

Market Insider

Floriculture Products' Indicative Price Information / European Markets

These graphics represent the only available information on supply and price in the Dutch flower auctions. Actually, this is currently the only obtainable reliable indicative statistic on the European floriculture market. We provide this information, on a weekly basis.

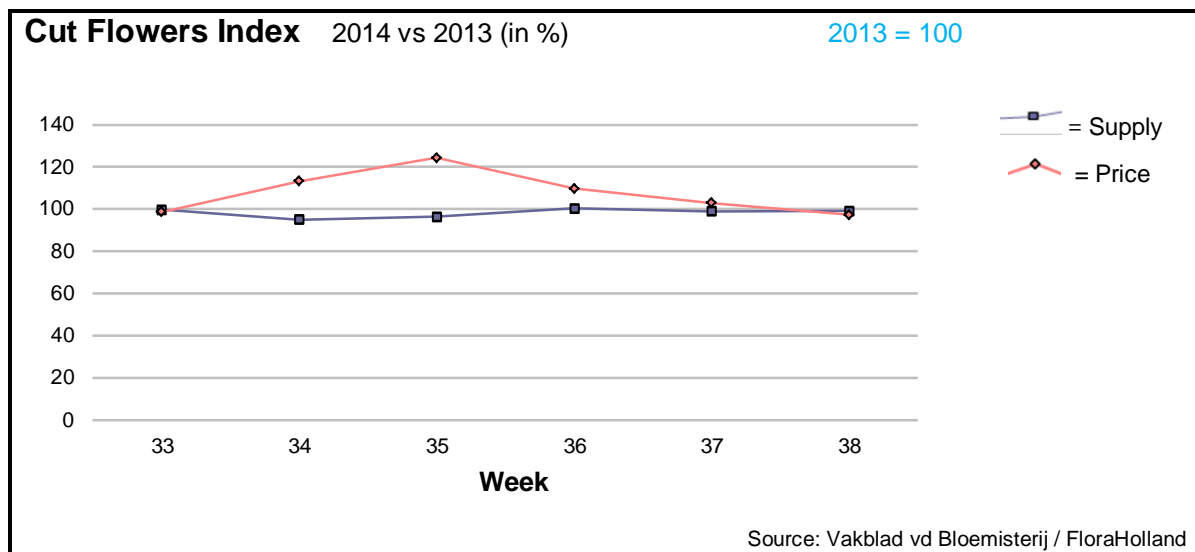
The Market Insider team

Week No. 38-2014

Date: 24/09/14

The FloraHolland flower auctions' weekly supply and price index

(Representing the relative supply and average price, compared to the same weeks of last year)



Week 38 was quite alike this week last year. The average price was € 0.22/stem (clock only = 0.23), like last year. The supply was 0.8% lower.

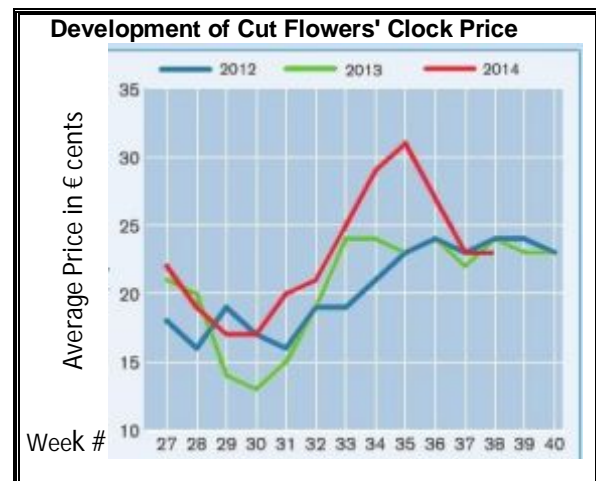
Big roses got some lower prices, for some lower supply.

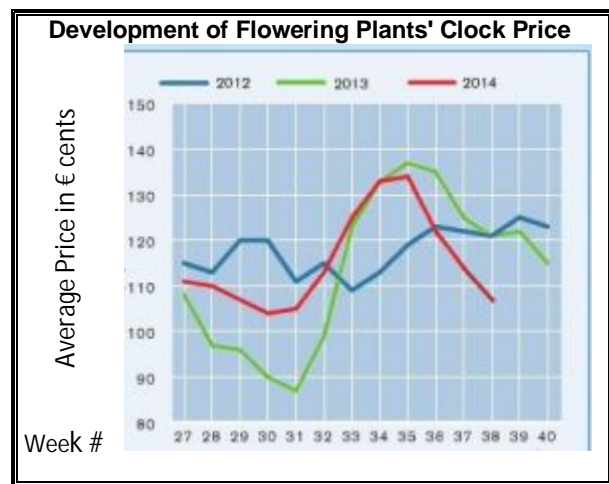
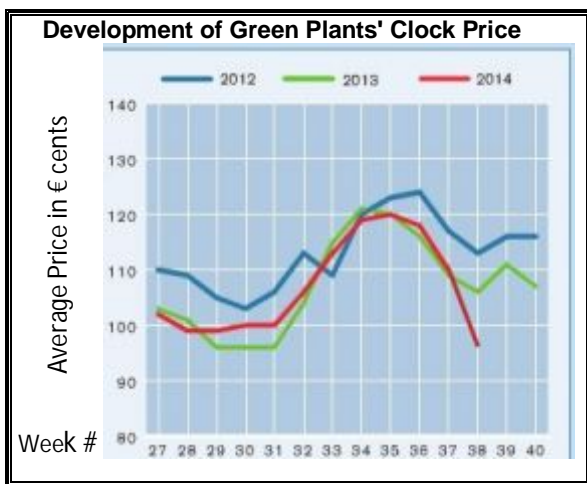
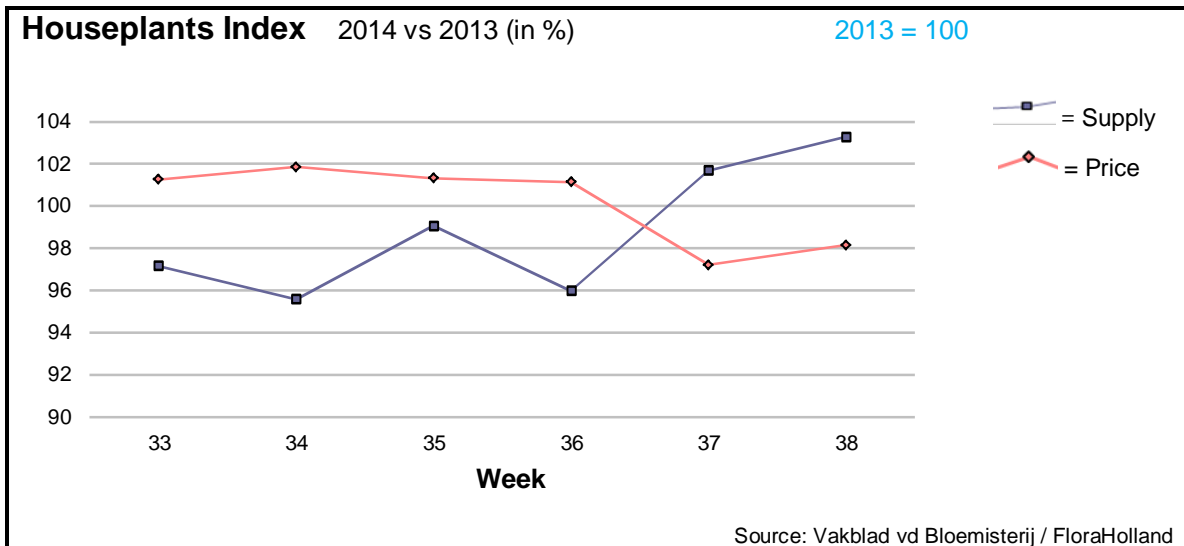
The gerbera got much lower prices, for some 6% more supplied stems.

Helianthus/sun-flower's supply was delayed by the cooler August weather, and the increased quantities cause a price-fall from 34 cents last year to 14 cents now.

Flowers that fetched much higher prices than last year, for lower supply were: agapanthus, asclepias, aster, eustoma, gypsophila, hypericum, limonium, peony, and solidago.

Significant lower prices were seen by: anigozanthos, carthamus, spray carnations, leucadendron, pittosporum, and tulip.





The average price for houseplants in week 38 was 3 cents lower than in the same week last year. The supply was 3.3% higher.

Phalaenopsis got 11 cents more in price, for 5.2% more supply.

Anthurium got only € 2.61 per pot, compared to 3.08 last year, while was 27.2% higher.

Hedera got 1 cent less than last year, with 4.3% more sold units.

Spathiphyllum got 3 cents more than last year, even though the supply was 3.8% higher.

MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



TRADE IMPACT
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1964-2014

Abbreviations used in the report

| | |
|-------------------------|---------------------|
| AUS = Australia | MAL = Malaysia |
| CHI = China | NLD = Netherlands |
| COL = Colombia | NZL = New Zealand |
| ECU = Ecuador | PHI = Philippines |
| HAI = Hawaii | SGP = Singapore |
| IND = India | TAI = Taiwan |
| ISR = Israel | THA = Thailand |
| ITA = Italy | USA = United States |
| KEN = Kenya | ZAF = South Africa |
| KOR = Republic of Korea | ZWE = Zimbabwe |
| SLA = Sri Lanka | VIE = Vietnam |

Price Information: Floriculture Products - Japanese Markets (4 Auctions)

Issue No. W38 Date: 24/09/2014

The statistic data below is provided in kindness of the following flower auctions in Japan:

Flower Auction Japan & OTA Floriculture Auction, of Tokyo, and
Tsurumi Kaki Co. Ltd. & Naniwa Flower Auction Co. Ltd. of Osaka

The data below is selected from the total sales results of all the above flower auctions together, during

week number : 38 in : 2014

Index:

| | |
|---------------------|---|
| Quantity | Number of stems auctioned in the four reporting auctions together |
| Lowest | Lowest stem price achieved for the product in the four reporting auctions, in Japanese Yen |
| Highest | Highest stem price achieved for the product in the four reporting auctions, in Japanese Yen |
| Average | Average stem price achieved for the product in the four reporting auctions, in Japanese Yen |
| Average US\$ | Average stem price, converted to US Dollar, as per the relevant exchange rate given below |
| Main Origin | Main countries of origin; See abbreviations in the table at the head of this report. |

Exchange Rate 1 US\$ = 108.91 Yen

| <u>Product Name & Source</u> | Quantity | <u>Price in Japanese Yen</u> | | | <u>Average</u> | <u>Main Origin</u> |
|----------------------------------|-------------------|------------------------------|----------------|----------------|----------------|--------------------|
| | | <u>Lowest</u> | <u>Highest</u> | <u>Average</u> | <u>US\$</u> | |
| D = Domestic I = Imported | | | | | | |
| Total Cut Flowers Sold | 33,889,392 | | | | | |
| Alstroemeria -- D | 185,940 | 20 | 220 | 95 | 0.88 | |
| Alstroemeria -- I | 17,091 | | 81 | 54 | 0.50 | COL ISR NLD |
| Ammi majus -- D | 14,170 | 15 | 185 | 62 | 0.57 | |
| Ammi majus -- I | 0 | | | | | |
| Anigozanthos -- D | 0 | | | | | |
| Anigozanthos -- I | 700 | | 100 | 82 | 0.75 | AUS NLD ZWE |
| Anthurium Pink -- D | 0 | | | | | |
| Anthurium Pink -- I | 10,723 | 8 | 200 | 70 | 0.64 | THA |
| Anthurium Red -- D | 284 | | 200 | 158 | 1.45 | |
| Anthurium Red -- I | 14,536 | 3 | 280 | 66 | 0.61 | AUS THA USA ZAF |
| Anthurium White -- D | 15 | | 200 | 183 | 1.68 | |
| Anthurium White -- I | 7,206 | 2 | 200 | 75 | 0.69 | THA |
| Banksia -- D | 0 | | | | | |
| Banksia -- I | 94 | 144 | 300 | 230 | 2.11 | AUS NZL |
| Bupleurum -- D | 2,780 | 50 | 150 | 110 | 1.01 | |
| Bupleurum -- I | 0 | | | | | |
| Calla -- D | 46,912 | 17 | 320 | 113 | 1.04 | |
| Calla -- I | 2,290 | | 500 | 88 | 0.81 | NLD NZL |
| Carnations Spray -- D | 455,397 | 10 | 160 | 61 | 0.56 | |
| Carnations Spray -- I | 1,350,858 | 1 | 175 | 41 | 0.37 | COL |
| Carnations Standard -- D | 380,359 | 10 | 160 | 58 | 0.53 | |
| Carnations Standard -- I | 1,767,065 | 3 | 175 | 41 | 0.38 | COL |
| Chrysanthemum Spray -- D | 1,115,835 | 7 | 100 | 58 | 0.53 | |
| Chrysanthemum Spray -- I | 1,886,940 | 10 | 130 | 56 | 0.52 | KOR |
| Delphinium -- D | 109,441 | 15 | 400 | 105 | 0.96 | |
| Delphinium -- I | 0 | | | | | |
| Dracaena -- D | 51,500 | 1 | 700 | 39 | 0.36 | |
| Dracaena -- I | 179,569 | 3 | 135 | 28 | 0.26 | SGP |
| Euphorbia Marginata -- D | 6,280 | | 51 | 32 | 0.29 | |
| Euphorbia Marginata -- I | 0 | | | | | |

| Product Name & Source D = Domestic I = Imported | Quantity | Price in Japanese Yen | | | Average | Main Origin |
|--|------------------|-----------------------|--------------|-----------|-------------|-------------|
| | | Lowest | Highest | Average | US\$ | |
| Eustoma -- D | 519,599 | 10 | 3,520 | 164 | 1.51 | |
| Eustoma -- I | 1,040 | 12 | 79 | 49 | 0.45 | |
| Gentiana -- D | 3,313,783 | | 1,754 | 48 | 0.44 | |
| Gentiana -- I | 0 | | | | | |
| Gerbera -- D | 356,557 | 10 | 170 | 46 | 0.42 | |
| Gerbera -- I | 0 | | | | | |
| Gladiolus -- D | 177,216 | 15 | 120 | 71 | 0.65 | |
| Gladiolus -- I | 0 | | | | | |
| Gypsophila -- D | 108,765 | 17 | 500 | 157 | 1.44 | |
| Gypsophila -- I | 14,079 | 40 | 160 | 92 | 0.85 | ISR |
| Heliconia Pendula -- D | 4,685 | 15 | 150 | 32 | 0.29 | |
| Heliconia Pendula -- I | 168 | 35 | 500 | 213 | 1.96 | SGP |
| Leucad. Safari Sunset -- D | 0 | | | | | |
| Leucad. Safari Sunset -- I | 13,202 | 21 | 200 | 64 | 0.59 | AUS NZL ZAF |
| Leucospermum Cordifolium -- D | 0 | | | | | |
| Leucospermum Cordifolium -- I | 10,435 | 50 | 180 | 105 | 0.96 | AUS NZL ZAF |
| Lily Casablanca -- D | 34,095 | 75 | 1,000 | 445 | 4.08 | |
| Lily Casablanca -- I | 0 | | | | | |
| Lily Longiflorum -- D | 124,075 | 22 | 250 | 143 | 1.32 | |
| Lily Longiflorum -- I | 64,620 | 80 | 160 | 96 | 0.88 | KOR NLD |
| Limonium Sinuatum -- D | 372,510 | 4 | 150 | 54 | 0.50 | |
| Limonium Sinuatum -- I | 20,580 | 25 | 58 | 54 | 0.50 | |
| Molucella -- D | 1,590 | | 100 | 78 | 0.72 | |
| Molucella -- I | 0 | | | | | |
| Nerine -- D | 2,050 | 3 | 70 | 35 | 0.33 | |
| Nerine -- I | 17,180 | 10 | 150 | 74 | 0.68 | NLD NZL |
| Orchid Anna -- D | 0 | | | | | |
| Orchid Anna -- I | 62,500 | 10 | 80 | 45 | 0.42 | SGP THA |
| Orchid Cymbidium -- D | 446 | 250 | 600 | 391 | 3.59 | |
| Orchid Cymbidium -- I | 18,903 | 205 | 1,060 | 597 | 5.48 | NLD NZL |
| Orchid Oncidium -- D | 16,408 | 15 | 550 | 107 | 0.98 | |
| Orchid Oncidium -- I | 246,695 | 3 | 280 | 63 | 0.58 | SGP TAI THA |
| Orchid Phalaenopsis -- D | 11,583 | 50 | 1,714 | 741 | 6.81 | |
| Orchid Phalaenopsis -- I | 5,634 | 241 | 1,000 | 703 | 6.45 | AUS NZL |
| Orchid Sonia -- D | 0 | | | | | |
| Orchid Sonia -- I | 287,840 | 8 | 60 | 34 | 0.31 | THA |
| Ornithogalum -- D | 13,590 | 30 | 90 | 65 | 0.59 | |
| Ornithogalum -- I | 899 | 40 | 60 | 48 | 0.44 | NLD ZAF |
| Protea King -- D | 0 | | | | | |
| Protea King -- I | 537 | 104 | 850 | 490 | 4.50 | AUS ZAF |
| Protea others -- D | 0 | | | | | |
| Protea others -- I | 583 | 200 | 900 | 464 | 4.26 | AUS NZL |
| Riceflowers -- D | 0 | | | | | |
| Riceflowers -- I | 70 | 200 | 200 | 200 | 1.84 | AUS |
| Rose Total -- D | 1,127,788 | 1 | 2,068 | 70 | 0.64 | |
| Rose Total -- I | 461,137 | 1 | 600 | 50 | 0.46 | |
| Rose Avalanche -- D | 100,008 | 5 | 220 | 61 | 0.56 | |
| Rose Avalanche -- I | 6,285 | 1 | 100 | 23 | 0.21 | |
| Rose Delilah -- D | 2,540 | 5 | 120 | 49 | 0.45 | |
| Rose Delilah -- I | 0 | | | | | |
| Rose Dukaat -- D | 6,949 | 7 | 140 | 60 | 0.55 | |
| Rose Dukaat -- I | 0 | | | | | |
| Rose Esther -- D | 1,520 | 5 | 140 | 44 | 0.40 | |
| Rose Esther -- I | 700 | | 10 | 8 | 0.07 | |
| Rose Fantasy -- D | 610 | 30 | 130 | 86 | 0.79 | |
| Rose Fantasy -- I | 0 | | | | | |
| Rose Gold Strike -- D | 700 | | 60 | 37 | 0.34 | |
| Rose Gold Strike -- I | 23,376 | 3 | 65 | 25 | 0.23 | IND |
| Rose Grand Gala -- D | 200 | | 60 | 48 | 0.44 | |
| Rose Grand Gala -- I | 3,490 | 1 | 45 | 13 | 0.12 | IND |
| Rose Milva -- D | 5,290 | | 180 | 63 | 0.58 | |
| Rose Milva -- I | 1,590 | | 85 | 51 | 0.47 | IND |

| <u>Product Name & Source</u> | Quantity | <u>Price in Japanese Yen</u> | | | Average | Main Origin |
|----------------------------------|----------|------------------------------|---------|---------|---------|-------------|
| | | Lowest | Highest | Average | US\$ | |
| D = Domestic I = Imported | | | | | | |
| Rose Noblesse -- D | 5,930 | 5 | 80 | 28 | 0.25 | |
| Rose Noblesse -- I | 12,598 | 5 | 40 | 29 | 0.26 | IND |
| Rose Pareo -- D | 11,290 | 9 | 140 | 44 | 0.40 | |
| Rose Pareo -- I | 0 | | | | | |
| Rose Red Roses D -- | 23,465 | 5 | 171 | 42 | 0.39 | |
| Rose Red Roses I -- | 0 | | | | | |
| Rose Saphir -- D | 7,370 | 9 | 132 | 55 | 0.51 | |
| Rose Saphir -- I | 0 | | | | | |
| Rose The Teresa -- D | 11,210 | 8 | 150 | 57 | 0.52 | |
| Rose The Teresa -- I | 0 | | | | | |
| Rose Tineke -- D | 27,795 | 1 | 150 | 47 | 0.43 | |
| Rose Tineke -- I | 2,180 | 1 | 15 | 2 | 0.02 | IND |
| Rose Spr Lovely Lydia -- D | 10,340 | 30 | 225 | 124 | 1.14 | |
| Rose Spr Lovely Lydia -- I | 1,650 | 25 | 150 | 57 | 0.52 | KOR |
| Rose Spr Macarena -- D | 4,260 | 56 | 185 | 99 | 0.91 | |
| Rose Spr Macarena -- I | 0 | | | | | |
| Rose Spr Mixed -- D | 3,124 | 19 | 200 | 51 | 0.47 | |
| Rose Spr Mixed -- I | 230 | | | 55 | 0.51 | KOR |
| Sandersonia -- D | 11,115 | 30 | 180 | 109 | 1.00 | |
| Sandersonia -- I | 0 | | | | | |
| Trachelium -- D | 850 | | 100 | 59 | 0.54 | |
| Trachelium -- I | 1,050 | | 125 | 92 | 0.84 | |
| Waxflowers -- D | 0 | | | | | |
| Waxflowers -- I | 16,457 | 19 | 90 | 60 | 0.55 | AUS |
| Green Foliage | | | | | | |
| Beargrass -- D | 6 | | 200 | 150 | 1.38 | |
| Beargrass -- I | 190 | 200 | 330 | 259 | 2.38 | USA |
| Leatherleaves -- D | 84,100 | 5 | 55 | 30 | 0.27 | |
| Leatherleaves -- I | 226,030 | 2 | 38 | 18 | 0.17 | USA |
| Ruscus Israel -- D | 2,200 | | 40 | 20 | 0.18 | |
| Ruscus Israel -- I | 8,855 | | 35 | 23 | 0.21 | ISR |
| Ruscus Italian -- D | 7,050 | 25 | 85 | 42 | 0.39 | |
| Ruscus Italian -- I | 10,700 | 2 | 70 | 33 | 0.31 | ITA |
| Salal -- D | 0 | | | | | |
| Salal -- I | 6,065 | 10 | 500 | 104 | 0.96 | USA |