



荷蘭蘭花盆花市場發展

C.O.P. Middelkoop 先生

摘要

在歷經連續 20 年的年產量增加後，盆花型蘭花目前已成長為年營業額 5 億歐元上下的產品，目前仍舊是歐洲最重要的室內開花植物。然而，觀葉型盆花在歐洲越來越受歡迎，已快要取代蝴蝶蘭成為第 1 名。

反觀蝴蝶蘭的增長反而導致價格出現停滯，並因此為許多蝴蝶蘭種植者帶來虧損。

在 2018 年價格大幅下滑之後，產量目前已逐漸減少。減少的原因，雖有部分是種植者停止種植或改種其他植物，但種植面積的縮小才是主因。不過在未來幾年，產量將穩定維持在目前的水準（每年約 1.2 億盆蘭花盆花）。

附帶一提，過去一年在新型冠狀病毒的肆虐下，使得產量有比較大的降幅，但價格亦隨之上揚。接下來的簡報會對減產的原因提供更詳盡的見解。

不過這一年也特別顯示出，蝴蝶蘭在歐洲仍舊是非常強勁的品牌。當歐洲各國逐漸從第一波疫情當中解封（2020 年春季）時，蝴蝶蘭的銷售額一開始就領先其他植物。

正因如此，許多種植者仍持續改善他們的栽培品質（同一植株上更多的花梗），而許多的買主也依舊將蝴蝶蘭擺在店內的展示架上。



簡歷

個人資料

姓名： Cornelis Otto Peter Middelkoop
居住地： Aalsmeer
電話號碼： 06-51392690
e-mail： cormiddelkoop@royalfloraholland.com
生日： 1963 年 9 月 13 日
國籍： 荷蘭
婚姻狀況： 已婚，育有兩名子女（分別出生於 1995 年、1999 年）

職務內容

目前在阿斯美爾（Aalsmeer）與那德威克（Naaldwijk）兩地的 Royal FloraHolland（荷蘭皇家花卉批發市場）全職擔任蘭花產品經理。大部分的工作日我和我的團隊成員會蒐集市場資訊並制定市場發展計畫。我也會走訪全國（73 個蘭花種植者）並將這些（國際性的）市場發展計畫告訴他們；同時，我會針對（更好的）的銷售商機及（更多）以市場為導向的生產提供建議給他們。

教育程度

1975-1978 阿斯美爾基礎園藝學校
1979-1982 阿斯美爾高等農業教育

工作經歷

1982-1991 阿斯美爾花卉批發市場之行銷與銷售組織
1991-2005 DISVA 公司（植物及花卉出口公司）的歐洲業務代表。於任職的 5 年期間負責採購批發盆栽蘭，以便銷售給全歐洲的顧客。
2005 – 2011 於 Royal FloraHolland 擔任盆栽蘭的產品專員
2011 – 至今 於 Royal FloraHolland 擔任盆栽蘭的產品經理

事蹟/活動

- 每週撰寫業務通訊並寄給所有盆花型蘭花生產者，內容涵蓋每週之市場發展概況（市場供應數量及價格變化）。
- 每週與拍賣官（拍賣鐘系統）聯繫，轉知業者在拍賣會上的市場變化。
- 主辦一年兩次的 Orchid Plaza 展覽會，買家與種植者將於該會齊聚一堂，讓供應量、優惠及新品一覽無遺。



- 每年拜訪 73 個盆花型蘭花的育苗者/栽培者，並與其商討市場發展。
- 拜訪盆花型蘭花的頂級買家並為買家提供盆栽蘭的採購及銷售建議。
- 負責主辦位於利瑟（Lisse）庫肯霍夫公園（Keukenhof）的蘭展，每年都有超過百萬人次造訪。
- 參觀各個國際花卉與植物展。
- 為所有蘭花種植者主辦產品日活動（Product Day Event），與會者將在活動中討論與決定業界的重要議題。
- 針對歐洲市場發起蘭花行銷活動。



Market development pot-Orchids in the Netherlands

Mr. C.O.P. Middelkoop

Abstract

After 20 years of annual production growth, the pot orchid has now grown into a product with an annual turnover of around 500 million euros. And is therefore still the most important flowering houseplant in Europe. However, the green plants are gaining popularity in Europe and are about to replace the Phalaenopsis as number 1.

The growth of the Phalaenopsis in particular, however, ultimately resulted in a stagnation in price formation. And thus also for a negative return for many Phalaenopsis growers.

After the price fell sharply in 2018, production is now slowly declining. A decline due some fewer growers, who have stopped or started growing other plant species, but mainly due to a reduction in cultivation area. But will remain stable at the current level in the coming years. (about 120 million potted orchids per year)

Incidentally, the past (corona) year has led to a greater decrease in production, but also to better pricing. The upcoming presentation will provide insight into the reasons for less production.

But the corona year has also shown that the Phalaenopsis in particular proves that it is still a very strong brand in Europe! When the lockdowns in Europe were slowly lifted in the 1st period (spring 2020), the sales of Phalaenopsis started at first of all plants!

It is also reason for many Phalaenopsis growers to continue to improve the quality (more branches on a plant) in their cultivation. And also the reason that many buyers are still putting again Phalaenopsis on the store shelves.



Introduction

Personalia

Name: Cornelis Otto Peter Middelkoop
Residence: Aalsmeer
Phone number: 06-51392690
e-mail address: cormiddelkoop@royalfloraholland.com
Date of birth: 13 September 1963
Nationality: Dutch
Marital status: Married, two children (1995, 1999)

Social career

Currently working full-time as a Product Manager pot-Orchids at Royal FloraHolland in Aalsmeer and Naaldwijk. At most times of the week I, and my team, collect market information and map out developments. I visit orchid growers throughout the country (73 growers of pot Orchids) and inform them about (international) these market developments. I also advise them for (better) sales opportunities and for (more) market-oriented production.

Educations

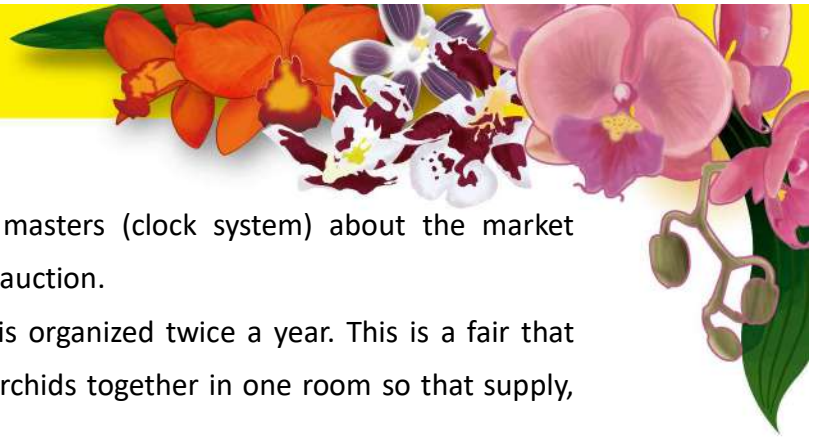
1975-1978 Basic Horticultural school in Aalsmeer
1979-1982 Higher Agricultural education in Aalsmeer

Work experience

1982-1991 Marketing & Sales Organization of the Flower auction Aalsmeer
1991-2005 Sales representative Europe of the company DISVA (Plants- & Flower exporting company). Of which the last 5 years specialized in purchasing batches of pot-orchids for selling to clients all over Europe.
2005 – 2011 Product Specialist pot-Orchideeën of Royal FloraHolland
2011 – present Product Manager pot-Orchideeën of Royal FloraHolland

Achievements/activities

- Weekly writing a newsletter and send it to all producers of pot-Orchids. This describes the market development (amount of supply pieces and price development) on a weekly basis.



- Weekly contact with the auction masters (clock system) about the market developments of pot-Orchids at the auction.
- Organizing the Orchid Plaza which is organized twice a year. This is a fair that brings buyers and growers of pot-Orchids together in one room so that supply, offers and novelty can be displayed.
- Visit the 73 nurseries / propagators of pot Orchids every year and discuss market developments with them.
- Visit the top-buyers of pot-Orchids and advise them on the purchase and sale of pot-Orchids.
- Responsible for the Orchid show at Keukenhof (Lisse) with more than 1 million visitors annually.
- Visiting international flower and plant fairs.
- Organizing the Product Day Event for all orchid producers. Here important matters for the sector are discussed and decided.
- Initiate promotional activities for orchids for the European market.