

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.

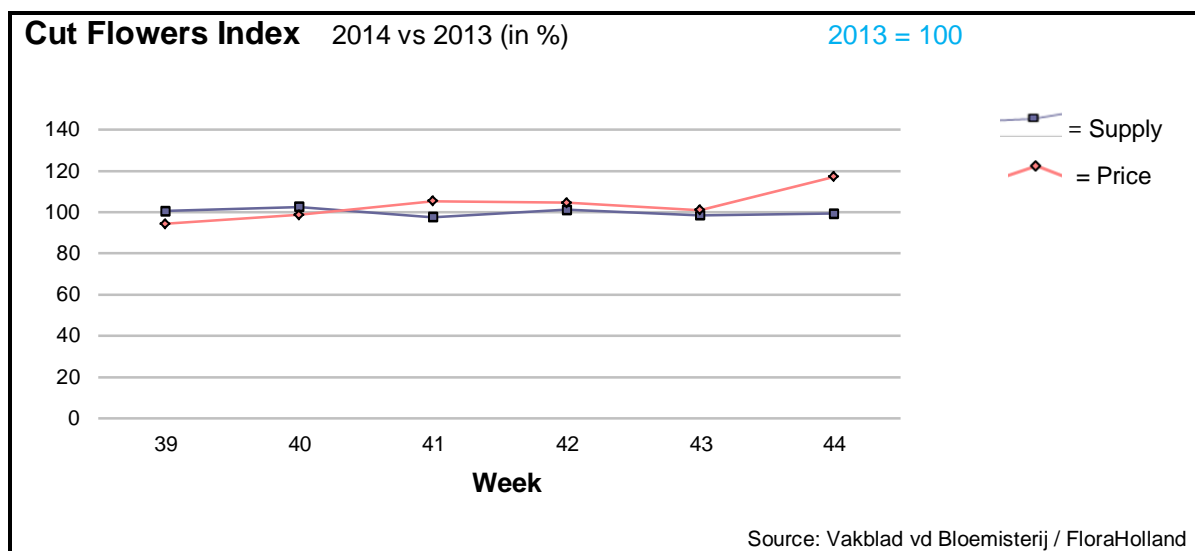
The Market Insider team

Week No. 44-2014

Date: 05/11/14

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 44 was € 0.26 (clock-only price was 0.29), 4 cents more than in the same week in 2013. The supply was 0.7% lower.

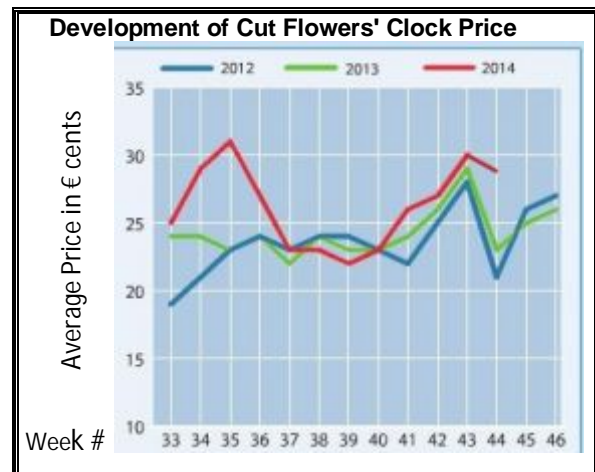
The supply of alstroemeria, lilies LA, and tulips was significantly lower (-10-17%). The supply of amaryllis, chrysant. santini, zantedeschia and anthurium was much higher than last year (+19-26%).

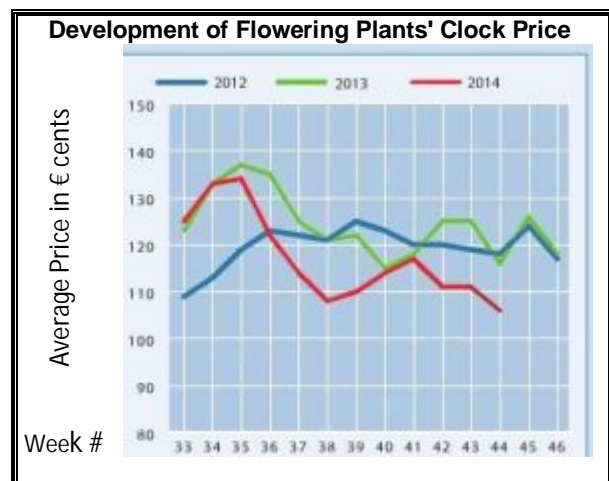
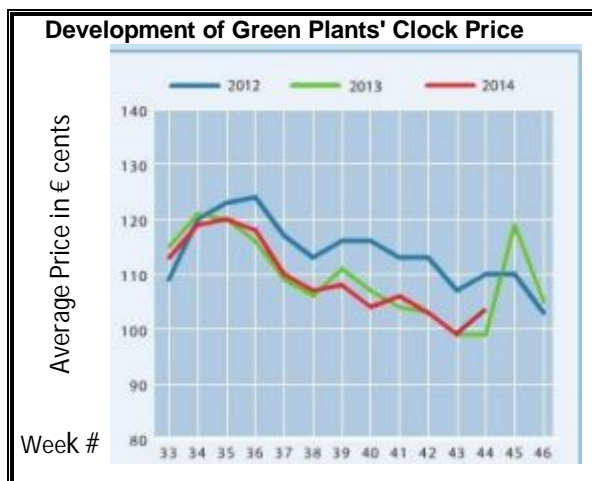
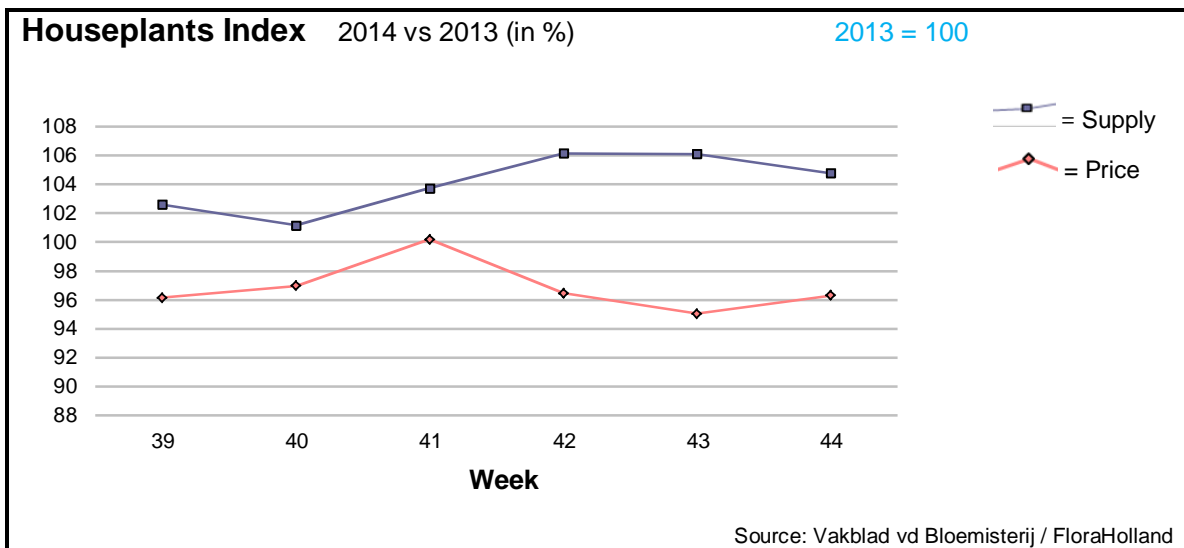
Big roses got 4 cents more in price while the supply was 2% lower.

The spray chrysanthemums showed the same.

Products that got much higher price than in 2013 were also: aconitum, agapanthus, alstroemeria, anemone, asclepias, carnations standard, carthamus, delphinium, eucalyptus, eustoma, fatsia, gerbera big, gerbera mini, gladiolus, helianthus, hypericum, leucadendron, limonium, ornithogalum, phlox, pittosporum, ranunculus, spray rose, and solidago.

Yet, there were some products that got lower prices, for higher quantities; among them: spray carnations, protea, and trachelium.





The supply of houseplants to Floraholland auctions in week 44 was 5% higher than in the same week in 2013.

The average price for all houseplants was € 1.63, 4% lower than last year.

Phalaenopsis got 2 cents less in price, in spite of 5% less supplied pots.

Chrysanthemums got 6 cents less in price, for 66% more pots (aimed for the 1 November holidays).


Cyclamen got 7 cents less in price, for higher supply.

Hyacinth got 8 cent less in price, while the supply was 42% higher.

Echeveria was the green plant with the highest supply this week. Its price was 22% lower than last year, while the supply was 55% higher.

Dracaena fetched 40 cents more in price, for 37% lower supply.

Ficus got 40 cents more in price, while 8% less in supply.

MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS							
 ITC TRADE IMPACT FOR GOOD 50 YEARS 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.	W44	Date:	05/11/2014				
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 : 44 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\$ =	112.66	Yen				
Product Name & Source	Price in Japanese Yen			Average			
D = Domestic I = Imported	Quantity	Lowest	Highest	Average	US\$	Main Origin	
Total Cut Flowers Sold	17,481,021						
Alstroemeria -- D	203,780	15	300	86	0.76		
Alstroemeria -- I	20,467		80	46	0.41	COL ISR NLD	
Ammi majus -- D	32,330	10	150	42	0.37		
Ammi majus -- I	0						
Anigozanthos -- D	0						
Anigozanthos -- I	20,190	10	100	58	0.52	AUS NLD ZWE	
Anthurium Pink -- D	35		160	137	1.22		
Anthurium Pink -- I	8,519	10	180	59	0.52	THA	
Anthurium Red -- D	1,745		500	149	1.32		
Anthurium Red -- I	9,952	1	280	68	0.61	AUS THA USA ZAF	
Anthurium White -- D	0						
Anthurium White -- I	6,364	2	210	67	0.59	THA	
Banksia -- D	0						
Banksia -- I	72		50	50	0.44	AUS NZL	
Bupleurum -- D	8,220	50	140	91	0.81		
Bupleurum -- I	0						
Calla -- D	62,377	10	300	97	0.86		
Calla -- I	5,583	5	280	115	1.02	NLD NZL	
Carnations Spray -- D	403,642	2	160	48	0.43		
Carnations Spray -- I	567,848	2	170	33	0.29	COL	
Carnations Standard -- D	558,445	1	160	49	0.44		
Carnations Standard -- I	792,725	1	170	41	0.37	COL	
Chrysanthemum Spray -- D	706,976	1	120	43	0.38		
Chrysanthemum Spray -- I	527,870	1	90	39	0.34	KOR	
Delphinium -- D	111,005	8	400	100	0.88		
Delphinium -- I	0						
Dracaena -- D	26,144	5	500	47	0.42		
Dracaena -- I	165,458	1	120	32	0.29	SGP	
Euphorbia Marginata -- D	1,200		40	23	0.20		
Euphorbia Marginata -- I	0						

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Eustoma -- D	540,859	5	3,000	133	1.18	
Eustoma -- I	2,040	5	80	35	0.31	
Freesia -- D	7,415	25	65	43	0.38	
Freesia -- I	13,400	20	60	37	0.33	NLD
Gentiana -- D	588,700	1	150	32	0.28	
Gentiana -- I	0					
Gerbera -- D	425,545	1	892	42	0.37	
Gerbera -- I	0					
Gladiolus -- D	183,195	1	100	39	0.35	
Gladiolus -- I	0					
Gypsophila -- D	196,655	10	250	74	0.66	
Gypsophila -- I	9,890		100	51	0.45	ISR
Heliconia Pendula -- D	1,425	50	150	80	0.71	
Heliconia Pendula -- I	229	40	600	244	2.17	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	9,340	11	150	59	0.52	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	5,790	63	190	131	1.16	AUS NZL ZAF
Lily Casablanca -- D	28,710	46	900	336	2.98	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	63,020	19	200	86	0.76	
Lily Longiflorum -- I	2,510	50	100	68	0.60	KOR NLD
Limonium Sinuatum -- D	287,498	2	120	45	0.40	
Limonium Sinuatum -- I	310		5	5	0.04	
Molucella -- D	660	70	90	78	0.69	
Molucella -- I	0					
Nerine -- D	11,850		180	47	0.42	
Nerine -- I	15,105	20	130	66	0.59	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	118,200	11	45	26	0.23	SGP THA
Orchid Cymbidium -- D	6,181	100	1,200	508	4.51	
Orchid Cymbidium -- I	11,917	220	1,300	690	6.12	NLD NZL
Orchid Oncidium -- D	13,936	15	550	109	0.97	
Orchid Oncidium -- I	141,900	8	170	55	0.49	SGP TAI THA
Orchid Phalaenopsis -- D	13,341	90	2,500	683	6.06	
Orchid Phalaenopsis -- I	6,894	56	1,200	639	5.67	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	79,180	10	40	22	0.20	THA
Ornithogalum -- D	5,200	20	125	69	0.62	
Ornithogalum -- I	32,993	3	81	19	0.17	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,069	70	800	311	2.76	AUS ZAF
Protea others -- D	30			300	2.66	
Protea others -- I	795	56	1,200	402	3.57	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	320	200	200	163	1.44	AUS
Rose Total -- D	1,244,297	1	2,068	87	0.77	
Rose Total -- I	320,257	1	420	64	0.57	
Rose Avalanche -- D	94,315	20	225	101	0.90	
Rose Avalanche -- I	1,750	5	120	58	0.51	NLD
Rose Delilah -- D	4,310	10	130	52	0.46	
Rose Delilah -- I	0					
Rose Dukaat -- D	9,130	8	140	49	0.44	
Rose Dukaat -- I	0					
Rose Esther -- D	4,720	1	150	44	0.39	
Rose Esther -- I	900	8	50	17	0.15	
Rose Fantasy -- D	1,440	38	120	77	0.69	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	240		25	25	0.22	IND
Rose Gold Strike -- D	610	40	125	76	0.67	
Rose Gold Strike -- I	10,099	5	63	26	0.23	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	670	50	80	66	0.59	
Rose Grand Gala -- I	3,080	1	45	23	0.20	IND
Rose Milva -- D	4,370		180	85	0.75	
Rose Milva -- I	2,232		80	72	0.64	IND
Rose Noblesse -- D	5,200	1	125	44	0.39	
Rose Noblesse -- I	3,490	20	55	33	0.30	IND
Rose Pareo -- D	12,430	10	150	61	0.54	
Rose Pareo -- I	0					
Rose Red Roses D --	27,879	2	170	48	0.43	
Rose Red Roses I --	0					
Rose Saphir -- D	5,920	10	140	57	0.50	
Rose Saphir -- I	0					
Rose The Teresa -- D	9,680	15	132	67	0.59	
Rose The Teresa -- I	0					
Rose Tineke -- D	29,463	10	200	84	0.74	
Rose Tineke -- I	460		30	18	0.16	IND
Rose Spr Lovely Lydia -- D	9,250	30	192	104	0.93	
Rose Spr Lovely Lydia -- I	2,950	12	90	56	0.49	KOR
Rose Spr Macarena -- D	7,590	30	170	88	0.78	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,059	30	230	70	0.62	
Rose Spr Mixed -- I	0					
Sandersonia -- D	13,110	36	170	103	0.92	
Sandersonia -- I	50		100	100	0.89	NZL
Trachelium -- D	200		100	86	0.76	
Trachelium -- I	1,100		125	80	0.71	
Tulip -- D	5,240	30	180	94	0.83	
Tulip -- I	300		90	93	0.83	NLD
Waxflowers -- D	0					
Waxflowers -- I	11,385	2	95	47	0.42	AUS
<u>Green Foliage</u>						
Beargrass -- D	5		167	140	1.24	
Beargrass -- I	460	250	330	114	1.01	USA
Leatherleaves -- D	82,310	3	60	28	0.25	
Leatherleaves -- I	235,660	3	38	14	0.13	USA
Ruscus Israel -- D	250		25	19	0.17	
Ruscus Israel -- I	6,085		40	31	0.28	ISR
Ruscus Italian -- D	3,330	30	120	65	0.58	
Ruscus Italian -- I	8,490	13	70	36	0.32	ITA
Salal -- D	0					
Salal -- I	12,330	20	400	78	0.69	USA