

Brazilian Flower Exports Grow Over 500% in 6 Years

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Flower and plant exports from Brazil between January and November this year have already surpassed total exports in 2005. Foreign sales in the first eleven months of the year yielded US\$ 27.43 million, 9.58% more than total shipments last year, when Brazil exported US\$ 25.75 million.

The figures were provided by the Hórtica consultancy and training company, and published by the Brazilian Micro and Small Business Support Service (Sebrae) News Agency.

Since December is considered a strong month for exports in the sector, the consultancy company estimates that by the end of 2006, foreign sales of flowers and plants should reach US\$ 30 million. Figures are expected to increase even further in 2007.

In order for this to happen, according to the consultancy company, the exchange policy must be revised - given the appreciation of the real against the dollar - and the increase in sales to the European Union, Asia and the Middle East must be consolidated.

Some factors may cause problems to the sector of flowers and ornamental plants, according to Hórtica. These include exchange rates, logistics and competition with China, in bulbs and seedlings, and with Colombia, in fresh flowers.

The trade balance for the sector has also presented favorable results. From January until November, the accumulated balance was US\$ 19.91 million. Imports represented approximately 27% of export values.

The main sector for exports was that of seedlings and ornamental plants, which accounted for 43.51% of foreign sales, standing at US\$ 11.93 million. Bulbs, tubers and rhizomes represented 36.48% of exports, or US\$ 10 million, and flowers and fresh buttons for ornamentation accounted for 10.16% of exports, in the value of US\$ 2.79 million.

From the year 2000 until now, there was a 515% increase in Brazilian exports in the sector. These figures were provided by the Brazilian Ministry of Development, Industry and Foreign Trade, and by the Brazilian Institute of Floriculture (Ibraflor). According to Ibraflor, the sector is expected to ship US\$ 80 million worth of products in 2008.

Brazil currently exports to 30 destinations, Holland being the largest buyer. The United States comes in second place in the ranking of importers. Italy, Canada, Spain, Germany and Mexico are some of the other buyers.

Honey Up

Brazilian exports of honey are also on the rise. From January to November this year, sales of the product generated US\$ 22.1 million against the US\$ 18.94 million exported in the whole of 2005. In October, revenues had already reached US\$ 20.13 million. The figures are part of a study by the Brazilian Micro and Small Business Support Service (Sebrae) Agribusiness Unit.

In the first eleven months of 2006, Brazil shipped 13,900 tons of honey, representing an increase of 9.7% over the same period last year. The main import market for the Brazilian product is the United States. In November, the country alone was responsible for 99.8% of Brazilian honey export revenues.