

## 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.

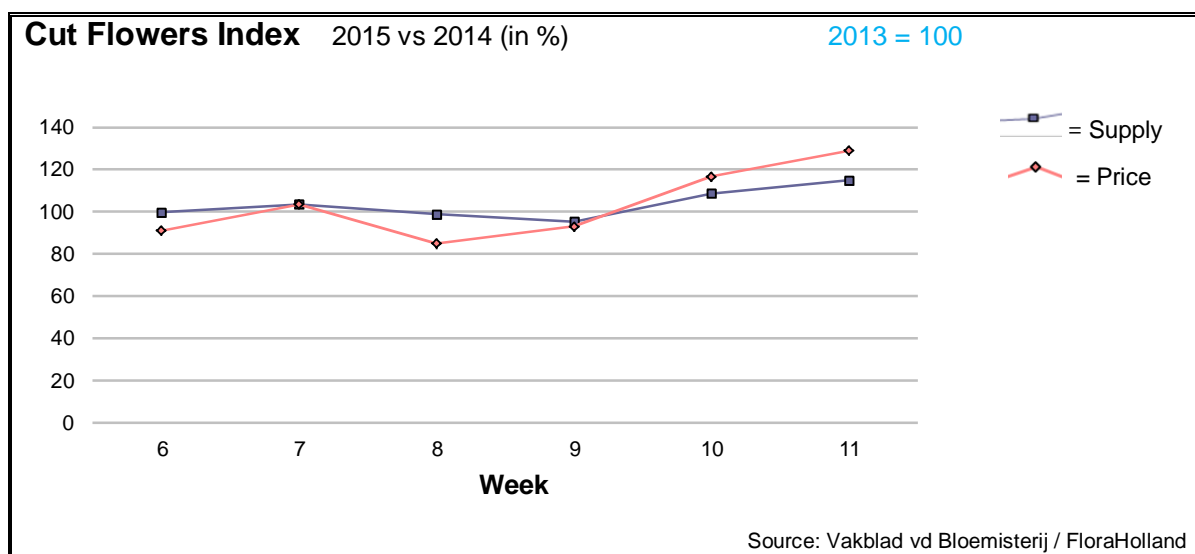
The Market Insider team

Week No. 11-2015

Date: 18/03/2015

#### The FloraHolland flower auctions' weekly supply and price index

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

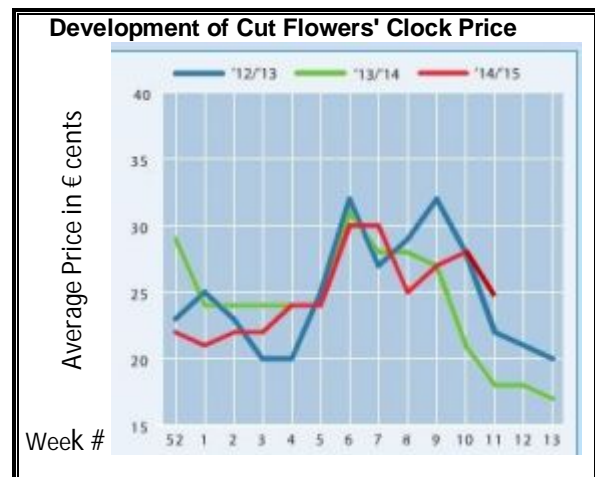


In week 11 the average price of cut flowers was 29% higher than the same week last year, with 15% more flowers; resulted in 48% more in sales turnover.

This positive situation was a result of the British Mothering Sunday on 15 March, right after the International Woman's Day (8 March). Last year the British Mother's Day was on 30 March; causing a price-fall in mid-March.

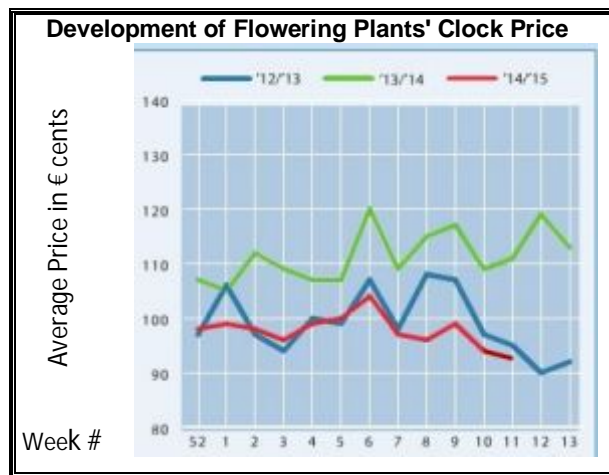
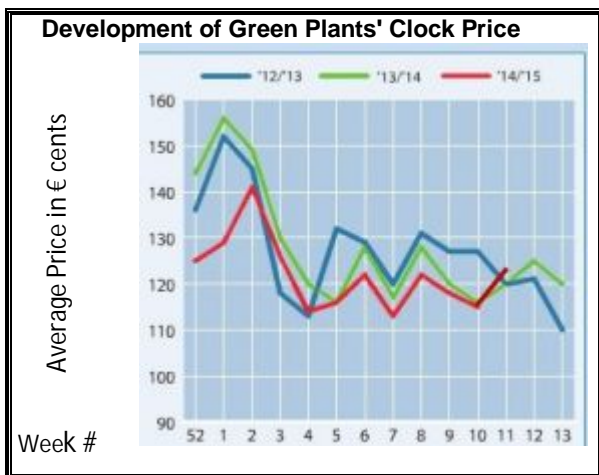
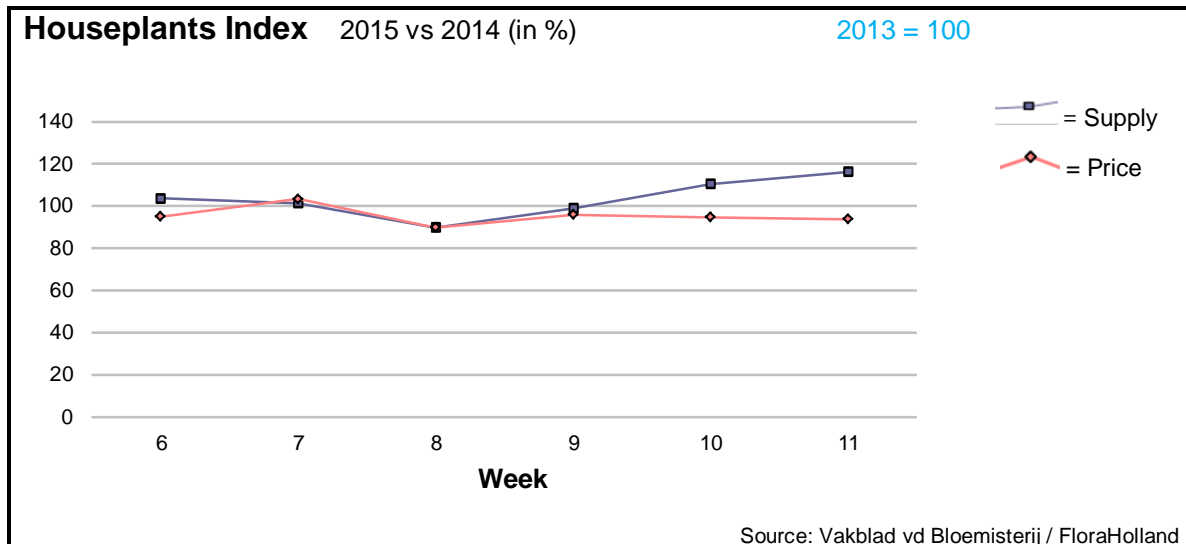
Tulips got 8% more in price, for 27% more stems. Big roses got more than 37% higher price for some 3% higher supply.

Alstroemeria fetched 90% more in price than in week 11 of 2014.



Actually, most of cut flowers got better prices than last year; some remarkable results were in: aconitum, anemone, anigozanthos, anthurium, asparagus, aster, chamelaucium/wax flowers, delphinium, carnations standard, carnations spray, eucalyptus, eustoma, gerbera big, gerbera mini, hypericum, limonium, peony, phlox, pittosporum, protea, small roses, spray roses, trachelium, and veronica.

Yet, lower prices for Helianthus and Leucadendron that were over-supplied.



In week 11 the average price of houseplants was 6.2% lower than last year, while supply was 17% higher. This resulted in a 9% lower turnover. Not really a positive impact of the British Mothering Sunday.

Most of the flowering plants among the top 15 got lower prices than last year; only primula got 12.7% more in price, for 7.6% more in supply.

Phalaenopsis was 6% cheaper than in 2014, while supply was 27% higher.

In the green plants of the top 15, ficus got 10% higher price, and dracaena got the same price like last year.

It is expected to see better prices during the coming weeks, thanks to the warmer weather, and the approaching Easter holidays.

**MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS**



International  
Trade  
Centre

**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. W11 Date: 18/03/2015**

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 : 11 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\$ = 121.33 Yen

<u>Product Name &amp; Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>Total Cut Flowers Sold</b>	<b>31,392,995</b>					
Alstroemeria -- D	400,749	16	1,000	81	0.67	
Alstroemeria -- I	33,420	8	70	43	0.36	COL ISR NLD
Ammi majus -- D	94,410	15	85	37	0.30	
Ammi majus -- I	0					
Anigozanthos -- D	150		30	30	0.25	
Anigozanthos -- I	400		60	57	0.47	AUS NLD ZWE
Anthurium Pink -- D	93		180	118	0.97	
Anthurium Pink -- I	8,090	9	150	71	0.58	THA
Anthurium Red -- D	326		250	123	1.01	
Anthurium Red -- I	7,337	20	220	84	0.69	AUS THA USA ZAF
Anthurium White -- D	137		200	47	0.39	
Anthurium White -- I	3,188	3	230	66	0.54	THA
Banksia -- D	20		400	390	3.21	
Banksia -- I	370	111	400	207	1.70	AUS NZL
Bupleurum -- D	32,955	20	150	73	0.60	
Bupleurum -- I	0					
Calla -- D	114,374	15	300	68	0.56	
Calla -- I	14,035	13	360	108	0.89	NLD NZL
Carnations Spray -- D	397,987	15	160	67	0.55	
Carnations Spray -- I	1,479,292	10	175	41	0.34	COL
Carnations Standard -- D	443,528	15	170	63	0.52	
Carnations Standard -- I	1,473,000	10	280	43	0.36	COL
Chrysanthemum Spray -- D	1,003,640	10	135	54	0.45	
Chrysanthemum Spray -- I	1,317,900	11	105	60	0.50	KOR
Delphinium -- D	101,105	12	400	157	1.30	
Delphinium -- I	0					
Dracaena -- D	13,560	16	195	55	0.46	
Dracaena -- I	321,560	5	140	42	0.34	SGP
Eustoma -- D	231,657	21	600	194	1.60	
Eustoma -- I	153,025	10	235	128	1.06	AUS

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Freesia -- D	313,738	10	130	42	0.35	
Freesia -- I	20,570		50	34	0.28	NLD
Gentiana -- D	0					
Gentiana -- I	280		220	203	1.67	NLD
Gerbera -- D	554,672	15	150	48	0.39	
Gerbera -- I	0					
Gladiolus -- D	49,765	15	130	68	0.56	
Gladiolus -- I	87,835	2	100	51	0.42	NLD
Gypsophila -- D	418,259	10	1,500	72	0.59	
Gypsophila -- I	8,963		100	59	0.49	ISR
Heliconia Caribea -- D	0					
Heliconia Caribea -- I	24	250	250	250	2.06	
Heliconia Pendula -- D	570		40	27	0.23	
Heliconia Pendula -- I	240		600	124	1.02	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,195	30	130	68	0.56	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	780		220	91	0.75	AUS NZL ZAF
Lily Casablanca -- D	23,103	43	1,005	452	3.72	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	121,850	22	230	122	1.01	
Lily Longiflorum -- I	1,320		120	109	0.90	KOR
Limonium Sinuatum -- D	1,320,974	10	158	58	0.48	
Limonium Sinuatum -- I	8,000		55	43	0.35	
Molucella -- D	3,000	30	100	68	0.56	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	2,050		100	71	0.59	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	253,020	10	65	30	0.25	SGP THA
Orchid Cymbidium -- D	32,255	50	3,000	320	2.64	
Orchid Cymbidium -- I	2,906		350	191	1.57	NLD NZL
Orchid Oncidium -- D	6,420	25	550	164	1.35	
Orchid Oncidium -- I	129,460	10	280	127	1.04	SGP TAI THA
Orchid Phalaenopsis -- D	15,622	54	2,000	454	3.74	
Orchid Phalaenopsis -- I	8,834	68	960	458	3.77	AUS NZL
Orchid Sonia -- D	450		28	28	0.23	
Orchid Sonia -- I	150,470	10	60	31	0.26	THA
Ornithogalum -- D	6,855	21	120	60	0.49	
Ornithogalum -- I	4,542	20	120	64	0.53	NLD ZAF
Protea King -- D	0					
Protea King -- I	145		200	122	1.01	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,070	25	330	119	0.98	AUS NZL
Riceflowers -- D	3,720		200	74	0.61	
Riceflowers -- I	195		220	147	1.21	AUS NZL
<b>Rose Total -- D</b>	<b>765,375</b>	<b>5</b>	<b>1,000</b>	<b>112</b>	<b>0.92</b>	
<b>Rose Total -- I</b>	<b>556,762</b>	<b>4</b>	<b>460</b>	<b>66</b>	<b>0.55</b>	
Rose Avalanche -- D	67,030	30	220	100	0.83	
Rose Avalanche -- I	17,240	8	125	53	0.44	IND NLD
Rose Gold Strike -- D	960		140	93	0.76	
Rose Gold Strike -- I	44,860	8	80	29	0.24	COL IND
Rose Noblesse -- D	3,180	30	150	75	0.62	
Rose Noblesse -- I	7,899	15	60	35	0.29	IND NLD
Rose Red Roses D --	24,551	30	550	102	0.84	
Rose Red Roses I --	48,952		150	69	0.57	
Rose The Teresa -- D	3,420	30	170	107	0.88	
Rose The Teresa -- I	0					
Rose Tineke -- D	14,338	25	180	104	0.86	
Rose Tineke -- I	680	15	30	24	0.20	IND
Rose Amada -- D	6,199	40	1,000	152	1.26	
Rose Amada -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Carpe Diem -- D	10,353	40	200	122	1.00	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	38,904	48	170	105	0.87	COL
Rose Gold Rush -- D	12,000	30	200	113	0.93	
Rose Gold Rush -- I	690	70	90	80	0.66	
Rose Red Star -- D	7,945	30	180	108	0.89	
Rose Red Star -- I	0					
Rose Samurai -- D	37,685	35	235	140	1.15	
Rose Samurai -- I	11,260	4	141	88	0.73	IND
Rose Spr Babe -- D	8,295	40	200	141	1.17	
Rose Spr Babe -- I	18,670	20	170	61	0.51	KOR
Rose Spr Lovely Lydia -- D	4,260	40	225	150	1.23	
Rose Spr Lovely Lydia -- I	1,530	40	150	79	0.65	KOR
Rose Spr Shooting Star -- D	4,580	50	225	134	1.10	
Rose Spr Shooting Star -- I	1,520	20	120	70	0.58	KOR NLD
Rose Sweet Avalanche -- D	27,840	26	185	104	0.85	
Rose Sweet Avalanche -- I	3,840	40	120	76	0.63	
Rose Sweet Unique -- D	3,700	30	175	114	0.94	
Rose Sweet Unique -- I	8,391	60	140	88	0.72	COL
Rose Yves Piaget -- D	13,242	40	230	128	1.05	
Rose Yves Piaget -- I	630		180	86	0.71	NLD
Sandersonia -- D	18,390	31	200	98	0.81	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	450		125	106	0.87	
Tulip -- D	878,757	5	199	54	0.44	
Tulip -- I	600		190	70	0.58	NLD
Waxflowers -- D	1,350		50	50	0.41	
Waxflowers -- I	3,360	40	90	51	0.42	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		100	100	0.82	
Beargrass -- I	500	250	350	132	1.09	USA
Leatherleaves -- D	52,330	15	65	36	0.30	
Leatherleaves -- I	361,870	10	50	21	0.18	USA
Ruscus Israel -- D	5,675		60	28	0.23	
Ruscus Israel -- I	9,120		50	33	0.27	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	18,500	9	87	47	0.39	ITA
Salal -- D	100		55	35	0.29	
Salal -- I	20,322	25	710	159	1.31	USA