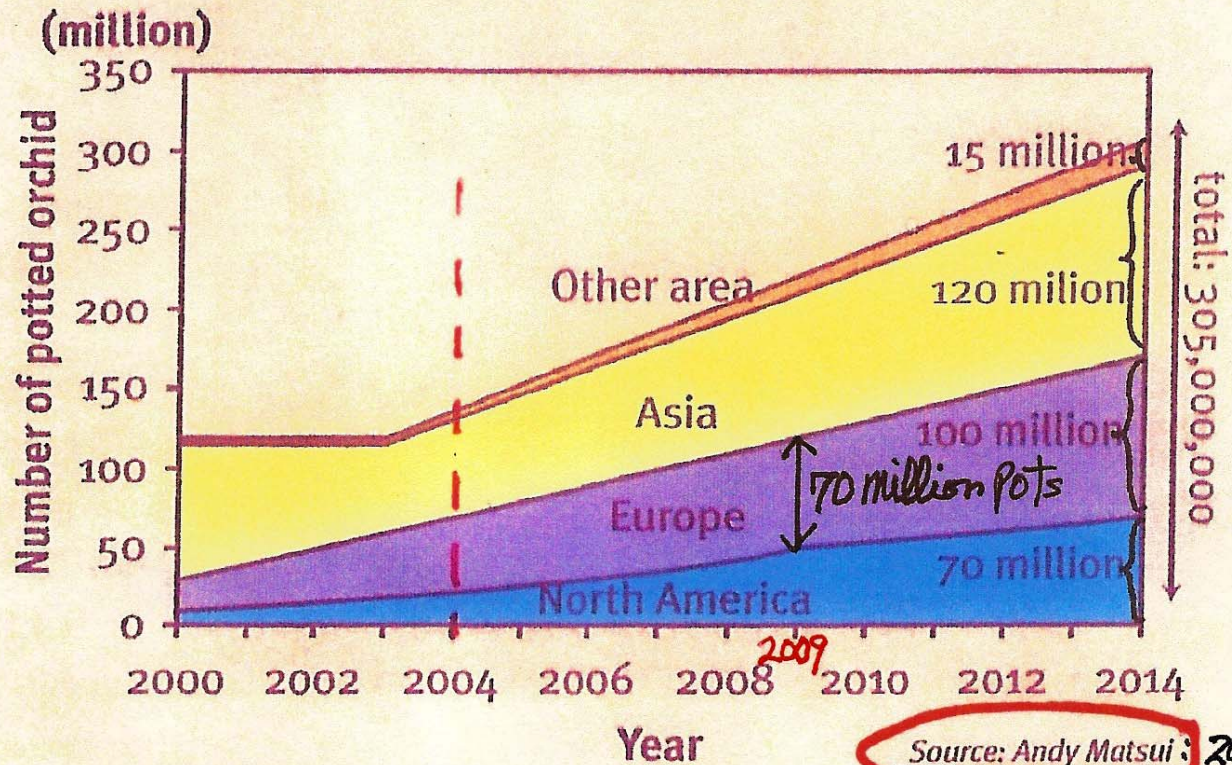
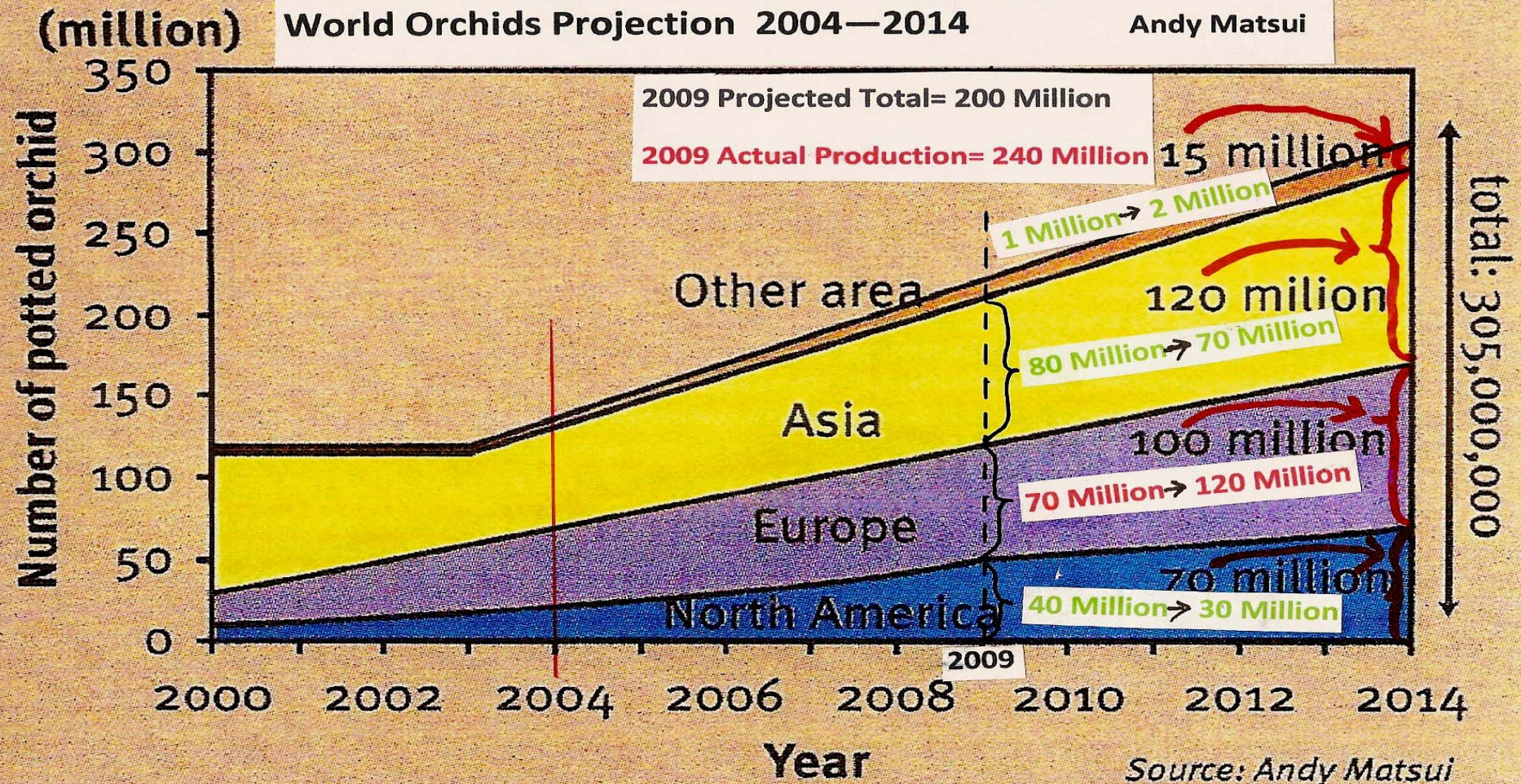


Figure 1. Projected pot orchid production in the world until 2014.



The world's pot orchid production is forecast to continue increasing at a steady pace to reach a total of 305 million by 2014. The world consumption of orchids exceeded US\$500 million in 2000 and the export/import value was US\$150 million (US\$127 million in cut flowers and US\$23 million in plants). The author would not be surprised if the worldwide value of orchids reached US\$1 billion or more in 2003.

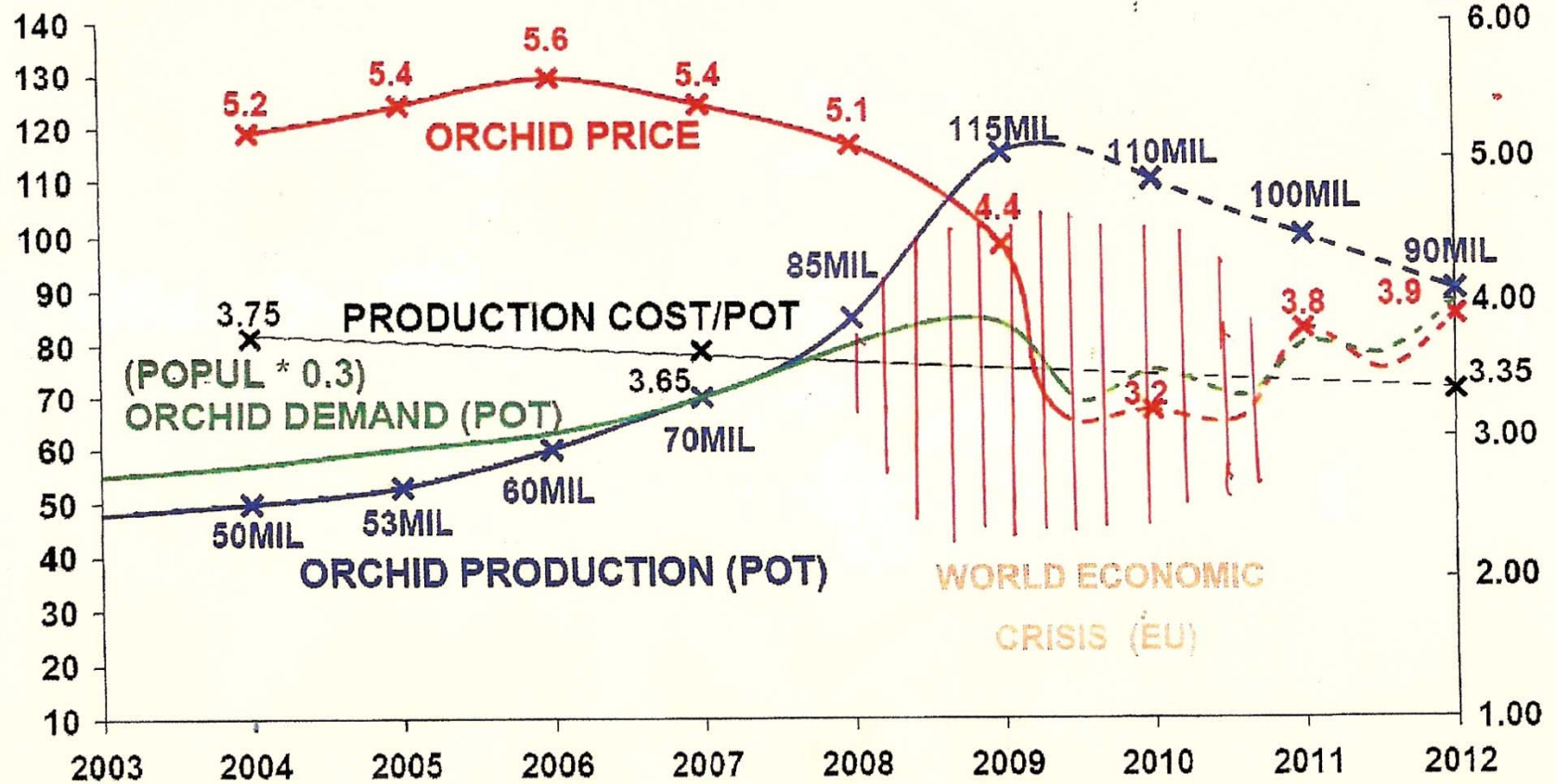


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ORCHIDS IN EU

PRODUCTION & DEMAND
MILLION POT

SALES PRICE &
PRODUCTION COST
€



ANDY MATSUI/ICOGO/05-2009

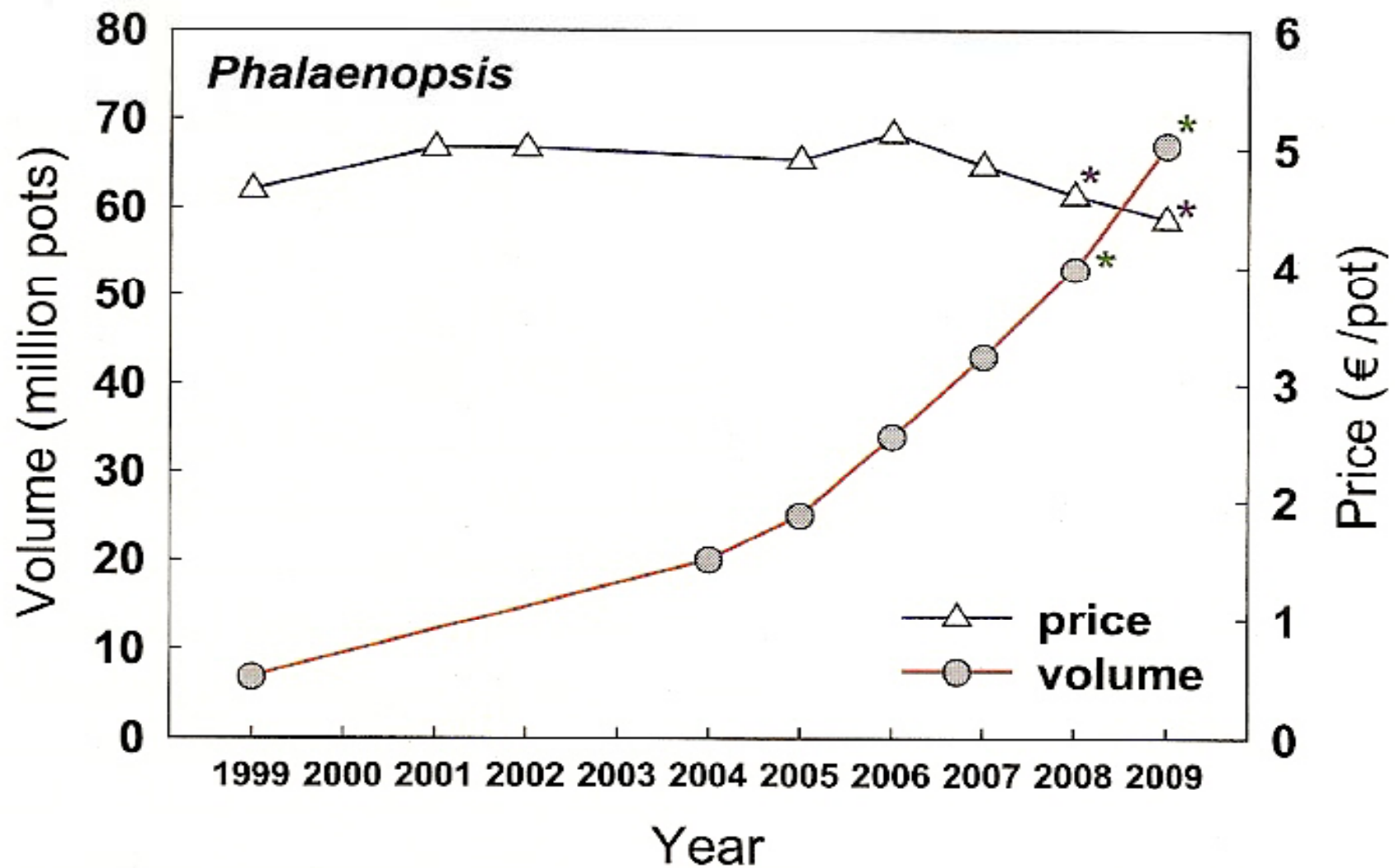


Fig. 1. Production volume, area and price for Phalaenopsis in the Netherlands. *Floricultura forecast. *ICOGO estimate.

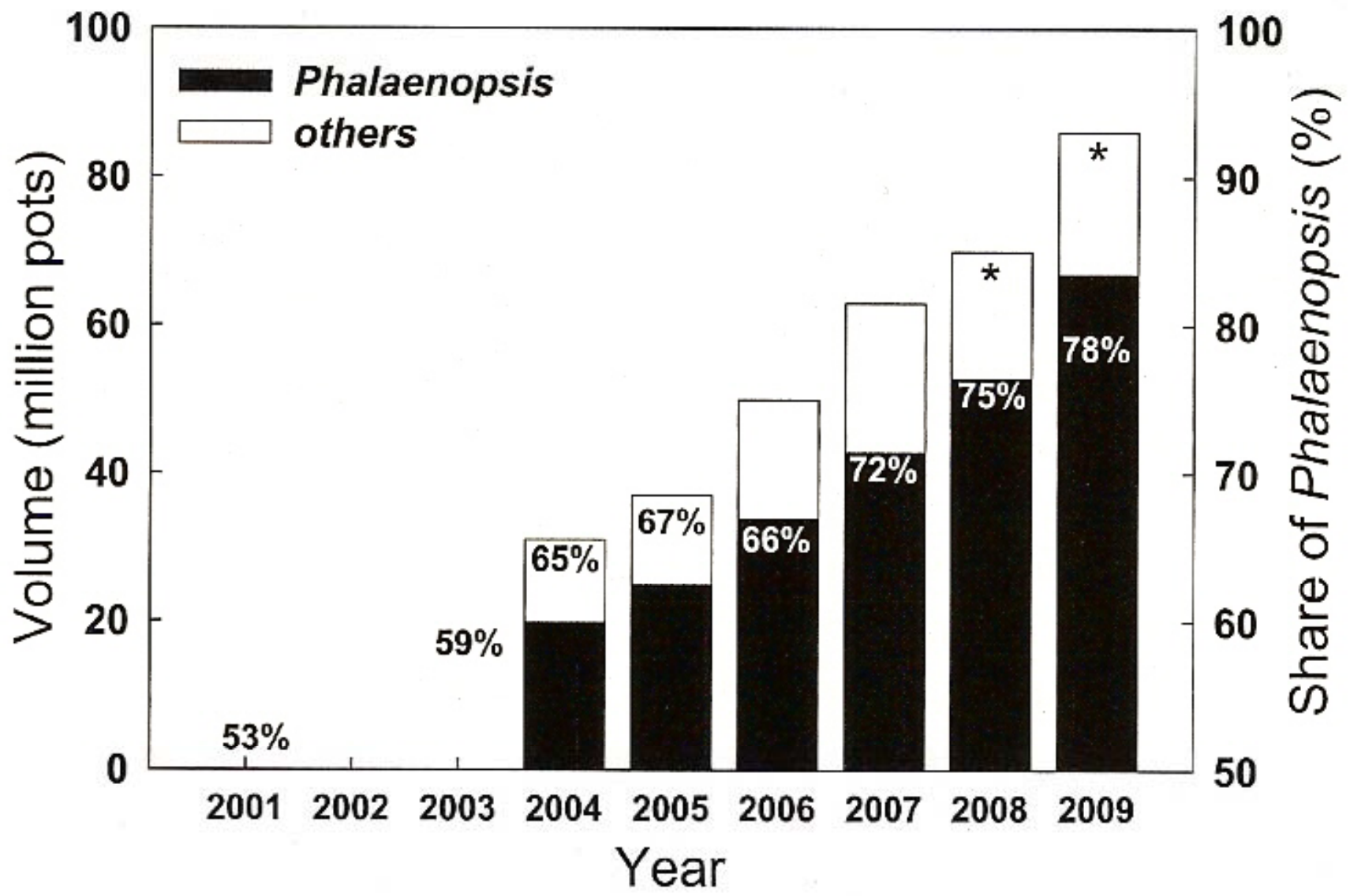


Fig. 2. Percentage of Phalaenopsis among all pot orchids being produced in the Netherlands. *Estimates.



End