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BULLETIN  
MNS Week 39, 2012

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**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. W39, of 4 October 2012

Data for: Week No. 39 of 24 through 29 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. **W39**

Date: **04/10/2012**

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 39 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	38,205,348	-7.3%	0.27	0.23	17%	12,593,628	8.5%
2	Chrysanthemum Spray	15,904,690	3.4%	0.21	0.22	-4.5%	4,247,215	-0.6%
3	Rose Small & Medium	3,362,880	-20%	0.12	0.11	9.1%	2,038,162	27%
4	Gerbera mini	8,713,041	-16%	0.11	0.08	38%	1,800,274	29%
5	Lilium Oriental	2,255,720	-25%	0.54	0.41	32%	1,695,324	-3.2%
6	Chrysant, Single Bud	3,916,485	1.1%	0.33	0.36	-8.3%	1,415,228	-6.0%
7	Hydrangea	1,085,893	7.4%	1.16	1.14	1.8%	1,364,729	10%
8	Gerbera Large	1,741,080	-22%	0.23	0.16	44%	796,070	19%
9	Chrysant, Spray Santini	2,917,275	-10%	0.20	0.17	18%	735,397	-0.7%
10	Rose Spray	1,863,066	1.3%	0.35	0.30	17%	702,244	21%
11	Alstroemeria	2,636,660	-17%	0.20	0.18	11%	629,655	-2.4%
12	Zantedeschian Various	1,469,780	-7.1%	0.38	0.33	15%	605,242	6.0%
13	Cymbidium Large (stem)	145,923	-15%	3.45	3.20	7.8%	573,759	-5.4%
14	Freesia, Single	1,397,400	-52%	0.20	0.09	122%	532,879	0.5%
15	Anthurium	1,057,230	-7.0%	0.42	0.40	5.0%	495,781	-5.2%
<b>Total Top 15</b>		<b>86,672,471</b>	<b>-9.0%</b>	<b>0.26</b>	<b>0.23</b>	<b>13%</b>	<b>30,225,587</b>	<b>7.0%</b>
<b>Total Cut Flowers Sales</b>		<b>134,392,971</b>	<b>-9.0%</b>	<b>0.24</b>	<b>0.21</b>	<b>16%</b>	<b>41,679,669</b>	<b>8.2%</b>
<b>Houseplants</b>								
1	Phalaenopsis	500,070	19%	3.16	3.49	-9.5%	9,138,575	-4.5%
2	Chrysanthemum	482,470	-20%	0.85	0.8	6.3%	1,424,677	6.1%
3	Anthurium	135,970	-15%	2.75	2.53	8.7%	1,084,354	13%
4	Bromelia	265,179	-6.1%	1.10	1.09	0.9%	986,483	-11%
5	Kalanchoe	529,454	-17%	0.58	0.44	32%	861,825	7.5%
6	Cyclamen	375,267	-22%	0.70	0.51	37%	828,036	31%
7	Rose	196,870	-31%	0.77	0.62	24%	651,235	14%
8	Ficus	115,988	-8.0%	1.79	1.77	1.1%	545,142	0.7%
9	Dracaena	129,765	-18%	1.40	1.25	12%	482,223	-20%
10	Orchids - Various	13,664	-48%	2.43	2.41	0.8%	450,364	-18%
<b>Total Top 10</b>		<b>2,744,697</b>	<b>-14%</b>	<b>1.38</b>	<b>1.21</b>	<b>14%</b>	<b>16,452,915</b>	<b>-1.3%</b>
<b>Total Houseplants Sales</b>		<b>5,817,277</b>	<b>-13%</b>	<b>1.22</b>	<b>1.10</b>	<b>11%</b>	<b>25,671,571</b>	<b>-2.2%</b>
<b>Total FH Sales</b>		<b>143,823,073</b>	<b>-10%</b>	<b>0.29</b>	<b>0.25</b>	<b>16%</b>	<b>72,380,956</b>	<b>5.1%</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. W39 Date: 03/10/2012**

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 : 39 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\$ = 77.84 Yen

<u>Product Name &amp; 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>	
<b>D = Domestic I = Imported</b>					
<b>Total Cut Flowers Sold</b>	<b>19,176,828</b>				
Alstroemeria -- D	171,960	15	280	69	0.88
Alstroemeria -- I	3,144		53	36	0.46 COL
Ammi majus -- D	8,770	1	100	32	0.41
Ammi majus -- I	0				
Anigozanthos -- D	0				
Anigozanthos -- I	4,550	20	135	66	0.85 AUS NLD ZWE
Anthurium Pink -- D	226		96	35	0.46
Anthurium Pink -- I	17,219	1	153	42	0.54 THA
Anthurium Red -- D	615		500	78	1.00
Anthurium Red -- I	21,571	1	204	44	0.57 AUS THA USA ZAF
Anthurium White -- D	135		80	38	0.49
Anthurium White -- I	7,636	1	300	45	0.58 THA
Banksia -- D	40			40	0.51
Banksia -- I	0				
Bupleurum -- D	3,360	24	135	74	0.95
Bupleurum -- I	0				
Calla -- D	54,233	1	500	93	1.19
Calla -- I	6,103	20	270	139	1.78 NLD NZL
Carnations Spray -- D	450,568	1	100	43	0.55
Carnations Spray -- I	374,722	1	60	29	0.38 COL
Carnations Standard -- D	537,816		160	42	0.54
Carnations Standard -- I	515,220		451	36	0.46 COL
Chrysanthemum Spray -- D	692,300	1	170	38	0.49
Chrysanthemum Spray -- I	506,180	1	90	35	0.45 KOR
Delphinium -- D	89,465	7	400	98	1.26
Delphinium -- I	0				

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Dracaena -- D	29,535	5	100	41	0.53	
Dracaena -- I	132,985	2	140	26	0.34	SGP
Euphorbia Marginata -- D	530		60	37	0.48	
Euphorbia Marginata -- I	0					
Eustoma -- D	724,967	1	500	79	1.01	
Eustoma -- I	300		6	2	0.03	
Freesia -- D	0					
Freesia -- I	4,300	7	55	27	0.35	NLD
Gentiana -- D	1,321,572	1	200	29	0.38	
Gentiana -- I	0					
Gerbera -- D	382,328	5	120	29	0.37	
Gerbera -- I	0					
Gladiolus -- D	167,713	2	100	51	0.65	
Gladiolus -- I	0					
Gypsophila -- D	164,415	10	300	82	1.05	
Gypsophila -- I	11,425	5	70	43	0.55	ISR
Heliconia Pendula -- D	1,745	17	153	44	0.56	
Heliconia Pendula -- I	104	150	400	253	3.25	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	13,074	10	180	56	0.72	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	9,628	47	170	95	1.22	AUS NZL ZAF
Lily Casablanca -- D	34,672	50	900	357	4.59	
Lily Casablanca -- I	1,100	31	120	75	0.96	KOR NLD NZL
Lily Longiflorum -- D	89,215	5	200	76	0.98	
Lily Longiflorum -- I	9,000	17	130	55	0.71	KOR NLD
Limonium Sinuatum -- D	232,186	1	125	35	0.44	
Limonium Sinuatum -- I	0					
Molucella -- D	670		120	103	1.32	
Molucella -- I	0					
Nerine -- D	4,630	1	150	36	0.47	
Nerine -- I	18,670	36	165	67	0.86	NLD NZL
Orchid Anna -- D	300		25	14	0.18	
Orchid Anna -- I	142,280	3	60	23	0.29	SGP THA
Orchid Cymbidium -- D	1,087	80	800	238	3.06	
Orchid Cymbidium -- I	20,832	150	1,200	399	5.13	NLD NZL
Orchid Oncidium -- D	19,313	2	550	73	0.94	
Orchid Oncidium -- I	204,054	1	125	39	0.50	SGP TAI THA
Orchid Phalaenopsis -- D	11,906	33	2,500	463	5.94	
Orchid Phalaenopsis -- I	5,279	200	1,500	537	6.89	AUS NZL
Orchid Sonia -- D	400			15	0.19	
Orchid Sonia -- I	136,910	2	50	17	0.22	THA
Ornithogalum -- D	8,120	35	100	67	0.86	
Ornithogalum -- I	3,860	10	100	38	0.49	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,100	40	1,000	400	5.14	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,118	40	1,000	338	4.35	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	200	90	150	119	1.53	AUS NZL
<b>Rose Total -- D</b>	<b>1,004,443</b>	<b>1</b>	<b>2,065</b>	<b>64</b>	<b>0.82</b>	
<b>Rose Total -- I</b>	<b>363,798</b>	<b>1</b>	<b>900</b>	<b>58</b>	<b>0.75</b>	
Rose Avalanche -- D	67,270	3	200	58	0.74	
Rose Avalanche -- I	4,080	1	168	25	0.32	NLD
Rose Delilah -- D	5,140	5	140	38	0.48	
Rose Delilah -- I	0					
Rose Dukaat -- D	7,210	2	140	49	0.63	
Rose Dukaat -- I	0					
Rose Esther -- D	3,730	2	100	29	0.38	
Rose Esther -- I	800	10	50	24	0.31	
Rose Fantasy -- D	3,090	20	120	64	0.83	

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	155		8	3	0.04	IND
Rose Gold Strike -- D	1,190	10	80	32	0.41	
Rose Gold Strike -- I	9,795	2	150	26	0.34	IND
Rose Grand Gala -- D	750	5	80	26	0.33	
Rose Grand Gala -- I	320		46	43	0.55	IND
Rose Milva -- D	3,240		150	62	0.80	
Rose Milva -- I	360		90	79	1.01	IND
Rose Noblesse -- D	7,280	1	118	26	0.33	
Rose Noblesse -- I	4,860	1	40	15	0.20	IND
Rose Pareo -- D	7,670	5	140	41	0.53	
Rose Pareo -- I	0					
Rose Red Roses D --	33,795	1	174	46	0.59	
Rose Red Roses I --	0					
Rose Saphir -- D	8,880	5	168	54	0.69	
Rose Saphir -- I	1,060	15	30	17	0.21	IND
Rose Skyline -- D	540	5	70	32	0.41	
Rose Skyline -- I	1,100		30	17	0.21	COL IND
Rose The Teresa -- D	16,050	5	168	56	0.72	
Rose The Teresa -- I	0					
Rose Tineke -- D	27,209	1	165	40	0.52	
Rose Tineke -- I	940	1	30	10	0.13	IND
Rose Spr Lovely Lydia -- D	10,425	30	192	98	1.26	
Rose Spr Lovely Lydia -- I	4,050	25	70	41	0.53	KOR
Rose Spr Macarena -- D	4,705	30	170	75	0.96	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	2,635	12	135	39	0.49	
Rose Spr Mixed -- I	480		50	47	0.60	KOR
Sandersonia -- D	10,880	35	195	96	1.24	
Sandersonia -- I	0					
Trachelium -- D	50		60	56	0.72	
Trachelium -- I	1,870		130	64	0.82	ISR NLD
Waxflowers -- D	300			19	0.24	
Waxflowers -- I	44,340	5	75	42	0.54	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		100	100	1.28	
Beargrass -- I	750	80	300	203	2.61	USA
Leatherleaves -- D	94,600	3	50	23	0.30	
Leatherleaves -- I	180,190	1	35	12	0.16	USA
Ruscus Israel -- D	1,100		45	35	0.45	
Ruscus Israel -- I	10,005		35	20	0.25	ISR
Ruscus Italian -- D	2,530	40	100	57	0.73	
Ruscus Italian -- I	11,970	3	50	21	0.27	ITA
Salal -- D	0					
Salal -- I	4,028	24	600	122	1.57	USA



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