

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.

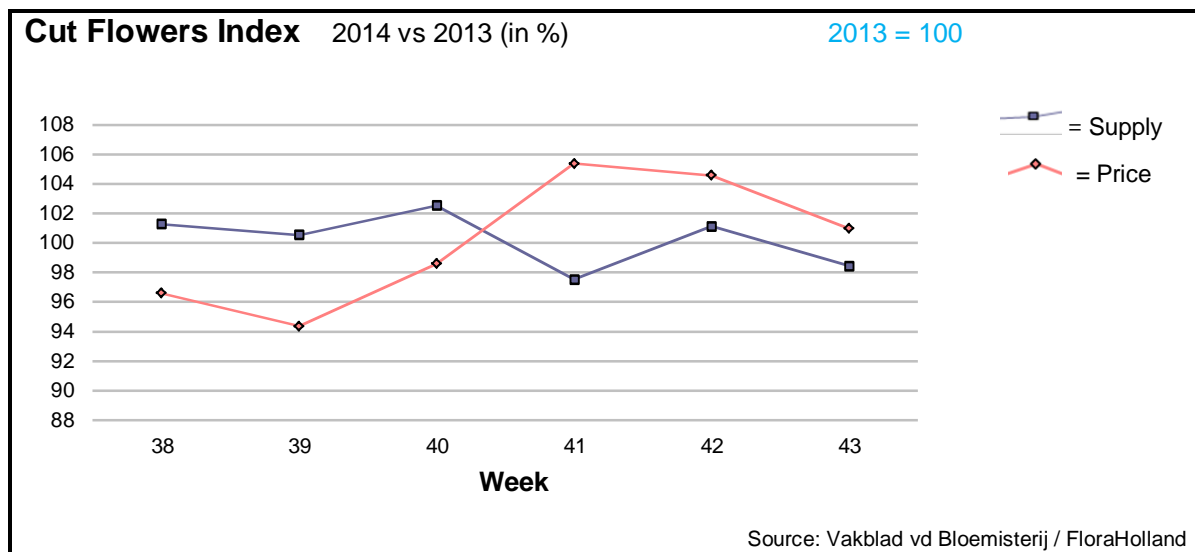
The Market Insider team

Week No. 43-2014

Date: 29/10/14

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 average cut flower price in week 43 was 27 cents/stem (clock-only price was 30 ct). This is about the same price like last year. The supply was 1.6% lower.

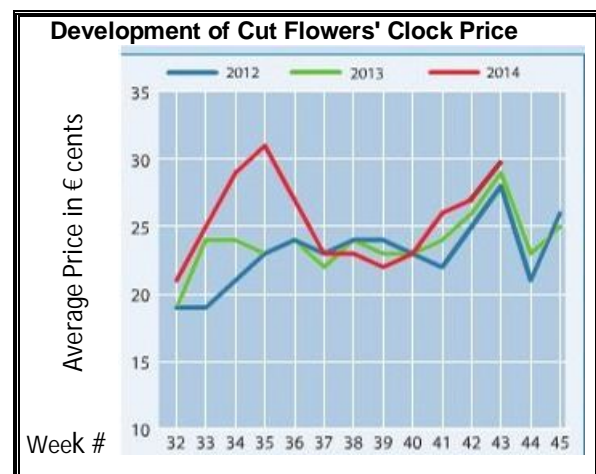
The big roses fetched the same price like in 2013, even though the supply was 7% lower.

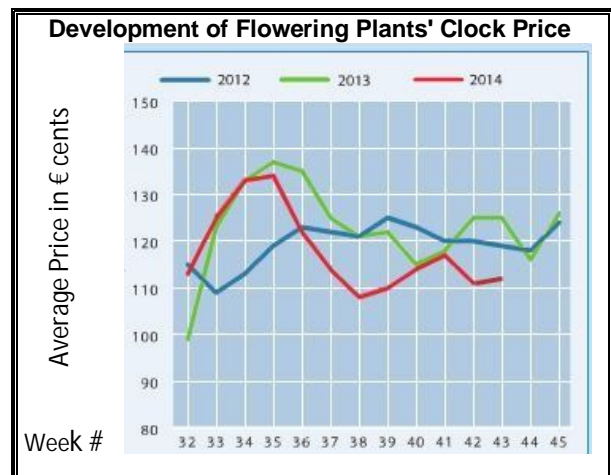
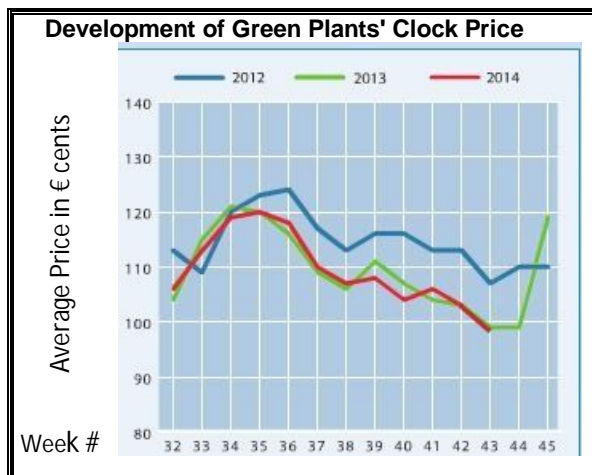
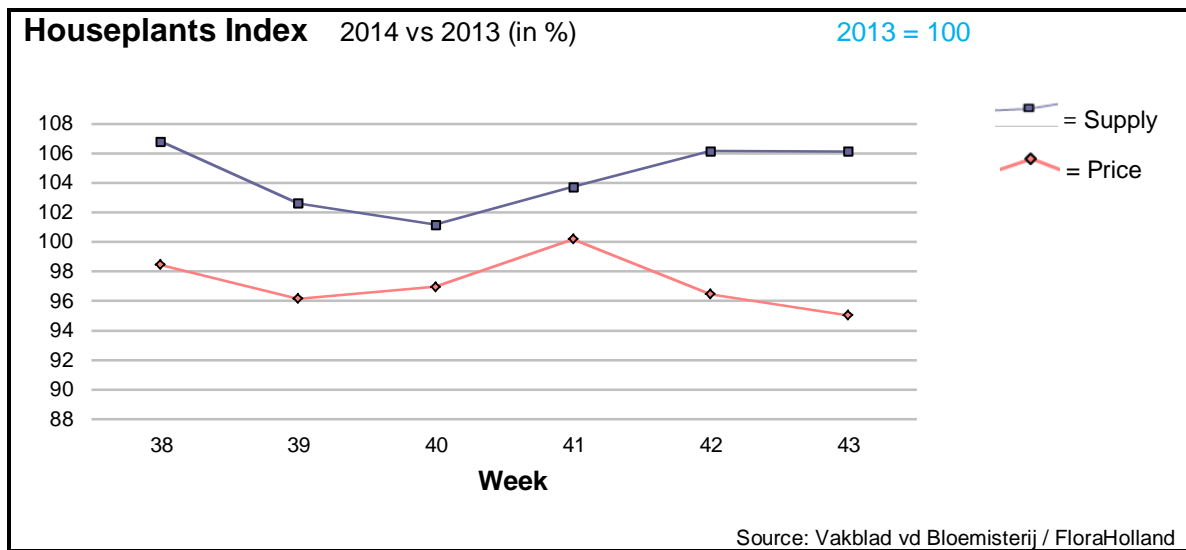
The demand for chrysanthemums went up lately, thanks to approaching 1 November holidays. Spray chrisant. Got this week 3 cents more in price, for 2% more stems.

The amaryllis season started already some weeks ago. This week the supply was 28% higher than in 2013, and the price dropped by 16%.

Many flowers got much higher price than last year; among them: aconitum, anthurium, delphinium, eucalyptus, fatsia, helianthus, hypericum, leucadendron, liatris, limonium, phlox, pittosporum, ranunculus, spray roses, and solidago.

However, some products got lower price; among them: ammi, anemone, chamelaucium/wax flower, spray carnation, gerbera big, gerbera mini, protea, and trachelium.





The houseplant supply in week 43 was 6% higher than at the same week in 2013. The average price was 5% lower.

Phalaenopsis, however, was stable: got 0.2% more in price, for the same number of sold units.

Rose-in-pot got 8% cent less in price, while the supply was 35% higher.

Chrysanthemums got 2.5% less in price, for 10% more pots.

Cyclamen got 15% less in price, for 14% more in supply.

Kalanchoe got 9% better in price.

Ficus got 15% better in price.

MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



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IND	= India	TAI	= Taiwan
ISR	= Israel	THA	= Thailand
ITA	= Italy	USA	= United States
KEN	= Kenya	ZAF	= South Africa
KOR	= Republic of Korea	ZWE	= Zimbabwe
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Price Information: Floriculture Products - Japanese Markets (4 Auctions)

Issue No. W43 Date: 29/10/2014

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Exchange Rate 1 US\$ = 108.05 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	15,969,990					
Alstroemeria -- D	204,536	10	400	85	0.79	
Alstroemeria -- I	18,391	10	70	46	0.42	COL ISR NLD
Ammi majus -- D	31,905	8	150	35	0.33	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	20,660	39	100	64	0.59	AUS NLD ZWE
Anthurium Pink -- D	22		150	136	1.26	
Anthurium Pink -- I	7,300	14	180	63	0.58	THA
Anthurium Red -- D	1,015		200	148	1.37	
Anthurium Red -- I	9,627	4	300	77	0.71	AUS THA USA ZAF
Anthurium White -- D	45		70	63	0.58	
Anthurium White -- I	5,197	5	210	63	0.59	THA
Banksia -- D	0					
Banksia -- I	1,088		400	183	1.70	AUS NZL
Bupleurum -- D	5,210	13	130	83	0.77	
Bupleurum -- I	0					
Calla -- D	51,328	4	320	102	0.95	
Calla -- I	5,277	25	280	140	1.30	NLD NZL
Carnations Spray -- D	322,294	10	160	50	0.46	
Carnations Spray -- I	498,315	10	170	36	0.33	COL
Carnations Standard -- D	439,946	10	160	47	0.43	
Carnations Standard -- I	646,117	1	175	43	0.40	COL
Chrysanthemum Spray -- D	733,995	1	135	45	0.41	
Chrysanthemum Spray -- I	532,820	7	90	38	0.35	KOR
Delphinium -- D	111,032	8	400	104	0.96	
Delphinium -- I	0					
Dracaena -- D	19,193	17	410	50	0.47	
Dracaena -- I	156,321	5	120	30	0.28	SGP
Euphorbia Marginata -- D	1,260		50	30	0.28	
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	498,121	10	4,000	128	1.18	
Eustoma -- I	2,080	13	75	39	0.36	
Freesia -- D	14,700		55	41	0.38	
Freesia -- I	3,700		60	42	0.39	NLD
Gentiana -- D	373,520	7	150	34	0.32	
Gentiana -- I	0					
Gerbera -- D	408,156	10	892	37	0.35	
Gerbera -- I	240		50	36	0.33	
Gladiolus -- D	131,663	6	110	46	0.42	
Gladiolus -- I	0					
Gypsophila -- D	163,809	17	250	84	0.78	
Gypsophila -- I	7,250		100	55	0.51	ISR
Heliconia Pendula -- D	2,120	35	140	70	0.65	
Heliconia Pendula -- I	285	40	450	202	1.87	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,735	45	150	63	0.59	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	6,231	70	200	117	1.08	AUS NZL ZAF
Lily Casablanca -- D	13,280	71	850	364	3.37	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	33,795	10	200	83	0.77	
Lily Longiflorum -- I	640	60	90	73	0.67	KOR NLD
Limonium Sinuatum -- D	193,378	10	120	48	0.45	
Limonium Sinuatum -- I	0					
Molucella -- D	870	31	110	83	0.76	
Molucella -- I	0					
Nerine -- D	10,545	2	160	49	0.45	
Nerine -- I	10,650	32	130	62	0.57	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	89,920	10	45	29	0.27	SGP THA
Orchid Cymbidium -- D	2,551	132	1,000	498	4.61	
Orchid Cymbidium -- I	4,986	400	1,250	741	6.86	NLD NZL
Orchid Oncidium -- D	8,125	15	300	112	1.04	
Orchid Oncidium -- I	78,775	10	180	65	0.60	SGP TAI THA
Orchid Phalaenopsis -- D	8,643	77	2,500	845	7.82	
Orchid Phalaenopsis -- I	3,181	191	900	605	5.60	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	49,730	10	40	26	0.24	THA
Ornithogalum -- D	1,110	30	110	84	0.77	
Ornithogalum -- I	8,090	10	85	21	0.20	NLD ZAF
Protea King -- D	0					
Protea King -- I	311	80	750	201	1.86	AUS ZAF
Protea others -- D	0					
Protea others -- I	220	75	90	83	0.77	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	120	200	200	200	1.85	AUS
Rose Total -- D	1,146,508	5	2,065	76	0.70	
Rose Total -- I	264,930	2	420	59	0.55	
Rose Avalanche -- D	48,935	20	180	77	0.71	
Rose Avalanche -- I	1,658	10	80	39	0.36	NLD
Rose Delilah -- D	1,020	15	100	44	0.41	
Rose Delilah -- I	0					
Rose Dukaat -- D	2,520	20	110	65	0.60	
Rose Dukaat -- I	0					
Rose Esther -- D	1,000	20	100	39	0.36	
Rose Esther -- I	0					
Rose Fantasy -- D	490	30	150	75	0.69	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	370	30	80	56	0.52	
Rose Gold Strike -- I	5,729	10	41	27	0.25	IND
Rose Grand Gala -- D	1,920	30	70	47	0.44	
Rose Grand Gala -- I	920	20	45	29	0.27	IND

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Rose Milva -- D	4,095		150	84	0.78	
Rose Milva -- I	1,960		78	60	0.56	IND
Rose Noblesse -- D	5,295	14	80	40	0.37	
Rose Noblesse -- I	4,180	20	38	27	0.25	IND
Rose Pareo -- D	15,725	10	140	52	0.48	
Rose Pareo -- I	0					
Rose Red Roses D --	22,200	10	200	52	0.48	
Rose Red Roses I --	0					
Rose Saphir -- D	7,900	10	130	55	0.50	
Rose Saphir -- I	0					
Rose The Teresa -- D	11,070	18	110	57	0.53	
Rose The Teresa -- I	0					
Rose Tineke -- D	25,420	13	150	58	0.54	
Rose Tineke -- I	180		31	24	0.22	IND
Rose Spr Lovely Lydia -- D	11,030	30	171	92	0.85	
Rose Spr Lovely Lydia -- I	5,120	30	85	54	0.50	KOR
Rose Spr Macarena -- D	7,040	30	130	70	0.65	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,035	3	230	50	0.46	
Rose Spr Mixed -- I	0					
Sandersonia -- D	11,170	40	180	104	0.96	
Sandersonia -- I	250		120	88	0.81	NZL
Trachelium -- D	270		100	83	0.77	
Trachelium -- I	1,030		100	87	0.81	
Tulip -- D	5,250	50	150	86	0.80	
Tulip -- I	0					
Waxflowers -- D	0					
Waxflowers -- I	5,230	10	100	66	0.61	AUS
Green Foliage						
Beargrass -- D	6		167	133	1.23	
Beargrass -- I	390	150	330	267	2.47	USA
Leatherleaves -- D	45,190	10	60	33	0.31	
Leatherleaves -- I	135,235	5	35	18	0.17	USA
Ruscus Israel -- D	540		43	25	0.23	
Ruscus Israel -- I	5,135		30	27	0.25	ISR
Ruscus Italian -- D	5,890	7	130	38	0.35	
Ruscus Italian -- I	8,350	20	70	38	0.35	ITA
Salal -- D	0					
Salal -- I	10,155	10	400	79	0.74	USA

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