

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.

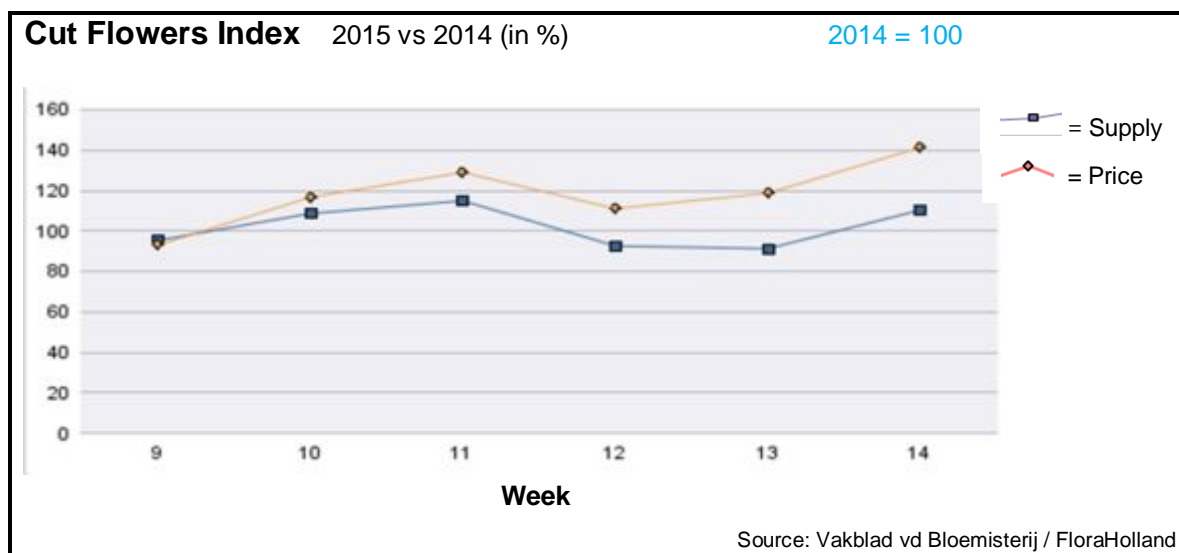
The Market Insider team

Week No. 14-2015

Date: 08/04/15

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 14 the cut flowers average price was 22 cents (clock-only price was 26), this means =44% more than the (non-Easter) week 14 of 2014. The supplied quantities were 10% higher. This resulted in a 56% higher sales turnover.

This was of course the nice combination of Easter-week and the cool spring weather in Europe.

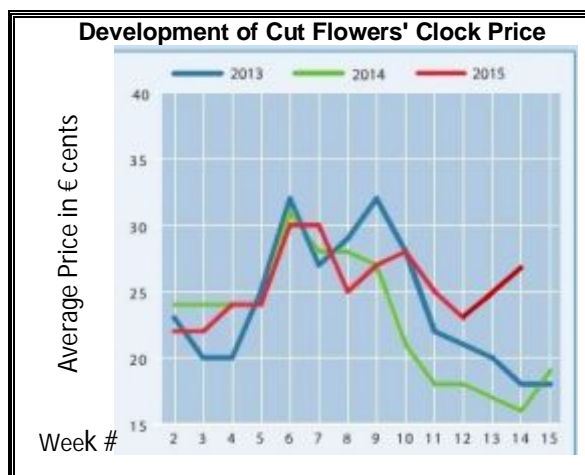
It was again a 'tulips week', with 52% more in price, and 24% more supply than last year.

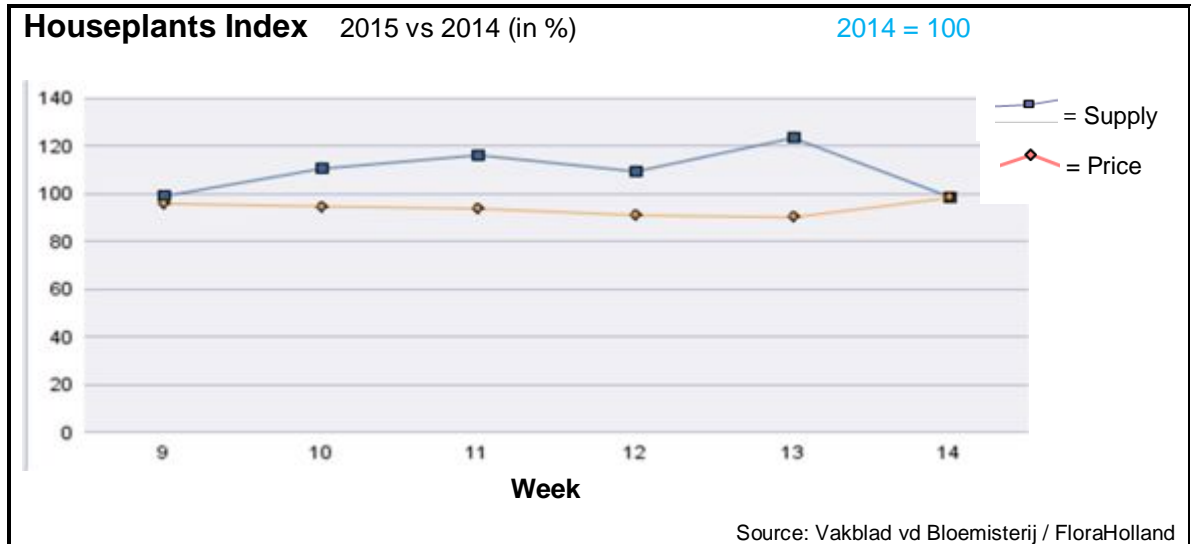
Big roses got 33/5% higher price, with 5% more sold stems.

Good demand for yellow and white chrysanthemums; the average price for the spray type was 35% higher, with 27% more stems.

Other flowers that got significant higher prices were: alstroemeria, ammi, anthurium, asclepias, asparagus, carnations standard, carnations spray, eucalyptus, gerbera big, gerbera mini, gladioli, gypsophila, helianthus, leucadendron, lily, limonium, ranunculus, solidago, and trachelium.

However, anigozanthos and narcissus got lower prices, for much bigger supply than last year.





The average price for houseplants in week 14 was 2% lower than in last year, while the number of sold units was 1% lower. This resulted in 3% less in sales turnover.

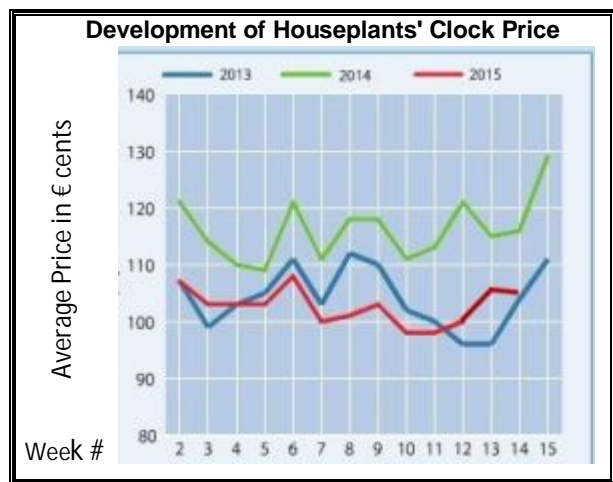
Phalaenopsis got 3% less in price, for 11% more sold pots.

Kalanchoe got 3.5% higher average price than last year, with 6% more units.

Narcissus got 11% more in price, for 22% more sold units.

Ficus got 4.5% better price for 10% less units.

Dracaena price was higher by 33/5%, while supply was 35% 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. W14 Date: 08/04/2015

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 : 14 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\$ = 119.03 Yen

<u>Product Name & Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	18,603,729					
Alstroemeria -- D	560,676	1	1,000	72	0.61	
Alstroemeria -- I	5,529		60	45	0.38	COL ISR NLD
Ammi majus -- D	97,127	7	100	35	0.29	
Ammi majus -- I	0					
Anigozanthos -- D	2,380	27	150	55	0.46	
Anigozanthos -- I	4,000		50	34	0.29	AUS NLD ZWE
Anthurium Pink -- D	142		300	143	1.20	
Anthurium Pink -- I	6,188	25	200	91	0.77	THA
Anthurium Red -- D	444		350	148	1.24	
Anthurium Red -- I	5,630	28	200	106	0.89	AUS THA USA ZAF
Anthurium White -- D	268		200	76	0.64	
Anthurium White -- I	3,244	8	190	85	0.71	THA
Banksia -- D	47		400	365	3.07	
Banksia -- I	212	180	333	257	2.16	AUS NZL
Bupleurum -- D	51,549	10	130	68	0.57	
Bupleurum -- I	0					
Calla -- D	145,240	15	400	71	0.59	
Calla -- I	7,307	70	350	160	1.35	NLD NZL
Carnations Spray -- D	622,486	10	160	53	0.45	
Carnations Spray -- I	502,981	6	170	35	0.29	COL
Carnations Standard -- D	594,423	10	310	56	0.47	
Carnations Standard -- I	570,829	5	175	40	0.34	COL
Chrysanthemum Spray -- D	505,780	3	150	45	0.37	
Chrysanthemum Spray -- I	399,400	6	100	46	0.39	KOR
Delphinium -- D	167,330	5	450	117	0.98	
Delphinium -- I	0					
Dracaena -- D	19,121	16	100	57	0.48	
Dracaena -- I	304,212	10	120	43	0.36	SGP SGP
Eustoma -- D	288,034	16	700	202	1.69	
Eustoma -- I	60,800	50	235	131	1.10	AUS

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Freesia -- D	259,420	2	100	37	0.31	
Freesia -- I	7,200		35	25	0.21	NLD
Gerbera -- D	668,588	5	150	42	0.35	
Gerbera -- I	2,400		50	38	0.32	
Gladiolus -- D	73,585	15	120	68	0.57	
Gladiolus -- I	10,200	20	75	49	0.41	NLD
Gypsophila -- D	366,910	10	350	69	0.58	
Gypsophila -- I	7,050		124	57	0.48	ISR
Heliconia Pendula -- D	1,178		100	34	0.29	
Heliconia Pendula -- I	182		350	155	1.30	SGP
Leucad. Safari Sunset -- D	40		5	5	0.04	
Leucad. Safari Sunset -- I	3,572		90	63	0.53	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	810		250	124	1.04	AUS NZL ZAF
Lily Casablanca -- D	21,824	43	1,000	408	3.43	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	54,050	3	200	85	0.71	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	687,500	5	80	17	0.15	
Limonium Sinuatum -- I	0					
Molucella -- D	6,590	22	110	72	0.60	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,400		60	44	0.37	NLD NZL
Orchid Anna -- D	400		5	5	0.04	
Orchid Anna -- I	166,440	3	70	23	0.19	SGP THA
Orchid Cymbidium -- D	28,725	35	3,000	324	2.72	
Orchid Cymbidium -- I	2,371		350	201	1.69	NLD NZL
Orchid Oncidium -- D	6,930	25	550	196	1.65	
Orchid Oncidium -- I	98,835	20	400	141	1.19	SGP SGP TAI THA
Orchid Phalaenopsis -- D	16,304	72	1,750	409	3.44	
Orchid Phalaenopsis -- I	7,691	80	1,035	487	4.09	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	96,350	4	57	26	0.22	THA
Ornithogalum -- D	21,990	15	110	45	0.37	
Ornithogalum -- I	3,167	30	100	65	0.54	NLD ZAF
Protea King -- D	0					
Protea King -- I	666	30	2,000	148	1.24	AUS ZAF
Protea others -- D	0					
Protea others -- I	794	11	800	241	2.02	AUS NZL
Riceflowers -- D	6,440		200	84	0.70	
Riceflowers -- I	270	96	200	138	1.16	AUS NZL
Rose Total -- D	1,025,103	1	650	102	0.86	
Rose Total -- I	404,753	10	400	68	0.57	COL IND NLD
Rose Amada -- D	8,630	30	225	140	1.17	
Rose Amada -- I	0					
Rose Avalanche -- D	84,480	10	185	71	0.60	
Rose Avalanche -- I	7,910	10	90	36	0.30	IND NLD
Rose Carpe Diem -- D	13,826	30	200	120	1.01	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	25,251	37	171	116	0.97	COL
Rose Gold Rush -- D	18,150	30	220	114	0.96	
Rose Gold Rush -- I	600	70	168	118	0.99	
Rose Gold Strike -- D	600		140	104	0.88	
Rose Gold Strike -- I	21,970	10	91	30	0.25	COL IND
Rose Noblesse -- D	8,880	30	160	76	0.64	
Rose Noblesse -- I	12,055	15	55	33	0.28	IND NLD
Rose Red Roses D --	31,726	15	550	94	0.79	
Rose Red Roses I --	30,198		171	73	0.61	
Rose Red Star -- D	10,198	20	200	104	0.87	
Rose Red Star -- I	0					

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
		<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	<u>US\$</u>	
D = Domestic I = Imported						
Rose Samourai -- D	53,045	30	250	134	1.13	
Rose Samourai -- I	10,720	26	170	97	0.81	IND
Rose Sweet Avalanche -- D	35,060	30	170	97	0.82	
Rose Sweet Avalanche -- I	4,820	15	120	67	0.56	
Rose Sweet Unique -- D	4,925	30	180	106	0.89	
Rose Sweet Unique -- I	7,390	37	150	80	0.67	
Rose Teresa -- D	7,160	30	170	98	0.83	
Rose Teresa -- I	0					
Rose Tineke -- D	20,493	19	140	60	0.50	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	16,438	35	250	101	0.85	
Rose Yves Piaget -- I	1,190		180	82	0.69	NLD
Rose Spr Babe -- D	10,740	30	240	137	1.15	
Rose Spr Babe -- I	1,460	46	180	120	1.01	KOR
Rose Spr Lovely Lydia -- D	5,975	40	235	138	1.16	
Rose Spr Lovely Lydia -- I	1,250		150	80	0.67	KOR
Rose Spr Shooting Star -- D	6,535	39	265	135	1.13	
Rose Spr Shooting Star -- I	3,340	40	120	70	0.59	KOR NLD
Sandersonia -- D	26,200	35	170	93	0.78	
Sandersonia -- I	0					
Trachelium -- D	120		110	110	0.92	
Trachelium -- I	600		120	101	0.85	
Tulip -- D	231,022	10	199	62	0.52	
Tulip -- I	0					
Waxflowers -- D	1,530		70	44	0.37	
Waxflowers -- I	1,465		50	43	0.36	AUS
Green Foliage						
Beargrass -- D	6		100	100	0.84	
Beargrass -- I	880	250	350	113	0.95	USA
Leatherleaves -- D	61,080	10	80	38	0.32	
Leatherleaves -- I	332,513	10	60	23	0.19	USA
Ruscus Israel -- D	4,000		50	24	0.20	
Ruscus Israel -- I	11,700		50	34	0.29	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	13,830	18	75	44	0.37	ITA
Salal -- D	0					
Salal -- I	19,033	25	900	174	1.46	USA