



CBI
Ministry of Foreign Affairs

CBI Product Factsheet:

Fresh Cut Tropical Flowers in the European market

Introduction

Tropical flowers like Orchids, Anthurium, Heliconia, Strelitzia (Bird of Paradise) and Ginger are a relatively small segment of the European flower market. Some of the more mainstream tropical flowers are Orchids (mainly Cymbidium) and Anthurium. Tropical flowers are niche products, however, and are sold mainly as exclusive flowers in mixed (tropical) bouquets and flower arrangements. Although there are opportunities in the European market for specialties and novelty products, the market for imported tropical flowers is a competitive market and demand has been sluggish in the past 10 years. Competition from growers in Europe, mainly the Netherlands, and the relatively high costs of transportation of tropical flowers from developing countries make careful business planning necessary before entering the market.

Product description

Tropical flowers are a collection of flowers that are native to tropical and subtropical climates. The most commonly known tropical flowers in the European markets are cut Orchids (Cymbidium) and Anthurium. The product group also includes many other species, such as Strelitzia, Heliconia, Protea, Leucadendron, Leucospermum, Ananas, Calathea and Zingiberales (Ginger). Tropical flowers are mainly sold in more exclusive bouquets and arrangements, combined with, for example, other tropical flowers, roses, fillers and foliage. Luxury bouquets and wedding bouquets and arrangements may include several types of tropical flowers to give them an exotic or exclusive touch. Most tropical flowers, however, remain niche products. Only Cymbidium (Orchids) and Anthurium cut flowers had a sales value of more than € 10 million at the Dutch Flower Auction Royal FloraHolland in 2014.

Cymbidium (left) and Strelitzia (right)



Source: Shutterstock.

Key product specifications

Tropical flowers are mostly imported through specialised importers. About 20-30% of tropical flowers are estimated to be traded at the flower auction [Royal FloraHolland](#) in the Netherlands. FloraHolland is by far the largest flower auction and trading place in the world. Although most tropical flowers are sold through specialised importers, most of them are closely connected to the flower auction trading network. The Netherlands is a major supplier of flowers to the European market and a major trading hub for imported flowers. The Dutch flower auction provides general product specifications for cut flowers and specific specifications for a number of individual flowers, including [Cymbidium](#), [Phalaenopsis](#), and [Strelitzia reginae](#). These product specifications include directions for minimum quality and maturity, grading, and packaging and labelling. When there are no specific requirements for your product, at least the [general specifications](#) apply.

The specifications are widely recognised in the European flower trade. As these product specifications are well documented, it is advised that you carefully look at the specifications before shipping flowers to Europe, especially when you are supplying to the auction. Keep in mind that specific requirements of individual buyers may differ, and you should always discuss the specifications with your customer carefully.

Quality and grading: Cut flowers may be traded at the auction if they meet the VBN requirements. Grading and other requirements may differ for individual buyers in the direct trade channel. Products which do not meet the requirements regarding pre-treatment, minimum quality, bacteria content and ripeness are not traded, and are destroyed if necessary ([VBN](#)). You are advised to study the requirements carefully through the links included above. Flowers are traded in three quality groups: A, A2, and B1, depending on the number of defects found at inspection. In order to qualify as A1 quality flowers, the following requirements must be met:

- The batch must be of good internal quality.
- The batch must be fresh.
- The batch must be free of animal and/or plant parasites (visually free).
- The batch must be free of harmful effects and/or damage from animal and/or plant parasites.
- The batch must be free of damage and/or deficiencies and/or deviations and/or contamination in:
 - flower/inflorescence/bud;
 - branch/stem;
 - leaf/needle/thorn.
- The batch must be of good form, composition and flower and leaf colour.
- The bottom 10 cm of the stems must be free of leaves.
- The stems must be straight and sturdy enough to bear the flower.
- The batch must be uniform in colour, thickness, sturdiness and bouquet volume.
- The batch must be properly packed.
- Products that are offered for sale per bunch as the unit of sale (instead of per stem) must comprise at least 3 branches/stems per bunch.

At the Dutch flower auction, growers are responsible, through self-assessment, for grading and the reliability of the information they provide with their lot. However, the auction assesses customer reclamations to check the reliability of the suppliers. A reclamation can be the result of, for example, incorrect product information on the consignment note or labels. The Quality Index (QI) is based on the number of customer complaints or reclamations in the last 8 weeks. Information on your QI is shared with customers and reported back to you, including the number and content of product reclamations. In general, a grower's good reputation, based on constant quality, is often rewarded with a higher average price per stem.

Packaging: Export and import trade of tropical flowers often involves cardboard boxes. Flowers are repacked into plastic flower containers (buckets) at the auction in the Netherlands or at the importing wholesaler. VBN gives detailed information about auction requirements for packing and loading. For tropical flowers, correct packaging is one of the most important concerns for buyers, as these large and expensive flowers are vulnerable during transport.

Labelling: When exporting through the Dutch auction, the flowers are often loaded on a stacking cart. Every stacking cart must be accompanied by a fully and correctly completed consignment note containing information about the stacking cart. In addition, every packaging unit needs to be labelled with product and supplier information, namely:

- Supplier number;
- Variety name;
- Amount (e.g. stems) per packaging unit (e.g. bucket, etc.);
- The grading marks (Class A1, A2, B1);
- Supplier name.

Additional product labelling will generally take place at the auction/wholesaler or bouquet producer. During trade, some important quality labelling is necessary, including: tracking/tracing codes and GLOBALG.A.P., MPS, FFP or other identification.

Tips:

- Visit the [VBN](#) website to find out about changes in product specifications.
- Contact your import agent or your potential client about any additional requirements if you wish to supply directly to a buyer without using the auction.

What is the demand for tropical flowers on the European market?

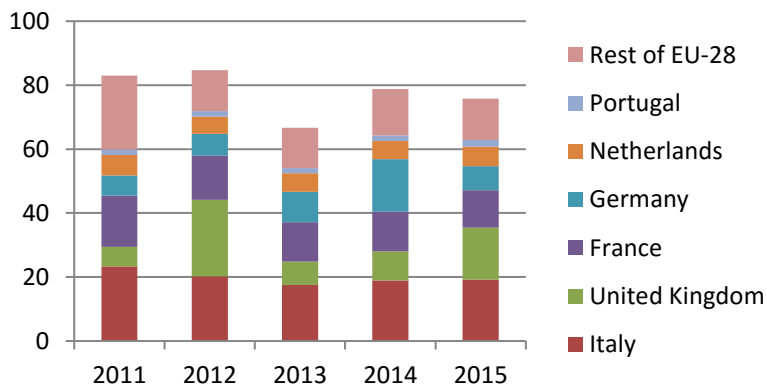
General information and figures about production, consumption and trade developments in the European market are provided in the [CBI Trade Statistics for Cut flowers](#).

Total demand for cut flowers and foliage in the European Union is estimated at about € 20 billion. On the basis of auction turnover and its share in tropical flower trade, we estimate that about 3-7% of the value of flowers consumed in the European Union are tropical flowers, of which about half are Orchids and Anthurium. The number of stems is much lower,

because most tropical flowers are relatively heavy and expensive when compared to mainstream products like Rosa, Chrysanthemum and Dianthus. These estimates are not definite, and consistent statistical data is lacking.

Germany is the largest market for cut flowers in Europe, and is also a major market for tropical flowers, although quantitative data about imports and consumption of tropical flowers are not available. Other large markets for tropical flowers are Italy, the United Kingdom and France. The only tropical flower product for which trade statistics are available is cut orchids. Although much of the supply of cut orchids comes from Dutch growers, the imports of cut orchids do reveal something about the preference of consumers for tropical flowers. Italy is the largest importer of cut orchids in Europe, with an estimated € 19 million import value in 2015, followed by the United Kingdom with € 16 million, France with € 12 million and Germany with € 7.5 million. Imports in Italy and France have decreased somewhat in value, whereas the UK and Germany have seen considerable fluctuations in import value. About 50% of Italian imports of cut orchids come from the Netherlands, and the other 50% from Thailand. France, the UK and Germany are supplied almost exclusively from the Netherlands. The Netherlands, which is the fifth largest importer, is also a major producer of cut orchids (mainly Cymbidium), but imports orchids from Thailand and some other countries as well. In total, the EU-28 imported about € 76 million of cut orchids in 2015.

Figure 1: Imports of fresh cut orchids to the EU, 2011-2015, in € million



Source: ITC Trademap, ITC calculations based on UN COMTRADE statistics.

Much of the supply of Cymbidium, Anthurium and Strelitzia is grown in greenhouses in the Netherlands, and to a lesser extent in other European countries like Germany, Italy, France, Spain and Portugal. There is also some production of tropical flowers on the Spanish Canary Islands and the Portuguese island of Madeira, where Protea and other Cape Greens (Fynbos) like Leucadendron and Leucospermum are grown in the open air.

In the past 5 to 10 years, the supply of Cymbidium at the Dutch flower auction has been stable at around 30-40 million stems annually. At the same time, auction turnover has dropped from about € 72 million in 2006 to just € 53 million in 2014. The auction's market share in the European trade of tropical flowers is estimated at about 20-30%. At the same time, the importance of auction clock sales is decreasing and more trade is going directly from growers to traders without an auction sales process. Competition has increased and prices have decreased. At the moment, there tends to be an oversupply of Cymbidium in the market. Like Cymbidium, prices of Anthurium have also decreased at the Dutch flower auction. For Protea, Leucospermum and Cape Greens (Fynbos), demand has been increasing somewhat. Cape Greens are supplied year-round, mainly from South Africa, as well as from East Africa, Israel, the Canary Islands and Madeira. Demand for Cape Greens is especially high in the period leading up to Christmas in November and December, as they are used extensively in Christmas decorations. In contrast to many other tropical flower products, Cape Greens can travel in the cold chain. A few specialised importers dominate the European market for Protea and Cape Greens. They sell their imports via the auctions or directly to European wholesalers. Some of them produce ready-made bouquets of Cape Greens. In recent years, ready-made bouquets have also been produced in Africa and imported as such.

Because more tropical flowers are sold in the direct (non-auction) trade channel, for which detailed data on tropical flowers are not available, we cannot accurately estimate whether the total market for tropical flowers is increasing or decreasing. However, industry sources indicate that market conditions have been difficult in recent years, and not much growth is expected for the short-term future. In this period, the economic crisis that hit Europe after the 2008 banking crisis and the subsequent debt crisis in Southern European countries has had a negative impact on flower demand in general, and tropical flower demand in particular. At the moment, demand from Russia is slow due to a severe economic downturn. In some other Central and Eastern European countries, some growth of demand in the coming years is anticipated.

There is a market for novelty and specialty products, but the flowers need to fit in a specific market segment to sell. Supermarkets and their wholesale suppliers are looking for varieties that are easy to handle, have long vase life and fit the

generally small size and length of the bouquets. Very exclusive flowers are generally sold at florist shops and, in the case of tropical flowers, special flower arrangements for weddings and festivities are also an important market segment. If you target these markets, make sure that you find a buyer that is well connected to the end market. Only a few traders really specialise in tropical flowers, and they are best placed to find customers for your exclusive flowers. When you supply the auction, make sure that potential customers receive all the information they require to make a positive buying decision.

Table 1: Royal FloraHolland Auction turnover of some mainstream tropical cut flowers, 2014

	turnover, mln €	number of stems, mln	Price, € per stem
Cymbidium	53	31	1.71
Zantedeschia	25	65	0.39
Anthurium	25	51	0.49

Source: FloraHolland, 2015.

The production of tropical flowers in the Netherlands has been growing in the past 20 years as one of the many alternatives to the shift of rose production to Africa and South America. Cymbidium and Anthurium production is taking place in greenhouses, which are heated to sustain ideal growing conditions. Dutch production is year-round for most species. Because of the heating costs, Dutch growers are greatly dependent on energy prices (mostly natural gas). Dutch growers are not only producing mainstream products like Cymbidium and Anthurium, but some are also producing less well-known species, like Zingiberales, Canna and Heliconia.

There are only a few growers in the Netherlands that specialise in the production of Heliconia. The most popular variety of Heliconia remains Heliconia caribaea, although many other varieties are traded. Dutch growers mainly produce smaller stem lengths. Most of the supply of Heliconia from the Netherlands is auctioned. The rest is imported from countries like Ecuador, Costa Rica, Colombia, Ivory Coast, Brazil and a number of others.

Supply of Heliconia, and to a lesser extent Strelitzia, has been decreasing since 2007. These large flowers require a lot of attention and are vulnerable during transport. A further issue is that, for example, Heliconia should not be transported under 15 °C to avoid chilling injury, which means that they cannot travel in the normal cold chain. With lower demand, traders advise growers to supply Strelitzia in smaller boxes with only 6 instead of 12 stems, for example.

Tips:

- The Netherlands remains an important trade partner for developing countries. A large part of the tropical flowers trade in Europe runs through the Dutch traders. Dutch traders and import agents have a great deal of experience in facilitating flower trade from developing countries. Try and build a sustainable relationship with these actors and communicate proactively.
- All the main importers are usually present at the main Flower Exhibitions like ProFlora in Colombia, IFTEX or Nairobi Flower Show in Kenya. Presenting specialty and novelty flowers at the Flower Exhibitions in Europe is also a good way to find potential buyers and test market response. Important trade fairs are [IPM in Essen Germany](#), [IFTF in Vijfhuizen in the Netherlands](#), and the [Royal FloraHolland Trade Fair in Aalsmeer in the Netherlands](#).
- Before exporting to Europe, think carefully about which market segment best fits your product, study the competition and make sure that your product is competitively priced or really stands out from the competition in terms of exclusivity and quality.
- The right packaging and transportation are extremely important in tropical flowers trade. Make sure you fully understand the requirements, work with professional and trusted partners only, and arrange your supply chain as well and efficient as possible.

What trends offer opportunities on the European market for tropical flowers?

You can find more information on general trends and developments on the European market for cut flowers in [CBI Trends](#).

Growing market share of supermarkets and direct trade

Direct trade between producers and (exporting) wholesale traders in Europe, bypassing the Dutch flower auction, is increasing. Supermarkets generally demand shorter varieties that can more easily fit in a supermarket bouquet. Although the quality (and the prices) of the flowers sold at supermarkets is generally lower, they may set additional requirements for suppliers. Wholesale traders set a wide variety of buyer requirements (based on the requirements set by their client) that may deviate from the general auction requirements.

Tips:

- There might be additional buyer requirements for trading on the direct market. Contact the wholesaler to verify the requirements that you need to fulfil in order to supply them. Requirements often differ per supermarket.
- Payment terms are creating problems throughout the entire cut flowers value chain. Supplying via the Dutch flower auction means you will definitely receive your money. Payments are wired to your account soon after the sales. Outside the auction payment periods can well exceed 30 or 60 days. Try and make clear agreements with your wholesale trader on payment terms.

Increasing demand for socially responsible and environmentally sustainable produced cut flowers in the EU

There is an increasing demand for socially responsible and environmentally friendly produced flowers in Europe. Mainly driven by the supermarket channel, visible consumer labels like Fairtrade are becoming more important. It is mainly the supermarkets in traditional markets like the UK, Germany and Scandinavia that require social standards like Fairtrade, ETI or MPS-SQ. For tropical flowers, visible consumer labels on sustainability are not very important yet. However, demand for cut flowers that are produced under certified sustainable conditions that also address environmental sustainability is increasing. It may be a good time to assess whether your company is ready to become certified. Having a sustainability certificate (e.g. MPS or Fairtrade) may increase the value of your brand and facilitate sales to supermarkets as well as to the larger florist market channel. Furthermore, a certification process may be a good way of testing your company's work processes and enhancing the efficiency and sustainability of your company, and in doing so, getting ready to export to the European market.

Tips:

- Many EU retailers are starting to demand social standards, like Fairtrade or ETI. Retailers often ask for a variety of certificates. Find out which retailers are asking for which combination of certification schemes and how you can comply before making an export plan. If you cannot comply with the standards set by supermarkets yet, supplying to the flower auction is a good alternative.
- Compliance with these schemes should not be taken lightly. Audits take place on a frequent basis.

Increasing internet sales and ICT in the supply chain

There is an increasing need for information sharing between grower and trader for tracking and tracing purposes. ICT is becoming more important in the sales process. Wholesale traders connect their clients to an online webshop to offer real-time insights into available stock. Product information must be complete.

Tips:

- Explore technological opportunities related to information sharing and tracking and tracing.
- Stocks are increasingly held at suppliers (upstream) with integrated stock management systems. This requires growers and exporters to respond quickly and efficiently to orders.

Consumer trends

Fashion and interior design and decoration trends are very important when it comes to determining which flowers and colours are popular. Trends change every year and differ between countries in Europe. Nevertheless, before deciding which variety to choose, you could do a little market research by looking at the latest trends in colours published by [Pantone](#), look in online webshops of clothing stores, or have a market research bureau test various colours with consumers in your desired end market.

What requirements should tropical flowers comply with to be allowed on the European market?**What legal and non-legal requirements must my product comply with?****Plant health**

Tropical flowers exported to the EU must comply with the EU legislation on plant health. The EU has laid down phytosanitary requirements to prevent the introduction and spread of organisms harmful to plants and plant products in the EU.

Tropical flowers imported in the EU must be accompanied by an official "phytosanitary certificate" guaranteeing that the phytosanitary conditions of plants and plant products have been met, and also that the shipment has been officially inspected, complies with statutory requirements for entry into the EU and is free of quarantine pests and other harmful pathogens. Phytosanitary certificates are issued by your National Plant Protection Office (NPPO).

Tips:

- Check with the relevant [National Plant Protection Organisation](#) for the exact procedures to obtain the phytosanitary certificate.
- A model phytosanitary certificate can be found in [Annex VII](#) of the Plant Health Directive.
- Check if your country and the country you want to export to have implemented digital services to facilitate the import and export process. For example, in Holland there is the [CLIENT export](#) system, which is also used by the Kenyan and Ugandan inspection authorities.
- Read more about [plant health](#) in the [EU Export Helpdesk](#).

Intellectual Property Rights (IPR)

Developing new flower varieties is very expensive. The developers of new varieties of tropical flowers are protecting their investments with intellectual property rights. Growers who want to use the seeds of these companies have to pay royalties. In recent years, there has been an increased focus on breeders' rights, and illegal products are rejected from the market.

Tips:

- Make sure you only buy plant material from approved agents that have an official agreement with the dealer so that royalties are paid.
- An interesting trend is that breeders' only allow their new variety to be grown by a select group of growers to prevent oversupply in the market. Staying in contact with breeders and offering perfect conditions for growing their new variety may therefore be an advantage.
- Familiarise yourself with the protection frameworks for new plant varieties, for example from the [Union for the Protection of New Plant Varieties](#) (UPOV) or the [Community Plant Variety Office](#) (CPVO).

Full overview of requirements for cut orchids:

For a list of requirements and tariffs for cut orchids and other flowers, consult the [EU Export Helpdesk](#). Cut orchids are found under product code 06031300. Other tropical flowers fall under a broad category of other flowers, 06031900.

What additional requirements do buyers often have?

CSR - Corporate Social Responsibility and GAP

Tropical flowers are mostly sold in mixed bouquets with other flowers and foliage. At the moment, most buyers of tropical flowers do not require any additional certification with respect to social conditions and environmental sustainability. Supermarkets, however, may require [MPS](#), [GlobalG.A.P.](#) or a similar certification.

[GLOBALG.A.P.](#) is a B2B scheme originally focussing on Good Agricultural Practices. Although not yet extensively used in the cut flower trade, it is gaining in importance, especially when selling to supermarkets. While the market for tropical flowers at supermarkets is still very small, it is advised that you explore the possibilities and requirements in terms of certification when you want to target this market segment. MPS GAP, KFC Silver Standard (Kenya Flower Council) and EHPEA Code of Practice for Sustainable Flower Production - Silver Level (Ethiopian Horticulture Producer Exporters Association), are officially recognised as equivalent to GLOBALG.A.P, whereas [Florverde ® Sustainable Flowers](#) (Asocofflores Colombia) is recognised as a similar certification scheme.

Tips:

- Both buyers and consumers (especially in Western and Northern Europe) consider environmentally friendly production very important and this importance is expected to increase in the future.
- Use your good practices and certification as a marketing tool when communicating with (potential) buyers.
- There is an abundance of standards to choose from (although the actual criteria show a lot of similarities). To determine which scheme you should follow, the market you are targeting will probably be decisive (which country do you want to export to and which trade channels do you use?)
- [MPS](#) gives an overview of all MPS schemes including links to the criteria per scheme.
- [GLOBALG.A.P.](#) gives an overview of all the standards for flowers and ornamentals.

What are the requirements for niche markets?

Fairtrade

In some countries, like Germany, [Fairtrade](#) is becoming an increasingly important consumer label for mainstream products like cut roses. However, for tropical flowers, demand for Fairtrade certified flowers remains very limited. It may be considered a niche within a niche. Although CSR requirements are common buyer requirements, standards that are communicated through a consumer label still represent a relatively small part of the market, mostly in North-western Europe. The [Rainforest Alliance](#) focuses on wildlife and ecosystem conservation and workers' welfare. The standards are based on an internationally recognised integrated pest management (IPM) model. Some certification schemes like [Florverde @ Sustainable Flowers](#) are cooperating with Rainforest Alliance to facilitate single-inspection certification for both schemes. Examples of relevant consumer labels are [Fair Flowers Fair Plants \(FFP\)](#), [Fairtrade International](#) and [Rainforest Alliance](#).

Tips:

- Always check with your buyer if he/she requires certification and which certification he/she prefers.
- Consult the [Standards Map database](#) for the different labels and standards relevant for cut flowers.

What competition do I face on the European tropical flowers market?

Tropical flowers are produced in many countries around the world, most notably in tropical and subtropical regions. However, most of the commercial supply of tropical flowers in Europe comes from Europe itself. In greenhouses in the Netherlands, France, Italy and other countries in Europe, tropical flowers like Orchids, Heliconia, Strelitzia and Protea are grown. These are mostly smaller sized products and high-quality specialty products. The Netherlands is also a major producer of Anthurium. Due to relatively high transportation costs of tropical flowers, being nearby the European market gives these growers a competitive advantage. From developing countries, Thailand is a major supplier of orchids. Other tropical flowers are imported from countries such as Colombia, Costa Rica and Brazil. In Africa, tropical flowers come from Ghana and Zimbabwe, among others. South Africa is a major supplier of Protea, Leucospermum and Cape Greens.

As there are only a limited number of specialised traders, competition among them is fierce. For instance, at Rungis wholesale market in Paris, only two or three import traders offer tropical flowers. At the flower auctions in the Netherlands (Royal FloraHolland) and Germany (Rhein-Maas Auction), only a small number of traders specialise in tropical flowers. Therefore, the tropical flower trade is a relatively small community in which reputation and knowledge are very important. Florists can also buy directly at the auction, but they generally require only very limited amounts of tropical flowers. If supply is higher than demand, prices can drop very fast.

What do the trade channels and interesting market segments look like in Europe for tropical flowers?

Tropical flowers are mainly destined for florist shops and sold in mixed bouquets, in flower arrangements or as single stems. Tropical flowers are mainly traded through the direct trade channel, although the Dutch and German flower auctions remain an important channel for market access. It is estimated that about 20-30% of all tropical flowers in Europe (imports and domestic production) are supplied through the auction. Specialised import traders can also be found at the Rungis flower market in Paris, for example.

Although the supermarket channel is only a small outlet for tropical flowers, at the moment this market channels is growing more than the florist retail channel. Supermarkets require larger quantities of uniform quality products, usually of

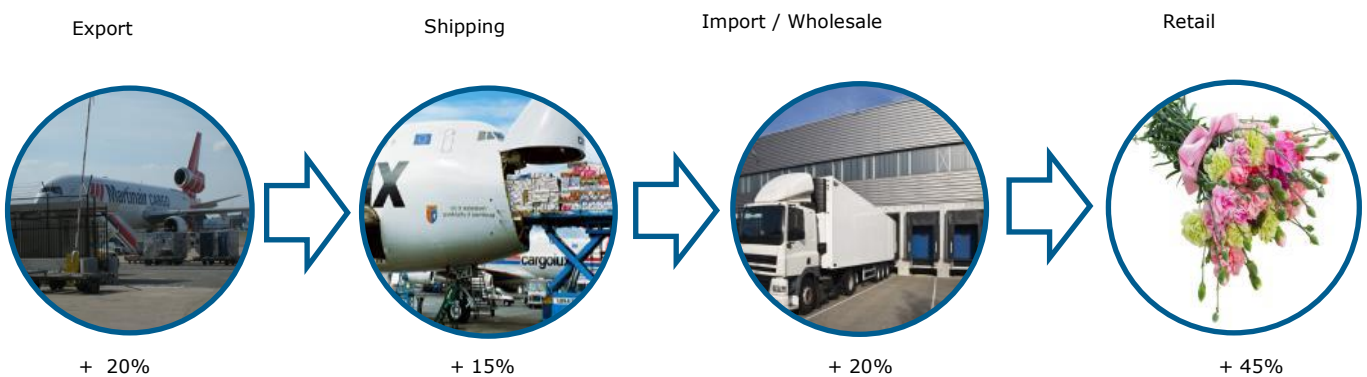
smaller length and size. The characteristics of the market channels and segments are described in the general information on [Trade channels and market segments for Cut flowers and foliage](#).

What are the end market prices for tropical flowers?

The price structure and margins in the tropical flowers business are similar to those of other cut flowers. Importers usually operate on a commission basis and demand 5-25% of the gross sales price, depending on the country and required handling. The costs of the auctions are between 10% for large volume or high-value products, and 20% for small volume or low-value products. This also depends on your relation with the auction (full members have lower costs).

Tropical flowers are mostly sold in mixed bouquets, in which several flowers are mixed with green leaves and fillers to produce a colourful bouquet. Tropical flowers are often mixed with other tropical flowers to produce a tropical bouquet, or with more mainstream flowers to give a bouquet a special twist. Tropical flowers are considered exclusive flowers by consumers, and a segment of consumers are willing to pay a little extra for special flowers. Consumer prices differ depending on the market segment and country. In the Netherlands, a tropical bouquet of 10 medium-length tropical flowers including Anthurium, Heliconia, Celosia and Ananas, with foliage, may cost as much as € 40 to 50 at the florist shop. In supermarkets, a single tropical flower, such as a smaller length Strelitzia or Protea, is usually mixed with cheaper flowers and fillers and a small bouquet may cost as little as € 5.

Figure 4: Price breakdown



Useful sources

Export and market entry support:

- Auction Royal FloraHolland in the Netherlands - <https://www.royalfloraholland.com/en/>
- Auction Rhein Maas in Straelen Germany - <https://www.veilingrheinmaas.com/en/>
- CBI - <http://www.cbi.eu/>
- CBI Market Information - <https://www.cbi.eu/market-information/>
- EFSA - <http://www.efsa.europa.eu/en/>
- EU Export Helpdesk - http://exporthelp.europa.eu/thdapp/index_en.html

Certification schemes:

- Ethical Trading Initiative - <http://www.ethicaltrade.org/>
- Ethiopian Horticulture Producer Exporters Association - <http://www.ehpea.org/>
- Fair Flowers Fair Plants - <http://www.fairflowersfairplants.com/home-en.aspx>
- Fairtrade - <http://www.fairtrade.net/>
- Florverde ® Sustainable Flowers - <http://florverde.org/>
- GLOBALG.A.P. - http://www.globalgap.org/uk_en/
- ISEAL Alliance - <http://www.isealalliance.org/>
- ITC Standards Map - <http://www.standardsmap.org/>
- Kenya Flower Council - <http://kenyaflowercouncil.org/>
- MPS - <http://www.my-mps.com/en/>
- Rainforest Alliance - <http://www.rainforest-alliance.org/>

Marketing and trade standards:

- EU legislation on Organic Production - http://ec.europa.eu/agriculture/organic/eu-policy/legislation_en
- UNECE Standards for Cut flowers - http://www.unece.org/trade/agr/standard/flowers/flower_e.html
- VBN Dutch Flower Auctions Association - <http://www.vbn.nl/>
- VBN Product Specifications - <http://www.vbn.nl/en-US/Productinfo/Pages/Productinformations.aspx>

Statistics and sector information:

- AIPH - <http://www.aiph.org/>
- Eurostat - <http://ec.europa.eu/eurostat/data/database>
- ITC Trade Map - <http://www.trademap.org/>
- UN Comtrade - <http://comtrade.un.org/>



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August 2016