

## 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.

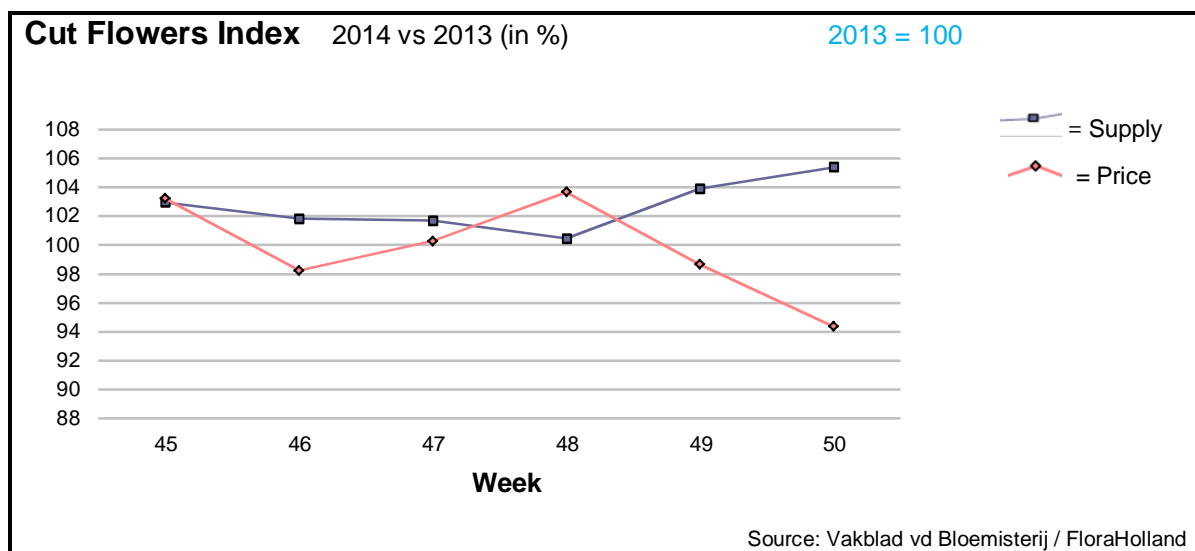
The Market Insider team

Week No. 50-2014

Date: 17/12/14

#### 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 50 the cut flowers average price was lower (-5.9%) than in last year, with some 5.7% higher supply.

This resulted in a 0.5% lower sales turnover.

The 'Christmas product' ilex got 20% higher price than last year, with some 12% less units.

Another seasonal product, Skimmia, got 7.6% more in price, for 5.6% more in supply.

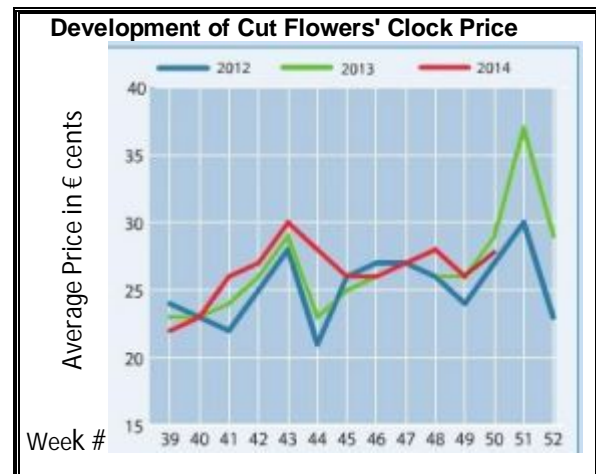
Tulips got 50% less in price, for 163% more stems than last year this week.

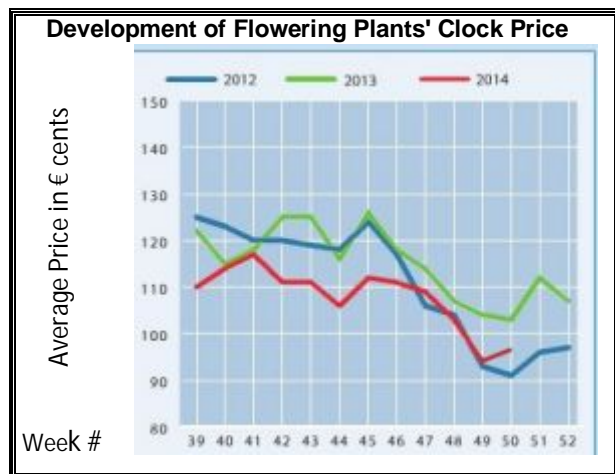
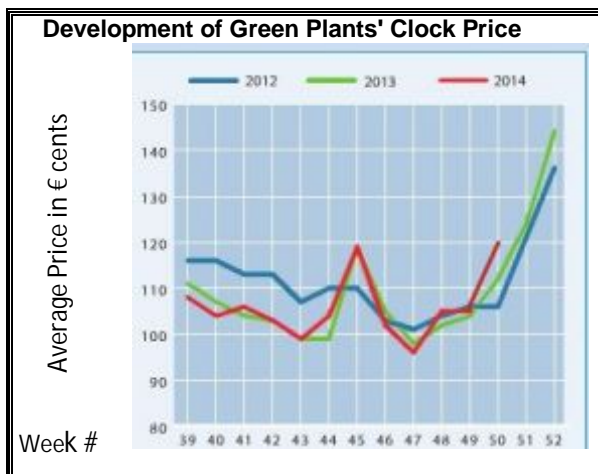
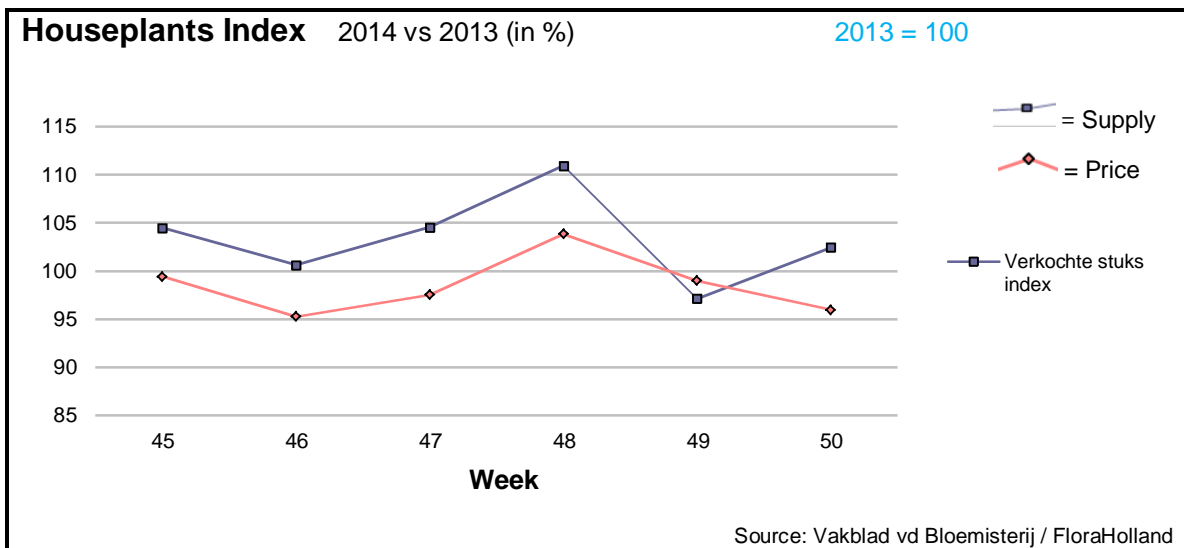
The big roses got a little less in price, for 3.2% more supplied stems.

Products with significant higher price than in 2013

were: agapanthus, alstroemeria, anemone, asclepias, chamelaucium/wax flowers, eucalyptus, fatsia, gerbera large, gerbera mini, leucadendron, limonium, pittosporum, solidago, and trachelium.

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





In week 50 the supply was again higher (+2.3%) and the price (-4%) lower than in 2013.

As expected, the quantities of *Euphorbia pulcherrima*/poinsettia (called also Christmas star) are going up toward the holidays. It got 2.5% higher price, for 5.5% more pots.

*Amaryllis*/*Hippeastrum* in pot got 1.4% more in price, for 14% more units than last year.

*Phalaenopsis* saw 3.3% lower price, for 8.3% less supplied pots. However the white ones got better price, like many other white flowers.

*Cyclamen* got 10% more in price, for less supplied units.

*Schlumbergera* got better price, for 25% less in supply.

**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. W50 Date: 17/12/2014**

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 : 50 in : 2014**

**Index:**

<b>Quantity</b>	Number of stems auctioned in the four reporting auctions together
<b>Lowest</b>	Lowest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Highest</b>	Highest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average</b>	Average stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average US\$</b>	Average stem price, converted to US Dollar, as per the relevant exchange rate given below.
<b>Main Origin</b>	Main countries of origin; See abbreviations in the table at the head of this report.

**Exchange Rate** 1 US\$ = 117.13 Yen

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
		<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	<u>US\$</u>	
<b>D = Domestic I = Imported</b>						
<b>Total Cut Flowers Sold</b>	<b>18,659,885</b>					
Alstroemeria -- D	225,676	20	1,000	88	0.75	
Alstroemeria -- I	12,353		61	38	0.32	COL ISR NLD
Ammi majus -- D	68,980	5	150	27	0.23	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	4,990	30	105	48	0.41	AUS NLD ZWE
Anthurium Pink -- D	10			80	0.68	
Anthurium Pink -- I	7,208	10	170	55	0.47	THA
Anthurium Red -- D	50		220	182	1.55	
Anthurium Red -- I	9,085	17	195	88	0.75	AUS THA USA ZAF
Anthurium White -- D	115		200	81	0.69	
Anthurium White -- I	4,138	2	230	61	0.52	THA
Banksia -- D	27		350	274	2.34	
Banksia -- I	320		80	61	0.52	AUS NZL
Bupleurum -- D	7,225	10	100	53	0.45	
Bupleurum -- I	0					
Calla -- D	32,820	25	350	110	0.94	
Calla -- I	14,973	25	280	117	1.00	NLD NZL
Carnations Spray -- D	278,609	9	160	50	0.43	
Carnations Spray -- I	487,807	10	80	35	0.30	COL
Carnations Standard -- D	456,403	10	160	48	0.41	
Carnations Standard -- I	734,883	6	165	39	0.34	COL
Chrysanthemum Spray -- D	619,855	5	130	51	0.43	
Chrysanthemum Spray -- I	479,610	1	95	46	0.40	KOR
Delphinium -- D	81,760	5	350	109	0.93	
Delphinium -- I	0					
Dracaena -- D	27,483	10	250	45	0.39	
Dracaena -- I	151,388	5	180	27	0.23	SGP
Euphorbia Marginata -- D	16,185		170	85	0.72	
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	312,507	18	630	156	1.34	
Eustoma -- I	58,220	9	189	100	0.86	AUS
Freesia -- D	126,390	7	75	42	0.36	
Freesia -- I	700		50	39	0.33	NLD
Gerbera -- D	381,848	10	150	42	0.36	
Gerbera -- I	0					
Gladiolus -- D	68,540	16	130	62	0.53	
Gladiolus -- I	13,100	27	90	52	0.44	NLD
Gypsophila -- D	215,360	10	280	75	0.64	
Gypsophila -- I	7,175		70	54	0.46	ISR
Heliconia Pendula -- D	300		40	31	0.26	
Heliconia Pendula -- I	213	23	400	141	1.20	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	11,010	40	180	61	0.52	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	430	100	220	142	1.21	AUS NZL ZAF
Lily Casablanca -- D	20,805	15	1,000	422	3.60	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	69,840	15	160	68	0.58	
Lily Longiflorum -- I	1,140	36	75	57	0.49	KOR
Limonium Sinuatum -- D	373,035	8	96	36	0.31	
Limonium Sinuatum -- I	0					
Nerine -- D	2,410	6	90	32	0.27	
Nerine -- I	3,600	20	160	70	0.59	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	123,990	10	55	25	0.21	SGP THA
Orchid Cymbidium -- D	31,105	80	1,200	363	3.10	
Orchid Cymbidium -- I	1,150	70	1,150	433	3.70	NLD NZL
Orchid Oncidium -- D	11,002	8	420	102	0.87	
Orchid Oncidium -- I	113,335	19	189	75	0.64	SGP TAI THA
Orchid Phalaenopsis -- D	13,242	20	2,000	422	3.61	
Orchid Phalaenopsis -- I	8,245	93	1,000	578	4.94	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	60,120	10	45	21	0.18	THA
Ornithogalum -- D	440		75	56	0.48	
Ornithogalum -- I	19,612	10	70	29	0.24	NLD ZAF
Protea King -- D	0					
Protea King -- I	707		900	84	0.72	AUS ZAF
Protea others -- D	0					
Protea others -- I	117	55	900	217	1.85	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	40	61	61	126	1.07	AUS NZL
<b>Rose Total -- D</b>	<b>830,070</b>	<b>5</b>	<b>2,068</b>	<b>105</b>	<b>0.90</b>	
<b>Rose Total -- I</b>	<b>273,222</b>	<b>10</b>	<b>430</b>	<b>87</b>	<b>0.74</b>	
Rose Avalanche -- D	60,268	10	220	112	0.95	
Rose Avalanche -- I	3,230	25	120	73	0.62	NLD
Rose Delilah -- D	2,710	30	120	60	0.51	
Rose Delilah -- I	0					
Rose Dukaat -- D	4,360	30	120	73	0.62	
Rose Dukaat -- I	0					
Rose Esther -- D	2,520	25	120	50	0.43	
Rose Esther -- I	0					
Rose Fantasy -- D	770	60	140	95	0.82	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	310		60	49	0.42	IND
Rose Gold Strike -- D	560	40	150	88	0.75	
Rose Gold Strike -- I	5,420	15	65	37	0.32	IND
Rose Grand Gala -- D	1,030	79	150	105	0.90	
Rose Grand Gala -- I	2,930	20	100	57	0.48	IND
Rose Milva -- D	1,800		170	118	1.00	
Rose Milva -- I	0					

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Noblesse -- D	4,345	20	130	61	0.52	
Rose Noblesse -- I	2,495		55	37	0.31	IND
Rose Pareo -- D	9,060	25	168	72	0.61	
Rose Pareo -- I	0					
Rose Red Roses D --	15,110	30	201	91	0.78	
Rose Red Roses I --	0					
Rose Saphir -- D	4,020	30	150	83	0.71	
Rose Saphir -- I	0					
Rose The Teresa -- D	6,390	30	156	85	0.72	
Rose The Teresa -- I	0					
Rose Tineke -- D	16,335	25	180	102	0.87	
Rose Tineke -- I	580	35	35	32	0.27	IND
Rose Spr Lovely Lydia -- D	7,130	30	190	115	0.98	
Rose Spr Lovely Lydia -- I	1,280	50	129	85	0.72	KOR
Rose Spr Macarena -- D	4,940	33	150	81	0.69	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,697	8	250	57	0.49	
Rose Spr Mixed -- I	30			102	0.87	KOR
Sandersonia -- D	6,180	30	180	127	1.09	
Sandersonia -- I	0					
Trachelium -- D	150		100	74	0.63	
Trachelium -- I	1,150		130	82	0.70	
Tulip -- D	157,522	2	150	54	0.46	
Tulip -- I	2,760		50	40	0.34	NLD
Waxflowers -- D	50			60	0.51	
Waxflowers -- I	2,500		75	34	0.29	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		100	100	0.85	
Beargrass -- I	620		330	61	0.52	USA
Leatherleaves -- D	58,980	10	70	32	0.27	
Leatherleaves -- I	226,740	8	40	18	0.15	USA
Ruscus Israel -- D	960		35	24	0.21	
Ruscus Israel -- I	5,140		40	26	0.22	ISR
Ruscus Italian -- D	310		80	49	0.42	
Ruscus Italian -- I	6,450	20	80	41	0.35	ITA
Salal -- D	0					
Salal -- I	8,115	25	600	86	0.73	USA