

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. W47, of 28 November 2012

Data for: Week No. 47 of 19 through 24 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. **W47**

Date: **28/11/2012**

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 47 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	39,909,065	0.3%	0.23	0.22	4.5%	11,400,857	7.6%
2	Chrysanthemum Spray	11,636,945	-10%	0.33	0.25	32%	5,053,050	20%
3	Hippeastrum/Amarillis	1,990,985	-25%	0.89	0.89	0.0%	2,179,551	-21%
4	Chrysant, Single Bud	3,636,945	12%	0.44	0.45	-2.2%	1,783,821	10%
5	Lilium Oriental	1,852,800	11%	0.59	0.71	-17%	1,749,078	0.9%
6	Rose Small & Medium	2,966,516	-23%	0.10	0.09	11%	1,731,730	33%
7	Gerbera mini	7,643,825	-6.3%	0.13	0.14	-7.1%	1,624,763	3.1%
8	Tulip, Single	3,743,790	-39%	0.23	0.19	21%	990,594	-23%
9	Chrysant, Spray Santini	2,661,995	-6.0%	0.25	0.20	25%	782,898	14%
10	Gerbera Large	1,517,870	3.4%	0.25	0.33	-24%	742,071	-12%
11	Cymbidium Large (stem)	200,100	0.3%	3.00	3.16	-5.1%	691,753	-5.1%
12	Ilex	1,299,930	-15%	0.47	0.45	4.4%	674,205	-10%
13	Hydrangea	500,274	56%	1.14	1.26	-9.5%	623,181	41%
14	Alstroemeria	2,172,680	4.5%	0.23	0.24	-4.2%	579,069	-2.9%
15	Rose Spray	2,230,000	38%	0.24	0.26	-7.7%	578,761	25%
Total Top 15		83,963,720	-5.2%	0.28	0.26	7.7%	31,185,386	5.4%
Total Cut Flowers Sales		121,743,724	-4.9%	0.27	0.25	5.5%	41,778,517	4.0%
Houseplants								
1	Phalaenopsis	391,473	-2.8%	3.57	3.44	3.8%	7,859,316	0.8%
2	Euphorbia pulcherrima	488,221	-27%	0.76	0.82	-7.3%	1,838,197	-9.5%
3	Hyacint	928,664	-7.9%	0.48	0.51	-5.9%	1,733,219	-3.3%
4	Hippeastrum/Amarillis	128,463	-19%	1.42	1.54	-7.8%	1,373,059	9.9%
5	Anthurium	128,687	-17%	2.62	2.36	11%	935,715	0.8%
6	Bromelia	221,654	-8.9%	1.16	1.10	5.5%	829,794	-1.4%
7	Kalanchoe	567,521	8.5%	0.38	0.48	-21%	702,681	4.4%
8	Cyclamen	358,747	0.2%	0.71	0.73	-2.7%	684,811	6.8%
9	Arrangements	84,555	-28%	2.53	2.43	4.1%	627,662	-22%
10	Schlumbergera	278,799	-16%	0.80	0.74	8.1%	614,114	7.8%
Total Top 10		3,576,784	-9.8%	1.09	1.10	-0.9%	17,198,569	-0.7%
Total Houseplants Sales		6,346,978	-7.4%	1.05	1.05	0.1%	25,802,821	-1.2%
Total FH Sales		130,265,079	-5.0%	0.31	0.30	3.9%	71,912,507	1.7%

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. W47 Date: 28/11/2012

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 : 47 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\$ = 81.82 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	16,801,063				
Alstroemeria -- D	183,282	20	500	114	1.40
Alstroemeria -- I	46,862	20	120	47	0.57 COL ISR NLD
Ammi majus -- D	51,200	8	150	33	0.41
Ammi majus -- I	0				
Anigozanthos -- D	0				
Anigozanthos -- I	15,850	10	150	39	0.48 AUS NLD ZWE
Anthurium Pink -- D	177		141	61	0.75
Anthurium Pink -- I	11,362	13	140	57	0.70 THA
Anthurium Red -- D	482		170	96	1.17
Anthurium Red -- I	16,815	10	180	65	0.79 AUS THA USA ZAF
Anthurium White -- D	280		100	65	0.79
Anthurium White -- I	6,531	15	180	71	0.87 THA
Bupleurum -- D	11,990	25	145	74	0.90
Bupleurum -- I	0				
Calla -- D	36,096	20	400	164	2.00
Calla -- I	29,773	5	300	136	1.66 NLD NZL
Carnations Spray -- D	338,266	4	100	43	0.52
Carnations Spray -- I	493,310		80	32	0.39 COL
Carnations Standard -- D	483,521	5	160	47	0.57
Carnations Standard -- I	617,266	5	175	41	0.51 COL
Chrysanthemum Spray -- D	621,720	2	147	38	0.47
Chrysanthemum Spray -- I	463,140	2	75	28	0.34 KOR
Delphinium -- D	99,741	16	380	132	1.61
Delphinium -- I	0				
Dracaena -- D	21,274	10	600	55	0.67
Dracaena -- I	158,920	1	120	32	0.40 SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Euphorbia Marginata -- D	4,910		180	50	0.61	
Euphorbia Marginata -- I	0					
Eustoma -- D	470,391	1	650	192	2.35	
Eustoma -- I	16,480	61	225	144	1.76	AUS
Freesia -- D	68,075	15	80	46	0.57	
Freesia -- I	15,900	2	65	35	0.43	NLD
Gentiana -- D	60,970	4	90	32	0.40	
Gentiana -- I	0					
Gerbera -- D	454,444	14	175	47	0.57	
Gerbera -- I	0					
Gladiolus -- D	93,413	8	130	78	0.95	
Gladiolus -- I	4,440	28	70	50	0.61	NLD
Gypsophila -- D	241,840	10	300	90	1.10	
Gypsophila -- I	12,670	40	100	67	0.82	ISR
Heliconia Pendula -- D	695	11	120	31	0.38	
Heliconia Pendula -- I	147	143	500	291	3.56	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	9,245	40	180	76	0.93	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	5,698	70	175	118	1.44	AUS NZL ZAF
Lily Casablanca -- D	30,064	50	900	425	5.19	
Lily Casablanca -- I	4,860	25	180	120	1.47	KOR NLD NZL
Lily Longiflorum -- D	39,197	21	220	151	1.85	
Lily Longiflorum -- I	5,130	42	159	97	1.18	KOR NLD
Limonium Sinuatum -- D	430,950	1	90	29	0.35	
Limonium Sinuatum -- I	0					
Nerine -- D	4,400	20	140	70	0.86	
Nerine -- I	9,450	8	140	69	0.84	NLD NZL
Orchid Anna -- D	1,200		30	22	0.27	
Orchid Anna -- I	138,690	10	55	23	0.28	SGP THA
Orchid Cymbidium -- D	15,003	150	1,000	444	5.43	
Orchid Cymbidium -- I	9,672	165	1,200	602	7.36	NLD NZL
Orchid Oncidium -- D	19,110	15	600	92	1.12	
Orchid Oncidium -- I	138,290	15	186	64	0.78	SGP TAI THA
Orchid Phalaenopsis -- D	12,027	67	3,500	642	7.85	
Orchid Phalaenopsis -- I	6,029	235	1,040	687	8.40	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	80,430	10	50	22	0.26	THA
Ornithogalum -- D	955		120	95	1.16	
Ornithogalum -- I	18,690	10	130	36	0.44	NLD ZAF
Protea King -- D	0					
Protea King -- I	2,304	42	800	228	2.79	AUS ZAF
Protea others -- D	0					
Protea others -- I	829	60	800	359	4.39	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	210		160	117	1.43	AUS NZL
Rose Total -- D	1,162,047	10	2,525	113	1.38	
Rose Total -- I	479,548	8	400	76	0.93	
Rose Avalanche -- D	68,190	30	250	144	1.76	
Rose Avalanche -- I	23,310	15	201	80	0.97	NLD
Rose Delilah -- D	6,290	30	175	89	1.09	
Rose Delilah -- I	0					
Rose Dukaat -- D	9,070	25	160	82	1.00	
Rose Dukaat -- I	0					
Rose Esther -- D	9,330	25	120	71	0.87	
Rose Esther -- I	0					
Rose Fantasy -- D	5,490	30	180	101	1.23	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	200			25	0.31	IND
Rose Gold Strike -- D	1,650	35	140	77	0.95	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Gold Strike -- I	13,430	15	120	43	0.52	IND
Rose Grand Gala -- D	660	62	130	99	1.21	
Rose Grand Gala -- I	3,550	30	65	43	0.53	IND
Rose Milva -- D	4,295		200	127	1.56	
Rose Milva -- I	660		120	96	1.17	IND
Rose Noblesse -- D	9,220	15	120	63	0.77	
Rose Noblesse -- I	10,340	15	60	31	0.37	IND
Rose Pareo -- D	13,900	30	160	84	1.03	
Rose Pareo -- I	0					
Rose Red Roses D --	39,850	10	183	81	0.99	
Rose Red Roses I --	0					
Rose Saphir -- D	9,300	30	165	89	1.09	
Rose Saphir -- I	440	30	60	42	0.52	IND
Rose Skyline -- D	340	60	140	106	1.30	
Rose Skyline -- I	0					
Rose The Teresa -- D	14,550	30	160	93	1.14	
Rose The Teresa -- I	0					
Rose Tineke -- D	30,277	10	220	115	1.41	
Rose Tineke -- I	3,250	30	60	36	0.44	IND NLD
Rose Spr Lovely Lydia -- D	11,115	40	200	122	1.49	
Rose Spr Lovely Lydia -- I	8,800	30	120	64	0.78	KOR
Rose Spr Macarena -- D	9,865	30	150	85	1.03	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6,947	10	150	41	0.50	
Rose Spr Mixed -- I	690		90	62	0.76	KOR
Sandersonia -- D	11,600	70	180	131	1.61	
Sandersonia -- I	1,130		120	88	1.07	NZL
Trachelium -- D	20		70	62	0.76	
Trachelium -- I	3,370		130	68	0.83	ISR NLD
Tulip -- D	49,320	20	180	64	0.79	
Tulip -- I	16,550	18	60	41	0.50	NLD
Waxflowers -- D	200			17	0.21	
Waxflowers -- I	26,330	10	70	42	0.51	AUS
Green Foliage						
Beargrass -- D	3		100	100	1.22	
Beargrass -- I	1,210	25	300	155	1.89	USA
Leatherleaves -- D	82,350	6	50	27	0.33	
Leatherleaves -- I	240,020	5	35	15	0.18	USA
Ruscus Israel -- D	2,150		132	26	0.32	
Ruscus Israel -- I	17,235		40	17	0.21	ISR
Ruscus Italian -- D	5,350	20	100	45	0.56	
Ruscus Italian -- I	19,930	11	55	28	0.34	ITA
Salal -- D	24		350	87	1.06	
Salal -- I	15,155	10	900	92	1.13	USA



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