

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.

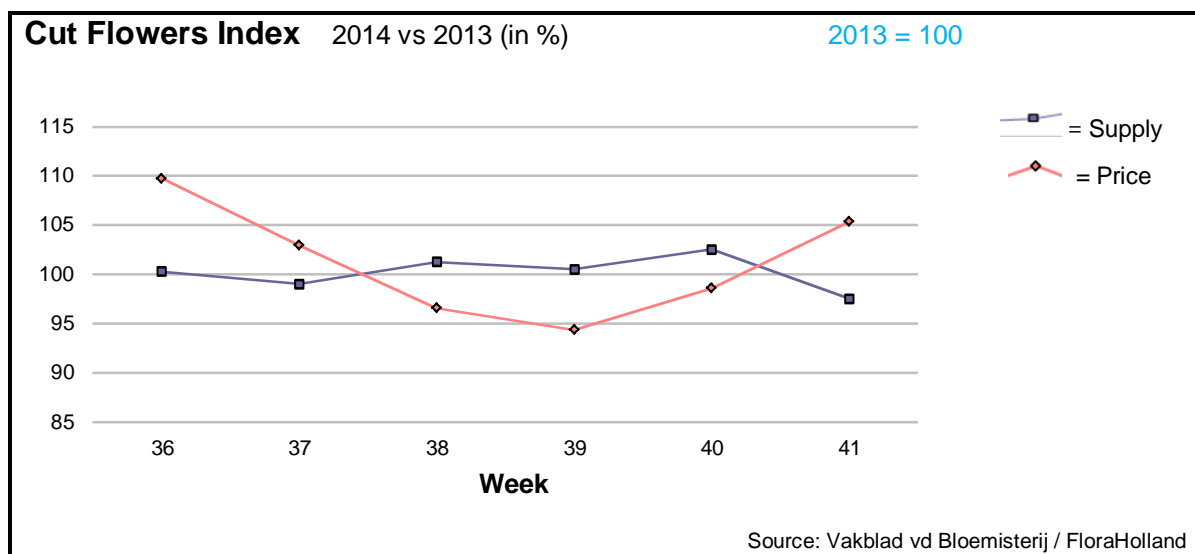
The Market Insider team

Week No. 41-2014

Date: 15/10/14

The FloraHolland flower auctions' weekly supply and price index

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



The supply in week 41 was 2.5% lower than in this week last year. As result, the average price went up' and was 23 cents/stem; 1 cent more than in 2013 (clock-only price was €0.26).

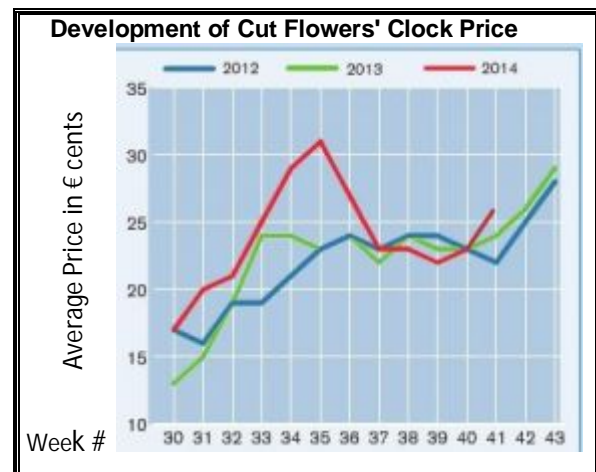
Big roses got 1 cent more in price, for 7.5% less in supplied stems.

Small roses got the same price as last year – 11 cents – while supply was 1% lower.

Spray roses got 7 cents more in price, when supply went down by 7%.

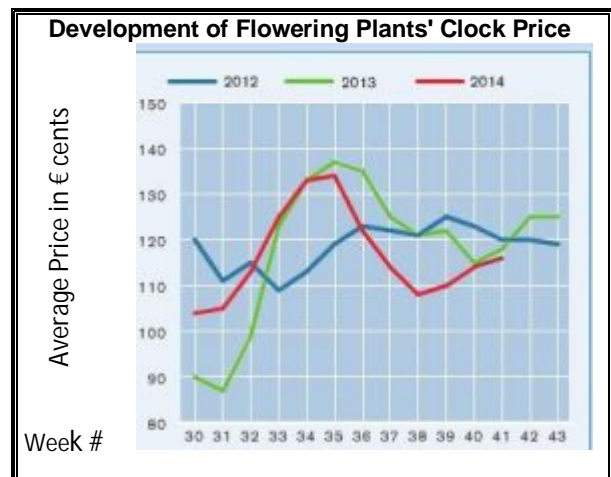
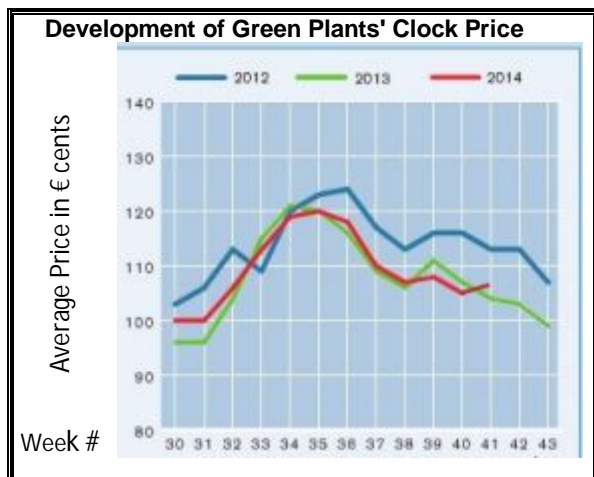
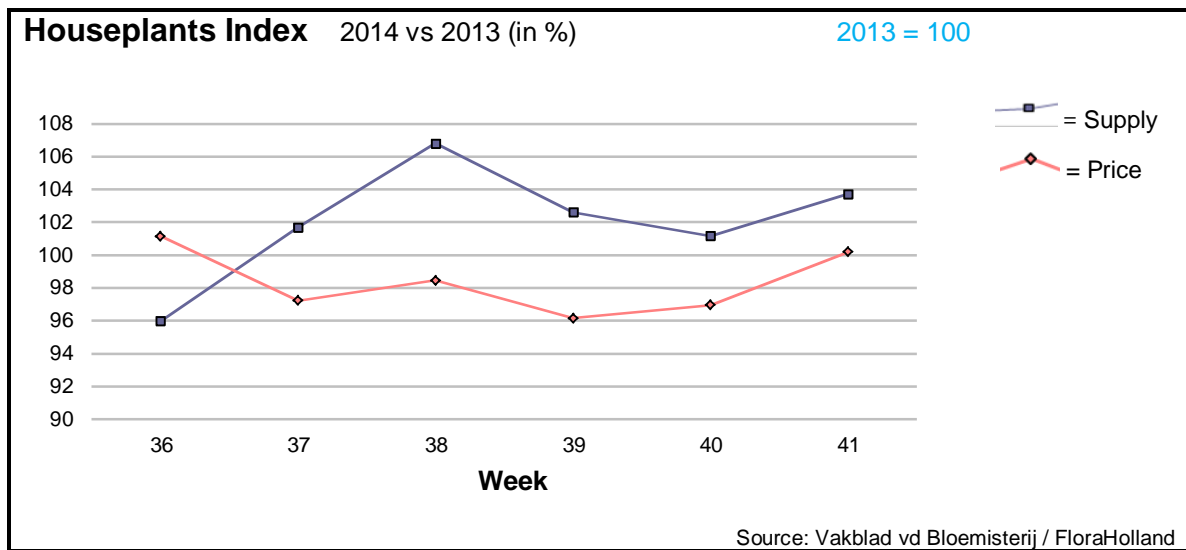
Cymbidium orchids got 18 cents less in price, while supply was 5% higher.

Lisianthus however got 15% more in price, even though the supply was 9.5% higher.



Significantly higher prices were achieved by: aconitum, agapanthus, alstroemeria, anigozanthos, asclepias, carthamus, delphinium, eucalyptus, gladioli, gypsophila, helianthus, hypericum, leucadendron, limonium, phlox, pittosporum, and trachelium.

Much lower prices, for higher supply were shown by: ammi, anemone, aspidistra, spray carnations, gerbera big, and gerbera mini .



The average price for houseplants in week 40 was € 1.70/pot; the same as in 2013. The total supply was 4% higher than last year.

Phalaenopsis got the same price, while the supply was 3.5% higher than in 2013.

Chrysanthemums got 9 cent more in price, for 4.5% more pots.

Anthurium got 7% less in price, while supply was 6% higher.

Rose-in-pot got 15.5% more in price, for 4.5% less units.

Cyclamen got 6 cents less in price, for 16.5% more units.

Kalanchoe got 5 cents more in price, for 6% less supplied pots.

Dracaena got 15% more in price, for 15% less in supply.

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. W41 Date: 15/10/2014

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 : 41 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\$ = 107.36 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	17,440,749					
Alstroemeria -- D	206,266	10	1,000	77	0.72	
Alstroemeria -- I	25,822		65	31	0.28	COL ISR NLD
Ammi majus -- D	13,520	10	130	53	0.49	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	16,180	25	115	58	0.54	AUS NLD ZWE
Anthurium Pink -- D	35		160	137	1.28	
Anthurium Pink -- I	8,932	5	170	49	0.46	THA
Anthurium Red -- D	425		500	130	1.21	
Anthurium Red -- I	10,389	1	280	58	0.54	AUS THA USA ZAF
Anthurium White -- D	0					
Anthurium White -- I	7,370		190	50	0.47	THA
Banksia -- D	0					
Banksia -- I	11	320	320	320	2.98	AUS NZL
Bupleurum -- D	4,355	40	140	89	0.83	
Bupleurum -- I	0					
Calla -- D	59,806	10	300	93	0.87	
Calla -- I	3,884	4	280	111	1.03	NLD NZL
Carnations Spray -- D	375,852	1	160	43	0.40	
Carnations Spray -- I	534,086	1	170	26	0.24	COL
Carnations Standard -- D	493,396	1	160	43	0.40	
Carnations Standard -- I	770,707	1	170	36	0.34	COL
Chrysanthemum Spray -- D	627,610	1	135	37	0.34	
Chrysanthemum Spray -- I	492,290		90	33	0.31	KOR
Delphinium -- D	91,165	8	400	106	0.98	
Delphinium -- I	0					
Dracaena -- D	28,952	5	1,500	34	0.32	
Dracaena -- I	163,198	1	110	24	0.22	SGP
Euphorbia Marginata -- D	1,200		40	23	0.21	
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	511,115	2	4,000	116	1.08	
Eustoma -- I	1,000	1	40	14	0.13	
Freesia -- D	0					
Freesia -- I	1,800	6	60	38	0.35	NLD
Gentiana -- D	868,132	1	1,754	29	0.27	
Gentiana -- I	0					
Gerbera -- D	384,968	1	150	39	0.37	
Gerbera -- I	0					
Gladiolus -- D	228,585	1	80	30	0.28	
Gladiolus -- I	0					
Gypsophila -- D	145,607	17	250	74	0.69	
Gypsophila -- I	9,200		60	46	0.42	ISR
Heliconia Pendula -- D	1,855	4	150	37	0.34	
Heliconia Pendula -- I	148	20	850	390	3.64	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	9,844	11	140	51	0.47	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	7,339	15	190	90	0.84	AUS NZL ZAF
Lily Casablanca -- D	41,920	46	900	270	2.52	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	64,860	17	200	81	0.75	
Lily Longiflorum -- I	2,320	10	100	59	0.55	KOR NLD
Limonium Sinuatum -- D	238,420	2	100	37	0.35	
Limonium Sinuatum -- I	1,020		12	5	0.05	AUS NZL
Molucella -- D	1,300	25	120	77	0.72	
Molucella -- I	0					
Nerine -- D	4,020		125	30	0.28	
Nerine -- I	17,139	5	160	53	0.50	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	75,390	10	45	24	0.23	SGP THA
Orchid Cymbidium -- D	1,697	100	1,000	368	3.43	
Orchid Cymbidium -- I	14,742	120	1,200	550	5.12	NLD NZL
Orchid Oncidium -- D	14,672	10	550	87	0.81	
Orchid Oncidium -- I	166,000	8	180	31	0.29	SGP TAI THA
Orchid Phalaenopsis -- D	10,189	100	3,000	785	7.31	
Orchid Phalaenopsis -- I	5,941	190	1,040	711	6.62	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	68,600	10	40	19	0.18	THA
Ornithogalum -- D	6,380	20	100	69	0.64	
Ornithogalum -- I	32,423	3	65	17	0.16	NLD ZAF
Protea King -- D	0					
Protea King -- I	681	150	800	406	3.78	AUS ZAF
Protea others -- D	50			280	2.61	
Protea others -- I	1,003	50	1,200	336	3.13	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	220	250	250	150	1.40	AUS
Rose Total -- D	1,304,311	1	2,338	75	0.70	
Rose Total -- I	286,357	1	420	52	0.48	
Rose Avalanche -- D	94,234	20	200	87	0.81	
Rose Avalanche -- I	2,765	5	100	39	0.36	NLD
Rose Delilah -- D	5,470	1	120	42	0.39	
Rose Delilah -- I	0					
Rose Dukaat -- D	10,100	8	140	41	0.38	
Rose Dukaat -- I	0					
Rose Esther -- D	4,320	1	150	39	0.36	
Rose Esther -- I	1,200	8	20	14	0.13	
Rose Fantasy -- D	2,250	25	140	61	0.57	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	699	5	30	10	0.09	IND
Rose Gold Strike -- D	1,590	10	100	50	0.46	
Rose Gold Strike -- I	8,785	1	63	13	0.12	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	3,150	6	90	28	0.26	
Rose Grand Gala -- I	3,300	1	30	13	0.12	IND
Rose Milva -- D	5,150		180	79	0.73	
Rose Milva -- I	1,242		60	50	0.47	IND
Rose Noblesse -- D	6,980	1	80	27	0.25	
Rose Noblesse -- I	3,100	5	35	18	0.17	IND
Rose Pareo -- D	16,395	10	140	42	0.39	
Rose Pareo -- I	0					
Rose Red Roses D --	26,879	1	168	35	0.33	
Rose Red Roses I --	0					
Rose Saphir -- D	6,530	10	130	41	0.38	
Rose Saphir -- I	0					
Rose The Teresa -- D	13,170	10	110	46	0.43	
Rose The Teresa -- I	0					
Rose Tineke -- D	36,623	1	150	59	0.55	
Rose Tineke -- I	660	10	30	16	0.15	IND
Rose Spr Lovely Lydia -- D	7,755	20	200	98	0.91	
Rose Spr Lovely Lydia -- I	3,290	26	100	58	0.54	KOR
Rose Spr Macarena -- D	6,095	30	180	88	0.82	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,120	1	130	41	0.38	
Rose Spr Mixed -- I	100		60	27	0.25	KOR
Sandersonia -- D	14,280	26	150	89	0.83	
Sandersonia -- I	200		40	40	0.37	NZL
Trachelium -- D	200		100	86	0.80	
Trachelium -- I	1,100		125	80	0.75	
Tulip -- D	0					
Tulip -- I	100			120	1.12	NLD
Waxflowers -- D	0					
Waxflowers -- I	14,865	2	95	46	0.43	AUS
<u>Green Foliage</u>						
Beargrass -- D	5		300	198	1.84	
Beargrass -- I	210	200	330	270	2.51	USA
Leatherleaves -- D	74,430	5	55	24	0.22	
Leatherleaves -- I	243,670	1	38	13	0.12	USA
Ruscus Israel -- D	3,100		35	12	0.11	
Ruscus Israel -- I	6,265		30	22	0.20	ISR
Ruscus Italian -- D	2,070	25	110	57	0.53	
Ruscus Italian -- I	7,100	5	70	29	0.27	ITA
Salal -- D	0					
Salal -- I	8,165	12	700	90	0.84	USA