

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.

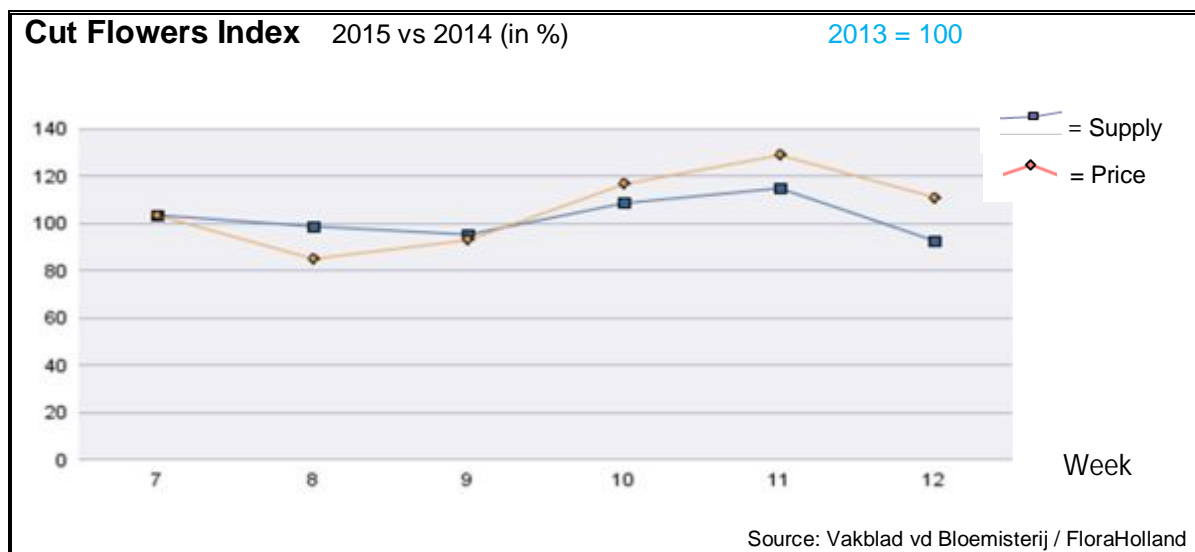
The Market Insider team

Week No. 12-2015

Date: 25/03/2015

The FloraHolland flower auctions' weekly supply and price index

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



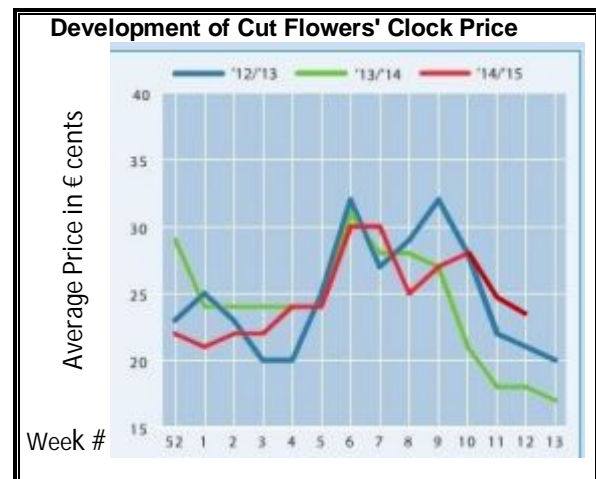
In week12 the average price of cut flowers was 20 cents/stem (clock-only price was 23 cents), 11% higher than the same week last year, with 7.4% less flowers; resulted in 3% more in sales turnover. The accumulated cut flowers turnover after 12 weeks of this year is now 1% higher than in 2014.

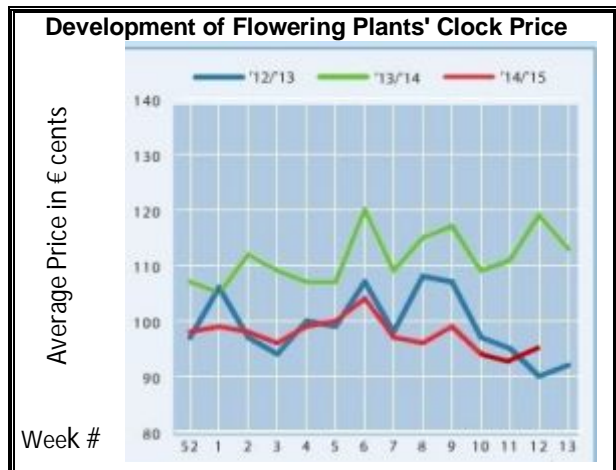
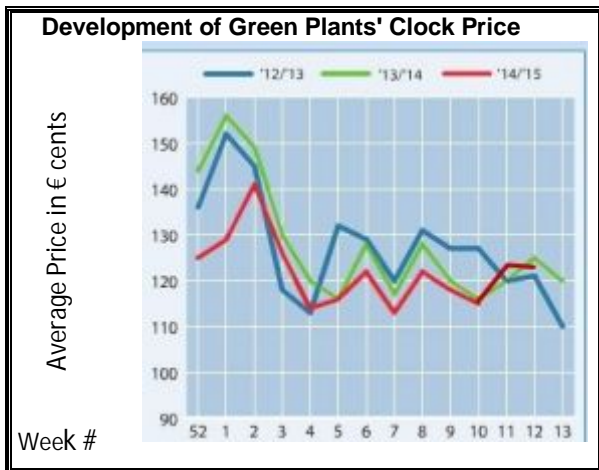
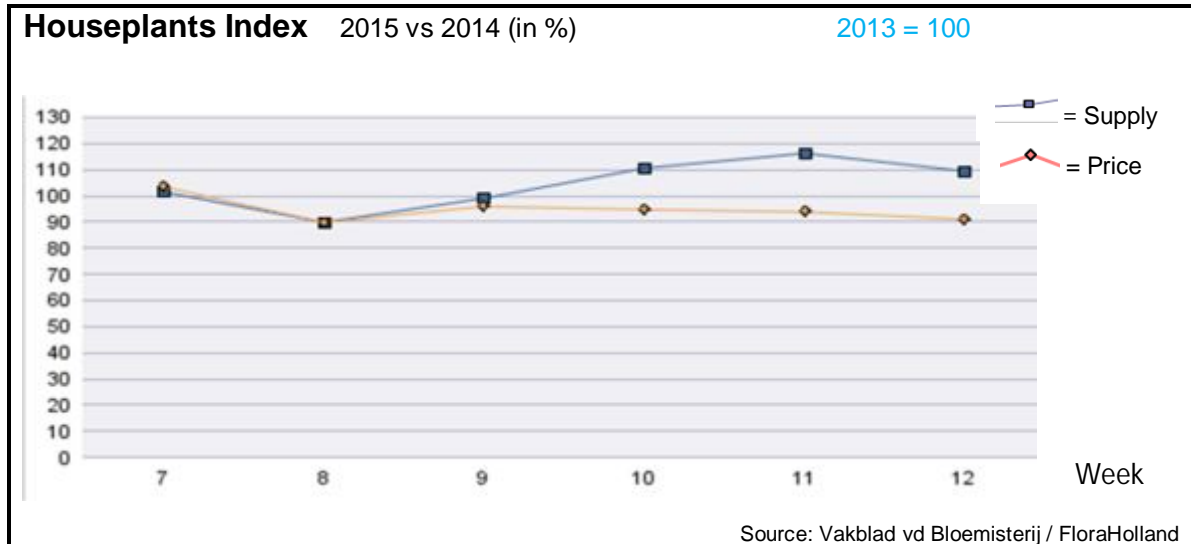
Tulips got 14% more in price, for 9% more stems. Big roses got more than 14% higher price. Chrysanthemums got 9% higher price, for 30% less supplied flowers.

Actually, most of cut flowers got better prices than last year; some remarkable results were in:

Alstroemeria, anthurium, asclepias, asparagus, carnations standard, eucalyptus, eustoma, gypsophila, hypericum, leucadendron, limonium, narcissus, ornithogalum, peony, protea, small roses, and veronica.

However, lower prices for ammi, delphinium, and gladioli that were over-supplied.





In week 12 the average price of houseplants was 9% lower than last year, while supply was 10% higher. This resulted in a 0.5% lower turnover.

However, the lower price was a result of bigger supply of potted narcissus, which is a cheaper item compared to the average houseplant. Yet was the narcissus price higher than last year by 7%.

Phalaenopsis saw a price decrease of 6%, against 6% more supplied pots.

Roses lost 3% in price, even though the supply was 28% lower.

Hortensia saw 8% lower price, even though supply was 15% lower.

Primula price went up by 2%, while the supply was 33% higher than in week 12 of 2014.

Dracaena won 12% in price, while the supply was lower by 5%.

MARKET NEWS SERVICE FOR CUT FLOWERS - ASIAN MARKETS



Abbreviations used in the report

| | | | |
|-----|---------------------|-----|-----------------|
| AUS | = Australia | MUS | = Mauritius |
| CHI | = China | MAL | = Malaysia |
| COL | = Colombia | NLD | = Netherlands |
| ECU | = Ecuador | NZL | = New Zealand |
| ESP | = Spain | PHI | = Philippines |
| FRA | = France | REU | = Reunion |
| 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. W12 Date: 25/03/2015

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 : 12 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\$ = 119.81 Yen

| Product Name & Source D = Domestic I = Imported | Quantity | Price in Japanese Yen | | | Average US\$ | Main Origin |
|--|-------------------|-----------------------|---------|---------|--------------|-----------------|
| | | Lowest | Highest | Average | | |
| Total Cut Flowers Sold | 31,567,245 | | | | | |
| Alstroemeria -- D | 471,934 | 5 | 700 | 89 | 0.75 | |
| Alstroemeria -- I | 26,845 | 8 | 82 | 50 | 0.42 | COL ISR NLD |
| Ammi majus -- D | 102,610 | 3 | 81 | 42 | 0.35 | |
| Ammi majus -- I | 0 | | | | | |
| Anigozanthos -- D | 220 | 55 | 180 | 79 | 0.66 | |
| Anigozanthos -- I | 900 | | 50 | 49 | 0.41 | AUS NLD ZWE |
| Anthurium Pink -- D | 58 | | 180 | 129 | 1.08 | |
| Anthurium Pink -- I | 6,555 | 3 | 150 | 79 | 0.66 | THA |
| Anthurium Red -- D | 258 | | 180 | 132 | 1.10 | |
| Anthurium Red -- I | 7,498 | 9 | 220 | 88 | 0.74 | AUS THA USA ZAF |
| Anthurium White -- D | 202 | | 200 | 77 | 0.64 | |
| Anthurium White -- I | 3,029 | 5 | 190 | 62 | 0.52 | THA |
| Banksia -- D | 50 | | 500 | 406 | 3.39 | |
| Banksia -- I | 372 | 60 | 350 | 199 | 1.66 | AUS NZL |
| Bupleurum -- D | 41,370 | | 120 | 73 | 0.61 | |
| Bupleurum -- I | 0 | | | | | |
| Calla -- D | 139,310 | 17 | 300 | 70 | 0.59 | |
| Calla -- I | 17,967 | 15 | 320 | 90 | 0.75 | NLD NZL |
| Carnations Spray -- D | 471,510 | 15 | 160 | 68 | 0.57 | |
| Carnations Spray -- I | 1,437,644 | 8 | 70 | 39 | 0.33 | COL |
| Carnations Standard -- D | 505,808 | 15 | 170 | 64 | 0.54 | |
| Carnations Standard -- I | 1,522,980 | 5 | 170 | 42 | 0.35 | COL |
| Chrysanthemum Spray -- D | 1,329,315 | 4 | 135 | 46 | 0.38 | |
| Chrysanthemum Spray -- I | 1,477,937 | 5 | 105 | 54 | 0.45 | KOR |
| Delphinium -- D | 135,267 | 17 | 450 | 152 | 1.27 | |
| Delphinium -- I | 0 | | | | | |
| Dracaena -- D | 15,945 | 10 | 320 | 52 | 0.43 | |
| Dracaena -- I | 377,443 | 7 | 140 | 42 | 0.35 | SGP |

| Product Name & Source | Quantity | Price in Japanese Yen | | | Average | Main Origin |
|-------------------------------|----------------|-----------------------|------------|------------|-------------|-------------|
| | | Lowest | Highest | Average | US\$ | |
| D = Domestic I = Imported | | | | | | |
| Eustoma -- D | 260,784 | 20 | 650 | 196 | 1.64 | |
| Eustoma -- I | 111,050 | 44 | 250 | 139 | 1.16 | AUS |
| Freesia -- D | 363,174 | 7 | 130 | 43 | 0.36 | |
| Freesia -- I | 32,080 | | 50 | 35 | 0.29 | NLD |
| Gentiana -- D | 0 | | | | | |
| Gentiana -- I | 980 | 21 | 200 | 75 | 0.63 | |
| Gerbera -- D | 614,680 | 10 | 170 | 55 | 0.46 | |
| Gerbera -- I | 2,400 | 5 | 50 | 26 | 0.22 | |
| Gladiolus -- D | 47,725 | 18 | 125 | 75 | 0.63 | |
| Gladiolus -- I | 91,450 | 17 | 85 | 52 | 0.43 | NLD |
| Gypsophila -- D | 464,824 | 15 | 1,250 | 82 | 0.69 | |
| Gypsophila -- I | 13,020 | | 132 | 65 | 0.54 | ISR |
| Heliconia Caribea -- D | 0 | | | | | |
| Heliconia Caribea -- I | 42 | 200 | 250 | 221 | 1.84 | |
| Heliconia Pendula -- D | 670 | | 30 | 27 | 0.23 | |
| Heliconia Pendula -- I | 146 | | 700 | 245 | 2.04 | SGP |
| Leucad. Safari Sunset -- D | 0 | | | | | |
| Leucad. Safari Sunset -- I | 7,521 | 11 | 130 | 55 | 0.46 | NZL |
| Leucospermum Cordifolium -- D | 0 | | | | | |
| Leucospermum Cordifolium -- I | 315 | | 250 | 80 | 0.67 | AUS NZL ZAF |
| Lily Casablanca -- D | 26,109 | 43 | 1,000 | 439 | 3.67 | |
| Lily Casablanca -- I | 0 | | | | | |
| Lily Longiflorum -- D | 166,155 | 22 | 230 | 116 | 0.97 | |
| Lily Longiflorum -- I | 530 | | 120 | 109 | 0.91 | KOR |
| Limonium Sinuatum -- D | 1,275,192 | 10 | 160 | 57 | 0.48 | |
| Limonium Sinuatum -- I | 0 | | | | | |
| Molucella -- D | 6,760 | 25 | 120 | 73 | 0.61 | |
| Molucella -- I | 0 | | | | | |
| Nerine -- D | 0 | | | | | |
| Nerine -- I | 2,770 | | 120 | 88 | 0.73 | NLD NZL |
| Orchid Anna -- D | 0 | | | | | |
| Orchid Anna -- I | 262,980 | 10 | 65 | 29 | 0.25 | SGP THA |
| Orchid Cymbidium -- D | 35,708 | 50 | 3,000 | 310 | 2.59 | |
| Orchid Cymbidium -- I | 2,269 | | 300 | 217 | 1.81 | NLD NZL |
| Orchid Oncidium -- D | 7,279 | 20 | 450 | 169 | 1.41 | |
| Orchid Oncidium -- I | 141,290 | 2 | 260 | 109 | 0.91 | SGP TAI THA |
| Orchid Phalaenopsis -- D | 16,571 | 63 | 2,000 | 403 | 3.36 | |
| Orchid Phalaenopsis -- I | 8,885 | 77 | 960 | 459 | 3.83 | AUS NZL |
| Orchid Sonia -- D | 0 | | | | | |
| Orchid Sonia -- I | 207,880 | 10 | 60 | 32 | 0.27 | THA |
| Ornithogalum -- D | 8,460 | 10 | 150 | 55 | 0.46 | |
| Ornithogalum -- I | 4,137 | 30 | 100 | 60 | 0.50 | NLD ZAF |
| Protea King -- D | 0 | | | | | |
| Protea King -- I | 936 | | 250 | 126 | 1.05 | AUS ZAF |
| Protea others -- D | 0 | | | | | |
| Protea others -- I | 680 | 26 | 530 | 169 | 1.41 | AUS NZL |
| Riceflowers -- D | 3,420 | | 200 | 70 | 0.58 | |
| Riceflowers -- I | 565 | 10 | 220 | 88 | 0.73 | AUS NZL |
| Rose Total -- D | 866,879 | 4 | 650 | 108 | 0.91 | |
| Rose Total -- I | 636,760 | 1 | 420 | 60 | 0.50 | |
| Rose Amada -- D | 7,598 | 40 | 300 | 151 | 1.26 | |
| Rose Amada -- I | 0 | | | | | |
| Rose Avalanche -- D | 77,031 | 10 | 220 | 84 | 0.70 | |
| Rose Avalanche -- I | 10,070 | | 90 | 33 | 0.28 | IND NLD |
| Rose Carpe Diem -- D | 12,001 | 40 | 200 | 123 | 1.03 | |
| Rose Carpe Diem -- I | 0 | | | | | |
| Rose Freedom -- D | 0 | | | | | |
| Rose Freedom -- I | 37,384 | 16 | 180 | 107 | 0.89 | COL |
| Rose Gold Rush -- D | 13,564 | 22 | 200 | 114 | 0.96 | |
| Rose Gold Rush -- I | 2,550 | 50 | 111 | 82 | 0.68 | |
| Rose Gold Strike -- D | 870 | | 150 | 96 | 0.80 | |
| Rose Gold Strike -- I | 57,130 | 2 | 80 | 29 | 0.24 | COL IND |

| Product Name & Source | Quantity | Price in Japanese Yen | | | Average | Main Origin |
|-----------------------------|----------|-----------------------|---------|---------|---------|-------------|
| | | Lowest | Highest | Average | US\$ | |
| D = Domestic I = Imported | | | | | | |
| Rose Noblesse -- D | 5,390 | 30 | 170 | 81 | 0.67 | |
| Rose Noblesse -- I | 12,755 | 10 | 60 | 32 | 0.26 | IND NLD |
| Rose Red Roses D -- | 27,355 | 12 | 430 | 99 | 0.82 | |
| Rose Red Roses I -- | 52,179 | | 150 | 58 | 0.48 | |
| Rose Red Star -- D | 7,737 | 30 | 220 | 109 | 0.91 | |
| Rose Red Star -- I | 0 | | | | | |
| Rose Samurai -- D | 40,305 | 40 | 250 | 142 | 1.19 | |
| Rose Samurai -- I | 13,075 | 3 | 150 | 79 | 0.66 | IND |
| Rose Sweet Avalanche -- D | 31,733 | 30 | 220 | 100 | 0.83 | |
| Rose Sweet Avalanche -- I | 5,210 | 40 | 100 | 74 | 0.62 | |
| Rose Sweet Unique -- D | 3,590 | 30 | 175 | 111 | 0.93 | |
| Rose Sweet Unique -- I | 8,940 | 21 | 150 | 81 | 0.68 | COL |
| Rose Teresa -- D | 4,240 | 30 | 170 | 109 | 0.91 | |
| Rose Teresa -- I | 0 | | | | | |
| Rose Tineke -- D | 17,827 | 10 | 170 | 75 | 0.63 | |
| Rose Tineke -- I | 800 | 15 | 35 | 21 | 0.18 | IND |
| Rose Yves Piaget -- D | 15,642 | 30 | 240 | 110 | 0.92 | |
| Rose Yves Piaget -- I | 770 | | 200 | 85 | 0.71 | NLD |
| Rose Spr Babe -- D | 10,040 | 40 | 240 | 150 | 1.25 | |
| Rose Spr Babe -- I | 4,610 | 60 | 180 | 89 | 0.75 | KOR |
| Rose Spr Lovely Lydia -- D | 3,950 | 60 | 235 | 165 | 1.38 | |
| Rose Spr Lovely Lydia -- I | 1,820 | 60 | 150 | 91 | 0.76 | KOR |
| Rose Spr Shooting Star -- D | 4,385 | 40 | 240 | 144 | 1.20 | |
| Rose Spr Shooting Star -- I | 1,740 | 60 | 125 | 77 | 0.65 | KOR NLD |
| Sandersonia -- D | 17,950 | 25 | 170 | 95 | 0.79 | |
| Sandersonia -- I | 0 | | | | | |
| Trachelium -- D | 0 | | | | | |
| Trachelium -- I | 850 | | 140 | 117 | 0.98 | ISR NLD |
| Tulip -- D | 957,988 | 5 | 207 | 56 | 0.47 | |
| Tulip -- I | 1,000 | | 180 | 65 | 0.54 | NLD |
| Waxflowers -- D | 1,890 | | 50 | 50 | 0.42 | |
| Waxflowers -- I | 4,140 | | 65 | 47 | 0.39 | AUS |
| Green Foliage | | | | | | |
| Beargrass -- D | 5 | | 150 | 120 | 1.00 | |
| Beargrass -- I | 1,200 | 20 | 350 | 86 | 0.72 | USA |
| Leatherleaves -- D | 50,530 | 7 | 80 | 34 | 0.29 | |
| Leatherleaves -- I | 346,580 | 10 | 45 | 22 | 0.18 | USA |
| Ruscus Israel -- D | 7,130 | | 50 | 27 | 0.22 | |
| Ruscus Israel -- I | 10,880 | | 40 | 30 | 0.25 | ISR |
| Ruscus Italian -- D | 0 | | | | | |
| Ruscus Italian -- I | 18,520 | 16 | 75 | 47 | 0.39 | ITA |
| Salal -- D | 20 | | 300 | 300 | 2.50 | |
| Salal -- I | 20,100 | 25 | 700 | 173 | 1.45 | USA |