

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.

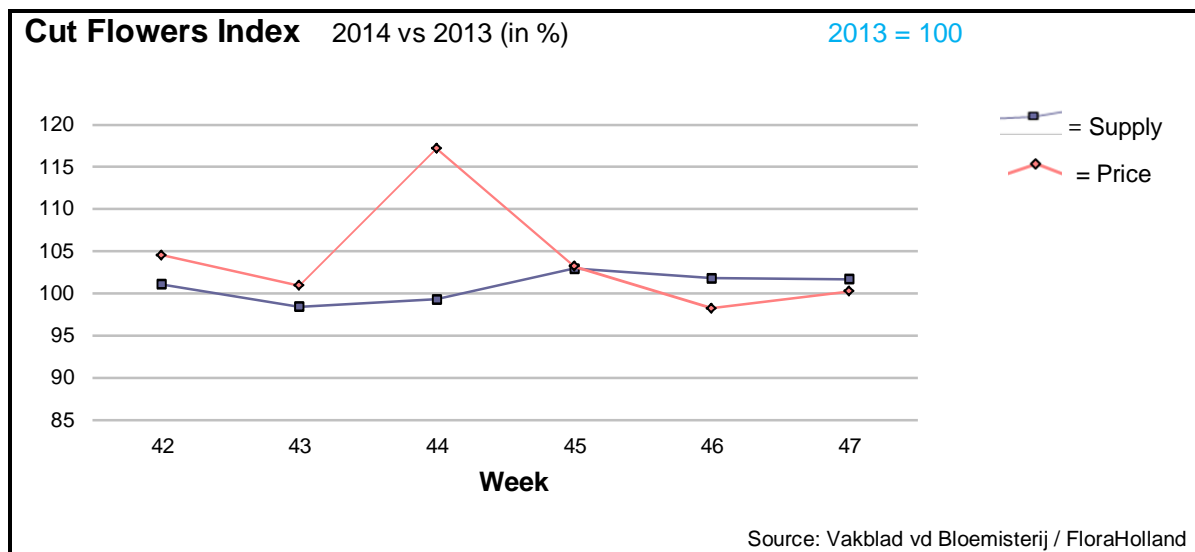
The Market Insider team

Week No. 47-2014

Date: 26/11/14

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 47 the cut flowers average price was €0.25 (clock-only price was 0.27), the same as in this week last year.
The supply was 1.5% lower.

Tulips' supply starts to grow. This week there were 21% more tulips than last year, and the price was 2 cents less.

Alstroemeria, anthurium, chrysanthemums, and gerbera large were stable in prices.

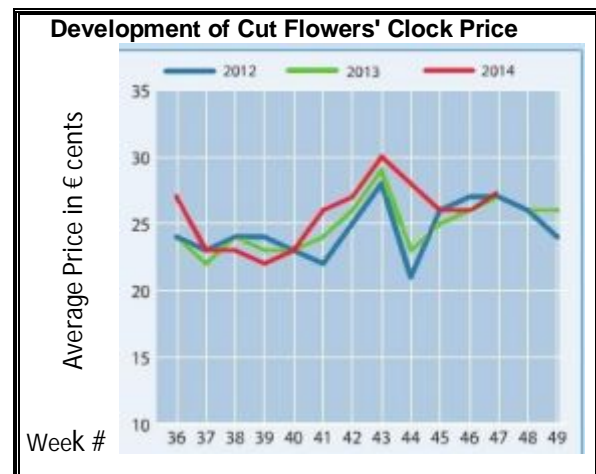
Large roses lost 3 cent in price, with 5.6% more supply than in 2013.

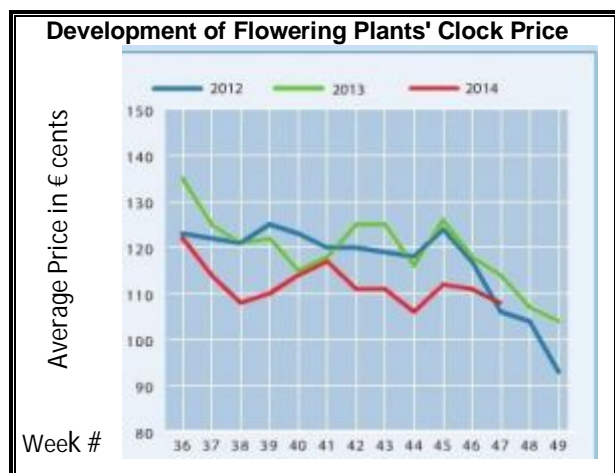
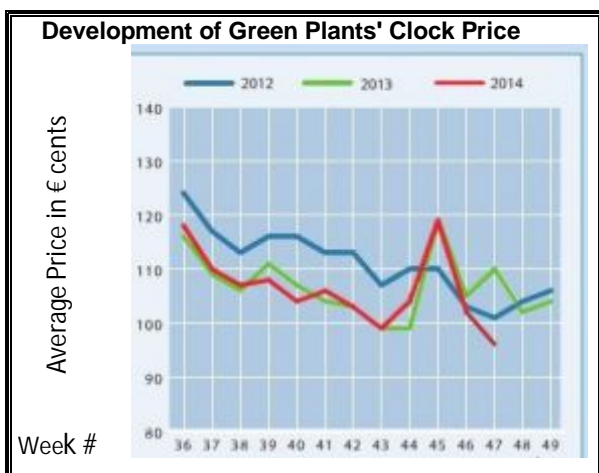
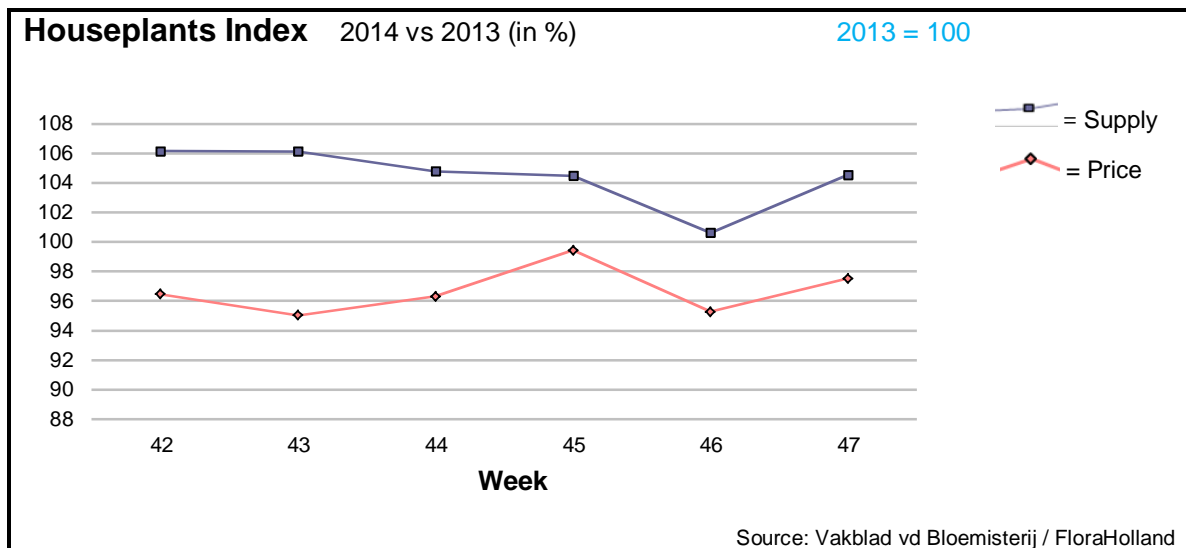
Small roses showed the same trend.

Many cut flowers got significant higher prices than in last year, with lower supply; among them:

agapanthus, anemone, carthamus, chamelaucium/wax-flower, delphinium, carnations stand., eustoma/lisianthus, gerbera mini, helianthus, hypericum, liliium, limonium, ornithogalum, pittosporum, ranunculus, solidago, and trachelium.


However, only but a few products got lower prices, with much more sold stems; among others: ammi, spray carnations, and gladiolus.





Like the 5 previous weeks, also week 47 was characterized by higher supply and lower price than last year. This week was the price 4 cents lower, with 4.3% higher supply. There were price fluctuations in many products, and many products got moderate prices, except the special Christmas products.

- Anthurium got 1 cent more in price, even though supply was 31% higher than last year.
- Kalanchoe got 9 cents more in price, for 20% more in supply.
- Euphorbia pulcherrima is now No. 3 among the top 15; it got 4 cents more, for 2.3% less units.
- Ficus, Dracaena, and Echeveria were also among the top 15, with better prices than last year.

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.	W47	Date:	26/11/2014				
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 : 47 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\$ =	118.25	Yen				
Product Name & Source	Price in Japanese Yen			Average			
D = Domestic I = Imported	Quantity	Lowest	Highest	Average	US\$	Main Origin	
Total Cut Flowers Sold	16,315,570						
Alstroemeria -- D	242,815	20	300	86	0.72		
Alstroemeria -- I	11,414	10	60	39	0.33	COL ISR NLD	
Ammi majus -- D	67,150	3	150	26	0.22		
Ammi majus -- I	0						
Anigozanthos -- D	0						
Anigozanthos -- I	27,485	10	150	33	0.28	AUS NLD ZWE	
Anthurium Pink -- D	30		350	203	1.72		
Anthurium Pink -- I	8,242	10	140	60	0.51	THA	
Anthurium Red -- D	335		350	136	1.15		
Anthurium Red -- I	10,026	2	210	71	0.60	AUS THA USA ZAF	
Anthurium White -- D	152		200	130	1.10		
Anthurium White -- I	5,463	10	210	73	0.61	THA	
Banksia -- D	0						
Banksia -- I	31		250	352	2.97	AUS NZL	
Bupleurum -- D	9,830	34	100	67	0.57		
Bupleurum -- I	0						
Calla -- D	33,951	18	400	132	1.11		
Calla -- I	11,954	44	300	159	1.35	NLD NZL	
Carnations Spray -- D	347,204	1	160	45	0.38		
Carnations Spray -- I	513,426	7	65	33	0.28	COL	
Carnations Standard -- D	538,102	5	160	44	0.37		
Carnations Standard -- I	747,469	3	175	39	0.33	COL	
Chrysanthemum Spray -- D	714,112		135	43	0.36		
Chrysanthemum Spray -- I	552,590		90	37	0.31	KOR	
Delphinium -- D	93,203	5	400	114	0.96		
Delphinium -- I	0						
Dracaena -- D	26,252	10	600	47	0.40		
Dracaena -- I	171,253	1	150	26	0.22	SGP	
Euphorbia Marginata -- D	1,950		200	76	0.64		
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	433,326	20	650	165	1.40	
Eustoma -- I	31,360	32	180	113	0.95	AUS
Freesia -- D	89,190	10	75	43	0.36	
Freesia -- I	9,000	15	70	23	0.20	NLD
Gentiana -- D	13,120	3	120	38	0.32	
Gentiana -- I	0					
Gerbera -- D	432,515	10	150	42	0.36	
Gerbera -- I	0					
Gladiolus -- D	72,951	15	120	69	0.58	
Gladiolus -- I	6,200	30	100	54	0.45	NLD
Gypsophila -- D	287,545	8	250	50	0.43	
Gypsophila -- I	7,790		130	54	0.46	ISR
Heliconia Pendula -- D	1,450	20	110	45	0.38	
Heliconia Pendula -- I	217	35	400	125	1.06	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	13,365	40	170	64	0.54	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	5,315	50	200	106	0.90	AUS NZL ZAF
Lily Casablanca -- D	20,152	50	900	433	3.67	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	60,790	22	185	92	0.78	
Lily Longiflorum -- I	100		130	115	0.97	KOR NLD
Limonium Sinuatum -- D	558,481	3	80	26	0.22	
Limonium Sinuatum -- I	950	1	20	6	0.05	
Nerine -- D	7,614	10	175	52	0.44	
Nerine -- I	8,700	30	165	71	0.60	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	110,000	10	50	24	0.20	SGP THA
Orchid Cymbidium -- D	16,701	45	1,100	391	3.31	
Orchid Cymbidium -- I	6,470	60	1,150	582	4.92	NLD NZL
Orchid Oncidium -- D	12,628	12	550	122	1.03	
Orchid Oncidium -- I	128,460	10	250	58	0.49	SGP TAI THA
Orchid Phalaenopsis -- D	16,275	27	2,000	464	3.92	
Orchid Phalaenopsis -- I	9,282	102	1,040	562	4.75	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	65,210	10	60	21	0.18	THA
Ornithogalum -- D	450		120	79	0.67	
Ornithogalum -- I	30,787	8	90	31	0.27	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,438	50	1,000	188	1.59	AUS ZAF
Protea others -- D	0					
Protea others -- I	523	44	1,000	358	3.03	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	80	120	250	225	1.90	AUS NZL
Rose Total -- D	965,392	5	600	120	1.01	
Rose Total -- I	440,603	10	420	72	0.61	
Rose Avalanche -- D	74,950	30	250	144	1.22	
Rose Avalanche -- I	8,882	10	171	65	0.55	NLD
Rose Delilah -- D	2,490	20	140	78	0.66	
Rose Delilah -- I	0					
Rose Dukaat -- D	6,510	30	150	85	0.72	
Rose Dukaat -- I	0					
Rose Esther -- D	3,270	30	150	74	0.62	
Rose Esther -- I	600	26	50	41	0.35	
Rose Fantasy -- D	960	54	150	112	0.94	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	1,884	15	50	38	0.32	IND
Rose Gold Strike -- D	1,300	30	150	85	0.72	
Rose Gold Strike -- I	27,682	10	75	30	0.25	IND
Rose Grand Gala -- D	1,260	40	150	79	0.67	
Rose Grand Gala -- I	5,440	27	124	44	0.37	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	3,760		180	126	1.07	
Rose Milva -- I	0					
Rose Noblesse -- D	5,920	10	150	67	0.57	
Rose Noblesse -- I	7,618	25	65	38	0.32	IND
Rose Pareo -- D	7,950	30	168	88	0.75	
Rose Pareo -- I	0					
Rose Red Roses D --	21,110	15	200	79	0.66	
Rose Red Roses I --	0					
Rose Saphir -- D	4,960	30	153	87	0.74	
Rose Saphir -- I	0					
Rose The Teresa -- D	7,090	30	160	94	0.79	
Rose The Teresa -- I	0					
Rose Tineke -- D	23,080	25	200	113	0.96	
Rose Tineke -- I	1,100			30	0.25	IND
Rose Spr Lovely Lydia -- D	7,200	30	220	126	1.06	
Rose Spr Lovely Lydia -- I	3,620	20	135	66	0.56	KOR
Rose Spr Macarena -- D	4,170	40	180	105	0.89	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,135	30	250	90	0.76	
Rose Spr Mixed -- I	270		80	59	0.50	KOR
Sandersonia -- D	7,980	30	180	116	0.98	
Sandersonia -- I	300		100	74	0.63	NZL
Trachelium -- D	620		120	79	0.67	
Trachelium -- I	1,650		125	84	0.71	ISR NLD
Tulip -- D	68,430	20	140	63	0.54	
Tulip -- I	0					
Waxflowers -- D	0					
Waxflowers -- I	2,075	40	75	64	0.54	AUS
Green Foliage						
Beargrass -- D	5		143	126	1.07	
Beargrass -- I	1,000	41	330	131	1.11	USA
Leatherleaves -- D	72,810	10	60	29	0.25	
Leatherleaves -- I	219,770	5	35	16	0.14	USA
Ruscus Israel -- D	750		30	18	0.16	
Ruscus Israel -- I	8,125		35	23	0.19	ISR
Ruscus Italian -- D	2,000	30	90	50	0.42	
Ruscus Italian -- I	9,020	12	100	36	0.30	ITA
Salal -- D	0					
Salal -- I	13,250	10	500	66	0.56	USA