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BULLETIN  
MNS Week 40, 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. W40, of 10 October 2012

Data for: Week No. 40 of 1 through 6 October 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. **W40**

Date: **11/10/2012**

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 40 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	40,147,273	-2.8%	0.23	0.21	10%	11,452,003	9.7%
2	Chrysanthemum Spray	15,527,260	0.5%	0.20	0.23	-13%	4,205,522	-9.1%
3	Rose Small & Medium	3,447,813	-17%	0.10	0.10	0.0%	1,986,874	24%
4	Gerbera mini	8,917,650	-12%	0.11	0.07	57%	1,778,726	43%
5	Lilium Oriental	2,414,830	-22%	0.52	0.37	41%	1,748,151	5.0%
6	Chrysant, Single Bud	4,187,725	10%	0.31	0.40	-23%	1,442,316	-15%
7	Hydrangea	1,015,179	15%	1.20	1.17	2.6%	1,326,686	20%
8	Gerbera Large	1,715,020	-26%	0.24	0.13	85%	867,987	67%
9	Alstroemeria	2,593,940	-20%	0.23	0.16	44%	710,098	17%
10	Chrysant, Spray Santini	3,074,375	-16%	0.18	0.18	0.0%	670,216	-17%
11	Cymbidium Large (stem)	173,934	-2.1%	3.31	2.90	14%	634,762	15%
12	Rose Spray	1,982,800	8.2%	0.30	0.28	7.1%	624,977	11%
13	Zantedeschian Various	1,366,000	-16%	0.39	0.31	26%	582,273	9.0%
14	Freesia, Single	1,566,650	-52%	0.19	0.07	171%	553,642	25%
15	Anthurium	996,162	-4.5%	0.47	0.50	-6.0%	534,564	-11%
<b>Total Top 15</b>		<b>89,126,611</b>	<b>-7.1%</b>	<b>0.24</b>	<b>0.22</b>	<b>9.1%</b>	<b>29,118,797</b>	<b>7.8%</b>
<b>Total Cut Flowers Sales</b>		<b>137,242,116</b>	<b>-9.0%</b>	<b>0.23</b>	<b>0.20</b>	<b>16%</b>	<b>40,460,245</b>	<b>9.7%</b>
<b>Houseplants</b>								
1	Phalaenopsis	446,504	1.7%	3.29	3.38	-2.7%	8,637,211	-10%
2	Chrysanthemum	598,994	-11%	0.77	0.73	5.5%	1,394,812	-16%
3	Anthurium	141,713	-7%	2.74	2.62	4.6%	1,214,636	-3.3%
4	Bromelia	248,336	-8.6%	1.13	1.19	-5.0%	993,400	6.7%
5	Cyclamen	350,350	-36%	0.71	0.47	51%	819,868	25%
6	Kalanchoe	605,430	2.3%	0.54	0.45	20%	814,360	6.6%
7	Rose	179,016	-42%	0.81	0.64	27%	718,461	-5.0%
8	Ficus	99,246	-17%	1.88	1.70	11%	592,677	12%
9	Dracaena	118,814	-30%	1.34	1.17	15%	483,135	-2.8%
10	Cactus/Succulent - variou	41,980	12%	0.49	0.56	-13%	460,443	393%
<b>Total Top 10</b>		<b>2,830,383</b>	<b>-15%</b>	<b>1.30</b>	<b>1.16</b>	<b>12%</b>	<b>16,129,002</b>	<b>-3.8%</b>
<b>Total Houseplants Sales</b>		<b>5,702,409</b>	<b>-16%</b>	<b>1.20</b>	<b>1.07</b>	<b>12%</b>	<b>26,014,805</b>	<b>-0.9%</b>
<b>Total FH Sales</b>		<b>146,457,374</b>	<b>-9%</b>	<b>0.27</b>	<b>0.24</b>	<b>15%</b>	<b>70,769,359</b>	<b>5.7%</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. W40 Date: 10/10/2012**

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 : 40 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\$ = 78.22 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>Total Cut Flowers Sold</b>	<b>18,003,557</b>					
Alstroemeria -- D	174,800	10	250	77	0.98	
Alstroemeria -- I	1,750		50	23	0.29	COL
Ammi majus -- D	9,620	1	100	41	0.52	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	15,610	25	150	58	0.74	AUS NLD ZWE
Anthurium Pink -- D	215		130	57	0.73	
Anthurium Pink -- I	14,189	10	170	49	0.63	THA
Anthurium Red -- D	630		150	68	0.87	
Anthurium Red -- I	18,430	1	206	54	0.69	AUS THA USA ZAF
Anthurium White -- D	188		180	63	0.80	
Anthurium White -- I	8,974	1	500	50	0.64	THA
Banksia -- D	50			40	0.51	
Banksia -- I	302		180	103	1.32	AUS NZL
Bupleurum -- D	4,870	15	140	85	1.09	
Bupleurum -- I	0					
Calla -- D	58,882	5	500	107	1.37	
Calla -- I	9,100	10	340	160	2.04	NLD NZL
Carnations Spray -- D	443,558	2	100	47	0.60	
Carnations Spray -- I	454,129	3	60	33	0.42	COL
Carnations Standard -- D	609,196	1	160	47	0.60	
Carnations Standard -- I	563,790	2	175	42	0.53	COL
Chrysanthemum Spray -- D	571,150	1	100	36	0.46	
Chrysanthemum Spray -- I	584,000		75	26	0.33	KOR
Delphinium -- D	105,465	2	400	100	1.27	
Delphinium -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Dracaena -- D	13,260	20	100	50	0.64	
Dracaena -- I	137,664	2	138	28	0.36	SGP
Eustoma -- D	691,921	5	550	96	1.23	
Eustoma -- I	480	40	120	62	0.80	
Freesia -- D	0					
Freesia -- I	10,150	10	55	27	0.34	NLD
Gentiana -- D	1,021,496	1	200	23	0.29	
Gentiana -- I	0					
Gerbera -- D	392,127	10	220	41	0.52	
Gerbera -- I	0					
Gladiolus -- D	156,065	6	120	54	0.69	
Gladiolus -- I	50			160	2.05	NLD
Gypsophila -- D	166,705	10	300	105	1.34	
Gypsophila -- I	10,640	30	100	64	0.82	ISR
Heliconia Pendula -- D	480	16	150	47	0.60	
Heliconia Pendula -- I	129	200	400	302	3.86	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	14,280	20	220	53	0.68	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	11,217	40	200	91	1.16	AUS NZL ZAF
Lily Casablanca -- D	46,930	49	900	332	4.25	
Lily Casablanca -- I	160	40	132	75	0.96	KOR
Lily Longiflorum -- D	70,720	5	200	86	1.10	
Lily Longiflorum -- I	6,710	30	120	64	0.81	KOR NLD
Limonium Sinuatum -- D	234,960	1	100	36	0.46	
Limonium Sinuatum -- I	0					
Molucella -- D	220		80	72	0.92	
Molucella -- I	0					
Nerine -- D	9,210	1	150	26	0.34	
Nerine -- I	26,410	20	165	63	0.80	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	127,180	5	54	21	0.26	SGP THA
Orchid Cymbidium -- D	1,101	100	800	263	3.36	
Orchid Cymbidium -- I	20,462	102	1,200	420	5.37	NLD NZL
Orchid Oncidium -- D	18,360	5	583	75	0.96	
Orchid Oncidium -- I	223,825	1	140	33	0.42	SGP TAI THA
Orchid Phalaenopsis -- D	11,785	66	3,000	528	6.75	
Orchid Phalaenopsis -- I	4,706	200	950	571	7.30	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	134,250	3	50	21	0.27	THA
Ornithogalum -- D	6,625	40	100	77	0.99	
Ornithogalum -- I	27,663	10	75	23	0.30	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,610	60	900	346	4.42	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,117	40	900	368	4.70	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	270	100	160	143	1.82	AUS NZL
<b>Rose Total -- D</b>	<b>1,288,583</b>	<b>1</b>	<b>2,062</b>	<b>84</b>	<b>1.07</b>	
<b>Rose Total -- I</b>	<b>486,331</b>	<b>1</b>	<b>400</b>	<b>65</b>	<b>0.83</b>	
Rose Avalanche -- D	79,730	6	250	95	1.21	
Rose Avalanche -- I	12,220	3	150	71	0.90	NLD
Rose Delilah -- D	7,800	10	150	61	0.78	
Rose Delilah -- I	0					
Rose Dukaat -- D	10,760	10	150	66	0.85	
Rose Dukaat -- I	0					
Rose Esther -- D	6,005	3	120	51	0.66	
Rose Esther -- I	100	50	50	50	0.64	
Rose Fantasy -- D	4,030	25	150	82	1.04	
Rose Fantasy -- I	0					
Rose First Red -- D	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose First Red -- I	1,880	2	25	8	0.10	IND
Rose Gold Strike -- D	1,920	10	100	46	0.58	
Rose Gold Strike -- I	16,100	2	70	23	0.30	IND
Rose Grand Gala -- D	320	30	70	49	0.63	
Rose Grand Gala -- I	1,420	5	50	23	0.30	IND
Rose Milva -- D	5,130		180	86	1.10	
Rose Milva -- I	850		120	92	1.18	IND
Rose Noblesse -- D	10,390	5	120	38	0.49	
Rose Noblesse -- I	7,615	3	50	18	0.23	IND
Rose Pareo -- D	14,768	10	150	53	0.68	
Rose Pareo -- I	0					
Rose Red Roses D --	46,440	3	171	60	0.76	
Rose Red Roses I --	0					
Rose Saphir -- D	13,030	10	171	62	0.79	
Rose Saphir -- I	720	20	50	36	0.46	IND
Rose Skyline -- D	550	30	100	69	0.89	
Rose Skyline -- I	1,200	5	55	19	0.25	COL IND
Rose The Teresa -- D	19,220	12	156	72	0.93	
Rose The Teresa -- I	0					
Rose Tineke -- D	36,705	5	170	73	0.93	
Rose Tineke -- I	1,800	1	40	13	0.17	IND NLD
Rose Spr Lovely Lydia -- D	8,660	40	201	126	1.61	
Rose Spr Lovely Lydia -- I	4,670	30	100	50	0.64	KOR
Rose Spr Macarena -- D	6,031	30	175	94	1.20	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,603	19	110	43	0.55	
Rose Spr Mixed -- I	630		80	66	0.84	KOR
Sandersonia -- D	11,520	25	180	110	1.41	
Sandersonia -- I	0					
Trachelium -- D	20			60	0.77	
Trachelium -- I	2,540		130	64	0.82	ISR NLD
Waxflowers -- D	300		19	18	0.23	
Waxflowers -- I	32,490	3	90	37	0.47	AUS
<b>Green Foliage</b>						
Beargrass -- D	9		100	89	1.14	
Beargrass -- I	791	40	300	192	2.45	USA
Leatherleaves -- D	76,025	5	70	24	0.30	
Leatherleaves -- I	263,620	3	40	14	0.18	USA
Ruscus Israel -- D	1,000		30	24	0.31	
Ruscus Israel -- I	17,900		35	22	0.28	ISR
Ruscus Italian -- D	4,410	30	170	66	0.85	
Ruscus Italian -- I	10,720	10	55	28	0.36	ITA
Salal -- D	0					
Salal -- I	5,665	28	450	154	1.97	USA



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