

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.

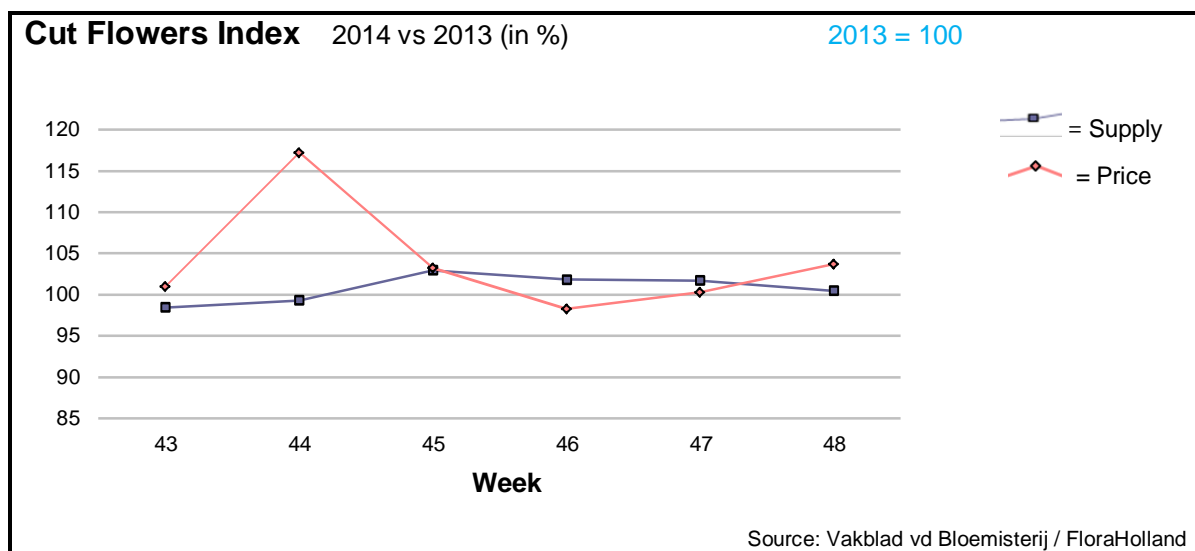
The Market Insider team

Week No. 48-2014

Date: 3/12/14

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 48 the cut flowers average price was about one cent higher than in this week last year. The number of sold stems was the same as last year.

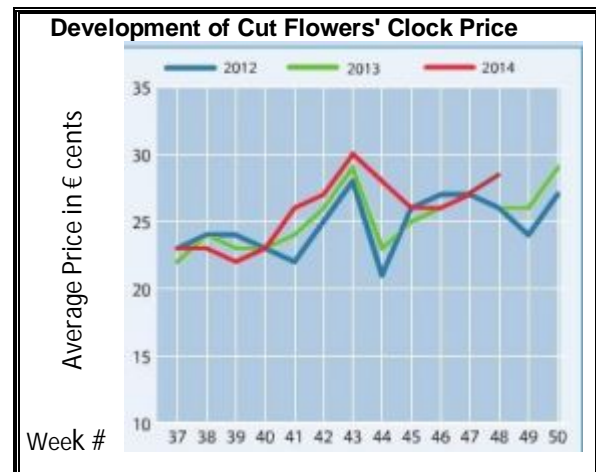
Gerbera gained +15% in price, for higher supply. Lisianthus/eustoma got 24% more in price, also for higher supply.

Rose prices were the same as last year, with 4% less sold stems.

Chrysanthemums got also equal price like last year, with 1% more supplied stems.

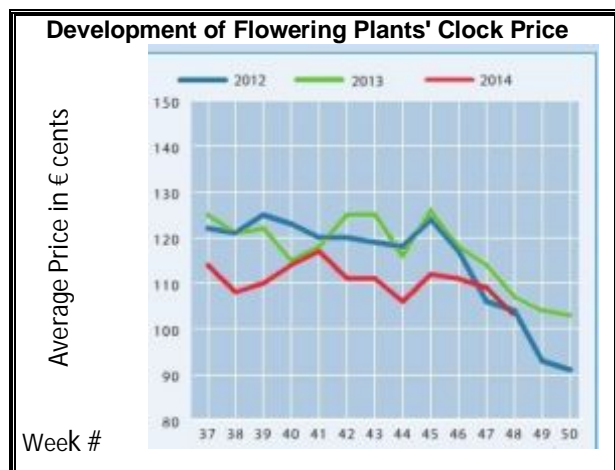
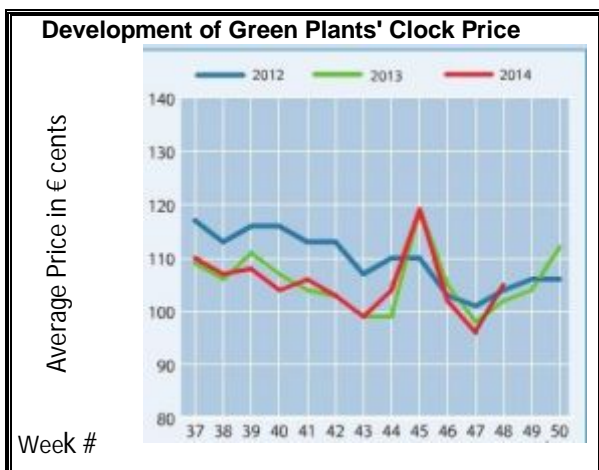
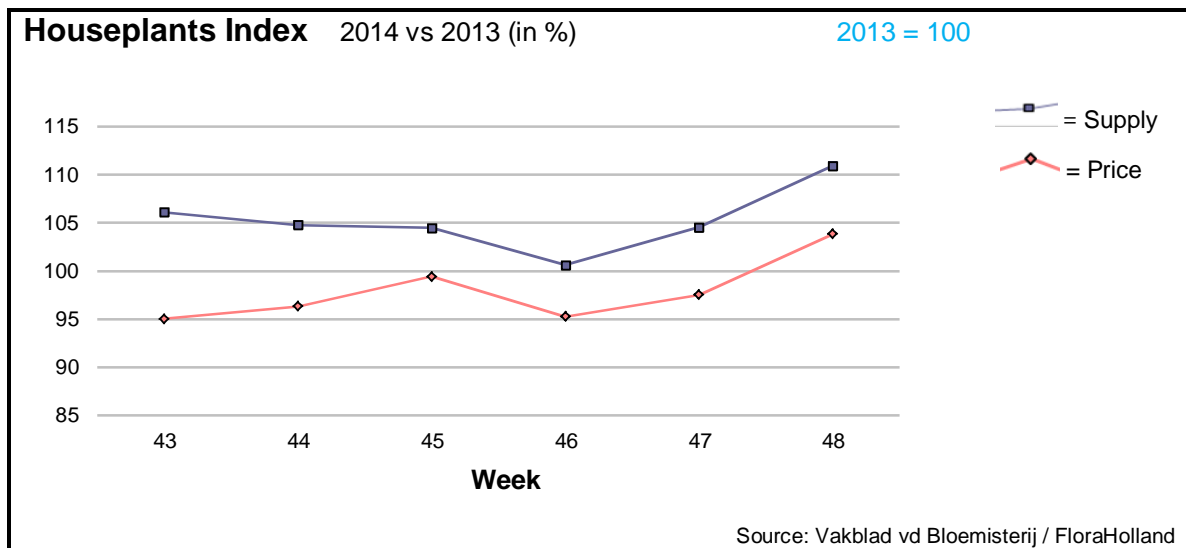
Amaryllis supply and price continue to grow. This week was the price already 80 cents/stem; one cent less than last year, but with 8% more stems.

The tulips went down in price with 17%, as result of supply increase of 52%.



Many products got significantly higher prices, with lower supply; among them: agapanthus, alstroemeria, anemone, wax flower/chamelaucium, delphinium, carnations stand., hypericum, liliium, limonium, ornithogalum, pittosporum, ranunculus, solidago, and trachelium.

Only but a few items got lower prices; this were: ammi, anigozanthos, spray carnations, and Gladiolus



The price index, as well as the supply index went upwards in week 48.


The total turnover of houseplants in FloraHolland was 15% than in this week last year/

Main cause for this was the 37% more supply of the phalaenopsis, which did not cause a drastic price fall; just 4% lower than last year.

The same trend of higher supply was registered by schlumbergia (+37%), echeveria (+35%) and cymbidium (+26%). Thanks to high demand these products had stable prices.

Euphorbia pulcherrima/poinsettia got 8% more in price, for 2.5% more units.

Ficus and dracaena faced lower sales turnover than last year.

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.	W48	Date:	03/12/2014				
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 : 48 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\$ =	119.24	Yen				
Product Name & Source	Price in Japanese Yen			Average			
D = Domestic I = Imported	Quantity	Lowest	Highest	Average	US\$	Main Origin	
Total Cut Flowers Sold	16,926,629						
Alstroemeria -- D	274,061	20	800	85	0.71		
Alstroemeria -- I	11,859	20	60	36	0.31	COL ISR NLD	
Ammi majus -- D	67,640	2	150	24	0.20		
Ammi majus -- I	0						
Anigozanthos -- D	0						
Anigozanthos -- I	8,337	10	150	47	0.40	AUS NLD ZWE	
Anthurium Pink -- D	43		500	213	1.79		
Anthurium Pink -- I	9,450	10	170	61	0.51	THA	
Anthurium Red -- D	205		240	159	1.33		
Anthurium Red -- I	10,998	10	230	75	0.63	AUS THA USA ZAF	
Anthurium White -- D	193		250	84	0.70		
Anthurium White -- I	5,494	10	210	77	0.65	THA	
Banksia -- D	12			300	2.52		
Banksia -- I	88		600	381	3.19	AUS NZL	
Bupleurum -- D	9,170	34	100	61	0.51		
Bupleurum -- I	0						
Calla -- D	32,547	20	360	129	1.08		
Calla -- I	12,392	1	320	135	1.13	NLD NZL	
Carnations Spray -- D	350,021	10	160	48	0.40		
Carnations Spray -- I	532,428	6	70	33	0.28	COL	
Carnations Standard -- D	540,635	10	160	45	0.38		
Carnations Standard -- I	666,733	5	170	40	0.33	COL	
Chrysanthemum Spray -- D	562,795	2	120	48	0.41		
Chrysanthemum Spray -- I	481,570	1	90	43	0.36	KOR	
Delphinium -- D	117,096	10	300	111	0.93		
Delphinium -- I	0						
Dracaena -- D	29,944		430	41	0.34		
Dracaena -- I	162,826	5	120	26	0.22	SGP	
Euphorbia Marginata -- D	9,140		200	100	0.84		
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	479,180	13	5,000	148	1.24	
Eustoma -- I	69,070	20	175	91	0.76	AUS
Freesia -- D	128,920	8	70	41	0.34	
Freesia -- I	1,200	20	70	29	0.24	NLD
Gentiana -- D	1,940	5	70	38	0.31	
Gentiana -- I	0					
Gerbera -- D	426,779	10	150	41	0.35	
Gerbera -- I	0					
Gladiolus -- D	78,695	17	130	69	0.58	
Gladiolus -- I	44,900	15	90	34	0.29	NLD
Gypsophila -- D	277,635	5	270	59	0.50	
Gypsophila -- I	7,530		100	53	0.44	ISR
Heliconia Pendula -- D	1,225	10	150	47	0.39	
Heliconia Pendula -- I	190	20	350	104	0.87	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	17,077	30	160	58	0.49	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	3,352	80	162	110	0.93	AUS NZL ZAF
Lily Casablanca -- D	25,151	17	900	379	3.18	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	69,380	17	200	85	0.71	
Lily Longiflorum -- I	540		130	50	0.42	KOR NLD
Limonium Sinuatum -- D	502,360	5	80	28	0.24	
Limonium Sinuatum -- I	0					
Nerine -- D	5,783	7	150	42	0.35	
Nerine -- I	4,800	38	150	101	0.84	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	106,880	10	50	27	0.23	SGP THA
Orchid Cymbidium -- D	25,388	70	1,200	365	3.06	
Orchid Cymbidium -- I	3,004	100	1,000	612	5.13	NLD NZL
Orchid Oncidium -- D	10,755	15	550	135	1.13	
Orchid Oncidium -- I	152,125	20	220	66	0.55	SGP TAI THA
Orchid Phalaenopsis -- D	14,688	39	2,000	494	4.14	
Orchid Phalaenopsis -- I	9,201	100	1,020	571	4.79	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	68,730	10	50	23	0.19	THA
Ornithogalum -- D	240		90	71	0.60	
Ornithogalum -- I	26,705	5	90	29	0.24	NLD ZAF
Protea King -- D	0					
Protea King -- I	932	25	900	181	1.52	AUS ZAF
Protea others -- D	0					
Protea others -- I	248	40	900	383	3.21	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	180	220	250	232	1.95	AUS NZL
Rose Total -- D	973,008	5	1,200	110	0.92	
Rose Total -- I	476,868	5	1,200	61	0.51	
Rose Avalanche -- D	73,677	29	276	127	1.06	
Rose Avalanche -- I	5,280	19	160	74	0.62	NLD
Rose Delilah -- D	2,875	30	140	77	0.64	
Rose Delilah -- I	0					
Rose Dukaat -- D	6,400	20	140	75	0.63	
Rose Dukaat -- I	0					
Rose Esther -- D	3,360	17	120	60	0.50	
Rose Esther -- I	200		35	30	0.25	
Rose Fantasy -- D	1,590	30	160	81	0.68	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	3,400	14	50	27	0.22	IND
Rose Gold Strike -- D	1,240	40	140	88	0.73	
Rose Gold Strike -- I	38,760	5	70	22	0.18	IND
Rose Grand Gala -- D	1,350	18	140	78	0.65	
Rose Grand Gala -- I	3,980	11	60	31	0.26	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	3,210		170	124	1.04	
Rose Milva -- I	0					
Rose Noblesse -- D	6,240	20	140	61	0.51	
Rose Noblesse -- I	10,390	15	60	29	0.25	IND
Rose Pareo -- D	9,200	20	160	82	0.69	
Rose Pareo -- I	0					
Rose Red Roses D --	18,600	15	183	77	0.65	
Rose Red Roses I --	0					
Rose Saphir -- D	4,410	26	150	84	0.70	
Rose Saphir -- I	0					
Rose The Teresa -- D	7,750	30	140	88	0.74	
Rose The Teresa -- I	0					
Rose Tineke -- D	23,951	20	200	101	0.85	
Rose Tineke -- I	1,480	10	40	31	0.26	IND
Rose Spr Lovely Lydia -- D	7,755	40	200	121	1.02	
Rose Spr Lovely Lydia -- I	2,540	30	124	58	0.49	KOR
Rose Spr Macarena -- D	5,000	30	170	100	0.84	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,750	10	250	67	0.56	
Rose Spr Mixed -- I	0					
Sandersonia -- D	7,160	60	180	120	1.01	
Sandersonia -- I	0					
Trachelium -- D	310		110	88	0.74	
Trachelium -- I	1,390		125	87	0.73	ISR NLD
Tulip -- D	69,510	15	150	62	0.52	
Tulip -- I	0					
Waxflowers -- D	0					
Waxflowers -- I	2,100		70	65	0.55	AUS
Green Foliage						
Beargrass -- D	6		193	180	1.51	
Beargrass -- I	1,100	16	1,500	107	0.90	USA
Leatherleaves -- D	69,330	8	65	30	0.25	
Leatherleaves -- I	260,180	7	40	16	0.14	USA
Ruscus Israel -- D	960		30	18	0.15	
Ruscus Israel -- I	7,955		35	23	0.19	ISR
Ruscus Italian -- D	1,770	21	80	44	0.37	
Ruscus Italian -- I	9,325	6	70	39	0.33	ITA
Salal -- D	0					
Salal -- I	9,240	20	400	72	0.60	USA