
BULLETIN
MNS Week 52, 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. W52, of 04 January 2013

Data for: Week No. 52 of 24 through 29 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. **W52**

Date: **04/01/2013**

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 52 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	31,842,083	-0.9%	0.22	0.26	-15.4%	9,043,293	-10.8%
2	Tulip, Single	13,376,960	-45.8%	0.23	0.13	77%	3,832,077	-6.4%
3	Chrysanthemum Spray	8,052,370	-1.5%	0.22	0.33	-33%	2,686,655	-26%
4	Lilium Oriental	1,296,170	18%	0.67	0.84	-20%	1,369,543	-4.5%
5	Gerbera mini	5,997,730	-8.2%	0.11	0.13	-15%	1,163,610	-4.4%
6	Rose Small & Medium	2,380,300	-37%	0.08	0.10	-20%	1,148,229	-12%
7	Hippeastrum/Amarillis	1,663,717	20%	0.39	0.95	-59%	857,037	-47%
8	Chrysant, Single Bud	1,878,650	36%	0.36	0.68	-47%	836,617	-30%
9	Cymbidium Large (stem)	217,505	4.9%	2.81	3.19	-12%	731,556	-16%
10	Gerbera Large	1,125,815	-14%	0.21	0.25	-16%	575,531	0.1%
11	Chrysant, Spray Santini	1,643,545	-3.5%	0.27	0.30	-10%	557,401	-6.2%
12	Freesia, Single	1,461,600	-25%	0.19	0.17	12%	477,401	-3.7%
13	Cymbidium - Packed	19,584	-0.9%	0.50	0.83	-40%	454,780	15%
14	Alstroemeria	1,823,790	-12%	0.20	0.20	0.0%	420,519	-11%
15	Anthurium	536,228	-13%	0.69	0.70	-1.4%	417,570	-18%
Total Top 15		73,316,047	-16%	0.24	0.24	0.0%	24,571,819	-14%
Total Cut Flowers Sales		100,211,882	-14%	0.23	0.24	-2.9%	31,461,913	-14%
Houseplants								
1	Phalaenopsis	192,072	-5.5%	3.58	4.06	-12%	4,778,695	-12%
2	Hyacinth	651,446	-13%	0.46	0.52	-12%	992,313	-18%
3	Dracaena	56,199	-41%	1.36	1.42	-4.2%	636,955	-6.7%
4	Bromelia	82,556	-40%	1.16	1.27	-8.7%	542,808	-23%
5	Various Houseplants	35,005	-32%	0.78	0.62	26%	508,765	-6.2%
6	Anthurium	42,400	-39%	3.25	2.85	14%	483,859	-25%
7	Kalanchoe	191,388	-4%	0.57	0.68	-16%	438,155	-17%
8	Rose	157,053	4.8%	0.71	0.77	-7.8%	323,969	-13%
9	Cyclamen/Primrose	102,083	-33%	0.95	1.00	-5.0%	311,337	-23%
10	Arrangements	20,563	0.7%	2.93	3.40	-14%	295,575	32%
Total Top 10		1,530,765	-16%	1.11	1.22	-9.0%	9,312,432	-14%
Total Houseplants Sales		3,323,766	-23%	1.05	1.13	-7.6%	15,011,763	-20%
Total FH Sales		103,605,194	-15%	0.26	0.27	-6.1%	46,867,634	-16%

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. W52 Date: 04/01/2013

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 : 52 in : 2013

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\$ = 85.09 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	

Total Cut Flowers Sold		36,791,248					
Alstroemeria -- D	322,615	20	300	116	1.37		
Alstroemeria -- I	57,086	5	120	51	0.60	COL ISR NLD	
Ammi majus -- D	73,740	6	100	43	0.50		
Ammi majus -- I	0						
Anigozanthos -- D	0						
Anigozanthos -- I	775	1	60	42	0.50	AUS NLD ZWE	
Anthurium Pink -- D	286		500	158	1.86		
Anthurium Pink -- I	11,440	1	150	50	0.59	THA	
Anthurium Red -- D	927		500	155	1.82		
Anthurium Red -- I	34,186	1	220	66	0.78	AUS THA USA ZAF	
Anthurium White -- D	260		150	97	1.14		
Anthurium White -- I	6,106	1	200	34	0.40	THA	
Bupleurum -- D	8,920	11	100	48	0.56		
Bupleurum -- I	0						
Calla -- D	51,030	30	320	100	1.18		
Calla -- I	30,840	8	250	106	1.24	NLD NZL	
Carnations Spray -- D	421,874	5	200	59	0.69		
Carnations Spray -- I	1,404,001	6	75	31	0.36	COL	
Carnations Standard -- D	497,778	2	160	47	0.56		
Carnations Standard -- I	1,390,438	1	175	33	0.39	COL	
Chrysanthemum Spray -- D	1,640,635	1	230	62	0.73		
Chrysanthemum Spray -- I	1,622,079	1	120	59	0.69	KOR	
Delphinium -- D	113,655	20	400	134	1.57		
Delphinium -- I	0						
Dracaena -- D	34,110	5	320	54	0.64		
Dracaena -- I	201,779		120	32	0.38	SGP	

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Euphorbia Marginata -- D	9,120		177	94	1.11	
Euphorbia Marginata -- I	0					
Eustoma -- D	318,964	20	550	160	1.88	
Eustoma -- I	187,760	51	220	115	1.36	AUS
Freesia -- D	500,175	5	200	56	0.65	
Freesia -- I	36,400	10	70	40	0.47	NLD
Gerbera -- D	452,341	15	909	49	0.58	
Gerbera -- I	1,000	55	80	62	0.73	
Gladiolus -- D	119,080	13	130	71	0.83	
Gladiolus -- I	26,700	34	80	58	0.68	NLD
Gypsophila -- D	477,778	13	1,667	88	1.03	
Gypsophila -- I	17,420	40	150	67	0.79	ISR
Heliconia Pendula -- D	531	3	50	30	0.35	
Heliconia Pendula -- I	136	175	300	239	2.81	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	9,977	15	200	83	0.97	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	5,931	74	400	166	1.95	AUS NZL ZAF
Lily Casablanca -- D	66,177	38	1,200	494	5.81	
Lily Casablanca -- I	5,680	100	330	230	2.70	KOR NLD NZL
Lily Longiflorum -- D	162,160	10	270	162	1.90	
Lily Longiflorum -- I	147,240	41	180	97	1.14	KOR NLD
Limonium Sinuatum -- D	1,302,960	6	132	60	0.70	
Limonium Sinuatum -- I	67,440	4	65	27	0.31	AUS NZL
Molucella -- D	2,030	15	100	55	0.65	
Molucella -- I	0					
Nerine -- D	1,645		60	40	0.47	
Nerine -- I	830	65	190	122	1.44	NLD NZL
Orchid Anna -- D	1,000		50	43	0.51	
Orchid Anna -- I	296,540	10	80	38	0.45	SGP THA
Orchid Cymbidium -- D	190,295	50	5,000	428	5.03	
Orchid Cymbidium -- I	2,832	30	800	435	5.11	NLD NZL
Orchid Oncidium -- D	34,793	10	666	155	1.82	
Orchid Oncidium -- I	330,385	1	260	97	1.14	SGP TAI THA
Orchid Phalaenopsis -- D	21,188	10	3,000	644	7.57	
Orchid Phalaenopsis -- I	9,822	83	1,200	649	7.63	AUS NZL
Orchid Sonia -- D	1,030		50	37	0.43	
Orchid Sonia -- I	293,490	16	60	35	0.41	THA
Ornithogalum -- D	55		40	33	0.39	
Ornithogalum -- I	28,260	10	70	27	0.31	NLD ZAF
Protea King -- D	0					
Protea King -- I	824	60	900	366	4.30	AUS ZAF
Protea others -- D	0					
Protea others -- I	389	300	900	559	6.57	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	60	43	43	82	0.96	AUS NZL
Rose Total -- D	631,448	1	2,172	67	0.78	
Rose Total -- I	453,247		700	45	0.53	
Rose Avalanche -- D	58,280	1	180	44	0.52	
Rose Avalanche -- I	20,475		70	13	0.15	NLD
Rose Delilah -- D	5,120	5	135	29	0.34	
Rose Delilah -- I	0					
Rose Dukaat -- D	6,280	30	180	94	1.10	
Rose Dukaat -- I	0					
Rose Esther -- D	4,900	2	80	29	0.34	
Rose Esther -- I	0					
Rose Fantasy -- D	4,190	10	130	64	0.75	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	1,040	15	50	29	0.34	IND
Rose Gold Strike -- D	690	20	150	87	1.02	

<u>Product Name & Source</u>	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Gold Strike -- I	42,318	2	100	27	0.32	IND
Rose Grand Gala -- D	2,667	20	110	39	0.45	
Rose Grand Gala -- I	5,065	13	60	32	0.37	IND
Rose Milva -- D	850		150	102	1.20	
Rose Milva -- I	0					
Rose Noblesse -- D	6,770	6	100	34	0.40	
Rose Noblesse -- I	6,490	11	160	45	0.53	IND
Rose Pareo -- D	1,780	30	130	74	0.88	
Rose Pareo -- I	2,310		100	56	0.66	IND
Rose Red Roses D --	19,275	6	250	83	0.98	
Rose Red Roses I --	5,630		162	80	0.94	
Rose Saphir -- D	3,120	20	150	86	1.01	
Rose Saphir -- I	8,681	14	264	100	1.17	IND
Rose Skyline -- D	895	10	120	39	0.46	
Rose Skyline -- I	1,030	20	150	68	0.80	COL IND
Rose The Teresa -- D	7,900	10	150	83	0.98	
Rose The Teresa -- I	0					
Rose Tineke -- D	7,505	1	110	39	0.45	
Rose Tineke -- I	4,150	5	150	52	0.61	IND NLD
Rose Spr Lovely Lydia -- D	3,905	51	200	123	1.45	
Rose Spr Lovely Lydia -- I	7,677	1	120	45	0.53	KOR
Rose Spr Macarena -- D	4,490	2	170	70	0.82	
Rose Spr Macarena -- I	2,950		220	136	1.60	KOR
Rose Spr Mixed -- D	5,910	5	140	34	0.40	
Rose Spr Mixed -- I	3,550		120	51	0.60	KOR
Sandersonia -- D	5,730	80	250	148	1.74	
Sandersonia -- I	275	70	100	86	1.01	NZL
Trachelium -- D	1,760		95	57	0.67	
Trachelium -- I	3,360		180	151	1.77	ISR NLD
Tulip -- D	332,304	15	200	66	0.78	
Tulip -- I	26,300	35	130	43	0.51	NLD
Waxflowers -- D	2,100		37	27	0.32	
Waxflowers -- I	497,998	1	150	66	0.77	AUS
Green Foliage						
Beargrass -- D	0					
Beargrass -- I	530	11	250	128	1.50	USA
Leatherleaves -- D	69,780	4	70	35	0.41	
Leatherleaves -- I	374,240	5	50	18	0.22	USA
Ruscus Israel -- D	770		50	40	0.47	
Ruscus Israel -- I	444,538		1,000	72	0.84	ISR
Ruscus Italian -- D	4,420	20	100	45	0.53	
Ruscus Italian -- I	4,850	10	65	33	0.39	ITA
Salal -- D	60			35	0.41	
Salal -- I	11,530	10	450	55	0.64	USA



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