

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.

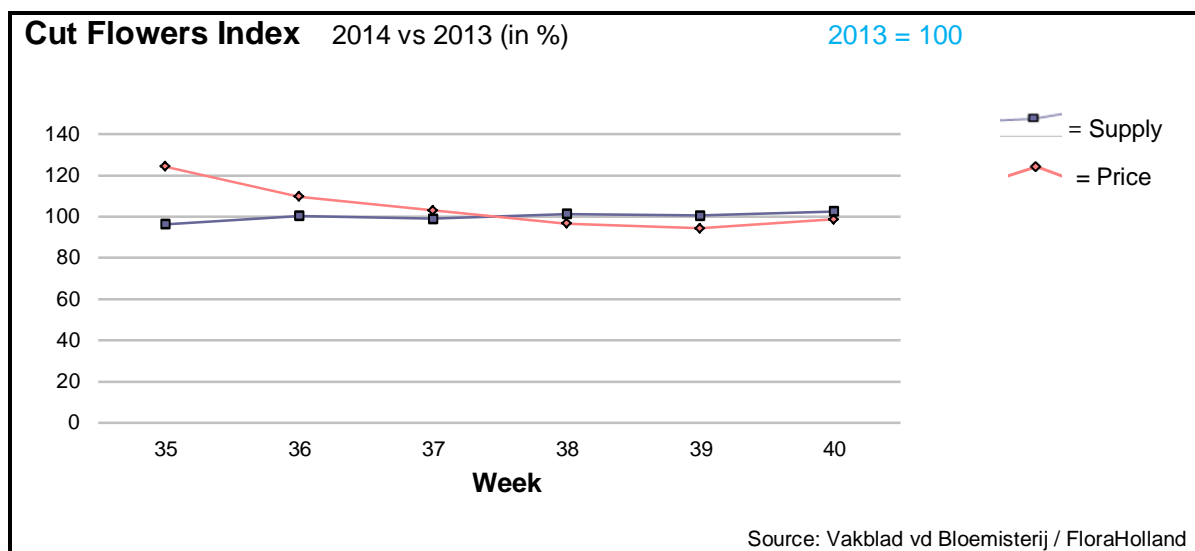
The Market Insider team

Week No. 40-2014

Date: 08/10/14

The FloraHolland flower auctions' weekly supply and price index

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



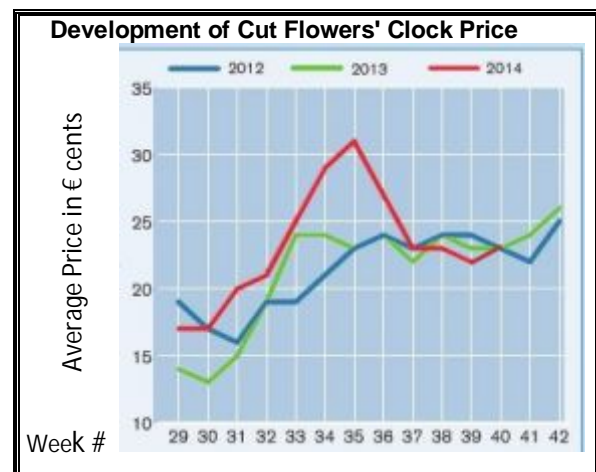
In week 40 the supply of cut flowers was 2.5% higher than in this week last year, while the average price was 1 cent lower, meaning €0.21 (clock-only price was €0.23)

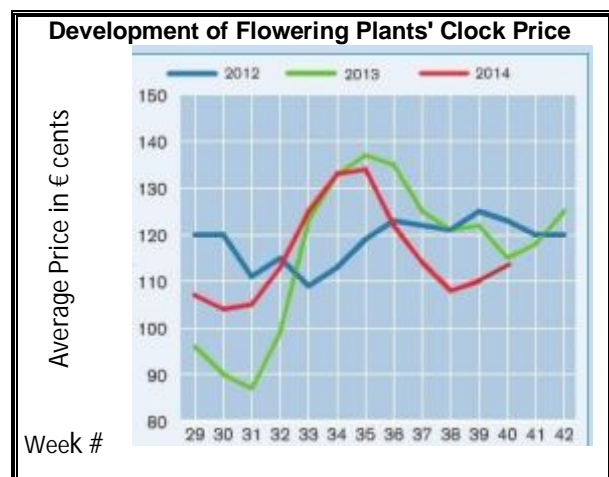
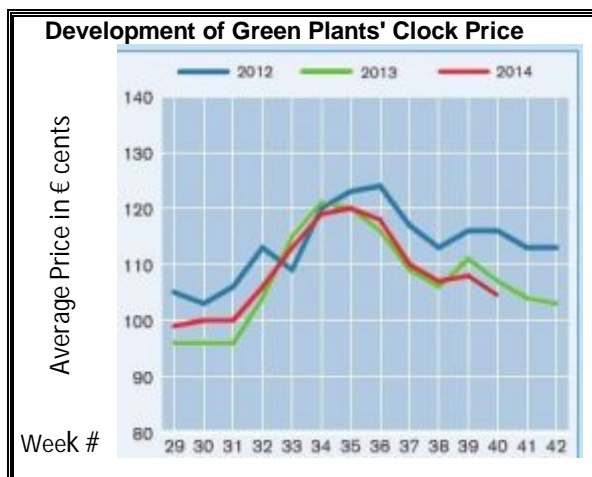
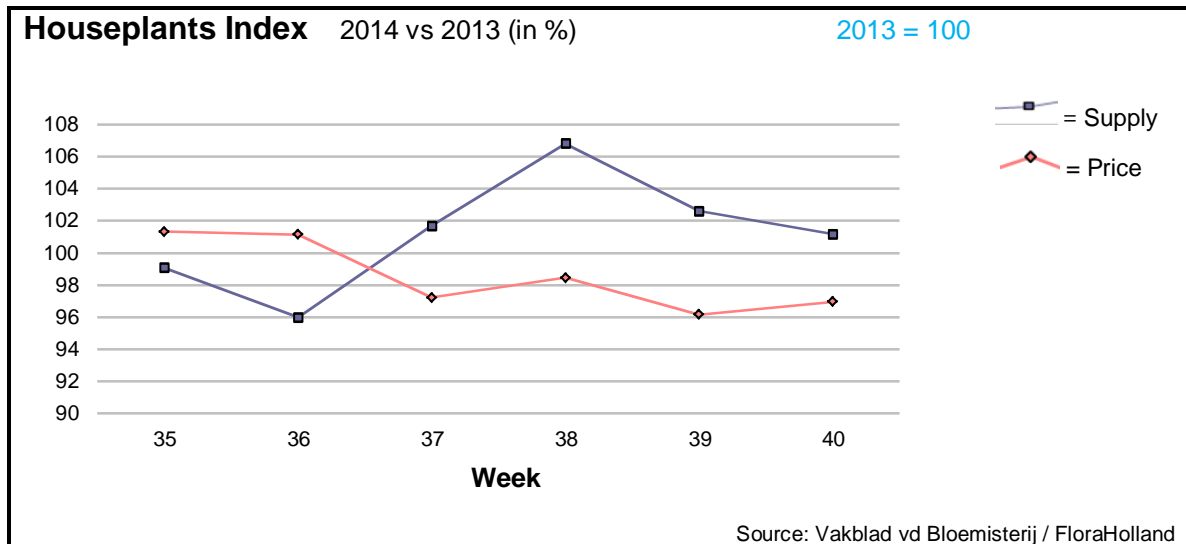
The big roses lost 3 cents in price, for 1.4% more supplied stems. Small roses supply was 14% higher, and yet the average price did not change. Spray roses' supply was 11% lower, resulted in a price increase of 3 cents.

Spray chrysanthemums got 6 cents more, for the same number of flowers.

Much higher price, for lower supply were achieved by: agapanthus, asparagus, eucalyptus, gypsophila, hypericum, leucadendron, limonium, phlox, solidago, and trachelium.

Other products got significantly lower prices, for bigger quantities than last year; among them: ammi, anemone, aspidistra, spray carnations, gerbera mini, gladiolus, helianthus, protea, and tulips.





The average price for houseplants in week 40 was 3% lower than in 2013. The total supply was € 1.66/pot; some 1% higher than last year.

Phalaenopsis lost 15 cents in price, while the supply was 7% higher than in 2013.

Chrysanthemums got 9 cent more in price, for 7% less pots.

Kalanchoe got 2 cents more in price, for 1.5% more supplied pots.

Rose-in-pot got 4 cent more in price, for 1.3% less units.

Ficus got 42 cents more in price, for 18% less in supply. Dracaena showed the same trend.

Spathiphyllum fetched 3 cents more in price, for 13% less units than in this week last year.

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. W40 Date: 08/10/2014

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 : 40 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\$ = 108.51 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						
Total Cut Flowers Sold	18,068,225					
Alstroemeria -- D	206,250	20	350	81	0.75	
Alstroemeria -- I	23,806	1	70	33	0.30	COL ISR NLD
Ammi majus -- D	17,070	3	100	40	0.37	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	2,500		100	85	0.78	AUS NLD ZWE
Anthurium Pink -- D	75		400	158	1.46	
Anthurium Pink -- I	11,680	1	150	53	0.49	THA
Anthurium Red -- D	397		350	128	1.18	
Anthurium Red -- I	13,288	1	280	55	0.51	AUS THA USA ZAF
Anthurium White -- D	0					
Anthurium White -- I	6,864	1	190	51	0.47	THA
Bupleurum -- D	6,780		120	67	0.62	
Bupleurum -- I	0					
Calla -- D	68,728	5	300	84	0.77	
Calla -- I	2,696	6	220	94	0.87	NLD NZL
Carnations Spray -- D	406,179	1	160	47	0.43	
Carnations Spray -- I	506,373	1	170	31	0.28	COL
Carnations Standard -- D	447,203		180	45	0.42	
Carnations Standard -- I	687,524		470	38	0.35	COL
Chrysanthemum Spray -- D	677,965	1	100	34	0.32	
Chrysanthemum Spray -- I	509,020	1	90	33	0.30	KOR
Delphinium -- D	115,195	2	400	94	0.87	
Delphinium -- I	0					
Dracaena -- D	43,169	6	500	31	0.29	
Dracaena -- I	159,742		130	24	0.22	SGP
Euphorbia Marginata -- D	3,920		50	30	0.28	
Euphorbia Marginata -- I	0					
Eustoma -- D	519,558	3	5,000	127	1.17	
Eustoma -- I	1,270	7	60	26	0.24	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Freesia -- D	0					
Freesia -- I	2,300	10	70	36	0.33	NLD
Gentiana -- D	1,030,366	1	1,754	28	0.26	
Gentiana -- I	0					
Gerbera -- D	406,913	3	130	37	0.34	
Gerbera -- I	2,950	20	38	30	0.28	NLD
Gladiolus -- D	190,640	1	120	42	0.38	
Gladiolus -- I	0					
Gypsophila -- D	192,330	10	280	79	0.72	
Gypsophila -- I	14,460	10	120	40	0.36	ISR
Heliconia Pendula -- D	4,950	1	140	31	0.29	
Heliconia Pendula -- I	98	190	550	331	3.05	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	12,905	5	150	44	0.40	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	8,662	30	200	95	0.87	AUS NZL ZAF
Lily Casablanca -- D	37,660	10	900	317	2.92	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	64,710	8	250	76	0.70	
Lily Longiflorum -- I	4,500	10	110	45	0.41	KOR NLD
Limonium Sinuatum -- D	235,170	2	110	37	0.35	
Limonium Sinuatum -- I	0					
Molucella -- D	761		120	77	0.71	
Molucella -- I	0					
Nerine -- D	3,600		150	36	0.33	
Nerine -- I	13,550	15	120	67	0.62	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	86,340	5	60	20	0.18	SGP THA
Orchid Cymbidium -- D	802	200	800	355	3.27	
Orchid Cymbidium -- I	16,592	43	1,125	541	4.99	NLD NZL
Orchid Oncidium -- D	15,450	5	550	82	0.75	
Orchid Oncidium -- I	228,745	1	120	32	0.30	SGP TAI THA
Orchid Phalaenopsis -- D	10,152	90	3,000	717	6.61	
Orchid Phalaenopsis -- I	6,319	88	1,080	695	6.41	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	121,280	3	45	15	0.14	THA
Ornithogalum -- D	8,620	27	90	73	0.68	
Ornithogalum -- I	13,080	6	70	25	0.23	NLD ZAF
Protea King -- D	0					
Protea King -- I	507	100	800	403	3.71	AUS ZAF
Protea others -- D	0					
Protea others -- I	729	115	800	331	3.05	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	280	20	200	132	1.22	AUS
Rose Total -- D	1,245,561	1	2,576	72	0.66	
Rose Total -- I	375,645	1	900	46	0.43	
Rose Avalanche -- D	98,130	4	250	71	0.66	
Rose Avalanche -- I	4,825	1	80	31	0.28	NLD
Rose Delilah -- D	3,800	10	120	46	0.43	
Rose Delilah -- I	0					
Rose Dukaat -- D	8,300	10	120	44	0.40	
Rose Dukaat -- I	0					
Rose Esther -- D	4,640	3	150	25	0.23	
Rose Esther -- I	600	15	20	16	0.15	
Rose Fantasy -- D	990	50	140	90	0.83	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	550	10	30	24	0.22	IND
Rose Gold Strike -- D	1,610	10	90	42	0.39	
Rose Gold Strike -- I	21,503	1	50	20	0.19	IND
Rose Grand Gala -- D	2,650	20	70	33	0.30	
Rose Grand Gala -- I	3,510	1	50	18	0.17	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 Milva -- D	6,100		180	69	0.63	
Rose Milva -- I	1,080		70	47	0.43	IND
Rose Noblesse -- D	7,000	2	100	30	0.27	
Rose Noblesse -- I	9,885	3	55	24	0.22	IND
Rose Pareo -- D	13,170	2	140	44	0.40	
Rose Pareo -- I	0					
Rose Red Roses D --	24,815	1	150	41	0.38	
Rose Red Roses I --	0					
Rose Saphir -- D	4,160	7	120	46	0.43	
Rose Saphir -- I	0					
Rose The Teresa -- D	10,910	8	130	52	0.48	
Rose The Teresa -- I	0					
Rose Tineke -- D	33,710	1	180	46	0.42	
Rose Tineke -- I	460	1	15	8	0.08	IND
Rose Spr Lovely Lydia -- D	7,875	30	220	101	0.93	
Rose Spr Lovely Lydia -- I	2,290	40	60	55	0.50	KOR
Rose Spr Macarena -- D	6,030	30	160	80	0.74	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,412	1	200	32	0.30	
Rose Spr Mixed -- I	60		70	51	0.47	KOR
Sandersonia -- D	14,915	20	170	88	0.81	
Sandersonia -- I	420		120	55	0.50	NZL
Trachelium -- D	280		100	78	0.72	
Trachelium -- I	650		125	83	0.76	
Tulip -- D	0					
Tulip -- I	100			100	0.92	NLD
Waxflowers -- D	0					
Waxflowers -- I	29,090	3	70	40	0.37	AUS
Green Foliage						
Beargrass -- D	6		167	133	1.23	
Beargrass -- I	251	150	300	258	2.38	USA
Leatherleaves -- D	91,120	1	55	25	0.23	
Leatherleaves -- I	237,970	1	35	12	0.11	USA
Ruscus Israel -- D	1,400		40	15	0.14	
Ruscus Israel -- I	7,525		35	19	0.18	ISR
Ruscus Italian -- D	2,180	15	80	46	0.42	
Ruscus Italian -- I	8,050	2	65	30	0.27	ITA
Salal -- D	0					
Salal -- I	9,395	10	400	72	0.66	USA