Annual Review on the Dutch Flower Auctions, 2012

All-Year Accumulated Data, Weeks 1 through 52 2012

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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

#	Weeks 1 - 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	2.038.066.006	-7.1%	0.25	0.25	0.0%	636.453.869	-2.1%
2	Chrysanthemum Spray	725.303.753	-4.9%	0.26	0.23	13%	253,804,820	11%
3	Tulip,Single	865.328.010	-5.2%	0.13	0.12	8.3%	176,627,163	-0.2%
4	Rose Small & Medium	180,048,806	-26%	0.12	0.11	9.1%	96,660,915	20%
5	Gerbera mini	470,152,213	0.0%	0.12	0.12	0.0%	92,721,996	10%
6	Lilium (Oriental)	102,900,640	-2.2%	0.61	0.64	-4.7%	92,016,227	-1.7%
7	Chrysant, Single Bud	152,901,867	-3.4%	0.41	0.37	11%	73,504,830	9.3%
8	Cymbidium Large (stem)	9,927,772	-14%	3.42	2.98	15%	40,257,414	1.4%
9	Gerbera Large	95,476,735	-11%	0.22	0.22	0.0%	40,213,903	4.9%
10	Chrysant, Spray Santini	144,535,006	-13%	0.21	0.18	17%	39,789,711	7.5%
11	Freesia, Single	119,497,024	-23%	0.17	0.14	21%	36,733,789	5.6%
12	Hydrangea (Hortensia)	31,774,667	7.2%	1.02	1.03	-1.0%	34,767,099	7.1%
13	Rose Spray	93,472,125	-2.5%	0.33	0.29	14%	34,486,802	16%
14	Hippeastrum/Amarillis	35,350,595	-8.2%	0.84	0.79	6.3%	34,456,412	-1.7%
15	Tulip, Double	178,830,329	3.4%	0.15	0.13	15%	31,929,481	12%
	Total Top 15	**5.243.565.548**	**-6.7%**	**0.24**	**0.22**	**9.1%**	**1.714.424.432**	**3.4%**
	Total Cut Flowers Sales	**7,971,914,474**	**-6.4%**	**0.23**	**0.22**	**5.5%**	**2,420,051,369**	**2.9%**
	Houseplants							
1	Phalaenopsis	22,507,054	14%	3.34	3.57	-6.4%	447,578,821	7.8%
2	Kalanchoe	25,536,580	-6.5%	0.64	0.58	10%	55,437,585	3.5%
3	Anthurium	6,666,072	-12%	2.69	2.62	2.7%	52,211,871	-0.2%
4	Bromelia	11,529,149	-13%	1.25	1.23	1.6%	51,149,293	-0.5%
5	Rose	14,821,388	13%	0.90	0.90	0.0%	48,003,696	7.1%
6	Chrysanthemum	11,943,275	-9.2%	0.68	0.65	4.6%	33,455,432	9.2%
7	Hyacint	24,450,708	-5.6%	0.40	0.44	-9.1%	28,396,679	1.7%
8	Ficus	5,183,344	-22%	1.89	1.78	6.2%	28,331,444	1.1%
9	Dracaena	7,304,624	-13%	1.25	1.25	0.0%	27,883,852	-5.9%
10	Hydrangea (Hortensia)	5,188,655	-9.3%	2.10	2.03	3.4%	27,742,138	4.0%
	Total Top 10	**135,130,849**	**-4.0%**	**1.37**	**1.34**	**2.2%**	**800.190.809**	**5.3%**
	Total Houseplants Sales	**349,493,488**	**-7.5%**	**1.16**	**1.13**	**3.3%**	**1,487,161,140**	**2.0%**
	Total FH Sales	**8,496,379,656**	**-6.5%**	**0.28**	**0.26**	**5.4%**	**4,272,876,374**	**3.0%**

<u>Notes:</u>

<u>General</u>

The total 2012 figures in the current FH-auction surveys can be compared with the survey of 2011 only. Before 2011 the contents and the style of surveys was different. Since the restriction of the availability and publication of the auction statistics the contents of the present FH figures contain only the 15 top cut flower and 10 top plant products which are published.

The total turnover for all products together increased by +3% when compared to 2011, while it was +0.7% in 2011, compared to 2010.

What can be concluded is that the prices in 2012 as a whole were slightly higher than in 2011, depending on the product. The year 2012 started reasonably well, with positive months of January and February. Later on, followed by relatively good results during the summer months, as result of moderate weather during the respective months.

The good results obtained during the month of December 2011 could not reached in the same month of 2012. To the contrary: turnover (-11.2%), supplies (-11.2%), and prices (zero %) were rather poor during December 2012. For 2013 the auction management forecasts a +2% turnover increase.

<u>Cut flowers</u>

The total cut flower supplied quantities (domestic and import together) of the top 15 products have decreased with -6.7%, compared to 2011. The total average price for the top 15 products together turned out to be 2 cents higher than last year, namely 24 eurocents per stem. The products with higher prices were: chrysanthemums, cymbidium orchids, freesias, spray roses, hippeastrum/amaryllis and all tulip types. Lower prices for: lilies (for the second year in a row). Rose prices were exactly the same, for both, the big as for the small and medium roses. The final annual result for cut flowers was an increase of turnover of +2%

<u>Imported flowers</u>: Import statistics data are not separately available from FloraHolland anymore.

<u>Plants</u>.

The 2012 house plants' supply of the top-10 products have been -4% lower, when compared to 2011. The final total turnover of house-plants (top 10 list/products) turned out to be +5.3% higher when compared to 2011. Prices, in general, have turned out to be higher to a total average price of € 1.37 (last year Euro 1.34). Prices of most of the top ten products have been higher, especially of: kalanchoe, anthurium, bromelia, chrysanthemum and ficus. Lower prices for: phalaenopsis orchids and hyacinths. All in all 2011 was a positive year for houseplants.

The final turnover of garden-plants increased by +8%. Out of the top 5 products, the turnover increased with +11.8%, realised by a supply decrease of -8.6%, while prices increased to 68 € cents (last year 59 cents).