

## 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.

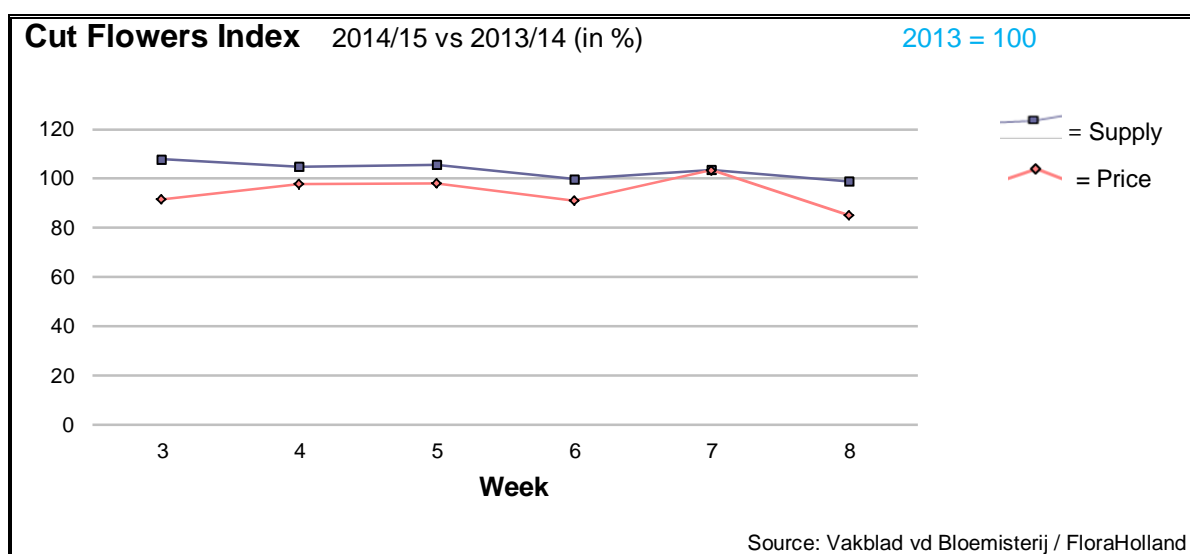
The Market Insider team

Week No. 8-2015

Date: 25/02/2015

#### 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 8, the week after Valentine's Day, the cut flowers average price fell-down with some 15% lower price than in this week last year. The supply was lower by 1.2%, resulted in a 16% lower turnover.

Prices were very low at the beginning of the week, since the retailers around Europe were stuck with unsold flowers after the holiday. But later in the week the demand toward 'International Woman's Day' started to show some positive impact.

Hyacinth was the only product among the top 20 to get better price than last year: 14.6% more in price, for 14.3% less in supply.

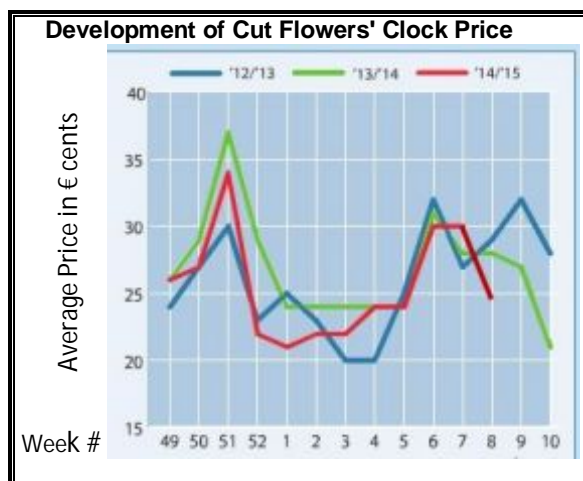
Tulips got 9.4% lower price for 5.3% more stems.

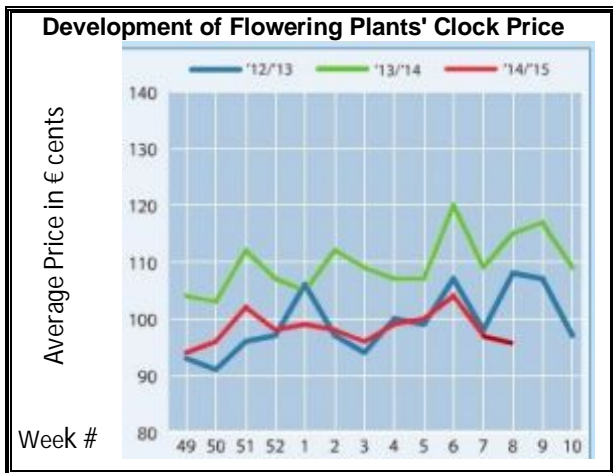
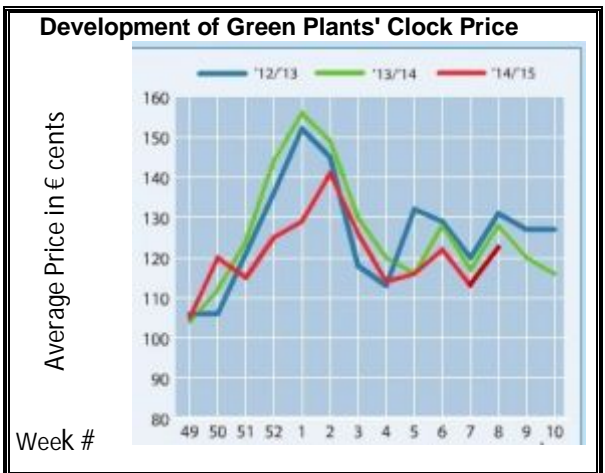
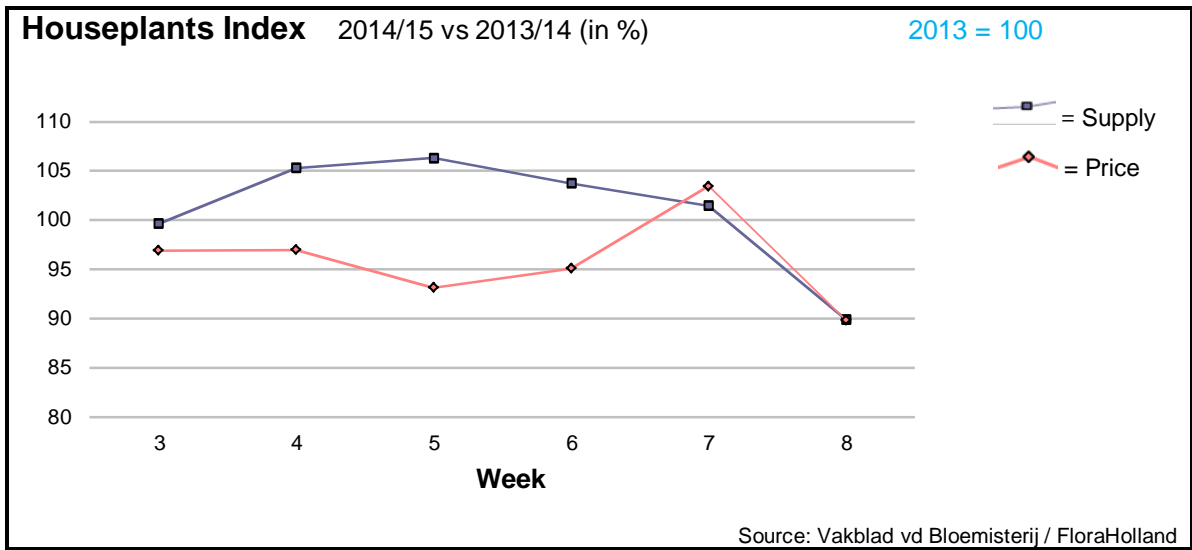
Big roses got almost 21% lower price than in 2014, while the supply was 6% higher.

Chrysanthemums arrived in bigger quantities, toward the approaching Woman's Day, but the prices were still lower than in last year.

Products with significantly lower prices than in 2014 were: eustoma/lisianthus, gerbera large, gerbera mini, grevillea, peony, pittosporum, and spray rose.

Yet, there were quite some products that got much higher price than in last year; among them: agapanthus, anemone, carnation standard, eucalyptus, hypericum, nerine, and protea.





In week 8 the average price for houseplants was 10% lower than in this week of 2014, with some 10% less supplied pots. Therefore was the sales turnover lower by 20%.

- Phalaenopsis saw 13.6% less in price than in 2014, while supply was higher.
- Narcissus got some 5% more in price, for some 4.6% more supplied pots.
- Ficus got 8% better prices, while supply was 14% lower.
- Hydrangea/hortensia lost 14.3% in price, for 35% more in supply.
- Roses got 12% lower price, while the supply was 21% higher than in 2014.
- Anthurium got 5.8% less in price, while the supply was 30% 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. W08 Date: 25/02/2015**

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 : 8 in : 2015**

**Index:**

<b>Quantity</b>	Number of stems auctioned in the four reporting auctions together
<b>Lowest</b>	Lowest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Highest</b>	Highest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average</b>	Average stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average US\$</b>	Average stem price, converted to US Dollar, as per the relevant exchange rate given below.
<b>Main Origin</b>	Main countries of origin; See abbreviations in the table at the head of this report.

**Exchange Rate** 1 US\$ = 119.31 Yen

<u>Product Name &amp; 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>		
<b>D = Domestic I = Imported</b>						
<b>Total Cut Flowers Sold</b>	<b>17,962,213</b>					
Alstroemeria -- D	324,770	20	1,000	76	0.63	
Alstroemeria -- I	5,470		60	48	0.40	COL ISR NLD
Ammi majus -- D	69,840	15	80	34	0.28	
Ammi majus -- I	0					
Anthurium Pink -- D	32		150	139	1.17	
Anthurium Pink -- I	4,026	10	170	57	0.48	THA
Anthurium Red -- D	242		250	122	1.02	
Anthurium Red -- I	5,997	10	280	66	0.55	AUS THA USA ZAF
Anthurium White -- D	5		200	200	1.68	
Anthurium White -- I	2,514	3	180	60	0.50	THA
Banksia -- D	25		250	240	2.01	
Banksia -- I	220	136	400	258	2.16	AUS NZL
Bupleurum -- D	27,672	7	122	64	0.54	
Bupleurum -- I	0					
Calla -- D	86,544	20	500	70	0.58	
Calla -- I	8,638	20	360	106	0.89	NLD NZL
Carnations Spray -- D	353,898	15	160	54	0.46	
Carnations Spray -- I	567,218	10	65	35	0.30	COL
Carnations Standard -- D	454,404	10	170	52	0.43	
Carnations Standard -- I	589,756	10	175	39	0.33	COL
Chrysanthemum Spray -- D	692,037	10	130	51	0.43	
Chrysanthemum Spray -- I	466,950	4	90	53	0.45	KOR
Delphinium -- D	79,613	10	360	129	1.08	
Delphinium -- I	0					
Dracaena -- D	17,247	10	1,000	46	0.39	
Dracaena -- I	254,729	5	115	33	0.28	SGP
Eustoma -- D	206,519	20	600	180	1.51	
Eustoma -- I	130,230	35	250	131	1.10	AUS
Freesia -- D	245,762	5	90	40	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	464,757	5	140	30	0.25	
Gerbera -- I	1,500		55	50	0.42	
Gladiolus -- D	45,715	15	140	72	0.61	
Gladiolus -- I	57,720	15	100	47	0.39	NLD
Gypsophila -- D	341,017	10	1,250	62	0.52	
Gypsophila -- I	6,652		88	51	0.43	ISR
Heliconia Caribe -- D	0					
Heliconia Caribe -- I	24	250	280	258	2.16	
Heliconia Pendula -- D	817		54	25	0.21	
Heliconia Pendula -- I	178		367	119	0.99	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,106	21	120	45	0.37	AUS NZL ZAF
Lily Casablanca -- D	17,088	43	1,000	428	3.59	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	48,795	25	200	108	0.91	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	456,226	10	111	51	0.42	
Limonium Sinuatum -- I	0					
Molucella -- D	5,750	25	100	51	0.43	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	600	60	350	139	1.16	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	192,020	8	50	19	0.16	SGP THA
Orchid Cymbidium -- D	29,269	64	3,000	308	2.58	
Orchid Cymbidium -- I	2,912		300	184	1.54	NLD NZL
Orchid Oncidium -- D	7,038	15	550	147	1.24	
Orchid Oncidium -- I	81,630	5	280	117	0.98	SGP TAI THA
Orchid Phalaenopsis -- D	12,983	41	2,000	469	3.93	
Orchid Phalaenopsis -- I	11,735	50	960	442	3.71	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	46,940	10	45	26	0.22	THA
Ornithogalum -- D	3,930	40	150	76	0.64	
Ornithogalum -- I	2,734	30	100	60	0.50	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,205		250	135	1.13	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,215	27	450	139	1.17	AUS NZL
Riceflowers -- D	240		200	200	1.68	
Riceflowers -- I	120		220	180	1.51	AUS NZL
<b>Rose Total -- D</b>	<b>688,516</b>	<b>6</b>	<b>650</b>	<b>99</b>	<b>0.83</b>	
<b>Rose Total -- I</b>	<b>307,814</b>	<b>5</b>	<b>594</b>	<b>60</b>	<b>0.50</b>	
Rose Amada -- D	7,350	30	650	140	1.17	
Rose Amada -- I	0					
Rose Avalanche -- D	60,839	30	233	105	0.88	
Rose Avalanche -- I	5,150	10	135	53	0.44	IND NLD
Rose Carpe Diem -- D	9,385	30	200	108	0.90	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	22,910	40	165	105	0.88	COL
Rose Gold Rush -- D	11,555	30	165	92	0.77	
Rose Gold Rush -- I	450	60	80	72	0.60	
Rose Gold Strike -- D	480		100	78	0.65	
Rose Gold Strike -- I	25,170	5	80	28	0.23	COL IND
Rose Noblesse -- D	3,045	20	120	72	0.60	
Rose Noblesse -- I	7,105	17	60	35	0.30	IND NLD
Rose Red Roses D --	20,189	20	550	91	0.76	
Rose Red Roses I --	26,485		162	67	0.56	
Rose Red Star -- D	6,203	30	170	102	0.86	
Rose Red Star -- I	0					
Rose Samourai -- D	37,330	30	225	120	1.00	
Rose Samourai -- I	7,230	25	150	84	0.71	IND

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Sweet Avalanche -- D	26,741	30	175	91	0.76	
Rose Sweet Avalanche -- I	1,659	26	110	70	0.58	
Rose Sweet Unique -- D	3,895	30	165	93	0.78	
Rose Sweet Unique -- I	3,790	26	120	73	0.61	
Rose Teresa -- D	3,920	30	150	85	0.71	
Rose Teresa -- I	0					
Rose Tineke -- D	12,530	30	170	102	0.86	
Rose Tineke -- I	600	11	40	21	0.17	IND
Rose Yves Piaget -- D	13,257	30	200	114	0.96	
Rose Yves Piaget -- I	340		65	63	0.53	NLD
Rose Spr Babe -- D	6,540	40	185	111	0.93	
Rose Spr Babe -- I	310	60	160	99	0.83	KOR
Rose Spr Lovely Lydia -- D	3,360	40	220	126	1.06	
Rose Spr Lovely Lydia -- I	690	50	110	64	0.54	KOR
Rose Spr Shooting Star -- D	4,940	40	183	112	0.94	
Rose Spr Shooting Star -- I	460		70	64	0.54	KOR NLD
Sandersonia -- D	5,020	30	200	131	1.10	
Sandersonia -- I	0					
Trachelium -- D	100		100	92	0.77	
Trachelium -- I	200		130	129	1.08	
Tulip -- D	600,240	15	180	58	0.48	
Tulip -- I	50		250	250	2.10	NLD
Waxflowers -- D	240		50	50	0.42	
Waxflowers -- I	2,675		70	52	0.44	AUS
<b>Green Foliage</b>						
Beargrass -- D	5		150	120	1.01	
Beargrass -- I	510	250	330	129	1.08	USA
Leatherleaves -- D	43,550	5	65	28	0.23	
Leatherleaves -- I	302,265	3	40	17	0.14	USA
Ruscus Israel -- D	2,720		40	19	0.16	
Ruscus Israel -- I	5,350		45	33	0.28	ISR
Ruscus Italian -- D	240		74	64	0.54	
Ruscus Italian -- I	9,150	25	75	44	0.37	ITA
Salal -- D	0					
Salal -- I	17,020	21	650	113	0.95	USA