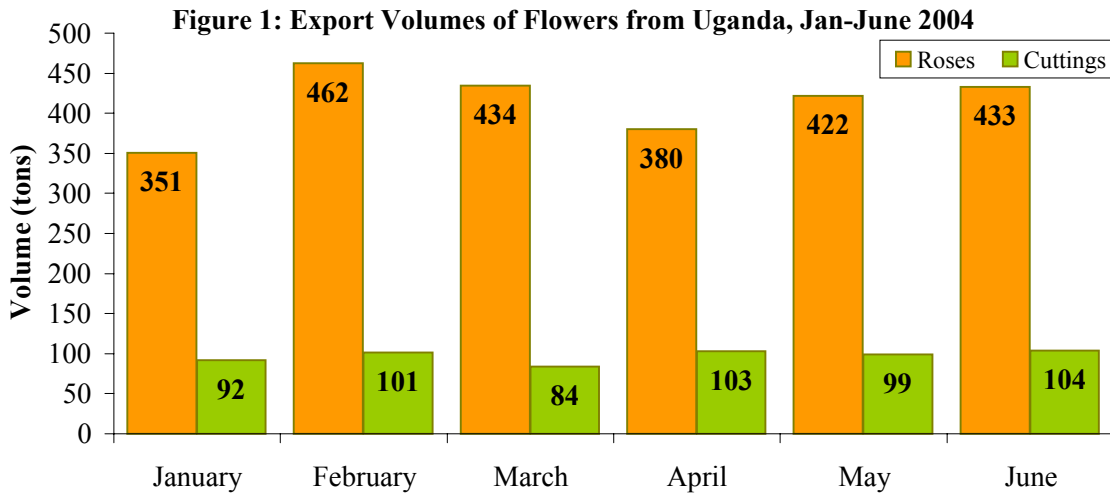




Uganda Flower Exporters Association (UFEA)

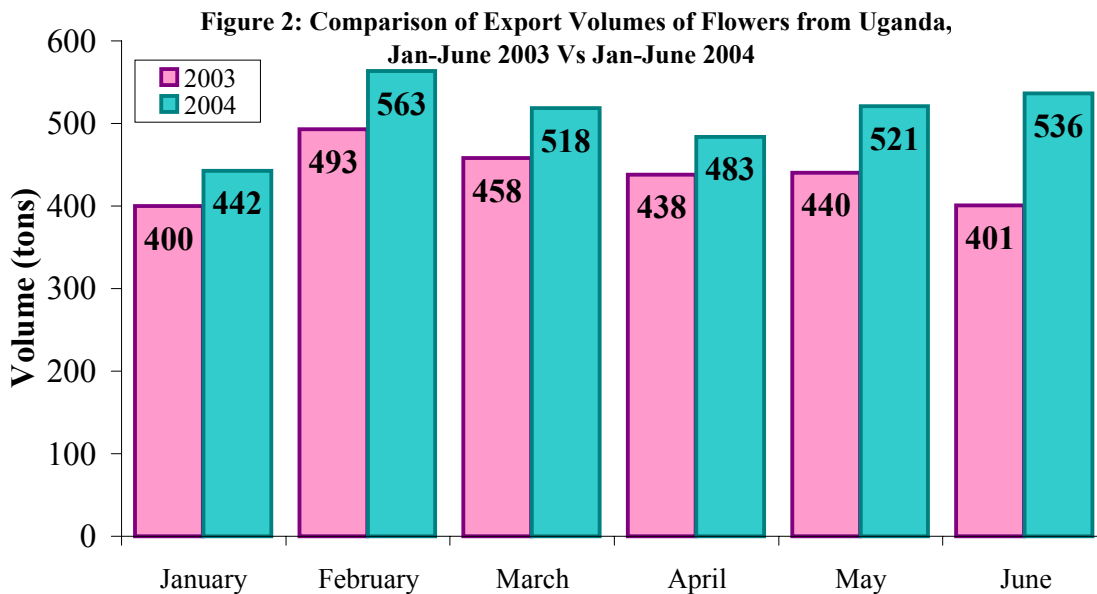
P.O. Box 29558 Kampala, Uganda.
 Tel: (256) 31 263 320
 Fax: (256) 31 263 321
 Email: ufea@afsat.com Web site: www.ufe.com

MONTHLY PRICE BULLETIN, ROSES
June 2004 (Weeks 23 to 27)



Source: Fresh Handling Ltd

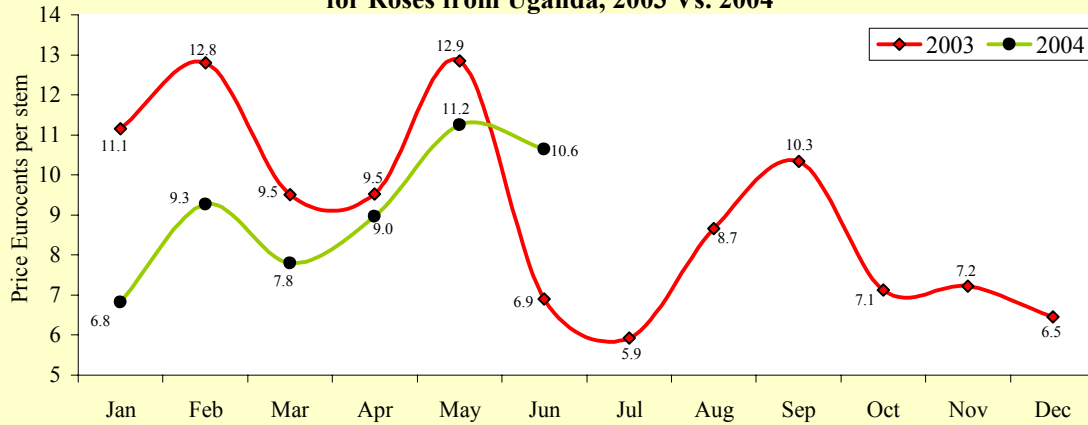
Figure 1 above gives the trend of the volume of flowers exported from Uganda during the first half of the year (January to June 2004). The average monthly export volume of roses was 413 tons and for cuttings, it was 97 tons. The biggest volume of flowers was exported in February due to Valentine's day. The volume exported in May was also high most likely due to the International Mothers' Day. A decline in volume of Roses exported was expected in June 2004 as was the case in the previous year, but in reality export increased due to market shortage. A decline is usually due to high competition with the increase of Rose production from domestic suppliers in EU countries.



Source: Fresh Handling Ltd.

Figure 2 gives the comparison of flower exports (both roses and cuttings) from Uganda for January to June 2003 and 2004. For all the months, an increase in volume was registered. The biggest percentage increase of 34% was in June, followed by 18% in May. The least percentage increase in volume was observed in April. In both years, the month of February registered the biggest volume exported.

Figure 3: Comparison of the Price Trend of Floraholland Auction Prices for Roses from Uganda, 2003 Vs. 2004



Source: Floraholland Auction, 2004

Figure 3 above gives a comparison on the trend of the average rose prices in Floraholland Auction for 2003 and 2004. Generally, the prices in 2003 were higher than prices in 2004 except in June 2004 where the price of 10.6 Eurocents was observed. In 2003, prices in June declined sharply after Mothers' Day, however, in 2004, there was a slight decline, almost the prices remained stable with only a 0.6 cent difference between the two months.

In Table 1 below gives weekly prices for different varieties in June 2004. Golden gate, Red Calypso, Chelsea and Lambada had the highest average prices for the month. The average prices in 2003 were far lower than the average prices in 2004 as shown by the last 2 columns. Prices remained high because for a large number of cut flower varieties there was a shortage in supply and exam results were also announced which boosted sales.

Table 1: Average Prices of Rose Varieties from Uganda at Floraholland Auction (Weeks 23-27) June 2004
A Comparison of the Average Price for each Variety in June 2004 and June 2003 is given.

	Week 23	Week 24	Week 25	Week 26	Week 27	Avg Jun-04	Avg Jun-03
R GR FIRST RED	13	10		8		10.4	6.9
R GR GEMENDG	13		8	13	6	10.0	
R GR KONFETTI	13	10	7	10	9	9.8	
R GR STARLITE							5.0
R KL BLACK BEAUTY	14	12	7	12	9	10.9	6.2
R KL CHELSEA	16	13	11	13	9	12.4	8.9
R KL DREAM				7		6.5	5.8
R KL ESCIMO	13	10	6	11	6	9.0	7.0
R KL FRISCO	13	11	9	11	9	10.7	6.8
R KL GABRIELLE	12	8		11		10.4	1.5
R KL GEMENDG	12	12	10	11	11	11.0	5.6
R KL GOLDEN GATE	21	16	12	16	12	15.3	7.7
R KL HOCUS POCUS	9			9		9.0	5.6
R KL LAMBADA	15	14	10	14	10	12.5	7.6
R KL MAXIME							5.6
R KL POEME!	14	13	9	11	10	11.3	9.8
R KL RED CALYPSO	18	13	9	14	9	12.5	5.7
R KL RODEO	13	12	10	11	10	11.0	6.6
R KL SACHA	13	10	5	10	7	8.9	5.8
R KL SAFARI	11	12	9	11	8	10.2	7.2
R KL SUNBEAM	14	12	9	12	9	11.0	8.1
R KL WILD CALYPSO							4.2
R KL AMEFIKA				9		9.3	
R KL ESPRIT		7		7		7.4	
R KL BIRDY	15	12	8	13	8	11.1	
R KL SWING				10		9.9	
R GR INKA (BUITEN)	14	8	9	12	8	10.2	
R GR BONANZA				5		5.0	

Prices are Eurocents per stem

For any information contact Harriet Nsubuga, Market Information UFEA