



## Uganda Flower Exporters Association (UFEA)

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# MONTHLY PRICE BULLETIN, FLOWERS

## January 2005 (Weeks 1 to 5)

Figure 1 shows the annual trend on the volume and value of flower exports. Between 2003 and 2004, there was a 20% increase in value of exports from \$26.5 million to \$31.9 million. There was a gradual increase in export of flower cuttings which consist of Chrysanthemums mainly, Poissentia and Celosia. About 90% of flowers from Uganda are exported to Netherlands, then distributed to other EU countries, the rest are exported to South Africa and Norway.

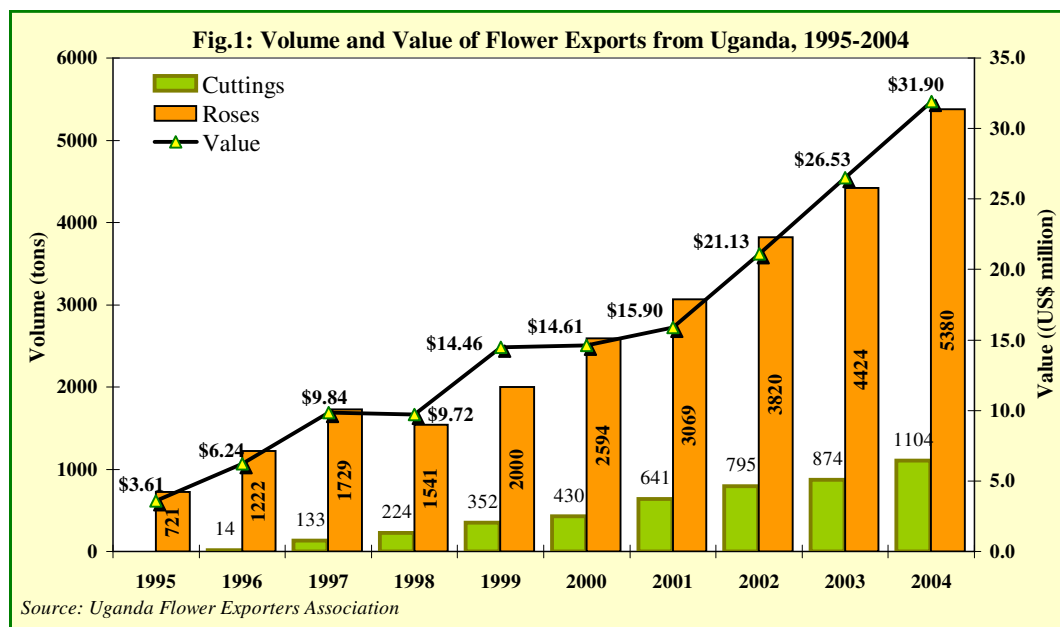


Figure 2 shows the monthly volume of the flower exports from Uganda during 2004. Rose exports in February were high due to Valentine's Day. In May and December Rose exports were lower compared to some months, yet there is usually high demand due to Mothers' Day and the Christmas season. Exports in June were higher than expected there is usually high competition with the EU suppliers. High volume of exports of cuttings were observed between April and August. The cuttings are sold as potted plants in EU countries, which coincide with the summer months. The annual average of Rose exports was 448 tons and for cuttings exports was 92 tons.

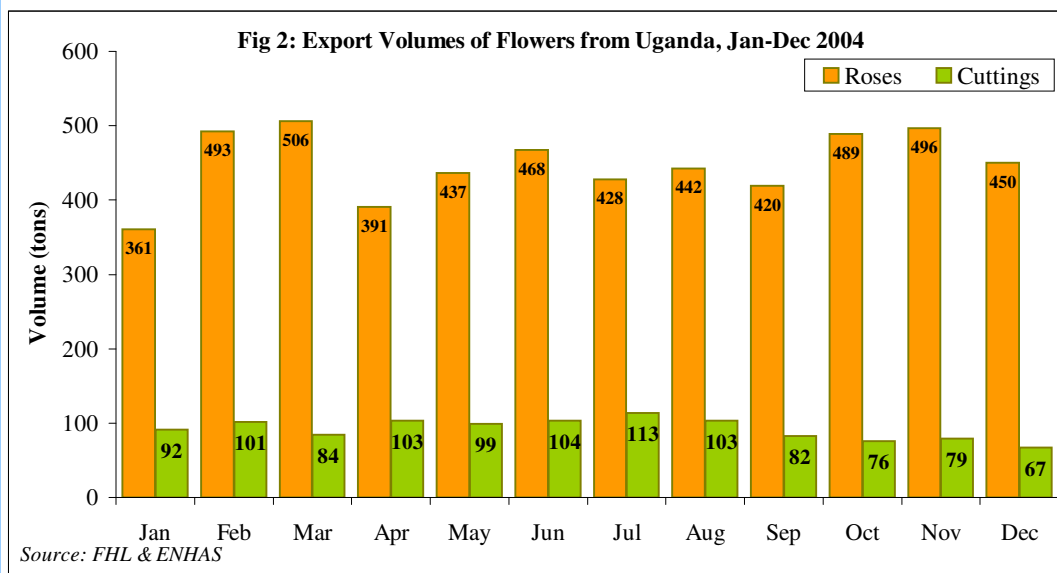


Figure 3 shows a comparison of exported volume of flowers (Roses and cuttings) from Uganda for 2003 and 2004. Exported volumes in 2004 increased by 19% over exports in 2003 from 5,269 tons to 6,279 tons. The average of monthly exports was 523 tons in 2004 compared to 439 tons in 2003. Monthly export volumes were constant in 2004 compared to the fluctuation observed in 2003. (Note: Exports are for FHL alone, statistics from ENHAS are not included.)

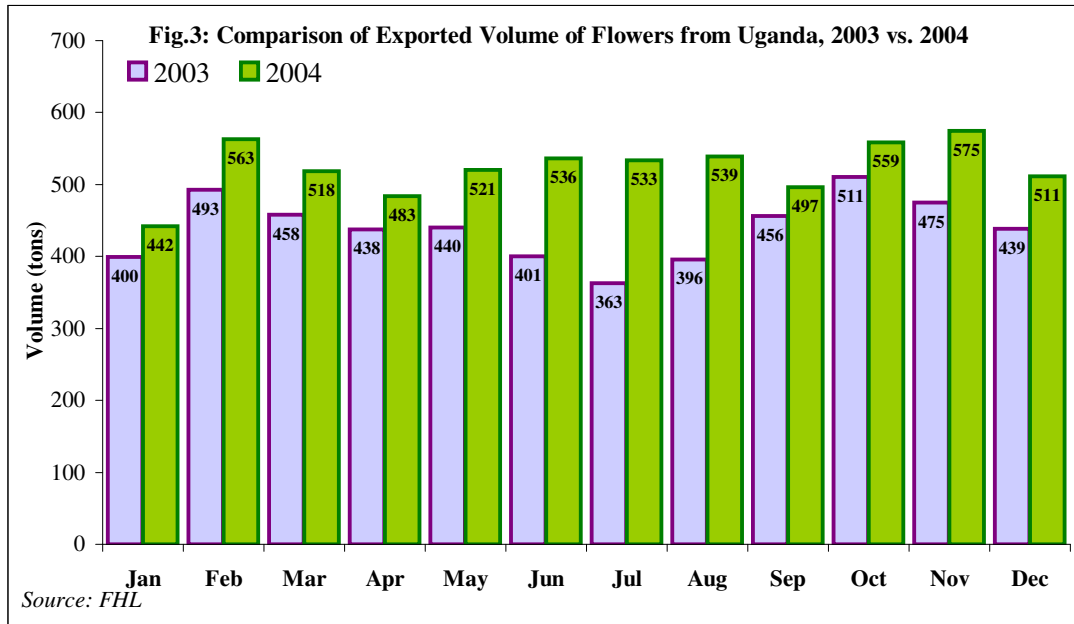


Figure 4 gives the comparison of the price trend of Rose Exports from Uganda to the Floraholland Auction. There was less price fluctuation of the price trend in 2004 compared to 2003. The price difference between the highest and lowest prices in 2004 was only 4.8 Eurocents. (Eurocents 6.5 and 11.3 per 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 (Eurocents 5.9 and 12.8 per stem). 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, then declined in December. This decline was not expected since December usually has high demand during the Christmas season which would improve the monthly average. The annual price average in 2004 had declined by 4% from Eurocents 9.0 per stem in 2003 to Eurocents 8.6 per stem in 2004.

