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BULLETIN  
MNS Week 45, 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. W45, of 14 November 2012

**Data for: Week No. 45 of 5 through 10 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](mailto:mns@intracen.org).

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## Price Information: Floriculture Products - European Markets

Issue No. **W45**

Date: **14/11/2012**

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 45 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	38,235,825	-9.2%	0.23	0.25	-8%	11,026,196	-13%
2	Chrysanthemum Spray	11,999,759	-13%	0.28	0.25	12%	4,653,502	4.1%
3	Rose Small & Medium	2,869,330	-39%	0.10	0.11	-9%	1,975,707	19%
4	Gerbera mini	8,574,140	0.0%	0.14	0.16	-13%	1,854,426	-3.6%
5	Chrysant, Single Bud	4,203,902	11%	0.36	0.42	-14%	1,630,767	-5.8%
6	Hippeastrum/Amarillis	1,277,687	-27%	1.02	0.72	42%	1,537,759	6.2%
7	Lilium Oriental	1,940,480	15%	0.53	0.72	-26%	1,508,265	-14%
8	Hydrangea	613,256	32%	1.25	1.46	-14%	836,098	15%
9	Gerbera Large	1,511,315	-13%	0.28	0.30	-6.7%	824,080	-4.3%
10	Tulip, Single	4,249,970	-26%	0.17	0.16	6.3%	821,498	-19%
11	Chrysant, Spray Santini	2,828,050	-17%	0.23	0.19	21%	796,371	5.0%
12	Cymbidium Large (stem)	176,795	-12%	3.39	3.22	5.3%	754,483	-1.8%
13	Alstroemeria	2,379,980	-6.7%	0.22	0.22	0.0%	622,544	-3.6%
14	Rose Spray	1,951,510	10%	0.27	0.26	3.8%	556,204	9.3%
15	Anthurium	809,921	-20%	0.55	0.50	10%	493,455	-15%
<b>Total Top 15</b>		<b>83,621,920</b>	<b>-10%</b>	<b>0.27</b>	<b>0.27</b>	<b>0.0%</b>	<b>29,891,354</b>	<b>-5.3%</b>
<b>Total Cut Flowers Sales</b>		<b>120,352,481</b>	<b>-11%</b>	<b>0.26</b>	<b>0.25</b>	<b>1.0%</b>	<b>40,342,018</b>	<b>-5.4%</b>
<b>Houseplants</b>								
1	Phalaenopsis	383,866	10%	3.58	3.65	-1.9%	9,255,800	15%
2	Hyacinth	586,505	-20%	0.51	0.53	-3.8%	1,280,302	-7.1%
3	Hippeastrum/Amarillis	119,568	-18%	1.80	1.55	16%	1,217,972	1.0%
4	Bromelia	201,234	-3.8%	1.29	1.26	2.4%	1,100,157	-2.5%
5	Anthurium	128,409	-19%	2.79	2.65	5.3%	955,349	-20%
6	Kalanchoe	490,374	66%	0.52	0.64	-19%	718,512	-6.7%
7	Euphorbia pulcherrima	163,594	-36%	0.97	0.85	14%	714,910	-33%
8	Cyclamen	301,952	-29%	0.79	0.72	10%	685,578	-11%
9	Rose	313,668	3.5%	0.62	0.63	-2%	527,322	-1.8%
10	Orchids - Various	22,547	18%	2.49	2.47	0.8%	515,384	-6.2%
<b>Total Top 10</b>		<b>2,711,717</b>	<b>-6.5%</b>	<b>1.26</b>	<b>1.22</b>	<b>3.3%</b>	<b>16,971,287</b>	<b>1.8%</b>
<b>Total Houseplants Sales</b>		<b>5,442,385</b>	<b>-10%</b>	<b>1.20</b>	<b>1.17</b>	<b>2.0%</b>	<b>26,953,882</b>	<b>1.5%</b>
<b>Total FH Sales</b>		<b>128,049,884</b>	<b>-11%</b>	<b>0.30</b>	<b>0.30</b>	<b>1.0%</b>	<b>70,672,100</b>	<b>-2.9%</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. W45 Date: 14/11/2012**

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 : 45 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\$ = 80.05 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>17,088,814</b>					
Alstroemeria -- D	184,992	20	250	113	1.41	
Alstroemeria -- I	29,360	13	90	51	0.63	COL
Ammi majus -- D	39,010	4	150	30	0.37	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	24,510	10	160	39	0.48	AUS NLD ZWE
Anthurium Pink -- D	40		122	61	0.76	
Anthurium Pink -- I	12,741	13	150	55	0.68	THA
Anthurium Red -- D	366		250	112	1.40	
Anthurium Red -- I	15,864	10	189	68	0.85	AUS THA USA ZAF
Anthurium White -- D	347		100	48	0.60	
Anthurium White -- I	8,040	10	160	56	0.70	THA
Bupleurum -- D	7,510	30	130	80	1.00	
Bupleurum -- I	0					
Calla -- D	35,298	10	400	134	1.68	
Calla -- I	30,150	10	300	129	1.62	NLD NZL
Carnations Spray -- D	355,535	1	100	43	0.54	
Carnations Spray -- I	571,714	1	70	32	0.41	COL
Carnations Standard -- D	537,507	1	160	41	0.52	
Carnations Standard -- I	796,925	1	170	35	0.43	COL
Chrysanthemum Spray -- D	713,028	1	125	41	0.51	
Chrysanthemum Spray -- I	585,780	1	75	28	0.35	KOR
Delphinium -- D	96,147	11	400	114	1.42	
Delphinium -- I	0					
Dracaena -- D	21,989	15	840	55	0.68	
Dracaena -- I	158,113	1	130	30	0.37	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Euphorbia Marginata -- D	3,980		70	30	0.37	
Euphorbia Marginata -- I	0					
Eustoma -- D	451,273	4	450	162	2.03	
Eustoma -- I	1,520	37	100	55	0.69	
Freesia -- D	11,900		70	47	0.59	
Freesia -- I	23,400	10	50	36	0.45	NLD
Gentiana -- D	310,650	6	120	29	0.37	
Gentiana -- I	0					
Gerbera -- D	424,049	10	909	45	0.57	
Gerbera -- I	0					
Gladiolus -- D	95,391	15	130	77	0.97	
Gladiolus -- I	640	45	55	44	0.55	NLD
Gypsophila -- D	170,725	17	300	104	1.30	
Gypsophila -- I	13,287	5	120	66	0.83	ISR
Heliconia Pendula -- D	1,704	25	130	63	0.79	
Heliconia Pendula -- I	99	250	400	320	4.00	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	14,225	15	180	63	0.79	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	7,853	60	180	108	1.35	AUS NZL ZAF
Lily Casablanca -- D	30,878	30	900	409	5.11	
Lily Casablanca -- I	3,250	70	225	146	1.82	KOR NLD NZL
Lily Longiflorum -- D	35,465	21	220	152	1.90	
Lily Longiflorum -- I	1,740		140	112	1.40	KOR
Limonium Sinuatum -- D	431,264	3	90	36	0.44	
Limonium Sinuatum -- I	8,890		40	33	0.41	AUS NZL
Molucella -- D	470	50	120	85	1.07	
Molucella -- I	0					
Nerine -- D	5,160	27	150	69	0.86	
Nerine -- I	21,580	30	130	56	0.70	NLD NZL
Orchid Anna -- D	600		35	24	0.30	
Orchid Anna -- I	139,650	10	70	25	0.31	SGP THA
Orchid Cymbidium -- D	6,475	100	1,000	444	5.55	
Orchid Cymbidium -- I	14,559	230	1,260	662	8.27	NLD NZL
Orchid Oncidium -- D	18,140	10	500	90	1.13	
Orchid Oncidium -- I	174,416	3	144	54	0.68	SGP TAI THA
Orchid Phalaenopsis -- D	12,902	83	3,000	613	7.66	
Orchid Phalaenopsis -- I	5,357	233	960	644	8.04	AUS NZL
Orchid Sonia -- D	600		30	22	0.27	
Orchid Sonia -- I	105,820	8	55	22	0.28	THA
Ornithogalum -- D	2,145	60	120	87	1.08	
Ornithogalum -- I	42,352	10	120	21	0.26	NLD ZAF
Protea King -- D	0					
Protea King -- I	2,755	47	850	226	2.83	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,194	50	2,200	340	4.25	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	240	100	160	135	1.68	AUS NZL
<b>Rose Total -- D</b>	<b>1,177,983</b>	<b>1</b>	<b>2,528</b>	<b>90</b>	<b>1.13</b>	
<b>Rose Total -- I</b>	<b>437,961</b>	<b>1</b>	<b>1,200</b>	<b>58</b>	<b>0.73</b>	
Rose Avalanche -- D	76,374	25	220	101	1.26	
Rose Avalanche -- I	3,920	20	130	64	0.80	NLD
Rose Delilah -- D	9,650	15	140	53	0.66	
Rose Delilah -- I	0					
Rose Dukaat -- D	10,660	20	140	64	0.79	
Rose Dukaat -- I	0					
Rose Esther -- D	7,500	10	120	48	0.60	
Rose Esther -- I	100	40	40	40	0.50	
Rose Fantasy -- D	4,880	30	140	81	1.01	
Rose Fantasy -- I	0					
Rose First Red -- D	0					

<u>Product Name &amp; 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>	
Rose First Red -- I	605	20	35	28	0.35	IND
Rose Gold Strike -- D	1,950	20	120	64	0.79	
Rose Gold Strike -- I	13,179	10	110	33	0.41	IND
Rose Grand Gala -- D	1,390	40	100	60	0.75	
Rose Grand Gala -- I	4,620	15	45	29	0.37	IND
Rose Milva -- D	3,060		180	107	1.33	
Rose Milva -- I	1,020		90	69	0.86	IND
Rose Noblesse -- D	6,870	15	90	47	0.58	
Rose Noblesse -- I	4,899	15	70	27	0.34	IND
Rose Pareo -- D	14,385	10	140	64	0.80	
Rose Pareo -- I	0					
Rose Red Roses D --	39,149	5	183	61	0.76	
Rose Red Roses I --	0					
Rose Saphir -- D	9,960	20	140	66	0.82	
Rose Saphir -- I	340	30	40	33	0.42	IND
Rose Skyline -- D	370	40	130	80	1.00	
Rose Skyline -- I	0					
Rose The Teresa -- D	18,430	20	150	68	0.85	
Rose The Teresa -- I	0					
Rose Tineke -- D	28,989	10	170	85	1.06	
Rose Tineke -- I	710	30	30	28	0.35	IND NLD
Rose Spr Lovely Lydia -- D	9,465	22	180	104	1.29	
Rose Spr Lovely Lydia -- I	7,570	25	90	54	0.67	KOR
Rose Spr Macarena -- D	9,735	30	130	73	0.91	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,403	15	150	40	0.50	
Rose Spr Mixed -- I	1,440		70	37	0.47	KOR
Sandersonia -- D	11,950	40	180	124	1.55	
Sandersonia -- I	0					
Trachelium -- D	10			70	0.87	
Trachelium -- I	3,850		90	60	0.75	ISR NLD
Tulip -- D	29,000	30	100	66	0.82	
Tulip -- I	7,750		45	42	0.52	NLD
Waxflowers -- D	300			17	0.21	
Waxflowers -- I	35,140	7	70	44	0.55	AUS
<b>Green Foliage</b>						
Beargrass -- D	5		250	160	2.00	
Beargrass -- I	1,719	20	300	175	2.18	USA
Leatherleaves -- D	75,290	5	50	27	0.33	
Leatherleaves -- I	243,540	2	35	13	0.16	USA
Ruscus Israel -- D	3,090		40	20	0.25	
Ruscus Israel -- I	10,390		30	17	0.21	ISR
Ruscus Italian -- D	5,080	25	140	57	0.72	
Ruscus Italian -- I	17,090	15	55	31	0.38	ITA
Salal -- D	0					
Salal -- I	21,107	13	700	49	0.61	USA



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