
BULLETIN
MNS Week 41, 2012

CUT FLOWERS AND ORNAMENTAL PLANTS
MARKET NEWS SERVICE (MNS)
WEEKLY EDITION



Disclaimer

This report has been prepared without formal editing, as a service to exporters and industries in developing countries by the Market News Service (MNS), Division of Market Development, International Trade Centre, The Joint Agency of the World Trade Organization and The United Nations.

No part of this report may be reproduced, stored in a retrieval system or transmitted in any form or by any means, without prior permission in writing from the International Trade Centre.

The mention of specific companies or of certain commercial products and brand names does not imply that they are endorsed or recommended by ITC in preference to others of a similar nature that are not mentioned.

The designations employed and the presentation of material on the map do not imply the expression of any opinion whatsoever on the part of the International Trade Centre concerning the legal status of any Country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

Market News Service
Cut Flowers and Ornamental Plants Weekly Price Report

Report prepared by Mr. Jan Plasmeijer and Mr. Chumi Yanai

Issue No. W41, of 18 October 2012

Data for: Week No. 41 of 8 through 13 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.

The authors can be contacted at jpl1942@caiway.nl or chumi_y@017.net.il

To subscribe to the report or to access MNS reports directly online, please contact mns@intracen.org or visit our website at: <http://www.intracen.org/exporters/market-news-service> or <http://www.intracen.org/trade-support/market-news-service>

Copyright © MNS/ITC 2000. All rights reserved

Price Information: Floriculture Products - European Markets

Issue No. **W41**

Date: **18/10/2012**

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 41 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	40,673,375	1.7%	0.20	0.23	-13%	10,082,963	-7.7%
2	Chrysanthemum Spray	15,793,745	1.1%	0.20	0.25	-20%	4,476,344	-9.6%
3	Rose Small & Medium	3,081,000	-29%	0.08	0.10	-20%	1,854,366	9.1%
4	Gerbera mini	8,621,697	-11%	0.11	0.09	22%	1,757,345	31%
5	Lilium Oriental	2,277,010	-22%	0.52	0.36	44%	1,691,898	9.5%
6	Chrysant, Single Bud	4,089,100	-3.1%	0.37	0.43	-14%	1,667,992	-16%
7	Hydrangea	962,469	13%	1.11	1.17	-5.1%	1,172,708	10%
8	Gerbera Large	1,688,450	-11%	0.23	0.21	10%	815,490	20%
9	Cymbidium Large (stem)	177,703	-12%	3.29	3.76	-13%	655,227	-24%
10	Alstroemeria	2,537,320	-10%	0.22	0.19	16%	652,849	11%
11	Chrysant, Spray Santini	3,156,875	-8.2%	0.17	0.18	-5.6%	648,395	-14%
12	Anthurium	951,027	-12%	0.56	0.57	-1.8%	600,771	-11%
13	Rose Spray	1,948,995	15%	0.29	0.28	3.6%	583,817	11%
14	Eustoma (Single)	1,146,150	-14%	0.37	0.26	42%	528,289	27%
15	Freesia, Single	1,425,300	-44%	0.19	0.09	111%	518,027	11%
Total Top 15		88,530,216	-4.5%	0.23	0.24	-4.2%	27,706,481	-2.7%
Total Cut Flowers Sales		133,476,180	-6.0%	0.22	0.22	2.0%	38,977,687	1.4%
Houseplants								
1	Phalaenopsis	427,594	-10%	3.38	3.32	1.8%	9,443,499	17%
2	Anthurium	146,030	-14%	2.66	2.61	1.9%	1,128,234	0.8%
3	Bromelia	229,952	-12%	1.26	1.24	1.6%	1,058,612	-11%
4	Chrysanthemum	634,790	6.7%	0.62	0.68	-8.8%	1,040,904	-1.0%
5	Cyclamen	361,802	-23%	0.73	0.53	38%	819,986	3.2%
6	Kalanchoe	594,690	24%	0.49	0.47	4.3%	728,343	-0.4%
7	Ficus	111,070	4.7%	1.54	1.77	-13%	682,442	30%
8	Rose	194,430	-28%	0.80	0.65	23%	648,864	8.8%
9	Dracaena	110,315	-29%	1.33	1.16	15%	475,016	-2.8%
10	Arrangements	75,258	6.9%	3.00	2.93	2.4%	427,090	3.1%
Total Top 10		2,885,931	-5.5%	1.31	1.30	0.8%	16,452,989	9.6%
Total Houseplants Sales		5,679,020	-10%	1.18	1.13	5.0%	25,700,944	8.2%
Total FH Sales		142,576,460	-7%	0.27	0.26	2.0%	68,549,320	4.3%

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. W41 Date: 17/10/2012

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 : 41 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\$ = 78.37 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	17,606,395					
Achilea -- D	100			20	0.26	
Achilea -- I	0					
Alstroemeria -- D	173,960	12	250	86	1.10	
Alstroemeria -- I	2,590	10	65	44	0.56	COL
Ammi majus -- D	11,740	1	100	39	0.50	
Ammi majus -- I	0					
Anigozanthos -- D	200			17	0.22	
Anigozanthos -- I	19,930	10	150	52	0.66	AUS NLD ZWE
Anthurium Pink -- D	169		70	54	0.69	
Anthurium Pink -- I	15,538	10	150	48	0.61	THA
Anthurium Red -- D	531		150	76	0.97	
Anthurium Red -- I	20,377	8	200	56	0.72	AUS THA USA ZAF
Anthurium White -- D	188		180	68	0.86	
Anthurium White -- I	8,291	1	180	47	0.60	THA
Bupleurum -- D	8,560	13	135	75	0.95	
Bupleurum -- I	0					
Calla -- D	46,349	4	500	102	1.31	
Calla -- I	14,664	6	270	136	1.74	NLD NZL
Carnations Spray -- D	432,268	3	100	46	0.58	
Carnations Spray -- I	506,855	3	75	33	0.42	COL
Carnations Standard -- D	539,637	1	160	45	0.58	
Carnations Standard -- I	664,908	2	175	41	0.52	COL
Chrysanthemum Spray -- D	653,285	5	90	46	0.58	
Chrysanthemum Spray -- I	556,720	2	76	36	0.46	KOR
Delphinium -- D	93,584	7	400	101	1.29	
Delphinium -- I	0					
Dracaena -- D	12,126	5	390	60	0.76	

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
Dracaena -- I	140,200	2	110	32	0.41	SGP
Eustoma -- D	582,489	10	8,000	108	1.38	
Eustoma -- I	1,440	41	90	64	0.81	
Freesia -- D	300			17	0.22	
Freesia -- I	5,900	10	55	33	0.42	NLD
Gentiana -- D	717,083	5	400	37	0.47	
Gentiana -- I	0					
Gerbera -- D	362,829	10	878	41	0.53	
Gerbera -- I	0					
Gladiolus -- D	148,810	10	120	55	0.71	
Gladiolus -- I	0					
Gypsophila -- D	152,663	10	400	128	1.64	
Gypsophila -- I	6,990	22	120	72	0.92	ISR
Heliconia Pendula -- D	205		120	89	1.14	
Heliconia Pendula -- I	118	216	390	293	3.74	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	11,274	25	200	60	0.76	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	10,699	10	180	87	1.11	AUS NZL ZAF
Lily Casablanca -- D	45,184	30	900	291	3.71	
Lily Casablanca -- I	1,635	50	150	104	1.33	KOR NLD NZL
Lily Longiflorum -- D	50,325	20	220	102	1.30	
Lily Longiflorum -- I	4,150	40	120	71	0.91	KOR
Limonium Sinuatum -- D	222,307	5	110	45	0.57	
Limonium Sinuatum -- I	15,000			40	0.51	AUS NZL
Nerine -- D	2,452	8	110	53	0.68	
Nerine -- I	22,980	30	130	61	0.78	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	146,920	10	71	23	0.30	SGP THA
Orchid Cymbidium -- D	1,828	100	800	280	3.57	
Orchid Cymbidium -- I	18,212	150	1,200	437	5.58	NLD NZL
Orchid Oncidium -- D	20,238	3	550	80	1.02	
Orchid Oncidium -- I	178,320	5	150	39	0.50	SGP TAI THA
Orchid Phalaenopsis -- D	12,704	50	3,000	558	7.12	
Orchid Phalaenopsis -- I	4,510	200	960	610	7.78	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	99,140	10	50	20	0.25	THA
Ornithogalum -- D	5,970	40	100	73	0.94	
Ornithogalum -- I	35,040	5	100	19	0.25	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,517	45	900	295	3.76	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,098	38	900	330	4.21	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	900	60	160	80	1.02	AUS NZL
Rose Total -- D	1,273,350	1	2,034	73	0.93	
Rose Total -- I	496,323	1	400	50	0.64	
Rose Avalanche -- D	76,100	5	225	78	0.99	
Rose Avalanche -- I	11,140	3	135	40	0.51	NLD
Rose Delilah -- D	7,360	10	120	51	0.65	
Rose Delilah -- I	0					
Rose Dukaat -- D	11,690	10	140	51	0.65	
Rose Dukaat -- I	0					
Rose Esther -- D	4,520	5	120	43	0.55	
Rose Esther -- I	0					
Rose Fantasy -- D	2,910	30	140	85	1.08	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	2,900	5	20	8	0.10	IND
Rose Gold Strike -- D	1,489	20	110	49	0.63	
Rose Gold Strike -- I	26,820	5	70	20	0.25	IND

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
		<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	<u>US\$</u>	
D = Domestic I = Imported						
Rose Grand Gala -- D	1,790	20	70	34	0.43	
Rose Grand Gala -- I	3,300	10	30	19	0.25	IND
Rose Milva -- D	4,550		180	84	1.07	
Rose Milva -- I	570		100	81	1.03	IND
Rose Noblesse -- D	9,290	5	130	33	0.42	
Rose Noblesse -- I	18,655	7	40	24	0.31	IND
Rose Pareo -- D	14,440	10	140	46	0.59	
Rose Pareo -- I	0					
Rose Red Roses D --	45,115	1	185	50	0.63	
Rose Red Roses I --	0					
Rose Saphir -- D	11,470	10	140	64	0.82	
Rose Saphir -- I	320	30	40	35	0.45	IND
Rose Skyline -- D	525	20	80	53	0.67	
Rose Skyline -- I	960		40	21	0.27	COL IND
Rose The Teresa -- D	22,590	14	150	66	0.84	
Rose The Teresa -- I	0					
Rose Tineke -- D	34,976	2	170	56	0.71	
Rose Tineke -- I	1,300	4	38	16	0.20	IND NLD
Rose Spr Lovely Lydia -- D	8,950	30	200	113	1.45	
Rose Spr Lovely Lydia -- I	4,810	30	90	56	0.71	KOR
Rose Spr Macarena -- D	6,535	30	160	87	1.11	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	4,074	10	150	40	0.51	
Rose Spr Mixed -- I	1,120		70	49	0.63	KOR
Sandersonia -- D	10,160	36	180	114	1.45	
Sandersonia -- I	0					
Trachelium -- D	40		60	55	0.70	
Trachelium -- I	2,500		120	73	0.93	ISR NLD
Waxflowers -- D	400			17	0.22	
Waxflowers -- I	40,665	20	70	38	0.49	AUS
Green Foliage						
Beargrass -- D	3		100	100	1.28	
Beargrass -- I	620	20	300	189	2.41	USA
Leatherleaves -- D	91,690	6	50	26	0.33	
Leatherleaves -- I	228,860	5	35	15	0.19	USA
Ruscus Israel -- D	3,500		40	25	0.32	
Ruscus Israel -- I	17,715		35	20	0.26	ISR
Ruscus Italian -- D	4,670	25	150	70	0.89	
Ruscus Italian -- I	9,510	4	54	29	0.37	ITA
Salal -- D	0					
Salal -- I	6,442	26	600	143	1.83	USA



International
Trade
Centre



Street address
International Trade Centre
54-56 Rue de Montbrillant
1202 Geneva, Switzerland

P: +41 22 730 0111
F: +41 22 733 4439
E: itcreg@intracen.org
www.intracen.org

Postal address
International Trade Centre
Palais des Nations
1211 Geneva 10, Switzerland