
BULLETIN
MNS Week 51, 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. W51, of 28 December 2012

Data for: Week No. 51 of 17 through 22 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. **W51**

Date: **28/12/2012**

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 51 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	46,818,692	2.7%	0.30	0.32	-6.3%	17,681,771	0.2%
2	Chrysanthemum Spray	13,135,335	5.3%	0.25	0.33	-24%	5,836,429	1.9%
3	Hippeastrum/Amarillis	5,072,952	39%	0.91	1.29	-29%	5,680,479	-3.2%
4	Tulip, Single	16,448,480	-34%	0.19	0.10	90%	3,895,667	21%
5	Gerbera mini	8,873,370	-1.0%	0.21	0.20	5.0%	2,816,226	17%
6	Lilium Oriental	2,091,380	26%	0.69	0.82	-16%	2,338,850	11%
7	Cymbidium - Packed	56,827	-6.4%	0.66	0.79	-16%	2,218,874	5.6%
8	Chrysant, Single Bud	3,068,356	36%	0.47	0.74	-36%	1,750,955	-16%
9	Cymbidium Large (stem)	409,502	8%	3.20	3.18	0.6%	1,560,876	0.9%
10	Rose Small & Medium	4,681,342	-8%	0.09	0.11	-18%	1,445,621	-7.7%
11	Ilex	1,960,506	47%	0.65	0.62	5%	1,431,507	62%
12	Gerbera Large	1,787,379	1.5%	0.40	0.44	-9.1%	1,282,410	-3.5%
13	Chrysant, Spray Santini	2,791,928	6.9%	0.24	0.31	-23%	1,062,208	2.6%
14	Anthurium	1,193,748	18%	0.71	0.77	-7.8%	941,751	4.5%
15	Freesia, Single	1,635,290	-19%	0.26	0.19	37%	768,214	34%
Total Top 15		110,025,087	-3.3%	0.32	0.32	0.0%	50,711,837	3.5%
Total Cut Flowers Sales		159,777,422	1.5%	0.30	0.31	-1.5%	65,093,738	4.1%
Houseplants								
1	Phalaenopsis	452,454	77%	3.32	3.86	-14%	10,862,462	17.0%
2	Hyacint	1,260,451	38%	0.43	0.49	-12%	1,928,928	10%
3	Euphorbia pulcherrima	1,025,550	147%	0.57	0.89	-36%	1,897,154	47%
4	Arrangements	110,622	98%	2.54	2.78	-8.6%	1,293,447	100%
5	Bromelia	179,454	18%	0.98	1.14	-14%	927,670	6.0%
6	Anthurium	96,084	1.4%	2.74	2.77	-1.1%	897,656	-3.8%
7	Hippeastrum/Amarillis	145,556	52%	1.17	1.18	-0.8%	734,913	6.0%
8	Cyclamen/Primrose	325,150	45%	0.81	0.92	-12%	619,611	5.5%
9	Dracaena	70,108	-33%	1.38	1.34	3.0%	599,686	-31%
10	Kalanchoe	368,806	5.0%	0.44	0.43	2.3%	594,743	-8.1%
Total Top 10		4,034,235	52%	1.00	1.13	-12%	20,356,269	16%
Total Houseplants Sales		6,887,634	34%	1.00	1.09	-8.8%	29,462,881	13%
Total FH Sales		167,194,034	2.6%	0.32	0.33	-0.7%	96,134,591	7.1%

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. W51 Date: 27/12/2012

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 : 51 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\$ = 84.01 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	29,829,013				
Alstroemeria -- D	228,715	18	280	110	1.31
Alstroemeria -- I	70,677	15	100	48	0.57 COL ISR NLD
Ammi majus -- D	52,500	5	90	41	0.48
Ammi majus -- I	250		35	33	0.39
Anigozanthos -- D	0				
Anigozanthos -- I	8,820	20	80	38	0.45 AUS NLD ZWE
Anthurium Pink -- D	90		70	42	0.50
Anthurium Pink -- I	6,919	5	150	55	0.65 THA
Anthurium Red -- D	70		250	170	2.02
Anthurium Red -- I	17,106	5	310	77	0.92 AUS THA USA ZAF
Anthurium White -- D	215		120	84	1.00
Anthurium White -- I	3,920	1	170	46	0.55 THA
Bupleurum -- D	7,530	30	130	73	0.87
Bupleurum -- I	0				
Calla -- D	44,690	25	320	98	1.17
Calla -- I	35,221	15	300	92	1.09 NLD NZL
Carnations Spray -- D	337,075	10	200	55	0.65
Carnations Spray -- I	1,014,965	5	70	33	0.40 COL
Carnations Standard -- D	469,315	6	160	50	0.60
Carnations Standard -- I	1,245,090	4	175	35	0.41 COL
Chrysanthemum Spray -- D	1,035,990	6	230	63	0.75
Chrysanthemum Spray -- I	1,116,890	18	95	57	0.68 KOR
Delphinium -- D	105,933	10	400	117	1.39
Delphinium -- I	0				
Dracaena -- D	38,030	5	225	49	0.59
Dracaena -- I	165,998	1	110	29	0.35 SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Euphorbia Marginata -- D	16,910		180	102	1.22	
Euphorbia Marginata -- I	0					
Eustoma -- D	320,077	20	600	157	1.87	
Eustoma -- I	119,906	50	220	102	1.21	AUS
Freesia -- D	151,935	15	200	51	0.60	
Freesia -- I	19,950	25	60	34	0.41	NLD
Gerbera -- D	445,123	10	909	45	0.54	
Gerbera -- I	1,900	34	100	59	0.71	
Gladiolus -- D	115,946	15	120	61	0.72	
Gladiolus -- I	16,900	33	70	51	0.61	NLD
Gypsophila -- D	367,494	11	300	83	0.98	
Gypsophila -- I	15,146	40	110	69	0.82	ISR
Heliconia Pendula -- D	1,420	5	100	18	0.21	
Heliconia Pendula -- I	125	100	250	194	2.31	SGP
Leucad. Safari Sunset -- D	20			60	0.71	
Leucad. Safari Sunset -- I	9,592	35	180	78	0.93	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	5,229	60	350	126	1.49	AUS NZL ZAF
Lily Casablanca -- D	29,084	34	1,000	410	4.89	
Lily Casablanca -- I	1,970	80	250	146	1.73	KOR NLD NZL
Lily Longiflorum -- D	71,205	50	250	164	1.95	
Lily Longiflorum -- I	45,410	70	140	107	1.28	KOR NLD
Limonium Sinuatum -- D	700,482	15	150	63	0.75	
Limonium Sinuatum -- I	78,740	25	76	42	0.50	AUS NZL
Molucella -- D	1,290	9	100	54	0.64	
Molucella -- I	0					
Nerine -- D	1,887		79	31	0.37	
Nerine -- I	3,140	36	150	86	1.02	NLD NZL
Orchid Anna -- D	1,400		35	26	0.31	
Orchid Anna -- I	209,930	10	70	29	0.35	SGP THA
Orchid Cymbidium -- D	77,125	60	5,000	418	4.98	
Orchid Cymbidium -- I	1,540	94	750	392	4.67	NLD NZL
Orchid Oncidium -- D	17,077	15	550	123	1.47	
Orchid Oncidium -- I	145,475	10	250	95	1.14	SGP TAI THA
Orchid Phalaenopsis -- D	13,125	82	3,000	630	7.50	
Orchid Phalaenopsis -- I	6,865	208	980	653	7.77	AUS NZL
Orchid Sonia -- D	2,660		40	30	0.36	
Orchid Sonia -- I	160,330	7	52	30	0.36	THA
Ornithogalum -- D	60		80	78	0.93	
Ornithogalum -- I	48,129	3	75	25	0.29	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,253	10	900	179	2.14	AUS ZAF
Protea others -- D	0					
Protea others -- I	530	35	800	333	3.96	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	60			160	1.90	AUS NZL
Rose Total -- D	997,260	1	2,500	95	1.14	
Rose Total -- I	852,763	1	400	53	0.63	
Rose Avalanche -- D	65,410	10	200	95	1.13	
Rose Avalanche -- I	34,902	1	120	31	0.37	NLD
Rose Delilah -- D	5,795	10	150	46	0.55	
Rose Delilah -- I	0					
Rose Dukaat -- D	7,360	12	141	63	0.75	
Rose Dukaat -- I	40		80	80	0.95	COL
Rose Esther -- D	5,870	8	120	51	0.61	
Rose Esther -- I	500	10	10	10	0.12	
Rose Fantasy -- D	3,670	23	150	69	0.82	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	2,740	30	70	36	0.43	IND
Rose Gold Strike -- D	1,150	30	120	60	0.72	

<u>Product Name & 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 Gold Strike -- I	40,409	3	70	22	0.26	IND
Rose Grand Gala -- D	780	43	140	84	1.00	
Rose Grand Gala -- I	13,880	10	70	38	0.45	IND
Rose Milva -- D	1,840		140	95	1.13	
Rose Milva -- I	600		90	57	0.68	IND
Rose Noblesse -- D	7,890	10	100	46	0.54	
Rose Noblesse -- I	12,285	4	40	19	0.23	IND
Rose Pareo -- D	11,170	12	120	62	0.74	
Rose Pareo -- I	0					
Rose Red Roses D --	40,706	10	420	109	1.30	
Rose Red Roses I --	0					
Rose Saphir -- D	5,600	9	147	71	0.84	
Rose Saphir -- I	920	10	25	16	0.19	IND
Rose Skyline -- D	330	40	130	76	0.90	
Rose Skyline -- I	460	10	20	13	0.15	COL IND
Rose The Teresa -- D	13,120	19	150	75	0.89	
Rose The Teresa -- I	0					
Rose Tineke -- D	20,489	2	180	92	1.10	
Rose Tineke -- I	3,000	10	40	24	0.29	IND NLD
Rose Spr Lovely Lydia -- D	8,696	30	200	106	1.26	
Rose Spr Lovely Lydia -- I	3,740	40	100	78	0.93	KOR
Rose Spr Macarena -- D	6,643	25	140	65	0.78	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	7,144	15	150	36	0.43	
Rose Spr Mixed -- I	1,580		80	44	0.52	KOR
Sandersonia -- D	7,310	40	240	129	1.53	
Sandersonia -- I	510		120	83	0.99	NZL
Trachelium -- D	0					
Trachelium -- I	2,966		95	62	0.73	ISR NLD
Tulip -- D	263,270	10	200	62	0.74	
Tulip -- I	20,450	30	120	39	0.46	NLD
Waxflowers -- D	100			17	0.20	
Waxflowers -- I	7,750	15	50	31	0.37	AUS
<u>Green Foliage</u>						
Beargrass -- D	3		100	100	1.19	
Beargrass -- I	770	18	300	107	1.27	USA
Leatherleaves -- D	56,750	5	60	31	0.37	
Leatherleaves -- I	295,510	1	35	15	0.18	USA
Ruscus Israel -- D	875		40	33	0.40	
Ruscus Israel -- I	13,060		35	20	0.23	ISR
Ruscus Italian -- D	210		70	60	0.71	
Ruscus Italian -- I	8,350	20	70	36	0.43	ITA
Salal -- D	100		40	36	0.43	
Salal -- I	19,010	10	480	52	0.62	USA



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