

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.

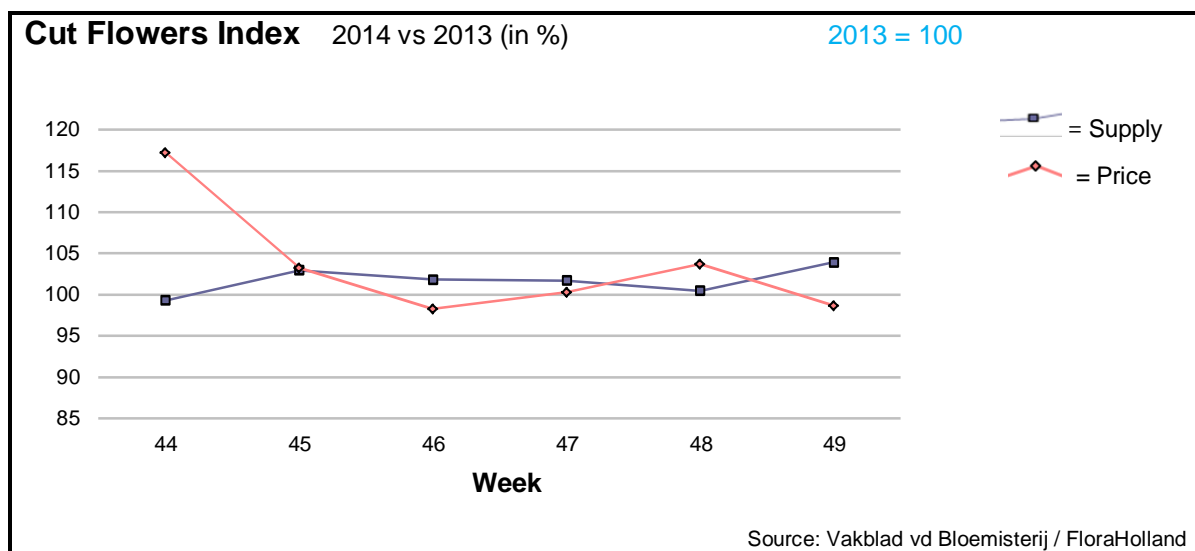
The Market Insider team

Week No. 49-2014

Date: 10/12/14

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 49 the cut flowers average price was a little lower (-1%) than in last year, with some 4% higher supply. This resulted in a 2.5% higher sales turnover.

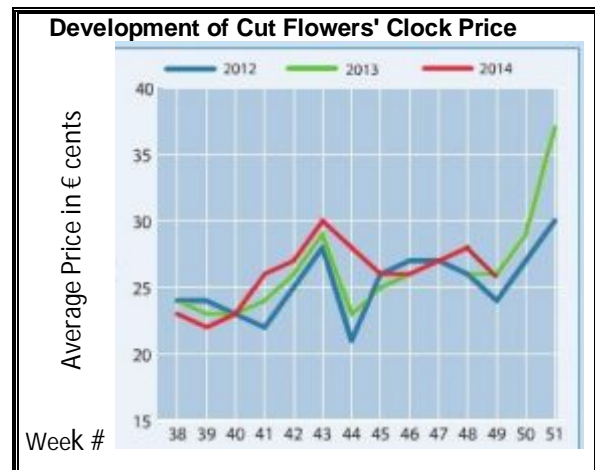
The big roses got 2 cents less in price, for 6% more supplied stems.

Small roses got 1 cent more in price with 17% more supply.

Spray chrysanthemums got 1 cent lower price, for 4% more supply.

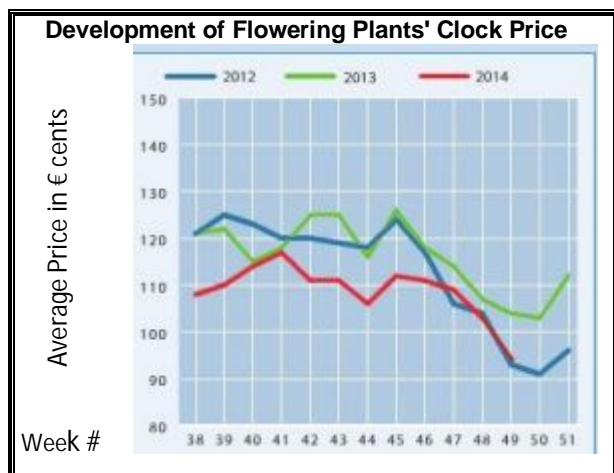
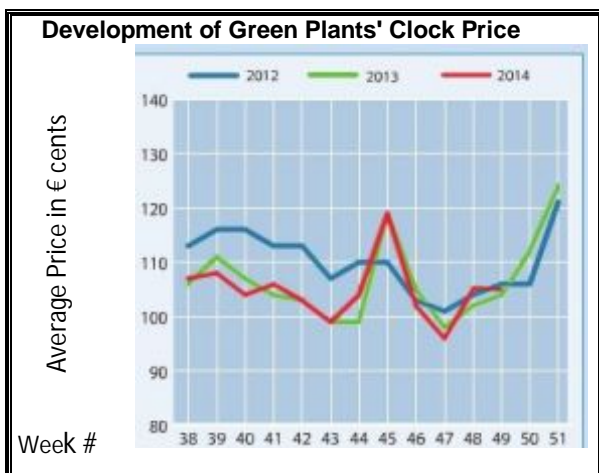
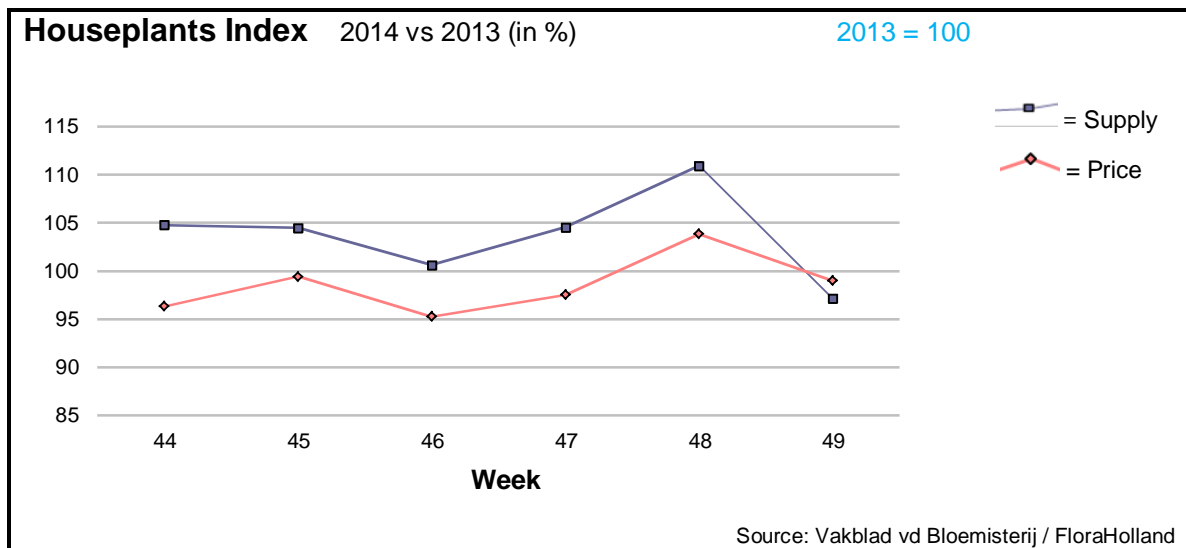
Amaryllis could get 2 cents more in price even though supply was 3% higher.

Lily oriental got the same price as last year, with 16% more sold stems.



Products with significant higher price than in 2013 were: agapanthus, alstroemeria, anemone, asclepias, aster, chamelaucium/wax flower, fatsia, gerbera large, gerbera mini, helianthus, leucadendron, limonium, lisianthus, ornithogalum, phlox, pittosporum, and trachelium.

Much lower price than last year, with higher supply was registered for: ammi, anigozanthos, carthamus, spray carnations, gladioli, and tulip.



In week 49 were the supply (-3%) and the price (-1%) lower than in 2013; just the opposite of the previous week.

Phalaenopsis saw 5% lower price, for 2% less supplied pots.

Euphorbia pulcherrima/poinsettia got 4% more in price, for 3% less units.

Hyacinth, the seasonal product, got 4.5% less in price, for some 7% higher quantities.

Amaryllis in pot got 4% more in price, for 7.5% more units than last year.

Kalanchoe saw 2% more in price, for 5% less in supply.

Pot-anthurium got 1 cent less in price, for 6.5% more in supply.

Ficus and hedera made better sales turnovers than last year.

MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



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. W49 Date: 10/12/2014

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 : 49 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\$ = 121.25 Yen

<u>Product Name & Source</u>	<u>Quantity</u>	<u>Price in Japanese Yen</u>			<u>Average US\$</u>	<u>Main Origin</u>
		<u>Lowest</u>	<u>Highest</u>	<u>Average</u>		
D = Domestic I = Imported						
Total Cut Flowers Sold	18,893,304					
Alstroemeria -- D	275,191	10	1,000	78	0.65	
Alstroemeria -- I	11,509	10	60	33	0.27	COL ISR NLD
Ammi majus -- D	68,070	2	150	22	0.19	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	6,567		90	48	0.40	AUS NLD ZWE
Anthurium Pink -- D	43		500	213	1.76	
Anthurium Pink -- I	8,849	9	170	54	0.45	THA
Anthurium Red -- D	205		240	159	1.31	
Anthurium Red -- I	10,171	10	230	77	0.64	AUS THA USA ZAF
Anthurium White -- D	193		250	84	0.69	
Anthurium White -- I	4,870	10	210	72	0.59	THA
Banksia -- D	12			300	2.47	
Banksia -- I	44		600	511	4.21	AUS NZL
Bupleurum -- D	10,560	10	100	47	0.39	
Bupleurum -- I	0					
Calla -- D	33,905	23	360	123	1.01	
Calla -- I	13,333	1	320	133	1.10	NLD NZL
Carnations Spray -- D	346,961	3	160	46	0.38	
Carnations Spray -- I	529,729	5	70	32	0.26	COL
Carnations Standard -- D	527,718	5	160	44	0.36	
Carnations Standard -- I	643,961	5	170	38	0.32	COL
Chrysanthemum Spray -- D	581,145		125	48	0.39	
Chrysanthemum Spray -- I	477,020	1	90	42	0.35	KOR
Delphinium -- D	110,721	10	300	99	0.82	
Delphinium -- I	0					
Dracaena -- D	28,719	5	1,400	41	0.34	
Dracaena -- I	153,186	2	110	25	0.21	SGP
Euphorbia Marginata -- D	8,560		200	99	0.82	
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	439,595	1	670	136	1.12	
Eustoma -- I	61,780	3	160	78	0.64	AUS
Freesia -- D	128,535	7	70	39	0.32	
Freesia -- I	50			26	0.21	NLD
Gentiana -- D	970		70	46	0.38	
Gentiana -- I	0					
Gerbera -- D	422,294	10	140	40	0.33	
Gerbera -- I	0					
Gladiolus -- D	84,250	17	130	64	0.53	
Gladiolus -- I	47,500	15	110	35	0.29	NLD
Gypsophila -- D	283,145	5	240	55	0.46	
Gypsophila -- I	7,847		60	49	0.40	ISR
Heliconia Pendula -- D	1,310	3	120	27	0.22	
Heliconia Pendula -- I	222	10	600	103	0.85	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	14,922	30	135	58	0.48	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,474	79	220	120	0.99	AUS NZL ZAF
Lily Casablanca -- D	20,961	17	900	361	2.98	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	81,610	13	200	70	0.58	
Lily Longiflorum -- I	750	20	40	27	0.22	KOR NLD
Limonium Sinuatum -- D	493,669	5	80	27	0.22	
Limonium Sinuatum -- I	0					
Nerine -- D	3,028	7	150	44	0.36	
Nerine -- I	4,150	20	150	81	0.67	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	107,260	10	50	24	0.20	SGP THA
Orchid Cymbidium -- D	29,122	58	1,200	344	2.84	
Orchid Cymbidium -- I	2,182		1,200	629	5.19	NLD NZL
Orchid Oncidium -- D	13,335	3	550	109	0.90	
Orchid Oncidium -- I	142,735	5	250	63	0.52	SGP TAI THA
Orchid Phalaenopsis -- D	15,087	13	2,000	462	3.81	
Orchid Phalaenopsis -- I	8,502	100	960	583	4.81	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	61,160	5	50	22	0.19	THA
Ornithogalum -- D	240		90	71	0.59	
Ornithogalum -- I	30,355	5	90	26	0.22	NLD ZAF
Protea King -- D	0					
Protea King -- I	714	40	900	204	1.68	AUS ZAF
Protea others -- D	0					
Protea others -- I	248	30	900	387	3.19	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	180	200	200	218	1.80	AUS NZL
Rose Total -- D	951,439	1	1,200	104	0.86	
Rose Total -- I	356,067	2	1,200	65	0.53	
Rose Avalanche -- D	69,672	25	225	116	0.96	
Rose Avalanche -- I	6,360	8	160	64	0.52	NLD
Rose Delilah -- D	2,810	19	140	73	0.60	
Rose Delilah -- I	0					
Rose Dukaat -- D	6,410	21	130	68	0.56	
Rose Dukaat -- I	0					
Rose Esther -- D	3,410	17	120	60	0.50	
Rose Esther -- I	200		35	30	0.25	
Rose Fantasy -- D	1,180	50	130	79	0.65	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	3,650	30	30	30	0.25	IND
Rose Gold Strike -- D	980	25	110	63	0.52	
Rose Gold Strike -- I	28,060	2	70	18	0.15	IND
Rose Grand Gala -- D	1,680	18	120	69	0.57	
Rose Grand Gala -- I	2,590	11	65	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	3,330		170	121	1.00	
Rose Milva -- I	0					
Rose Noblesse -- D	7,390	8	110	50	0.41	
Rose Noblesse -- I	5,500	10	50	28	0.23	IND
Rose Pareo -- D	8,640	20	150	78	0.64	
Rose Pareo -- I	0					
Rose Red Roses D --	17,470	15	183	79	0.66	
Rose Red Roses I --	0					
Rose Saphir -- D	4,310	30	132	73	0.60	
Rose Saphir -- I	0					
Rose The Teresa -- D	7,430	30	140	76	0.63	
Rose The Teresa -- I	0					
Rose Tineke -- D	21,340	20	200	93	0.77	
Rose Tineke -- I	1,180		40	31	0.26	IND
Rose Spr Lovely Lydia -- D	7,500	30	180	116	0.95	
Rose Spr Lovely Lydia -- I	3,570	45	120	70	0.58	KOR
Rose Spr Macarena -- D	5,125	26	170	85	0.70	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,730	2	230	48	0.39	
Rose Spr Mixed -- I	560		80	36	0.30	KOR
Sandersonia -- D	5,670	60	180	118	0.97	
Sandersonia -- I	100		80	80	0.66	NZL
Trachelium -- D	310		110	88	0.73	
Trachelium -- I	1,390		125	82	0.68	ISR NLD
Tulip -- D	94,780	10	150	56	0.46	
Tulip -- I	30,410		60	44	0.36	NLD
Waxflowers -- D	0					
Waxflowers -- I	2,000		70	47	0.39	AUS
Green Foliage						
Beargrass -- D	5		25	20	0.16	
Beargrass -- I	1,130	13	300	88	0.73	USA
Leatherleaves -- D	64,830	8	65	31	0.25	
Leatherleaves -- I	284,090	5	40	16	0.13	USA
Ruscus Israel -- D	1,290		30	19	0.16	
Ruscus Israel -- I	6,195		35	23	0.19	ISR
Ruscus Italian -- D	1,480		80	45	0.37	
Ruscus Italian -- I	8,235	10	70	40	0.33	ITA
Salal -- D	0					
Salal -- I	7,528	25	500	93	0.77	USA