

## 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.

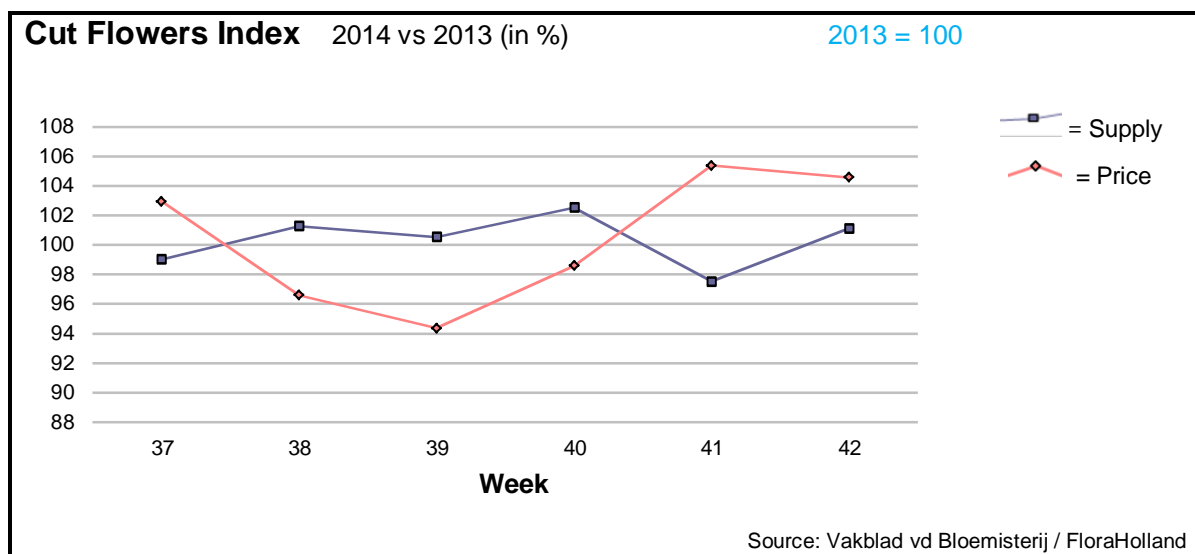
The Market Insider team

Week No. 42-2014

Date: 22/10/14

#### The FloraHolland flower auctions' weekly supply and price index

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



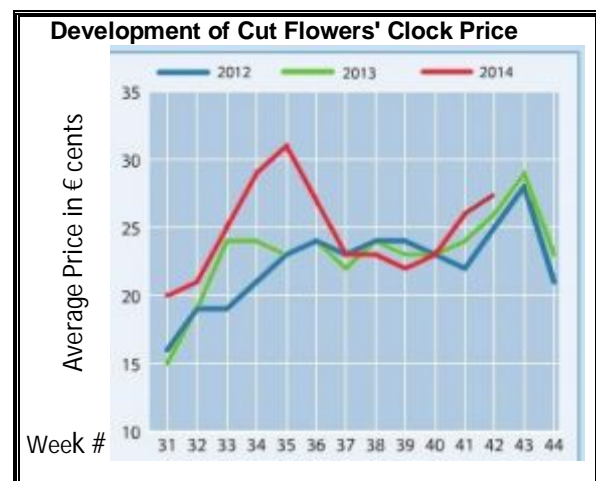
The supply in week was some 1% higher than in last year, thanks to relatively nice weather in The Netherlands, and the average price for cut flowers was 1 cent higher.

The impact of the 1 November holidays was felt already.

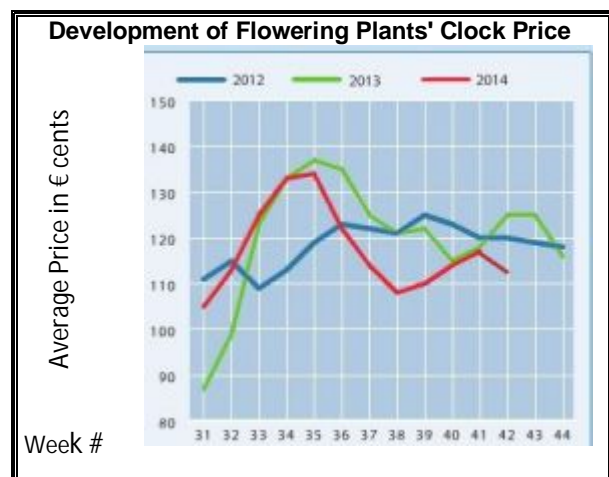
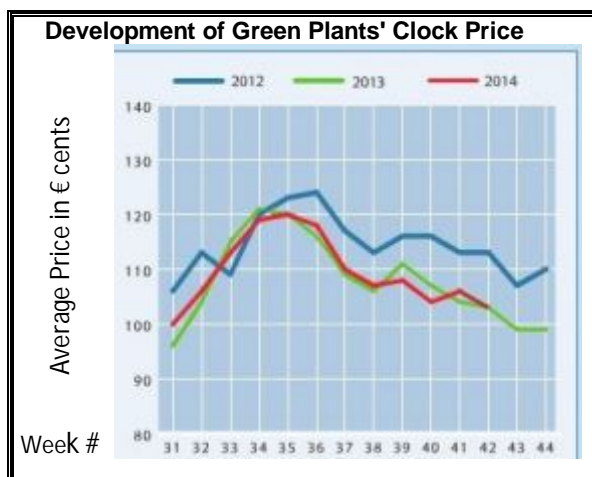
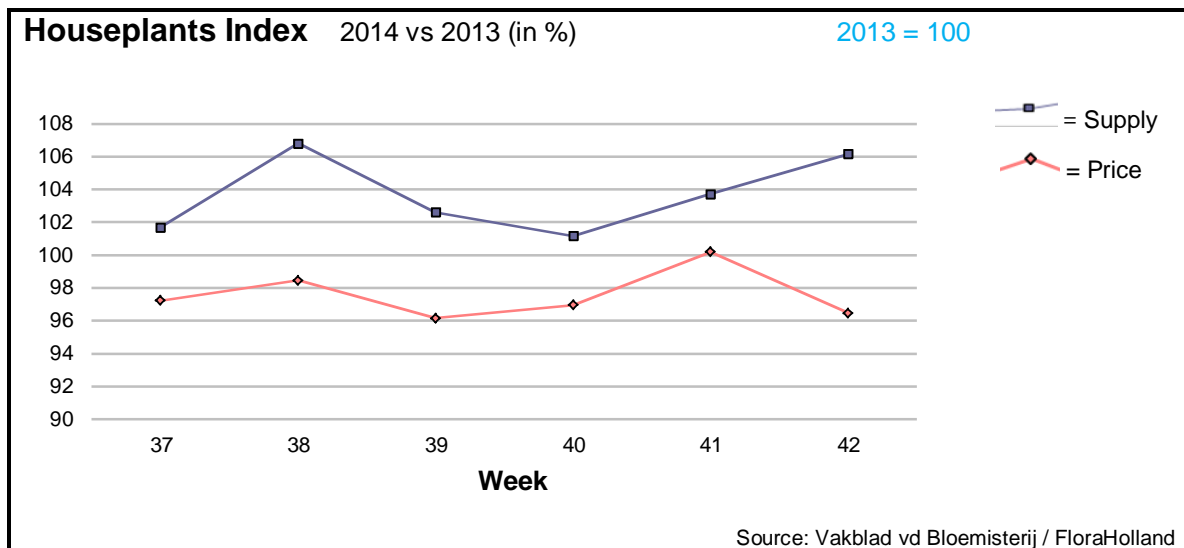
Hydrangea was especially expensive this week. Spray chrysanthemums got 31 cents; 2 cents more than last year, for 2% less in supply.

Over-supply of gerbera caused lower prices than last year.

The same trend was also with ammi, anemone, spray carnations, and protea.



However, most products got higher prices than in 2013. Among them: roses of all groups, aconitum, agapanthus, anigozanthos, asclepias, delphinium, eucalyptus, helianthus, hypericum, limonium, phlox, pittosporum, ranunculus, and solidago.



The supply of houseplants in week 42 was 6% higher than in the same week last year, while the price dropped by 6 cents.

- Phalaenopsis got 1 cent more in price, for 4.4% more sold units.
- Chrysanthemums got 2 cent more in price, for 18% more pots.
- Anthurium got 77 cent less in price, while supply was 35% higher.
- Rose-in-pot got 1 cent more in price, while the supply was a little higher.
- Ficus got 8 cents more in price, for 9% less in supply/
- Dracaena got 23 cents more in price, for 20% 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. W42 Date: 22/10/2014**

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 : 42 in : 2014**

**Index:**

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

**Exchange Rate** 1 US\$ = 106.50 Yen

<u>Product Name &amp; 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>	
<b>D = Domestic I = Imported</b>	<b>Quantity</b>	<b>Lowest</b>	<b>Highest</b>	<b>Average</b>	<b>US\$</b>	<b>Main Origin</b>
<b>Total Cut Flowers Sold</b>	<b>16,690,489</b>					
Alstroemeria -- D	199,280	25	400	78	0.74	
Alstroemeria -- I	22,399	10	65	36	0.34	COL ISR NLD
Ammi majus -- D	22,760	1	150	36	0.34	
Ammi majus -- I	0					
Anigozanthos -- D	10			34	0.32	
Anigozanthos -- I	13,640	20	92	53	0.49	AUS NLD ZWE
Anthurium Pink -- D	55		160	135	1.27	
Anthurium Pink -- I	9,436	5	170	46	0.44	THA
Anthurium Red -- D	375		180	130	1.22	
Anthurium Red -- I	10,583	3	280	58	0.54	AUS THA USA ZAF
Anthurium White -- D	15		200	180	1.69	
Anthurium White -- I	6,828	2	190	42	0.39	THA
Banksia -- D	0					
Banksia -- I	11		250	250	2.35	AUS NZL
Bupleurum -- D	4,260	35	130	82	0.77	
Bupleurum -- I	0					
Calla -- D	58,921	5	320	82	0.77	
Calla -- I	3,964	14	300	121	1.13	NLD NZL
Carnations Spray -- D	334,521	2	160	43	0.41	
Carnations Spray -- I	508,004	1	60	28	0.27	COL
Carnations Standard -- D	480,440	1	160	38	0.35	
Carnations Standard -- I	659,384	1	170	37	0.34	COL
Chrysanthemum Spray -- D	739,180	1	100	36	0.34	
Chrysanthemum Spray -- I	544,370		90	31	0.30	KOR
Delphinium -- D	108,637	10	400	111	1.04	
Delphinium -- I	0					
Dracaena -- D	16,036	4	1,500	40	0.37	
Dracaena -- I	165,168		120	25	0.23	SGP
Eustoma -- D	485,772	1	6,000	117	1.10	
Eustoma -- I	1,200	1	65	21	0.20	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Freesia -- D	3,600		55	36	0.34	
Freesia -- I	1,500		65	45	0.42	NLD
Gentiana -- D	682,727	2	180	27	0.25	
Gentiana -- I	0					
Gerbera -- D	402,560	5	892	36	0.34	
Gerbera -- I	628		55	31	0.29	
Gladiolus -- D	185,530	1	90	29	0.28	
Gladiolus -- I	0					
Gypsophila -- D	156,360	17	280	80	0.75	
Gypsophila -- I	7,761		77	52	0.49	ISR
Heliconia Pendula -- D	1,505	20	160	53	0.50	
Heliconia Pendula -- I	238	25	600	191	1.79	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,870	35	150	69	0.65	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	6,014	40	180	103	0.97	AUS NZL ZAF
Lily Casablanca -- D	17,375	70	800	274	2.57	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	36,460	10	185	73	0.69	
Lily Longiflorum -- I	200	65	70	68	0.64	KOR
Limonium Sinuatum -- D	138,040	6	110	43	0.41	
Limonium Sinuatum -- I	400		5	7	0.07	AUS NZL
Molucella -- D	950	45	120	85	0.80	
Molucella -- I	0					
Nerine -- D	4,130		110	39	0.37	
Nerine -- I	7,800	40	130	65	0.61	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	84,170	8	45	27	0.25	SGP THA
Orchid Cymbidium -- D	1,474	70	750	394	3.70	
Orchid Cymbidium -- I	6,318	200	1,000	621	5.83	NLD NZL
Orchid Oncidium -- D	7,325	8	350	100	0.94	
Orchid Oncidium -- I	80,355	15	150	42	0.40	SGP TAI THA
Orchid Phalaenopsis -- D	7,021	83	3,000	915	8.59	
Orchid Phalaenopsis -- I	2,826	167	960	672	6.31	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	51,240	8	45	22	0.21	THA
Ornithogalum -- D	1,460	40	100	85	0.80	
Ornithogalum -- I	12,150	5	80	17	0.16	NLD ZAF
Protea King -- D	0					
Protea King -- I	237	60	1,300	258	2.42	AUS ZAF
Riceflowers -- D	0					
Riceflowers -- I	60	250	250	250	2.35	AUS
<b>Rose Total -- D</b>	<b>1,254,285</b>	<b>1</b>	<b>2,068</b>	<b>62</b>	<b>0.59</b>	
<b>Rose Total -- I</b>	<b>249,643</b>	<b>1</b>	<b>420</b>	<b>51</b>	<b>0.48</b>	
Rose Avalanche -- D	50,570	5	180	58	0.54	
Rose Avalanche -- I	585	5	80	36	0.34	
Rose Delilah -- D	1,600	10	60	27	0.25	
Rose Delilah -- I	0					
Rose Dukaat -- D	2,590	20	140	52	0.49	
Rose Dukaat -- I	60	20	20	20	0.19	COL
Rose Esther -- D	800	15	100	39	0.37	
Rose Esther -- I	340	10	10	10	0.09	
Rose Fantasy -- D	1,310	20	100	54	0.50	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	240		20	20	0.19	IND
Rose Gold Strike -- D	830	20	100	52	0.48	
Rose Gold Strike -- I	1,590	2	35	15	0.14	IND
Rose Grand Gala -- D	2,870	11	80	27	0.26	
Rose Grand Gala -- I	3,260	5	40	15	0.14	IND
Rose Milva -- D	4,925		150	76	0.71	
Rose Milva -- I	634		60	52	0.49	IND

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Noblesse -- D	6,200	10	100	32	0.30	
Rose Noblesse -- I	2,970	10	35	26	0.24	IND
Rose Pareo -- D	16,220	2	140	42	0.39	
Rose Pareo -- I	0					
Rose Red Roses D --	25,525	1	150	38	0.36	
Rose Red Roses I --	0					
Rose Saphir -- D	8,110	10	100	38	0.35	
Rose Saphir -- I	0					
Rose The Teresa -- D	13,925	5	130	43	0.40	
Rose The Teresa -- I	0					
Rose Tineke -- D	26,310	1	160	39	0.37	
Rose Tineke -- I	180		15	10	0.09	IND
Rose Spr Lovely Lydia -- D	9,170	20	180	86	0.81	
Rose Spr Lovely Lydia -- I	3,430	25	70	49	0.46	KOR
Rose Spr Macarena -- D	7,260	20	130	61	0.57	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	2,725	1	200	48	0.45	
Rose Spr Mixed -- I	30			25	0.23	KOR
Sandersonia -- D	10,240	35	150	94	0.88	
Sandersonia -- I	0					
Trachelium -- D	130		100	85	0.80	
Trachelium -- I	1,190		125	94	0.89	ISR NLD
Tulip -- D	0					
Tulip -- I	100			90	0.85	NLD
Waxflowers -- D	60			1	0.01	
Waxflowers -- I	6,120	10	95	56	0.53	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		167	133	1.25	
Beargrass -- I	520	150	300	115	1.08	USA
Leatherleaves -- D	38,820	10	55	28	0.27	
Leatherleaves -- I	161,880	3	35	15	0.14	USA
Ruscus Israel -- D	2,300		45	13	0.12	
Ruscus Israel -- I	7,075		30	22	0.21	ISR
Ruscus Italian -- D	3,870	20	130	46	0.43	
Ruscus Italian -- I	7,550	10	75	40	0.38	ITA
Salal -- D	0					
Salal -- I	7,465	20	400	74	0.70	USA