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BULLETIN  
MNS Week 50, 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. W50, of 19 December 2012

Data for: Week No. 50 of 10 through 15 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](mailto:mns@intracen.org).

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## Price Information: Floriculture Products - European Markets

Issue No. **W50**

Date: **21/12/2011**

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 50 2011		Clock Sales				Total Sales		
#	Product Group	Stems/Units 2011	Change vs 2010	Price 2011	Price 2010	Change vs 2010	Turnover/Euro 2011	Change vs 2010
<b>Cut Flowers</b>								
1	Rose Large	38,446,791	-16%	0.31	0.26	19%	14,095,610	3.1%
2	Chrysanthemum Spray	13,555,765	-5.7%	0.29	0.21	38%	5,405,313	28%
3	Hippeastrum/Amarillis	4,302,389	-16%	0.86	0.71	21%	4,433,840	1.4%
4	Lilium (Oriental)	2,058,950	-1.4%	0.77	0.74	4.1%	2,196,315	3.2%
5	Tulip Single	18,161,590	46%	0.10	0.17	-41%	1,994,816	-19%
6	Gerbera mini	8,195,000	15%	0.19	0.20	-5.0%	1,973,528	5.9%
7	Cymbidium Large (stem)	423,109	-2.9%	3.18	3.41	-6.7%	1,563,939	-9%
8	Chrysant, Single Bud	2,580,080	-7.7%	0.50	0.37	35%	1,507,080	29%
9	Rose Small & Medium	4,384,820	-17%	0.10	0.09	11%	1,306,042	22%
10	Ilex	2,403,540	-3.3%	0.45	0.46	-2.2%	1,247,957	1.9%
11	Cymbidium - Packed	73,804	20%	0.71	0.49	45%	1,120,940	25%
12	Gerbera Large	1,384,260	-23%	0.42	0.34	24%	943,258	9.4%
13	Anthurium	1,147,875	-15%	0.68	0.57	19%	846,745	0.6%
14	Chrysant, Spray Santini	2,434,300	-19%	0.26	0.14	86%	842,127	29%
15	Alstroemeria	2,282,310	-1.0%	0.23	0.22	4.5%	595,267	6.8%
<b>Total Top 15</b>		<b>101,834,583</b>	<b>-4.1%</b>	<b>0.30</b>	<b>0.28</b>	<b>7.1%</b>	<b>40,072,776</b>	<b>6.2%</b>
<b>Houseplants</b>								
1	Phalaenopsis	355,409	-35%	3.92	2.68	46%	10,918,928	20%
2	Euphorbia pulcherrima	916,897	-28%	0.93	0.68	37%	3,220,352	-9.5%
3	Hyacinth	1,530,126	2.2%	0.43	0.47	-8.5%	2,189,444	14%
4	Arrangements	148,543	29%	2.84	3.32	-14%	1,299,272	29%
5	Anthurium	141,144	-2.1%	2.71	2.31	17%	1,134,084	20%
6	Hippeastrum/Amarillis	198,848	18%	1.21	1.07	13%	826,755	-17%
7	Cyclamen	397,827	-23%	0.85	0.58	47%	768,757	22%
8	Kalanchoe	527,107	-11%	0.42	0.36	17%	749,343	24%
9	Cymbidium	35,628	101%	6.49	7.12	-8.8%	690,576	9.4%
10	Various Orchids	33,809	29%	2.12	1.99	6.5%	681,550	-7.3%
<b>Total Top 10</b>		<b>4,285,338</b>	<b>-12%</b>	<b>1.12</b>	<b>0.94</b>	<b>19%</b>	<b>22,479,061</b>	<b>12%</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. W50 Date: 21/12/2011**

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 : 50 in : 2011**

**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\$ = 77.83 Yen

Product Name & Source D = Domestic I = Imported	Price in Japanese Yen			Average	Main Origin
	Quantity	Lowest	Highest	US\$	
<b>Total Cut Flowers Sold</b>	<b>21,080,137</b>				
Alstroemeria -- D	252,865	22	300	88	1.13
Alstroemeria -- I	7,425	21	81	43	0.56 COL ISR NLD
Ammi majus -- D	42,470	5	100	29	0.37
Ammi majus -- I	0				
Anigozanthos -- D	0				
Anigozanthos -- I	1,490	18	120	77	0.99 AUS ZWE
Anthurium Pink -- D	0				
Anthurium Pink -- I	5,956	10	160	57	0.74 THA
Anthurium Red -- D	0				
Anthurium Red -- I	11,222	15	210	74	0.95 AUS THA USA ZAF
Anthurium White -- D	0				
Anthurium White -- I	3,151	11	200	70	0.90 THA
Banksia -- D	80		50	40	0.51
Banksia -- I	44	250	333	273	3.51 AUS NZL
Bupleurum -- D	8,855	9	100	47	0.61
Bupleurum -- I	0				
Calla -- D	35,456	22	320	107	1.37
Calla -- I	30,207	8	280	94	1.21 NLD NZL
Carnations Spray -- D	314,983	5	100	49	0.63
Carnations Spray -- I	418,200	5	69	33	0.43 COL
Carnations Standard -- D	480,236	3	160	45	0.58
Carnations Standard -- I	726,259	5	175	33	0.42 COL
Chrysanthemum Spray -- D	801,729	3	110	38	0.48
Chrysanthemum Spray -- I	501,840	7	80	34	0.44 KOR
Delphinium -- D	106,442	6	380	93	1.19
Delphinium -- I	0				

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Dracaena -- D	53,098	2	180	39	0.50	
Dracaena -- I	134,312	1	138	24	0.30	SGP
Euphorbia Marginata -- D	17,490		153	93	1.20	
Euphorbia Marginata -- I	0					
Eustoma -- D	275,008	18	560	151	1.94	
Eustoma -- I	62,170	21	200	95	1.22	AUS
Freesia -- D	145,025	10	75	40	0.51	
Freesia -- I	500	15	30	23	0.30	NLD
Gerbera -- D	393,369	3	140	37	0.48	
Gerbera -- I	0					
Gladiolus -- D	77,135	10	100	52	0.67	
Gladiolus -- I	18,600	16	60	35	0.45	
Gypsophila -- D	287,224	2	250	46	0.59	
Gypsophila -- I	11,855		125	51	0.65	ISR
Heliconia Pendula -- D	2,625	3	150	25	0.33	
Heliconia Pendula -- I	210	20	300	110	1.42	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,554	25	153	79	1.02	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	130		160	122	1.57	AUS NZL ZAF
Lily Casablanca -- D	20,340	60	900	408	5.24	
Lily Casablanca -- I	900	80	183	128	1.65	KOR NLD NZL
Lily Longiflorum -- D	77,395	20	180	85	1.09	
Lily Longiflorum -- I	5,890	3	70	33	0.43	KOR
Limonium Sinuatum -- D	299,325	10	95	46	0.59	
Limonium Sinuatum -- I	2,000		50	38	0.49	
Molucella -- D	4,310	4	80	32	0.41	
Molucella -- I	0					
Nerine -- D	3,028		80	26	0.33	
Nerine -- I	5,000	36	160	75	0.97	NLD NZL
Orchid Anna -- D	2,000		45	27	0.35	
Orchid Anna -- I	130,720	10	60	27	0.35	SGP THA
Orchid Cymbidium -- D	44,421	47	1,300	306	3.93	
Orchid Cymbidium -- I	1,240		700	495	6.35	NLD NZL
Orchid Oncidium -- D	16,746	13	450	103	1.32	
Orchid Oncidium -- I	89,495	4	200	67	0.86	SGP TAI THA
Orchid Phalaenopsis -- D	11,959	28	3,000	528	6.78	
Orchid Phalaenopsis -- I	4,819	133	1,040	670	8.61	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	35,440	6	57	30	0.38	THA
Ornithogalum -- D	55		100	97	1.25	
Ornithogalum -- I	21,520	10	100	26	0.33	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,514	15	1,000	149	1.91	AUS ZAF
Protea others -- D	0					
Protea others -- I	166	200	1,000	387	4.97	
<b>Rose Total -- D</b>	<b>858,599</b>	<b>7</b>	<b>500</b>	<b>94</b>	<b>1.20</b>	
<b>Rose Total -- I</b>	<b>438,445</b>	<b>4</b>	<b>1,300</b>	<b>63</b>	<b>0.81</b>	
Rose Avalanche -- D	46,314	30	250	102	1.32	
Rose Avalanche -- I	8,550	15	110	38	0.49	NLD
Rose Delilah -- D	4,555	28	100	56	0.72	
Rose Delilah -- I	0					
Rose Dukaat -- D	8,470	30	140	64	0.83	
Rose Dukaat -- I	0					
Rose Esther -- D	5,581	15	100	49	0.63	
Rose Esther -- I	100	50	50	50	0.64	
Rose Fantasy -- D	3,530	20	120	72	0.92	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	6,470	25	70	34	0.43	IND
Rose Gold Strike -- D	2,640	20	130	64	0.82	

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Gold Strike -- I	12,580	10	70	26	0.34	IND
Rose Grand Gala -- D	850	60	140	113	1.45	
Rose Grand Gala -- I	9,520	4	70	40	0.51	IND
Rose Milva -- D	2,800		150	94	1.21	
Rose Milva -- I	1,460		90	67	0.85	IND
Rose Noblesse -- D	5,180	20	150	54	0.70	
Rose Noblesse -- I	6,080	15	50	25	0.32	IND
Rose Pareo -- D	8,985	25	150	70	0.89	
Rose Pareo -- I	0					
Rose Red Roses D --	38,290	15	220	105	1.35	
Rose Red Roses I --	0					
Rose Saphir -- D	4,610	25	171	78	1.01	
Rose Saphir -- I	0					
Rose Skyline -- D	340	50	100	68	0.87	
Rose Skyline -- I	1,060	11	70	20	0.26	COL IND
Rose The Teresa -- D	12,220	10	150	82	1.05	
Rose The Teresa -- I	0					
Rose Tineke -- D	22,755	15	160	82	1.05	
Rose Tineke -- I	2,895	15	40	27	0.35	IND NLD
Rose Spr Lovely Lydia -- D	8,695	50	200	105	1.34	
Rose Spr Lovely Lydia -- I	3,320	35	85	60	0.76	KOR
Rose Spr Macarena -- D	10,163	5	135	61	0.79	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	4,635	17	135	58	0.75	
Rose Spr Mixed -- I	810		70	50	0.64	KOR
Sandersonia -- D	12,450	30	200	111	1.43	
Sandersonia -- I	1,280	50	80	64	0.82	NZL
Trachelium -- D	1,600		80	45	0.58	
Trachelium -- I	3,750		100	64	0.83	ISR NLD
Tulip -- D	227,088	10	200	50	0.64	
Tulip -- I	3,250		300	46	0.59	NLD
Waxflowers -- D	0					
Waxflowers -- I	11,450	10	55	38	0.49	AUS
<b>Green Foliage</b>						
Beargrass -- D	2		25	25	0.32	
Beargrass -- I	710	10	250	114	1.46	USA
Leatherleaves -- D	52,160	3	55	30	0.39	
Leatherleaves -- I	281,622	5	41	16	0.21	USA
Ruscus Israel -- D	2,775		50	30	0.39	
Ruscus Israel -- I	14,740		40	17	0.22	ISR
Ruscus Italian -- D	250		80	58	0.75	
Ruscus Italian -- I	8,750	5	55	28	0.36	ITA
Salal -- D	0					
Salal -- I	4,897	12	400	58	0.74	USA



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