
BULLETIN
MNS Week 42, 2012

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. W42, of 24 October 2012

Data for: Week No. 42 of 15 through 20 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.

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Price Information: Floriculture Products - European Markets

Issue No. **W42**

Date: **24/10/2012**

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 42 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	38,248,690	-2.8%	0.22	0.26	-15%	10,282,118	-15%
2	Chrysanthemum Spray	14,481,615	-13%	0.24	0.27	-11%	4,759,882	-17%
3	Chrysant, Single Bud	4,949,796	-4.7%	0.36	0.43	-16%	1,953,375	-20%
4	Lilium Oriental	2,242,460	-13%	0.58	0.54	7.4%	1,757,393	-11%
5	Rose Small & Medium	2,614,970	-40%	0.09	0.12	-25%	1,743,997	5.9%
6	Gerbera mini	8,799,960	-7.2%	0.11	0.10	10%	1,726,373	20%
7	Cymbidium Large (stem)	314,999	-15%	4.23	4.33	-2.3%	1,478,788	-21%
8	Hydrangea	874,772	19%	1.14	1.18	-3.4%	1,100,037	16%
9	Anthurium	1,306,380	-33%	0.72	0.70	2.9%	1,045,658	-31%
10	Gerbera Large	1,642,480	-15%	0.23	0.25	-8.0%	774,110	0.3%
11	Chrysant, Spray Santini	3,072,530	-16%	0.18	0.20	-10%	681,874	-23%
12	Alstroemeria	2,475,060	-16%	0.22	0.21	4.8%	624,847	-10%
13	Hippeastrum/Amarillis	464,587	-52%	1.07	0.59	81%	545,335	-12%
14	Rose Spray	1,832,800	10%	0.28	0.29	-3.4%	540,543	0.9%
15	Lilium LA	1,022,840	15%	0.31	0.30	3.3%	507,676	19%
Total Top 15		84,343,939	-9.0%	0.26	0.29	-10%	29,522,007	-12%
Total Cut Flowers Sales		128,980,318	-8.0%	0.25	0.26	-6.0%	41,162,531	-9.0%
Houseplants								
1	Phalaenopsis	385,467	-7%	3.48	3.31	5.1%	8,263,433	13%
2	Chrysanthemum	636,376	51%	0.60	0.83	-28%	1,084,029	-4.5%
3	Anthurium	142,033	-8%	2.71	2.52	7.5%	1,004,587	10%
4	Cyclamen	343,402	-23%	0.77	0.63	22%	890,299	-4.9%
5	Bromelia	191,450	-27%	1.18	1.12	5.4%	838,804	0.9%
6	Kalanchoe	513,158	22%	0.48	0.52	-7.7%	723,864	-0.6%
7	Rose	228,048	9.2%	0.77	0.68	13%	653,478	5.6%
8	Arrangements	77,896	18%	2.92	2.98	-2.0%	584,266	0.7%
9	Various Houseplants	65,772	-14%	0.55	0.53	3.8%	468,821	67%
10	Ficus	99,467	-9.2%	1.66	1.51	9.9%	428,713	9.3%
Total Top 10		2,683,069	4.0%	1.29	1.33	-3.0%	14,940,292	8.7%
Total Houseplants Sales		5,487,287	-7.0%	1.18	1.12	5.0%	23,747,623	5.9%
Total FH Sales		137,998,595	-8.0%	0.29	0.30	-4.0%	68,736,639	-4.0%

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. W42 Date: 24/10/2012

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 : 42 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\$ = 78.86 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	18,161,230				
Alstroemeria -- D	172,980	20	250	99	1.26
Alstroemeria -- I	8,450	25	61	46	0.58 COL
Ammi majus -- D	22,475	3	100	31	0.40
Ammi majus -- I	0				
Anigozanthos -- D	0				
Anigozanthos -- I	25,050	20	150	51	0.65 AUS NLD ZWE
Anthurium Pink -- D	130		100	65	0.82
Anthurium Pink -- I	14,653	15	150	51	0.64 THA
Anthurium Red -- D	606		500	83	1.05
Anthurium Red -- I	17,418	1	200	55	0.70 AUS THA USA ZAF
Anthurium White -- D	230		150	70	0.89
Anthurium White -- I	8,138	13	180	49	0.62 THA
Bupleurum -- D	6,930	15	135	81	1.03
Bupleurum -- I	0				
Calla -- D	46,754	10	400	113	1.43
Calla -- I	15,312	27	270	155	1.97 NLD NZL
Carnations Spray -- D	391,815	3	100	49	0.62
Carnations Spray -- I	566,577	5	70	36	0.46 COL
Carnations Standard -- D	564,213	2	160	47	0.59
Carnations Standard -- I	705,640	5	175	43	0.54 COL
Chrysanthemum Spray -- D	623,765	1	100	52	0.66
Chrysanthemum Spray -- I	663,370	1	85	40	0.51 KOR
Delphinium -- D	109,319	8	400	108	1.36

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Delphinium -- I	0					
Dracaena -- D	13,552	10	270	62	0.79	
Dracaena -- I	154,269	1	700	33	0.42	SGP
Euphorbia Marginata -- D	20			60	0.76	
Euphorbia Marginata -- I	0					
Eustoma -- D	515,491	17	450	134	1.70	
Eustoma -- I	0					
Freesia -- D	700		35	41	0.52	
Freesia -- I	15,900	10	50	37	0.47	NLD
Gentiana -- D	693,385	5	150	43	0.55	
Gentiana -- I	0					
Gerbera -- D	354,054	14	878	46	0.58	
Gerbera -- I	0					
Gladiolus -- D	133,442	6	120	70	0.89	
Gladiolus -- I	0					
Gypsophila -- D	178,737	10	400	124	1.58	
Gypsophila -- I	16,920	10	130	72	0.91	ISR
Heliconia Pendula -- D	1,450	25	150	66	0.84	
Heliconia Pendula -- I	119	160	500	237	3.01	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	11,366	20	205	62	0.78	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	10,714	46	160	95	1.20	AUS NZL ZAF
Lily Casablanca -- D	35,003	45	900	362	4.59	
Lily Casablanca -- I	2,720	33	200	116	1.48	KOR NLD NZL
Lily Longiflorum -- D	59,990	20	250	111	1.40	
Lily Longiflorum -- I	4,780	10	120	58	0.73	KOR NLD
Limonium Sinuatum -- D	230,430	10	120	49	0.62	
Limonium Sinuatum -- I	23,100		55	40	0.51	AUS NZL
Molucella -- D	270		100	74	0.94	
Molucella -- I	0					
Nerine -- D	3,010	3	159	54	0.68	
Nerine -- I	23,040	32	135	60	0.76	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	149,820	10	60	27	0.34	SGP THA
Orchid Cymbidium -- D	1,782	150	800	346	4.39	
Orchid Cymbidium -- I	19,632	70	1,200	455	5.76	NLD NZL
Orchid Oncidium -- D	21,381	12	550	88	1.11	
Orchid Oncidium -- I	144,610	5	162	57	0.72	SGP TAI THA
Orchid Phalaenopsis -- D	13,211	56	3,000	541	6.85	
Orchid Phalaenopsis -- I	5,529	133	1,500	630	7.99	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	79,190	7	50	25	0.31	THA
Ornithogalum -- D	4,470	50	120	74	0.94	
Ornithogalum -- I	36,208	10	100	22	0.28	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,281	40	900	308	3.90	AUS ZAF
Protea others -- D	0					
Protea others -- I	717	60	900	368	4.67	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	1,460	35	160	87	1.10	AUS NZL
Rose Total -- D	1,274,354	1	2,034	78	0.99	
Rose Total -- I	515,584	1	400	51	0.64	
Rose Avalanche -- D	75,165	20	200	87	1.10	
Rose Avalanche -- I	10,989	2	150	43	0.54	NLD
Rose Delilah -- D	6,570	10	120	49	0.62	
Rose Delilah -- I	0					
Rose Dukaat -- D	11,330	10	140	55	0.70	
Rose Dukaat -- I	0					

<u>Product Name & Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Esther -- D	5,701	5	100	39	0.50	
Rose Esther -- I	1,000	10	30	22	0.28	
Rose Fantasy -- D	2,300	40	140	90	1.14	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	1,930	5	30	19	0.24	IND
Rose Gold Strike -- D	1,830	20	82	41	0.53	
Rose Gold Strike -- I	28,004	5	70	19	0.24	IND
Rose Grand Gala -- D	2,030	16	80	34	0.43	
Rose Grand Gala -- I	7,510	4	35	20	0.25	IND
Rose Milva -- D	4,880		160	90	1.14	
Rose Milva -- I	480		100	80	1.01	IND
Rose Noblesse -- D	9,210	10	90	36	0.46	
Rose Noblesse -- I	9,390	5	36	21	0.27	IND
Rose Pareo -- D	17,080	10	150	50	0.63	
Rose Pareo -- I	0					
Rose Red Roses D --	47,385	10	175	52	0.66	
Rose Red Roses I --	0					
Rose Saphir -- D	9,380	10	140	62	0.79	
Rose Saphir -- I	320	19	19	19	0.24	IND
Rose Skyline -- D	350	35	130	66	0.84	
Rose Skyline -- I	760	6	30	18	0.23	COL IND
Rose The Teresa -- D	23,400	10	140	62	0.78	
Rose The Teresa -- I	0					
Rose Tineke -- D	35,139	5	170	61	0.77	
Rose Tineke -- I	820	5	20	11	0.14	IND
Rose Spr Lovely Lydia -- D	9,610	30	200	110	1.39	
Rose Spr Lovely Lydia -- I	6,860	30	90	52	0.66	KOR
Rose Spr Macarena -- D	6,280	30	150	87	1.10	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6,436	10	275	35	0.45	
Rose Spr Mixed -- I	860		92	60	0.76	KOR
Sandersonia -- D	15,860	40	180	110	1.40	
Sandersonia -- I	100		50	50	0.63	NZL
Trachelium -- D	100		80	60	0.76	
Trachelium -- I	2,600		120	73	0.93	ISR NLD
Waxflowers -- D	400			44	0.56	
Waxflowers -- I	43,350	12	100	43	0.55	AUS
Green Foliage						
Beargrass -- D	3		100	100	1.27	
Beargrass -- I	740	40	250	176	2.24	USA
Leatherleaves -- D	88,060	3	50	26	0.33	
Leatherleaves -- I	317,700	1	35	13	0.16	USA
Ruscus Israel -- D	2,700		35	18	0.23	
Ruscus Israel -- I	15,840		35	20	0.26	ISR
Ruscus Italian -- D	3,720		120	66	0.84	
Ruscus Italian -- I	17,070	13	60	35	0.45	ITA
Salal -- D	0					
Salal -- I	6,621	10	500	114	1.45	USA



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