



MARKET INTELLIGENCE REPORT: CUT FLOWERS

Roses

ABSTRACT

Study includes global consumption & production patterns and India's growing opportunities in the exports of Cut Flowers



Rose

Rose is the most preferred flower in the international market used for decoration, loose flower, bouquets etc. The oil extracted from rose is used for preparations of perfumes and cosmetics. India has very high potential for export of cut flowers. India is leading cut roses producing country and ranks first in cut roses production.

Latest Updates in International Market

Roses: Global Markets Demand

Over the years, Royal Flora Holland has played a critical role importing and then re-exporting 40% of flowers from all over the world. But as time progressed, a few developing countries like Kenya and India came into the fold. With evolving transport facilities, these countries have challenged the leading exporters like Netherland.

As demand has grown significantly, the developments in the cold supply chain, ensuring timely delivery, has also evolved immensely, thus aiding in supplying the required quantities. As a result, it is now possible to export them in 24-48 hours using a flight. As shelf life of a flower ranges between 12 and 15 days, time is of the essence.

Today, Kenya supplies 1/3rd of the roses sold in the EU, thus enhancing their GDP as well as their employment. With the extraordinary fragrance and quality, Kenya's roses have continuously been testing and challenging the rose sales of other countries like India, Columbia and Ecuador.

The country specific reasons for demand are as follows

The United Kingdom

The people of United Kingdom have developed a liking for the cut roses, thus increasing their sales in supermarkets. Besides this, it is heavily purchased during occasions like Mother's Day, which falls three weeks before Easter Sunday. Irrespective of the Brexit issue, the sales of cut roses have not been affected. Online sales have also triggered the interest of people to buy these.

France

The prominent market channels here are the specialised flower shops and the kiosks. Moreover, the supermarkets and the hypermarkets sell these at lower rates. As French customers are fond of roses and the country is full of inhabitants, the market is flooded with the demand for the flower. Around 50% of people purchase it in the bouquets, mainly in three colours-red, pink and white. In addition to this, the various like Valentine's Day, Mother's Day, French National Day, the Christian holidays of Easter and Christmas etc, call for humongous amounts of roses.

Germany

More than 55% of the roses are sold in the form of bouquets while the rest are sold in the form of mono-bunches. In addition to these, traditional flower shops and sales during various occasions are reasons for their immense import of cut roses.

Russia

Flowers are part and parcel of Russian culture. Right from meeting someone to going to someone's funeral, flowers like roses have to be carried out. While they largely prefer lengthy roses, they have developed an interest for medium and small roses from India, in the last few years.

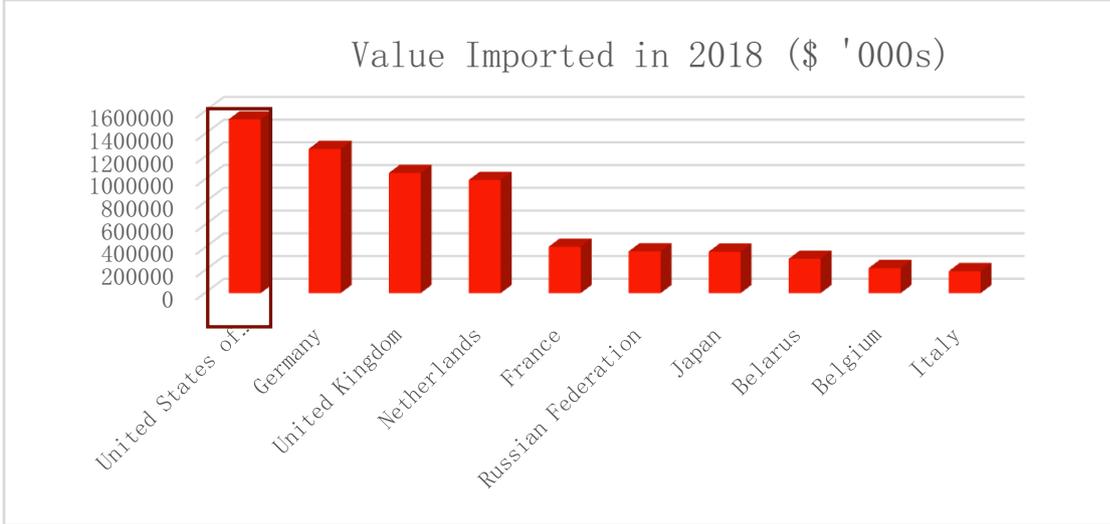
Japan

The consumption of rose wine is on the rise in the country. In Japan, red rose is known for love, romance and passion. The Japanese are very particular about the usage of the various colours of roses for various occasions like Mother's Day, Father's Day, Valentine's day, Christmas etc.

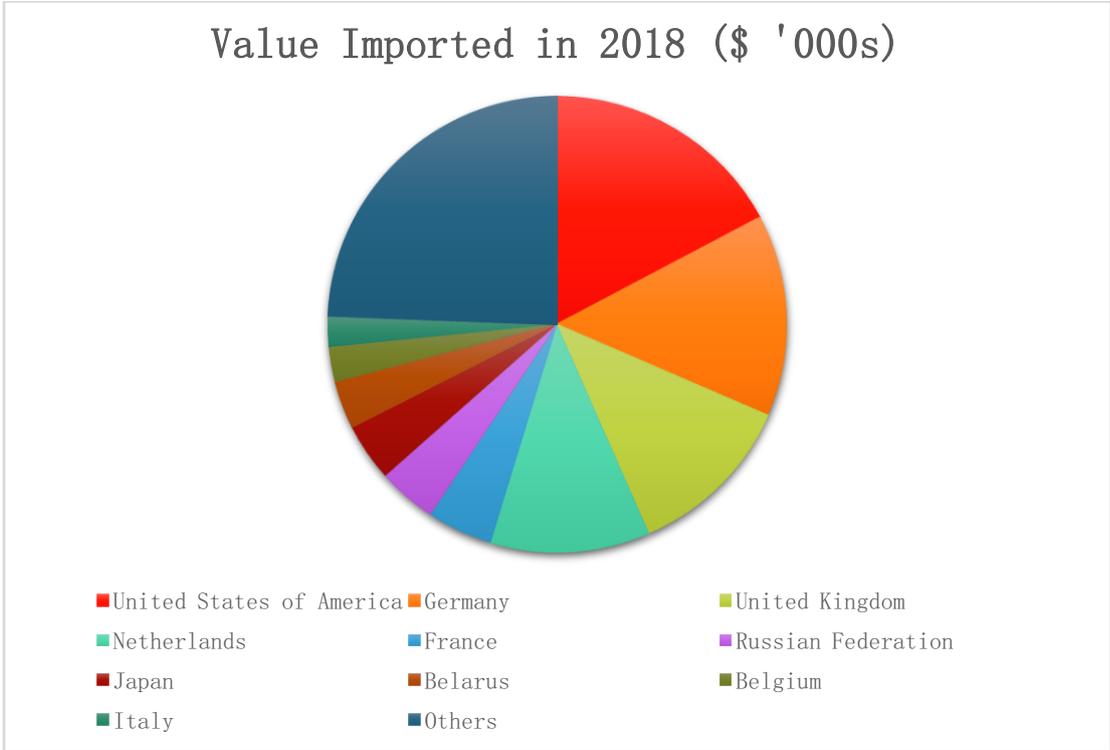
USA

While Walmart purchases and sells roses in the market in large scales, online platforms have also aided in increasing the sales of these flowers. Besides this, the Valentine's day sales are the biggest, requiring huge loads of roses in the supermarkets.

The largest importer of Cut Flowers is USA importing about \$1.5 Billion which is 17.23% of the global import. USA is closely followed by Germany and UK with imports of \$1.3 Billion and \$1.1 Billion respectively. Other notable countries include Netherlands, France, the Russian Federation, Japan, Belarus and Italy. This can be studied in the following graph:



The following pie chart shows the share of major countries as well the rest of the world (others) in Global Imports:

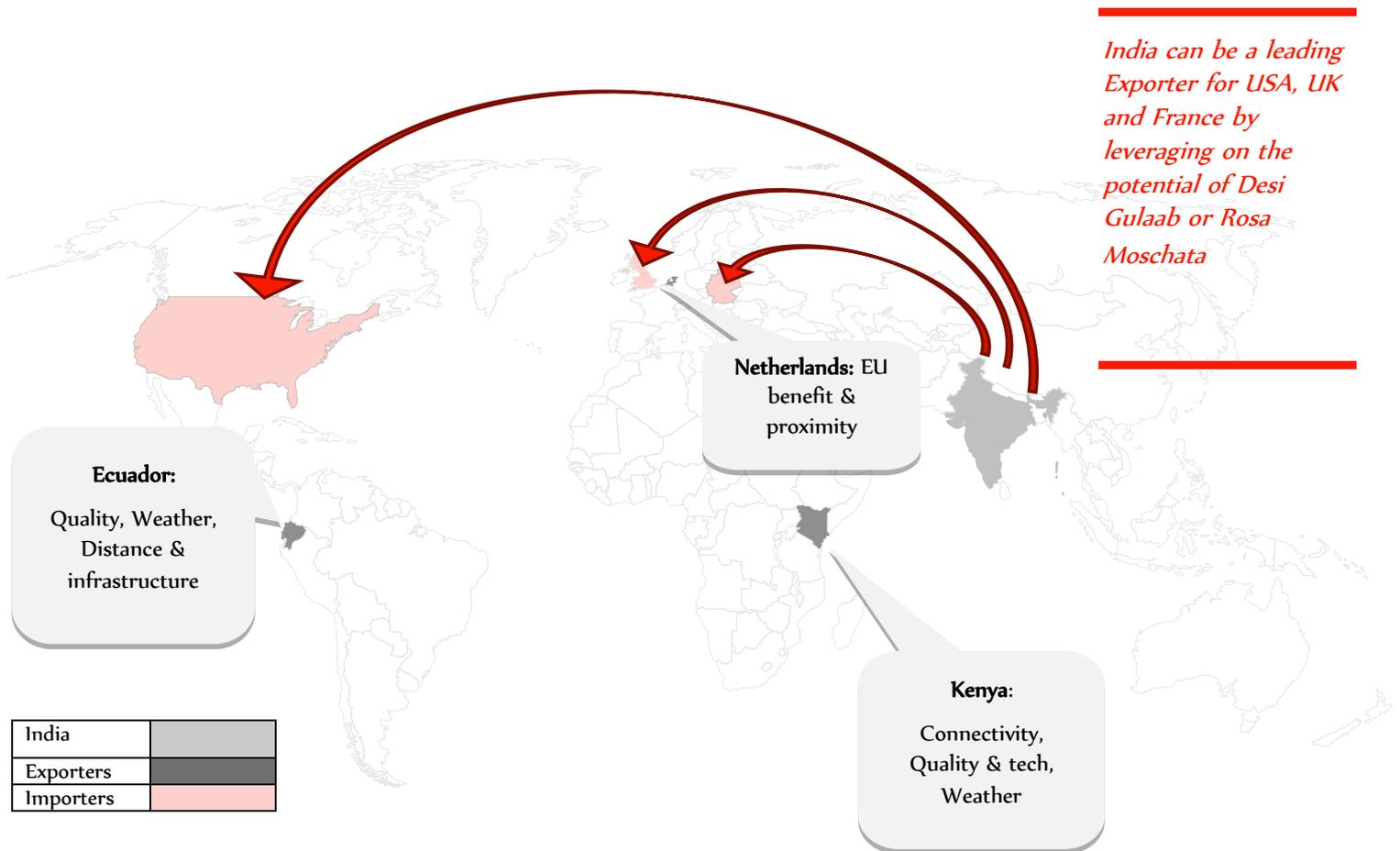


Top Global Exporters of Roses

The following table gives a snapshot of the top exporters of cut flowers and the top importers of the respective countries based on the value of flowers in USD for 2018.

		Export Destinations			
		USA	Germany	UK	France
Top Exporters	Colombia	Netherlands	Netherlands	Netherlands	Kenya
	Ecuador	Kenya	Kenya	Kenya	Ethiopia
	Netherlands	Italy	Italy	Italy	Ecuador
	Canada	Ecuador	Ecuador	Ecuador	Belgium

We find that the leading exporters are Ecuador, Kenya and the Netherland. We now analyse, one by one, why are these countries the leading the charts.



Ecuador

International Certificate of FlorEcuador

Almost all the companies-producers of flowers have the international certificate of FlorEcuador, which identify if they do not cause harm to the environment, care of secure and health working conditions, level of using pesticides and compliance of other requirements established internationally.

Geographic advantage gives cost benefits

Ecuadorian roses are known all over the world. They take 74,5% of all the floriculture products export from Ecuador. These roses differ from ones grown in the other countries with its strong long stem, juicy foliage and big tight bud. The thing is, in Ecuador roses are cultivated at about 2800m altitude above the sea, where sun can shine twelve hours a day during the whole year. This also save a lot of money for growers that they would probably need to spend on artificial lighting. Nature seems has on purpose created here perfect conditions for growing roses that are considered to be the best not by chance. Stems can reach two and more meters in length, when buds fifteen centimetres. The most amazing sorts are grown on the volcanic slopes.

Distance and infrastructure

Flower delivery is really very expensive. About 2/3 of the flower price define logistics, customs and transportation. Distance that flowers go is enormous, more than a half of the globe. This requires money and time. But the thing is not only about the costs. Markets need those flowers that can take the road with the least of loss. And here is where Ecuadorian flowers have found its niche. Greatly developed infrastructure makes the export from this African country one of the easiest and floriculture business one of the strongest in the world.

Trade Details

With the EU market, Ecuador doesn't enjoy much benefits as it has been excluded from the GSP(Generalised System of Preferences) system. On the other hand, USA offers FTA (Free Trade Agreement) under GSP system to Ecuador encouraging increased sales at specific occasions.

Ecuador caters to the following needs:

- ✓ Russians are the special admirers of roses with its large burgeons that are mostly used for the classic bouquets. And the highest time of its export comes before International Women's Day
- ✓ One average plantation gets around 100 000 flowers a day, but amount can grow with oncoming of holidays such as St. Valentine's Day or Secretary's Day, when flowers become the

Ecuador dazzles visitors at HORTIFLOREXPO

most desirable and claimed present.

Source:https://www.hortibiz.com/news/?tx_news_pi1%5Bnews%5D=27859&cHash=5ce2341b96fa9cb009b4736dd768f10f

Kenya

Quality and Technology:

Due to devoted post-harvest and packing procedures, Kenya ensures that it is able to produce its large as well as medium-sized roses. Its skilled and productive workforce makes all of it possible. Good growing techniques, solid infrastructure and advanced cold supply chain systems have aided them in extending the deadline and delivery of the flowers to the destination.

Connectivity:

Access to airfreight eases the process of transportation to all rose-demanding nations. Kenya also has excellent transport links to Europe, and from there, the rest of the world through Nairobi airport, which has a terminal dedicated specially to the transport of flowers and vegetables. This means that delicate floral cargo which is perishable in nature can be shifted from growers to consumers swiftly. Currently, they are trying the sea route to transport the flowers, thus reducing the carbon footprint. By adapting to solar energy, Kenya has increased its dependence on renewable sources of energy.

Weather conditions:

Having a natural location and tropical climate for production of roses, Kenya has taken complete advantage of the same. This ensures that there is no need to depend on artificial means to produce them. This sunny weather also ensures that the production goes on all through the year. Using its 127

flower farms, majorly revolving around the Lake Naivasha. Naivasha Lake's location 1,884 meters above sea level is particularly fertile ground for medium-sized roses which are often found in the floral sections of EU supermarkets.

Trade Details:

- ✓ Kenya is a member of the East African Community (EAC) with a population of approximately 145 million. It is also a member of the Common Market for Eastern and Southern Africa (COMESA) with a population of approximately 400 million. Exports and imports within member countries enjoy preferential tariff rates.
- ✓ Exports from Kenya entering the European Union are entitled to duty reductions and freedom from all quota restrictions. Trade preferences include duty-free entry of all industrial products as well as a wide range of agricultural products.
- ✓ Kenya qualifies for duty free access until 2025 to the U.S. market under the African Growth and Opportunity Act.
- ✓ Kenya has signed bilateral trade agreements with Argentina, Bangladesh, Nigeria, Bulgaria, China, Comoros, Congo (DRC), Djibouti, Egypt, Hungary, India, Iraq, Lesotho, Liberia, Netherlands, Pakistan, Poland, Romania, Russia, Rwanda, Somalia, South Korea, Swaziland, Tanzania, Thailand, Zambia, and Zimbabwe.

Kenya caters to the following needs:

Because of their fascination for flowers, Russia is always on the lookout for economically-priced flower products. Their usage in the form of bouquets and during special occasions can be attributed to the day-to-day dependence of the nation on flowers.

Netherlands

It is both a large trader and a large producer of cut flowers.

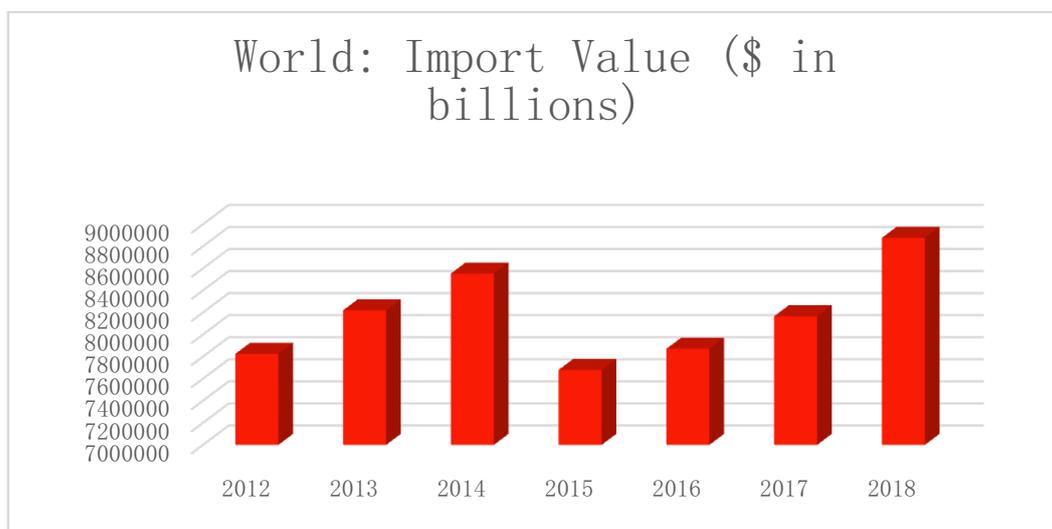
Dutch production of cut roses has declined, as cheaper producers from developing countries have captured an increasing share of the market. Dutch imports from developing countries increased from €345 million in 2011 to €538 million in 2015.

The Netherlands is and will continue to be an important exporter of fresh roses. The country exported a total value of €975 million of cut roses in 2015, a 10% increase when compared to 2014. Large increases were seen in exports to Italy, Sweden, Denmark, France, Poland and a number of other countries. Exports to Russia have fallen due to a drop in the demand and a Russian import ban on flowers from the Netherlands, which is ongoing.

Fresh Flowers: Global Market

The worldwide market for Consumer Floriculture is expected to grow at a CAGR of roughly 1.2% over the next five years, will reach 51600 million US\$ in 2024, from 48100 million US\$ in 2019, according to a new GIR (Global Info Research) study.

As for consumption, Europe is also the largest consumer of consumer floriculture, with 53.24% consumption share. North America and China are also key consumers. In addition, on the consumption side of the business, the rise of online consumer floriculture sales is definitely one of these trends.



With the cold supply chain and usage of flowers for various festivals and occasions have increased, there has been a drastic increase from \$7.82bn to \$8.87bn in the total value of fresh flowers imported by the countries in the year 2014-2018.

FURTHER ADDITIONAL INFORMATION



Major Producing States



West Bengal (63.32 Thousand MT)



Karnataka (50.72 Thousand MT)



Gujarat (39.1 Thousand MT)



Chhattisgarh (37.9 Thousand MT)



Maharashtra (30.65 Thousand MT)

India's Export

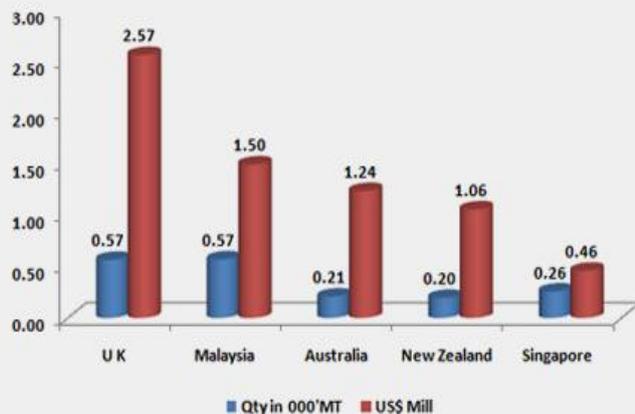
Export of Rose from India is 2175.38 Thousand MT, valuing USD 8.66 million during 2018-19

CAGR -1.34%

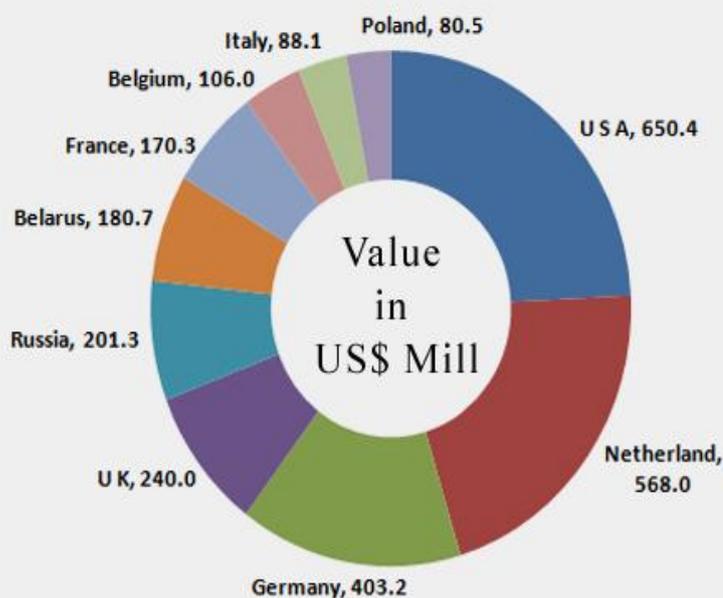
5 Years



MAJOR DESTINATIONS



Top Rose Importer Countries



About Global and Indian Floriculture

The worldwide market for Consumer Floriculture is expected to grow at a CAGR of roughly 1.2% over the next five years, will reach 51600 million US\$ in 2024, from 48100 million US\$ in 2019, according to a new GIR (Global Info Research) study.

As for consumption, Europe is also the largest consumer of consumer floriculture, with 53.24% consumption share. North America and China are also key consumers. In addition, on the consumption side of the business, the rise of online consumer floriculture sales is definitely one of these trends.

In export market, the Netherlands is still a major junction in global cut flower trade, but the four cut flower exporters close to the equator—Colombia, Kenya, Ecuador and Ethiopia—are gathering speed. The Netherlands plays a key role in the global cut flowers trading as it has more than 40% export share. When refers to the import side, Europe, USA and Japan are the major importers.

Floriculture is a branch of horticulture addressing flower and ornamental plant cultivation and propagation of flowering plants for gardens, greenhouses, nurseries and landscapes comprising the floral industry. Floriculture crops include bedding plants, houseplants, flowering gardens and potted plants, cut cultivated greens, and cut flowers.

Amongst the states in India, Tamil Nadu has got the largest area under floriculture followed by Karnataka, West Bengal, Andhra Pradesh, Maharashtra, Rajasthan and Delhi. India's exports of floriculture products during 1991-92 was estimated at Rs. 14.80 lakhs, which works out to a mere 0.3 percent of the world market for floriculture products.

The introduction of various in vitro techniques has revolutionized the horticulture sector in India in recent years. The greatest stimulus provided by the tissue culture technology lies in increased speed of clonal multiplication of shoot meristem culture of

highly desired strains of plant material besides freeing the clonal material from pathogens. The three major areas of bio-technology, which can help us in crop improvement in general and floriculture in particular are micro propagation systems, including tissue culture, genetic engineering and new methods of in-vitro hybridization and recombinant DNA technique. The micro propagation industry in India has made rapid strides. From a mere 0.5 million plants in 1987, the varying agro-climatic zones, availability of cheap labour, sound research infrastructure, advanced tissue culture facilities, etc. Non-recombinant technology, which includes both the Conventional and Bio-technology based technologies, are comparatively well developed in India, while the recombinant DNA technology is still largely restricted to laboratory trails.

Maharashtra, Karnataka, Andhra Pradesh, Haryana, Tamil Nadu, Rajasthan, West Bengal have emerged as major floriculture centres.

production of plants through micro-propagation has gone upto 22.0 million in 1994.

India:

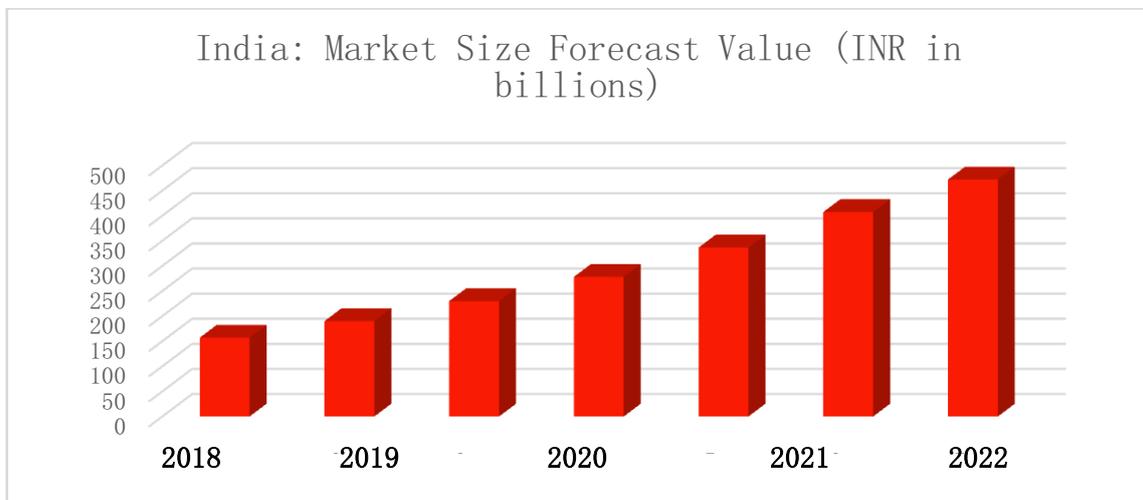
With mild winters in most parts of India, it is possible to produce them at a comparatively lower cost. India has got a number of other advantages like favourable climatic conditions,

Traditional flower sector grew from 71,000 hectares at the end of the 8th Plan to 1,91,000 hectares by the end of the 11th Plan.

Our strongest growing period is between September and March, the winter months in India. That is also when the demand for roses peaks in the western market. (for Roses)

India's peak export season (December-February) caters to mainly Valentine's Day demand.

Our closest competitor continues to be countries such as Kenya and Colombia, which have temperate climate throughout the year.



The Indian Floriculture market was worth INR 157 Billion in 2018. The market is further projected to reach INR 472 Billion by 2024, growing at a CAGR of 20.1% during 2019-2024. The biggest demand from Europe and the UK is for Indian roses, grown in Pune and Bengaluru.

India's Exports to the World: Tables howing past, current and predicted exports from 2019 to 2023 and the trend:

Importers	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Trend
United Kingdom	3385	4659	6068	5929	6077	5150	3799	5328.571429	5408.321429	5488.071429	5567.821429	5647.571429	↗
United Arab Emirates	966	1463	2461	2077	2376	2784	1936	2790	2985.25	3180.5	3375.75	3571	↗
Singapore	1009	1279	1721	1888	1772	2094	2189	2453.285714	2639.75	2826.214286	3012.678571	3199.142857	↗
Malaysia	498	582	1259	1098	1389	1926	2123	2366.857143	2641.607143	2916.357143	3191.107143	3465.857143	↗
United States of America	6216	9189	8734	5303	3584	2756	3073	1630	649.8214286	-330.3571429	-1310.535714	-2290.714286	↘
New Zealand	314	683	859	654	654	1093	1148	1217.428571	1328.75	1440.071429	1551.392857	1662.714286	↗
Canada	526	1412	1278	1248	1586	1195	492	1072.714286	1064.571429	1056.428571	1048.285714	1040.142857	↘
Australia	1058	1155	1441	1354	897	741	1195	982.8571429	948.5357143	914.2142857	879.8928571	845.5714286	↘
Spain	312	592	495	273	396	477	1116	820.5714286	894.9642857	969.3571429	1043.75	1118.142857	↗
Saudi Arabia	373	459	572	704	871	802	448	777	820.2142857	863.4285714	906.6428571	949.8571429	↗
Lebanon	97	284	312	468	487	400	297	478.8571429	514.8214286	550.7857143	586.75	622.7142857	↗
Kuwait	97	181	161	98	194	275	443	386.8571429	431.8214286	476.7857143	521.75	566.7142857	↗
Thailand	75	253	225	394	191	425	181	338.8571429	361.2857143	383.7142857	406.1428571	428.5714286	↗
Japan	2115	1730	1688	1017	1395	809	436	288.2857143	32.14285714	-224	-480.1428571	-736.2857143	↘

WorldImports: Table showing past, current and predicted imports from 2019 to 2023 and the trend:

Importers	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Trend
United States of America	1167469	1193355	1219296	1257738	1391176	1453659	1529469	1570092.857	1633610.286	1697127.714	1760645.143	1824163	↗
Germany	1164757	1231728	1326811	1162586	1152549	1213314	1269193	1231879.429	1235530.071	1239180.714	1242831.357	1246482	↗
United Kingdom	954084	1036715	1139174	1016532	1010643	964125	1056641	1030267.714	1031480.571	1032693.429	1033906.286	1035119	↗
Netherlands	738247	834966	992611	975272	1024297	994790	995181	1096785.714	1136862	1176938.286	1217014.571	1257091	↗
France	438745	449231	449379	376757	390235	387786	408550	375437.7143	365701.3214	355964.9286	346228.5357	336492.1	↘
Russian Federation	746769	702037	612666	492698	357375	350775	367940	219422.5714	144626.0714	69829.57143	-4966.928571	-79763.4	↘
Japan	441539	386091	353993	324093	346689	348696	364551	321799.1429	310618.5	299437.8571	288257.2143	277076.6	↘
Belarus	11773	16543	21756	18697	73889	181441	301711	268221.8571	312926.9643	357632.0714	402337.1786	447042.3	↗
Belgium	289634	320000	327121	131285	153036	150991	220560	124757.4286	99067.25	73377.07143	47686.89286	21996.71	↘
Italy	208658	199874	201037	178959	182888	182657	193262	178366.2857	174838.75	171311.2143	167783.6786	164256.1	↘
Switzerland	186895	195248	197090	175395	174678	172898	176103	168402.7143	164849.5714	161296.4286	157743.2857	154190.1	↘
Poland	69041	86722	103874	82233	79855	106303	176059	148612	160619.0357	172626.0714	184633.1071	196640.1	↗
Canada	141983	143413	141358	131495	124434	132521	131894	125446.1429	122982.75	120519.3571	118055.9643	115592.6	↘
Austria	115546	118708	126270	107778	101773	114879	131581	118926.4286	119496.0714	120065.7143	120635.3571	121205	↗
Denmark	94631	99848	95848	104622	94725	103847	113050	109814.7143	112033.7143	114252.7143	116471.7143	118690.7	↗

About Rose and its Uses

A rose is a woody perennial flowering plant of the genus *Rosa*, in the family Rosaceae, or the flower it bears. There are over three hundred species and thousands of cultivars. Roses are best known as ornamental plants grown for their flowers in the garden and sometimes indoors. They have been also used for commercial perfumery and commercial cut flower crops. Some are used

as landscape plants, for hedging and for other utilitarian purposes such as game cover and slope stabilization.

The uses of roses can be categorised as follows:

Cut Flowers



Food & Drink



Ornamentation



Medicines



Perfume



Indian Export of Roses

Among the flowers, rose is an important cut flower grown in India. In terms of area under roses, India ranks first with a share of 46.54 per cent to the world area under cut roses grown in the year 2012-13 is depicting its importance. Area, production and productivity of cut roses in India.

The area under flowers was 1.06 lakh ha, productivity per ha was 5.00 tons and production of flowers was 5.35 lakh tons in India during 2001-02. In 2016-17, the area under flowers was 3.09 lakh ha, and the productivity was 7.30 tons/ha, and total production of flowers was 22.46 lakh tons. The compound growth rates in area and production of flowers in India were 8.9 and 11.1 per cent per annum, respectively during the period of last 16 years.

India is leading cut roses producing country and ranks first in cut roses production. However, the export of cut roses from India is less than 1.00 per cent of global export. India is exporting cut roses to the more than 55 countries.

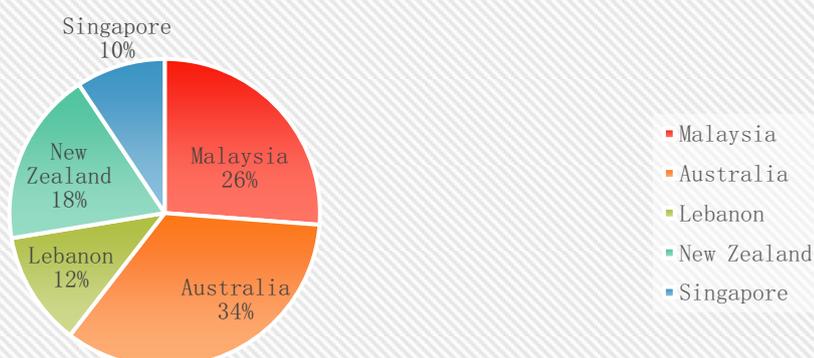
India's share in cut roses import of different countries for the year 2014-15 has been calculated in order to know potentials for increasing export of cut roses from India and is given in Table II. Top ten cut roses importing countries viz; Netherlands, USA, Germany, UK, Japan, France, Belgium, Switzerland, Italy and Denmark contributed together 89.74 per cent of world import in

of NAFTA countries like Ecuador and Colombia as free trade facility has been availed by these two countries. About 80 per cent share in USA cut roses import has been captured by these two countries. India has not yet captured the markets from countries like Czech Republic, Finland, Ireland and Lithuania for the export of cut roses which are having

the year 2014-15. Out of these ten countries India has exported cut roses in negligible quantities i.e. to the extent of less than 1 per cent of these countries import value. The largest importer of cut roses is Netherlands (20.72 % share) and India's share in Netherlands cut roses import was only 0.02 per cent because Indian cut roses had an import duty which our competitors from Africa didn't have to suffer from. So, they had a 9 per cent cost advantage. Freight costs were also lower. They were paying 25 per cent to 30 per cent lower airfare than what Indians are paying to Europe. India couldn't compete with Africa. European countries like Germany, UK, France, Belgium, Italy and Denmark these six countries together have 40.53 per cent share in world cut roses import and India's share in the import of these six countries was only 1.65 per cent. This might be due to 40 per cent cost advantage to competing African countries. The shares of African countries like Kenya and Ethiopia in the import of cut roses in Europe were 21.60 and 9.92 per cent, respectively of total imports of cut roses in Europe in the year 2015-16. Also, shares of Latin American countries like Ecuador and Colombia in the import of cut roses in Europe were 8.25 and 2.17 per cent, respectively of total imports of cut roses in Europe in the year 2015-16. The export of Indian cut roses to USA (which is having 17.72 per cent share in world import) is difficult because

2.35 share in world import of cut roses. However, India has captured markets from Lebanon, Australia, Malaysia and New Zealand to the extent of 50.48, 49.60, 46.48 and 26.88 per cent of their total imports which needs to be maintained by having consistency in export of cut roses to these countries

Value (Rs. In lakhs)



Sr. No.	Importing Country	Imported Value (Rs. Lakh)	Export Value of India (Rs. Lakh)	India's share
1	Netherlands	2,91,660	55	0.02
2	USA	2,49,480	19	0.01
3	Germany	2,03,454	9	0.004
4	United Kingdom	1,38,649	2236	1.61
5	Japan	83,165	724	0.87
6	France	83,161	2	0.002
7	Belgium	77,556	11	0.01
8	Switzerland	68,410	0.10	0.0001
9	Italy	44,558	2.75	0.006
10	Denmark	23,190	2.71	0.012
11	Poland	23,050	0.69	0.003
12	Austria	21,438	2.88	0.013
13	Spain	20,037	12.39	0.06
14	Sweden	17,795	0.85	0.005
15	Czech Republic	10,159	----	0.00
16	Finland	8,547	----	0.00
17	Ireland	7,216	----	0.00
18	Lithuania	7,216	----	0.00
19	Malaysia	1262	586.58	46.48
20	New Zealand	1523	409.39	26.88
21	Australia	1544	765.9	49.60
22	Singapore	2278	208.47	9.15
23	Lebanon	530	267.56	50.48
24	Kuwait	398	15.45	3.88
25	UAE	1250	57.62	4.61
26	Saudi Arabia	266	23.28	8.75
27	Israel	318	0.70	0.22
28	Turkey	1936	13.95	0.72
29	Bahrain	1593	17.81	1.12
30	Oman	1272	42.04	3.31
31	Others	14,975	127.72	0.85
	World	14,07,886	5,614.84	0.40

Potential: Desi Gulaab or Rosa Moschata

The Indian rose or desi gulab, as it is commonly known, the most sweet-smelling flower, intense yet clam and soothing. Desi Gulab is also known as 'Taruni' in Ayurveda which means 'beauty beyond imagination'. It is very famous in India for many reasons

- ✓ It is intensely sweet smelling
- ✓ It is an edible flower (Gulkand: rose petal preserve)
- ✓ Is used in ayurvedic medicines
- ✓ Commonly used in cosmetics as is very good for all skin types
- ✓ The rose petals retain their delicate fragrance long after drying, which makes them an ideal ingredient for potpourris
- ✓ Rose in dry form and as rose water is added to desserts
- ✓ Rose oil is an essential ingredient in itr (or attar)
- ✓ Health Benefits:
 - Laxative: Good for Intestines, liver and digestion, reduces biliousness. Rose tea: Helps in combating digestive tract infections and re-establishes normal bacteria population of intestines
 - Heart Tonic
 - Improves Metabolism
 - Good for nervous system
 - Treats and prevents gynaecological problems such as heavy menstrual discharge and white discharge
 - Diuretic: Clears toxins and reduces heat
 - Relieves sore throat, runny nose and blocked bronchial tubes



Gulkand is a sweet preserve of rose petals made in India and in some other Asian countries. Rich in calcium and anti-oxidants, skin toning and blood purifier, cooling tonic to combat fatigue, lethargy, muscular aches, improves memory and eyesight.

Strategy to Promote Desi Gulaab

PUSH STRATEGY: Leveraging Opportunities due to potential risks in Major Exporting Countries

Ecuador:

✓ Political and Economic Risks:

The economic situation in Ecuador is difficult and the government has adopted a very orthodox approach to policymaking. It wrongly thought that the government would be able to control any potential protest because social movements were too weak. Yet they just failed to understand the strength of anti-neoliberal sentiment in the country and how unpopular the IMF, the World Bank and structural adjustment is there.

Source: <https://www.eurasiareview.com/13112019-reasons-for-ecuador-unrest-lie-much-deeper-than->

Reasons For Ecuador Unrest Lie Much Deeper Than Fuel Subsidies Abolition – Analysis

November 13, 2019 Penza News 0 Comments

fuel-subsidies-abolition-analysis/

Ecuador leverages on geographic and infrastructural advantage for its exports. Due to political instability and unrest in the county, these benefits would not accrue to them in the long run. This would either increase the prices, reduce the quality degrade the quality of roses produced.

✓ Climatic Risks:

Ecuador faces a variety of climate change risks associated with changes in temperature and precipitation, as well as possible alterations to ocean currents. Given its geographical location and rugged topography, Ecuador is a highly vulnerable country to impacts of climate change (UNFCCC First National Communication, Quito, 2000). Periodic El Niño events, particularly those of 1982-83 and 1997-98, have demonstrated the catastrophic effects of climate variability in the country. This high degree of exposure, combined with the vulnerability of key economic sectors such as agriculture, health, energy, water resources, coastal resources, fisheries, infrastructure and tourism, reinforces the notion that Ecuador is a country particularly vulnerable to climate change.

Source: World Bank Country Notes on Climate Change Aspects in Agriculture. Accessed on: 24 May 2010 <http://web.worldbank.org/WBSITE/EXTERNAL/COUNTRIES/LACEXT/0,,contentMDK:22077094~pagePK:146736~piPK:146830~theSitePK:258554,00.html>

Kenya:

✓ Over Dependence on the European Union:

Due to over-dependence on EU, any slight or sudden change will impact Kenya's rose sales. In 2018, tariff was imposed on their roses. This impacted Kenya badly as the local European roses were cheaper than those of Kenya's to open up its market to the European companies.

Source: <https://www.theguardian.com/sustainable-business/2015/jan/16/kenya-flower-trade-eu-pressure>

✓ Brexit:

Post Brexit, Kenya might be forced to reduce its supply owing to slowed-down growth of the nation of UK.

EU trade agreements threaten to crush Kenya's blooming flower trade

Source: <https://www.theafricareport.com/11976/kenyas-flower-growers-to-share-brexit-pain/>

✓ Limited Water Resources:

As flowers production is water intensive, there is drastic usage of water, mainly from Lake Naivasha near Nairobi as that is the key location of production. This would deplete the nation of its resource to meet the global demands.

Source: <https://www.euractiv.com/section/africa/news/europes-love-of-roses-sends-ripples-through-kenyan-lake/>

✓ Pests:

Europe's love of roses sends ripples through Kenyan lake

By Sam Morgan | EURACTIV.com reporting from Kenya

Dec 4, 2017 (updated: May 24, 2018)

AC

Increased pests in the flowers is also impacting in sales in countries like Australia where tolerance for these factors are less.

Source: <https://www.theeastafrian.co.ke/business/New-standards-by-Australia-threaten-Kenya-flower-exports/2560-4859240-4oix6bz/index.html>

New standards by Australia threaten Kenya flower exports

TUESDAY NOVEMBER 20 2018

PULL STRATEGY: Creating potential demand for Desi Gulaab in Major Importing Countries

Major Problems across Countries:

Rosy Solution:



Hypertension



Major Depression



High Cholesterol



Coronary Artery Disease



Alcohol Use Disorder



Women's Health



Chronic Obstructive Pulm



Chrohn's Disease/Ulcerative (

Heart tonic: Combats fatigue, lethargy, muscular pain, rich in anti-oxidants

Diuretic: Clears toxins and reduces heat

Blood purifier, reduced gynaecological problems such as menstrual discharge and white discharge

Relieves sore throat, runny nose and blocked bronchial tubes

Laxative: Good for intestines, Liver and digestive tract infections

Trend followed by Exchange Rate in the Global Market:

Year	Month	Min	Max	Close	Tot,%
2019	November	70.76	73.97	72.88	2.68%
2019	December	72.72	74.94	73.83	4.02%
2020	January	73.22	75.46	74.34	4.73%
2020	February	71.96	74.34	73.06	2.93%
2020	March	73.06	75.64	74.52	4.99%
2020	April	73.31	75.55	74.43	4.86%
2020	May	72.64	74.86	73.75	3.90%
2020	June	72.57	74.79	73.68	3.80%
2020	July	73.06	75.28	74.17	4.49%
2020	August	71.60	74.17	72.69	2.41%
2020	September	71.45	73.63	72.54	2.20%
2020	October	72.54	74.95	73.84	4.03%
2020	November	71.27	73.84	72.36	1.94%
2020	December	72.36	74.86	73.75	3.90%

2020					
Jan	73.83	73.22-75.46	74.34	0.7%	4.7%
Feb	74.34	71.96-74.34	73.06	-1.7%	2.9%
Mar	73.06	73.06-76.38	75.25	3.0%	6.0%
Apr	75.25	74.03-76.29	75.16	-0.1%	5.9%
May	75.16	73.36-75.60	74.48	-0.9%	4.9%
Jun	74.48	73.29-75.53	74.41	-0.1%	4.8%
Jul	74.41	73.78-76.02	74.90	0.7%	5.5%
Aug	74.90	72.09-74.90	73.19	-2.3%	3.1%
Sep	73.19	71.94-74.14	73.04	-0.2%	2.9%
Oct	73.04	73.04-75.47	74.35	1.8%	4.7%
Nov	74.35	71.04-74.35	72.12	-3.0%	1.6%
Dec	72.12	72.12-74.61	73.51	1.9%	3.6%

Source: <http://dollarrupee.in/>