

STATISTICAL INFORMATION

Export of Floriculture Products from the Netherlands First quarter 2015

Top 10 destination total turnover cut flowers and potted plants

Destination Country	Turnover Jan-Mar 2015	Mutation 2015/14	Turnover March 2015	Mutation 2015/14
Germany	€ 463,868,000	-1.9%	€ 184,727,000	1.7%
United Kingdom	€ 262,923,000	16.9%	€ 130,802,000	24.7%
France	€ 187,906,000	17.3%	€ 60,235,000	25.2%
Italy	€ 72,107,000	6.3%	€ 30,350,000	30.4%
Russia	€ 63,950,000	-29.1%	€ 13,199,000	-15.9%
Belgium	€ 54,402,000	-9.3%	€ 20,393,000	-13.9%
Switzerland	€ 53,559,000	9.6%	€ 19,900,000	8.9%
Poland	€ 48,122,000	4.4%	€ 22,320,000	7.3%
Sweden	€ 41,636,000	2.3%	€ 14,100,000	9.5%
Austria	€ 39,282,000	-3.0%	€ 13,013,000	-13.5%
Others	€ 262,373,000	2.9%	€ 109,872,000	10.6%
Total all countries	€ 1.550.128.000	2.9%	€ 618.911.000	13.0%

Source: Floridata - update VGB

Notes:

After two moderate months in January and February, and the very good results of March, the export turnover to all countries increased with 3% when compared to the same period of last year. With the 13% export increase of March 2015, the accumulative percentage for the first quarter ended up at plus 3% while it was minus 3% at the end of February.

For cut flowers alone the increase was 6%, while for plants the percentage was more or less equal to last year.

However per county huge differences could be noticed. The absolute best result was the export increase of 71% to the USA. The USA is not situated in the top 10 list so far, but when results continue to be identical it will not last long until they will enter the top 10 again. These very good results are caused by the weaker Euro versus the US Dollar. Was the exchange rate last year € 1.34 to the US\$, now it is 1.14.

On the other hand, Dutch exporters had to find, and they did, alternative export destinations after the strong downfall of export to Russia. During the first quarter the export value to Russia decreased by 29% caused by the strong downfall of the Russian Ruble versus the €. Markets with strong increases were United Kingdom with +17%, France with +17%, Switzerland with +10%, and Italy with +6%.

Strong decreases of exports to Belgium with -9%, Austria with -3% and even to Germany, the biggest importer of Dutch floricultural products with -1.9 %.

It can be expected that also during April (with relatively cold weather and high prices of the cut flowers) the exports will increase again.