

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. W37, of 21 September 2012

Data for: Week No. 37 of 10 through 15 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. **W37**

Date: **20/09/2012**

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 37 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	36,538,569	0.7%	0.28	0.31	-9.7%	12,385,989	8.2%
2	Chrysanthemum Spray	14,956,720	-7.9%	0.24	0.25	-4.0%	4,646,880	-6.8%
3	Rose Small & Medium	2,728,438	-27%	0.13	0.15	-13.3%	2,077,281	20%
4	Lilium Oriental	2,765,530	-9.4%	0.43	0.41	4.9%	1,720,163	-2.0%
5	Hydrangea	1,206,202	5.3%	1.16	1.09	6.4%	1,508,731	14%
6	Gerbera mini	10,004,420	-4.7%	0.07	0.08	-13%	1,409,688	1.4%
7	Chrysant, Single Bud	3,231,550	-10%	0.29	0.31	-6.5%	1,049,703	-13%
8	Rose Spray	1,904,630	7.2%	0.39	0.39	0.0%	818,919	11%
9	Chrysant, Spray Santini	2,939,800	-10%	0.18	0.20	-10%	763,947	-7.5%
10	Alstroemeria	3,210,760	-8.6%	0.20	0.17	18%	757,269	12%
11	Gerbera Large	2,079,230	-1.8%	0.19	0.21	-10%	755,425	-0.9%
12	Zantedeschian Various	1,986,185	7.1%	0.36	0.33	9.1%	754,559	14%
13	Helianthus	1,772,565	20%	0.26	0.13	100%	612,469	92%
14	Freesia, Single	1,721,750	-47%	0.19	0.09	111%	604,052	20%
15	Eustoma (Single)	1,544,590	-1.5%	0.30	0.28	7.1%	570,324	4.5%
Total Top 15		88,590,939	-5%	0.25	0.26	-3.8%	30,435,398	-1.5%
Total Cut Flowers Sales		140,170,066	-3.0%	0.23	0.24	-2.0%	41,981,796	-1.1%
Houseplants								
1	Phalaenopsis	584,042	19%	3.05	3.37	-9.5%	8,566,649	9.7%
2	Chrysanthemum	485,982	-22%	0.90	0.75	20%	1,525,357	3.4%
3	Anthurium	164,467	10%	2.46	2.50	-1.6%	1,083,834	0.4%
4	Bromelia	257,538	-15%	1.10	1.11	-0.9%	961,937	1.8%
5	Kalanchoe	571,133	-7.5%	0.54	0.50	8.0%	952,721	1.2%
6	Rose	277,497	-6.4%	0.78	0.66	18%	805,371	16%
7	Cyclamen	444,918	5.5%	0.57	0.49	16%	693,706	17%
8	Ficus	125,275	-8.8%	1.88	1.74	8.0%	655,368	1.0%
9	Dracaena	144,319	-2.8%	1.37	1.25	9.6%	542,233	3.6%
10	Various Houseplants	72,237	-5.3%	0.65	0.60	8.3%	472,884	-18%
Total Top 10		3,127,408	-4.6%	1.33	1.23	8.1%	16,260,561	6.4%
Total Houseplants Sales		6,427,937	-8.0%	1.21	1.12	8.0%	25,899,651	5.5%
Total FH Sales		150,074,841	-3.0%	0.28	0.28	0.0%	72,968,934	2.8%

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. W37 Date: 19/09/2012

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 : 37 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\$ = 77.98 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	28,266,204				
Alstroemeria -- D	183,798	15	220	70	0.89
Alstroemeria -- I	2,832	5	51	22	0.28 COL
Ammi majus -- D	7,600	15	110	65	0.83
Ammi majus -- I	0				
Anigozanthos -- D	0				
Anigozanthos -- I	300		50	45	0.58 AUS ZWE
Anthurium Pink -- D	238		135	66	0.85
Anthurium Pink -- I	14,990	7	160	58	0.74 THA
Anthurium Red -- D	570		205	86	1.10
Anthurium Red -- I	23,865	5	250	54	0.69 AUS THA USA ZAF
Anthurium White -- D	206		135	69	0.89
Anthurium White -- I	7,288	5	210	66	0.84 THA
Banksia -- D	40			40	0.51
Banksia -- I	140	100	200	183	2.35 AUS NZL
Bupleurum -- D	2,940	10	140	93	1.19
Bupleurum -- I	0				
Calla -- D	72,414	2	500	99	1.27
Calla -- I	5,995	52	280	142	1.82 NLD NZL
Carnations Spray -- D	657,962	4	170	45	0.58
Carnations Spray -- I	864,569	1	65	29	0.38 COL
Carnations Standard -- D	678,609	1	160	49	0.63
Carnations Standard -- I	1,031,738	1	175	36	0.46 COL
Chrysanthemum Spray -- D	994,235	3	190	60	0.77
Chrysanthemum Spray -- I	1,162,650	10	100	56	0.72 KOR
Delphinium -- D	111,452	3	400	102	1.31
Delphinium -- I	0				

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Dracaena -- D	50,023	10	150	40	0.52	
Dracaena -- I	163,144	1	140	29	0.37	SGP
Euphorbia Marginata -- D	2,800		70	38	0.49	
Euphorbia Marginata -- I	0					
Eustoma -- D	749,289	4	600	98	1.25	
Eustoma -- I	180	42	50	25	0.32	
Freesia -- D	0					
Freesia -- I	1,350		40	35	0.45	NLD
Gentiana -- D	2,227,974	1	170	51	0.65	
Gentiana -- I	0					
Gerbera -- D	379,228	5	200	38	0.49	
Gerbera -- I	0					
Gladiolus -- D	177,495	5	100	61	0.78	
Gladiolus -- I	0					
Gypsophila -- D	196,955	10	280	80	1.03	
Gypsophila -- I	4,365	4	80	53	0.68	ISR
Heliconia Pendula -- D	2,170	20	450	46	0.60	
Heliconia Pendula -- I	147	100	400	217	2.78	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	14,339	5	200	64	0.82	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	5,644	31	180	114	1.46	AUS NZL ZAF
Lily Casablanca -- D	52,110	80	900	318	4.08	
Lily Casablanca -- I	2,150	53	183	104	1.34	KOR
Lily Longiflorum -- D	128,390	21	180	98	1.26	
Lily Longiflorum -- I	28,610	38	100	72	0.93	KOR NLD
Limonium Sinuatum -- D	388,120	1	130	44	0.56	
Limonium Sinuatum -- I	0					
Molucella -- D	590		120	109	1.40	
Molucella -- I	0					
Nerine -- D	2,320		70	37	0.47	
Nerine -- I	16,600	18	150	71	0.91	NLD NZL
Orchid Anna -- D	400			40	0.51	
Orchid Anna -- I	137,335	10	90	33	0.42	SGP THA
Orchid Cymbidium -- D	371	150	600	277	3.55	
Orchid Cymbidium -- I	20,079	132	1,050	452	5.80	NLD NZL
Orchid Oncidium -- D	24,693	5	550	87	1.12	
Orchid Oncidium -- I	153,405	2	300	54	0.69	SGP TAI THA
Orchid Phalaenopsis -- D	13,770	33	2,500	440	5.64	
Orchid Phalaenopsis -- I	5,233	200	900	551	7.06	AUS NZL
Orchid Sonia -- D	200			40	0.51	
Orchid Sonia -- I	179,540	5	55	26	0.33	THA
Ornithogalum -- D	19,182	5	100	57	0.73	
Ornithogalum -- I	2,200		80	51	0.65	NLD ZAF
Protea King -- D	0					
Protea King -- I	714	45	900	472	6.05	AUS ZAF
Protea others -- D	0					
Protea others -- I	887	50	900	401	5.14	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	2,600	15	800	73	0.94	AUS NZL
Rose Total -- D	1,336,119	1	2,065	78	0.99	
Rose Total -- I	476,020	1	400	59	0.75	
Rose Avalanche -- D	95,374	1	225	90	1.16	
Rose Avalanche -- I	11,010	1	140	50	0.65	NLD
Rose Delilah -- D	10,850	7	130	42	0.53	
Rose Delilah -- I	0					
Rose Dukaat -- D	13,835	1	175	57	0.73	
Rose Dukaat -- I	0					
Rose Esther -- D	3,780	15	120	55	0.71	
Rose Esther -- I	200	50	60	55	0.71	
Rose Fantasy -- D	2,580	29	140	89	1.14	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	1,350		30	13	0.17	IND
Rose Gold Strike -- D	1,180	17	100	47	0.60	
Rose Gold Strike -- I	12,815	4	70	19	0.24	IND
Rose Grand Gala -- D	540	30	60	37	0.47	
Rose Grand Gala -- I	2,160	7	40	22	0.28	IND
Rose Milva -- D	3,820		160	81	1.03	
Rose Milva -- I	180			100	1.28	IND
Rose Noblesse -- D	8,280	5	120	38	0.49	
Rose Noblesse -- I	10,847	5	50	25	0.32	IND
Rose Pareo -- D	11,660	10	130	46	0.58	
Rose Pareo -- I	0					
Rose Red Roses D --	48,830	1	162	48	0.62	
Rose Red Roses I --	0					
Rose Saphir -- D	8,870	10	150	55	0.71	
Rose Saphir -- I	640	19	40	28	0.36	IND
Rose Skyline -- D	540	30	90	55	0.71	
Rose Skyline -- I	140	30	30	31	0.40	COL IND
Rose The Teresa -- D	23,360	10	170	64	0.82	
Rose The Teresa -- I	0					
Rose Tineke -- D	45,560	2	200	68	0.87	
Rose Tineke -- I	2,180	3	45	19	0.25	IND
Rose Spr Lovely Lydia -- D	8,180	30	200	123	1.58	
Rose Spr Lovely Lydia -- I	4,670	30	120	63	0.81	KOR
Rose Spr Macarena -- D	9,910	20	170	87	1.12	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	4,545	10	150	48	0.61	
Rose Spr Mixed -- I	1,070		70	53	0.68	KOR
Sandersonia -- D	16,980	20	180	91	1.17	
Sandersonia -- I	0					
Trachelium -- D	340		70	33	0.42	
Trachelium -- I	2,160		200	63	0.81	ISR NLD
Waxflowers -- D	1,100			19	0.24	
Waxflowers -- I	29,955	10	80	44	0.56	AUS
Green Foliage						
Beargrass -- D	8		167	138	1.77	
Beargrass -- I	570	160	320	244	3.13	USA
Leatherleaves -- D	102,670	1	50	23	0.29	
Leatherleaves -- I	245,540	1	35	13	0.16	USA
Ruscus Israel -- D	3,275		50	30	0.38	
Ruscus Israel -- I	24,545		40	19	0.25	ISR
Ruscus Italian -- D	4,290	30	100	56	0.71	
Ruscus Italian -- I	16,020	4	55	26	0.33	ITA
Salal -- D	0					
Salal -- I	6,100	31	560	173	2.22	USA



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