

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.

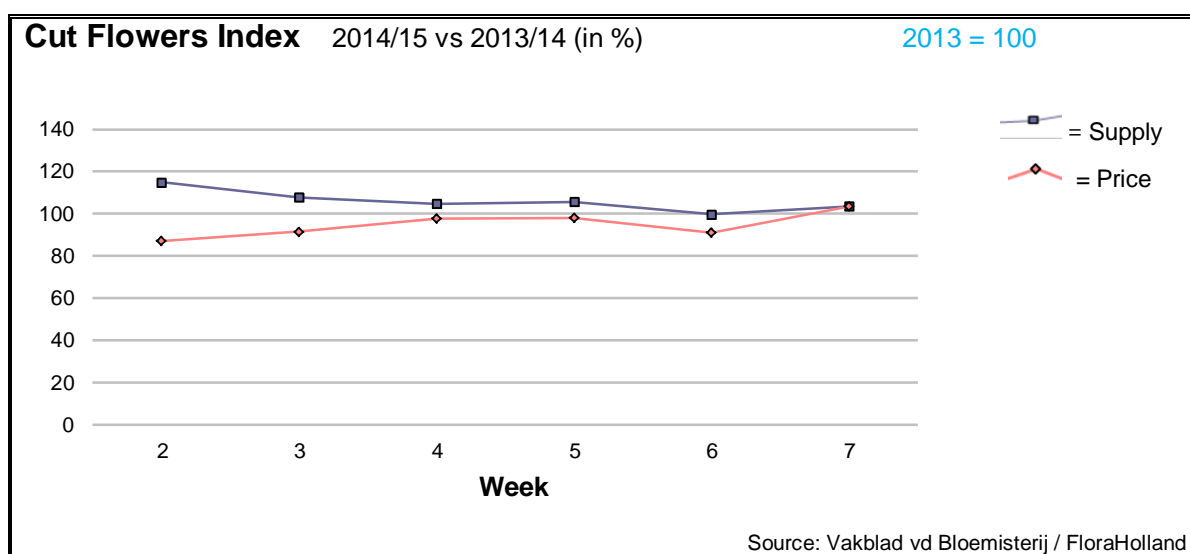
The Market Insider team

Week No. 7-2015

Date: 18/02/2015

The FloraHolland flower auctions' weekly supply and price index

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



The peak for Valentine's Day this year was later than last year. Week 6 was lower in price (-9%) than last year, while week 7 of 2015 was 3.5% higher in price than this week in 2014.

The total supply was 3.4% higher.

The turnover of cut flowers in FloraHolland was 7.2% higher this week than in 2014.

One main reason for this phenomenon was the fact that this year Valentine's Day fell one day later in the week. Other reason is probably reluctant from pre-commitments by traders.

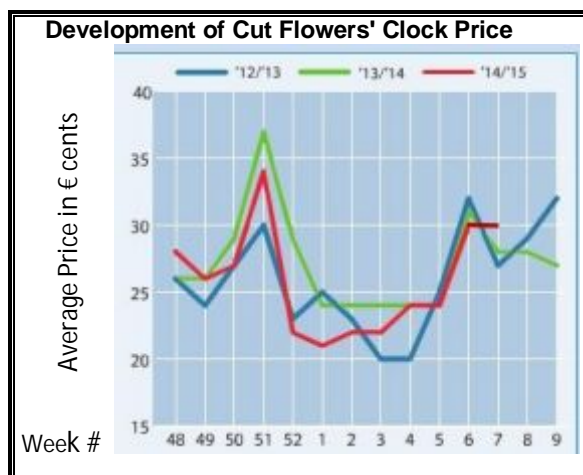
Big roses got 4% more in price, even though supply was 3% higher.

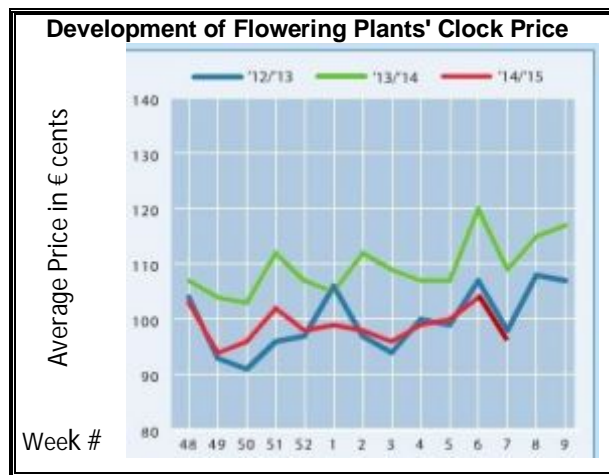
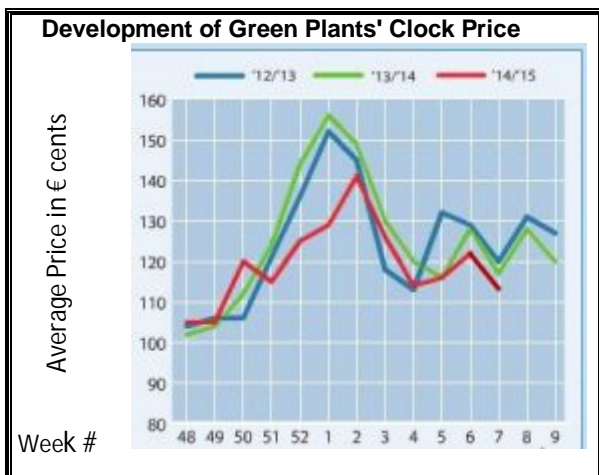
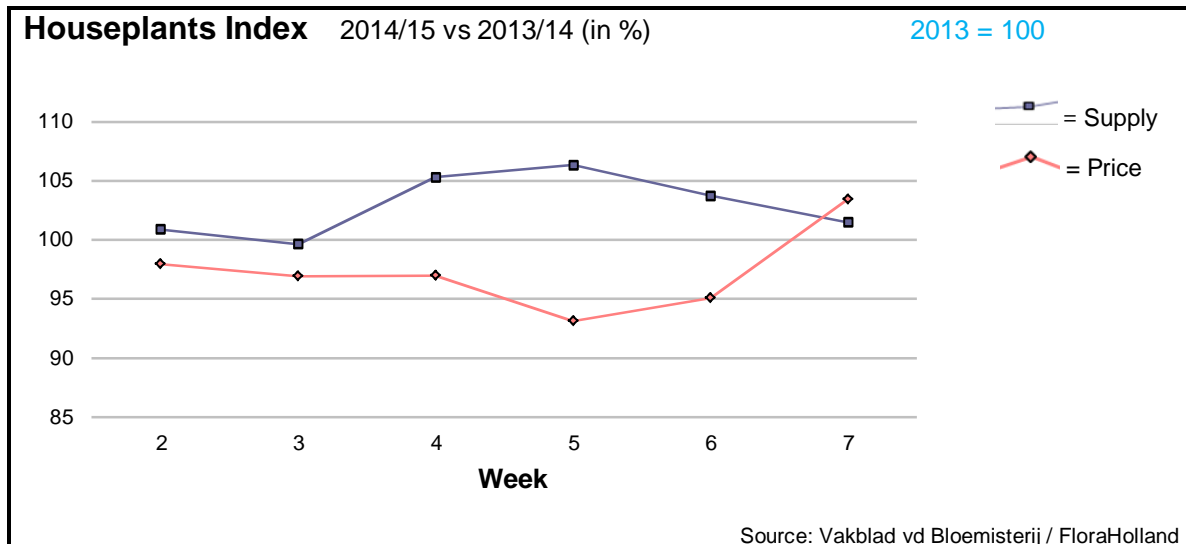
Tulips saw 4% lower price for 7% higher supply.

Gerbera-mini got 15% more in price, for 10% more supplied stems.

Some price losers, due to higher quantity, were: asclepias, eustoma/lisianthus, phlox, pittosporum, and ranunculus.

However, most flower types got much better prices than last year; remarkable were: agapanthus, alstroemeria, ammi, chamelaucium/wax flower, carnation standard, eucalyptus, gladioli, gypsophila, hypericum, leucadendron, limonium, nerine, protea, small roses, spray roses, ruscus, solidago, and trachelium.





In week 7 the average houseplant price was 3.5% higher than in this week last year, with 1.5% higher supply. At the same time prices in the clocks were lower, as can be seen from the above graphics. Sales turnover was 5% higher.

Phalaenopsis saw some 5% less in price than in 2014, while supply was 25.5% higher.

Roses got 34% higher price, while the supply was 10% lower than in 2014.

Kalanchoe lost 7% in price, for 20.5% more in supply.

Narcissus got some 18% more in price, for some 18% less supplied pots.

Hortensia/hydrangea got 20% less in price, while the supply was just 3% higher.

Dracaena got 30% better prices, while supply was 5% 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. W07 Date: 18/02/2015

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 : 7 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\$ = 118.63 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						
Total Cut Flowers Sold	16,638,101					
Alstroemeria -- D	294,531	20	800	80	0.67	
Alstroemeria -- I	4,997		60	52	0.44	COL ISR NLD
Ammi majus -- D	64,195	15	85	34	0.29	
Ammi majus -- I	0					
Anthurium Pink -- D	22		150	117	0.99	
Anthurium Pink -- I	2,860	11	140	73	0.62	THA
Anthurium Red -- D	200		150	138	1.16	
Anthurium Red -- I	3,852	19	280	85	0.72	AUS THA USA ZAF
Anthurium White -- D	0					
Anthurium White -- I	2,316	3	150	72	0.61	THA
Banksia -- D	29		250	232	1.96	
Banksia -- I	217	163	350	268	2.26	AUS NZL
Bupleurum -- D	27,114	8	140	66	0.56	
Bupleurum -- I	0					
Calla -- D	72,944	28	320	78	0.65	
Calla -- I	8,097	21	300	130	1.09	NLD NZL
Carnations Spray -- D	317,833	15	160	57	0.48	
Carnations Spray -- I	427,105	15	80	36	0.30	COL
Carnations Standard -- D	439,110	10	200	54	0.46	
Carnations Standard -- I	572,798	10	175	41	0.34	COL
Chrysanthemum Spray -- D	659,235	10	120	53	0.45	
Chrysanthemum Spray -- I	472,990	13	90	54	0.45	KOR
Delphinium -- D	77,421	10	400	129	1.09	
Delphinium -- I	0					
Dracaena -- D	14,722	10	100	45	0.38	
Dracaena -- I	249,762	5	150	33	0.28	SGP
Eustoma -- D	184,364	20	650	189	1.59	
Eustoma -- I	125,093	25	275	130	1.10	AUS
Freesia -- D	242,740	8	96	39	0.33	
Freesia -- I	0					

<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	444,927	10	150	33	0.28	
Gerbera -- I	0					
Gladiolus -- D	51,800	20	130	76	0.64	
Gladiolus -- I	23,400	27	100	55	0.47	NLD
Gypsophila -- D	292,752	14	305	60	0.50	
Gypsophila -- I	8,302		104	56	0.47	ISR
Heliconia Pendula -- D	845		100	35	0.30	
Heliconia Pendula -- I	208		700	160	1.35	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	2,385	21	70	56	0.48	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	15		170	170	1.43	AUS NZL ZAF
Lily Casablanca -- D	17,193	43	1,000	475	4.01	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	56,105	20	200	91	0.77	
Lily Longiflorum -- I	360		70	70	0.59	KOR
Limonium Sinuatum -- D	455,449	10	110	48	0.40	
Limonium Sinuatum -- I	50		33	33	0.28	
Molucella -- D	6,840	20	116	57	0.48	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,150	31	330	171	1.44	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	215,910	10	80	19	0.16	SGP THA
Orchid Cymbidium -- D	33,827	10	3,000	318	2.68	
Orchid Cymbidium -- I	1,126		300	177	1.49	NLD NZL
Orchid Oncidium -- D	6,903	15	550	157	1.32	
Orchid Oncidium -- I	83,275	16	270	108	0.91	SGP TAI THA
Orchid Phalaenopsis -- D	14,546	44	2,250	480	4.05	
Orchid Phalaenopsis -- I	11,490	74	960	514	4.33	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	50,390	10	50	23	0.20	THA
Ornithogalum -- D	2,120	40	200	91	0.77	
Ornithogalum -- I	1,896	40	100	77	0.65	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,116		250	125	1.05	AUS ZAF
Protea others -- D	0					
Protea others -- I	320	36	420	147	1.24	
Riceflowers -- D	0					
Riceflowers -- I	140	200	200	200	1.69	AUS
Rose Total -- D	660,432	10	1,200	117	0.99	
Rose Total -- I	401,192	10	500	70	0.59	
Rose Amada -- D	6,443	40	1,000	161	1.36	
Rose Amada -- I	0					
Rose Avalanche -- D	56,454	30	225	124	1.04	
Rose Avalanche -- I	3,860	30	168	57	0.48	IND NLD
Rose Carpe Diem -- D	9,438	40	200	115	0.97	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	36,330	61	180	139	1.17	COL
Rose Gold Rush -- D	10,765	25	180	101	0.85	
Rose Gold Rush -- I	420	67	90	77	0.65	
Rose Gold Strike -- D	410		130	95	0.80	
Rose Gold Strike -- I	26,105	15	83	34	0.29	COL IND
Rose Noblesse -- D	3,419	29	130	82	0.69	
Rose Noblesse -- I	6,205		70	39	0.33	IND NLD
Rose Red Roses D --	19,954	24	320	108	0.91	
Rose Red Roses I --	38,918		180	85	0.72	
Rose Red Star -- D	6,400	60	185	127	1.07	
Rose Red Star -- I	0					
Rose Samourai -- D	38,057	50	250	150	1.27	
Rose Samourai -- I	13,635	40	174	109	0.92	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	22,290	14	250	115	0.97	
Rose Sweet Avalanche -- I	750	80	120	99	0.83	
Rose Sweet Unique -- D	4,280	30	160	104	0.87	
Rose Sweet Unique -- I	3,450	51	132	85	0.71	
Rose Teresa -- D	4,290	30	170	97	0.82	
Rose Teresa -- I	0					
Rose Tineke -- D	12,420	30	200	124	1.05	
Rose Tineke -- I	880		50	34	0.29	IND
Rose Yves Piaget -- D	11,108	70	250	160	1.35	
Rose Yves Piaget -- I	0					
Rose Spr Babe -- D	6,355	66	190	127	1.07	
Rose Spr Babe -- I	630	40	160	93	0.79	KOR
Rose Spr Lovely Lydia -- D	2,785	60	220	147	1.24	
Rose Spr Lovely Lydia -- I	0					
Rose Spr Shooting Star -- D	5,020	40	200	122	1.03	
Rose Spr Shooting Star -- I	220		60	55	0.46	KOR
Sandersonia -- D	2,640	26	220	135	1.14	
Sandersonia -- I	0					
Trachelium -- D	40		100	100	0.84	
Trachelium -- I	190		130	129	1.09	
Tulip -- D	559,388	17	170	56	0.48	
Tulip -- I	50		180	180	1.52	NLD
Waxflowers -- D	30		50	50	0.42	
Waxflowers -- I	1,850		60	46	0.39	AUS
Green Foliage						
Beargrass -- D	3		67	67	0.56	
Beargrass -- I	350	250	330	295	2.49	USA
Leatherleaves -- D	44,590	5	70	30	0.25	
Leatherleaves -- I	338,800	5	44	19	0.16	USA
Ruscus Israel -- D	1,600		33	23	0.19	
Ruscus Israel -- I	3,650		45	32	0.27	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	10,200	18	75	40	0.34	ITA
Salal -- D	40			35	0.30	
Salal -- I	16,985	16	650	127	1.07	USA