

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.

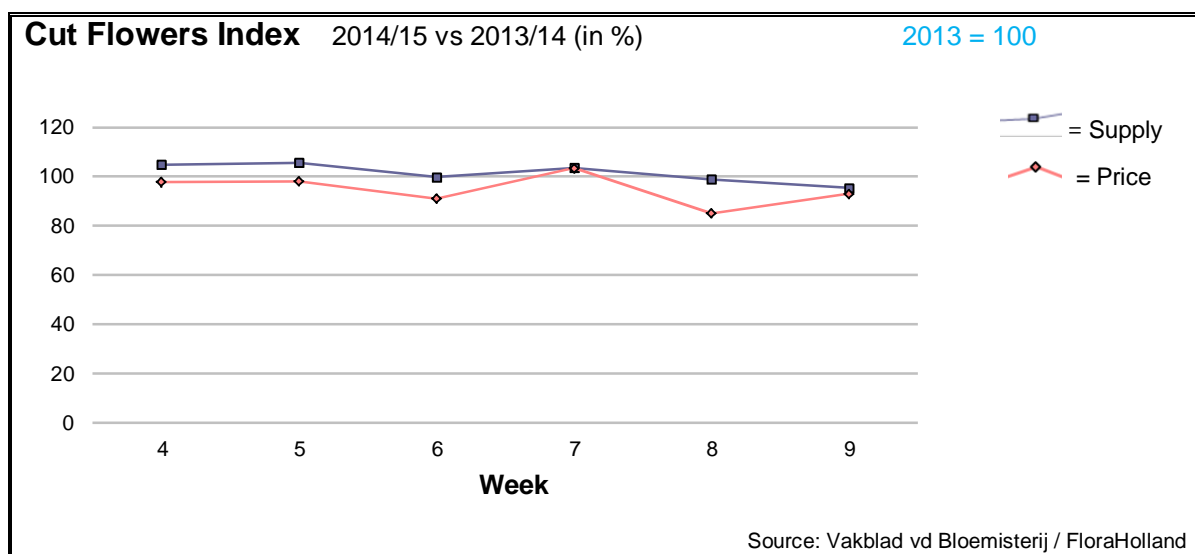
The Market Insider team

Week No. 9-2015

Date: 03/03/2015

The FloraHolland flower auctions' weekly supply and price index

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



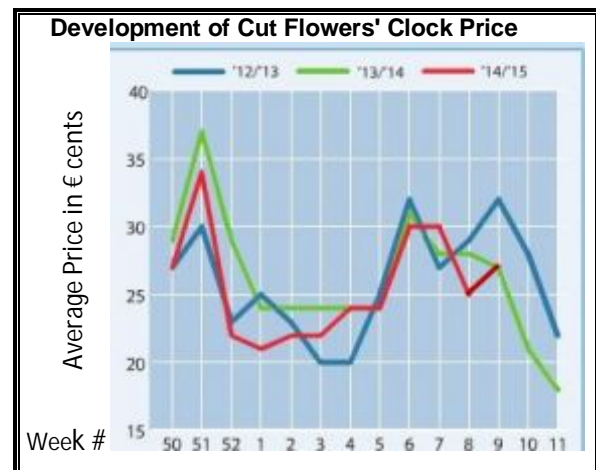
Week 9, one week before the International Woman's Day (8 March), was disappointing. The average cut flowers price was lower than in this week last year by 7%-. The total cut flowers supply was 4.6% lower, resulting in 11.2% lower turnover than this week in 2014.

Tulips were the biggest product this week, with 7.7% more stems, and 6.9% less in price. Big roses fetched 8.2% less in price, while supply was 8.8% lower.

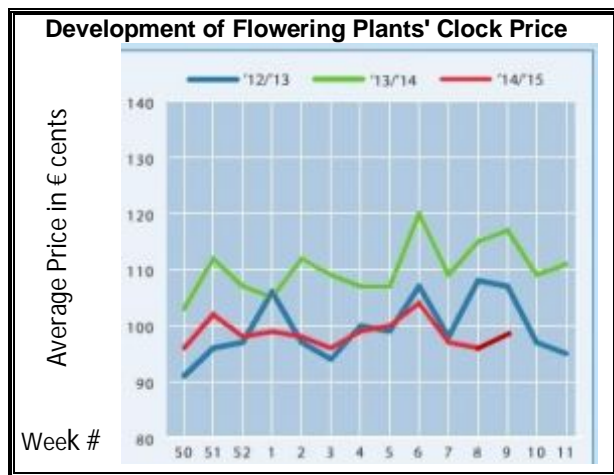
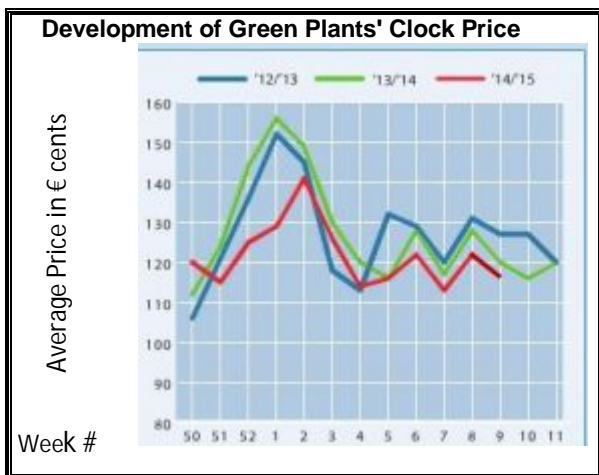
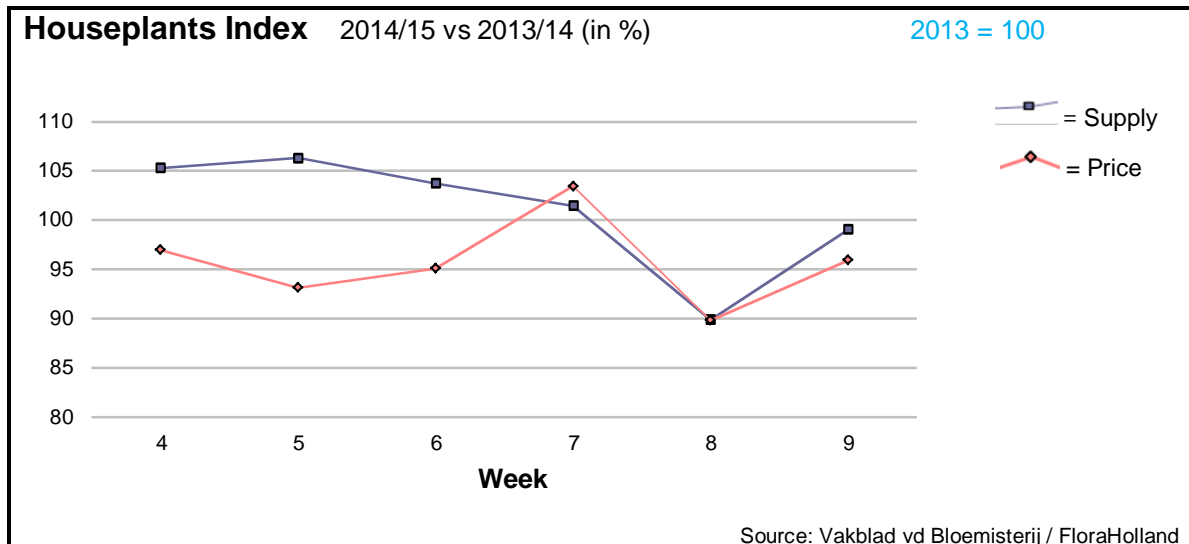
Cymbidium got 9% better price, for 26% lower supply.

Hyacinth made it nice this week: 18% more in price, for 5.3% more supplied stems.

Single-head chrysanthemums got 17% lower price, for 22.7% less stems. This was the impact of the change in the Russian market this year: they do buy flowers, but choose for the cheaper ones.



Most of other products got better prices than last year; most remarkable higher price were for: agapanthus, alstroemeria, anemone, asclepias, wax flower, carnations standard, carnations spray, eucalyptus, helianthus, hypericum, limonium, ornithogalum, protea, ranunculus, solidago, and trachelium.



In week 9 the average price for houseplants was 5% lower than in this week last year, with about the same quantity of sold pots. Mainly flowering plants were cheaper. The total houseplants' turnover was 4% lower this week than in the same week last year.

- Phalaenopsis was 10% cheaper than in 2014, while supply was 21% higher.
- Roses got 12% lower price, while the supply was 5% higher than in 2014.
- Kalanchoe lost 16% in price, for 10% more units.
- Hydrangea/hortensia lost 20% in price, more than all other products within the top 15 list.
- Narcissus got some 5% more in price, for the same number of supplied pots.
- Dracaena got 32% better prices, while supply was 36% 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. W09 Date: 04/03/2015

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 : 9 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\$ = 119.83 Yen

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average US\$	Main Origin
		Lowest	Highest	Average		
D = Domestic I = Imported						
Total Cut Flowers Sold	19,606,167					
Alstroemeria -- D	346,845	20	1,000	70	0.58	
Alstroemeria -- I	12,090	6	60	33	0.27	COL ISR NLD
Ammi majus -- D	77,960	9	88	32	0.27	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	100		100	97	0.81	AUS NLD ZWE
Anthurium Pink -- D	54		500	190	1.59	
Anthurium Pink -- I	1,234	2	220	88	0.73	THA
Anthurium Red -- D	308		350	174	1.45	
Anthurium Red -- I	2,805	10	250	92	0.77	AUS THA USA ZAF
Anthurium White -- D	220		80	61	0.51	
Anthurium White -- I	1,302	3	200	84	0.70	THA
Banksia -- D	11		410	410	3.42	
Banksia -- I	160	150	350	235	1.96	AUS NZL
Bupleurum -- D	27,977	6	138	65	0.54	
Bupleurum -- I	0					
Calla -- D	107,327	18	400	60	0.50	
Calla -- I	17,343	9	360	93	0.78	NLD NZL
Carnations Spray -- D	349,723	10	160	53	0.45	
Carnations Spray -- I	506,418	10	175	35	0.29	COL
Carnations Standard -- D	425,011	9	160	51	0.42	
Carnations Standard -- I	641,983	8	170	37	0.31	COL
Chrysanthemum Spray -- D	623,548	5	100	48	0.40	
Chrysanthemum Spray -- I	485,230	13	90	50	0.41	KOR
Delphinium -- D	79,709	10	350	136	1.13	
Delphinium -- I	0					
Dracaena -- D	12,577	5	2,500	53	0.44	
Dracaena -- I	251,919	3	120	35	0.29	SGP
Eustoma -- D	206,576	20	600	175	1.46	
Eustoma -- I	111,020	28	235	118	0.98	AUS

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Total Cut Flowers Sold	19,606,167					
Alstroemeria -- D	346,845	20	1,000	70	0.58	
Freesia -- D	233,336	5	130	40	0.33	
Freesia -- I	1,350		50	36	0.30	NLD
Gentiana -- D	0					
Gentiana -- I	100		260	260	2.17	
Gerbera -- D	483,755	4	140	31	0.26	
Gerbera -- I	0					
Gladiolus -- D	51,370	4	130	68	0.56	
Gladiolus -- I	33,900	10	100	45	0.38	NLD
Gypsophila -- D	394,895	10	260	56	0.47	
Gypsophila -- I	8,035		60	53	0.44	ISR
Heliconia Pendula -- D	440		40	24	0.20	
Heliconia Pendula -- I	308		500	101	0.85	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,035	15	140	46	0.38	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,050		250	135	1.13	AUS NZL ZAF
Lily Casablanca -- D	18,545	43	900	420	3.51	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	55,795	30	180	98	0.82	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	491,769	10	100	46	0.39	
Limonium Sinuatum -- I	300		40	36	0.30	
Molucella -- D	5,680	13	100	53	0.45	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	740	60	150	91	0.76	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	182,880	5	55	22	0.18	SGP THA
Orchid Cymbidium -- D	31,854	41	3,000	297	2.48	
Orchid Cymbidium -- I	832		650	240	2.00	NLD NZL
Orchid Oncidium -- D	7,251	3	550	178	1.49	
Orchid Oncidium -- I	62,740	28	280	144	1.20	SGP TAI THA
Orchid Phalaenopsis -- D	13,443	50	2,000	457	3.81	
Orchid Phalaenopsis -- I	8,720	58	960	540	4.50	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	56,670	5	55	25	0.21	THA
Ornithogalum -- D	4,908	28	130	69	0.58	
Ornithogalum -- I	2,030	33	100	65	0.54	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,333	67	900	142	1.18	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,175	30	450	145	1.21	AUS NZL
Riceflowers -- D	2,200		200	117	0.98	
Riceflowers -- I	180	63	220	148	1.23	AUS NZL
Rose Total -- D	722,206	2	700	91	0.76	
Rose Total -- I	412,172	1	420	50	0.42	
Rose Amada -- D	6,626	30	700	125	1.05	
Rose Amada -- I	0					
Rose Avalanche -- D	66,627	15	180	79	0.66	
Rose Avalanche -- I	8,120	2	135	38	0.32	IND NLD
Rose Carpe Diem -- D	9,758	30	200	104	0.87	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	20,581	26	150	96	0.80	COL
Rose Gold Rush -- D	11,520	30	160	88	0.74	
Rose Gold Rush -- I	480	50	70	57	0.47	
Rose Gold Strike -- D	530		130	93	0.78	
Rose Gold Strike -- I	36,660	7	80	20	0.17	COL IND
Rose Noblesse -- D	3,155	26	130	66	0.55	
Rose Noblesse -- I	10,615	15	60	31	0.26	IND NLD

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Total Cut Flowers Sold	19,606,167					
Alstroemeria -- D	346,845	20	1,000	70	0.58	
Rose Red Roses D --	22,440	20	300	80	0.67	
Rose Red Roses I --	39,957		150	47	0.39	
Rose Red Star -- D	6,585	30	150	88	0.74	
Rose Red Star -- I	0					
Rose Samourai -- D	36,955	15	225	115	0.96	
Rose Samourai -- I	12,780	13	120	67	0.56	IND
Rose Sweet Avalanche -- D	29,730	17	170	84	0.70	
Rose Sweet Avalanche -- I	4,050	25	100	57	0.48	
Rose Sweet Unique -- D	3,660	20	160	90	0.75	
Rose Sweet Unique -- I	5,230	20	100	65	0.54	COL
Rose Teresa -- D	3,960	30	150	78	0.65	
Rose Teresa -- I	0					
Rose Tineke -- D	13,305	15	150	80	0.67	
Rose Tineke -- I	1,200	1	40	16	0.13	IND
Rose Yves Piaget -- D	11,643	30	200	107	0.89	
Rose Yves Piaget -- I	570		100	70	0.58	NLD
Rose Spr Babe -- D	6,615	40	180	102	0.85	
Rose Spr Babe -- I	680	40	160	77	0.64	KOR
Rose Spr Lovely Lydia -- D	3,585	50	220	121	1.01	
Rose Spr Lovely Lydia -- I	2,090	40	120	70	0.59	KOR
Rose Spr Shooting Star -- D	4,755	27	185	112	0.93	
Rose Spr Shooting Star -- I	780		65	54	0.45	KOR NLD
Sandersonia -- D	6,400	26	170	113	0.94	
Sandersonia -- I	0					
Trachelium -- D	70		100	83	0.69	
Trachelium -- I	100		130	130	1.08	
Tulip -- D	731,314	10	250	53	0.45	
Tulip -- I	500		190	101	0.84	NLD
Waxflowers -- D	450		50	50	0.42	
Waxflowers -- I	3,475		70	46	0.38	AUS
<u>Green Foliage</u>						
Beargrass -- D	6		100	100	0.83	
Beargrass -- I	320	200	330	190	1.58	USA
Leatherleaves -- D	43,890	7	65	31	0.26	
Leatherleaves -- I	309,240	5	40	17	0.15	USA
Ruscus Israel -- D	3,600		50	25	0.20	
Ruscus Israel -- I	6,150		45	34	0.28	ISR
Ruscus Italian -- D	440		80	56	0.47	
Ruscus Italian -- I	9,345	25	70	44	0.37	ITA
Salal -- D	0					
Salal -- I	13,830	15	650	127	1.06	USA