

**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. W38, of 28 September 2012

**Data for: Week No. 38 of 17 through 22 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](mailto:mns@intracen.org).

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## Price Information: Floriculture Products - European Markets

Issue No. **W38**

Date: **28/09/2012**

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 38 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	35,029,829	-8.7%	0.29	0.30	-3.3%	12,135,687	-11%
2	Chrysanthemum Spray	15,685,324	-3.6%	0.22	0.21	4.8%	4,513,703	5.3%
3	Rose Small & Medium	3,045,248	-21%	0.12	0.15	-20%	1,843,931	7.9%
4	Lilium Oriental	2,605,190	-11%	0.45	0.42	7.1%	1,693,044	0.0%
5	Gerbera mini	8,952,523	-5.6%	0.10	0.08	25%	1,653,477	19%
6	Hydrangea	1,168,108	9.4%	1.14	1.16	-1.7%	1,445,392	7.6%
7	Chrysant, Single Bud	3,434,860	-6.8%	0.32	0.34	-5.9%	1,190,854	-14%
8	Chrysant, Spray Santini	3,101,640	-8.3%	0.19	0.18	5.6%	808,201	7.6%
9	Gerbera Large	1,932,345	-7.2%	0.20	0.19	5.3%	768,037	9.8%
10	Alstroemeria	1,623,972	-5.8%	0.41	0.35	17%	733,846	16%
11	Rose Spray	1,815,430	8.3%	0.35	0.34	2.9%	684,777	11%
12	Alstroemeria	3,150,140	-0.3%	0.18	0.17	5.9%	662,756	8.0%
13	Freesia, Single	1,603,450	-44%	0.19	0.10	90%	575,886	22%
14	Anthurium	1,118,452	-9.3%	0.42	0.37	14%	531,574	2.5%
15	Cymbidium Large (stem)	134,158	-5.7%	3.43	3.62	-5.2%	512,600	-7.7%
<b>Total Top 15</b>		<b>84,400,669</b>	<b>-8.2%</b>	<b>0.27</b>	<b>0.26</b>	<b>3.8%</b>	<b>29,753,766</b>	<b>-1.5%</b>
<b>Total Cut Flowers Sales</b>		<b>134,514,044</b>	<b>-5.0%</b>	<b>0.24</b>	<b>0.23</b>	<b>2.0%</b>	<b>40,990,014</b>	<b>-0.2%</b>
<b>Houseplants</b>								
1	Phalaenopsis	518,258	9.4%	3.14	3.25	-3.4%	9,105,315	2.1%
2	Chrysanthemum	430,463	-32%	0.93	0.73	27%	1,455,882	10%
3	Anthurium	149,370	-5.6%	2.56	2.54	0.8%	1,175,129	9.8%
4	Bromelia	260,378	-14%	1.07	1.05	1.9%	1,070,341	14%
5	Kalanchoe	531,629	-8.3%	0.57	0.46	24%	849,317	0.3%
6	Cyclamen	399,495	-16%	0.60	0.47	28%	714,241	32%
7	Rose	280,966	-9.0%	0.73	0.63	16%	674,407	16%
8	Ficus	131,620	-0.7%	1.67	1.74	-4.0%	562,167	0.1%
9	Dracaena	140,345	-4.6%	1.35	1.21	12%	541,808	8.2%
10	Spathiphyllum	153,626	-14%	0.89	0.87	2.3%	469,728	8.7%
<b>Total Top 10</b>		<b>2,996,150</b>	<b>-12%</b>	<b>1.33</b>	<b>1.17</b>	<b>14%</b>	<b>16,618,336</b>	<b>5.8%</b>
<b>Total Houseplants Sales</b>		<b>6,072,881</b>	<b>-11%</b>	<b>1.18</b>	<b>1.08</b>	<b>9.0%</b>	<b>25,961,333</b>	<b>5.2%</b>
<b>Total FH Sales</b>		<b>143,982,815</b>	<b>-5.0%</b>	<b>0.29</b>	<b>0.28</b>	<b>4.0%</b>	<b>71,817,322</b>	<b>2.7%</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. W38      Date: 26/09/2012**

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 : 38 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\$ = 78.44 Yen

<b>Product Name &amp; Source</b> D = Domestic I = Imported	<b>Quantity</b>	<b>Price in Japanese Yen</b>			<b>Average</b>	<b>Main Origin</b>
		<b>Lowest</b>	<b>Highest</b>	<b>Average</b>	<b>US\$</b>	
<b>Total Cut Flowers Sold</b>	<b>33,416,214</b>					
Alstroemeria -- D	198,599	20	220	71	0.91	
Alstroemeria -- I	2,305		51	30	0.38	COL
Ammi majus -- D	12,180	1	189	42	0.53	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	3,040	24	100	59	0.75	AUS NLD ZWE
Anthurium Pink -- D	102		115	50	0.64	
Anthurium Pink -- I	16,302	10	160	53	0.68	THA
Anthurium Red -- D	717		500	79	1.00	
Anthurium Red -- I	21,340	3	198	56	0.72	AUS THA USA ZAF
Anthurium White -- D	261		115	70	0.89	
Anthurium White -- I	8,126	2	150	58	0.74	THA
Banksia -- D	40			40	0.51	
Banksia -- I	48		260	211	2.69	AUS NZL
Bupleurum -- D	2,830	14	140	80	1.02	
Bupleurum -- I	0					
Calla -- D	75,234	5	500	90	1.15	
Calla -- I	6,289	5	270	126	1.61	NLD NZL
Carnations Spray -- D	707,048	1	170	46	0.59	
Carnations Spray -- I	1,064,007	2	65	30	0.38	COL
Carnations Standard -- D	690,666	3	160	47	0.60	
Carnations Standard -- I	995,728	2	175	37	0.47	COL
Chrysanthemum Spray -- D	1,241,540	2	190	57	0.73	
Chrysanthemum Spray -- I	1,444,193	5	100	56	0.71	KOR
Delphinium -- D	140,405	5	400	89	1.13	
Delphinium -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Dracaena -- D	37,770	5	150	38	0.49	
Dracaena -- I	148,829	1	120	29	0.36	SGP
Euphorbia Marginata -- D	3,020		60	37	0.47	
Euphorbia Marginata -- I	0					
Eustoma -- D	908,489	10	550	97	1.23	
Eustoma -- I	0					
Freesia -- D	0					
Freesia -- I	2,350	15	55	34	0.43	NLD
Gentiana -- D	2,682,572		200	52	0.66	
Gentiana -- I	0					
Gerbera -- D	440,781	1	120	36	0.46	
Gerbera -- I	0					
Gladiolus -- D	204,913	7	90	63	0.80	
Gladiolus -- I	0					
Gypsophila -- D	249,890	10	300	87	1.11	
Gypsophila -- I	6,930		75	44	0.56	ISR
Heliconia Pendula -- D	1,965	20	100	42	0.54	
Heliconia Pendula -- I	93	102	300	213	2.72	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	14,819	26	200	63	0.81	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	8,112	50	180	103	1.31	AUS NZL ZAF
Lily Casablanca -- D	62,499	87	1,000	352	4.48	
Lily Casablanca -- I	5,045	70	205	145	1.85	KOR NLD NZL
Lily Longiflorum -- D	156,065	21	250	115	1.46	
Lily Longiflorum -- I	47,545	10	130	68	0.87	KOR NLD
Limonium Sinuatum -- D	557,095	1	130	44	0.56	
Limonium Sinuatum -- I	0					
Molucella -- D	510		120	99	1.26	
Molucella -- I	0					
Nerine -- D	1,140	3	60	44	0.56	
Nerine -- I	18,020	35	190	72	0.91	NLD NZL
Orchid Anna -- D	800		45	32	0.41	
Orchid Anna -- I	184,820		115	34	0.43	SGP THA
Orchid Cymbidium -- D	564	150	600	302	3.86	
Orchid Cymbidium -- I	22,533	129	1,100	445	5.68	NLD NZL
Orchid Oncidium -- D	22,224	4	550	90	1.14	
Orchid Oncidium -- I	198,065	6	180	50	0.64	SGP TAI THA
Orchid Phalaenopsis -- D	13,108	25	2,500	470	5.99	
Orchid Phalaenopsis -- I	4,815	102	880	584	7.44	AUS NZL
Orchid Sonia -- D	400		35	31	0.40	
Orchid Sonia -- I	218,900	10	60	30	0.38	THA
Ornithogalum -- D	13,420	20	90	63	0.80	
Ornithogalum -- I	3,647		70	37	0.48	NLD ZAF
Protea King -- D	0					
Protea King -- I	801	58	1,200	374	4.77	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,020	20	1,200	279	3.56	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	1,040	10	125	89	1.14	AUS NZL
<b>Rose Total -- D</b>	<b>1,282,639</b>	<b>1</b>	<b>9,500</b>	<b>59</b>	<b>0.76</b>	
<b>Rose Total -- I</b>	<b>492,126</b>	<b>1</b>	<b>700</b>	<b>42</b>	<b>0.53</b>	
Rose Avalanche -- D	93,423	1	225	57	0.72	
Rose Avalanche -- I	5,720	1	100	17	0.22	NLD
Rose Delilah -- D	9,515	1	130	23	0.30	
Rose Delilah -- I	0					
Rose Dukaat -- D	12,490	1	140	46	0.58	
Rose Dukaat -- I	0					
Rose Esther -- D	4,565	1	80	23	0.29	
Rose Esther -- I	100	50	50	50	0.64	
Rose Fantasy -- D	2,620	10	130	68	0.87	

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	5,325	3	15	3	0.04	IND
Rose Gold Strike -- D	1,220	10	90	36	0.45	
Rose Gold Strike -- I	15,360	1	75	14	0.18	IND
Rose Grand Gala -- D	1,320	13	36	23	0.29	
Rose Grand Gala -- I	4,170	1	40	11	0.14	IND
Rose Milva -- D	3,070		150	69	0.88	
Rose Milva -- I	450		90	83	1.06	IND
Rose Noblesse -- D	10,490	1	100	23	0.29	
Rose Noblesse -- I	7,405	1	35	10	0.12	IND
Rose Pareo -- D	11,910	1	120	31	0.40	
Rose Pareo -- I	0					
Rose Red Roses D --	43,985	1	150	42	0.53	
Rose Red Roses I --	0					
Rose Saphir -- D	9,430	4	140	47	0.60	
Rose Saphir -- I	1,060	5	30	8	0.11	IND
Rose Skyline -- D	940	10	70	43	0.55	
Rose Skyline -- I	800		20	10	0.13	COL IND
Rose The Teresa -- D	23,250	1	150	50	0.64	
Rose The Teresa -- I	0					
Rose Tineke -- D	38,280	1	150	36	0.46	
Rose Tineke -- I	400			1	0.01	IND
Rose Spr Lovely Lydia -- D	9,390	10	201	106	1.35	
Rose Spr Lovely Lydia -- I	5,920	10	120	50	0.63	KOR
Rose Spr Macarena -- D	8,505	10	160	71	0.91	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	4,298	10	1,798	78	1.00	
Rose Spr Mixed -- I	540		70	39	0.50	KOR
Sandersonia -- D	15,490	30	180	92	1.17	
Sandersonia -- I	0					
Trachelium -- D	20			60	0.76	
Trachelium -- I	3,650		130	57	0.72	ISR NLD
Waxflowers -- D	500			19	0.24	
Waxflowers -- I	24,770	5	75	48	0.62	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		103	85	1.08	
Beargrass -- I	627	20	320	190	2.42	USA
Leatherleaves -- D	97,690	1	50	23	0.29	
Leatherleaves -- I	285,520	1	35	12	0.15	USA
Ruscus Israel -- D	1,200		45	34	0.43	
Ruscus Israel -- I	18,880		40	17	0.22	ISR
Ruscus Italian -- D	3,280	30	90	55	0.70	
Ruscus Italian -- I	15,230	1	50	19	0.24	ITA
Salal -- D	200			17	0.22	
Salal -- I	6,333	27	500	127	1.62	USA



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