

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.

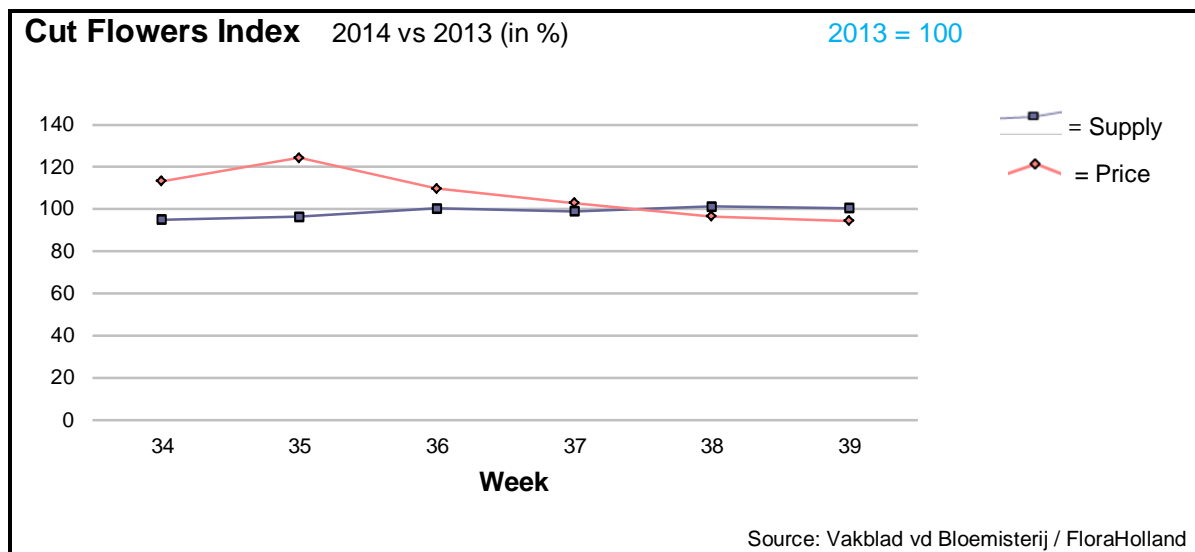
The Market Insider team

Week No. 39-2014

Date: 01/10/14

The FloraHolland flower auctions' weekly supply and price index

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



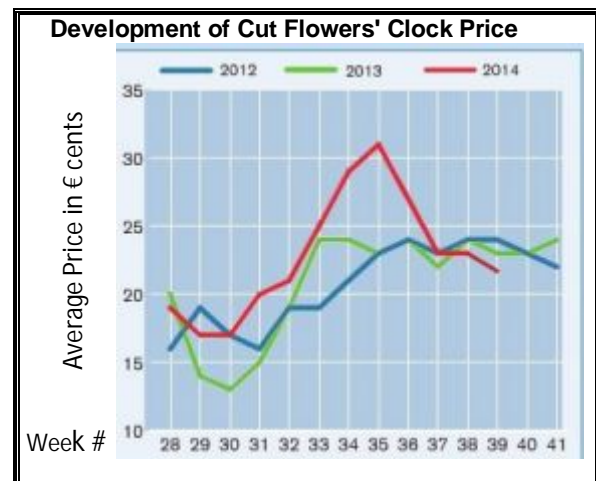
Like in the previous week, the average cut flower price was lower than last year. It was 20 cents (clock only price was 22), some 2 cents less than in this week of 2013.

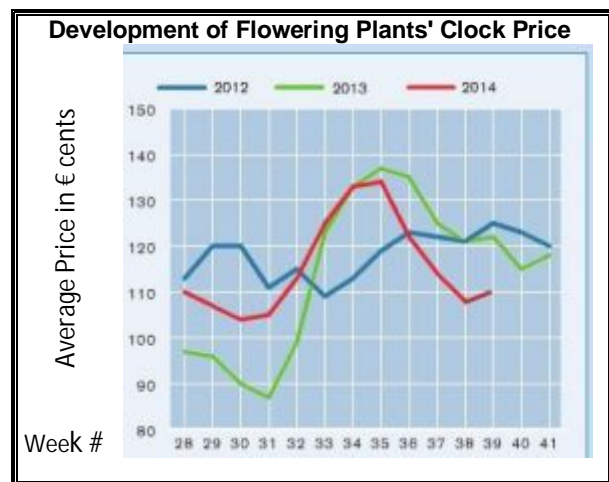
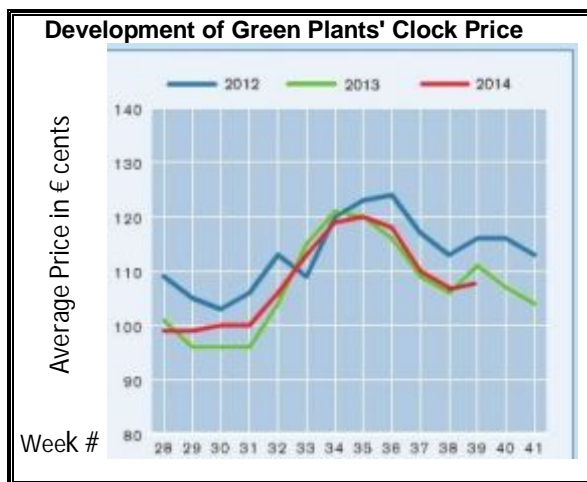
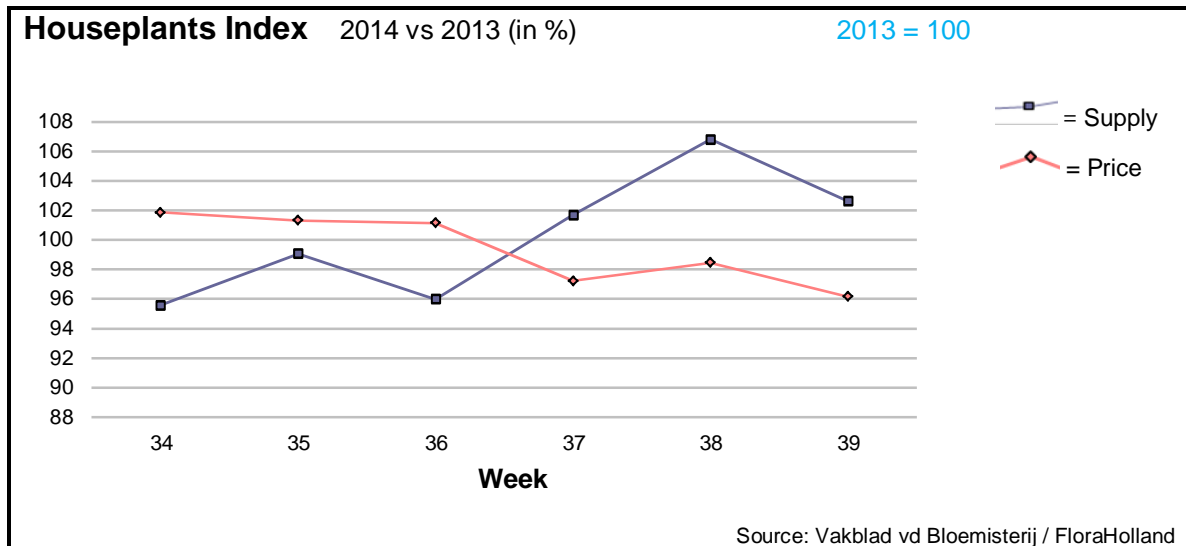
The total cut flowers supply was 1% higher than last year; mainly thanks to massive gerbera supply.

Big roses' average price was lower by 14%, for just 2% more stems.

Many products got really lower prices, for higher supply; among them: ammi, anemone, anigozanthos, aspidistra, carthamus, spray carnations, gerbera big, gerbera mini, gladioli, helianthus, ornithogalum, protea, small roses, and tulips.

Yet, some products got much higher prices than last year, for lower supply; among them: asparagus chrysanthemum, eucalyptus, gypsophila, hypericum, limonium, phlox, solidago, and trachelium.





Week 39 was the 5th for the trend of decreasing prices in the houseplants sector. It was this week 4% lower than last year.

The supplied quantities were higher during the last 3 weeks.

Total turnover of houseplants decreased by 1.3%, compared to this week in 2013.

Phalaenopsis was almost the same as last year, by supply as well as by price.

Anthurium got 4% lower price, even though the supply was 15% lower.

Chrysanthemums got 6% higher price, for 12% lower supply.

Potted roses got 2% more in price, for 10% more units.

Ficus and Dracaena both were supplied in smaller quantities, and price could not compensate for the shrinking turnover.

MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



TRADE IMPACT
FOR GOOD
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. W39 Date: 01/10/2014

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 : 39 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\$ = 109.56 Yen

<u>Product Name & Source</u>	<u>Quantity</u>	<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	Quantity	Lowest	Highest	Average	US\$	Main Origin
Total Cut Flowers Sold	20,466,306					
Alstroemeria -- D	176,189	20	400	97	0.89	
Alstroemeria -- I	27,392	10	75	49	0.44	COL ISR NLD
Ammi majus -- D	14,540	10	150	54	0.49	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	5,280	33	100	75	0.69	AUS NLD ZWE
Anthurium Pink -- D	10			100	0.91	
Anthurium Pink -- I	9,567	7	195	66	0.61	THA
Anthurium Red -- D	333		350	164	1.50	
Anthurium Red -- I	11,519	2	280	65	0.59	AUS THA USA ZAF
Anthurium White -- D	29		200	183	1.67	
Anthurium White -- I	7,157	5	200	62	0.56	THA
Banksia -- D	40			60	0.55	
Banksia -- I	0					
Bupleurum -- D	4,080	15	150	93	0.85	
Bupleurum -- I	0					
Calla -- D	50,250	7	300	100	0.92	
Calla -- I	2,260	15	250	111	1.01	NLD NZL
Carnations Spray -- D	402,803	1	160	56	0.51	
Carnations Spray -- I	555,717	1	70	39	0.36	COL
Carnations Standard -- D	380,493	1	160	55	0.50	
Carnations Standard -- I	939,318	1	1,050	41	0.37	COL
Chrysanthemum Spray -- D	765,149	1	100	51	0.47	
Chrysanthemum Spray -- I	673,710	1	130	51	0.47	KOR
Delphinium -- D	119,636	9	400	105	0.96	
Delphinium -- I	0					
Dracaena -- D	43,870	2	600	37	0.34	
Dracaena -- I	144,391	3	120	27	0.25	SGP
Euphorbia Marginata -- D	5,040		50	29	0.26	
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	484,263	10	2,190	156	1.43	
Eustoma -- I	1,600	24	80	54	0.49	
Freesia -- D	0					
Freesia -- I	2,350	30	75	40	0.36	NLD
Gentiana -- D	1,770,499		1,754	46	0.42	
Gentiana -- I	0					
Gerbera -- D	351,367	15	200	44	0.40	
Gerbera -- I	135		60	53	0.48	
Gladiolus -- D	138,051	1	130	67	0.61	
Gladiolus -- I	0					
Gypsophila -- D	130,860	17	456	166	1.52	
Gypsophila -- I	21,192	5	180	85	0.77	ISR
Heliconia Pendula -- D	8,155	10	140	30	0.27	
Heliconia Pendula -- I	153	21	600	140	1.28	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	9,505	30	150	68	0.62	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	8,300	20	180	105	0.96	AUS NZL ZAF
Lily Casablanca -- D	31,310	13	1,000	400	3.65	
Lily Casablanca -- I	2,450		160	101	0.92	KOR
Lily Longiflorum -- D	81,179	20	250	116	1.06	
Lily Longiflorum -- I	21,800	45	145	80	0.73	KOR NLD
Limonium Sinuatum -- D	216,878	8	135	52	0.48	
Limonium Sinuatum -- I	0					
Molucella -- D	2,120	8	100	68	0.62	
Molucella -- I	0					
Nerine -- D	4,115	1	167	29	0.27	
Nerine -- I	15,407	30	120	73	0.67	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	91,790	5	85	34	0.31	SGP THA
Orchid Cymbidium -- D	676	60	700	272	2.48	
Orchid Cymbidium -- I	15,719	165	1,100	599	5.47	NLD NZL
Orchid Oncidium -- D	15,907	3	550	92	0.84	
Orchid Oncidium -- I	181,935	6	140	52	0.48	SGP TAI THA
Orchid Phalaenopsis -- D	11,071	80	3,000	723	6.60	
Orchid Phalaenopsis -- I	7,313	140	1,000	672	6.13	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	165,200	3	52	27	0.25	THA
Ornithogalum -- D	10,090	34	90	73	0.67	
Ornithogalum -- I	2,036	15	65	43	0.39	NLD ZAF
Protea King -- D	0					
Protea King -- I	636	82	900	374	3.41	AUS ZAF
Protea others -- D	25	250	260	258	2.35	
Protea others -- I	803	82	900	392	3.58	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	40	200	200	141	1.28	AUS
Rose Total -- D	1,029,819	1	2,068	72	0.65	
Rose Total -- I	403,037	1	400	45	0.41	
Rose Avalanche -- D	79,415	10	220	72	0.66	
Rose Avalanche -- I	6,398	1	180	25	0.22	
Rose Delilah -- D	2,080	10	130	62	0.57	
Rose Delilah -- I	0					
Rose Dukaat -- D	6,690	10	120	48	0.44	
Rose Dukaat -- I	0					
Rose Esther -- D	2,410	8	140	40	0.36	
Rose Esther -- I	1,500	2	15	11	0.10	
Rose Fantasy -- D	1,020	30	140	94	0.86	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	290		30	24	0.22	IND
Rose Gold Strike -- D	1,340	18	80	41	0.37	
Rose Gold Strike -- I	20,489	1	60	21	0.19	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 Grand Gala -- D	640	25	45	34	0.31	
Rose Grand Gala -- I	3,030	1	40	11	0.10	IND
Rose Milva -- D	4,540		180	63	0.58	
Rose Milva -- I	1,100		80	46	0.42	IND
Rose Noblesse -- D	7,320	5	70	28	0.25	
Rose Noblesse -- I	9,120	1	55	25	0.23	IND
Rose Pareo -- D	11,788	10	130	39	0.36	
Rose Pareo -- I	0					
Rose Red Roses D --	23,320	1	162	41	0.37	
Rose Red Roses I --	0					
Rose Saphir -- D	6,560	5	130	46	0.42	
Rose Saphir -- I	0					
Rose The Teresa -- D	11,920	10	150	53	0.48	
Rose The Teresa -- I	0					
Rose Tineke -- D	25,310	5	156	45	0.41	
Rose Tineke -- I	480	1	15	5	0.04	IND
Rose Spr Lovely Lydia -- D	7,595	30	225	109	0.99	
Rose Spr Lovely Lydia -- I	1,590	25	70	48	0.44	KOR
Rose Spr Macarena -- D	3,940	40	200	91	0.83	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	4,158	5	200	48	0.44	
Rose Spr Mixed -- I	40			55	0.50	KOR
Sandersonia -- D	14,295	34	170	99	0.91	
Sandersonia -- I	0					
Trachelium -- D	440		100	61	0.56	
Trachelium -- I	1,020		125	90	0.82	
Tulip -- D	0					
Tulip -- I	100			60	0.55	NLD
Waxflowers -- D	0					
Waxflowers -- I	30,736	30	90	57	0.52	AUS
<u>Green Foliage</u>						
Beargrass -- D	9		333	289	2.64	
Beargrass -- I	199	105	330	258	2.35	USA
Leatherleaves -- D	92,600	2	55	29	0.26	
Leatherleaves -- I	197,765	5	40	19	0.17	USA
Ruscus Israel -- D	2,000		35	16	0.15	
Ruscus Israel -- I	9,075		40	22	0.20	ISR
Ruscus Italian -- D	3,010	18	90	49	0.45	
Ruscus Italian -- I	9,550	1	80	28	0.26	ITA
Salal -- D	0					
Salal -- I	8,955	12	500	71	0.65	USA