



FloraHolland

Key figures 2009



FloraHolland. Where beauty meets business.

Turnover, supply, associates

Turnover and supply (in mln.)	2009 246 auction days	2008 247 auction days	Mutation
Total turnover	€ 3,861	€ 4,074	-5.2%
Cut flowers	€ 2,143	€ 2,425	-11.6%
Indoor plants	€ 1,384	€ 1,353	2.3%
Outdoor plants	€ 334	€ 296	12.8%
Turnover per day *	€ 15.7	€ 16.5	-4.8%
Sold via			
Auction clocks	€ 2,402	€ 2,648	-9.3%
FloraHolland Connect (mediation)	€ 1,459	€ 1,426	2.3%
Total in units supplied via the clocks	9,738	10,082	-3.4%
Cut flowers	9,107	9,431	-3.4%
Indoor plants	425	425	-0.1%
Outdoor plants	206	226	-8.5%
Total in units supplied per day *			
Cut flowers	37.0	38.2	-3.0%
Indoor plants	2.6	2.6	-2.6%

* Variation in figures due to different number of auction days

Associates	2009	2008
Suppliers	8,000	8,600
Of which: Cooperative members (Dutch)	4,450	4,803
Of which: Cooperative members (other countries)	450	347
Traders	2,923	3,038
Employees	4,359	4,495
Employees (in FTE)	3,423	3,555

Turnover divided per market place (in mln.)	2009	2008	Turnover mutation
Aalsmeer (clocks)	€ 1,131	€ 1,236	-8.5%
Naaldwijk (clocks)	€ 771	€ 860	-10.3%
Rijnsburg (clocks)	€ 343	€ 390	-12.1%
Venlo (clocks)	€ 69	€ 68	1.5%
Bleiswijk (clocks)	€ 60	€ 64	-6.3%
Eelde (clocks)	€ 28	€ 30	-6.7%
FloraHolland total clock turnover	€ 2,402	€ 2,648	-9.3%
FloraHolland Connect total	€ 1,459	€ 1,426	2.3%
FloraHolland total	€ 3,861	€ 4,074	-5.2%

KOA turnover (Remote Buying) (in € 1,000)	2009	2008	Turnover mutation
Aalsmeer	€ 429,554	€ 396,585	8.3%
Naaldwijk	€ 258,971	€ 259,668	-0.3%
Rijnsburg	€ 43,232	€ 33,781	28.0%
Venlo	€ 1,455	€ 1,840	-20.9%
Bleiswijk	€ 1,018	€ 718	41.8%
Eelde	€ 78	€ 66	18.2%
Total	€ 734,308	€ 692,658	6.0%



Facilities, transactions, associates

Facilities	Aalsmeer	Naaldwijk	Rijnsburg	Venlo	Bleiswijk	Eelde
Clocks	14	11	7	4	3	3
Auction rooms	5	4	1	1	1	1
Auction buildings surface area	1,287,813 m ²	721,000 m ²	400,000 m ²	* 108,100 m ²	123,000 m ²	45,875 m ²
Owned by traders/customers	208,861 m ²	202,000 m ²	67,700 m ²	* 63,600 m ²	90,957 m ²	100 m ²
Number of customers with accommodation on auction site	450	450	205	42	87	0
Surface area cold storage	41,561 m ²	43,000 m ²	37,500 m ²	16,511 m ²	3,800 m ²	3,440 m ²
Number of processed stacking carts and Danish containers	5,439,538	2,773,651	998,375	333,869	245,138	100,442
Number of docks	533	502	296	* 137	114	22

* Incl. Trade Parc Venlo

Average number of clock transactions per day	2009	2008
Aalsmeer	40,857	39,995
Naaldwijk	35,239	36,089
Rijnsburg	19,722	20,058
Venlo	7,681	7,471
Bleiswijk	7,746	8,069
Eelde	5,486	5,675

Number of active suppliers*	2009	2008
Aalsmeer	4,686	4,728
Naaldwijk	4,250	4,361
Rijnsburg	3,092	3,183
Venlo	1,636	1,458
Bleiswijk	2,037	2,078
Eelde	1,043	935
FloraHolland Connect	4,632	4,849

* Incl. double counts

Number of active traders*	2009	2008
Aalsmeer	473	503
Naaldwijk	612	646
Rijnsburg	411	426
Venlo	571	591
Bleiswijk	578	624
Eelde	278	302
FloraHolland Connect	1,426	1,509

* Incl. double counts



Cut flowers

Cut flowers sales via clocks (Dutch product) in units (in mln.)	2009	2008
Aalsmeer	2,596	2,678
Naaldwijk	1,936	2,015
Rijnsburg	1,285	1,323
Venlo	113	107
Bleiswijk	119	117
Eelde	70	66

Cut flowers sales (import) in units (in mln.)	2009	2008
Aalsmeer	1,304	1,370
Naaldwijk	732	769
Rijnsburg	526	566
Venlo	112	113
Bleiswijk	106	118
Eelde	63	71

Cut flower turnover per market place (in mln.)	2009	2008	Turnover mutation
Aalsmeer	€ 803	€ 920	-12.7%
Naaldwijk	€ 574	€ 663	-13.4%
Rijnsburg	€ 329	€ 377	-12.7%
Venlo	€ 36	€ 44	-18.2%
Bleiswijk	€ 33	€ 36	-8.3%
Eelde	€ 18	€ 24	-25.0%
FloraHolland Connect	€ 350	€ 361	-3.0%

Top 25 cut flowers sold (2009) (in mln.)	English name	Turnover	Number of units	Turnover mutation
1. Rosa	Rose	€ 679	3,373	-13.6%
2. Chrysanthemum (spray)	Chrysanthemum (spray)	€ 232	1,232	-13.7%
3. Tulipa	Tulip	€ 196	1,513	-10.8%
4. Lilium	Lily	€ 140	346	-11.9%
5. Gerbera	Gerbera	€ 105	845	-8.6%
6. Cymbidium	Cymbidium	€ 60	30	-16.8%
7. Chrysanthemum (disbudded)	Chrysanthemum (disbudded)	€ 57	180	-11.2%
8. Freesia	Freesia	€ 43	304	-14.4%
9. Hippeastrum	Amaryllis	€ 35	45	-6.8%
10. Eustoma russellianum	Lisianthus	€ 34	112	-4.3%
11. Anthurium	Anthurium	€ 32	79	-16.0%
12. Zantedeschia	Calla lily	€ 32	89	-7.2%
13. Alstroemeria	Alstroemeria	€ 32	211	-11.0%
14. Gypsophila	Baby's breath	€ 27	143	-10.1%
15. Hydrangea	Hydrangea	€ 24	24	2.4%
16. Hypericum	St. John's Wort	€ 24	157	-10.0%
17. Paeonia	Peony	€ 23	60	6.8%
18. Dianthus	Carnation	€ 21	157	-11.5%
19. Helianthus	Sun flower	€ 14	56	-5.0%
20. Hyacinthus	Hyacinth	€ 10	45	-10.0%
21. Limonium	Sea lavender	€ 10	54	3.0%
22. Ranunculus	Ranunculus	€ 9	69	-5.6%
23. Gladiolus	Gladiolus	€ 9	66	-1.6%
24. Ornithogalum	Star of Bethlehem	€ 9	54	-4.9%
25. Iris	Iris	€ 9	73	-4.6%

Indoor plants



Indoor plants sales via clocks (Dutch product) in units (in mln.)	2009	2008
Aalsmeer	204	199
Naaldwijk	130	134
Rijnsburg	10	11
Venlo	15	14
Bleiswijk	14	15
Eelde	6	6

Indoor plants sales via clocks (import) in units (in mln.)	2009	2008
Aalsmeer	22	21
Naaldwijk	11	9
Rijnsburg	0	0
Venlo	4	4
Bleiswijk	1	1
Eelde	1	1

Indoor plant turnover per market place (in mln.)	2009	2008	Turnover mutation
Aalsmeer	€ 260	€ 253	2.8%
Naaldwijk	€ 158	€ 160	-1.3%
Rijnsburg	€ 12	€ 11	9.1%
Venlo	€ 19	€ 19	0.0%
Bleiswijk	€ 17	€ 18	-5.6%
Eelde	€ 6	€ 8	-25.0%
FloraHolland Connect	€ 912	€ 884	3.2%

Top 25 indoor plants sold (2009) (in mln.)	English name	Turnover	Number of units	Turnover mutation
1. Phalaenopsis	Potted moth orchid	€ 328	95	13.8%
2. Anthurium	Anthurium	€ 49	16	-5.4%
3. Kalanchoë	Kalanchoe	€ 48	78	3.0%
4. Rosa	Potted rose	€ 41	42	11.3%
5. Dracaena	Dragon tree	€ 35	21	-9.4%
6. Ficus	Ficus	€ 32	16	-13.4%
7. Chrysanthemum	Potted chrysanthemum	€ 30	38	0.5%
8. Hydrangea	Hydrangea	€ 26	10	1.6%
9. Hyacinthus	Potted hyacinth	€ 23	41	13.0%
10. Spathiphyllum	Peace lily	€ 23	22	-6.3%
11. Cyclamen	Cyclamen	€ 21	26	6.2%
12. Guzmania	Guzmania	€ 20	13	-1.5%
13. Hedera	Ivy	€ 20	32	2.3%
14. Begonia	Begonia	€ 16	16	-4.6%
15. Dendrobium	Potted dendrobium orchid	€ 16	5	37.4%
16. Narcissus	Potted daffodil	€ 16	22	3.3%
17. Chrysalidocarpus lutescens	Areca	€ 16	4	-1.8%
18. Euphorbia pulcherrima	Poinsettia	€ 15	16	-6.7%
19. Rhododendron	Azalea	€ 15	11	-2.0%
20. Zamioculcas	Zamioculcas	€ 15	7	-12.0%
21. Cymbidium	Potted cymbidium	€ 14	2	-1.6%
22. Hippeastrum	Amaryllis	€ 13	9	8.7%
23. Zantedeschia	Potted calla	€ 13	5	13.7%
24. Gerbera	Potted gerbera	€ 12	14	14.3%
25. Campanula	Campanula	€ 11	8	16.5%



Outdoor plants

Outdoor plants sales via clocks (Dutch product) in units (in mln.)	2009	2008
Aalsmeer	79	84
Naaldwijk	50	51
Rijnsburg	3	4
Venlo	15	15
Bleiswijk	15	15
Eelde	7	9

Outdoor plants sales via clocks (import) in units (in mln.)	2009	2008
Aalsmeer	11	15
Naaldwijk	7	9
Rijnsburg	0	0
Venlo	11	11
Bleiswijk	2	2
Eelde	1	1

Outdoor plant turnover per market place (in mln.)	2009	2008	Turnover mutation
Aalsmeer	€ 67	€ 62	8.1%
Naaldwijk	€ 40	€ 36	11.1%
Rijnsburg	€ 2	€ 2	0.0%
Venlo	€ 14	€ 12	16.7%
Bleiswijk	€ 10	€ 9	11.1%
Eelde	€ 3	€ 5	-40.0%
FloraHolland Connect	€ 198	€ 170	16.5%

Top 25 outdoor plants sold (2009) (in mln.)	English name	Turnover	Number of units	Turnover mutation
1. Pelargonium	Geranium	€ 20	31	-2.4%
2. Buxus	Common box	€ 17	9	5.7%
3. Viola	Violet	€ 17	55	3.8%
4. Osteospermum	Cape daisy	€ 12	17	21.3%
5. Hydrangea	Hydrangea	€ 11	4	58.5%
6. Lavandula	Lavender	€ 9	7	22.7%
7. Petunia	Petunia	€ 8	11	2.1%
8. Fuchsia	Fuchsia	€ 7	5	7.1%
9. Calluna	Heather	€ 6	11	-0.6%
10. Skimmia	Skimmia	€ 6	4	9.4%
11. Helleborus	Hellebore	€ 6	3	40.4%
12. Chamaecyparis	Conifer	€ 6	8	11.3%
13. Rosa	Rose	€ 5	2	7.4%
14. Gaultheria	Winter green	€ 5	5	16.3%
15. Platycodon	Balloon flower	€ 5	6	8.7%
16. Solanum	Royal robe	€ 4	2	15.2%
17. Thuja	Thuja	€ 4	3	64.4%
18. Clematis	Clematis	€ 4	2	4.4%
19. Rhododendron	Rhododendron (azalea)	€ 4	2	16.6%
20. Argyranthemum	Dill daisy	€ 4	3	2.6%
21. Mandevilla	Mandevilla	€ 4	1	28.7%
22. Hebe	Hebe	€ 3	3	6.3%
23. Cyclamen	Cyclamen	€ 3	4	26.5%
24. Camelia	Camelia	€ 3	1	123.0%
2. Groenteplanten	Vegetable plants	€ 3	2	23.0%

Import and export



Sold products (Dutch and import) (in mln.)	Dutch 2009	Import 2009	Total	Import share (in total turnover)
Aalsmeer	€ 892	€ 239	€ 1,131	21.1%
Naaldwijk	€ 639	€ 132	€ 771	17.1%
Rijnsburg	€ 250	€ 93	€ 343	27.0%
Venlo	€ 49	€ 29	€ 78	36.5%
Bleiswijk	€ 45	€ 15	€ 60	25.5%
Eelde	€ 24	€ 11	€ 35	32.2%

Top 10 import-countries (turnover in mln.)	Turnover 2009	Turnover 2008	Turnover mutation	Import share
1. Kenya	€ 234	€ 252	-7.0%	36.7%
2. Ethiopia	€ 95	€ 82	16.5%	14.9%
3. Israel	€ 80	€ 88	-9.5%	12.5%
4. Belgium	€ 37	€ 37	1.3%	5.9%
5. Ecuador	€ 37	€ 43	-12.9%	5.9%
6. Germany	€ 37	€ 37	-0.3%	5.8%
7. Denmark	€ 17	€ 14	20.2%	2.6%
8. Spain	€ 14	€ 13	8.2%	2.2%
9. Zimbabwe	€ 14	€ 19	-27.0%	2.2%
10. Italy	€ 13	€ 11	12.0%	2.0%
Miscellaneous	€ 60	€ 71	-15.3%	9.5%
Total	€ 639	€ 667	-4.5%	100.0%

Top 10 import products (turn- over in mln.)	English name	Turnover 2009	Turnover 2008	Turnover mutation
1. Rosa	Rose	€ 322	€ 334	-3.5%
2. Gypsophila	Baby's breath	€ 25	€ 28	-10.1%
3. Hypericum	St. John's wort	€ 22	€ 24	-10.8%
4. Dianthus	Carnation	€ 12	€ 14	-11.0%
5. Ranunculus	Ranunculus	€ 8	€ 8	0.0%
6. Rhododendron	Rhododendron	€ 8	€ 8	0.3%
7. Ornithogalum	Ornithogalum	€ 8	€ 8	-6.0%
8. Zantedeschia	Calla lily	€ 7	€ 9	-18.2%
9. Chamelaucium	Wax flower	€ 7	€ 6	3.4%
10. Rosa	Potted rose	€ 7	€ 6	10.8%

Most important destinations of cut flowers and potted plants (in mln.)	Export value 2009	Total export share	Export value 2008	Total export share
1. Germany	€ 1,528	31.3%	€ 1,475	28.9%
2. United Kingdom	€ 656	13.4%	€ 745	14.6%
3. France	€ 646	13.2%	€ 663	13.0%
4. Italy	€ 323	6.6%	€ 330	6.5%
5. Belgium	€ 212	4.3%	€ 216	4.2%
6. Russia	€ 136	2.8%	€ 177	3.5%
7. Switzerland	€ 135	2.8%	€ 137	2.7%
8. Denmark	€ 135	2.8%	€ 143	2.8%
9. Austria	€ 133	2.7%	€ 135	2.6%
10. Poland	€ 128	2.6%	€ 143	2.8%
11. Spain	€ 100	2.1%	€ 105	2.1%
12. Sweden	€ 98	2.0%	€ 109	2.1%
13. Czech Republic	€ 70	1.4%	€ 67	1.3%
14. United States	€ 61	1.3%	€ 67	1.3%
15. Ireland	€ 54	1.1%	€ 66	1.3%
16. Norway	€ 48	1.0%	€ 51	1.0%
17. Romania	€ 44	0.9%	€ 49	1.0%
18. Hungary	€ 40	0.8%	€ 48	0.9%
19. Portugal	€ 40	0.8%	€ 42	0.8%
20. Finland	€ 39	0.8%	€ 36	0.7%
21. Greece	€ 37	0.8%	€ 39	0.8%
22. Ukraine	€ 25	0.5%	€ 31	0.6%
23. Slovenia	€ 19	0.4%	€ 20	0.4%
24. Slovakia	€ 19	0.4%	€ 20	0.4%
25. Lithuania	€ 15	0.3%	€ 19	0.4%
Total export	€ 4,880		€ 5,097	

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FloraHolland in facts and figures

FloraHolland flower auction is the international market leader in floricultural sales. Since the merger between Bloemenveiling Aalsmeer and FloraHolland (in 2008), the cooperative has six market places, situated close to the most important production areas in the Netherlands. The locations Aalsmeer, Naaldwijk and Rijnsburg are primarily focused on export customers. Venlo, Bleiswijk and Eelde are geared towards the regional market.

The six auctions offer their customers the broadest and deepest assortment of flowers and plants (20,000 different varieties every day), produced all over the world. From the auctions, the Dutch and European market are serviced by wholesalers and exporters. After Schiphol and the port of Rotterdam, Greenport(s) Holland (of which FloraHolland is a part) forms the third major trading hub in the Netherlands.

The auction is a cooperative, owned by nearly 5,000 members from the Netherlands and other flower-producing countries. Daily over 8,000 growers from all over the globe supply their products to the six locations. The aim of the cooperative is to achieve the best possible market position for its member-growers at the lowest possible cost.

FloraHolland employs over 4,000 people. The network of market locations has a combined annual turnover in flowers and plants of more than € 3,8 billion.

FloraHolland is market-oriented, flexible and proactive. Key features of the auction organisation include the quality and the cost level of its services and the commitment of its employees.

Sources:

FloraHolland, Market Information & Market Analysis department and FloraHolland Financial department
Hoofdbedrijfschap Agrarische Groothandel (HBAG) Flowers and Plants

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