphir -- I	760	8	36	22	0.28	IND
Rose Skyline -- D	430	4	30	18	0.23	
Rose Skyline -- I	0					
Rose The Teresa -- D	18,970	10	141	45	0.58	
Rose The Teresa -- I	0					
Rose Tineke -- D	23,490	1	130	33	0.42	
Rose Tineke -- I	280			1	0.01	IND
Rose Spr Lovely Lydia -- D	7,240	20	150	84	1.07	
Rose Spr Lovely Lydia -- I	1,640	20	70	41	0.52	KOR
Rose Spr Macarena -- D	5,860	10	100	54	0.69	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,457	10	100	32	0.40	
Rose Spr Mixed -- I	270			27	0.34	KOR
Sandersonia -- D	15,040	20	170	82	1.05	
Sandersonia -- I	0					
Trachelium -- D	50			25	0.32	
Trachelium -- I	2,210		120	45	0.57	ISR NLD
Waxflowers -- D	100			19	0.24	
Waxflowers -- I	23,200	4	80	33	0.43	AUS
Green Foliage						
Beargrass -- D	9		167	144	1.83	
Beargrass -- I	350	150	300	257	3.27	USA
Leatherleaves -- D	116,170	2	50	22	0.28	
Leatherleaves -- I	225,180	1	35	15	0.20	USA
Ruscus Israel -- D	1,800		50	32	0.41	
Ruscus Israel -- I	9,020		30	23	0.29	ISR
Ruscus Italian -- D	3,270	30	100	54	0.69	
Ruscus Italian -- I	9,790	1	50	29	0.36	ITA
Salal -- D	0					
Salal -- I	3,652	40	2,500	181	2.31	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
www.intracen.org

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