

STATISTICAL INFORMATION

Export of Floriculture Products from the Netherlands First half (January-June) 2015

Top 10 destination total turnover cut flowers and potted plants

Destination Country	Turnover Jan-Jun 2015	Mutation 2015/14	Turnover June 2015	Mutation 2015/14
Germany	€ 935,307,000	-4.4%	€ 118,905,000	3.9%
United Kingdom	€ 507,112,000	18.1%	€ 78,255,000	27.8%
France	€ 398,018,000	14.2%	€ 65,998,000	29.1%
Italy	€ 141,614,000	5.6%	€ 21,863,000	20.5%
Belgium	€ 127,916,000	-1.1%	€ 20,253,000	19.3%
Poland	€ 107,427,000	11.5%	€ 18,852,000	44.7%
Switzerland	€ 103,452,000	3.9%	€ 13,302,000	8.7%
Russia	€ 102,376,000	-25.4%	€ 10,088,000	-25.9%
Sweden	€ 90,304,000	1.6%	€ 15,537,000	23.4%
Austria	€ 72,828,000	-18.6%	€ 6,681,000	-46.9%
Others	€ 550,962,000	8.7%	€ 72,611,000	18.7%
Total all countries	€ 3,137,316,000	3.3%	€ 442,345,000	14.6%

Source: Floridata - update VGB

Notes:

The export increase of all floricultural products from the Netherlands, during the month of June 2015 increased with almost 15% when compared to the same month of last year.

The cut flowers increase was 11% and the plant export increased with 17%.

For a summer month this is an excellent result.

Very strong and double digit increases of exports to: United Kingdom, France, Italy, Belgium, Poland, Sweden and Other Countries; a lower growth in Germany and Switzerland.

Decreased sales however are shown in Russia and Austria.

The total result of the first half year 2015 was an increase of 3.3% compared to the same period of 2014.

The increase of cut flowers was 6%, while the plant export decreased with 3%.

In the top 10 list enormous differences could be noticed. Very strong and double digit increases to United Kingdom, France and Poland; good increases also in Italy, Switzerland, Sweden and Other Countries.

Strong decreases however in the export to Russia (down from place 4 last year to place 8 this year, mainly caused by the very strong weakening of the Russian Rouble vs the Euro) and Austria.

Remarkable was the rather strong (in absolute value) decrease of Germany.

In more than 100 countries besides the top 10 list the Dutch exporters realised an average growth of 9%, explained by exporters as more spreading of the total market.

For the second half of the year it is expected that the export growth would moderately further continue.

It is already clear that better results and faster increases are obtained by the supermarket and the retail sectors. This might be the explanation for the strong increases in United Kingdom and France, where those channels are very strong.

Most important factors are the flexible logistics, the availability of a wide assortment and the developments of special marketing concepts.