

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.

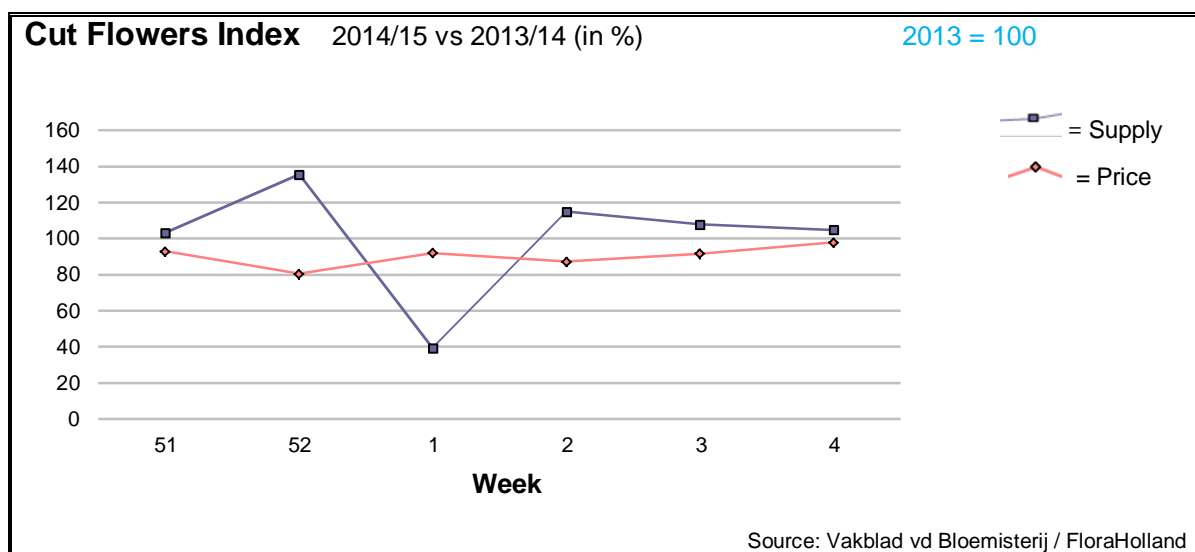
The Market Insider team

Week No. 4-2015

Date: 28/01/15

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 4 of 2015 the cut flowers average price was 2% lower than in this week last year. The total quantity was 5% higher.

The total turnover was therefore some 2.5% higher.

The tulips still were supplied in bigger quantities, but now only 8% more than in 2014, and the price was only but 6% lower.

Big roses, mainly red ones, are already coming in bigger quantities, toward Valentine's Day sales. 6% more roses this week resulted in a price drop of 11%, compared to last year.

Small roses got also 11% less in price, but for 22% more stems.

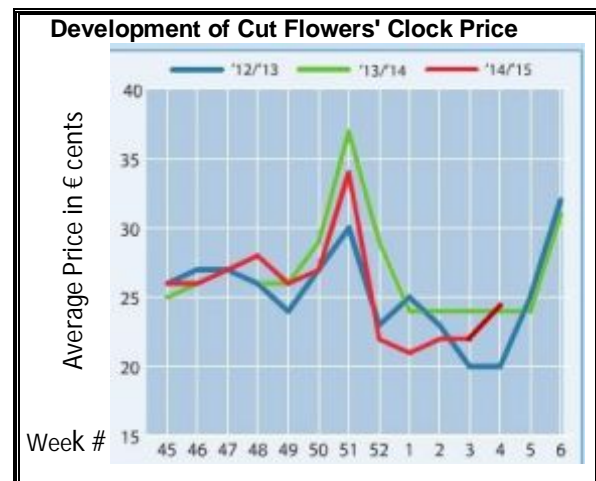
Gerbera got much higher prices, for some less supplied stems.

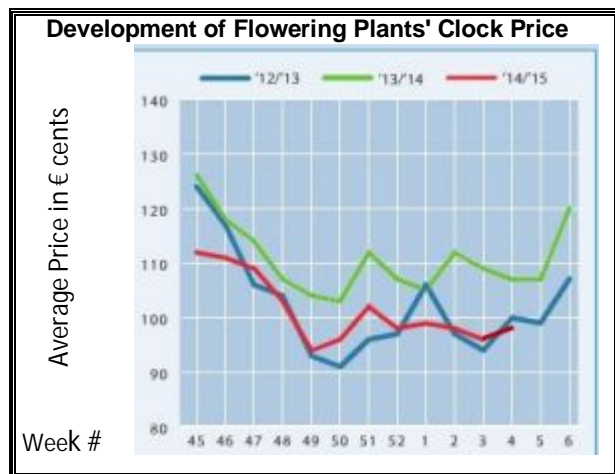
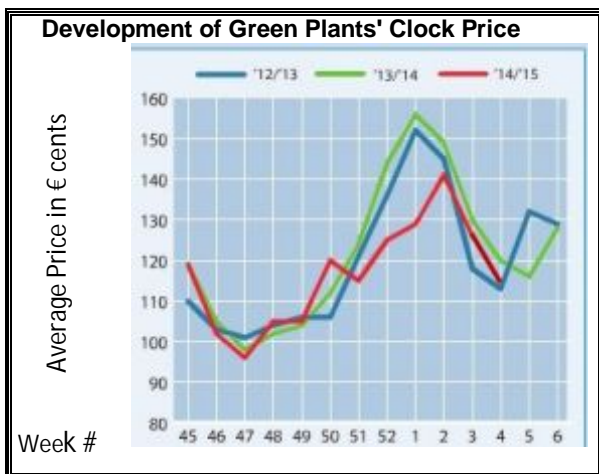
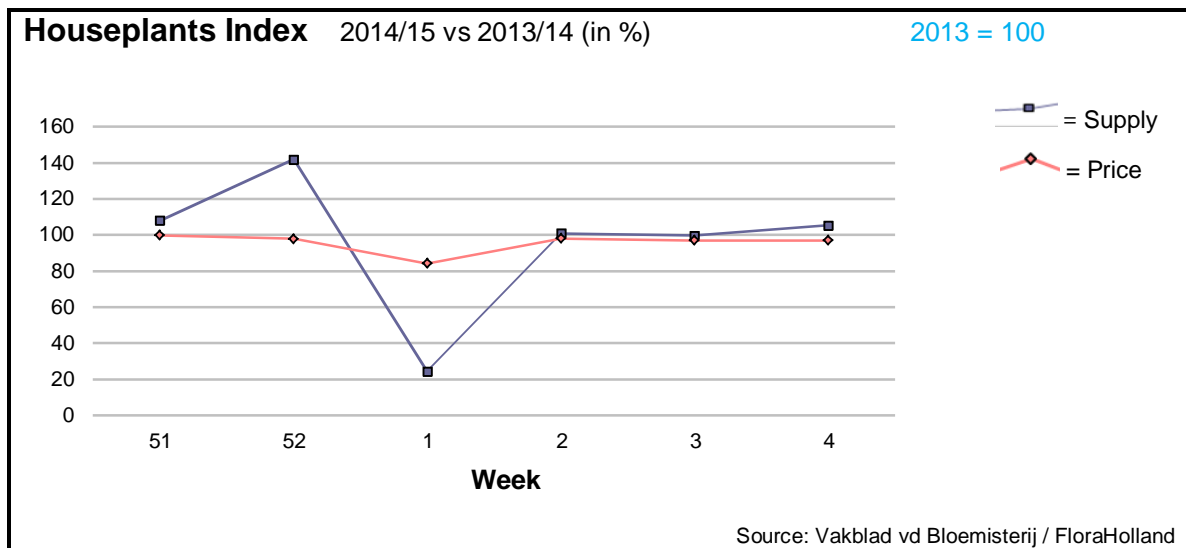
Chrysanthemums, mainly the santini types, got better prices, even though supply was higher.

So did also the Hyacinth.

Many items got really better prices than in 2014: alstroemeria, anemone, anigozanthos, aspidistra, chamelaucium/wax flower, delphinium, fatsia, grevillea, helianthus, limonium, ornithogalum, paeonia, pittosporum, protea, ranunculus, trachelium, and more.

Yet, there were some with lower prices; like: ammi, asclepias, spray carnations, and some others.





In week 4 the average houseplant price was 3% lower than in this week last year, with 5% more units. The turnover was therefore some 2% higher. The expectations are for more demand toward the coming Valentine's Day sales.

- Phalaenopsis saw 7% cents lower price, for 11.5% higher supplied pots.
- Hyacinth is now in full production. Yet, it got 24% more in price, while the supply was 9.5% higher.
- Narcissus too, got 7.5% more in price, for 9.5% more sold units.
- Kalanchoe got 10% less in price, for 50% more in supply.
- Pot-anthurium achieved 2% lower price, for 1% less in supply.
- Ficus got 4% more in price, while supply was a little lower.
- Dracaena got 8% higher price, while supply was 11% lower.
- Zamioculcas/zanzibar gem got just 2% lower price, while supply was 25% higher.
- Azalea was stable in price in price, when the supply was 18.5% higher.

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. W04 Date: 28/01/2015

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 : 4 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\$ = 118.32 Yen

<u>Product Name & Source</u>	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>US\$</u>	<u>Main Origin</u>
	<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>			
D = Domestic I = Imported						
Total Cut Flowers Sold	16,030,417					
Alstroemeria -- D	258,112	25	500	89	0.75	
Alstroemeria -- I	7,354		60	41	0.35	COL ISR NLD
Ammi majus -- D	70,050	10	80	29	0.24	
Ammi majus -- I	0					
Anthurium Pink -- D	87		180	122	1.03	
Anthurium Pink -- I	3,078	6	140	67	0.57	THA
Anthurium Red -- D	384		200	123	1.04	
Anthurium Red -- I	4,271	18	280	95	0.80	AUS THA USA ZAF
Anthurium White -- D	263		200	70	0.59	
Anthurium White -- I	2,318	4	130	69	0.59	THA
Banksia -- D	25		230	230	1.94	
Banksia -- I	0					
Bupleurum -- D	15,766		120	74	0.62	
Bupleurum -- I	0					
Calla -- D	49,904	35	400	90	0.76	
Calla -- I	9,343	23	280	92	0.78	NLD NZL
Carnations Spray -- D	311,060	10	160	56	0.47	
Carnations Spray -- I	462,387	15	75	38	0.32	COL
Carnations Standard -- D	391,604	20	160	55	0.46	
Carnations Standard -- I	584,360	9	170	43	0.36	COL
Chrysanthemum Spray -- D	710,030	7	130	57	0.48	
Chrysanthemum Spray -- I	525,850	5	90	54	0.46	KOR
Delphinium -- D	70,360	23	350	139	1.17	
Delphinium -- I	0					
Dracaena -- D	11,204	17	120	48	0.40	
Dracaena -- I	258,107	4	160	30	0.25	SGP
Eustoma -- D	199,087	20	800	182	1.54	
Eustoma -- I	125,131	20	275	122	1.03	AUS
Freesia -- D	201,846	15	90	44	0.37	
Freesia -- I	5,000		45	40	0.34	NLD

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Gerbera -- D	372,120	6	140	33	0.28	
Gerbera -- I	0					
Gladiolus -- D	52,940	17	140	78	0.66	
Gladiolus -- I	38,400	20	100	58	0.49	NLD
Gypsophila -- D	332,372	7	260	56	0.47	
Gypsophila -- I	8,340		80	51	0.43	ISR
Heliconia Pendula -- D	315		70	31	0.26	
Heliconia Pendula -- I	286		300	107	0.90	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8,880	16	150	46	0.39	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	30		150	210	1.77	AUS NZL ZAF
Lily Casablanca -- D	13,616	100	1,000	532	4.50	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	64,530	22	185	98	0.83	
Lily Longiflorum -- I	1,740	70	100	74	0.63	KOR
Limonium Sinuatum -- D	416,255	10	111	48	0.40	
Limonium Sinuatum -- I	0					
Molucella -- D	3,090	20	100	60	0.50	
Molucella -- I	0					
Nerine -- D	20		60	60	0.51	
Nerine -- I	398		230	155	1.31	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	143,970	10	85	27	0.23	SGP THA
Orchid Cymbidium -- D	32,252	50	3,000	310	2.62	
Orchid Cymbidium -- I	1,585		450	225	1.90	NLD NZL
Orchid Oncidium -- D	7,932	15	550	152	1.29	
Orchid Oncidium -- I	104,810	35	250	110	0.93	SGP TAI THA
Orchid Phalaenopsis -- D	14,112	17	2,000	582	4.92	
Orchid Phalaenopsis -- I	11,494	78	990	580	4.90	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	48,110	15	50	29	0.25	THA
Ornithogalum -- D	150	47	120	76	0.65	
Ornithogalum -- I	3,152	50	85	72	0.61	NLD ZAF
Protea King -- D	0					
Protea King -- I	40		900	838	7.08	AUS ZAF
Protea others -- D	0					
Protea others -- I	330	80	440	262	2.21	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	80		250	198	1.67	AUS
Rose Total -- D	620,178	4	360	92	0.78	
Rose Total -- I	293,890	10	700	58	0.49	
Rose Amada -- D	5,740	30	200	128	1.08	
Rose Amada -- I	0					
Rose Avalanche -- D	52,080	30	200	93	0.79	
Rose Avalanche -- I	2,190	12	100	51	0.43	IND NLD
Rose Carpe Diem -- D	9,133	30	200	101	0.86	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	19,498	50	150	104	0.88	COL
Rose Gold Rush -- D	9,590	30	170	92	0.78	
Rose Gold Rush -- I	600	50	100	65	0.55	
Rose Gold Strike -- D	675		120	68	0.58	
Rose Gold Strike -- I	26,620	15	70	28	0.24	COL IND
Rose Noblesse -- D	5,130	20	110	53	0.45	
Rose Noblesse -- I	6,050	17	55	31	0.26	IND NLD
Rose Red Roses D --	19,119	25	330	84	0.71	
Rose Red Roses I --	20,677		141	69	0.58	
Rose Red Star -- D	6,838	30	141	82	0.70	
Rose Red Star -- I	0					
Rose Samourai -- D	33,443	1	200	114	0.96	
Rose Samourai -- I	5,440	30	130	74	0.63	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	22,910	25	170	84	0.71	
Rose Sweet Avalanche -- I	2,080	20	90	61	0.51	
Rose Sweet Unique -- D	2,530	30	150	86	0.72	
Rose Sweet Unique -- I	7,170	30	140	65	0.55	
Rose Teresa -- D	3,640	20	150	73	0.62	
Rose Teresa -- I	0					
Rose Tineke -- D	11,880	30	160	81	0.68	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	9,990	40	220	118	1.00	
Rose Yves Piaget -- I	0					
Rose Spr Babe -- D	5,235	33	185	111	0.94	
Rose Spr Babe -- I	370	60	160	112	0.95	KOR
Rose Spr Lovely Lydia -- D	4,515	60	185	115	0.97	
Rose Spr Lovely Lydia -- I	470	60	60	60	0.51	KOR
Rose Spr Shooting Star -- D	3,145	15	180	105	0.89	
Rose Spr Shooting Star -- I	430	50	90	63	0.53	KOR NLD
Sandersonia -- D	3,470	28	200	117	0.99	
Sandersonia -- I	0					
Trachelium -- D	40		100	100	0.85	
Trachelium -- I	320		130	125	1.06	ISR NLD
Tulip -- D	502,090	18	160	57	0.49	
Tulip -- I	1,250			30	0.25	NLD
Waxflowers -- D	0					
Waxflowers -- I	3,400		75	47	0.40	AUS
Green Foliage						
Beargrass -- D	6		100	100	0.85	
Beargrass -- I	630	12	300	67	0.57	USA
Leatherleaves -- D	55,250	5	65	31	0.26	
Leatherleaves -- I	317,305	5	57	18	0.15	USA
Ruscus Israel -- D	2,400		40	23	0.19	
Ruscus Israel -- I	5,400		45	36	0.30	ISR
Ruscus Italian -- D	530		50	37	0.31	
Ruscus Italian -- I	6,750	25	80	46	0.39	ITA
Salal -- D	100			17	0.14	
Salal -- I	12,825	25	650	115	0.97	USA