

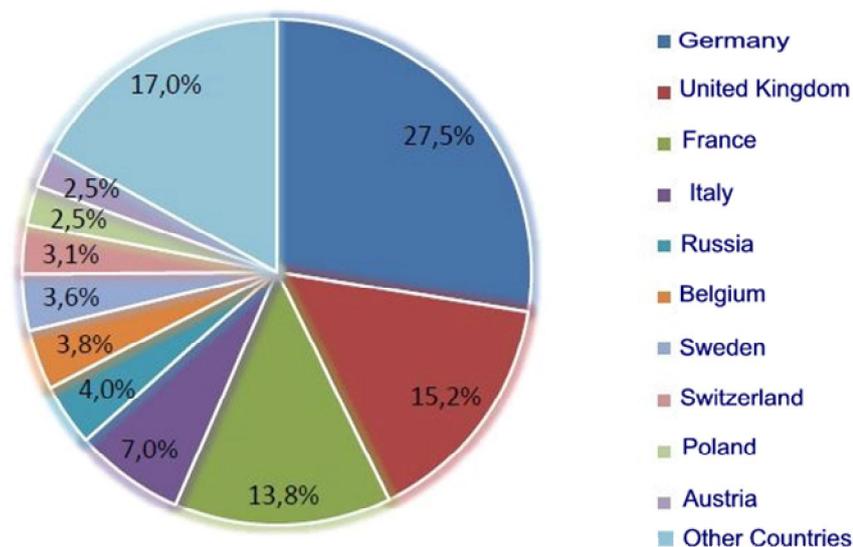
STATISTICAL INFORMATION

Export of Floriculture Products from the Netherlands

First three quarters, January through September – 2014

Destination Country	Export Jan-Sep 2014	Change 2014/13
Germany	€ 1,304,641,000	4.7%
United Kingdom	€ 614.686.000	1.4%
France	€ 495,353,000	7.2%
Italy	€ 196,000,000	0.2%
Russia	€ 183,582,000	-6.5%
Belgium	€ 173,014,000	-0.4%
Switzerland	€ 135,254,000	13.1%
Sweden	€ 127,564,000	5.6%
Poland	€ 123,069,000	14.5%
Austria	€ 118,792,000	7.1%
Other Countries	€ 687,642,000	-4,1%
Total to all countries	€ 4,159,597,000	2.6%

Distribution of the Dutch floriculture export at the first 3 quarters of 2014



Remark:

Since April 2014 the Dutch organization/institute HBAG has stopped its activities. Parts of its roles were taken over by a new independent organization 'Floridata', supported by the Floriculture Wholesales Association VGB.

The periodic statistics are published now in a different format than the former HBAG reports. Market Insider will publish the export data every quarter, in the most detailed form that will be released.

Notes:

Accumulatively from 1 January until the end of September 2014 the turnover of the total exports from the Netherlands increased by 2.6% when compared to the same period of last year. The growth was a little more than 100 million €, to a total value of 4.1 billion.

Export volume during seven of the nine months turned out to be positive. Only during the months of March and May results were slightly negative.

It was mentioned that the export growth-rate of plants was higher than of the cut flowers.

During the first quarter results were equal to the same quarter of the previous year. During the second quarter results were some 1.6 % higher; but during the third quarter the export increased by 5.5%.

Remarkable is the fact that the higher growth-rate was obtained during the summer period. Also remarkable were the very changable results to France. In the first quarter there was a retraction of 8%, changed after the second quarter to plus 2%, and after the third quarter to 7.2%.

More than the average increase during the first three quarters was the export value to countries like: Germany with 4.7%, France with 7.2%, Switzerland with 13.1%, Sweden 5.6%, Poland with 14.5% and Austria with 7.1%.

Negative results were obtained in: Russia with -6.5%, Belgium with -0.4% and Other Countries with minus 4.1%.

The reason for the strong decrease in Russia is explained by the decreased value of the Rouble against the Euro by some 10%.

Exports to the eastern European countries nearly all decreased. Last year there was an increase of 29% to Ukraine, while this year there was a strong decrease.

