

---

BULLETIN  
MNS Week 43, 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. W43, of 31 October 2012

Data for: Week No. 43 of 22 through 27 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).

The authors can be contacted at [jpl1942@caiway.nl](mailto:jpl1942@caiway.nl) or [chumi\\_y@017.net.il](mailto:chumi_y@017.net.il)

To subscribe to the report or to access MNS reports directly online, please contact [mns@intracen.org](mailto: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. **W43**

Date: **31/10/2012**

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 43 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	42,633,076	0.5%	0.27	0.31	-13%	14,060,128	-10%
2	Chrysanthemum Spray	14,726,079	-11%	0.29	0.26	12%	5,794,015	3%
3	Chrysant, Single Bud	6,596,950	5.3%	0.40	0.47	-15%	2,839,527	-10%
4	Gerbera mini	9,462,092	1.5%	0.13	0.15	-13%	2,080,719	4.0%
5	Rose Small & Medium	3,355,170	-28%	0.12	0.14	-14%	2,020,448	6.6%
6	Lilium Oriental	2,265,979	-6.4%	0.57	0.54	5.6%	1,923,897	6.1%
7	Cymbidium Large (stem)	389,652	21%	3.84	4.23	-9.2%	1,918,910	21%
8	Anthurium	1,950,422	14%	0.73	0.73	0.0%	1,675,010	19%
9	Gerbera Large	1,937,160	-8.6%	0.32	0.35	-8.6%	1,127,655	-3.1%
10	Hydrangea	877,846	30%	1.14	1.31	-13%	1,090,799	13%
11	Chrysant, Spray Santini	3,342,210	-23%	0.23	0.19	21%	919,278	-1.4%
12	Hippeastrum/Amarillis	816,523	-31%	0.92	0.69	33%	843,512	-4.9%
13	Alstroemeria	2,807,150	2.8%	0.23	0.23	0.0%	762,933	7.9%
14	Rose Spray	1,924,240	14%	0.33	0.30	10%	690,118	17%
15	Tulip Single	4,010,010	7.3%	0.14	0.18	-22%	655,221	-12%
<b>Total Top 15</b>		<b>97,094,559</b>	<b>-3.0%</b>	<b>0.30</b>	<b>0.31</b>	<b>-3.2%</b>	<b>38,402,169</b>	<b>-1.7%</b>
<b>Total Cut Flowers Sales</b>		<b>145,334,271</b>	<b>-2.0%</b>	<b>0.28</b>	<b>0.28</b>	<b>-2.0%</b>	<b>52,334,895</b>	<b>1.0%</b>
<b>Houseplants</b>								
1	Phalaenopsis	378,256	0.2%	3.48	3.21	8.4%	9,041,280	25%
2	Chrysanthemum	452,580	53%	0.65	0.82	-21%	1,181,315	31%
3	Cyclamen	319,196	-21%	0.81	0.67	21%	1,064,478	22%
4	Anthurium	142,586	-0.6%	2.59	2.43	6.6%	993,164	6.3%
5	Kalanchoe	482,374	23%	0.48	0.50	-4.0%	893,987	35%
6	Bromelia	194,537	-2.2%	1.15	1.12	2.7%	739,067	-8.1%
7	Arrangements	88,412	45%	2.78	2.95	-5.8%	714,781	59%
8	Rose	225,106	37%	0.76	0.69	10.1%	586,805	24%
9	Hippeastrum/Amarillis	92,410	25%	1.56	1.57	-0.6%	531,312	-15%
10	Orchids - Various	14,159	-7.2%	1.98	2.39	-17%	444,380	13%
<b>Total Top 10</b>		<b>2,389,616</b>	<b>12%</b>	<b>1.37</b>	<b>1.38</b>	<b>-0.7%</b>	<b>16,190,569</b>	<b>21%</b>
<b>Total Houseplants Sales</b>		<b>5,340,914</b>	<b>-1.0%</b>	<b>1.16</b>	<b>1.09</b>	<b>6.0%</b>	<b>24,594,114</b>	<b>12%</b>
<b>Total FH Sales</b>		<b>154,328,940</b>	<b>-2.0%</b>	<b>0.31</b>	<b>0.32</b>	<b>-1.0%</b>	<b>80,523,864</b>	<b>4.0%</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. W43 Date: 31/10/2012**

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 : 43 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\$ = 79.77 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>17,652,984</b>					
Alstroemeria -- D	169,705	20	280	107	1.34	
Alstroemeria -- I	8,479	25	75	49	0.62	COL
Ammi majus -- D	35,060	1	100	25	0.31	
Ammi majus -- I	0					
Anigozanthos -- D	200			17	0.21	
Anigozanthos -- I	23,730	15	135	51	0.64	AUS NLD ZWE
Anthurium Pink -- D	178		82	50	0.63	
Anthurium Pink -- I	14,182	10	300	51	0.64	THA
Anthurium Red -- D	391		130	74	0.92	
Anthurium Red -- I	18,508	10	300	59	0.73	AUS THA USA ZAF
Anthurium White -- D	249		140	49	0.61	
Anthurium White -- I	6,905	5	180	54	0.68	THA
Bupleurum -- D	9,460	17	130	75	0.94	
Bupleurum -- I	0					
Calla -- D	42,761	20	500	114	1.42	
Calla -- I	19,422	20	280	148	1.85	NLD NZL
Carnations Spray -- D	379,477	3	100	47	0.59	
Carnations Spray -- I	503,818	3	70	36	0.45	COL
Carnations Standard -- D	552,969	1	160	44	0.55	
Carnations Standard -- I	685,850	1	175	42	0.52	COL
Chrysanthemum Spray -- D	707,950	1	125	51	0.64	
Chrysanthemum Spray -- I	607,290	3	90	41	0.51	KOR
Delphinium -- D	116,081	10	400	105	1.31	
Delphinium -- I	0					
Dracaena -- D	13,988	9	300	63	0.79	
Dracaena -- I	162,569	2	135	33	0.41	SGP
Eustoma -- D	504,001	19	450	141	1.77	

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Eustoma -- I	200	40	40	40	0.50	
Freesia -- D	5,400		50	37	0.47	
Freesia -- I	19,150	24	50	36	0.46	NLD
Gentiana -- D	529,710	10	130	40	0.50	
Gentiana -- I	0					
Gerbera -- D	378,278	14	878	46	0.57	
Gerbera -- I	0					
Gladiolus -- D	123,917	15	130	74	0.92	
Gladiolus -- I	320	55	55	48	0.60	
Gypsophila -- D	173,683	17	330	97	1.21	
Gypsophila -- I	16,835	17	90	60	0.75	ISR
Heliconia Pendula -- D	815	50	150	77	0.97	
Heliconia Pendula -- I	145	250	500	356	4.46	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8,058	30	200	75	0.94	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	7,716	60	230	110	1.38	AUS NZL ZAF
Lily Casablanca -- D	33,462	44	1,000	355	4.45	
Lily Casablanca -- I	3,480	3	180	118	1.48	KOR NLD NZL
Lily Longiflorum -- D	55,300	20	220	124	1.56	
Lily Longiflorum -- I	620		130	100	1.25	KOR
Limonium Sinuatum -- D	274,735	3	100	44	0.56	
Limonium Sinuatum -- I	6,900		55	42	0.53	AUS NZL
Molucella -- D	670	21	100	82	1.03	
Molucella -- I	0					
Nerine -- D	2,570	10	120	66	0.83	
Nerine -- I	15,950	35	130	63	0.79	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	158,110	10	55	26	0.32	SGP THA
Orchid Cymbidium -- D	3,573	111	800	338	4.24	
Orchid Cymbidium -- I	14,665	162	1,200	502	6.29	NLD NZL
Orchid Oncidium -- D	20,201	10	550	92	1.16	
Orchid Oncidium -- I	135,140	4	150	67	0.84	SGP TAI THA
Orchid Phalaenopsis -- D	12,673	67	3,000	536	6.72	
Orchid Phalaenopsis -- I	4,798	177	960	648	8.12	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	73,960	10	50	24	0.30	THA
Ornithogalum -- D	3,600	57	120	84	1.05	
Ornithogalum -- I	38,980	10	115	22	0.28	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,244	60	820	376	4.72	AUS ZAF
Protea others -- D	0					
Protea others -- I	727	54	820	383	4.80	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	160	120	160	150	1.88	AUS NZL
<b>Rose Total -- D</b>	<b>1,184,666</b>	<b>5</b>	<b>2,034</b>	<b>75</b>	<b>0.95</b>	
<b>Rose Total -- I</b>	<b>407,026</b>	<b>1</b>	<b>1,200</b>	<b>55</b>	<b>0.68</b>	
Rose Avalanche -- D	79,065	15	200	70	0.88	
Rose Avalanche -- I	5,795	5	125	33	0.41	NLD
Rose Delilah -- D	7,250	10	140	43	0.54	
Rose Delilah -- I	0					
Rose Dukaat -- D	10,890	20	120	57	0.71	
Rose Dukaat -- I	0					
Rose Esther -- D	6,250	7	80	36	0.45	
Rose Esther -- I	0					
Rose Fantasy -- D	2,830	30	140	75	0.94	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,380	20	100	51	0.64	
Rose Gold Strike -- I	13,869	10	100	28	0.35	IND
Rose Grand Gala -- D	2,190	25	70	40	0.50	
Rose Grand Gala -- I	4,100	10	44	22	0.27	IND

<u>Product Name &amp; Source</u>	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Milva -- D	3,880		170	95	1.19	
Rose Milva -- I	570		90	77	0.97	IND
Rose Noblesse -- D	7,715	10	80	35	0.43	
Rose Noblesse -- I	5,869	5	30	16	0.20	IND
Rose Pareo -- D	15,420	10	150	49	0.61	
Rose Pareo -- I	0					
Rose Red Roses D --	43,290	5	160	48	0.61	
Rose Red Roses I --	0					
Rose Saphir -- D	7,830	10	140	54	0.68	
Rose Saphir -- I	180	40	40	40	0.50	IND
Rose Skyline -- D	280	37	90	61	0.76	
Rose Skyline -- I	160			30	0.38	COL IND
Rose The Teresa -- D	17,480	20	150	64	0.80	
Rose The Teresa -- I	0					
Rose Tineke -- D	30,215	5	150	56	0.71	
Rose Tineke -- I	800	5	20	10	0.13	IND
Rose Spr Lovely Lydia -- D	8,480	30	180	102	1.28	
Rose Spr Lovely Lydia -- I	4,700	30	85	54	0.68	KOR
Rose Spr Macarena -- D	9,260	30	150	72	0.91	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6,791	19	140	41	0.51	
Rose Spr Mixed -- I	680		72	59	0.73	KOR
Sandersonia -- D	13,980	50	170	116	1.45	
Sandersonia -- I	80		100	100	1.25	NZL
Trachelium -- D	80		60	51	0.64	
Trachelium -- I	1,910		120	75	0.95	ISR NLD
Tulip -- D	3,400	60	100	91	1.14	
Tulip -- I	500			45	0.56	NLD
Waxflowers -- D	500			17	0.21	
Waxflowers -- I	30,270	10	80	51	0.64	AUS
<b>Green Foliage</b>						
Beargrass -- D	3		100	100	1.25	
Beargrass -- I	540	60	300	202	2.54	USA
Leatherleaves -- D	82,060	2	50	26	0.32	
Leatherleaves -- I	254,970	1	35	11	0.14	USA
Ruscus Israel -- D	3,600		50	24	0.30	
Ruscus Israel -- I	10,945		35	20	0.25	ISR
Ruscus Italian -- D	3,810	20	115	67	0.84	
Ruscus Italian -- I	13,720	5	60	30	0.38	ITA
Salal -- D	200			17	0.21	
Salal -- I	6,461	20	500	104	1.30	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](mailto:itcreg@intracen.org)  
[www.intracen.org](http://www.intracen.org)

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