



# LATININTEL TRADE CONSULTING

**TARGET: TULIP BULBS**  
**PRODUCT ORIGIN: NETHERLANDS**

**Prepared for:**

Keukenhof Windmills, N.V.  
Lisse - Holland  
Two Lips 111  
PO Box 11 - 1111 AB Lisse

**Service level:**

- SNAPSHOT – Tariff schedule, taxes & duties, recent import data, list of main importers
- MARKET – All of the above, plus pricing information where available and general market info, any special import restrictions/regulations, and any special import documents
- INTERNATIONAL – All of the above, plus a detailed translation of the Mexican NOMs\*.  
\*Official Mexican technical standards

~ **TARIFF SCHEDULE** ~

06 LIVE TREES AND OTHER PLANTS; BULBS, ROOTS AND THE LIKE;  
CUT FLOWERS AND ORNAMENTAL FOLIAGE

0601 Bulbs, tubers, tuberous roots, corms, crowns  
and rhizomes, dormant, in growth or in flower;

060110 Bulbs, tubers, tuberous roots, corms, crowns and rhi-  
zomes, in growth or in flower; chicory plants and roots;

06011002 Dormant tulip bulbs (tulip bulbs in bloom are classified under 06012003)

~ **APPLICABLE DUTIES** ~

Countries of origin: Netherlands      Primary competitor: Chile  
Duties/VAT: Exempt                              Duties/VAT: Exempt

~ **IMPORTS / Annual** ~

	Jan.-Apr. 08 US\$	Jan.-Apr. 08 Kilograms	Jul.-Dec. 07 US\$	Jul.-Dec. 07 Kilograms
<b>Total</b>	<b>\$224,856</b>	<b>39,707</b>	<b>\$1,507,086</b>	<b>285,939</b>
Chile	\$122,248	13,754	0	0
<b>Netherlands</b>	<b>\$102,608</b>	<b>25,953</b>	<b>\$1,507,086</b>	<b>285,939</b>

~ **IMPORTS / 2008 / Monthly** ~

VALUE (US\$thou.)

	Jan.	Feb.	Mar.	Apr.	May	YTD
<b>Total</b>	<b>\$89.7</b>	<b>\$12.9</b>	<b>\$0</b>	<b>\$0</b>	<b>\$122.2</b>	<b>\$224.9</b>
Chile	\$0	\$0	\$0	\$0	\$122.2	\$122.2
<b>Netherlands</b>	<b>\$89.7</b>	<b>\$12.9</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$102.6</b>

VOLUME (KG thou.)

	Jan.	Feb.	Mar.	Apr.	May	YTD
<b>Total</b>	<b>19.3</b>	<b>6.6</b>	<b>0.0</b>	<b>0.0</b>	<b>13.8</b>	<b>39.7</b>
Chile	0.0	0.0	0.0	0.0	13.8	13.8
<b>Netherlands</b>	<b>19.3</b>	<b>6.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>26.0</b>

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≈ **IMPORTS / 2007 / Monthly** ≈

VALUE (US\$thou.)	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
<b>Total</b>	\$0	\$0	\$0	\$0	\$0	\$0	\$37	\$0	\$137	\$622	\$379	\$333	\$1,507
<b>Netherlands</b>	\$0	\$0	\$0	\$0	\$0	\$0	\$37	\$0	\$137	\$622	\$379	\$333	\$1,507

VOL. (KG thou.)	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
<b>Total</b>	0	0	0	0	0	0	5	0	18	111	87	67	286
<b>Netherlands</b>	0	0	0	0	0	0	5	0	18	111	87	67	286

≈ **FOOTNOTES** ≈

For the monthly import data for 2007 and 2008 all figures, both value and volume have been reduced by a factor of 1,000 for clarity and formatting purposes. The import figures are collected from the **Economy Ministry** and are preliminary, subject to future revision. **Mexican Customs** uses the metric system to calculate volume. Longer historical import data may be available for an additional research fee.

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AMERICAS



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~ PRINCIPAL IMPORTERS ~

ABEL VAZQUEZ MARTINEZ  
 AGRICOLA TEMOAC, S. DE P.R. DE R.I.  
 AMPARO HERNANDEZ ARGUELLES  
 ARTURO GUADARRAMA GONZALEZ  
 ARTURO PEREZ SANCHEZ  
 BAJA RESOURCES SA DE CV  
 BULBOS DE HOLANDA, S.A. DE C.V.  
 COSTCO DE MEXICO S.A. DE C.V.  
 FIESTA FARMS, S.A. DE C.V.  
 FLORES DE BULBOS IMPORTADOS, S.A. DE C.V.  
 FLORES DE CHILTEPEC S.A. DE C.V.

FLORES Y PLANTAS DE CALIDAD, S.A. DE C.V.  
 GARDEN DEPOT, S.A DE C.V.  
 GLADIOLAS Y FOLLAJES DE ATLIXCO, S.A. DE C.V.  
 GRUPO NEDERMEX S.A DE C.V  
 INVERNADEROS DE ZITACUARO, S. DE R.L.  
 JORGE CRUZ Y TORRES  
 JOSE ANGEL BELTRAN GARCIA  
 JUAN CRISTOBAL S.P.R. DE R.I  
 LEOSpikenard ARELLANO CORDERO  
 LETICIA DIAZ ALBORES  
 MORALES CASTILLO MARIA GUADALUPE

~ SPECIAL REGULATIONS ~

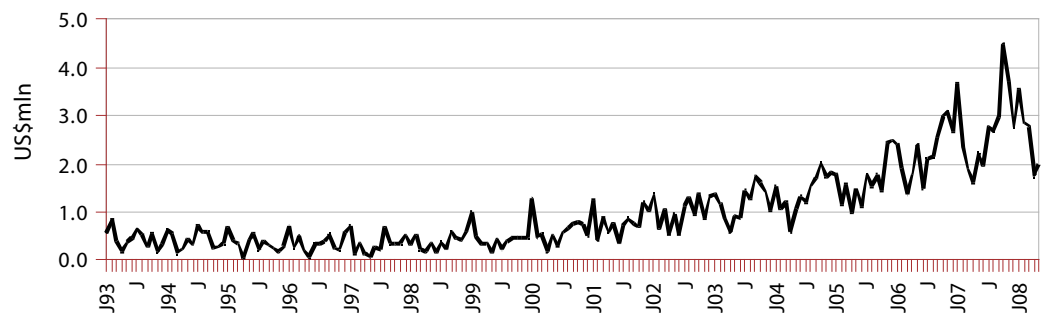
According to rules published in the Diario Oficial (Daily Gazette) on Jun. 30, 2007, tulip bulbs are among the classified products that fall under special regulation by the Agriculture Ministry (Secretaría de Agricultura, Ganadería, Desarrollo Rural, Pesca y Alimentación).

ARTICLE 5 – Establishes the classification and codification of the merchandise whose introduction into national territory is subject to compliance with the Mexican phytosanitary NOMs. Tulip bulbs both dormant (06011002) and blooming (06012003) are listed under this article.

ARTICLE 9 – The importers of the merchandise listed in Article 5 must demonstrate before the General Department of Animal and Plant Health (Dirección General de Inspección Fitozoosanitaria) of the Agriculture Ministry, at the port of entry, compliance with the Mexican phytosanitary NOMs, in order to demonstrate that the products to be imported are free of pests and disease. A Certificate of Phytosanitary Importation will be issued along with the regular customs documentation. (Cont. p.7)

~ MARKET SNAPSHOT ~

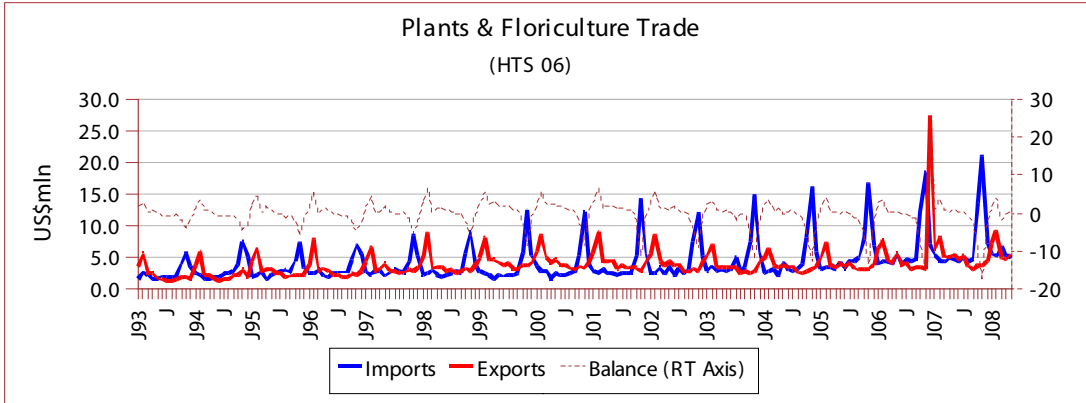
Imports of Bulbs & Tubers  
(HTS 0601)



**0601 IMPORTS**  
(US\$ & Annual Growth)

2004	\$5,460,000	11.04%	2007	\$11,758,000	19.04%
2005	\$6,987,000	27.97%	2008	\$12,923,000	9.91%
2006	\$9,877,000	41.36%			

MARKET SNAPSHOT (Cont.)



PRICING SURVEY

AVERAGE WHOLESALE PRICES FOR AUGUST 2008

National Average	Quantity	Origin	Pesos MX
Alheli	Roll (Ten)	Veracruz	\$22.50
Anthurium (Medium)	Single	Michoacan	\$23.60
Aster	Bunch	Mexico	\$9.10
Bird of Paradise	Ten	Michoacan	\$40.00
Bird of Paradise	Dozen	Michoacan	\$50.50
Bird of Paradise	Ten	Veracruz	\$56.25
Carnation	Gross	Mexico	\$129.00
Carnation	Hundred	Michoacan	\$180.00
Carnation	Gross	Veracruz	\$163.75
Chrysanthemum (Greenhouse)	Dozen	Mexico	\$32.00
Chrysanthemum (Greenhouse)	Ten	Michoacan	\$60.00
Dollar	Bunch	Mexico	\$14.00
Gerbera (Large)	Dozen	Mexico	\$28.20
Gerbera (Large)	Ten	Michoacan	\$50.00
Gerbera (Large)	Dozen	Veracruz	\$56.25
Gladiolus (Large)	Gross	Mexico	\$229.00
Gladiolus (Large)	Dozen	Michoacan	\$25.00
Gladiolus (Large)	Gross	Veracruz	\$268.75
Gladiolus (Medium)	Gross	Mexico	\$166.00
Gladiolus (Medium)	Dozen	Michoacan	\$23.00
Gladiolus (Medium)	Gross	Veracruz	\$228.75
Iris	Ten	Mexico	\$57.00
Lily	Ten	Mexico	\$72.00
Lily	Ten	Veracruz	\$97.50
Limonium	Arrangement	Mexico	\$47.00
Daisy	Dozen	Michoacan	\$20.00
Carnation (Minature)	Dozen	Mexico	\$17.40
Spikenard (Large)	Roll (Ten)	Mexico	\$81.00
Spikenard (Large)	Hundred	Veracruz	\$132.50
Cloud Flower	Roll (Ten)	Mexico	\$31.00
Cloud Flower	Bunch de 10 pzas.	Michoacan	\$60.00
Cloud Flower	Bunch	Veracruz	\$45.00
Polar (Large)	Dozen	Mexico	\$13.60
Polar (Large)	Ten	Michoacan	\$20.00
Polar (Large)	Ten	Veracruz	\$35.00
Dahlia Pompon	Dozen	Michoacan	\$20.00
Dahlia Pompon	Dozen	Morelos	\$15.30
Wild Rose (Short-Stem)	Gross	Puebla	\$156.00

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PRICING SURVEY

National Average (Cont.)	Quantity	Origin	Pesos MX
Wild Rose (Long-Stem)	Gross	Puebla	\$222.00
Rose (Greenhouse)	Dozen	Michoacan	\$60.00
Rose (Greenhouse)	Arrangement	Morelos	\$43.50
Rose (Greenhouse)	Arrangement	Veracruz	\$50.00
Rose (Short-Stem)	Gross	Morelos	\$31.50
Rose (Long-Stem)	Gross	Morelos	\$59.00

Mexico City Markets	Quantity	Origin	Pesos MX
Alheli	Roll (Ten)	Veracruz	\$22.50
Anthurium (Medium)	Single	Michoacan	\$23.60
Aster	Bunch	Mexico	\$9.10
Bird of Paradise	Ten	Michoacan	\$40.00
Bird of Paradise	Dozen	Michoacan	\$50.50
Bird of Paradise	Ten	Veracruz	\$56.25
Carnation	Gross	Mexico	\$129.00
Carnation	Hundred	Michoacan	\$180.00
Carnation	Gross	Veracruz	\$163.75
Chrysanthemum (Greenhouse)	Dozen	Mexico	\$32.00
Chrysanthemum (Greenhouse)	Ten	Michoacan	\$60.00
Dollar	Bunch	Mexico	\$14.00
Gerbera (Large)	Dozen	Mexico	\$28.20
Gerbera (Large)	Ten	Michoacan	\$50.00
Gerbera (Large)	Dozen	Veracruz	\$56.25
Gladiolus (Large)	Gross	Mexico	\$229.00
Gladiolus (Large)	Dozen	Michoacan	\$25.00
Gladiolus (Large)	Gross	Veracruz	\$268.75
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Gladiolus (Medium)	Dozen	Michoacan	\$23.00
Gladiolus (Medium)	Gross	Veracruz	\$228.75
Iris	Ten	Mexico	\$57.00
Lily	Ten	Mexico	\$72.00
Lily	Ten	Veracruz	\$97.50
Limonium	Arrangement	Mexico	\$47.00
Daisy	Dozen	Michoacan	\$20.00
Carnation (Minature)	Dozen	Mexico	\$17.40
Spikenard (Large)	Roll (Ten)	Mexico	\$81.00
Spikenard (Large)	Hundred	Veracruz	\$132.50
Cloud Flower	Roll (Ten)	Mexico	\$31.00
Cloud Flower	Bunch of Ten	Michoacan	\$60.00
Cloud Flower	Bunch	Veracruz	\$45.00
Polar (Large)	Dozen	Mexico	\$13.60
Polar (Large)	Ten	Michoacan	\$20.00
Polar (Large)	Ten	Veracruz	\$35.00
Dahlia Pompon	Dozen	Michoacan	\$20.00
Dahlia Pompon	Dozen	Morelos	\$15.30
Wild Rose (Short-Stem)	Gross	Puebla	\$156.00
Wild Rose (Long-Stem)	Gross	Puebla	\$222.00
Rose (Greenhouse)	Dozen	Michoacan	\$60.00
Rose (Greenhouse)	Arrangement	Morelos	\$43.50
Rose (Greenhouse)	Arrangement	Veracruz	\$50.00
Rose (Short-Stem)	Gross	Morelos	\$31.50
Rose (Long-Stem)	Gross	Morelos	\$59.00





<b>Michoacan Markets</b>	<b>Quantity</b>	<b>Origin</b>	<b>Pesos MX</b>
Alheli	Roll (Ten)	Veracruz	\$22.50
Anthurium (Medium)	Single	Michoacan	\$23.60
Aster	Bunch	Mexico	\$9.10
Bird of Paradise	Ten	Michoacan	\$40.00
Bird of Paradise	Dozen	Michoacan	\$50.50
Bird of Paradise	Ten	Veracruz	\$56.25
Carnation	Gross	Mexico	\$129.00
Carnation	Hundred	Michoacan	\$180.00
Carnation	Gross	Veracruz	\$163.75
Chrysanthemum (Greenhouse)	Dozen	Mexico	\$32.00
Chrysanthemum (Greenhouse)	Ten	Michoacan	\$60.00
Dollar	Bunch	Mexico	\$14.00
Gerbera (Large)	Dozen	Mexico	\$28.20
Gerbera (Large)	Ten	Michoacan	\$50.00
Gerbera (Large)	Dozen	Veracruz	\$56.25
Gladiolus (Large)	Gross	Mexico	\$229.00
Gladiolus (Large)	Dozen	Michoacan	\$25.00
Gladiolus (Large)	Gross	Veracruz	\$268.75
Gladiolus (Medium)	Gross	Mexico	\$166.00
Gladiolus (Medium)	Dozen	Michoacan	\$23.00
Gladiolus (Medium)	Gross	Veracruz	\$228.75
Iris	Ten	Mexico	\$57.00
Lily	Ten	Mexico	\$72.00
Lily	Ten	Veracruz	\$97.50
Limonium	Arrangement	Mexico	\$47.00
Daisy	Dozen	Michoacan	\$20.00
Carnation (Minature)	Dozen	Mexico	\$17.40
Spikenard (Large)	Roll (Ten)	Mexico	\$81.00
Spikenard (Large)	Hundred	Veracruz	\$132.50
Cloud Flower	Roll (Ten)	Mexico	\$31.00
Cloud Flower	Bunch of Ten	Michoacan	\$60.00
Cloud Flower	Bunch	Veracruz	\$45.00
Polar (Large)	Dozen	Mexico	\$13.60
Polar (Large)	Ten	Michoacan	\$20.00
Polar (Large)	Ten	Veracruz	\$35.00
Dahlia Pompon	Dozen	Michoacan	\$20.00
Dahlia Pompon	Dozen	Morelos	\$15.30
Wild Rose (Short-Stem)	Gross	Puebla	\$156.00
Wild Rose (Long-Stem)	Gross	Puebla	\$222.00
Rose (Greenhouse)	Dozen	Michoacan	\$60.00
Rose (Greenhouse)	Arrangement	Morelos	\$43.50
Rose (Greenhouse)	Arrangement	Veracruz	\$50.00
Rose (Short-Stem)	Gross	Morelos	\$31.50
Rose (Long-Stem)	Gross	Morelos	\$59.00

<b>Oaxaca Markets</b>	<b>Quantity</b>	<b>Origin</b>	<b>Pesos MX</b>
Alheli	Roll (Ten)	Veracruz	\$22.50
Anthurium (Medium)	Single	Michoacan	\$23.60
Aster	Bunch	Mexico	\$9.10
Bird of Paradise	Ten	Michoacan	\$40.00
Bird of Paradise	Dozen	Michoacan	\$50.50
Bird of Paradise	Ten	Veracruz	\$56.25
Carnation	Gross	Mexico	\$129.00
Carnation	Hundred	Michoacan	\$180.00

Carnation	Gross	Veracruz	\$163.75
Chrysanthemum (Greenhouse)	Dozen	Mexico	\$32.00
Chrysanthemum (Greenhouse)	Ten	Michoacan	\$60.00
Dollar	Bunch	Mexico	\$14.00
Gerbera (Large)	Dozen	Mexico	\$28.20
Gerbera (Large)	Ten	Michoacan	\$50.00
Gerbera (Large)	Dozen	Veracruz	\$56.25
Gladiolus (Large)	Gross	Mexico	\$229.00
Gladiolus (Large)	Dozen	Michoacan	\$25.00
Gladiolus (Large)	Gross	Veracruz	\$268.75
Gladiolus (Medium)	Gross	Mexico	\$166.00
Gladiolus (Medium)	Dozen	Michoacan	\$23.00
Gladiolus (Medium)	Gross	Veracruz	\$228.75
Iris	Ten	Mexico	\$57.00
Lily	Ten	Mexico	\$72.00
Lily	Ten	Veracruz	\$97.50
Limonium	Arrangement	Mexico	\$47.00
Daisy	Dozen	Michoacan	\$20.00
Carnation (Minature)	Dozen	Mexico	\$17.40
Spikenard (Large)	Roll (Ten)	Mexico	\$81.00
Spikenard (Large)	Hundred	Veracruz	\$132.50
Cloud Flower	Roll (Ten)	Mexico	\$31.00
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Rose (Greenhouse)	Arrangement	Veracruz	\$50.00
Rose (Short-Stem)	Gross	Morelos	\$31.50
Rose (Long-Stem)	Gross	Morelos	\$59.00

NOTE: Specific pricing information for tulips blooming or dormant is not available for the Agriculture Ministry. According to our informal surveys, blooming tulips, when in season, sell retail from 250-300 pesos for a roll of 10 in Mexico City.

As of Aug. 9, 1 MXN=0.06556 EUR / 1 EUR = 15.25323 MXN)

### ~ SPECIAL REGULATIONS (Cont. from P.3) ~

During international commerce, wood pests have spread through wood packaging materials and wooden pallets, prompting new regulations worldwide. If the tulip bulbs are packaged in wood or wooden materials, they must comply with the Mexican standard NOM-144-SEMARNAT-2004, regulated by the Environment Ministry (Secretaría de Medio Ambiente y Recursos Naturales). The importer will require a certificate from the Environment Ministry demonstrating compliance with this NOM.

**LatinIntel Trade Consultants** can provide a detailed translation into English of all relevant NOMs and regulations at the **International** service level. The current report is prepared at the **Market** level, and may be upgraded by paying only the price differential.





CONVERSION TABLE

Given Unit	Multiplier	Converted Unit	Given Unit	Multiplier	Converted Unit
<b>LENGTH</b>			<b>LENGTH</b>		
in	inches	25.4 millimeters	mm	millimeters	0.039 inches
ft	feet	0.305 meters	m	meters	3.28 feet
yd	yards	0.914 meters	m	meters	1.09 yards
mi	miles	1.61 kilometers	km	kilometers	0.621 miles
<b>AREA</b>			<b>AREA</b>		
in <sup>2</sup>	sq. inches	645.2 sq. millimeters	mm <sup>2</sup>	millimeters	0.0016 sq. inches
ft <sup>2</sup>	sq. feet	0.093 sq. meters	m <sup>2</sup>	sq. meters	10.764 sq. feet
yd <sup>2</sup>	sq. yard	0.836 sq. meters	m <sup>2</sup>	sq. meters	1.195 sq. yards
ac	acres	0.405 hectares	ha	hectares	2.47 acres
mi <sup>2</sup>	sq. miles	2.59 sq. kilometers	km <sup>2</sup>	sq. kilometers	0.386 sq. miles
<b>VOLUME</b>			<b>VOLUME</b>		
fl oz	fluid ounces	29.57 milliliters	mL	milliliters	0.034 fluid ounces
gal	gallons	3.785 liters	L	liters	0.264 gallons
ft <sup>3</sup>	cubic feet	0.028 cubic meters	m <sup>3</sup>	cubic meters	35.314 cubic feet
yd <sup>3</sup>	cubic yards	0.765 cubic meters	m <sup>3</sup>	cubic meters	1.307 cubic yards
<b>MASS</b>			<b>MASS</b>		
oz	ounces	28.35 grams	g	grams	0.035 ounces
lb	pounds	0.454 kilograms	kg	kilograms	2.202 pounds
T	short tons (2000 lb)	0.907 megagrams (or "metric ton")	Mg (or "t")	Mg (or "t") megagrams (or "metric ton")	1.103 short tons (2000 lb)
<b>TEMPERATURE</b>			<b>TEMPERATURE</b>		
°F	Fahrenheit	(F-32) x 5 / 9	°C	Celsius	1.8C + 32 Fahrenheit
or		(F-32) / 1.8 Celsius	°C		
<b>ILLUMINATION</b>			<b>ILLUMINATION</b>		
fc	foot-candles	10.76 lux	lx	lux	0.0929 foot-candles
fl	foot-Lamberts	3.426 candela/m <sup>2</sup>	cd/m <sup>2</sup>	candela/m <sup>2</sup>	0.2919 foot-Lamberts
<b>FORCE and PRESSURE or STRESS</b>			<b>FORCE and PRESSURE or STRESS</b>		
lbf	poundforce	4.45 newtons	N	newtons	0.225 poundforce
lbf/in <sup>2</sup>	poundforce/sq. in.	6.89 kilopascals	kPa	kilopascals	0.145 poundforce/sq. in.

Source: <http://www.sciencemadesimple.com>

CORPORATE GLOSSARY

- S.A. – Sociedad Anónima – Corporation
- S.A. de C.V. – Sociedad Anónima de Capital Variable – Variable Capital Corporation
- S.A.B. – Sociedad Anónima Bursátil – Limited Liability Corporation, Publicly Traded
- S.A.P.I. – Sociedad Anónima Promotora de Inversión – LLC that promotes private equity
- S.A.P.I.B. – Sociedad Anónima Promotora de Inversión Bursátil or – Publicly traded S.A.P.I.
- S. de R.L. – Sociedad de Responsabilidad Limitada – Limited Liability Partnership
- S. de R.L. de C.V. – Sociedad de Responsabilidad Limitada de Capital Variable – Variable Capital LLP
- S. en N.C. – Sociedades de Nombre Colectivo – General Partnership
- S. en N.C. de C.V. – Sociedad de Nombre Colectivo de Capital Variable – Variable Capital General Partnership
- S. en C.S. – Sociedad en Comandita Simple – Limited Partnership
- S. en C. por A. – Sociedad en Comandita por Acciones – Limited Partnership with Shares

A maximum amount of capital stock for an S.A. is fixed and specified in its charter and bylaws and any subsequent increase or decrease to such fixed capital requires amending the referred incorporation documents. Conversely, the charter and bylaws of a S.A. de C.V. sets the minimum fixed portion of its capital stock and the variable portion of such capital may remain open. In this scenario, the variable portion of its capital stock may be unlimited and may be increased or decreased without amending the incorporation documents as in the case of the S.A.