

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. W44, of 9 November 2012

Data for: Week No. 44 of 29 October through 3 November 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. **W44**

Date: **09/11/2012**

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 44 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	40,881,254	1.2%	0.20	0.26	-23%	10,205,152	-16%
2	Chrysanthemum Spray	12,542,330	-13%	0.25	0.24	4.2%	4,393,487	-0.5%
3	Chrysant, Single Bud	4,934,355	13%	0.31	0.39	-21%	1,726,017	-6.3%
4	Rose Small & Medium	3,438,370	-21.1%	0.07	0.12	-42%	1,716,925	9.3%
5	Gerbera mini	8,544,610	-6.1%	0.10	0.14	-29%	1,494,612	-16%
6	Lilium Oriental	1,915,350	0.7%	0.47	0.63	-25%	1,299,808	-22%
7	Hippeastrum/Amarillis	918,724	-38%	0.85	0.67	27%	898,171	-24%
8	Hydrangea	718,803	35%	0.95	1.34	-29%	740,926	-3.9%
9	Chrysant, Spray Santini	2,742,255	-25%	0.19	0.16	19%	681,844	-2.3%
10	Gerbera Large	1,608,600	-8.4%	0.20	0.26	-23%	670,340	-16%
11	Tulip, Single	3,799,010	-19%	0.13	0.14	-7.1%	578,539	-20%
12	Cymbidium Large (stem)	148,587	-12%	3.01	3.50	-14%	568,557	-19%
13	Alstroemeria	2,443,780	-2.0%	0.18	0.21	-14%	533,564	-13%
14	Rose Spray	1,818,540	15%	0.24	0.26	-8%	467,687	-1.6%
15	Freesia, Single	1,408,500	-42%	0.14	0.12	17%	425,943	-15%
Total Top 15		87,863,068	-5.9%	0.22	0.25	-12%	26,401,573	-12%
Total Cut Flowers Sales		128,345,845	-3.7%	0.21	0.24	-12%	35,912,418	-11%
Houseplants								
1	Phalaenopsis	388,279	12%	3.31	3.62	-8.6%	8,366,055	0.5%
2	Bromelia	174,516	-24%	1.11	1.29	-14%	1,142,602	24%
3	Anthurium	124,407	-17%	2.56	2.61	-1.9%	1,003,049	-11%
4	Hippeastrum/Amarillis	97,265	-16%	1.61	1.64	-1.8%	778,873	-17%
5	Hyacinth	294,838	-42%	0.48	0.52	-7.7%	644,884	-28%
6	Cyclamen	269,241	-36%	0.74	0.72	2.8%	631,731	-17%
7	Kalanchoe	495,626	50%	0.44	0.59	-25%	598,307	-9.2%
8	Schlumbergera	164,558	-2.8%	0.72	0.84	-14%	579,392	-7%
9	Orchids - Various	18,174	8.3%	2.18	2.62	-17%	497,192	5.3%
10	Dracaena	93,331	-33%	1.53	1.23	24%	444,862	-0.9%
Total Top 10		2,120,235	-13%	1.33	1.34	-0.7%	14,686,946	-3.1%
Total Houseplants Sales		5,036,869	-8.6%	1.16	1.22	-5.6%	23,326,899	-5.8%
Total FH Sales		135,893,943	-3.8%	0.25	0.29	-14%	62,125,547	-8.6%

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. W44 Date: 07/11/2012

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 : 44 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\$ = 79.84 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	17,873,551					
Alstroemeria -- D	166,315	20	300	114	1.42	
Alstroemeria -- I	9,819	10	75	50	0.63	COL ISR NLD
Ammi majus -- D	38,870	1	100	24	0.30	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	26,370	15	150	45	0.57	AUS NLD ZWE
Anthurium Pink -- D	129		500	95	1.19	
Anthurium Pink -- I	13,032	10	147	54	0.67	THA
Anthurium Red -- D	447		500	106	1.33	
Anthurium Red -- I	15,935	7	240	66	0.82	AUS THA USA ZAF
Anthurium White -- D	205		82	58	0.73	
Anthurium White -- I	6,850	10	200	60	0.75	THA
Bupleurum -- D	10,850	30	140	74	0.93	
Bupleurum -- I	0					
Calla -- D	42,648	1	500	117	1.47	
Calla -- I	27,828	3	300	134	1.68	NLD NZL
Carnations Spray -- D	393,876	5	100	44	0.55	
Carnations Spray -- I	582,254	3	70	34	0.42	COL
Carnations Standard -- D	559,633	1	160	42	0.52	
Carnations Standard -- I	748,256	3	175	38	0.48	COL
Chrysanthemum Spray -- D	805,290	1	125	42	0.53	
Chrysanthemum Spray -- I	661,280		80	32	0.40	KOR
Delphinium -- D	113,584	8	400	101	1.27	
Delphinium -- I	0					
Dracaena -- D	15,722	14	600	63	0.79	
Dracaena -- I	158,572	1	130	31	0.39	SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average US\$	Main Origin
		Lowest	Highest	Average		
Euphorbia Marginata -- D	1,200		70	33	0.41	
Euphorbia Marginata -- I	0					
Eustoma -- D	503,733	11	450	146	1.82	
Eustoma -- I	0					
Freesia -- D	6,300		50	38	0.47	
Freesia -- I	26,330	20	55	34	0.43	NLD
Gentiana -- D	509,700	5	120	33	0.41	
Gentiana -- I	0					
Gerbera -- D	376,618	14	878	46	0.58	
Gerbera -- I	0					
Gladiolus -- D	100,883	10	125	76	0.95	
Gladiolus -- I	320	35	40	38	0.48	
Gypsophila -- D	207,066	10	300	88	1.11	
Gypsophila -- I	14,453	21	80	63	0.79	ISR
Heliconia Pendula -- D	1,085	21	150	75	0.94	
Heliconia Pendula -- I	87	250	510	343	4.30	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	13,275	25	180	64	0.81	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	8,921	44	180	111	1.39	AUS NZL ZAF
Lily Casablanca -- D	29,144	50	1,000	407	5.09	
Lily Casablanca -- I	2,490	100	183	153	1.92	KOR NLD NZL
Lily Longiflorum -- D	49,840	15	220	136	1.71	
Lily Longiflorum -- I	800	50	130	88	1.10	KOR
Limonium Sinuatum -- D	334,780	4	110	42	0.52	
Limonium Sinuatum -- I	0					
Molucella -- D	500	60	110	84	1.05	
Molucella -- I	0					
Nerine -- D	3,420	25	150	83	1.04	
Nerine -- I	26,040	30	135	58	0.72	NLD NZL
Orchid Anna -- D	600		25	21	0.26	
Orchid Anna -- I	151,390	10	60	26	0.32	SGP THA
Orchid Cymbidium -- D	4,765	138	1,000	396	4.96	
Orchid Cymbidium -- I	12,564	195	1,250	596	7.46	NLD NZL
Orchid Oncidium -- D	18,982	13	550	90	1.12	
Orchid Oncidium -- I	173,590	2	150	58	0.72	SGP TAI THA
Orchid Phalaenopsis -- D	12,273	67	3,000	559	7.00	
Orchid Phalaenopsis -- I	5,042	233	960	633	7.93	AUS NZL
Orchid Sonia -- D	200			25	0.31	
Orchid Sonia -- I	93,370	10	50	24	0.31	THA
Ornithogalum -- D	3,195	52	120	87	1.10	
Ornithogalum -- I	42,900	9	100	21	0.27	NLD ZAF
Protea King -- D	0					
Protea King -- I	2,137	60	850	264	3.30	AUS ZAF
Protea others -- D	0					
Protea others -- I	903	50	850	391	4.90	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	80	160	160	160	2.00	AUS NZL
Rose Total -- D	1,210,013	2	1,088	78	0.97	
Rose Total -- I	534,244	4	580	48	0.61	
Rose Avalanche -- D	86,745	10	200	73	0.91	
Rose Avalanche -- I	3,650	10	100	48	0.60	NLD
Rose Delilah -- D	9,580	10	150	42	0.53	
Rose Delilah -- I	0					
Rose Dukaat -- D	10,530	15	120	55	0.69	
Rose Dukaat -- I	0					
Rose Esther -- D	6,855	10	100	37	0.47	
Rose Esther -- I	100	40	40	40	0.50	
Rose Fantasy -- D	2,930	30	140	72	0.90	
Rose Fantasy -- I	0					
Rose First Red -- D	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose First Red -- I	605	11	30	19	0.24	IND
Rose Gold Strike -- D	1,500	20	100	55	0.69	
Rose Gold Strike -- I	14,325	10	100	26	0.33	IND
Rose Grand Gala -- D	1,850	21	80	41	0.51	
Rose Grand Gala -- I	3,750	10	40	19	0.24	IND
Rose Milva -- D	3,160		170	97	1.21	
Rose Milva -- I	630		80	70	0.88	IND
Rose Noblesse -- D	7,620	20	80	39	0.49	
Rose Noblesse -- I	4,800	10	40	22	0.27	IND
Rose Pareo -- D	17,120	10	130	50	0.62	
Rose Pareo -- I	0					
Rose Red Roses D --	42,020	5	177	54	0.67	
Rose Red Roses I --	0					
Rose Saphir -- D	7,980	20	130	55	0.69	
Rose Saphir -- I	820	17	45	31	0.39	IND
Rose Skyline -- D	480	35	130	63	0.79	
Rose Skyline -- I	0					
Rose The Teresa -- D	17,230	10	130	61	0.76	
Rose The Teresa -- I	0					
Rose Tineke -- D	30,410	5	170	60	0.76	
Rose Tineke -- I	380	35	35	13	0.16	IND
Rose Spr Lovely Lydia -- D	9,155	35	200	97	1.22	
Rose Spr Lovely Lydia -- I	6,830	29	100	51	0.64	KOR
Rose Spr Macarena -- D	8,850	30	150	66	0.82	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6,365	15	120	36	0.45	
Rose Spr Mixed -- I	2,280		80	46	0.58	KOR
Sandersonia -- D	13,340	50	180	115	1.44	
Sandersonia -- I	370		90	81	1.01	NZL
Trachelium -- D	45		55	41	0.51	
Trachelium -- I	2,630		130	64	0.80	ISR NLD
Tulip -- D	13,960	30	110	79	0.99	
Tulip -- I	3,250		50	43	0.54	NLD
Waxflowers -- D	500			17	0.21	
Waxflowers -- I	28,340	10	80	51	0.63	AUS
Green Foliage						
Beargrass -- D	3		100	100	1.25	
Beargrass -- I	641	41	300	164	2.05	USA
Leatherleaves -- D	80,020	4	50	25	0.31	
Leatherleaves -- I	283,280	1	35	11	0.14	USA
Ruscus Israel -- D	4,295		45	23	0.29	
Ruscus Israel -- I	16,310		35	18	0.23	ISR
Ruscus Italian -- D	5,600	26	120	61	0.76	
Ruscus Italian -- I	10,510	15	50	30	0.37	ITA
Salal -- D	0					
Salal -- I	5,371	24	433	125	1.57	USA



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