

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. W36, of 13 September 2012

Data for: Week No. 36 of 3 through 8 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.

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Price Information: Floriculture Products - European Markets

Issue No. **W36**

Date: **12/09/2012**

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 36 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	35,327,417	-6.8%	0.31	0.32	-3.1%	13,370,209	-6.9%
2	Chrysanthemum Spray	15,184,445	-5.2%	0.23	0.25	-8.0%	4,546,724	-8.9%
3	Rose Small & Medium	2,306,800	-22%	0.16	0.16	0.0%	1,837,129	6.6%
4	Lilium Oriental	2,713,460	-9.4%	0.41	0.49	-16%	1,602,068	-19.5%
5	Hydrangea	1,216,796	4.5%	1.19	1.26	-5.6%	1,587,616	2.1%
6	Gerbera mini	10,362,320	-1.8%	0.07	0.10	-30%	1,379,310	-24%
7	Chrysant, Single Bud	3,268,953	-14%	0.35	0.30	17%	1,274,573	1.7%
8	Rose Spray	1,757,015	-4.7%	0.43	0.41	4.9%	834,379	4.5%
9	Alstroemeria	3,129,650	-14%	0.21	0.18	17%	766,072	5.2%
10	Gerbera Large	2,054,820	-6.1%	0.17	0.23	-26%	706,599	-17%
11	Chrysant, Spray Santini	3,320,401	0.4%	0.17	0.21	-19%	704,561	-25%
12	Zantedeschian Various	2,041,840	12%	0.32	0.45	-29%	687,337	-20%
13	Freesia, Single	1,587,600	-50%	0.20	0.13	54%	667,938	13%
14	Helianthus	1,546,730	-21%	0.28	0.16	75%	611,616	57%
15	Eustoma (Single)	1,568,560	-6.8%	0.29	0.30	-3.3%	545,331	-7.6%
Total Top 15		87,386,807	-8.0%	0.27	0.28	-3.6%	31,121,464	-6.9%
Total Cut Flowers Sales		138,215,682	-4.5%	0.24	0.26	-5.1%	42,800,990	-7.2%
Houseplants								
1	Phalaenopsis	547,089	21%	3.14	3.57	-12%	9,249,544	7.8%
2	Chrysanthemum	556,245	-11%	0.86	0.82	4.9%	1,695,874	-0.4%
3	Anthurium	155,909	-6.5%	2.74	2.75	-0.4%	1,328,386	16%
4	Kalanchoe	608,663	-5.4%	0.56	0.53	5.7%	1,111,543	7.5%
5	Various Houseplants	62,663	-27%	0.68	0.60	13%	1,104,046	160%
6	Bromelia	248,266	-8.2%	1.10	1.26	-13%	1,055,744	-2.4%
7	Rose	258,612	-12%	0.83	0.76	9.2%	737,407	10%
8	Dracaena	149,020	-1.2%	1.42	1.38	2.9%	677,583	11%
9	Ficus	129,461	-0.4%	2.01	2.00	0.5%	673,192	15%
10	Cyclamen	454,487	16%	0.56	0.54	3.7%	641,133	22%
Total Top 10		3,170,415	-1.1%	1.33	1.31	1.5%	18,274,453	12%
Total Houseplants Sales		6,461,228	-5.2%	1.23	1.19	3.9%	28,808,026	7.9%
Total FH Sales		147,937,388	-4.5%	0.29	0.30	-2.9%	76,793,770	-0.2%

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. W36 Date: 12/09/2012

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 : 36 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\$ = 78.45 Yen

Product Name & Source D = Domestic I = Imported	Price in Japanese Yen			Average	Main Origin
	Quantity	Lowest	Highest	US\$	
Total Cut Flowers Sold	12,429,463				
Alstroemeria -- D	154,070	10	240	66	0.85
Alstroemeria -- I	3,340	2	58	16	0.21 COL
Ammi majus -- D	11,320	1	100	50	0.64
Ammi majus -- I	0				
Anthurium Pink -- D	260		115	51	0.65
Anthurium Pink -- I	14,297	9	174	56	0.72 THA
Anthurium Red -- D	630		500	99	1.26
Anthurium Red -- I	23,174	1	400	55	0.71 AUS THA USA ZAF
Anthurium White -- D	134		135	72	0.91
Anthurium White -- I	8,045	1	150	58	0.74 THA
Banksia -- D	170		60	34	0.43
Banksia -- I	516	55	300	130	1.65 AUS NZL
Bupleurum -- D	3,870	19	135	87	1.11
Bupleurum -- I	0				
Calla -- D	70,553	3	500	82	1.05
Calla -- I	4,031	10	220	106	1.36 NLD NZL
Carnations Spray -- D	707,900	1	100	33	0.42
Carnations Spray -- I	336,588		55	24	0.31 COL
Carnations Standard -- D	652,478	1	160	37	0.47
Carnations Standard -- I	437,847	1	175	33	0.43 COL
Chrysanthemum Spray -- D	623,975	1	190	59	0.75
Chrysanthemum Spray -- I	633,400	1	100	49	0.62 KOR
Delphinium -- D	111,520	2	400	90	1.15
Delphinium -- I	0				
Dracaena -- D	26,460	10	150	45	0.58
Dracaena -- I	139,877	1	130	28	0.35 SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Euphorbia Marginata -- D	2,450		70	34	0.43	
Euphorbia Marginata -- I	0					
Eustoma -- D	730,821	1	600	82	1.04	
Eustoma -- I	160		22	11	0.14	
Freesia -- D	0					
Freesia -- I	400		50	54	0.69	NLD
Gentiana -- D	1,173,325	10	201	42	0.53	
Gentiana -- I	0					
Gerbera -- D	357,002	3	110	22	0.28	
Gerbera -- I	0					
Gladiolus -- D	165,700	2	100	47	0.60	
Gladiolus -- I	0					
Gypsophila -- D	196,065	5	200	52	0.67	
Gypsophila -- I	4,100	8	61	23	0.30	ISR
Heliconia Pendula -- D	1,225	25	171	49	0.63	
Heliconia Pendula -- I	137	81	400	272	3.46	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	11,810	6	160	56	0.72	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	6,800	15	180	91	1.17	AUS NZL ZAF
Lily Casablanca -- D	60,250	40	900	233	2.97	
Lily Casablanca -- I	1,740	43	102	61	0.78	KOR
Lily Longiflorum -- D	128,250	10	160	57	0.72	
Lily Longiflorum -- I	6,580	20	100	45	0.58	KOR
Limonium Sinuatum -- D	358,130	7	105	35	0.45	
Limonium Sinuatum -- I	0					
Molucella -- D	900		120	96	1.22	
Molucella -- I	0					
Nerine -- D	1,460		80	41	0.52	
Nerine -- I	10,319	31	120	73	0.94	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	80,320	7	100	30	0.38	SGP THA
Orchid Cymbidium -- D	56	180	550	280	3.57	
Orchid Cymbidium -- I	19,707	116	1,200	411	5.24	NLD NZL
Orchid Oncidium -- D	15,291	5	550	99	1.26	
Orchid Oncidium -- I	136,490	1	150	48	0.61	SGP TAI THA
Orchid Phalaenopsis -- D	13,703	30	2,500	431	5.49	
Orchid Phalaenopsis -- I	4,857	258	850	599	7.63	AUS NZL
Orchid Sonia -- D	800		30	18	0.23	
Orchid Sonia -- I	133,180	2	50	22	0.28	THA
Ornithogalum -- D	24,098	18	90	49	0.62	
Ornithogalum -- I	560	30	95	52	0.66	NLD ZAF
Protea King -- D	0					
Protea King -- I	506	46	900	443	5.65	AUS ZAF
Protea others -- D	0					
Protea others -- I	614	50	900	357	4.55	AUS NZL
Rose Total -- D	1,068,261	1	500	58	0.73	
Rose Total -- I	271,071	1	400	56	0.71	
Rose Avalanche -- D	76,240	5	200	57	0.72	
Rose Avalanche -- I	6,330	1	150	58	0.73	NLD
Rose Delilah -- D	5,580	7	150	33	0.42	
Rose Delilah -- I	0					
Rose Dukaat -- D	12,820	7	130	45	0.57	
Rose Dukaat -- I	0					
Rose Esther -- D	1,040	2	90	43	0.55	
Rose Esther -- I	600	19	50	30	0.38	
Rose Fantasy -- D	2,700	14	100	45	0.57	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	910	15	15	7	0.09	IND
Rose Gold Strike -- D	1,515	10	80	33	0.43	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Gold Strike -- I	5,460	1	76	20	0.25	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	1,260	10	35	17	0.22	IND
Rose Milva -- D	3,950		140	49	0.63	
Rose Milva -- I	0					
Rose Noblesse -- D	5,470	4	90	29	0.37	
Rose Noblesse -- I	3,600	1	30	13	0.17	IND
Rose Pareo -- D	8,140	10	120	37	0.47	
Rose Pareo -- I	0					
Rose Red Roses D --	39,585	1	162	43	0.55	
Rose Red Roses I --	0					
Rose Saphir -- D	5,800	9	120	46	0.58	
Rose Saphir -- I	640	33	40	37	0.47	IND
Rose Skyline -- D	640	15	80	42	0.53	
Rose Skyline -- I	920	2	20	6	0.08	COL IND
Rose The Teresa -- D	17,610	10	130	50	0.64	
Rose The Teresa -- I	0					
Rose Tineke -- D	31,600	1	150	37	0.47	
Rose Tineke -- I	80	15	15	15	0.19	IND
Rose Spr Lovely Lydia -- D	8,440	13	175	86	1.10	
Rose Spr Lovely Lydia -- I	3,620	10	70	35	0.45	KOR
Rose Spr Macarena -- D	7,132	10	125	62	0.79	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,101	10	100	35	0.45	
Rose Spr Mixed -- I	930		40	30	0.38	KOR
Sandersonia -- D	17,220	21	150	75	0.95	
Sandersonia -- I	0					
Trachelium -- D	150		50	41	0.52	
Trachelium -- I	3,740		130	49	0.63	ISR NLD
Tulip -- D	0					
Tulip -- I	150			120	1.53	NLD
Waxflowers -- D	600			19	0.24	
Waxflowers -- I	26,670	10	80	40	0.51	AUS
Green Foliage						
Beargrass -- D	8		167	162	2.07	
Beargrass -- I	880	160	400	240	3.05	USA
Leatherleaves -- D	97,620	1	50	22	0.28	
Leatherleaves -- I	297,410	1	35	13	0.17	USA
Ruscus Israel -- D	2,050		55	27	0.34	
Ruscus Israel -- I	11,805		50	24	0.30	ISR
Ruscus Italian -- D	4,370	30	90	53	0.67	
Ruscus Italian -- I	9,105	10	55	32	0.41	ITA
Salal -- D	0					
Salal -- I	4,200	32	500	158	2.01	USA



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