



## Uganda Flower Exporters Association (UFEA)

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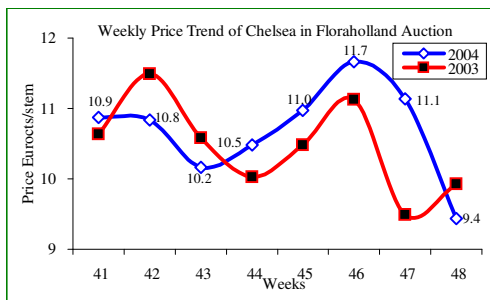
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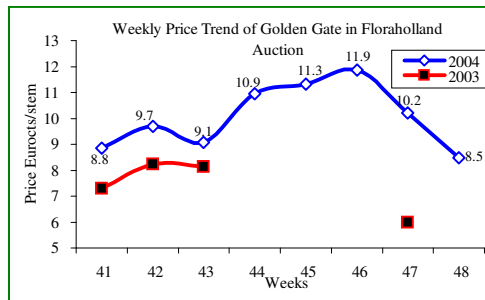
# MONTHLY PRICE BULLETIN, ROSES

## November 2004 (Weeks 45 to 48)

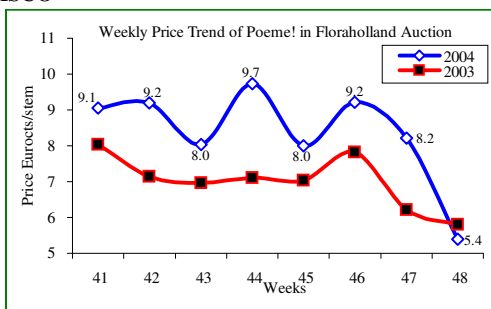
### CHELSEA



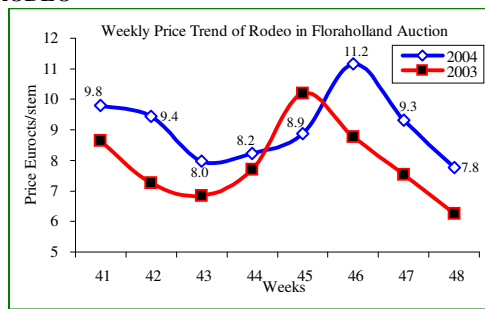
### GOLDEN GATE



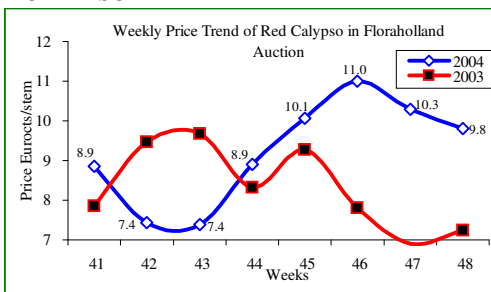
### FRISCO



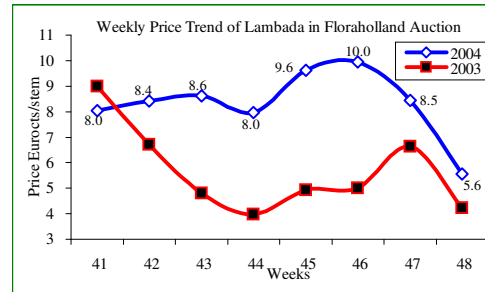
### RODEO



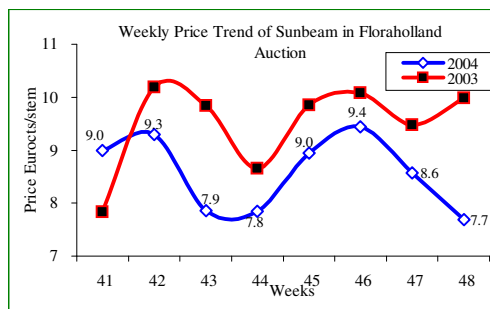
### RED CALYPSO



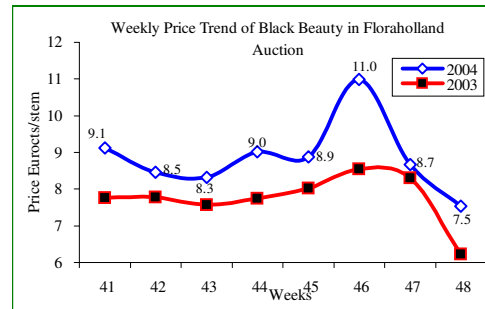
### LAMBADA



### SUNBEAM



### BLACK BEAUTY



A comparison of price trends for October to November during 2003 and 2004 is given in the above graphs. For most of the given varieties, prices peaked during Week 46 in both 2003 and 2004. Both years show a decline in prices for the given varieties as they got to Week 48 (end of November). It is anticipated that prices will improve as we get close to Christmas time especially the red varieties. Sunbeam had lower prices in 2004 compared to 2003, yet it used to receive high prices. There is need to find out whether there is a problem on quality of the variety or change in market preferences.

Table 1 shows the weekly prices of roses during November 2004. Chelsea, Red Calypso, Golden Gate and Viva managed to make a monthly price above 10 Eurocents (Note: The price for Steffi is for 1 week, hence, not good for comparison). Each of them had a price increase between October and November 2004. Some of the old varieties like Lambada, Rodeo, Black Beauty and Frisco continued to have fairly good prices.

**Table 1: Average Prices of Rose Varieties from Uganda at Floraholland Auction for September 2004 and a Comparison of the Average Price for Varieties in August and September 2004.**

Varieties	Week 45	Week 46	Week 47	Week 48	Avg Nov.	Avg Oct.	% change
R GR AKITO	7	7	7	7	7.0	9.6	-27%
R GR INKA	11	11	11	7	9.9	7.0	41%
R GR KONFETTI	10	10	10	7	9.1	8.6	7%
R GR Mixed Varieties	10	7	7	3	6.8	9.0	-25%
R KL BIRDY	10	8	8	4	7.6	9.5	-20%
R KL BLACK BEAUTY	9	11	9	8	9.2	9.1	1%
R KL CHELSEA	11	12	11	9	10.8	10.6	2%
R KL DREAM	6	7	4	5	5.5	6.2	-11%
R KL ESCIMO	6	7	5	3	5.4	4.7	17%
R KL FRISCO	8	9	8	5	7.7	9.0	-14%
R KL GOLDEN GATE	11	12	10	8	10.5	9.6	9%
R KL LAMBADA	10	10	8	6	8.4	8.3	2%
R KL Mixed Varieties	9	10	9	7	8.5	8.5	-1%
R KL POEME!	8	9	8	5	7.4	7.4	0%
R KL RED CALYPSO	10	11	10	10	10.3	8.1	26%
R KL RODEO	9	11	9	8	9.3	8.9	5%
R KL SACHA	6	7	6	1	5.0	4.6	10%
R KL SAFARI	9	11	9	8	9.0	8.7	3%
R KL STEFFI			10		10.1		
R KL SUNBEAM	9	9	9	8	8.7	8.5	2%
R KL VIVA!	10	11	12	8	10.4	8.7	19%

*NB: Prices are in Eurocents per stem*

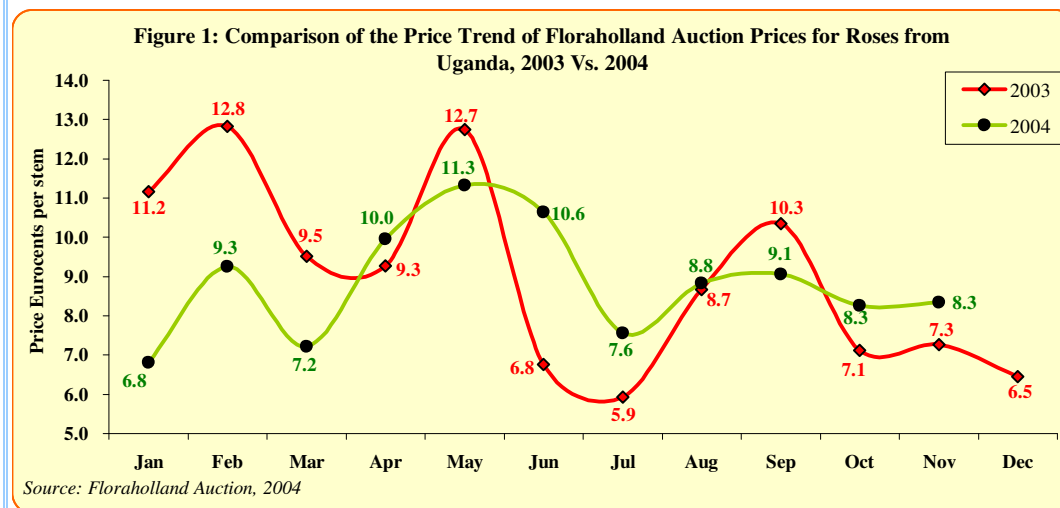


Figure 1 gives a comparison of the rose price trends during 2003 and 2004 at the Floraholland Auction. Prices in 2004 were more stable (less fluctuation) compared to the trend in 2003. The price difference between the highest and lowest prices in 2004 was only 4.5 Eurocents. (Eurocents 6.8 and 11.3 per stem) which might be due to consistent good quality of flowers. On the other hand, the price difference between the highest and lowest prices in 2003 was 6.9 Eurocents which is shown in the price fluctuation in that year. In 2004, monthly prices were low at the beginning of the year, improved towards the end of the year and remained stable between August and November.