

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.

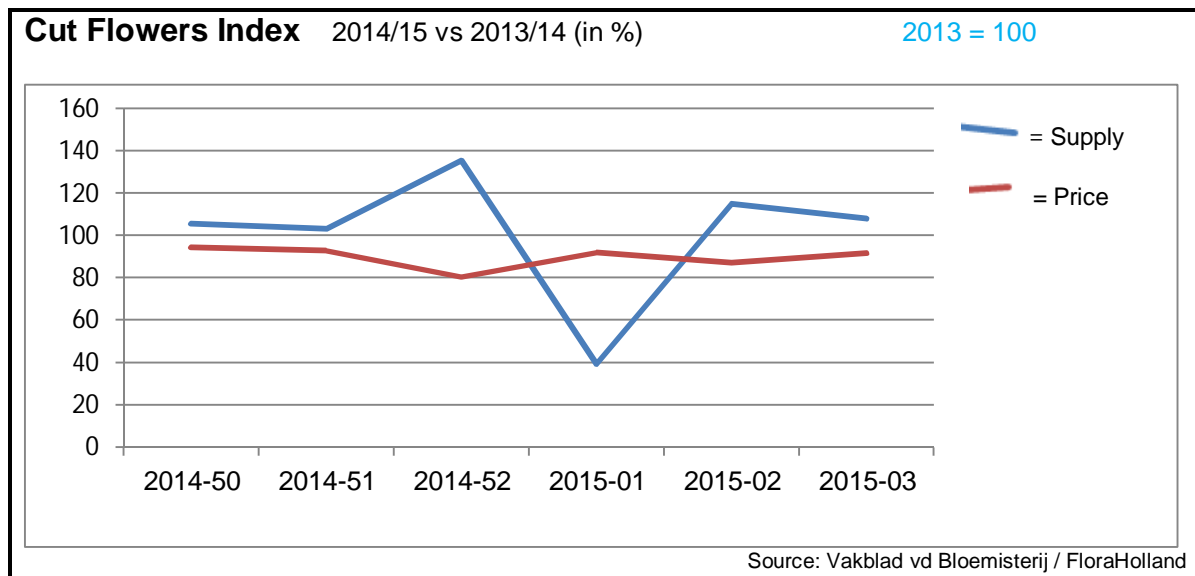
The Market Insider team

Week No. 3-2015

Date: 21/01/15

The FloraHolland flower auctions' weekly supply and price index

(Representing the relative supply and average price, compared to the same weeks of last year)



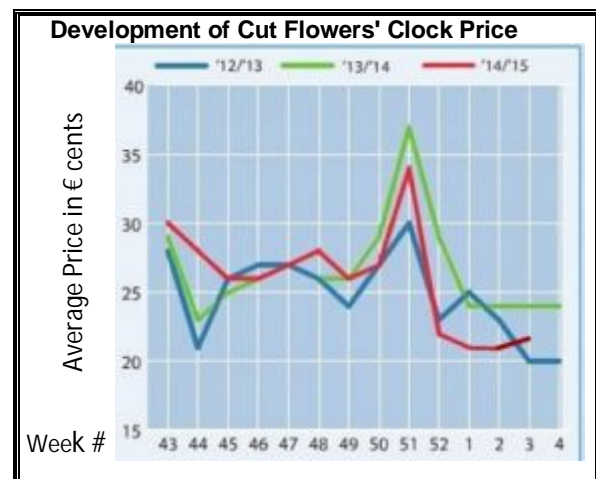
In week 3 was the average cut flowers price some 8.4% lower than in this week last year, with 7.9% more supplied units.

This resulted in 1.2% less in sales turnover. The business is ruff nowadays. Traders refrain from taking the risk of stocking flowers.

It was not a good week for tulips; early start of the season yielded 23% more tulips than last year, resulted in a 16.5% lower average price.

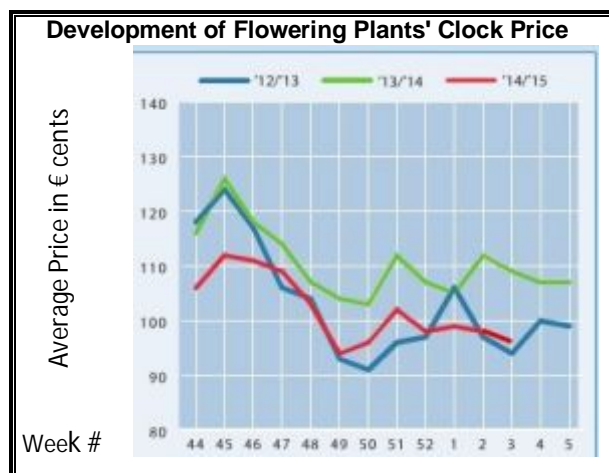
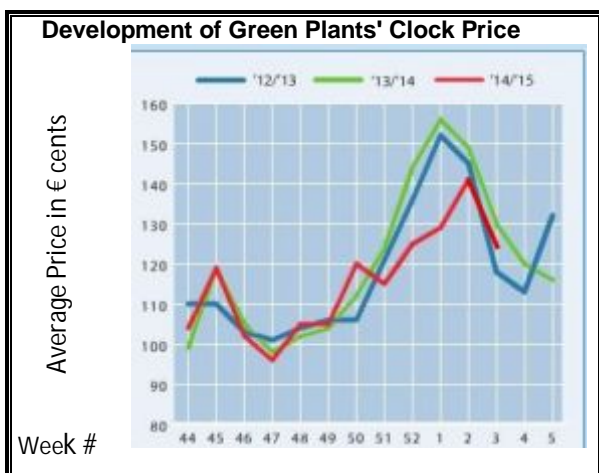
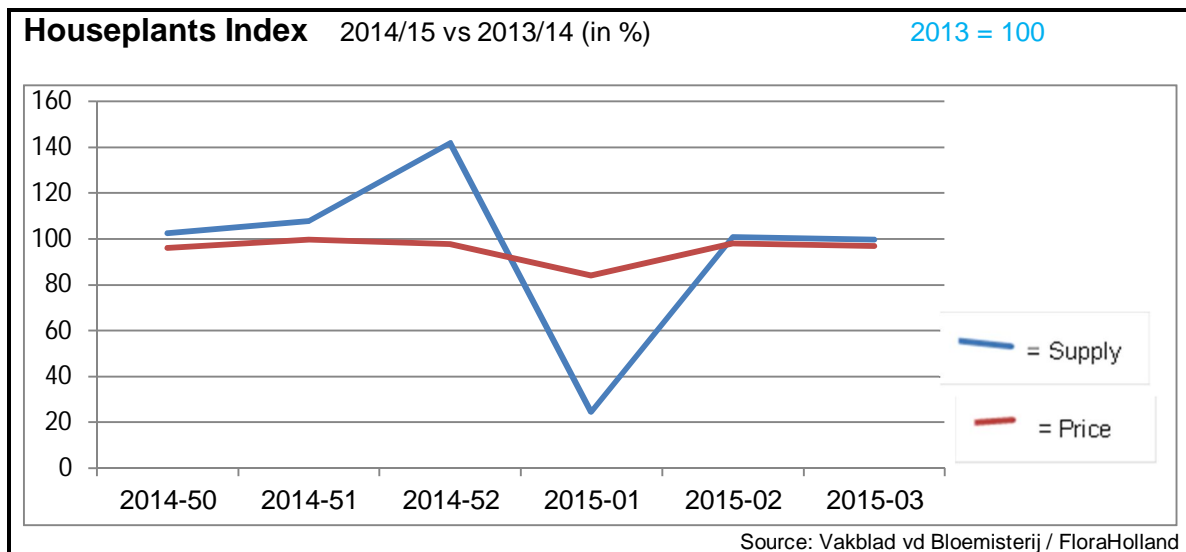
The big roses got 13% less in price, for 13% more in supply. It is expected that the price will slowly go up from now toward the Valentine's Day sales.

Gerbera, however, saw fewer supplies, with better prices this week; some 29% higher than in 2014.



Many products got significantly higher price than last year; among them: agapanthus, anemone, anigozanthos, aspidistra, aster, chamelaucium/wax flower, helianthus, hypericum, leucadendron, limonium, ornithogalum, protea, and trachelium.

Yet, there were some flowers that got lower prices: ammi, asclepias, spray carnations, solidago, and some more.



In week 3 the supplied quantity of houseplants was quite identical to this of last year (+0.2%), but the average price was 3.1% lower.

The bulb-in-pot products did it well this week:

Hyacinth got 4.6% more in price, while the supply was 16.4% higher.

Narcissus got 11.7% higher price, even though the supply was 18% lower.

Howea (Sentry Palm/Kentia Palm) is a popular plant in January, since it can stand in colder period.

The supply is a bit smaller than last year, but the price is doing better.

Phalaenopsis saw 6% lower price, for 10% higher supplied pots.

Dracaena got 4.4% lower price, while supply was 4.3% lower.

Ficus got 7.8% more in price, while supply was 17% 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. W03 Date: 21/01/2015

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 : 3 in : 2015

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\$ = 118.70 Yen

<u>Product Name & 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>	
Total Cut Flowers Sold	15,743,315				
Alstroemeria -- D	234,926	35	1,000	90	0.76
Alstroemeria -- I	8,319	20	60	44	0.37 COL ISR NLD
Ammi majus -- D	73,140	10	75	29	0.24
Ammi majus -- I	75		50	36	0.30 NLD
Anthurium Pink -- D	128		180	91	0.77
Anthurium Pink -- I	3,900	25	170	72	0.61 THA
Anthurium Red -- D	370		180	134	1.13
Anthurium Red -- I	5,111	10	280	77	0.65 AUS THA USA ZAF
Anthurium White -- D	332		200	90	0.76
Anthurium White -- I	1,986	3	220	72	0.61 THA
Banksia -- D	61		230	123	1.04
Banksia -- I	0				
Bupleurum -- D	16,505		120	63	0.53
Bupleurum -- I	0				
Calla -- D	48,220	21	300	89	0.75
Calla -- I	7,330	3	350	116	0.98 NLD NZL
Carnations Spray -- D	314,464	10	160	54	0.45
Carnations Spray -- I	476,514	15	155	39	0.33 COL
Carnations Standard -- D	392,243	20	160	53	0.45
Carnations Standard -- I	561,133	15	160	45	0.38 COL
Chrysanthemum Spray -- D	582,300	8	135	62	0.52
Chrysanthemum Spray -- I	422,030	17	95	60	0.50 KOR
Delphinium -- D	60,206	7	350	135	1.14
Delphinium -- I	0				
Dracaena -- D	13,256	10	130	43	0.37
Dracaena -- I	254,983	1	180	29	0.24 SGP
Eustoma -- D	215,527	21	800	164	1.39
Eustoma -- I	147,931	25	250	102	0.86 AUS
Freesia -- D	176,465	10	96	44	0.37
Freesia -- I	2,300		50	26	0.22 NLD

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Gerbera -- D	361,037	5	140	33	0.28	
Gerbera -- I	0					
Gladiolus -- D	47,465	17	140	88	0.74	
Gladiolus -- I	31,750	20	100	62	0.52	NLD
Gypsophila -- D	308,835	8	260	51	0.43	
Gypsophila -- I	12,792		80	42	0.35	ISR
Heliconia Pendula -- D	173		36	22	0.19	
Heliconia Pendula -- I	320		300	62	0.52	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8,299	31	180	54	0.46	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	95		260	236	1.99	AUS NZL ZAF
Lily Casablanca -- D	14,018	70	1,000	452	3.81	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	53,365	22	180	94	0.79	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	497,909	9	110	46	0.39	
Limonium Sinuatum -- I	370		75	72	0.61	
Molucella -- D	710	35	100	57	0.48	
Molucella -- I	0					
Nerine -- D	20		60	60	0.51	
Nerine -- I	597		280	168	1.42	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	182,820	5	80	21	0.18	SGP THA
Orchid Cymbidium -- D	35,461	50	1,000	304	2.56	
Orchid Cymbidium -- I	1,730		500	194	1.63	NLD NZL
Orchid Oncidium -- D	10,695	15	400	141	1.18	
Orchid Oncidium -- I	113,295	20	250	111	0.94	SGP TAI THA
Orchid Phalaenopsis -- D	14,323	60	2,000	579	4.88	
Orchid Phalaenopsis -- I	10,377	125	960	599	5.05	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	72,960	5	45	22	0.18	THA
Ornithogalum -- D	140		60	65	0.54	
Ornithogalum -- I	2,781	30	85	64	0.54	NLD ZAF
Protea King -- D	0					
Protea King -- I	30		1,300	1,050	8.85	AUS ZAF
Protea others -- D	0					
Protea others -- I	155	200	900	449	3.79	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	140		200	203	1.71	AUS NZL
Rose Total -- D	634,926	5	550	90	0.76	
Rose Total -- I	281,345	10	400	61	0.51	
Rose Amada -- D	6,066	30	200	128	1.08	
Rose Amada -- I	0					
Rose Avalanche -- D	50,418	20	180	90	0.76	
Rose Avalanche -- I	3,610	17	100	52	0.44	IND NLD
Rose Carpe Diem -- D	7,728	30	160	97	0.82	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	21,886	1	141	100	0.84	COL
Rose Gold Rush -- D	9,210	30	180	93	0.79	
Rose Gold Rush -- I	480	55	70	61	0.51	
Rose Gold Strike -- D	730		110	74	0.62	
Rose Gold Strike -- I	26,728	13	67	29	0.24	COL IND
Rose Noblesse -- D	4,450	20	110	56	0.47	
Rose Noblesse -- I	8,000	15	60	30	0.25	IND NLD
Rose Red Roses D --	19,170	20	550	81	0.68	
Rose Red Roses I --	19,304		141	71	0.60	
Rose Red Star -- D	7,860	30	150	88	0.74	
Rose Red Star -- I	0					
Rose Samourai -- D	37,698	30	200	109	0.92	
Rose Samourai -- I	7,900	24	120	80	0.67	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 Sweet Avalanche -- D	21,745	25	170	82	0.69	
Rose Sweet Avalanche -- I	1,680	50	110	67	0.56	
Rose Sweet Unique -- D	3,155	30	140	86	0.72	
Rose Sweet Unique -- I	4,200	30	132	74	0.62	
Rose Teresa -- D	4,990	30	140	79	0.66	
Rose Teresa -- I	0					
Rose Tineke -- D	10,852	15	160	74	0.63	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	10,923	40	200	103	0.87	
Rose Yves Piaget -- I	420		90	71	0.60	NLD
Rose Spr Babe -- D	5,935	40	160	109	0.92	
Rose Spr Babe -- I	1,290	50	160	77	0.65	KOR
Rose Spr Lovely Lydia -- D	4,215	40	170	109	0.92	
Rose Spr Lovely Lydia -- I	250	60	90	63	0.53	KOR
Rose Spr Shooting Star -- D	3,420	30	204	105	0.88	
Rose Spr Shooting Star -- I	1,230		100	54	0.45	KOR NLD
Sandersonia -- D	1,590	35	200	142	1.20	
Sandersonia -- I	0					
Trachelium -- D	80		90	71	0.60	
Trachelium -- I	150		130	130	1.10	
Tulip -- D	514,970	10	150	56	0.47	
Tulip -- I	7,500		40	27	0.23	NLD
Waxflowers -- D	0					
Waxflowers -- I	4,075		60	44	0.37	AUS
Green Foliage						
Beargrass -- D	5		100	100	0.84	
Beargrass -- I	1,510	10	330	29	0.25	USA
Leatherleaves -- D	47,080	10	65	31	0.26	
Leatherleaves -- I	327,010	3	40	17	0.15	USA
Ruscus Israel -- D	2,700		40	24	0.20	
Ruscus Israel -- I	4,760		40	33	0.28	ISR
Ruscus Italian -- D	730		70	38	0.32	
Ruscus Italian -- I	8,950	25	80	44	0.37	ITA
Salal -- D	0					
Salal -- I	10,880	24	700	144	1.21	USA