

## 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.

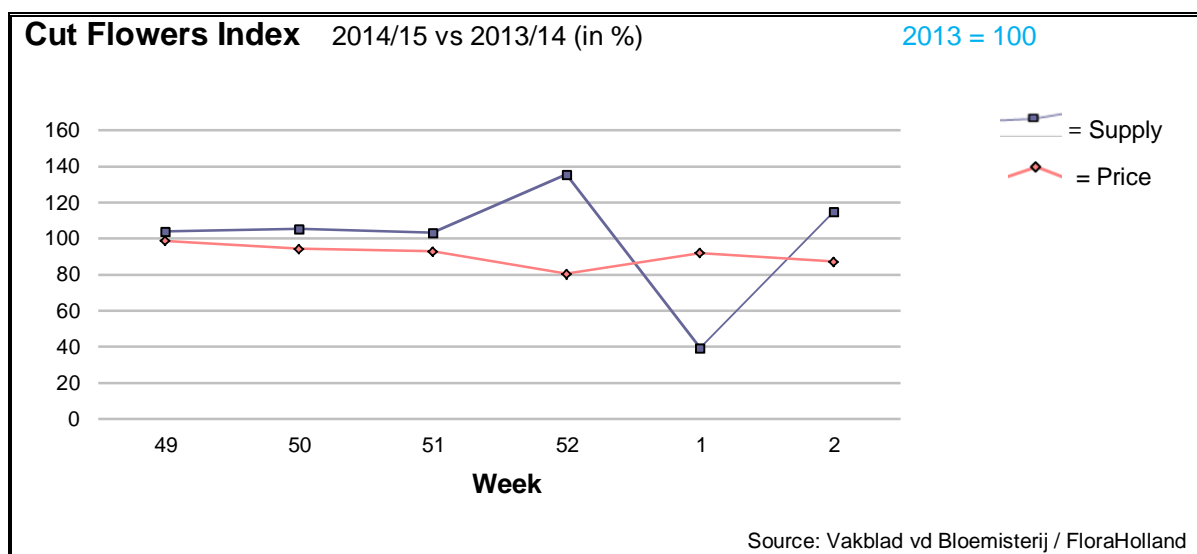
The Market Insider team

Week No. 2-2015

Date: 14/01/15

#### 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 2 of 2015 the cut flowers average price was 3 cents (-14%) lower than in this week last year. The total quantity was 15% higher. The total sales turnover was about the same like this week last year.

The tulips had a major impact on this general picture: as result of earlier start of the season, thanks to mild weather, there were 57% more tulips in the market, causing the price to drop by 18%.

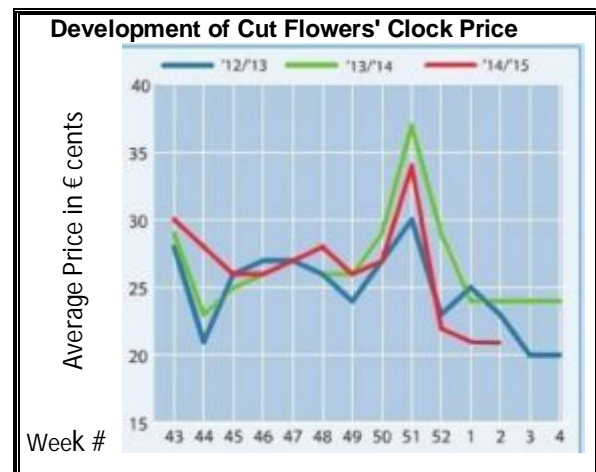
Also chrysanthemums saw a price drop of 20%; but this was not a result of over-supply; the quantity was like last year; but the demand from Russia dropped sharply.

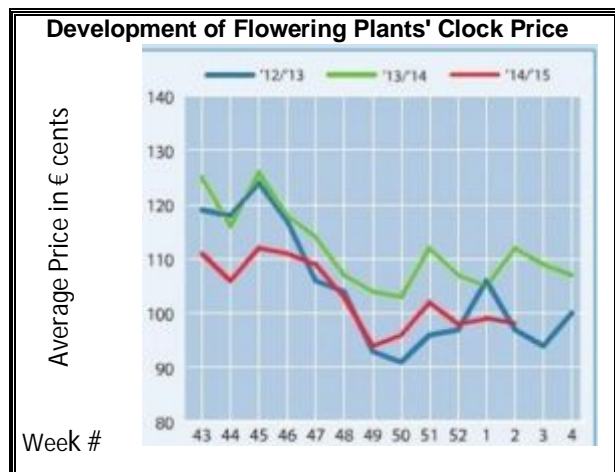
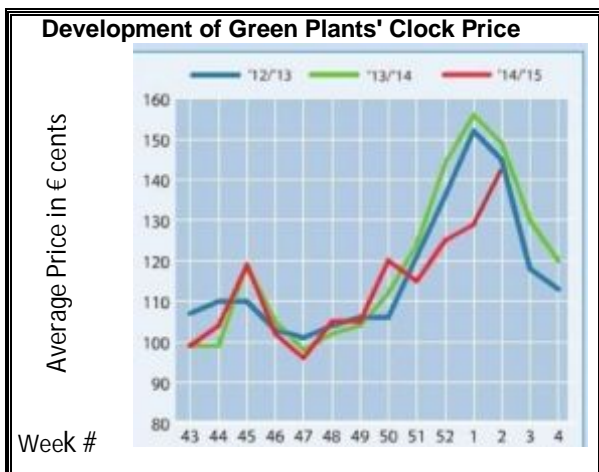
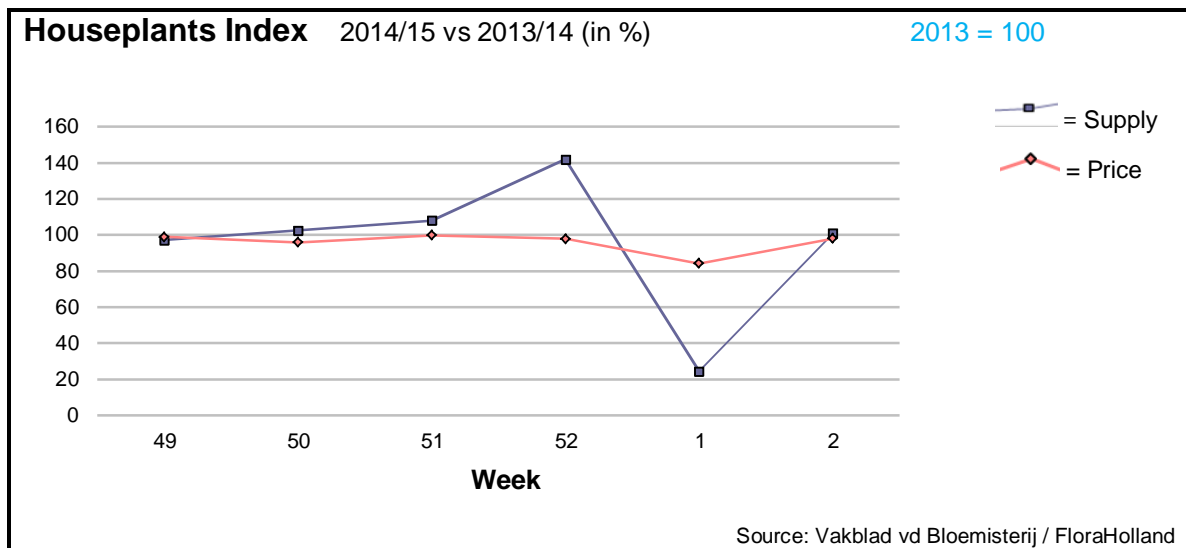
Lilies LA too, got 25% less in price, for 31% more supplied stems.

Lisianthus/eustoma, however, could maintain last year's price with 21% more supply.

Products with significant higher prices than last year were: anigozanthos, asclepias, aspidistra, aster, carthamus, wax flower, gerbera mini, helianthus, ornithogalum, protea, ranunculus, solidago, and trachelium.

Much lower prices were for: anemone, gypsophila, narcissus, and small roses.





In week 2 the average houseplant price was 2% lower than last year. The total quantity was 1% higher.

The total turnover of houseplants was 1.2% higher than in last year.

Phalaenopsis saw 6% cents lower price, for 3% higher supplied pots.

Hyacinth is now in full production. Yet, it got 22% more in price, while the supply was 4% higher.

Narcissus, however, got a little higher price, even though the supply was by far lower.

Muscari got 14% less in price, when the supply was 35% higher.

Dracaena got 21% lower price, while supply was 15% lower.

Ficus got 10% lower price, while supply was 7% lower.

**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. W02 Date: 14/01/2015**

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 : 2 in : 2015**

**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\$ = 118.38 Yen

<u>Product Name &amp; Source</u>	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
	<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>	<u>US\$</u>	
<b>D = Domestic I = Imported</b>	<b>Quantity</b>	<b>Lowest</b>	<b>Highest</b>	<b>Average</b>	<b>US\$</b>
<b>Total Cut Flowers Sold</b>	<b>14,187,870</b>				
Alstroemeria -- D	273,290	30	400	83	0.70
Alstroemeria -- I	5,702	10	65	50	0.42
					COL ISR NLD
Ammi majus -- D	58,720	5	175	30	0.25
Ammi majus -- I	0				
Anthurium Pink -- D	138		230	138	1.17
Anthurium Pink -- I	2,125	3	170	70	0.59
					THA
Anthurium Red -- D	347		500	191	1.61
Anthurium Red -- I	4,428	10	280	89	0.75
					AUS THA USA ZAF
Anthurium White -- D	363		200	62	0.52
Anthurium White -- I	1,777	6	180	78	0.66
					THA
Banksia -- D	98		240	163	1.38
Banksia -- I	0				
Bupleurum -- D	25,493	11	120	58	0.49
Bupleurum -- I	0				
Calla -- D	47,273	20	400	93	0.79
Calla -- I	9,762	25	280	116	0.98
					NLD NZL
Carnations Spray -- D	358,730	5	160	54	0.46
Carnations Spray -- I	308,798	10	65	36	0.30
					COL
Carnations Standard -- D	472,590	10	160	54	0.46
Carnations Standard -- I	364,105		160	44	0.37
					COL
Chrysanthemum Spray -- D	497,945	10	120	59	0.50
Chrysanthemum Spray -- I	335,190	15	100	61	0.52
					KOR
Delphinium -- D	78,708	10	400	116	0.98
Delphinium -- I	0				
Dracaena -- D	9,345	6	130	43	0.37
Dracaena -- I	229,723	5	255	30	0.25
					SGP
Eustoma -- D	257,339	10	800	161	1.36
Eustoma -- I	128,815	18	225	98	0.83
					AUS
Freesia -- D	179,990	14	80	42	0.36
Freesia -- I	3,000		50	35	0.30
					NLD

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Gerbera -- D	453,754	6	147	32	0.27	
Gerbera -- I	0					
Gladiolus -- D	45,555	17	150	80	0.68	
Gladiolus -- I	4,400	50	100	76	0.64	NLD
Gypsophila -- D	346,310	5	260	50	0.43	
Gypsophila -- I	7,040		60	52	0.44	ISR
Heliconia Pendula -- D	250		45	22	0.19	
Heliconia Pendula -- I	140		417	133	1.12	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	1,153		180	84	0.71	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	50		196	196	1.66	AUS NZL ZAF
Lily Casablanca -- D	19,505	44	1,000	390	3.29	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	57,180	21	180	80	0.67	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	298,725	20	130	59	0.49	
Limonium Sinuatum -- I	0					
Molucella -- D	290		80	57	0.48	
Molucella -- I	0					
Nerine -- D	100		70	58	0.49	
Nerine -- I	1,100	41	200	145	1.22	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	207,630	9	80	23	0.19	SGP THA
Orchid Cymbidium -- D	32,237	44	1,000	315	2.66	
Orchid Cymbidium -- I	0					
Orchid Oncidium -- D	9,578	15	450	180	1.52	
Orchid Oncidium -- I	73,160	19	300	131	1.10	SGP TAI THA
Orchid Phalaenopsis -- D	12,566	20	2,000	552	4.66	
Orchid Phalaenopsis -- I	5,329	350	990	685	5.79	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	64,790	5	59	23	0.19	THA
Ornithogalum -- D	180		60	64	0.54	
Ornithogalum -- I	4,037	20	81	49	0.41	NLD ZAF
Protea others -- D	0					
Protea others -- I	40			600	5.07	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	235		200	196	1.66	AUS
<b>Rose Total -- D</b>	<b>795,935</b>	<b>1</b>	<b>550</b>	<b>81</b>	<b>0.68</b>	
<b>Rose Total -- I</b>	<b>200,508</b>	<b>4</b>	<b>400</b>	<b>53</b>	<b>0.45</b>	
Rose Amada -- D	7,165	34	220	122	1.03	
Rose Amada -- I	0					
Rose Avalanche -- D	66,885	5	180	69	0.58	
Rose Avalanche -- I	2,640	10	70	39	0.33	IND NLD
Rose Carpe Diem -- D	10,194	30	180	98	0.83	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	13,975	17	150	101	0.85	COL
Rose Gold Rush -- D	11,705	30	165	88	0.74	
Rose Gold Rush -- I	150	55	80	63	0.53	
Rose Gold Strike -- D	880		120	78	0.66	
Rose Gold Strike -- I	17,670	4	60	21	0.18	COL IND
Rose Noblesse -- D	4,735	15	115	49	0.41	
Rose Noblesse -- I	3,420		50	30	0.25	IND NLD
Rose Red Roses D --	24,130	1	550	72	0.60	
Rose Red Roses I --	25,426		132	50	0.42	
Rose Red Star -- D	8,590	25	150	75	0.64	
Rose Red Star -- I	0					
Rose Samurai -- D	50,640	14	200	98	0.83	
Rose Samurai -- I	6,120	20	123	68	0.58	IND
Rose Sweet Avalanche -- D	27,990	1	150	74	0.62	
Rose Sweet Avalanche -- I	1,500	20	70	55	0.46	

<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 Sweet Unique -- D	3,870	14	140	74	0.63	
Rose Sweet Unique -- I	3,360	24	110	67	0.56	
Rose Teresa -- D	4,560	30	140	76	0.64	
Rose Teresa -- I	0					
Rose Tineke -- D	11,510	4	160	65	0.55	
Rose Tineke -- I	100		20	20	0.17	IND
Rose Yves Piaget -- D	12,866	10	200	83	0.70	
Rose Yves Piaget -- I	220		65	55	0.46	NLD
Rose Spr Babe -- D	8,110	20	180	99	0.83	
Rose Spr Babe -- I	510	40	100	67	0.56	KOR
Rose Spr Lovely Lydia -- D	6,800	58	150	99	0.83	
Rose Spr Lovely Lydia -- I	0					
Rose Spr Shooting Star -- D	4,740	30	186	98	0.83	
Rose Spr Shooting Star -- I	460		65	50	0.42	KOR NLD
Sandersonia -- D	4,680	26	180	108	0.91	
Sandersonia -- I	0					
Trachelium -- D	100		85	80	0.68	
Trachelium -- I	800		130	89	0.75	
Tulip -- D	440,430	9	160	53	0.44	
Tulip -- I	400		60	42	0.35	NLD
Waxflowers -- D	0					
Waxflowers -- I	3,150		70	47	0.39	AUS
<u>Green Foliage</u>						
Beargrass -- D	0					
Beargrass -- I	1,860	10	300	39	0.33	USA
Leatherleaves -- D	43,450	10	204	30	0.25	
Leatherleaves -- I	269,275	5	40	18	0.16	USA
Ruscus Israel -- D	2,920		40	21	0.18	
Ruscus Israel -- I	2,900		60	38	0.32	ISR
Ruscus Italian -- D	660		70	48	0.41	
Ruscus Italian -- I	2,650	25	75	43	0.36	ITA
Salal -- D	0					
Salal -- I	6,653	25	650	204	1.72	USA