

Report on the Uganda Annual Flower Exports for 2008

**Contract by
Uganda Flower Exporters Association**



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I. Introduction

A consultancy was awarded to Harriet Nsubuga on analyzing the market information of exported flowers from Uganda. It involved collecting, collating and analyzing flower information from different sources in order to create market trends for 2008. Information was linked to that collected in previous years so as to come up with trends of flower sales.

In the analysis of the market information on flower exports from Uganda, data was provided on a weekly and monthly basis from different sources. Weekly price information for exported flower varieties sent to Floraholland auction was collated into months so as to analyse the average monthly price trend. Direct sale prices were got from telephone interviews from farms and information collated to determine average prices. A market trend was created from the monthly exported volumes of flowers through the Fresh-handling Ltd. Data collection and analysis was done using Microsoft Excel.

II. Sources of information

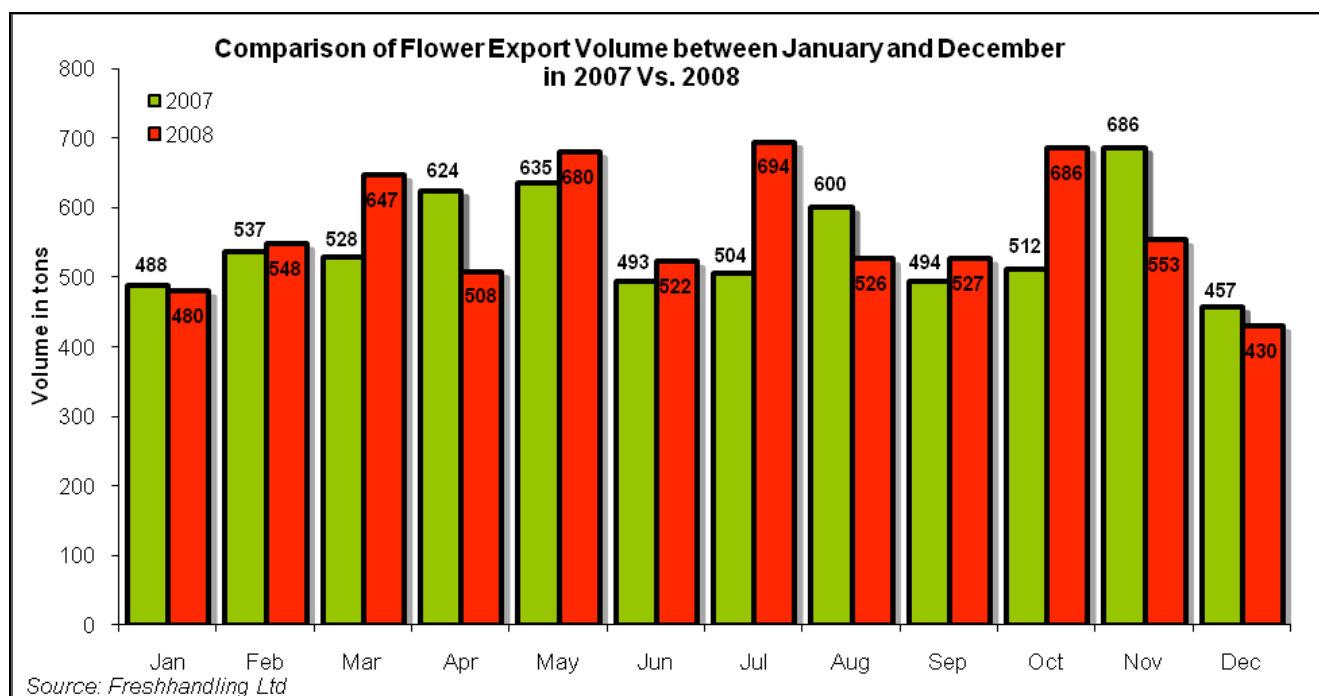
Information used in the calculation of the annual exports was got from different sources. This included the

- Price information on roses at Floraholland Auction as well as information from Floraholland and VBA newsletters and websites.
- Interviews from flower exporters for direct sale prices and estimated prices for cuttings.
- Volume of flower exports got from Fresh handling Limited.
- Flowerweb news giving market analysis and news on flower sales for different countries
- Foreign Exchange rates used were got from the Olsen and Sons Associates website (www.oasa.com).

III. Findings/ Results

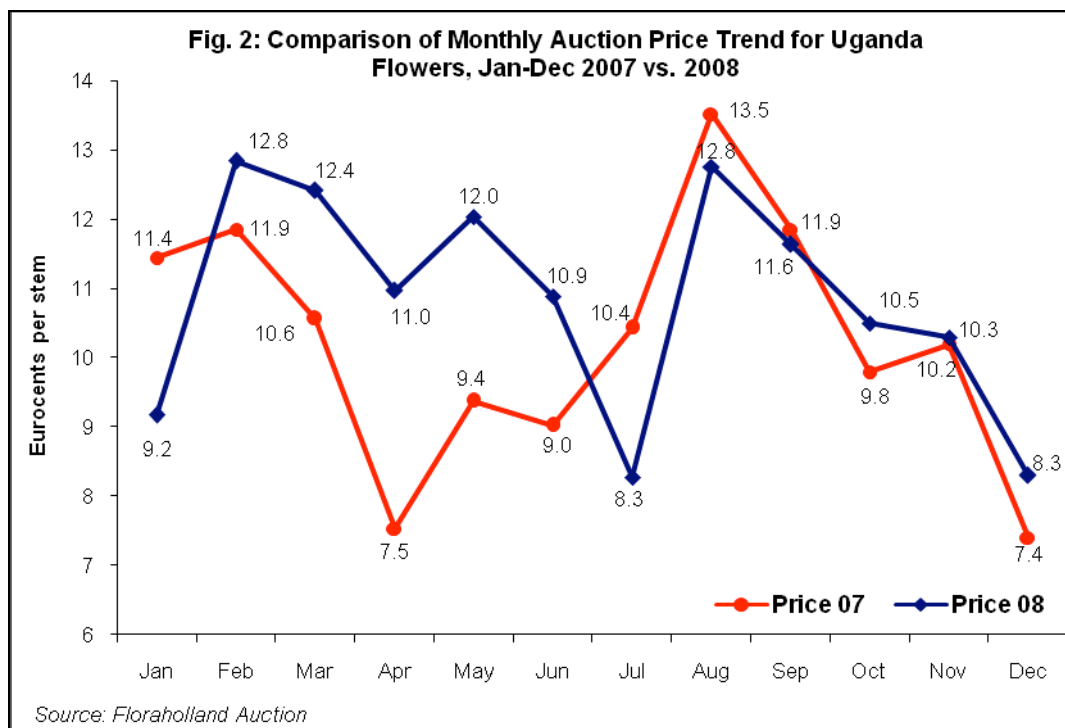
a) Volume of Exports

The total volume of flower exports from Uganda in 2007 was 6,559 tons compared to 6,799 tons in 2008, an increase of 3.7 per cent in volume. In Figure 1 below, during 2008 the flowers exported in February for Valentine’s day were lower than that exported in some other months. The volume in March was high because Easter day, Mothers’ Day in some EU countries and Women’s day were held in that month. The volume exported in May due to Mothers’ Day was high as expected. The highest volumes exported were in July and October, however, this is unusual because during that period, EU growers are producing high volumes, and exporting countries reduce on the volumes exported. Some growers reported cancellation of orders for export during some months.



b) Price Trend of Roses in 2007 (Euro cents)

Figure 2 below shows the trends of average prices for roses exported from Uganda as reported by the Floraholland Auction. A comparison of prices of 2007 versus 2008 shows that prices in 2008 were generally above those in 2007 in 8 of the 12 months. During the Valentine’s day season of February, the price for 2008 (12.8 €cents) was higher by 8% above the price in 2007 (11.9 €cents). In the International Mothers’ Day season of May, the price in 2008 (12.0 €cents) was higher by 28% above the price in 2007 (9.4 €cents). Prices were highest during August for both years.



c) Annual Volume and Value of Flower Exports, 2002-2007

In Figure 3 below, the volume of total flower exports increased by 3.6 per cent from 6,559 tons during 2007 to 6,799 tons in 2008. While roses increased by 7.3 per cent from 5,167 tons in 2007 to 5,547 tons in 2008, the cuttings exported declined by 10 per cent from 1,392 tons in 2007 to 1,252 tons in 2008. The value of total flower exports increased by 6.6 per cent from \$ 32.05 in 2007 to \$34.15 in 2008. Between 2000 and 2005, flower exports from Uganda registered a consistent increase in the volume and value of flower Exports. A decline in exported volume and value was observed in 2006, however, there was improvement in exports during 2007. A further improvement was registered for total flower exports during 2008. Figure 4 below illustrated the exported flower sales in Euro millions. The value of total flower exports declined by 0.7 per cent from 23.39 million Euros in 2007 to 23.23 million Euros in 2008. While the value in dollars increased, the value in Euros declined and this is because the Euro had strengthened against the dollar.