

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.

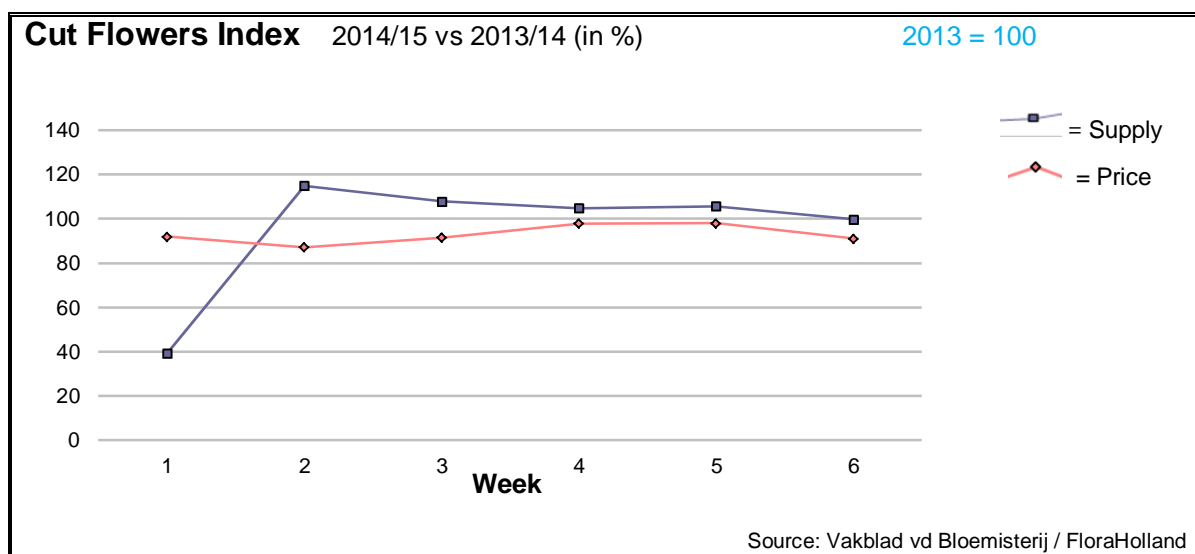
The Market Insider team

Week No. 6-2015

Date: 11/02/2015

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 6 of 2015 the cut flowers average price was 9% lower than in this Valentine's Day week last year (clock-only price was 6% lower). So was the sales turnover, since the total quantity was quite similar to this week in 2014.

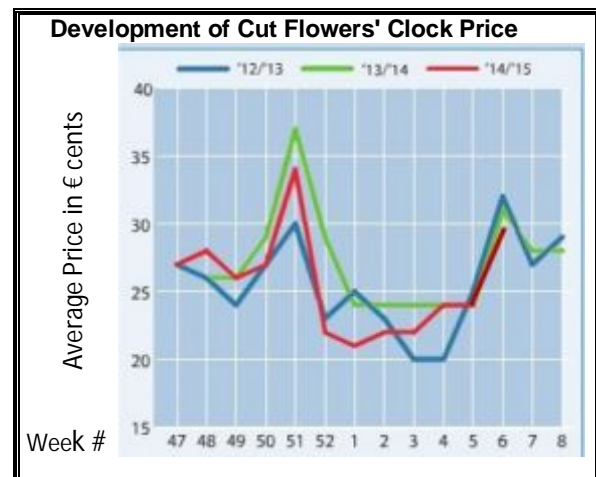
The low average was a result of mainly the low rose price; some 20% less than in last year.

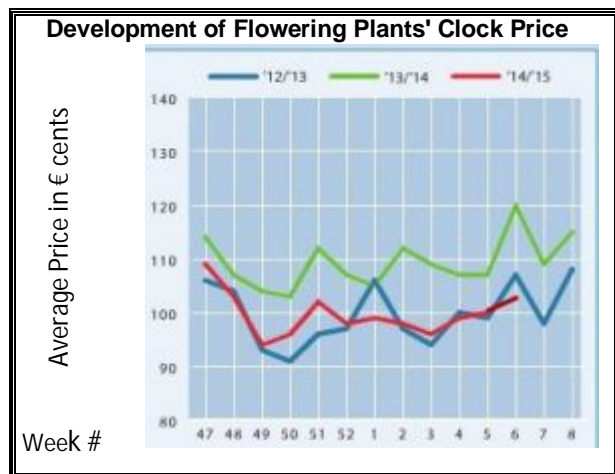
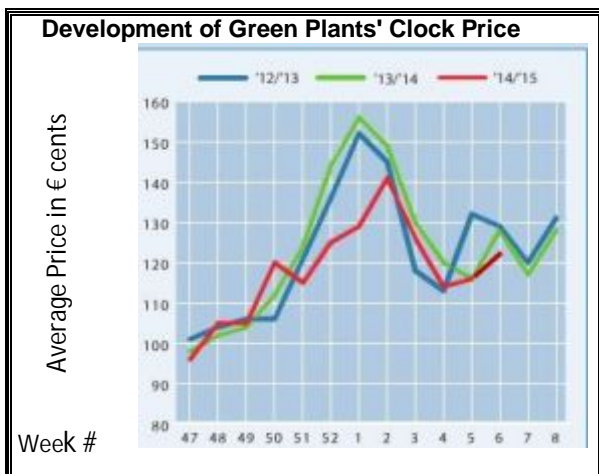
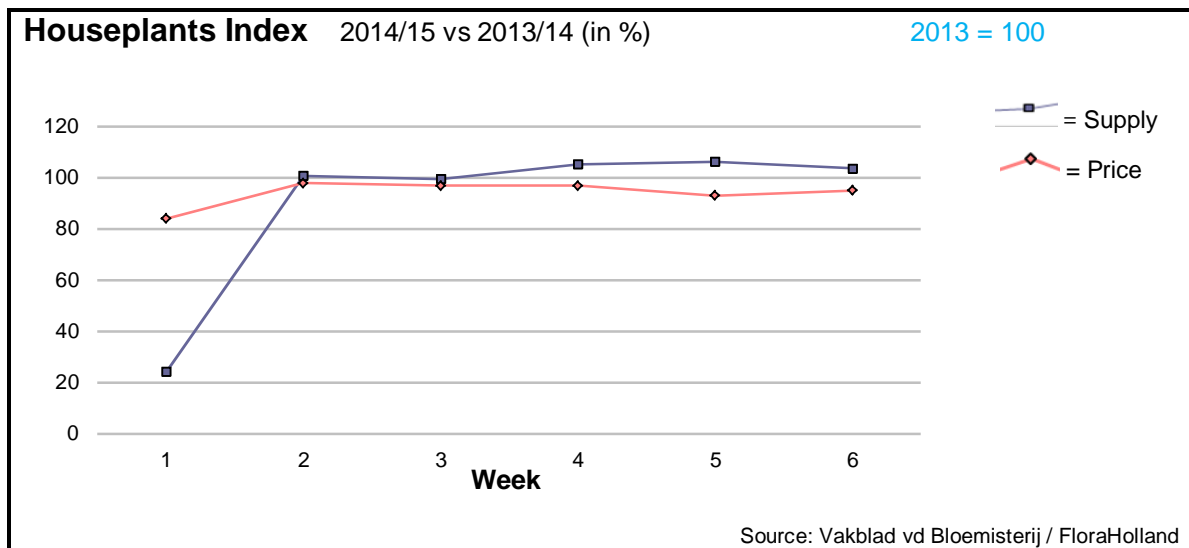
The reason was the weak trade of roses to Russia, due to the fall of the Ruble exchange rate. This resulted in more than usual supply of South American and African roses to Western Europe.

Also single-head chrysanthemums price was affected by the regression in Russia, with 24% lower price, for about the same quantity like last year.

Other price losers were: asclepias, spray carnations, peony, ranunculus, and some more.

However, many flower types got much better prices than last year; remarkable were: anemone, anigozanthos, aspidistra, aster, wax flower, delphinium, carnations standard, eucalyptus, fatsia, gerbera mini, gypsophila, hyacinth, hypericum, leucadendron, limonium, solidago, and trachelium.





In week 6 the average houseplant price was 5% lower than in this week last year, with a little higher supply. Sales turnover was 1.4% lower.

Phalaenopsis saw some 8% higher price than in week 5, but still lower than in 2014. Supply was 14% higher. Yet it was an improvement in the regressive trend of the last weeks.

Rose in pot is a popular item for Valentine's Day; yet it saw 2% lower price, even though the supply was 9% lower than in 2014.

Hyacinth got 6% more in price, while the supply was 17% higher.

Ficus and dracaena got better prices, while supply was 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. W06 Date: 11/02/2015

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 : 6 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\$ = 118.72 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	Quantity	Lowest	Highest	Average	US\$	Main Origin
Total Cut Flowers Sold	15,896,248					
Alstroemeria -- D	275,008	16	1,000	82	0.69	
Alstroemeria -- I	5,745	21	55	46	0.39	COL ISR NLD
Ammi majus -- D	68,590	10	80	30	0.26	
Ammi majus -- I	0					
Anthurium Pink -- D	39		180	146	1.23	
Anthurium Pink -- I	4,431	10	170	76	0.64	THA
Anthurium Red -- D	321		350	109	0.92	
Anthurium Red -- I	8,135	10	240	89	0.75	AUS THA USA ZAF
Anthurium White -- D	10		280	280	2.36	
Anthurium White -- I	1,489	5	200	81	0.69	THA
Banksia -- D	62		240	248	2.09	
Banksia -- I	45		300	300	2.53	AUS NZL
Bupleurum -- D	24,069	10	130	69	0.58	
Bupleurum -- I	0					
Calla -- D	69,864	20	500	75	0.63	
Calla -- I	9,007	30	350	122	1.03	NLD NZL
Carnations Spray -- D	307,250	20	160	54	0.46	
Carnations Spray -- I	463,547	10	65	36	0.30	COL
Carnations Standard -- D	403,543	15	180	53	0.45	
Carnations Standard -- I	587,985	9	175	42	0.35	COL
Chrysanthemum Spray -- D	583,930	10	140	54	0.45	
Chrysanthemum Spray -- I	454,529	15	100	56	0.47	KOR
Delphinium -- D	72,770	16	350	129	1.09	
Delphinium -- I	0					
Dracaena -- D	14,723	14	300	46	0.39	
Dracaena -- I	239,850	1	150	33	0.27	SGP SGP
Eustoma -- D	186,255	20	650	171	1.44	
Eustoma -- I	155,964	35	200	112	0.95	AUS
Freesia -- D	210,691	5	90	39	0.33	
Freesia -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Gerbera -- D	422,163	8	140	31	0.26	
Gerbera -- I	0					
Gladiolus -- D	51,175	17	140	80	0.67	
Gladiolus -- I	23,600	23	100	55	0.47	NLD
Gypsophila -- D	315,880	10	270	53	0.44	
Gypsophila -- I	8,260		80	54	0.45	ISR
Heliconia Pendula -- D	250		40	27	0.23	
Heliconia Pendula -- I	196		300	103	0.87	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,569	20	120	44	0.37	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	45		180	160	1.35	AUS NZL ZAF
Lily Casablanca -- D	13,662	43	1,000	506	4.26	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	59,680	28	200	91	0.77	
Lily Longiflorum -- I	1,500	50	70	65	0.55	KOR
Limonium Sinuatum -- D	465,069	10	100	48	0.41	
Limonium Sinuatum -- I	40		30	30	0.25	
Molucella -- D	6,820	16	120	55	0.46	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	650	70	250	192	1.62	NLD NZL
Orchid Anna -- D	900		10	10	0.08	
Orchid Anna -- I	235,480	8	80	21	0.18	SGP THA
Orchid Cymbidium -- D	29,591	11	3,000	324	2.73	
Orchid Cymbidium -- I	1,624		330	192	1.62	NLD NZL
Orchid Oncidium -- D	7,212	15	500	144	1.21	
Orchid Oncidium -- I	95,960	10	230	97	0.81	SGP SGP TAI THA
Orchid Phalaenopsis -- D	13,334	54	2,000	490	4.13	
Orchid Phalaenopsis -- I	10,482	83	960	492	4.15	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	43,720	10	50	26	0.22	THA
Ornithogalum -- D	980	50	150	92	0.78	
Ornithogalum -- I	2,760	35	90	64	0.54	NLD ZAF
Protea King -- D	0					
Protea King -- I	816		200	107	0.90	AUS ZAF
Protea others -- D	0					
Protea others -- I	950	30	280	109	0.92	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	200	110	200	145	1.22	AUS
Rose Total -- D	585,103	10	650	103	0.87	
Rose Total -- I	346,810	5	460	61	0.51	
Rose Amada -- D	5,867	50	250	140	1.18	
Rose Amada -- I	0					
Rose Avalanche -- D	48,040	30	200	104	0.87	
Rose Avalanche -- I	1,020	60	120	76	0.64	IND NLD
Rose Carpe Diem -- D	9,087	40	200	110	0.93	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	23,968	50	170	120	1.01	COL
Rose Gold Rush -- D	9,577	30	165	100	0.84	
Rose Gold Rush -- I	470	70	90	81	0.68	
Rose Gold Strike -- D	235		135	103	0.86	
Rose Gold Strike -- I	23,600	15	80	30	0.25	COL IND
Rose Noblesse -- D	3,640	20	130	70	0.59	
Rose Noblesse -- I	9,400	25	70	36	0.31	IND NLD
Rose Red Roses D --	17,075	20	550	92	0.78	
Rose Red Roses I --	35,508		160	61	0.51	
Rose Red Star -- D	5,070	30	170	101	0.85	
Rose Red Star -- I	0					
Rose Samourai -- D	30,828	30	240	134	1.13	
Rose Samourai -- I	8,010	30	177	90	0.76	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	21,673	30	175	97	0.82	
Rose Sweet Avalanche -- I	1,340	30	100	75	0.63	
Rose Sweet Unique -- D	3,575	30	170	93	0.79	
Rose Sweet Unique -- I	3,180	37	130	79	0.67	
Rose Teresa -- D	3,340	25	160	93	0.79	
Rose Teresa -- I	0					
Rose Tineke -- D	10,820	30	170	94	0.79	
Rose Tineke -- I	1,480	20	50	30	0.25	IND
Rose Yves Piaget -- D	9,750	60	225	131	1.11	
Rose Yves Piaget -- I	240			65	0.55	NLD
Rose Spr Babe -- D	5,085	40	185	123	1.04	
Rose Spr Babe -- I	440	40	160	99	0.83	KOR
Rose Spr Lovely Lydia -- D	3,395	40	200	120	1.01	
Rose Spr Lovely Lydia -- I	720		80	77	0.65	KOR
Rose Spr Shooting Star -- D	4,315	40	200	116	0.97	
Rose Spr Shooting Star -- I	420		50	57	0.48	KOR NLD
Sandersonia -- D	3,120	30	200	112	0.94	
Sandersonia -- I	0					
Trachelium -- D	60		100	95	0.80	
Trachelium -- I	200		130	129	1.09	
Tulip -- D	542,306	12	180	54	0.46	
Tulip -- I	50		180	180	1.52	NLD
Waxflowers -- D	0					
Waxflowers -- I	1,975		55	44	0.37	AUS
Green Foliage						
Beargrass -- D	6		67	51	0.43	
Beargrass -- I	440	13	330	96	0.81	USA
Leatherleaves -- D	54,760	1	70	29	0.25	
Leatherleaves -- I	246,435	9	45	19	0.16	USA
Ruscus Israel -- D	4,140		60	23	0.19	
Ruscus Israel -- I	5,350		40	30	0.25	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	10,260	20	75	40	0.34	ITA
Salal -- D	0					
Salal -- I	14,045	25	600	125	1.05	USA