
BULLETIN
MNS Week 48, 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. W48, of 5 December 2012

Data for: Week No. 48 of 26 November through 1 December 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. **W48**

Date: **05/12/2012**

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 48 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	38,269,968	0.3%	0.23	0.20	15%	10,847,737	14%
2	Chrysanthemum Spray	11,632,687	-6.5%	0.32	0.25	28%	4,982,106	28%
3	Hippeastrum/Amarillis	2,708,128	-10%	0.92	0.74	24%	3,009,341	10%
4	Gerbera mini	7,383,898	-2.5%	0.15	0.12	25%	1,739,114	40%
5	Chrysant, Single Bud	3,279,965	17%	0.43	0.45	-4.4%	1,590,445	12%
6	Lilium Oriental	1,910,620	13%	0.55	0.70	-21%	1,587,350	-6.4%
7	Rose Small & Medium	2,661,990	-27%	0.09	0.08	13%	1,528,142	27%
8	Tulip, Single	4,300,980	-45%	0.23	0.17	35%	1,185,558	-15%
9	Ilex	1,678,950	-11%	0.49	0.44	11%	901,530	-3.8%
10	Gerbera Large	1,351,880	-6.0%	0.28	0.29	-3.4%	804,255	5.4%
11	Cymbidium Large (stem)	204,573	-5.3%	3.08	3.19	-3.4%	727,317	-10%
12	Chrysant, Spray Santini	2,595,145	0.1%	0.21	0.20	5.0%	654,366	3.3%
13	Alstroemeria	2,214,260	-0.3%	0.21	0.22	-4.5%	541,848	-3.6%
14	Rose Spray	2,056,815	36%	0.22	0.26	-15%	487,202	13%
15	Freesia, Single	1,562,700	-16%	0.17	0.16	6.3%	465,855	0.9%
Total Top 15		83,812,559	-5.6%	0.28	0.24	17%	31,052,167	12%
Total Cut Flowers Sales		122,575,490	-4.1%	0.26	0.24	10%	41,396,652	9.9%
Houseplants								
1	Phalaenopsis	392,805	-1.5%	3.47	3.27	6.1%	9,007,364	15%
2	Euphorbia pulcherrima	834,530	-5.8%	0.76	0.80	-5.0%	2,540,773	-15%
3	Hyacint	1,116,092	4.3%	0.49	0.49	0.0%	2,010,590	-2.9%
4	Hippeastrum/Amarillis	103,658	-41%	1.63	1.42	15%	1,327,050	32%
5	Anthurium	131,235	-13%	2.75	2.40	15%	910,337	-4.1%
6	Arrangements	106,388	-17%	2.55	2.61	-2.3%	910,015	-8.2%
7	Bromelia	236,047	8.2%	1.17	1.14	2.6%	865,039	-0.7%
8	Schlumbergera	309,712	-9.6%	0.79	0.72	9.7%	763,672	30%
9	Kalanchoe	577,513	-4.7%	0.38	0.42	-9.5%	747,463	7.0%
10	Cyclamen	377,431	12%	0.72	0.77	-6.5%	632,817	-8.1%
Total Top 10		4,185,411	-3.0%	1.04	1.04	0.0%	19,715,119	5.5%
Total Houseplants Sales		6,874,686	-4.5%	1.04	1.02	1.8%	28,710,521	6.3%
Total FH Sales		131,500,133	-4.0%	0.31	0.29	8.6%	74,956,362	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. W48 Date: 05/12/2012

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 : 48 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\$ = 82.19 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	Quantity	Lowest	Highest	Average	US\$
Total Cut Flowers Sold	16,150,795				
Alstroemeria -- D	177,833	20	500	106	1.29
Alstroemeria -- I	30,660	10	100	46	0.56 COL ISR NLD
Ammi majus -- D	53,020	5	150	30	0.37
Ammi majus -- I	0				
Anigozanthos -- D	0				
Anigozanthos -- I	4,120	20	90	55	0.67 AUS NLD ZWE
Anthurium Pink -- D	118		500	123	1.49
Anthurium Pink -- I	10,792	10	132	49	0.60 THA
Anthurium Red -- D	375		150	80	0.97
Anthurium Red -- I	16,136	10	160	60	0.73 AUS THA USA ZAF
Anthurium White -- D	231		350	80	0.97
Anthurium White -- I	6,198	1	160	51	0.62 THA
Banksia -- D	22			45	0.55
Banksia -- I	0				
Bupleurum -- D	10,000	20	120	56	0.69
Bupleurum -- I	0				
Calla -- D	32,005	20	350	123	1.49
Calla -- I	26,250	5	330	111	1.35 NLD NZL
Carnations Spray -- D	315,285	5	100	44	0.53
Carnations Spray -- I	430,658	5	70	33	0.40 COL
Carnations Standard -- D	420,402	5	160	44	0.54
Carnations Standard -- I	506,775	6	170	40	0.48 COL
Chrysanthemum Spray -- D	636,238	4	143	41	0.50
Chrysanthemum Spray -- I	496,000	8	75	32	0.39 KOR
Delphinium -- D	106,305	10	380	115	1.39
Delphinium -- I	0				

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Dracaena -- D	20,882	10	200	48	0.58	
Dracaena -- I	155,700	2	120	27	0.33	SGP
Euphorbia Marginata -- D	7,570		200	106	1.29	
Euphorbia Marginata -- I	0					
Eustoma -- D	419,456	10	700	147	1.79	
Eustoma -- I	22,720	17	180	101	1.23	AUS
Freesia -- D	71,230	14	80	46	0.56	
Freesia -- I	5,700	27	50	37	0.45	NLD
Gentiana -- D	18,860	1	80	30	0.36	
Gentiana -- I	0					
Gerbera -- D	433,509	10	909	37	0.45	
Gerbera -- I	0					
Gladiolus -- D	108,870	15	130	65	0.79	
Gladiolus -- I	10,900	20	70	47	0.57	NLD
Gypsophila -- D	289,169	7	260	72	0.88	
Gypsophila -- I	13,530	25	100	49	0.59	ISR
Heliconia Pendula -- D	715	21	160	44	0.54	
Heliconia Pendula -- I	111	83	300	187	2.28	SGP
Leucad. Safari Sunset -- D	60			60	0.73	
Leucad. Safari Sunset -- I	11,558	30	200	66	0.81	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	7,274	42	170	95	1.15	AUS NZL ZAF
Lily Casablanca -- D	27,961	74	900	357	4.34	
Lily Casablanca -- I	5,060	60	180	110	1.34	KOR NLD NZL
Lily Longiflorum -- D	35,235	21	200	147	1.79	
Lily Longiflorum -- I	7,660	42	135	99	1.21	KOR NLD
Limonium Sinuatum -- D	472,378	7	80	31	0.38	
Limonium Sinuatum -- I	0					
Nerine -- D	5,725	13	175	42	0.51	
Nerine -- I	6,910	30	140	68	0.83	NLD NZL
Orchid Anna -- D	1,200		25	19	0.23	
Orchid Anna -- I	139,790	7	60	23	0.28	SGP THA
Orchid Cymbidium -- D	22,113	105	1,200	399	4.86	
Orchid Cymbidium -- I	4,994	180	900	572	6.96	NLD NZL
Orchid Oncidium -- D	16,649	10	500	92	1.12	
Orchid Oncidium -- I	142,000	1	180	62	0.75	SGP TAI THA
Orchid Phalaenopsis -- D	11,914	69	3,000	624	7.60	
Orchid Phalaenopsis -- I	6,611	168	1,500	667	8.11	AUS NZL
Orchid Sonia -- D	80		25	22	0.27	
Orchid Sonia -- I	70,980	10	50	21	0.26	THA
Ornithogalum -- D	700		100	81	0.99	
Ornithogalum -- I	21,929	10	100	25	0.30	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,694	40	800	154	1.88	AUS ZAF
Protea others -- D	0					
Protea others -- I	363	50	800	226	2.75	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	100	160	160	160	1.95	AUS NZL
Rose Total -- D	1,014,212	1	2,525	85	1.04	
Rose Total -- I	466,665	1	700	53	0.65	
Rose Avalanche -- D	62,365	30	200	86	1.05	
Rose Avalanche -- I	12,000	1	135	31	0.37	NLD
Rose Delilah -- D	5,670	20	120	56	0.68	
Rose Delilah -- I	0					
Rose Dukaat -- D	9,180	20	140	60	0.73	
Rose Dukaat -- I	0					
Rose Esther -- D	6,025	5	125	44	0.53	
Rose Esther -- I	700	20	40	27	0.33	
Rose Fantasy -- D	3,500	30	140	68	0.83	
Rose Fantasy -- I	0					
Rose First Red -- D	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose First Red -- I	400	30	30	30	0.37	IND
Rose Gold Strike -- D	1,580	30	120	66	0.80	
Rose Gold Strike -- I	16,842	10	60	28	0.34	IND
Rose Grand Gala -- D	570	60	120	80	0.97	
Rose Grand Gala -- I	2,120	25	45	33	0.40	IND
Rose Milva -- D	3,100		170	97	1.18	
Rose Milva -- I	570		80	66	0.80	IND
Rose Noblesse -- D	7,020	10	100	43	0.53	
Rose Noblesse -- I	4,120	10	40	23	0.28	IND
Rose Pareo -- D	10,780	30	120	65	0.79	
Rose Pareo -- I	0					
Rose Red Roses D --	36,695	10	201	70	0.85	
Rose Red Roses I --	0					
Rose Saphir -- D	8,600	14	168	73	0.89	
Rose Saphir -- I	380	30	40	38	0.46	IND
Rose Skyline -- D	335	37	100	79	0.96	
Rose Skyline -- I	0					
Rose The Teresa -- D	13,530	30	140	72	0.88	
Rose The Teresa -- I	0					
Rose Tineke -- D	26,655	10	160	73	0.88	
Rose Tineke -- I	1,060	7	35	21	0.26	IND
Rose Spr Lovely Lydia -- D	8,910	35	200	98	1.19	
Rose Spr Lovely Lydia -- I	8,560	26	106	51	0.62	KOR
Rose Spr Macarena -- D	6,622	15	135	67	0.81	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	7,731	10	120	33	0.40	
Rose Spr Mixed -- I	1,090		70	51	0.62	KOR
Sandersonia -- D	12,980	50	180	116	1.41	
Sandersonia -- I	1,320		110	76	0.93	NZL
Trachelium -- D	25		70	62	0.75	
Trachelium -- I	2,720		90	64	0.78	ISR NLD
Tulip -- D	83,490	20	180	59	0.72	
Tulip -- I	8,300		60	42	0.51	NLD
Waxflowers -- D	200			17	0.21	
Waxflowers -- I	18,095	2	60	28	0.34	AUS
Green Foliage						
Beargrass -- D	6		167	143	1.74	
Beargrass -- I	980	12	250	118	1.44	USA
Leatherleaves -- D	69,620	6	50	28	0.34	
Leatherleaves -- I	230,010	4	35	15	0.19	USA
Ruscus Israel -- D	3,010		45	22	0.27	
Ruscus Israel -- I	8,940		30	17	0.21	ISR
Ruscus Italian -- D	830		70	47	0.58	
Ruscus Italian -- I	14,100	5	60	24	0.29	ITA
Salal -- D	120		35	33	0.40	
Salal -- I	13,650	10	500	54	0.66	USA



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