

# Product Focus

## Fresh Cut Roses -HS Code 0603



Fresh Cut roses and Buds are flowers or flower buds (often with some stem and leaf) that have been cut from the plant bearing it. They are usually removed from the plant, stored and transported under cooled conditions until they are ready to be sold at retail level.

Roses are grown all year round in the COMESA Region and include sweethearts, intermediates and T-hybrid roses varieties. Standard cut roses differ in size, fragrance and range in colors from white, yellow, pink, red and combinations of different colors. These flowers are generally sold as mono bunches or used in bouquets and other flower arrangements.

The Dutch flower auction is the main marketplace for cut flowers in Europe. Flowers from all over the world find their buyers through the auction and the Dutch network of flower traders. Specific requirements for quality, size, packaging and product information are set by the Dutch Flower Auctions Association (VBN) in agreement with growers and traders.

These requirements must be met by growers to sell at the auction. The auction serves as an important trade platform for exporters from developing countries. The requirements that are widely adopted as minimum requirements across the entire cut flower.

### OPPORTUNITIES

According to ITC Trademap, the global import of fresh cut flowers increased (*in value*) by 1% between 2014 to 2018, quantity by 8% between 2014-2018 and between 2017 & 2018 the value increased by 9%. The table below highlights major importers regionally and internationally.

International Markets	Regional Markets
<ul style="list-style-type: none"> <li>✓ United States of America</li> <li>✓ Germany</li> </ul>	<ul style="list-style-type: none"> <li>✓ South Africa</li> <li>✓ Namibia</li> </ul>

✓ United Kingdom	✓ Cote d'Ivoire
✓ Netherlands	✓ Morocco
✓ France	✓ Egypt
✓ Russia	✓ Angola
✓ Japan	✓ Mauritius
✓ Belarus	✓ DRC
✓ Belgium	✓ Gabon
✓ Italy	
✓ Switzerland	
✓ Poland	
✓ Canada	
✓ Austria	
✓ Denmark	
✓ Spain	

## MARKET ANALYSIS

According to Trademap statistics, COMESA's exports of flowers to the world has been increasing over the years. Over the past four years, COMESA's exports increased by 17% from US\$709 million in 2015 to US\$833 million in 2018. The major export markets for COMESA in 2018 include Netherlands - sourcing 50% of total exports, United Kingdom (14%), Belgium (7%), Saudi Arabia (5%), Germany (4%), Norway (4%), Russia (3%) and United Arab Emirates (3%), among others.

In terms of price, in Europe:

- A mono bunch of 15 medium-sized red roses currently sells for about €20 to €30 when bought at a florist shop.
- A bouquet of 15 large-bud, long-stemmed red roses sells for about €40.
- A bunch of 10 small roses in the supermarket sells for much less, between €3 and €10.

## EXPORT POTENTIAL

In the past years COMESA countries who have been producing and exporting flowers include:

	Country	Potential Export Markets
1.	Kenya	Netherlands, United Kingdom, Germany, Russia, Norway, United Arab Emirates, Saudi Arabia, Australia, Japan, France, Switzerland, Sweden, Italy, China, South Africa, Qatar, Oman, United States of America, Latvia, Ukraine, Poland, Kuwait.
2.	Ethiopia	Netherlands, Belgium, Saudi Arabia, United Kingdom, Norway, Japan, United Arab Emirates, United States of America, Germany, China, Russia, Korea, Kuwait, Italy, Qatar, Belarus, Czech Republic, France, Switzerland, Canada.

3.	Zambia	Netherlands, Germany, United Kingdom, Belgium, South Africa, Russia, Norway, Switzerland, United Arab Emirates, Kuwait, Czech Republic, Serbia, Spain, Kazakhstan
4.	Zimbabwe	Netherlands, South Africa, United Kingdom, Germany, United States of America, Switzerland, Czech Republic, Japan, Norway, United Kingdom, China, Russia, Australia, United Arab Emirates, Canada, Kuwait, France, Korea.
5.	Rwanda	Netherlands, France, Romania, Benin, South Africa, Belgium, Gabon, Germany, Australia, Belarus, Belgium, Burundi.
6.	Egypt	Saudi Arabia, Kuwait, Jordan, Lebanon, UAE, Germany, Netherlands, Bahrain, Belgium, Oman, Ethiopia, Tunisia, Israel, Iraq, Thailand, China, United Kingdom, Qatar, Cyprus, Algeria, France, Finland, Mauritius, Italy
7.	Uganda	Netherlands, Rwanda, DRC, United Kingdom, Belarus, Japan, United States of America, Saudi Arabia, France, Egypt, Germany, Malaysia, Switzerland, Ghana
8.	Mauritius	Japan, Australia, France, United Arab Emirates, Hong Kong, Italy, Canada, Switzerland, Singapore, Malaysia, United States of America, Seychelles, Thailand, New Zealand, United Kingdom.

Generally, COMESA has potential to increase export of flowers to the world considering the favourable climatic conditions suitable to grow cut flowers.

## PACKAGING REQUIREMENTS

- a) Imported roses are often traded in cardboard boxes.
- b) Roses are often shipped without plastic sleeves to avoid build-up of humidity.
- c) Be supplied in bunches of 10 or 20 stems.
- d) Each barrel unit is to be packed in foil per container as a minimum.
- e) Be bunched so that the flower buds are all at the same level or in two layers, the separate layers may not touch each other.
- f) Must be supplied in clean water (containing the prescribed pre-treatment agents).

## LABELLING REQUIREMENTS

- a) Every stacking cart must be accompanied by a fully and correctly completed consignment note containing all required information about the stacking cart.
- b) general product specifications for Cut flowers for the list of required information.
- c) 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);
- grading marks (Class A1, A2, B1)
- Supplier name

## VOLUNTARY STANDARDS

Producers are urged to comply with internationally recognised standards to improve pricing such as:

- GLOBAL G.A.P.** Floriculture (Global Good Agricultural Practice): standard is primarily designed to reassure consumers about how food is produced on the farm by minimising detrimental environmental impacts of farming operations, reducing the use of chemical inputs and ensuring a responsible approach to worker health and safety as well as animal welfare.
- MPS-ABC** – environmental certificates
- Fair Trade International:** an independent, non-governmental, not-for-profit organization that promotes sustainable development and poverty alleviation and sets the Fairtrade standards. One organization (FLO-CERT) is responsible for auditing and certification of compliance against the Fairtrade standards.

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