

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.

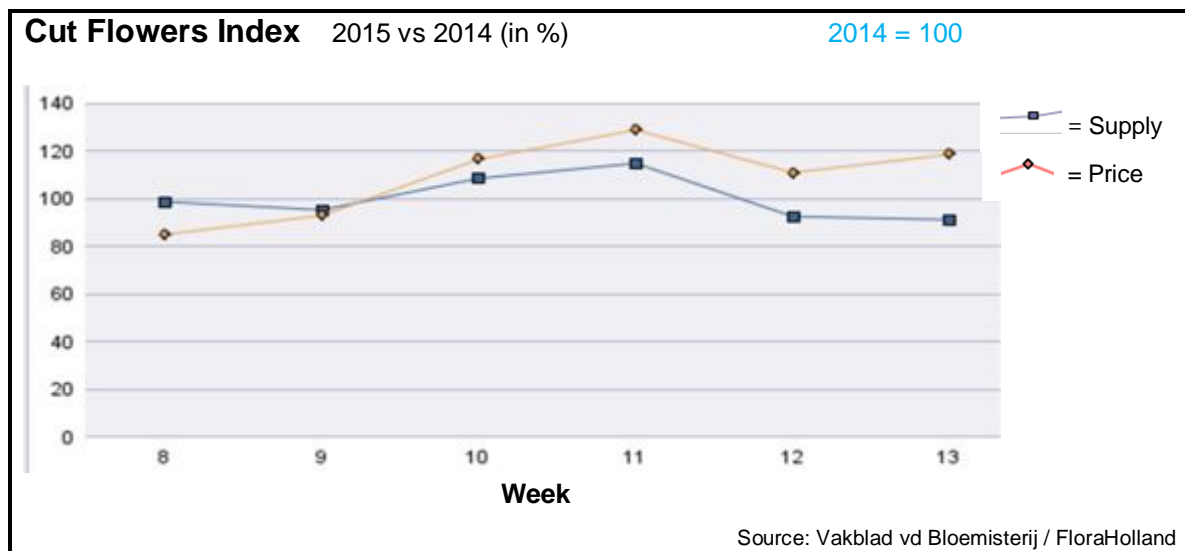
The Market Insider team

Week No. 13-2015

Date: 01/04/15

The FloraHolland flower auctions' weekly supply and price index

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



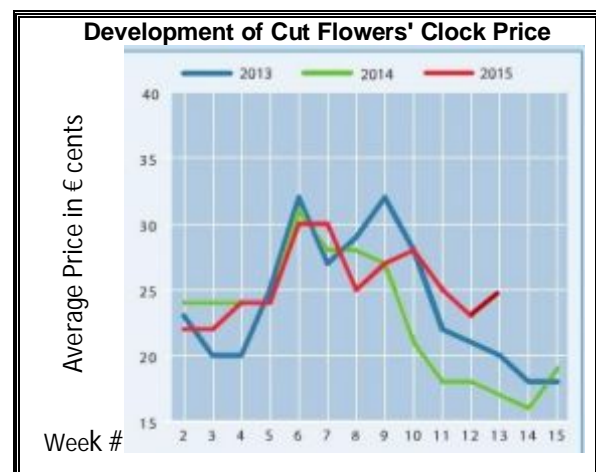
In week 13 the cut flowers average price was 21 cents (clock-only price was 25), this means =18.8% more than last year; even though week 13 of 2014 was the British Mothering Sunday week. The supplied quantities were 8.7% lower. Easter is coming; the colours white and yellow are most demanded.

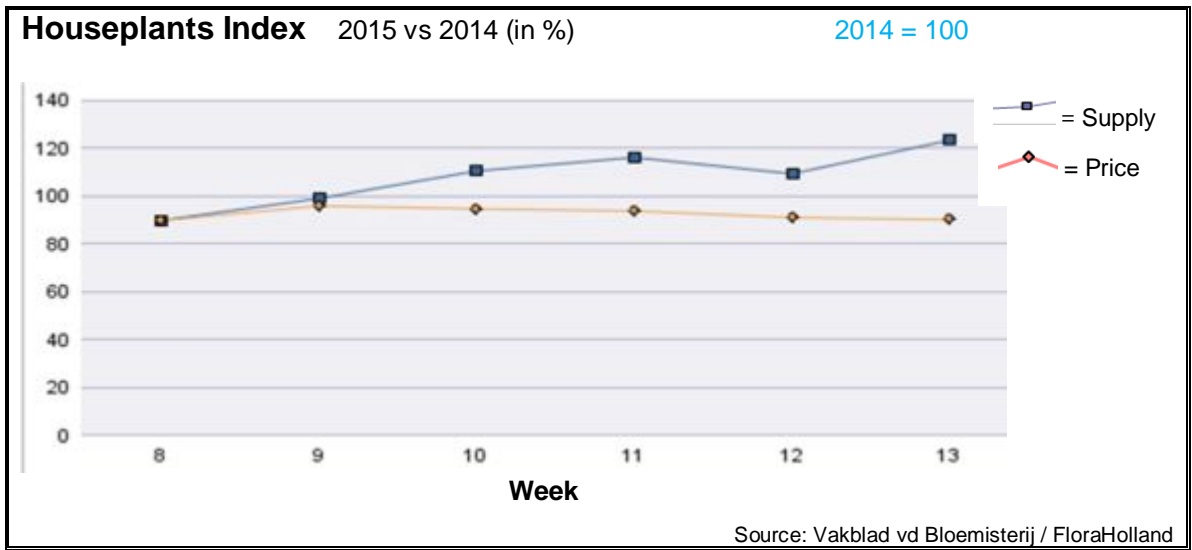
This was also 'the tulips week': this product got 32.4% higher price than last year, for 6% more stems (well, in 2014 the tulip price was 20% lower than in 2013...)

Also the chrysanthemums prices went up sharply, +26%, for 31.5% less sold stems.

Anyhow, the majority of cut flowers got better prices than last year; some of them were remarkably higher: agapanthus, alstroemeria, anemone, anthurium, asclepias, asparagus, carnations standard, gerbera mini, gladioli, grevillea, gypsophila, helianthus, hypericum, leucadendron, limonium, ornithogalum, ranunculus, small roses, solidago, and trachelium.

Only but a few products got lower price than last year; remarkable were ammi and aster.



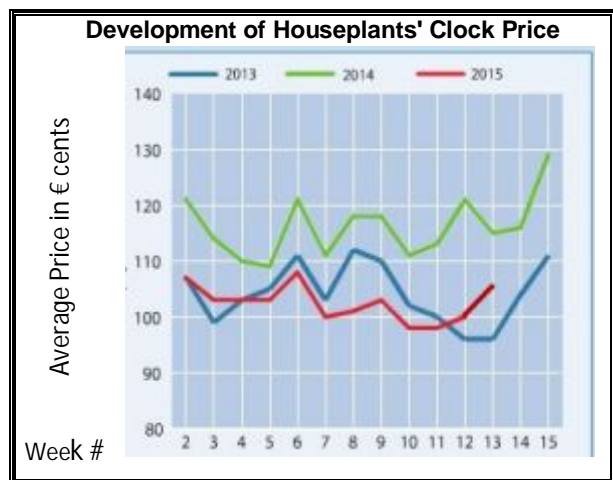


The average price for houseplants in week 13 was 9.8% lower than in last year, while the number of sold units was 23.5% higher. This resulted in 11.3% more in sales turnover.

Good results were for the chrysanthemums and phalaenopsis of the colours white and yellow, the popular colours for Easter.

Narcissus prices were 7.8% higher than in last year, even though the supply was 85% higher.

Hyacinth lost 26% in price, while the supply was 97% higher.



Rose, Ficus, and Campanula got the same prices as in this week last year.



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. W13 Date: 01/04/2015

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 : 13 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\$ = 120.12 Yen

| Product Name & Source D = Domestic I = Imported | Quantity | Price in Japanese Yen | | | Average | Main Origin |
|---|-------------------|------------------------------|----------------|----------------|----------------|--------------------|
| | | Lowest | Highest | Average | US\$ | |
| Total Cut Flowers Sold | 19,471,153 | | | | | |
| Alstroemeria -- D | 476,509 | 16 | 700 | 76 | 0.63 | |
| Alstroemeria -- I | 5,444 | | 69 | 51 | 0.42 | COL ISR NLD |
| Ammi majus -- D | 98,152 | 15 | 80 | 39 | 0.32 | |
| Ammi majus -- I | 0 | | | | | |
| Anigozanthos -- D | 1,314 | 20 | 150 | 64 | 0.53 | |
| Anigozanthos -- I | 1,700 | | 50 | 41 | 0.34 | AUS NLD ZWE |
| Anthurium Pink -- D | 50 | | 500 | 208 | 1.73 | |
| Anthurium Pink -- I | 6,022 | 23 | 180 | 76 | 0.64 | THA |
| Anthurium Red -- D | 337 | | 250 | 140 | 1.17 | |
| Anthurium Red -- I | 4,961 | 1 | 240 | 88 | 0.73 | AUS THA USA ZAF |
| Anthurium White -- D | 268 | | 80 | 53 | 0.44 | |
| Anthurium White -- I | 3,026 | 21 | 160 | 79 | 0.65 | THA |
| Banksia -- D | 39 | | 430 | 387 | 3.22 | |
| Banksia -- I | 264 | 150 | 350 | 257 | 2.14 | AUS NZL |
| Brodea -- D | 60 | | | 30 | 0.25 | |
| Brodea -- I | 0 | | | | | |
| Bupleurum -- D | 45,530 | 5 | 130 | 68 | 0.57 | |
| Bupleurum -- I | 0 | | | | | |
| Calla -- D | 130,853 | 15 | 400 | 65 | 0.54 | |
| Calla -- I | 6,592 | 50 | 300 | 132 | 1.10 | NLD NZL |
| Carnations Spray -- D | 506,410 | 10 | 160 | 63 | 0.53 | |
| Carnations Spray -- I | 465,052 | 10 | 150 | 39 | 0.32 | COL |
| Carnations Standard -- D | 516,029 | 6 | 170 | 60 | 0.50 | |
| Carnations Standard -- I | 633,786 | 10 | 175 | 42 | 0.35 | COL |
| Chrysanthemum Spray -- D | 637,210 | 1 | 125 | 42 | 0.35 | |
| Chrysanthemum Spray -- I | 435,600 | 1 | 150 | 47 | 0.39 | KOR |
| Delphinium -- D | 141,410 | 7 | 370 | 124 | 1.03 | |
| Delphinium -- I | 0 | | | | | |
| Dracaena -- D | 15,015 | 10 | 250 | 55 | 0.45 | |
| Dracaena -- I | 325,111 | 1 | 120 | 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 | 267,159 | 8 | 600 | 193 | 1.61 | |
| Eustoma -- I | 101,260 | 49 | 225 | 134 | 1.12 | AUS |
| Freesia -- D | 296,845 | 2 | 130 | 35 | 0.29 | |
| Freesia -- I | 8,640 | | 40 | 29 | 0.24 | NLD |
| Gentiana -- D | 0 | | | | | |
| Gentiana -- I | 940 | | 100 | 53 | 0.44 | NLD NZL |
| Gerbera -- D | 607,639 | 4 | 150 | 50 | 0.42 | |
| Gerbera -- I | 4,080 | 10 | 50 | 18 | 0.15 | |
| Gladiolus -- D | 58,385 | 15 | 120 | 70 | 0.58 | |
| Gladiolus -- I | 26,490 | 18 | 80 | 49 | 0.41 | NLD |
| Gypsophila -- D | 432,690 | 10 | 350 | 60 | 0.50 | |
| Gypsophila -- I | 8,310 | | 100 | 60 | 0.50 | ISR |
| Heliconia Pendula -- D | 570 | | 120 | 33 | 0.28 | |
| Heliconia Pendula -- I | 134 | | 400 | 153 | 1.27 | SGP |
| Leucad. Safari Sunset -- D | 20 | | 70 | 70 | 0.58 | |
| Leucad. Safari Sunset -- I | 3,563 | | 100 | 60 | 0.50 | AUS NZL ZAF |
| Leucospermum Cordifolium -- D | 0 | | | | | |
| Leucospermum Cordifolium -- I | 160 | | 120 | 100 | 0.83 | AUS NZL ZAF |
| Lily Casablanca -- D | 18,707 | 43 | 1,000 | 445 | 3.71 | |
| Lily Casablanca -- I | 0 | | | | | |
| Lily Longiflorum -- D | 59,990 | 35 | 180 | 86 | 0.71 | |
| Lily Longiflorum -- I | 0 | | | | | |
| Limonium Sinuatum -- D | 731,903 | 5 | 87 | 29 | 0.24 | |
| Limonium Sinuatum -- I | 0 | | | | | |
| Molucella -- D | 6,630 | 30 | 110 | 75 | 0.62 | |
| Molucella -- I | 0 | | | | | |
| Nerine -- D | 0 | | | | | |
| Nerine -- I | 1,000 | | 60 | 51 | 0.42 | NLD NZL |
| Orchid Anna -- D | 0 | | | | | |
| Orchid Anna -- I | 139,180 | 8 | 70 | 29 | 0.24 | SGP THA |
| Orchid Cymbidium -- D | 30,778 | 50 | 3,000 | 293 | 2.44 | |
| Orchid Cymbidium -- I | 2,769 | | 350 | 192 | 1.59 | NLD NZL |
| Orchid Oncidium -- D | 7,629 | 5 | 550 | 162 | 1.35 | |
| Orchid Oncidium -- I | 96,845 | 5 | 285 | 115 | 0.96 | SGP TAI THA |
| Orchid Phalaenopsis -- D | 15,259 | | 1,600 | 360 | 3.00 | |
| Orchid Phalaenopsis -- I | 8,399 | 50 | 960 | 470 | 3.91 | AUS NZL |
| Orchid Sonia -- D | 0 | | | | | |
| Orchid Sonia -- I | 85,980 | 10 | 59 | 30 | 0.25 | THA |
| Ornithogalum -- D | 11,670 | 12 | 100 | 47 | 0.39 | |
| Ornithogalum -- I | 5,481 | 15 | 100 | 54 | 0.45 | NLD ZAF |
| Protea King -- D | 0 | | | | | |
| Protea King -- I | 792 | | 180 | 113 | 0.94 | AUS ZAF |
| Protea others -- D | 0 | | | | | |
| Protea others -- I | 1,233 | 25 | 350 | 131 | 1.09 | AUS NZL |
| Riceflowers -- D | 4,750 | | 200 | 59 | 0.49 | |
| Riceflowers -- I | 430 | 22 | 220 | 142 | 1.18 | AUS NZL |
| Rose Total -- D | 922,009 | 10 | 600 | 109 | 0.90 | |
| Rose Total -- I | 675,984 | 2 | 420 | 57 | 0.48 | |
| Rose Amada -- D | 7,545 | 50 | 235 | 147 | 1.22 | |
| Rose Amada -- I | 0 | | | | | |
| Rose Avalanche -- D | 80,670 | 15 | 180 | 74 | 0.62 | |
| Rose Avalanche -- I | 11,580 | 6 | 92 | 29 | 0.24 | IND NLD |
| Rose Carpe Diem -- D | 12,255 | 30 | 201 | 123 | 1.03 | |
| Rose Carpe Diem -- I | 0 | | | | | |
| Rose Freedom -- D | 0 | | | | | |
| Rose Freedom -- I | 37,950 | 20 | 171 | 105 | 0.88 | COL |
| Rose Gold Rush -- D | 14,555 | 30 | 222 | 116 | 0.96 | |
| Rose Gold Rush -- I | 1,770 | 50 | 159 | 84 | 0.70 | |
| Rose Gold Strike -- D | 770 | | 140 | 91 | 0.76 | |
| Rose Gold Strike -- I | 41,005 | 9 | 70 | 26 | 0.22 | COL IND |
| Rose Noblesse -- D | 7,170 | 25 | 153 | 76 | 0.63 | |
| Rose Noblesse -- I | 14,605 | 15 | 50 | 29 | 0.24 | IND NLD |

| Product Name & Source | Quantity | Price in Japanese Yen | | | Average | Main Origin |
|-----------------------------|----------|-----------------------|---------|---------|---------|-------------|
| | | Lowest | Highest | Average | US\$ | |
| D = Domestic I = Imported | | | | | | |
| Rose Red Roses D -- | 28,229 | 15 | 550 | 99 | 0.83 | |
| Rose Red Roses I -- | 70,817 | | 180 | 53 | 0.44 | |
| Rose Red Star -- D | 7,925 | 50 | 200 | 114 | 0.95 | |
| Rose Red Star -- I | 0 | | | | | |
| Rose Samourai -- D | 44,025 | 30 | 225 | 141 | 1.18 | |
| Rose Samourai -- I | 12,170 | 10 | 180 | 91 | 0.76 | IND |
| Rose Sweet Avalanche -- D | 30,230 | 30 | 180 | 102 | 0.85 | |
| Rose Sweet Avalanche -- I | 5,560 | 25 | 144 | 70 | 0.58 | |
| Rose Sweet Unique -- D | 3,955 | 30 | 192 | 112 | 0.93 | |
| Rose Sweet Unique -- I | 13,025 | 31 | 171 | 79 | 0.65 | COL |
| Rose Teresa -- D | 5,790 | 50 | 192 | 110 | 0.91 | |
| Rose Teresa -- I | 0 | | | | | |
| Rose Tineke -- D | 19,785 | 13 | 160 | 69 | 0.58 | |
| Rose Tineke -- I | 180 | 19 | 40 | 26 | 0.22 | IND |
| Rose Yves Piaget -- D | 16,421 | 30 | 250 | 104 | 0.87 | |
| Rose Yves Piaget -- I | 660 | | 180 | 100 | 0.83 | NLD |
| Rose Spr Babe -- D | 10,130 | 30 | 225 | 152 | 1.26 | |
| Rose Spr Babe -- I | 2,270 | 40 | 180 | 108 | 0.90 | KOR |
| Rose Spr Lovely Lydia -- D | 5,320 | 40 | 230 | 163 | 1.36 | |
| Rose Spr Lovely Lydia -- I | 770 | 50 | 125 | 73 | 0.61 | KOR |
| Rose Spr Shooting Star -- D | 5,665 | 40 | 250 | 154 | 1.28 | |
| Rose Spr Shooting Star -- I | 1,380 | 40 | 90 | 73 | 0.61 | KOR NLD |
| Sandersonia -- D | 16,370 | 31 | 174 | 95 | 0.79 | |
| Sandersonia -- I | 0 | | | | | |
| Trachelium -- D | 0 | | | | | |
| Trachelium -- I | 850 | | 140 | 104 | 0.87 | ISR NLD |
| Tulip -- D | 536,113 | 10 | 199 | 57 | 0.48 | |
| Tulip -- I | 500 | | 160 | 90 | 0.75 | NLD |
| Waxflowers -- D | 1,830 | | 50 | 50 | 0.42 | |
| Waxflowers -- I | 4,200 | | 60 | 43 | 0.36 | AUS |
| Green Foliage | | | | | | |
| Beargrass -- D | 6 | | 300 | 200 | 1.67 | |
| Beargrass -- I | 1,200 | 20 | 300 | 87 | 0.72 | USA |
| Leatherleaves -- D | 58,560 | 5 | 65 | 34 | 0.28 | |
| Leatherleaves -- I | 256,755 | 10 | 51 | 23 | 0.19 | USA |
| Ruscus Israel -- D | 3,170 | | 40 | 23 | 0.19 | |
| Ruscus Israel -- I | 8,795 | | 45 | 32 | 0.27 | ISR |
| Ruscus Italian -- D | 0 | | | | | |
| Ruscus Italian -- I | 16,100 | 25 | 81 | 45 | 0.38 | ITA |
| Salal -- D | 0 | | | | | |
| Salal -- I | 18,305 | 25 | 800 | 173 | 1.44 | USA |