



## Uganda Flower Exporters Association (UFEA)

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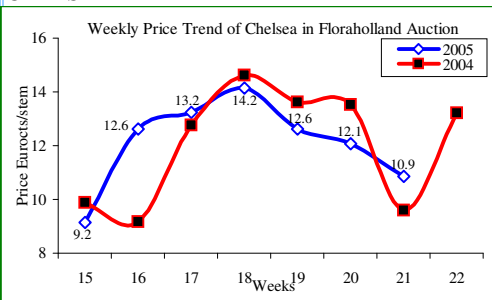
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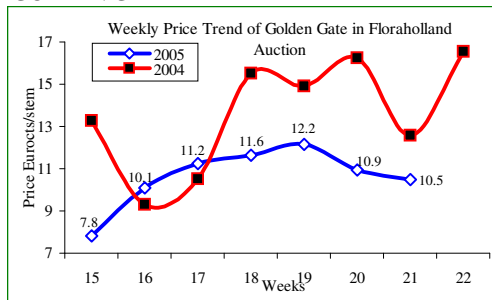
# MONTHLY PRICE BULLETIN, ROSES

## May 2005 (Weeks 19 to 22)

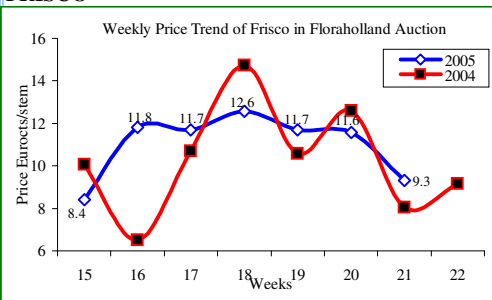
### CHELSEA



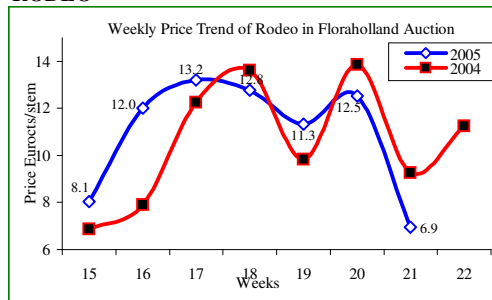
### GOLDEN GATE



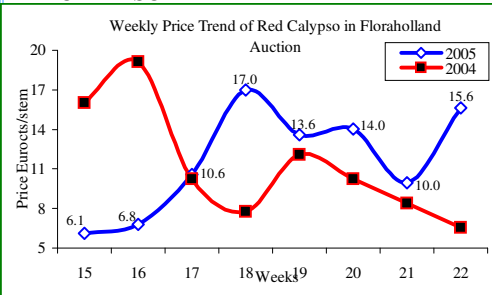
### FRISCO



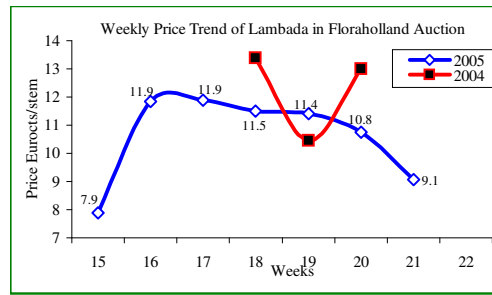
### RODEO



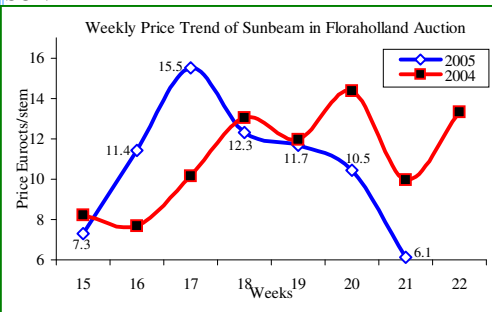
### RED CALYPSO



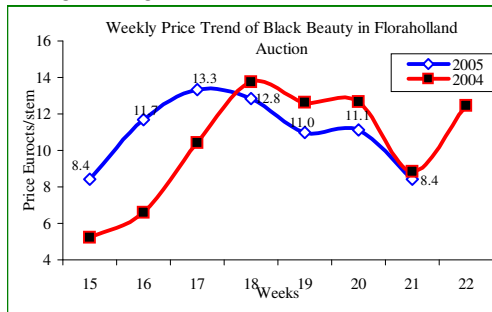
### LAMBADA



### SUNBEAM



### BLACK BEAUTY

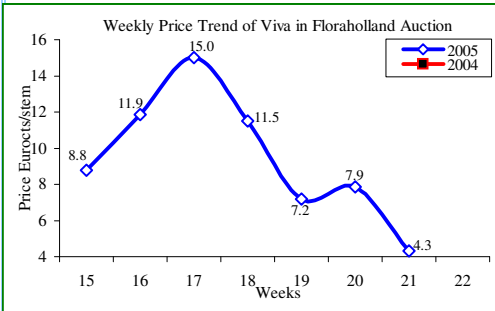


The comparison of price trends during April and May 2004 versus 2005 is shown for some of the varieties. It was Mother's Day in most European countries and North America on Sunday, May 8 (Week 19). The prices in that week were expected to peak compared to previous weeks due to the high demand, however, there was no marked difference in the prices. There was marked fluctuation for both price trends of the different varieties, which might be due to changes in the market dynamics of the roses.

Floraholland News reported that flower volume at the auction declined by 19 percent to 132 million stems compared to the same week last year and the average price was the same as last year at 21 cents a stem. Supplies of large roses dropped by 38 percent compared to week 19 of last year, with an average price of 26 cents a stem compared to 35 cents last year.

In auction week 18, during the run-up to Mother's Day, flower supply volumes at FloraHolland rose. In view of sales developments at FloraHolland, sales reached their peak in week 18. Compared to week 18 last year, sales rose by 43 percent, while the number of flowers sold rose by 4.6 percent. Roses achieved good prices in the week before Mother's Day, most varieties and colours benefiting from the fact that it was the week before Mother's Day. According to the graphs, varieties like Red Calypso, Frisco, Tivoli and Chelsea had peak prices in week 18 of this year.

#### VIVA



#### TIVOLI

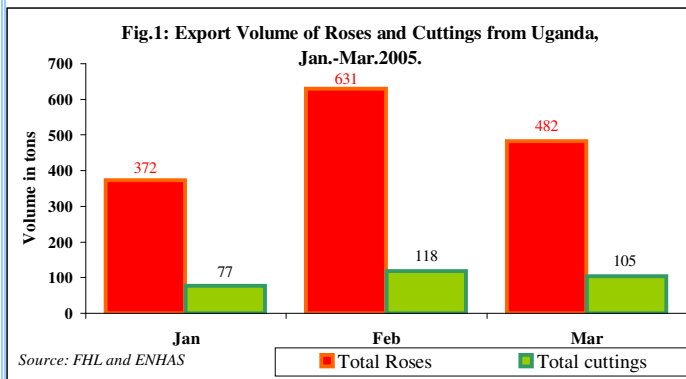
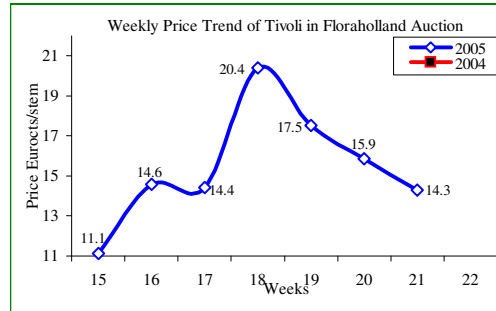


Figure 1 shows the trend of flower exports from Uganda as reported by FHL and ENHAS. The volume of Roses in February was high as expected for this period of the year due to high demand of flowers during Valentine's day. Exported volume of Chrysanthemum cuttings increased in that period.

Table 1 gives the weekly prices of roses during May 2005 and the average monthly prices of May and April 2005. Week 19 had the 2nd Sunday in which the International Mothers' Day was celebrated. Prices in that week were higher than those in the following weeks. The monthly prices between May and April 2005 varied according to the varieties. New varieties like Revue and Tivoli received higher prices compared to the rest.

**Table 1: Average Prices of Rose Varieties from Uganda at Floraholland Auction for May 2005 and Average prices for May and April 2005.**

Varieties	Wk 19	Wk 20	Wk 21	Avg May '05	Avg Apr. '05
R GR AKITO	14	13	8	11.6	11.1
R GR BIXA		14	9	11.3	
R GR GEMENGD	14	11	7	10.8	10.9
R GR INKA (BUITEN)	14	12	10	12.0	11.0
R GR KONFETTI	13	12	11	11.9	10.2
R GR REVUE	16	15	15	15.4	14.9
R KL BIKINI!	9	7	7	7.7	8.0
R KL BIRDY	11	10	9	9.7	9.5
R KL BLACK BEAUTY	11	11	8	10.2	11.6
R KL CHELSEA	13	12	11	11.8	12.3
R KL ESCIMO	10	8	8	8.5	9.3
R KL ESPRIT					9.0
R KL FRISCO	12	12	9	10.9	11.1
R KL GEMENGD	12	11	9	10.7	12.3
R KL GOLDEN GATE	12	11	10	11.2	10.2
R KL LAMBADA	11	11	9	10.4	10.8
R KL POEME!	12	11	9	10.8	11.4
R KL RED CALYPSO	12	11	10	11.0	13.4
R KL RODEO	11	13	7	10.3	11.5
R KL SAFARI	11	11	8	10.3	10.8
R KL SUNBEAM	12	10	6	9.4	11.6
R KL TIVOLI	18	16	14	15.9	15.1
R KL VIVA!	7	8	4	6.5	11.8

**NB: Prices are in Eurocents per stem.**