

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.

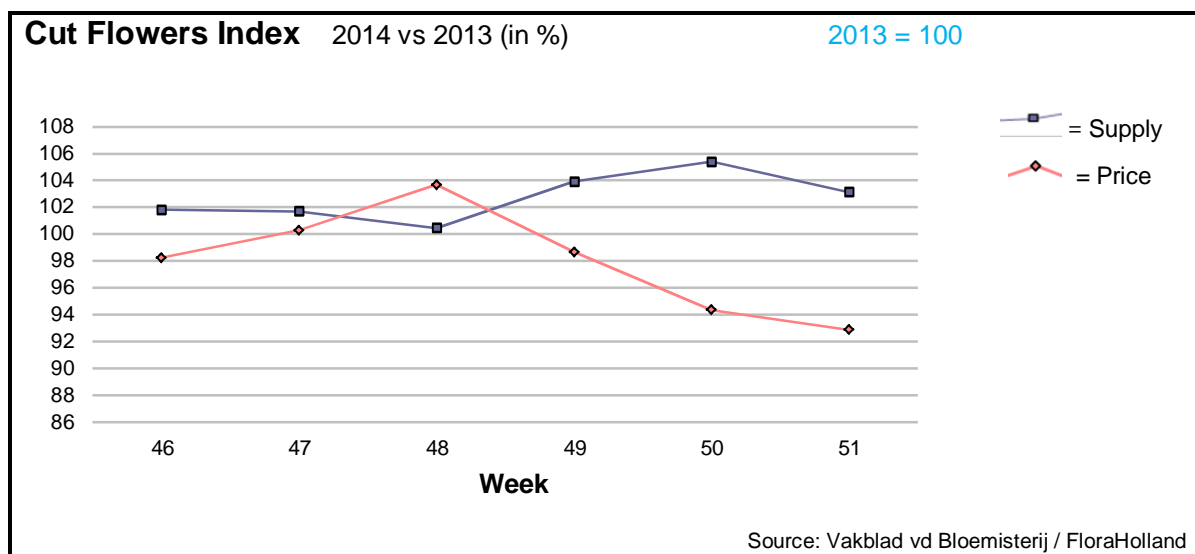
The Market Insider team

Week No. 51-2014

Date: 30/12/14

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 51 the cut flowers average price was € 0.32/stem; 3 cents lower (-7%) than in this week last year. The total quantity was 3% higher. This resulted in a 4.2% lower sales turnover.

Large roses lost 3 cents in price, while the small types got the same average as last year.

Amaryllis was this week No 2 in turnover. With 1 cent lower price it yielded 8% more in turnover.

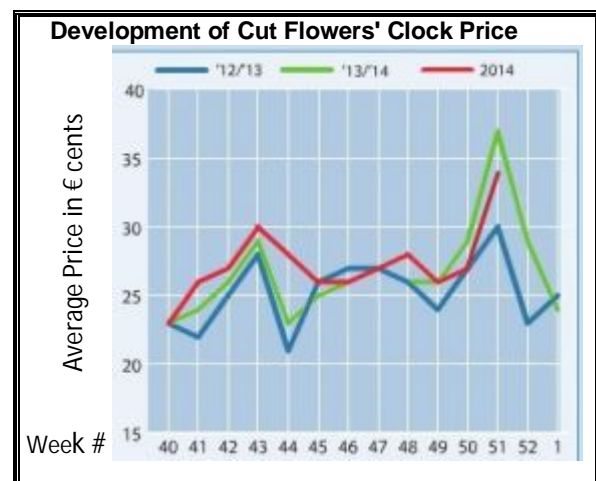
Ilex, another 'Christmas product', fetched 33 cents more in price, while the supply dropped by 27%.

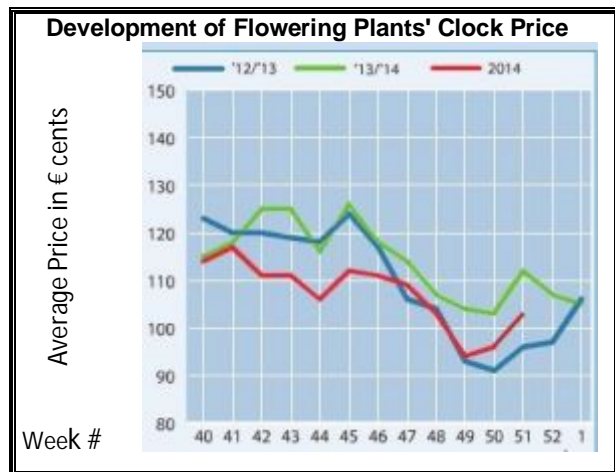
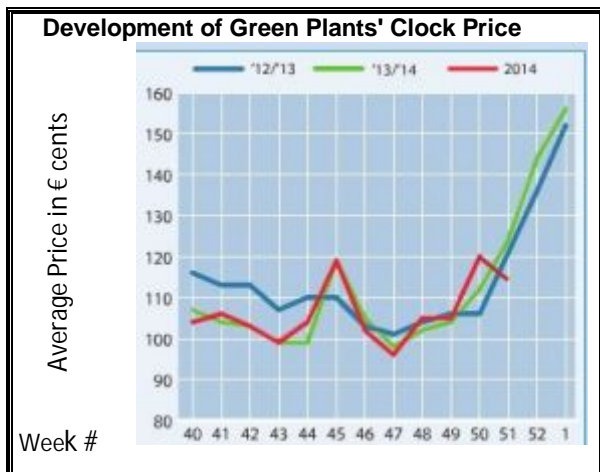
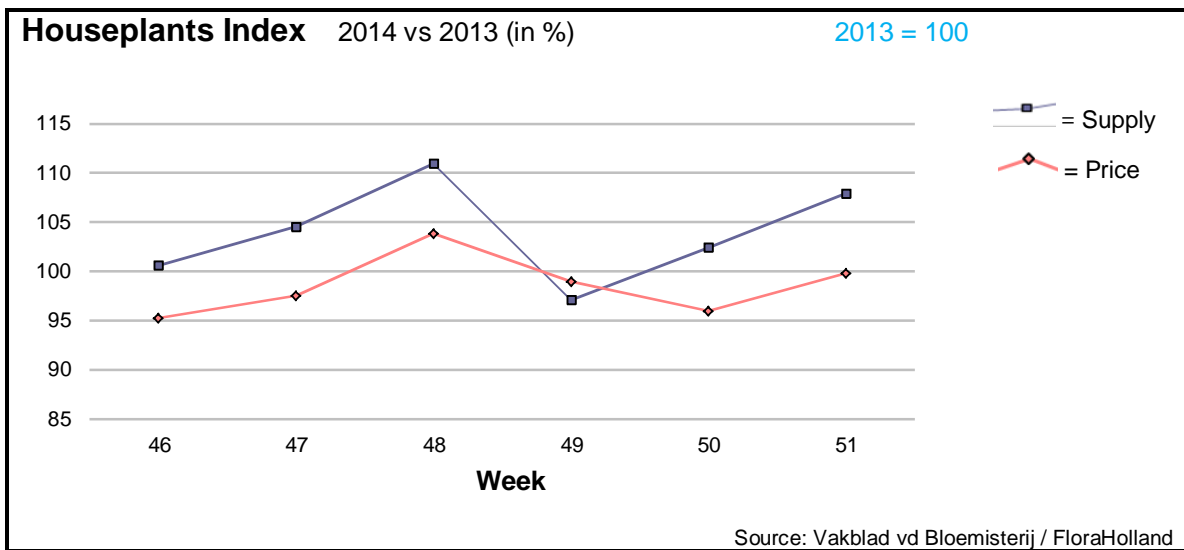
Gerbera large got 5 cents more in price, with 15% less supplied stems.

Tulips got half the price of last year when the supply doubled.

Products with significant higher price than in 2013 were: ammi, anigozanthos, chamelaucium/wax flowers, eucalyptus, fatsia, pittosporum, and trachelium.

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





In week 51 the supply was again higher (+8%) and the price 1 cent lower than in 2013.

Phalaenopsis saw 19 cents lower price, for 20% higher supplied pots.

Euphorbia pulcherrima/poinsettia got 7 cents less in price, for 25% more pots.

Hyacinth got 4 cents more in price, while the supply was 15% higher.

Amaryllis/Hippeastrum in pot got 33 cents more in price, for 23% less units than last year.

Cyclamen got 8 cents more in price.

Dracaena brought higher turnover thanks to higher supply, while the ficus did also more money thanks to better price.

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. W51 Date: 24/12/2014

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 : 51 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\$ = 120.10 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	25,591,677					
Alstroemeria -- D	224,652	15	500	101	0.84	
Alstroemeria -- I	20,736	20	70	53	0.44	COL ISR NLD
Ammi majus -- D	66,720	10	90	37	0.31	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	3,420		140	59	0.49	AUS NLD ZWE
Anthurium Pink -- D	0					
Anthurium Pink -- I	5,067	8	147	72	0.60	THA
Anthurium Red -- D	19		300	258	2.15	
Anthurium Red -- I	7,513	27	230	110	0.92	AUS THA USA ZAF
Anthurium White -- D	155		200	119	0.99	
Anthurium White -- I	2,537	5	150	63	0.53	THA
Banksia -- D	160		148	132	1.10	
Banksia -- I	117		350	272	2.27	AUS NZL
Bupleurum -- D	5,570	19	120	60	0.50	
Bupleurum -- I	0					
Calla -- D	33,408	20	400	119	0.99	
Calla -- I	16,032	32	300	119	0.99	NLD NZL
Carnations Spray -- D	287,123	10	160	56	0.47	
Carnations Spray -- I	918,249	15	90	40	0.33	COL
Carnations Standard -- D	392,795	10	160	54	0.45	
Carnations Standard -- I	1,116,271	10	165	42	0.35	COL
Chrysanthemum Spray -- D	724,379	2	230	54	0.45	
Chrysanthemum Spray -- I	826,700	4	105	53	0.44	KOR
Delphinium -- D	62,458	15	400	134	1.11	
Delphinium -- I	0					
Dracaena -- D	39,170	7	1,000	45	0.37	
Dracaena -- I	140,885	2	156	31	0.26	SGP
Euphorbia Marginata -- D	9,586		180	89	0.74	
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	327,403	17	600	165	1.37	
Eustoma -- I	77,095	10	220	125	1.04	AUS
Freesia -- D	130,055	11	75	46	0.38	
Freesia -- I	1,500		45	39	0.32	NLD
Gerbera -- D	367,183	10	170	48	0.40	
Gerbera -- I	0					
Gladiolus -- D	76,320	5	120	58	0.48	
Gladiolus -- I	67,950	5	100	40	0.34	NLD
Gypsophila -- D	264,255	15	330	95	0.80	
Gypsophila -- I	10,970		102	57	0.47	ISR
Heliconia Pendula -- D	1,035	20	100	30	0.25	
Heliconia Pendula -- I	344	10	333	83	0.69	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	7,668	27	180	73	0.61	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	810	180	350	265	2.20	AUS NZL ZAF
Lily Casablanca -- D	21,565	110	1,000	417	3.47	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	75,720	12	180	88	0.73	
Lily Longiflorum -- I	4,100	40	125	88	0.73	KOR NLD
Limonium Sinuatum -- D	643,940	10	120	53	0.44	
Limonium Sinuatum -- I	0					
Nerine -- D	785		80	41	0.35	
Nerine -- I	2,180	40	180	106	0.88	NLD NZL
Orchid Anna -- D	2,000	14	17	17	0.14	
Orchid Anna -- I	193,950	10	68	26	0.22	SGP THA
Orchid Cymbidium -- D	45,385	125	1,200	456	3.79	
Orchid Cymbidium -- I	1,164	300	700	433	3.61	NLD NZL
Orchid Oncidium -- D	8,870	15	460	134	1.11	
Orchid Oncidium -- I	132,795	25	220	88	0.74	SGP TAI THA
Orchid Phalaenopsis -- D	13,548	34	2,000	455	3.79	
Orchid Phalaenopsis -- I	7,510	154	1,200	620	5.16	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	69,410	10	60	27	0.23	THA
Ornithogalum -- D	40		55	50	0.42	
Ornithogalum -- I	12,784	15	81	38	0.32	NLD ZAF
Protea King -- D	0					
Protea King -- I	228		765	233	1.94	AUS ZAF
Protea others -- D	0					
Protea others -- I	98	550	765	465	3.87	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	20	220	220	220	1.83	AUS
Rose Total -- D	760,533	5	2,065	118	0.99	
Rose Total -- I	534,406	10	700	81	0.68	
Rose Avalanche -- D	56,688	30	230	122	1.01	
Rose Avalanche -- I	10,300	16	150	56	0.47	NLD
Rose Delilah -- D	2,350	30	120	67	0.56	
Rose Delilah -- I	0					
Rose Dukaat -- D	3,440	29	135	80	0.67	
Rose Dukaat -- I	0					
Rose Esther -- D	2,550	30	120	56	0.47	
Rose Esther -- I	0					
Rose Fantasy -- D	1,090	40	140	88	0.73	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	2,505	30	80	50	0.42	IND
Rose Gold Strike -- D	310	50	132	104	0.86	
Rose Gold Strike -- I	22,010	17	70	38	0.32	IND
Rose Grand Gala -- D	1,130	80	180	136	1.13	
Rose Grand Gala -- I	8,950	20	120	48	0.40	IND
Rose Milva -- D	1,300		170	122	1.01	
Rose Milva -- I	320			30	0.25	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 Noblesse -- D	3,650	30	140	71	0.59	
Rose Noblesse -- I	9,405	20	70	42	0.35	IND
Rose Pareo -- D	6,760	30	141	85	0.71	
Rose Pareo -- I	0					
Rose Red Roses D --	13,490	30	280	104	0.86	
Rose Red Roses I --	0					
Rose Saphir -- D	4,670	30	140	90	0.75	
Rose Saphir -- I	0					
Rose The Teresa -- D	6,260	30	160	94	0.78	
Rose The Teresa -- I	0					
Rose Tineke -- D	11,850	30	200	118	0.99	
Rose Tineke -- I	3,060	10	70	35	0.29	IND
Rose Spr Lovely Lydia -- D	5,890	60	230	138	1.15	
Rose Spr Lovely Lydia -- I	2,020	60	150	87	0.72	KOR
Rose Spr Macarena -- D	5,070	30	150	86	0.72	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,145	9	230	70	0.58	
Rose Spr Mixed -- I	420			85	0.71	KOR
Sandersonia -- D	9,500	40	180	115	0.96	
Sandersonia -- I	100		70	64	0.53	NZL
Trachelium -- D	110		90	84	0.70	
Trachelium -- I	650		125	106	0.88	
Tulip -- D	281,700	20	200	56	0.46	
Tulip -- I	12,930	25	70	34	0.28	NLD
Waxflowers -- D	100			60	0.50	
Waxflowers -- I	2,575		70	41	0.34	AUS
Green Foliage						
Beargrass -- D	5		200	130	1.08	
Beargrass -- I	930		300	25	0.21	USA
Leatherleaves -- D	50,970	10	78	36	0.30	
Leatherleaves -- I	236,120	5	50	20	0.17	USA
Ruscus Israel -- D	1,585		40	24	0.20	
Ruscus Israel -- I	7,865		40	31	0.26	ISR
Ruscus Italian -- D	510		31	32	0.26	
Ruscus Italian -- I	6,920	16	80	42	0.35	ITA
Salal -- D	20		360	360	3.00	
Salal -- I	10,554	24	760	93	0.78	USA