

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.

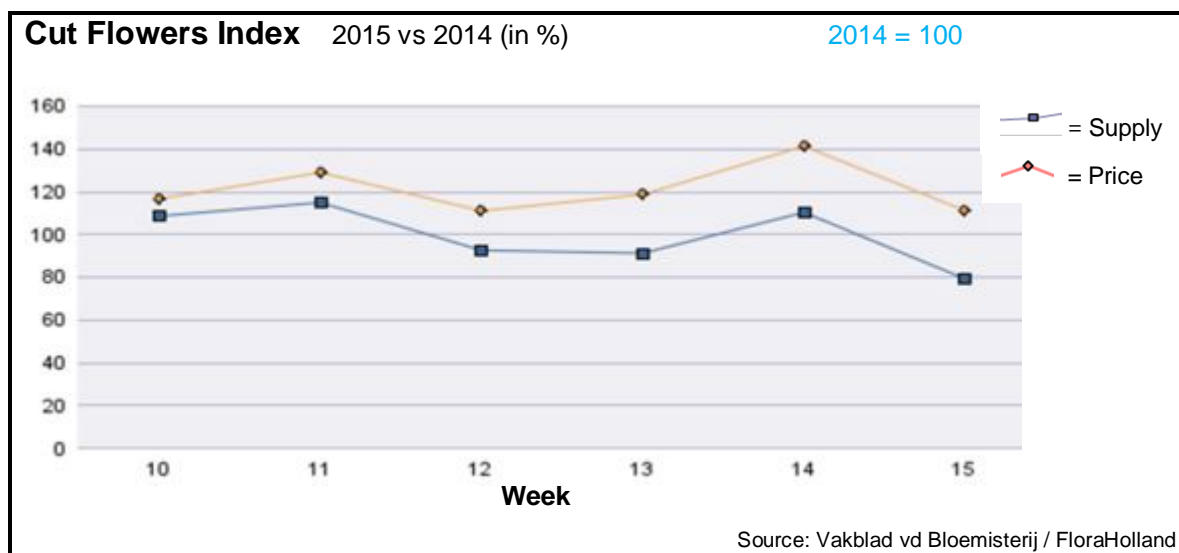
The Market Insider team

Week No. 15-2015

Date: 15/04/15

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 15 the cut flowers average price was 11% higher than the in week 15 of 2014.

The supplied quantities were 20% lower (due to less one sales day; Monday was a holiday). This resulted in a 12% lower sales turnover.

Tulips quantities went sharply down, while their prices were much higher than last year.

Big roses got 4.4% lower price, and small roses - 6.2%.

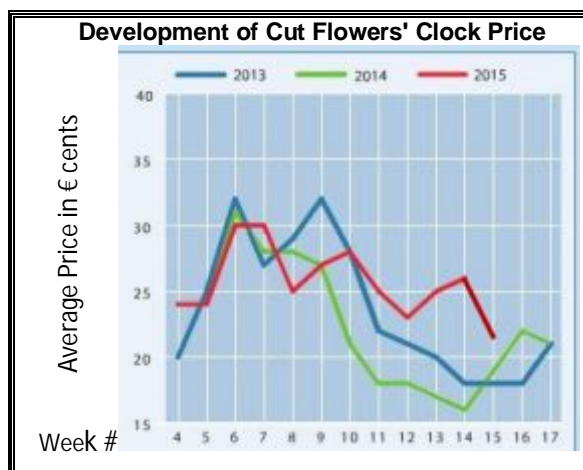
Lilies got better prices, for some fewer flowers.

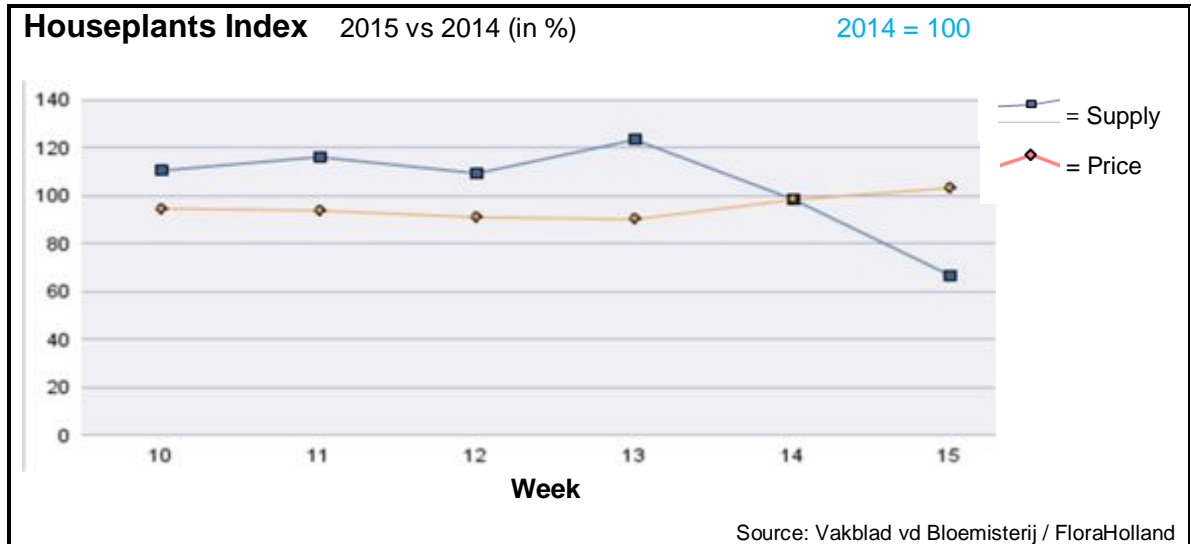
Peonies are late this year, due to cool weather; some 58% less stems got 70% more in price.

Also Cymbidium was supplied in 50% fewer stems, and the average price was 36% higher than last year.

Other flowers that got significant higher prices were: chamelaucium/wax flower, carnations standard, carnations spray, eucalyptus, fatsia, , pittosporum, trachelium, and tulip.

Much lower prices were obtained by: anemone, asclepias, gerbera mini, helianthus, limonium, and narcissus.





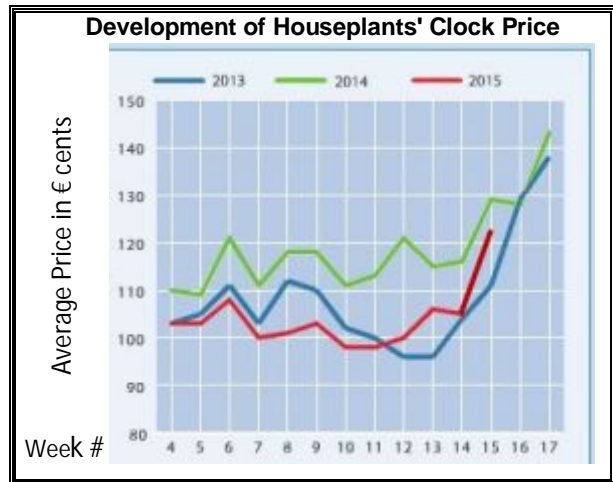
Week 15 had one day (Monday) holiday, and the weather was cooler than last year. This resulted in a 33% fewer supply of houseplants to the auctions.

The price was a bit higher, so that the sales turnover was 31% higher.

All the flowering plants got lower prices' with the exception of kalanchoë that got 1 cent more than in last year.

Green plants ficus and hedera, both in the top 15 list, got higher prices than in 2014; so did the arrangements.

Expectations for the coming week are optimistic. Traders believe that the nice weather might encourage consumers to visit the garden-centres. Also the Secretary Day in the Netherlands, Belgium, and France (16 April) might have some impact.





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. W15 Date: 15/04/2015

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 : 15 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\$ = 119.75 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	16,902,835					
Alstroemeria -- D	501,949	7	1,000	52	0.43	
Alstroemeria -- I	180		5	5	0.04	COL
Ammi majus -- D	74,775	1	100	26	0.22	
Ammi majus -- I	0					
Anigozanthos -- D	4,455	10	150	33	0.27	
Anigozanthos -- I	1,150		40	37	0.31	AUS NLD ZWE
Anthurium Pink -- D	136		180	120	1.00	
Anthurium Pink -- I	6,842	10	150	77	0.64	THA
Anthurium Red -- D	422		180	123	1.03	
Anthurium Red -- I	7,307	5	220	87	0.72	AUS THA USA ZAF
Anthurium White -- D	224		70	58	0.48	
Anthurium White -- I	3,667	10	160	75	0.63	THA
Banksia -- D	51		450	356	2.97	
Banksia -- I	156	175	333	259	2.16	AUS NZL
Brodea -- D	180		45	38	0.32	
Brodea -- I	0					
Bupleurum -- D	47,810	8	120	53	0.44	
Bupleurum -- I	0					
Calla -- D	132,152	5	350	64	0.53	
Calla -- I	6,725	16	320	110	0.92	NLD NZL
Carnations Spray -- D	511,720	3	160	44	0.37	
Carnations Spray -- I	428,169	1	70	30	0.25	COL
Carnations Standard -- D	469,774	4	250	52	0.44	
Carnations Standard -- I	489,844	5	170	39	0.32	COL
Chrysanthemum Spray -- D	613,310	1	130	42	0.35	
Chrysanthemum Spray -- I	470,861	1	90	41	0.35	KOR
Delphinium -- D	167,411	1	350	90	0.75	
Delphinium -- I	0					
Dracaena -- D	22,237	10	117	48	0.40	
Dracaena -- I	313,133	1	150	37	0.31	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Eustoma -- D	306,409	15	650	172	1.44	
Eustoma -- I	19,810	5	185	108	0.91	AUS
Freesia -- D	149,115	3	70	35	0.30	
Freesia -- I	0					
Gerbera -- D	586,203	3	200	27	0.22	
Gerbera -- I	0					
Gladiolus -- D	84,420	5	120	63	0.53	
Gladiolus -- I	5,400	5	100	47	0.40	NLD
Gypsophila -- D	382,100	1	300	50	0.42	
Gypsophila -- I	6,450		60	54	0.45	ISR
Heliconia Caribea -- D	0					
Heliconia Caribea -- I	18	190	200	193	1.61	
Heliconia Pendula -- D	702		300	25	0.21	
Heliconia Pendula -- I	96		350	258	2.15	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,495	30	130	56	0.46	NZL
Leucospermum Cordifolium -- D	50			70	0.58	
Leucospermum Cordifolium -- I	280		140	90	0.75	AUS NZL ZAF
Lily Casablanca -- D	20,127	20	1,000	381	3.18	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	60,235	5	200	81	0.68	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	675,605	1	65	17	0.14	
Limonium Sinuatum -- I	0					
Molucella -- D	8,420	15	120	68	0.56	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,600		65	41	0.34	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	112,330	2	70	26	0.22	SGP THA
Orchid Cymbidium -- D	30,692	52	5,000	263	2.20	
Orchid Cymbidium -- I	2,249	78	300	156	1.30	NLD NZL
Orchid Oncidium -- D	7,040	25	550	181	1.51	
Orchid Oncidium -- I	108,270	10	275	117	0.98	SGP TAI THA
Orchid Phalaenopsis -- D	17,049	18	1,600	364	3.04	
Orchid Phalaenopsis -- I	8,497	66	1,035	427	3.57	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	87,840	5	45	28	0.24	THA
Ornithogalum -- D	28,044	10	120	36	0.30	
Ornithogalum -- I	3,203	10	85	54	0.45	NLD ZAF
Protea King -- D	0					
Protea King -- I	963	30	1,500	225	1.87	AUS ZAF
Protea others -- D	0					
Protea others -- I	540	90	350	174	1.45	
Riceflowers -- D	2,550		200	103	0.86	
Riceflowers -- I	294	5	250	103	0.86	AUS
Rose Total -- D	972,454	3	650	80	0.67	
Rose Total -- I	146,414	9	420	61	0.51	
Rose Amada -- D	10,302	30	175	106	0.89	
Rose Amada -- I	0					
Rose Avalanche -- D	77,410	15	180	59	0.49	
Rose Avalanche -- I	930	20	71	34	0.28	IND NLD
Rose Carpe Diem -- D	12,724	27	180	97	0.81	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	12,423	62	142	97	0.81	COL
Rose Gold Rush -- D	17,690	11	175	83	0.69	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	535		120	82	0.68	
Rose Gold Strike -- I	3,360	15	60	33	0.28	COL IND
Rose Noblesse -- D	7,780	20	100	55	0.46	
Rose Noblesse -- I	2,900	15	50	31	0.26	IND NLD

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Red Roses D --	32,143	10	420	73	0.61	
Rose Red Roses I --	9,561		142	41	0.34	
Rose Red Star -- D	10,065	28	162	78	0.65	
Rose Red Star -- I	0					
Rose Samourai -- D	50,220	25	175	99	0.83	
Rose Samourai -- I	640		170	60	0.50	IND
Rose Sweet Avalanche -- D	36,055	30	170	73	0.61	
Rose Sweet Avalanche -- I	740	30	94	38	0.32	
Rose Sweet Unique -- D	6,030	30	150	79	0.66	
Rose Sweet Unique -- I	1,320	32	120	42	0.35	
Rose Teresa -- D	6,440	30	150	76	0.63	
Rose Teresa -- I	0					
Rose Tineke -- D	18,490	15	130	52	0.43	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	17,701	20	200	81	0.67	
Rose Yves Piaget -- I	340		60	53	0.44	NLD
Rose Spr Babe -- D	7,560	34	150	97	0.81	
Rose Spr Babe -- I	1,760	50	170	67	0.56	KOR
Rose Spr Lovely Lydia -- D	4,850	30	160	102	0.85	
Rose Spr Lovely Lydia -- I	1,530	40	90	55	0.46	KOR
Rose Spr Shooting Star -- D	6,100	30	180	103	0.86	
Rose Spr Shooting Star -- I	2,270	40	100	60	0.50	KOR NLD
Sandersonia -- D	21,170	25	150	93	0.77	
Sandersonia -- I	0					
Trachelium -- D	100		100	98	0.82	
Trachelium -- I	1,050		130	96	0.80	ISR NLD
Tulip -- D	50,200	10	239	53	0.44	
Tulip -- I	0					
Waxflowers -- D	0					
Waxflowers -- I	1,400		65	40	0.34	AUS
Green Foliage						
Beargrass -- D	6		267	183	1.53	
Beargrass -- I	1,140	15	420	84	0.70	USA
Leatherleaves -- D	80,840	3	65	31	0.26	
Leatherleaves -- I	312,902	1	40	18	0.15	USA
Ruscus Israel -- D	6,500		40	21	0.17	
Ruscus Israel -- I	9,030		45	28	0.23	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	12,660	15	84	42	0.35	ITA
Salal -- D	0					
Salal -- I	16,365	25	700	150	1.25	USA