

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 (always indicating 6 last weeks).

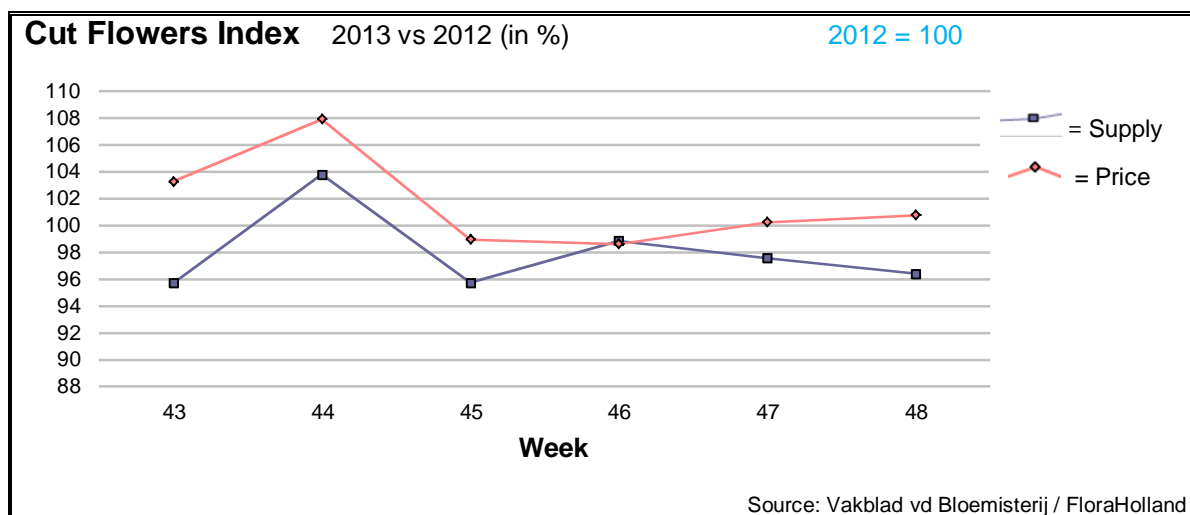
The Market Insider team

Week No. 48

Date: 04/12/2013

The FloraHolland flower auctions' weekly supply and price index

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



The supply of cut flowers is already 4 weeks lower than last year. This is a result of mainly fewer stems of big roses and mini-gerbera.

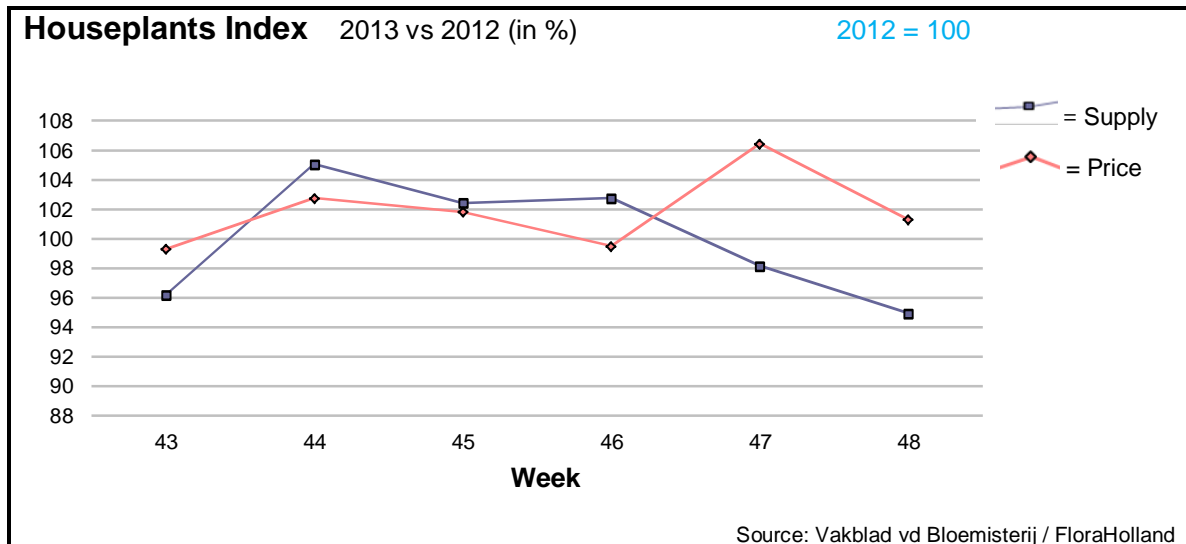
The total average price in week 48 for cut flowers was 25 cent; one cent more than in the same week last year.

Roses, gerbera, and chrysanthemum-spray kept steady prices, while amaryllis stayed behind, and lilies LA got higher price than last year.

Remarkable higher prices, compared to last year, were obtained also by: asclepias, spray-carnations, delphinium, liatris, narcissus, and some more. All were supplied in fewer quantities.

At the same time, some products fetched much lower prices; among them: anemone, asparagus, hypericum, pittosporum, trachelium, and some more. All were supplied in bigger quantities.





The supply-index of houseplants went down during the last two weeks, mainly due to lower supply of the seasonal products poinsettia, amaryllis, and schlumbergera.

The total average price for houseplants in week 48 increased by 2 cents, and was € 1.54.

The poinsettia's supply stays behind already from the beginning of the season; yet, the price stays one cent behind; a signal of lower demand.

Also amaryllis is lagging behind with supply, but this product did face good demand, and the price was 15 cents higher than last year.

Less supply from Denmark is the reason for lower supply of schlumbergera.

Phalaenopsis is the steady factor among the houseplants. A slight fewer quantities brought 2 cents more in the price.

MARKET NEWS SERVICE FOR CUT FLOWERS - ASIAN MARKETS



International
Trade
Centre

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. W48 Date: 04/12/2013

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 : 48 in : 2013

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\$ = 101.76 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	16,741,387					
Alstroemeria -- D	219,363	20	2,051	105	1.03	
Alstroemeria -- I	55,359	30	90	50	0.49	COL ISR NLD
Ammi majus -- D	63,310	2	180	25	0.25	
Ammi majus -- I	0					
Anigozanthos -- D	480		70	25	0.25	
Anigozanthos -- I	30,080	20	80	41	0.40	AUS NLD ZWE
Anthurium Pink -- D	80		500	120	1.18	
Anthurium Pink -- I	8,444	15	150	63	0.62	THA
Anthurium Red -- D	330		171	92	0.90	
Anthurium Red -- I	11,465	10	250	67	0.66	AUS THA USA ZAF
Anthurium White -- D	350		150	73	0.72	
Anthurium White -- I	5,311	11	170	63	0.62	THA
Banksia -- D	0					
Banksia -- I	1,175		200	87	0.86	AUS NZL
Bupleurum -- D	5,725		110	87	0.86	
Bupleurum -- I	0					
Calla -- D	36,550	20	350	115	1.13	
Calla -- I	17,740	10	300	151	1.49	NLD NZL
Carnations Spray -- D	343,822	15	160	49	0.49	
Carnations Spray -- I	467,704	15	170	39	0.39	COL
Carnations Standard -- D	465,387	10	160	49	0.48	
Carnations Standard -- I	663,921	5	180	44	0.44	COL
Chrysanthemum Spray -- D	683,570	1	125	49	0.48	
Chrysanthemum Spray -- I	442,035	5	100	45	0.44	KOR
Delphinium -- D	120,110	10	400	106	1.04	
Delphinium -- I	0					
Dracaena -- D	41,777	4	1,150	42	0.42	
Dracaena -- I	151,733	2	180	27	0.26	SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Euphorbia Marginata -- D	11,500		200	77	0.75	
Euphorbia Marginata -- I	0					
Eustoma -- D	384,720	28	700	163	1.60	
Eustoma -- I	32,720	60	230	129	1.27	AUS
Freesia -- D	105,880	6	80	44	0.44	
Freesia -- I	9,200	20	50	31	0.31	NLD
Gentiana -- D	4,600		80	42	0.42	
Gentiana -- I	0					
Gerbera -- D	366,863	10	909	46	0.45	
Gerbera -- I	2,300	40	75	55	0.54	
Gladiolus -- D	70,527	17	150	87	0.86	
Gladiolus -- I	2,450	41	100	83	0.81	NLD
Gypsophila -- D	313,802	8	230	50	0.49	
Gypsophila -- I	9,525		70	37	0.36	ISR
Heliconia Pendula -- D	1,105	10	120	43	0.42	
Heliconia Pendula -- I	175	20	400	162	1.59	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,967	27	150	74	0.73	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	3,879	65	200	105	1.03	AUS NZL ZAF
Lily Casablanca -- D	27,299	60	900	390	3.84	
Lily Casablanca -- I	1,350		165	99	0.97	KOR
Lily Longiflorum -- D	46,155	22	200	125	1.23	
Lily Longiflorum -- I	7,670	45	120	80	0.79	KOR NLD
Limonium Sinuatum -- D	452,115	10	95	39	0.38	
Limonium Sinuatum -- I	400			15	0.15	AUS NZL
Nerine -- D	6,035	8	135	48	0.47	
Nerine -- I	3,150	60	170	93	0.91	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	140,260	10	60	31	0.30	SGP THA
Orchid Cymbidium -- D	22,956	60	1,200	414	4.07	
Orchid Cymbidium -- I	4,727	84	1,125	542	5.32	NLD NZL
Orchid Oncidium -- D	12,892	15	450	114	1.12	
Orchid Oncidium -- I	134,460	18	200	87	0.86	SGP TAI THA
Orchid Phalaenopsis -- D	11,038	30	3,000	756	7.43	
Orchid Phalaenopsis -- I	5,638	233	1,080	692	6.80	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	102,270	10	50	25	0.25	THA
Ornithogalum -- D	120	51	110	78	0.77	
Ornithogalum -- I	43,580	1	120	24	0.24	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,146	30	900	178	1.75	AUS ZAF
Protea others -- D	0					
Protea others -- I	329	70	900	537	5.28	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	20	180	180	180	1.77	AUS
Rose Total -- D	962,818	6	2,360	99	0.97	
Rose Total -- I	452,352	7	1,200	63	0.62	
Rose Avalanche -- D	76,690	29	200	97	0.95	
Rose Avalanche -- I	10,230	7	120	39	0.39	NLD
Rose Delilah -- D	3,220	30	135	61	0.59	
Rose Delilah -- I	0					
Rose Dukaat -- D	6,685	20	140	74	0.73	
Rose Dukaat -- I	0					
Rose Esther -- D	4,035	20	130	55	0.54	
Rose Esther -- I	280		36	32	0.31	
Rose Fantasy -- D	1,590	30	170	112	1.10	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	6,700	10	45	26	0.26	IND
Rose Gold Strike -- D	1,090	30	135	72	0.71	
Rose Gold Strike -- I	25,071	15	80	30	0.29	IND
Rose Grand Gala -- D	130	73	120	95	0.93	
Rose Grand Gala -- I	7,930	10	60	31	0.30	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Milva -- D	3,020		160	104	1.02	
Rose Milva -- I	330		92	81	0.80	IND
Rose Noblesse -- D	7,910	20	110	52	0.51	
Rose Noblesse -- I	10,385	15	50	28	0.28	IND
Rose Pareo -- D	9,600	30	160	82	0.80	
Rose Pareo -- I	0					
Rose Red Roses D --	30,710	10	171	76	0.75	
Rose Red Roses I --	0					
Rose Saphir -- D	6,610	30	140	79	0.77	
Rose Saphir -- I	660	20	40	28	0.28	IND
Rose Skyline -- D	240	60	100	75	0.74	
Rose Skyline -- I	0					
Rose The Teresa -- D	13,630	25	132	77	0.75	
Rose The Teresa -- I	0					
Rose Tineke -- D	23,440	20	170	86	0.84	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	8,155	30	200	115	1.13	
Rose Spr Lovely Lydia -- I	4,070	40	100	68	0.67	KOR
Rose Spr Macarena -- D	6,065	30	160	90	0.88	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,825	14	171	46	0.45	
Rose Spr Mixed -- I	260		90	76	0.75	KOR
Sandersonia -- D	4,820	50	220	132	1.29	
Sandersonia -- I	460		150	126	1.24	NZL
Trachelium -- D	0					
Trachelium -- I	1,280		125	76	0.75	ISR NLD
Tulip -- D	71,620	22	170	72	0.71	
Tulip -- I	5,300		75	41	0.41	NLD
Waxflowers -- D	200			17	0.17	
Waxflowers -- I	1,550		80	69	0.68	AUS
Green Foliage						
Beargrass -- D	6		300	253	2.49	
Beargrass -- I	550	20	330	121	1.19	USA
Leatherleaves -- D	69,160	2	55	28	0.27	
Leatherleaves -- I	238,240	3	35	15	0.15	USA
Ruscus Israel -- D	4,920		45	20	0.20	
Ruscus Israel -- I	10,370		35	22	0.21	ISR
Ruscus Italian -- D	40			55	0.54	
Ruscus Italian -- I	11,100	6	70	36	0.35	ITA
Salal -- I	6,049	30	500	134	1.31	USA