

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.

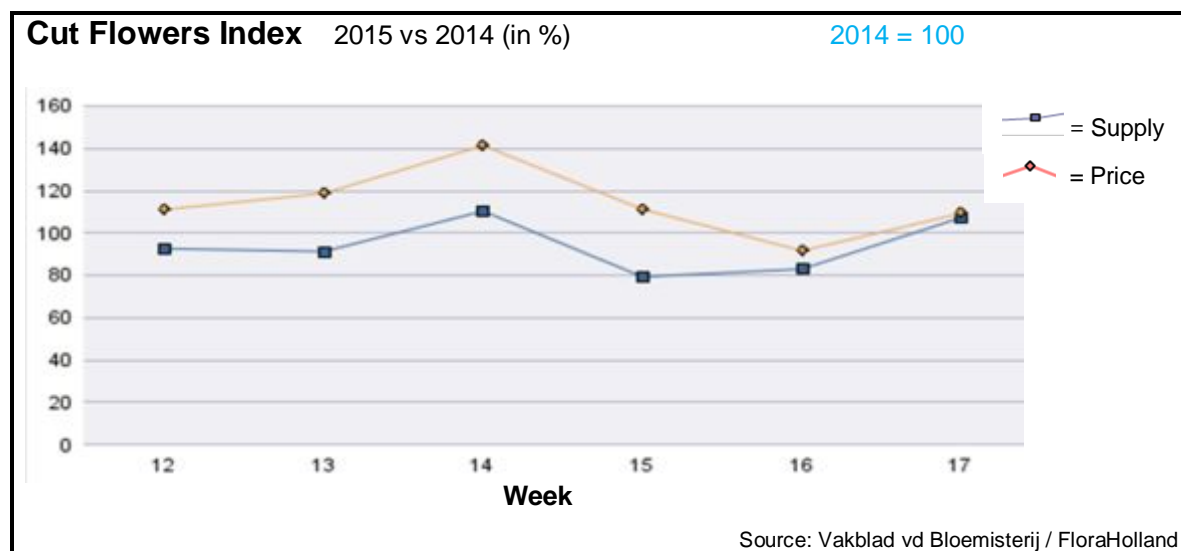
The Market Insider team

Week No. 17-2015

Date: 29/04/15

The FloraHolland flower auctions' weekly supply and price index

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

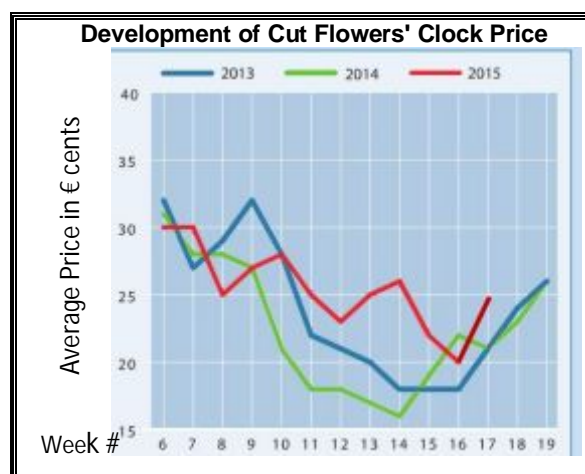


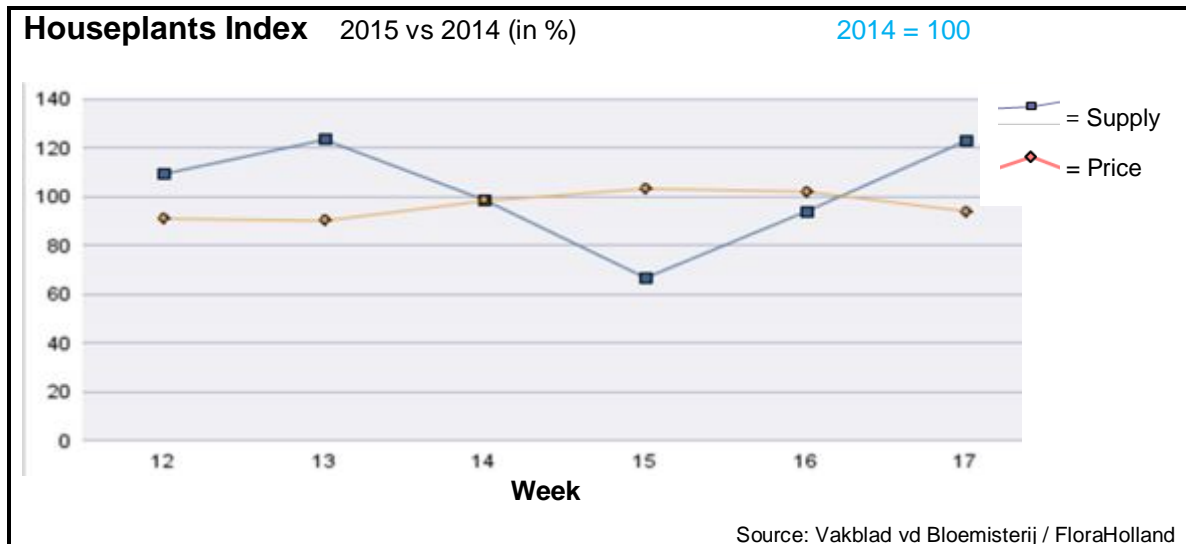
In week 17 the cut flowers average price was 9.4% higher than the in week 17 of 2014 (which was then the post- Easter week, with just 4 auction days). The supplied quantities were 7.3% higher.

Unlike the general trend, peony supply was 52% lower than in last year, resulted in a price jump of 68.3%, compared to 2014.

Most products got better price than last year; standing out with much better price were: Agapanthus, ammi, anemone, anthurium, wax-flower, delphinium, carnation spray, eustoma, fatsia, gerbera mini, gladiolus, gypsophila, hypericum, limonium, ornithogalum, phlox, roses, solidago, and trachelium.

Only but a few products got lower price; among them: Chrysanthemum spray and Pittosporum.





In week 17 the average price for houseplants was 6% lower than in this week last year.

The total quantity was higher by 23%, resulted in a 16% higher sales turnover. (Well, last year this week had only 4 auction days)

Almost all products got lower price than last year.

Phalaenopsis got 7.5% less in price, for 19% more sold pots.

Kalanchoe got 6% lower price, while the supply was 29% higher.

Pot-roses got 9% lower price, while the supply was 19% higher.

Hydrangea got 3% lower price with 11% more supplied pots.

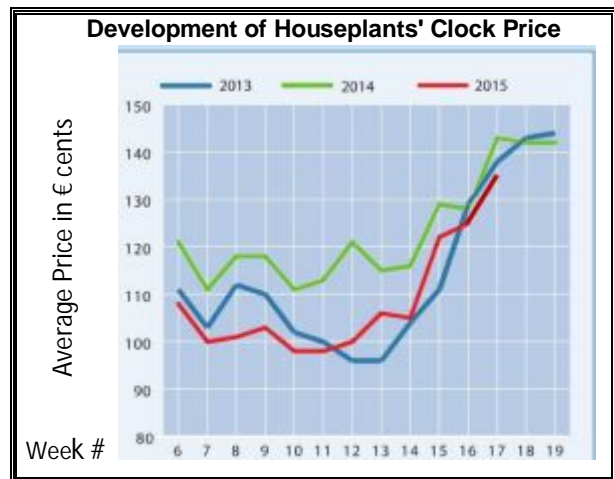
Anthurium got the same price as last year, for 16% more supplied units.

Campanula got 2% lower price for 52% more in supply.

Dracaena got 4% less in price, while supply was 30% higher.

Ficus got 9% less in price, with 30% more in supply.

Toward the end of the week prices went up, influenced by the approaching King Day, and the nearing Mother's Day.





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. W17 Date: 29/04/2015

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 : 17 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\$ = 119.05 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	17,506,176					
Alstroemeria -- D	511,924	10	1,000	61	0.52	
Alstroemeria -- I	0					
Ammi majus -- D	87,930	5	100	30	0.25	
Ammi majus -- I	0					
Anigozanthos -- D	2,640	13	120	44	0.37	
Anigozanthos -- I	450		80	56	0.47	AUS NLD ZWE
Anthurium Pink -- D	178		200	112	0.94	
Anthurium Pink -- I	7,197	20	180	77	0.65	THA
Anthurium Red -- D	506		300	112	0.94	
Anthurium Red -- I	8,088	18	240	89	0.75	AUS THA USA ZAF
Anthurium White -- D	266		120	71	0.60	
Anthurium White -- I	3,410	10	160	80	0.67	THA
Banksia -- D	33		350	301	2.53	
Banksia -- I	192	150	383	242	2.04	AUS NZL
Brodea -- D	190		100	36	0.30	
Brodea -- I	0					
Bupleurum -- D	43,740	25	110	57	0.48	
Bupleurum -- I	0					
Calla -- D	137,267	10	500	65	0.55	
Calla -- I	5,213	35	300	138	1.16	NLD NZL
Carnations Spray -- D	522,921	12	160	57	0.48	
Carnations Spray -- I	519,426	11	170	39	0.33	COL
Carnations Standard -- D	595,102	16	310	59	0.49	
Carnations Standard -- I	700,571	1	270	44	0.37	COL
Chrysanthemum Spray -- D	692,425	4	125	51	0.42	
Chrysanthemum Spray -- I	380,040	3	95	51	0.43	KOR
Delphinium -- D	182,335	14	330	85	0.71	
Delphinium -- I	0					
Dracaena -- D	23,095	5	400	41	0.35	
Dracaena -- I	289,680	1	270	32	0.27	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Eustoma -- D	346,162	21	720	204	1.71	
Eustoma -- I	320		80	71	0.60	
Freesia -- D	57,290	15	80	39	0.33	
Freesia -- I	0					
Gentiana -- D	30			335	2.81	
Gentiana -- I	410		100	84	0.71	
Gerbera -- D	568,880	2	140	29	0.25	
Gerbera -- I	0					
Gladiolus -- D	80,205	20	125	77	0.65	
Gladiolus -- I	6,400	15	70	56	0.47	NLD
Gypsophila -- D	419,575	6	300	58	0.48	
Gypsophila -- I	7,383		80	59	0.50	ISR
Heliconia Caribea -- D	0					
Heliconia Caribea -- I	6	250	250	250	2.10	
Heliconia Pendula -- D	2,300		50	34	0.28	
Heliconia Pendula -- I	276		700	137	1.15	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	9,648	20	150	60	0.50	AUS NZL ZAF
Leucospermum Cordifolium -- D	40		300	212	1.78	
Leucospermum Cordifolium -- I	190		250	128	1.08	AUS NZL ZAF
Lily Casablanca -- D	23,994	43	900	370	3.11	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	59,405	35	220	100	0.84	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	536,970	5	84	26	0.22	
Limonium Sinuatum -- I	0					
Molucella -- D	7,560	16	170	66	0.55	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	400		60	49	0.41	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	85,450	10	90	39	0.32	SGP THA
Orchid Cymbidium -- D	19,081	90	3,000	323	2.72	
Orchid Cymbidium -- I	861	10	500	211	1.78	NLD NZL
Orchid Oncidium -- D	4,627	25	500	192	1.61	
Orchid Oncidium -- I	103,990	3	240	115	0.97	SGP TAI THA
Orchid Phalaenopsis -- D	15,323	10	1,600	371	3.12	
Orchid Phalaenopsis -- I	8,425	68	1,035	457	3.84	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	75,890	9	60	36	0.30	THA
Ornithogalum -- D	67,400	10	110	36	0.30	
Ornithogalum -- I	2,974	18	90	62	0.52	NLD ZAF
Protea King -- D	17		1,200	1,200	10.08	
Protea King -- I	798	80	1,400	251	2.11	AUS ZAF
Protea others -- D	0					
Protea others -- I	485	52	600	219	1.84	AUS NZL
Riceflowers -- D	1,230		200	103	0.87	
Riceflowers -- I	220		200	147	1.23	AUS
Rose Total -- D	1,152,755	6	600	84	0.71	
Rose Total -- I	153,713	15	1,200	61	0.51	
Rose Amada -- D	9,030	30	200	112	0.94	
Rose Amada -- I	0					
Rose Avalanche -- D	75,641	30	180	87	0.73	
Rose Avalanche -- I	215		102	70	0.59	IND NLD
Rose Carpe Diem -- D	14,854	10	175	99	0.83	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	16,387	51	160	93	0.78	COL
Rose Gold Rush -- D	23,515	15	170	83	0.69	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	1,180		120	75	0.63	
Rose Gold Strike -- I	5,540	15	63	40	0.34	COL IND

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Noblesse -- D	8,080	15	100	48	0.40	
Rose Noblesse -- I	7,700	25	54	32	0.27	IND NLD
Rose Red Roses D --	44,354	15	580	69	0.58	
Rose Red Roses I --	6,088		160	50	0.42	
Rose Red Star -- D	15,190	20	160	75	0.63	
Rose Red Star -- I	0					
Rose Samurai -- D	58,069	30	180	99	0.83	
Rose Samurai -- I	240	30	35	33	0.28	IND
Rose Sweet Avalanche -- D	34,770	23	150	83	0.70	
Rose Sweet Avalanche -- I	300	80	90	81	0.68	
Rose Sweet Unique -- D	5,420	30	132	86	0.72	
Rose Sweet Unique -- I	180		120	68	0.57	
Rose Teresa -- D	11,460	20	160	69	0.58	
Rose Teresa -- I	0					
Rose Tineke -- D	28,059	15	140	62	0.52	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	18,039	29	177	90	0.76	
Rose Yves Piaget -- I	680		100	69	0.58	NLD
Rose Spr Babe -- D	11,325	30	150	95	0.80	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	4,545	40	162	110	0.93	
Rose Spr Lovely Lydia -- I	1,530	40	120	73	0.61	KOR
Rose Spr Shooting Star -- D	8,145	20	180	97	0.81	
Rose Spr Shooting Star -- I	210	50	70	59	0.50	KOR
Sandersonia -- D	29,410	50	130	89	0.75	
Sandersonia -- I	0					
Trachelium -- D	470		120	101	0.85	
Trachelium -- I	1,850		130	91	0.77	ISR NLD
Tulip -- D	16,220	8	120	36	0.30	
Tulip -- I	0					
Waxflowers -- D	2,620		100	52	0.44	
Waxflowers -- I	0					
Green Foliage						
Beargrass -- D	6		100	100	0.84	
Beargrass -- I	460	250	330	293	2.46	USA
Leatherleaves -- D	89,410	2	65	28	0.24	
Leatherleaves -- I	243,680	3	40	19	0.16	USA
Ruscus Israel -- D	3,790		35	19	0.16	
Ruscus Israel -- I	8,000		40	27	0.23	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	11,640	15	70	40	0.34	ITA
Salal -- D	0					
Salal -- I	10,780	25	650	221	1.86	USA