

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.

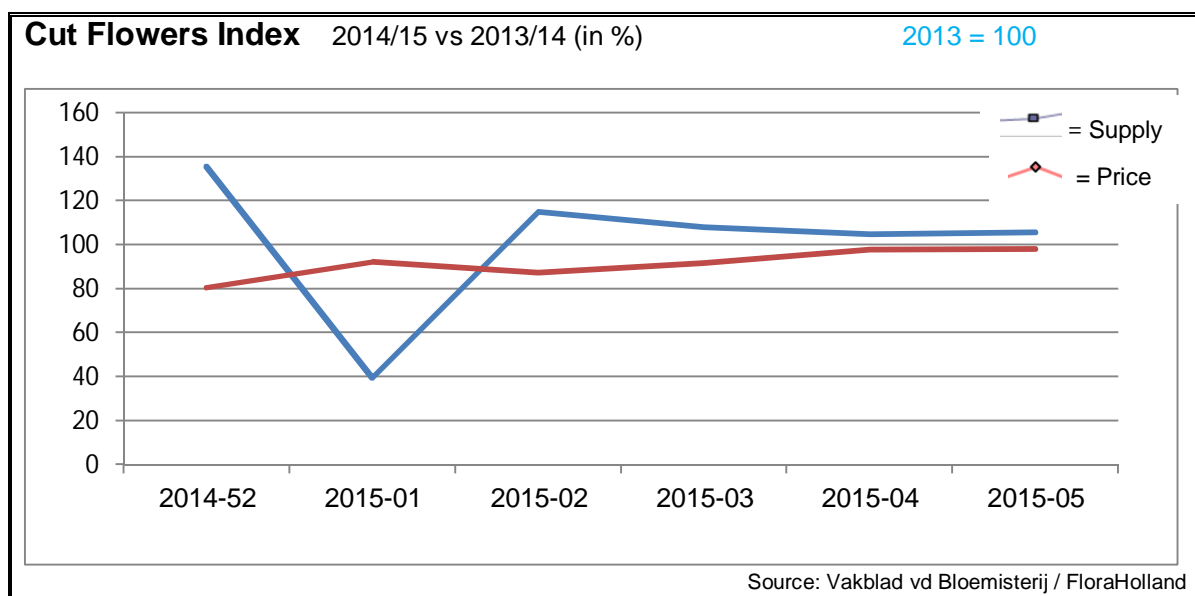
The Market Insider team

Week No. 5-2015

Date: 04/02/2015

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 5 of 2015 the cut flowers average price was almost 22 cent/stem (clock-only = 24). This was 0.4 cent lower than in this week last year. The total quantity was 6% higher. The total turnover was 3.7% higher.

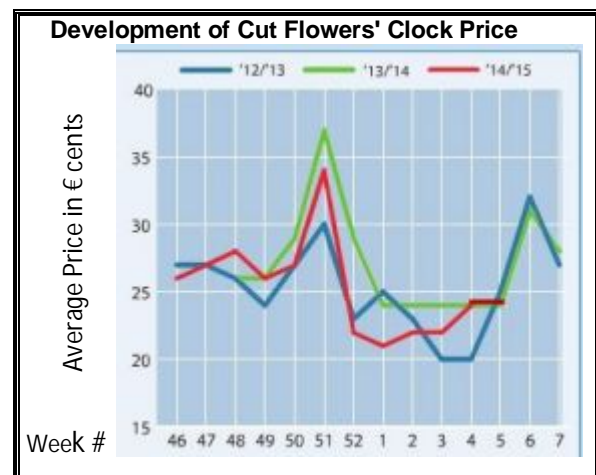
The big roses saw less 10 cents in price, while supply was 17% higher.

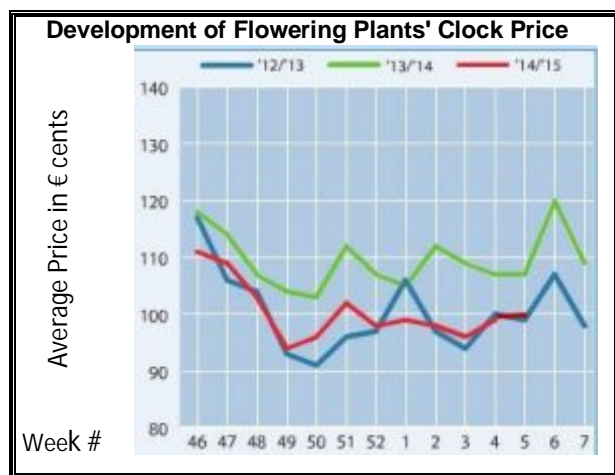
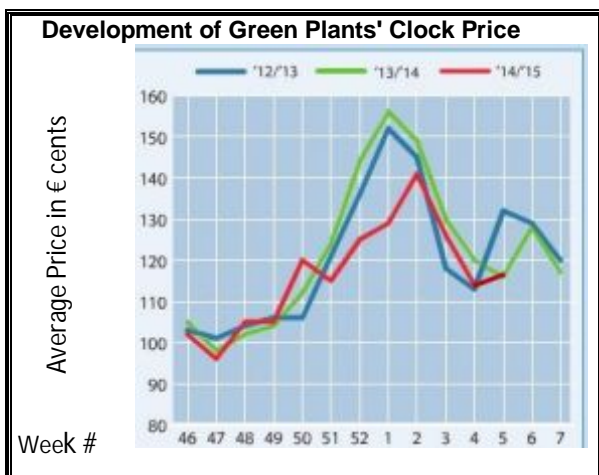
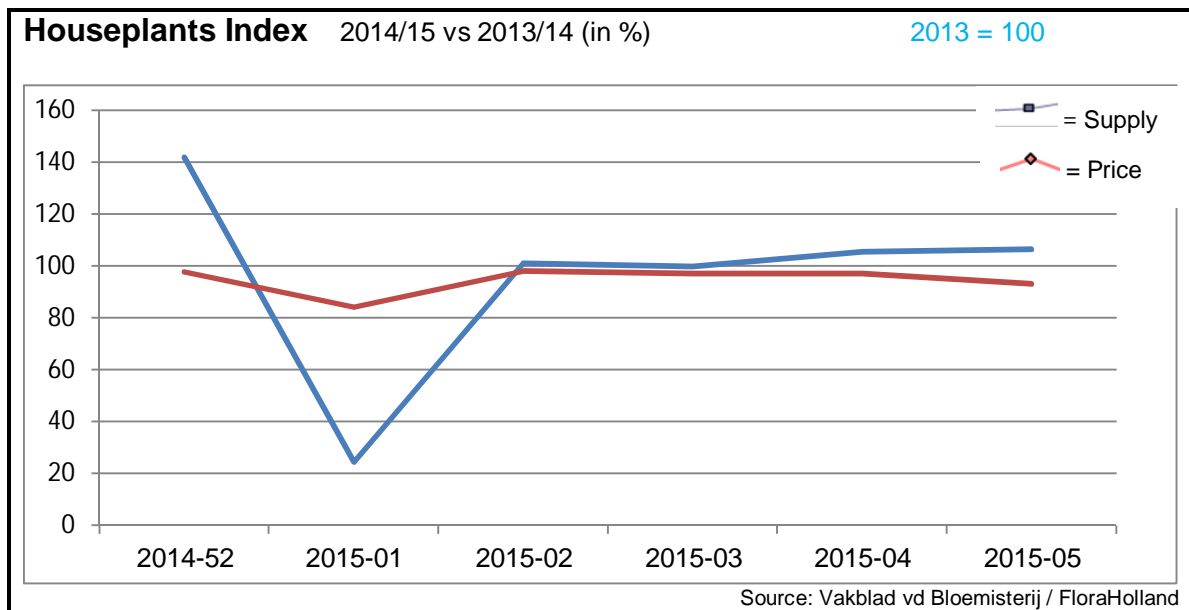
Tulips, however, fetched 1 cent more in price, even though supply was 27% higher.

Lily LA lost 10 cents in price, for 25% more stems.

Many products got much higher price than in 2014, for lower supply; among them were: anemone, anigozanthos, aspidistra, aster, chamelaucium/wax flower, fatsia, gerbera big, gerbera mini, helianthus, hypericum, limonium, ornithogalum, pittosporum, protea, solidago, and trachelium.

Yet, there were some products that got lower price, as result of higher supply: Alstroemeria, Ammi, Asclepias, Gypsophila, and some more.





In week 5 the average houseplant price was 1.64 €/pot; lower than in 2014; with some higher supply was the total turnover 1% lower than in last year.

Phalaenopsis saw some 30 cents lower price, for 6% higher supplied pots.

Pot-anthurium showed the same trend.

Hyacinth got some cents more in price, while the supply was 32% higher.

Narcissus got 8 cents more in price, for 11% more sold units.

Hortensia got some cents less in price, for 25% more in supply.

Ficus and dracaena got better price, while supply was a 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. W05 Date: 04/02/2015

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 : 5 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\$ = 117.56 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	16,704,428					
Alstroemeria -- D	284,617	20	700	84	0.71	
Alstroemeria -- I	7,686	4	60	44	0.37	COL ISR NLD
Ammi majus -- D	66,160	8	75	28	0.24	
Ammi majus -- I	0					
Anthurium Pink -- D	103		500	150	1.28	
Anthurium Pink -- I	3,577	1	200	70	0.60	THA
Anthurium Red -- D	240		159	127	1.08	
Anthurium Red -- I	4,933	9	240	81	0.69	AUS THA USA ZAF
Anthurium White -- D	223		180	51	0.43	
Anthurium White -- I	1,742	5	180	81	0.69	THA
Banksia -- D	63		230	143	1.21	
Banksia -- I	165		320	282	2.40	AUS NZL
Bupleurum -- D	18,243	15	130	72	0.61	
Bupleurum -- I	0					
Calla -- D	59,471	30	320	85	0.73	
Calla -- I	7,805	18	270	102	0.87	NLD NZL
Carnations Spray -- D	327,258	10	160	54	0.46	
Carnations Spray -- I	494,912	10	70	36	0.31	COL
Carnations Standard -- D	407,743	10	160	54	0.46	
Carnations Standard -- I	571,889	10	160	43	0.36	COL
Chrysanthemum Spray -- D	636,980	10	120	53	0.45	
Chrysanthemum Spray -- I	459,720	10	90	55	0.47	KOR
Delphinium -- D	73,748	10	360	131	1.11	
Delphinium -- I	0					
Dracaena -- D	11,455	7	198	47	0.40	
Dracaena -- I	247,952	3	140	32	0.27	SGP
Eustoma -- D	198,743	6	800	178	1.51	
Eustoma -- I	164,658	10	250	118	1.00	AUS
Freesia -- D	221,030	10	208	40	0.34	
Freesia -- I	1,250		50	42	0.36	NLD

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Gerbera -- D	397,843	8	140	32	0.27	
Gerbera -- I	0					
Gladiolus -- D	46,575	17	140	79	0.67	
Gladiolus -- I	37,600	8	100	43	0.36	NLD
Gypsophila -- D	342,372	7	260	50	0.42	
Gypsophila -- I	7,867		80	53	0.45	ISR
Heliconia Pendula -- D	386		40	35	0.30	
Heliconia Pendula -- I	202		600	98	0.83	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8,454	14	140	45	0.38	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	600		180	106	0.90	AUS NZL ZAF
Lily Casablanca -- D	13,498	80	1,000	502	4.27	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	65,190	22	180	91	0.77	
Lily Longiflorum -- I	1,020	70	110	93	0.79	KOR
Limonium Sinuatum -- D	403,035	10	112	50	0.42	
Limonium Sinuatum -- I	0					
Molucella -- D	5,400	20	120	53	0.45	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	646	51	230	170	1.45	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	169,030	10	80	29	0.25	SGP THA
Orchid Cymbidium -- D	27,925	42	3,000	328	2.79	
Orchid Cymbidium -- I	1,404		400	198	1.68	NLD NZL
Orchid Oncidium -- D	7,388	15	550	143	1.22	
Orchid Oncidium -- I	107,060	10	250	97	0.82	SGP TAI THA
Orchid Phalaenopsis -- D	14,063	52	2,000	493	4.19	
Orchid Phalaenopsis -- I	8,625	79	1,000	571	4.86	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	38,380	10	50	32	0.27	THA
Ornithogalum -- D	560	50	120	74	0.63	
Ornithogalum -- I	2,725	60	85	70	0.60	NLD ZAF
Protea King -- D	0					
Protea King -- I	607		950	153	1.30	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,175	36	350	114	0.97	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	210		200	167	1.42	AUS
Rose Total -- D	625,308	10	750	99	0.84	
Rose Total -- I	337,109	9	420	59	0.50	
Rose Amada -- D	6,545	60	750	137	1.17	
Rose Amada -- I	0					
Rose Avalanche -- D	54,325	30	200	101	0.86	
Rose Avalanche -- I	2,120	10	135	73	0.62	IND NLD
Rose Carpe Diem -- D	9,214	30	200	106	0.90	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	20,390	38	154	106	0.90	COL
Rose Gold Rush -- D	9,760	30	175	96	0.82	
Rose Gold Rush -- I	390	70	90	75	0.64	
Rose Gold Strike -- D	490		150	89	0.75	
Rose Gold Strike -- I	23,318	10	80	29	0.24	COL IND
Rose Noblesse -- D	4,360	20	120	62	0.52	
Rose Noblesse -- I	7,450	15	60	33	0.28	IND NLD
Rose Red Roses D --	18,662	20	320	92	0.78	
Rose Red Roses I --	30,493		141	60	0.51	
Rose Red Star -- D	5,230	30	153	91	0.77	
Rose Red Star -- I	0					
Rose Samourai -- D	34,515	30	200	122	1.03	
Rose Samourai -- I	6,845	30	140	73	0.62	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	24,505	20	200	94	0.80	
Rose Sweet Avalanche -- I	1,918	60	120	74	0.63	
Rose Sweet Unique -- D	3,185	30	150	88	0.75	
Rose Sweet Unique -- I	3,420	32	135	76	0.64	
Rose Teresa -- D	3,440	30	160	84	0.72	
Rose Teresa -- I	0					
Rose Tineke -- D	12,174	30	180	88	0.75	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	10,317	40	225	128	1.09	
Rose Yves Piaget -- I	600		100	90	0.77	NLD
Rose Spr Babe -- D	5,060	70	185	120	1.02	
Rose Spr Babe -- I	160	40	160	81	0.69	KOR
Rose Spr Lovely Lydia -- D	3,810	60	185	118	1.00	
Rose Spr Lovely Lydia -- I	660		60	60	0.51	KOR
Rose Spr Shooting Star -- D	4,070	40	180	107	0.91	
Rose Spr Shooting Star -- I	510		80	59	0.50	KOR NLD
Sandersonia -- D	3,830	25	200	112	0.95	
Sandersonia -- I	200		100	100	0.85	NZL
Trachelium -- D	30		100	100	0.85	
Trachelium -- I	300		130	113	0.96	
Tulip -- D	605,494	13	200	54	0.46	
Tulip -- I	1,300		120	34	0.29	NLD
Waxflowers -- D	0					
Waxflowers -- I	3,700		75	39	0.33	AUS
Green Foliage						
Beargrass -- D	5		155	122	1.04	
Beargrass -- I	310	102	300	259	2.21	USA
Leatherleaves -- D	54,600	5	70	31	0.26	
Leatherleaves -- I	288,700	5	40	18	0.15	USA
Ruscus Israel -- D	3,570		35	19	0.16	
Ruscus Israel -- I	4,830		40	31	0.26	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	8,930	20	80	42	0.36	ITA
Salal -- D	0					
Salal -- I	13,695	25	650	135	1.15	USA