

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.

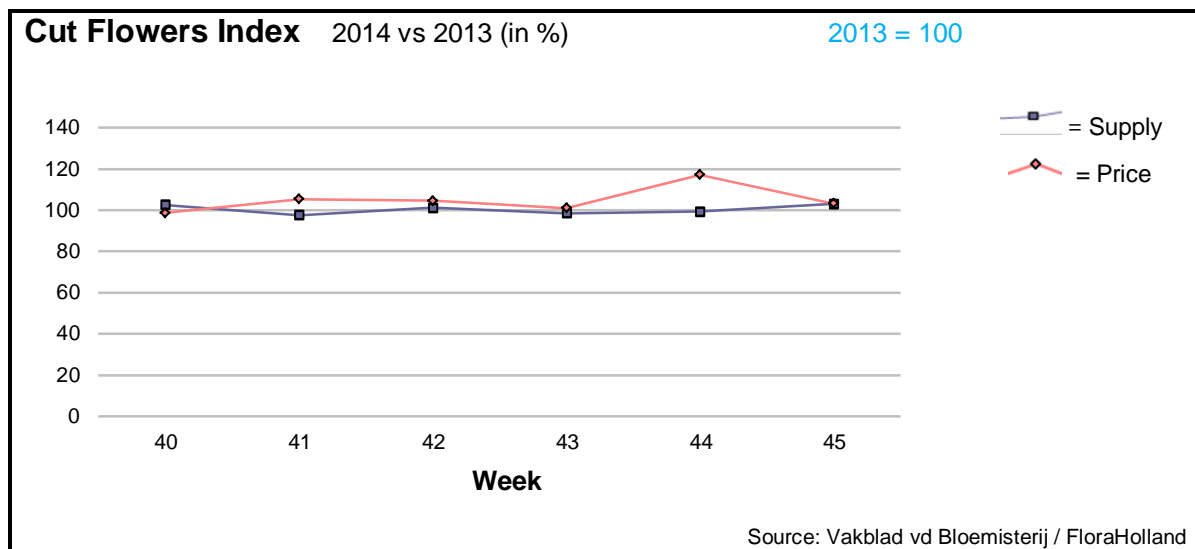
The Market Insider team

Week No. 45-2014

Date: 12/11/14

The FloraHolland flower auctions' weekly supply and price index

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



In week 45 the average cut flower price was €0.24 (Clock-only price was 0.26), one cent more than in this week last year.

The sold quantity was 3% higher.

The total turnover was therefore 6% higher.

Big-bud roses got 1 cent more in price, while small roses had the same price as last year.

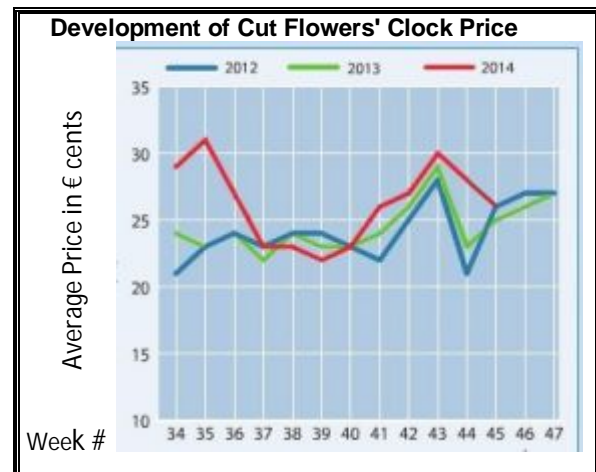
Gerbera mini fetched 3 cents more for about the same supply.

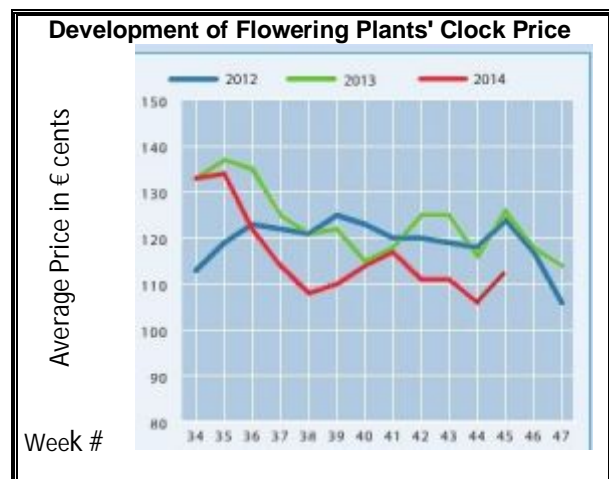
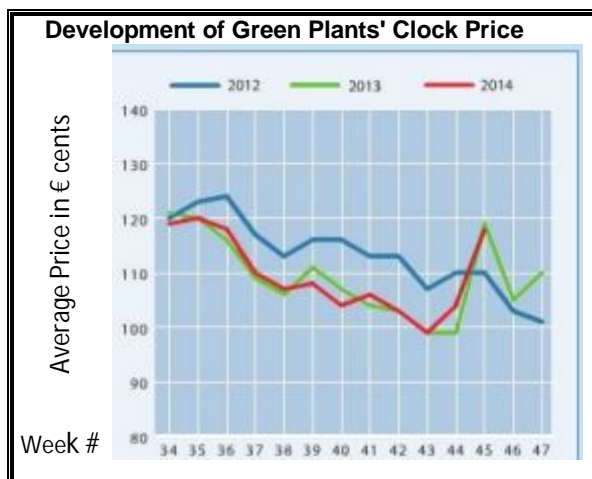
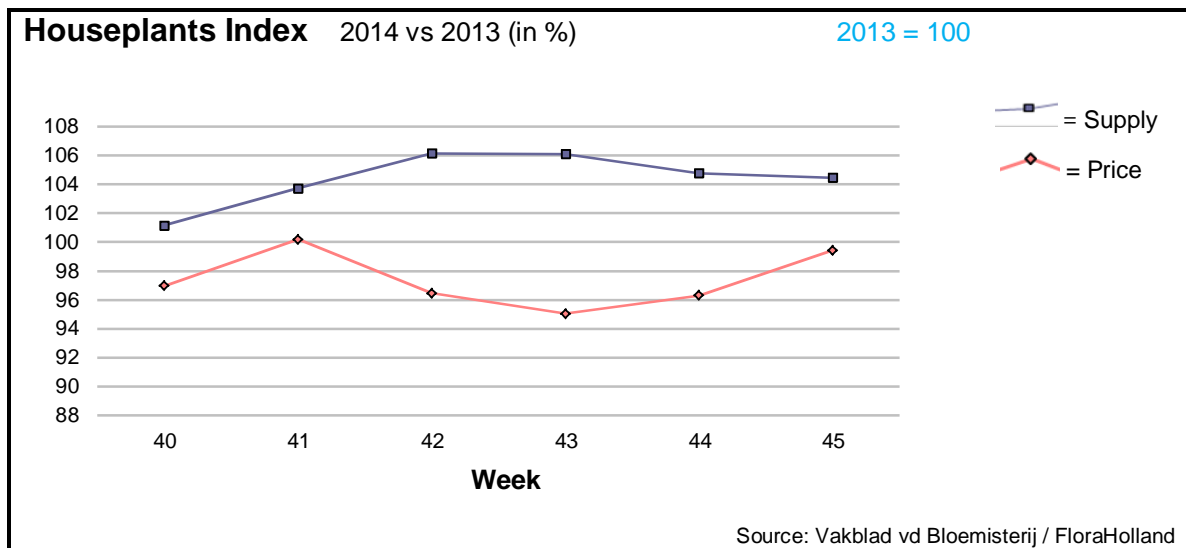
Spray chrysanthemums got the same price, with 4% more stems sold.

Amaryllis supply was double than last year, and the price was 16 cents lower.

Significant higher prices were obtained also by: agapanthus, alstroemeria, anemone, aster, delphinium, carnations standard, eucalyptus, eustoma, gladioli, hypericum, ranunculus, and solidago.


However, some products got much lower price than last year; among them: ammi, aspidistra, spray carnations (with tripled supply), spray rose, and trachelium.





The average pot price for houseplants in week 45 was € 1.67, some 0.6% lower than in 2013, with 4% more in supply.
 The total turnover was therefore 4% higher than in 2013.

- Phalaenopsis got 18 cents less in price, with 15% more supplied pots.
- Pot-amaryllis brought 8 cents more in price, for the same quantity as last year.
- Kalanchoe got 18 cents more in price, for 6% less in supply.
- Pot-roses got 13 cents less in price, for 8% more pots.
- Pot hyacinth lost 10 cent in price, while the supply was 40% higher than last year.
- Ficus got 45 cents more in price, which 3.5% less in supply.
- Dracaena fetched 26 cents more in price, for 23% lower supply.

MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS							
 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.	W45	Date:	12/11/2014				
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 : 45 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\$ =	115.40	Yen				
Product Name & Source	Price in Japanese Yen			Average			
D = Domestic I = Imported	Quantity	Lowest	Highest	Average	US\$	Main Origin	
Total Cut Flowers Sold	16,682,624						
Alstroemeria -- D	246,769	25	350	86	0.75		
Alstroemeria -- I	16,741		70	34	0.29	COL ISR NLD	
Ammi majus -- D	53,465	1	150	28	0.24		
Ammi majus -- I	0						
Anigozanthos -- D	0						
Anigozanthos -- I	29,900	13	90	46	0.40	AUS NLD ZWE	
Anthurium Pink -- D	30		170	137	1.19		
Anthurium Pink -- I	8,824	10	156	61	0.53	THA	
Anthurium Red -- D	1,775		225	144	1.25		
Anthurium Red -- I	10,794	10	200	69	0.59	AUS THA USA ZAF	
Anthurium White -- D	40			80	0.69		
Anthurium White -- I	5,748	5	190	61	0.53	THA	
Bupleurum -- D	8,675	18	120	70	0.61		
Bupleurum -- I	0						
Calla -- D	43,879	9	300	99	0.86		
Calla -- I	12,162	30	280	133	1.15	NLD NZL	
Carnations Spray -- D	390,734	2	160	46	0.39		
Carnations Spray -- I	530,212	5	70	35	0.30	COL	
Carnations Standard -- D	525,713	3	160	43	0.37		
Carnations Standard -- I	746,917	1	170	39	0.34	COL	
Chrysanthemum Spray -- D	630,425	4	120	52	0.45		
Chrysanthemum Spray -- I	466,046	5	90	47	0.40	KOR	
Delphinium -- D	129,728	5	400	92	0.80		
Delphinium -- I	0						
Dracaena -- D	29,491	15	400	52	0.45		
Dracaena -- I	185,481	2	120	30	0.26	SGP	
Euphorbia Marginata -- D	1,480		70	30	0.26		
Euphorbia Marginata -- I	0						
Eustoma -- D	535,234	4	800	125	1.08		
Eustoma -- I	4,010	12	150	86	0.75	AUS	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Freesia -- D	38,240	20	80	46	0.40	
Freesia -- I	13,000		50	37	0.32	NLD
Gentiana -- D	106,290	4	150	41	0.35	
Gentiana -- I	0					
Gerbera -- D	435,688	8	892	37	0.32	
Gerbera -- I	1,100	31	60	45	0.39	KOR
Gladiolus -- D	101,762	10	110	57	0.50	
Gladiolus -- I	2,800	39	75	55	0.47	
Gypsophila -- D	292,132	5	250	56	0.49	
Gypsophila -- I	9,672		70	46	0.40	ISR
Heliconia Pendula -- D	2,135	12	180	54	0.47	
Heliconia Pendula -- I	343	20	450	89	0.77	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	12,650	25	130	71	0.61	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	5,429	40	200	112	0.97	AUS NZL ZAF
Lily Casablanca -- D	22,471	80	900	390	3.38	
Lily Casablanca -- I	160			50	0.43	KOR NLD NZL
Lily Longiflorum -- D	70,720	20	250	99	0.86	
Lily Longiflorum -- I	2,100	40	90	64	0.55	KOR NLD
Limonium Sinuatum -- D	382,805	10	110	45	0.39	
Limonium Sinuatum -- I	0					
Molucella -- D	440	40	90	71	0.61	
Molucella -- I	0					
Nerine -- D	5,505	30	125	61	0.53	
Nerine -- I	9,889	20	120	59	0.51	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	126,580	10	50	21	0.18	SGP THA
Orchid Cymbidium -- D	9,898	90	1,000	507	4.39	
Orchid Cymbidium -- I	10,232	32	1,500	721	6.24	NLD NZL
Orchid Oncidium -- D	14,962	15	550	113	0.98	
Orchid Oncidium -- I	155,895		220	68	0.59	SGP TAI THA
Orchid Phalaenopsis -- D	14,265	100	2,000	653	5.66	
Orchid Phalaenopsis -- I	7,207	155	1,040	663	5.75	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	89,100	9	60	21	0.18	THA
Ornithogalum -- D	800	45	120	92	0.80	
Ornithogalum -- I	34,610	2	100	26	0.23	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,340	70	900	308	2.67	AUS ZAF
Protea others -- D	0					
Protea others -- I	734	55	900	397	3.44	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	80	280	280	280	2.43	AUS
Rose Total -- D	1,118,695	2	2,525	79	0.69	
Rose Total -- I	390,393	2	522	52	0.45	
Rose Avalanche -- D	95,395	10	220	73	0.63	
Rose Avalanche -- I	4,040	6	100	38	0.33	
Rose Delilah -- D	2,840	20	120	55	0.48	
Rose Delilah -- I	0					
Rose Dukaat -- D	6,600	20	140	58	0.50	
Rose Dukaat -- I	0					
Rose Esther -- D	4,180	11	100	35	0.31	
Rose Esther -- I	440		15	12	0.10	
Rose Fantasy -- D	850	50	170	85	0.74	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	830	30	35	33	0.29	IND
Rose Gold Strike -- D	660	30	110	69	0.60	
Rose Gold Strike -- I	17,221	6	60	23	0.20	IND
Rose Grand Gala -- D	255	30	80	53	0.46	
Rose Grand Gala -- I	3,365	2	40	20	0.18	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	4,210		160	86	0.75	
Rose Milva -- I	0					
Rose Noblesse -- D	5,320	16	100	43	0.37	
Rose Noblesse -- I	5,055	10	45	26	0.23	IND
Rose Pareo -- D	12,740	15	140	60	0.52	
Rose Pareo -- I	0					
Rose Red Roses D --	24,466	5	187	48	0.41	
Rose Red Roses I --	0					
Rose Saphir -- D	8,890	12	120	55	0.48	
Rose Saphir -- I	0					
Rose The Teresa -- D	11,025	10	130	59	0.51	
Rose The Teresa -- I	0					
Rose Tineke -- D	23,250	10	140	58	0.50	
Rose Tineke -- I	3,000			30	0.26	IND
Rose Spr Lovely Lydia -- D	9,990	40	180	96	0.83	
Rose Spr Lovely Lydia -- I	1,350	17	90	55	0.48	KOR
Rose Spr Macarena -- D	4,775	30	140	78	0.68	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,255	7	250	72	0.63	
Rose Spr Mixed -- I	960		70	47	0.41	KOR
Sandersonia -- D	15,350	26	180	96	0.84	
Sandersonia -- I	610		120	84	0.73	NZL
Trachelium -- D	680		100	79	0.68	
Trachelium -- I	2,125		125	82	0.71	ISR NLD
Tulip -- D	29,630	13	185	73	0.63	
Tulip -- I	0					
Waxflowers -- D	0					
Waxflowers -- I	11,175	2	90	60	0.52	AUS
Green Foliage						
Beargrass -- D	6		1,000	550	4.77	
Beargrass -- I	370	56	300	217	1.88	USA
Leatherleaves -- D	72,490	5	55	29	0.25	
Leatherleaves -- I	275,960	2	35	14	0.12	USA
Ruscus Israel -- D	760		30	19	0.16	
Ruscus Israel -- I	6,180		40	29	0.25	ISR
Ruscus Italian -- D	8,330	30	110	40	0.34	
Ruscus Italian -- I	6,755	10	80	40	0.35	ITA
Salal -- D	0					
Salal -- I	11,730	10	400	65	0.56	USA