

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).

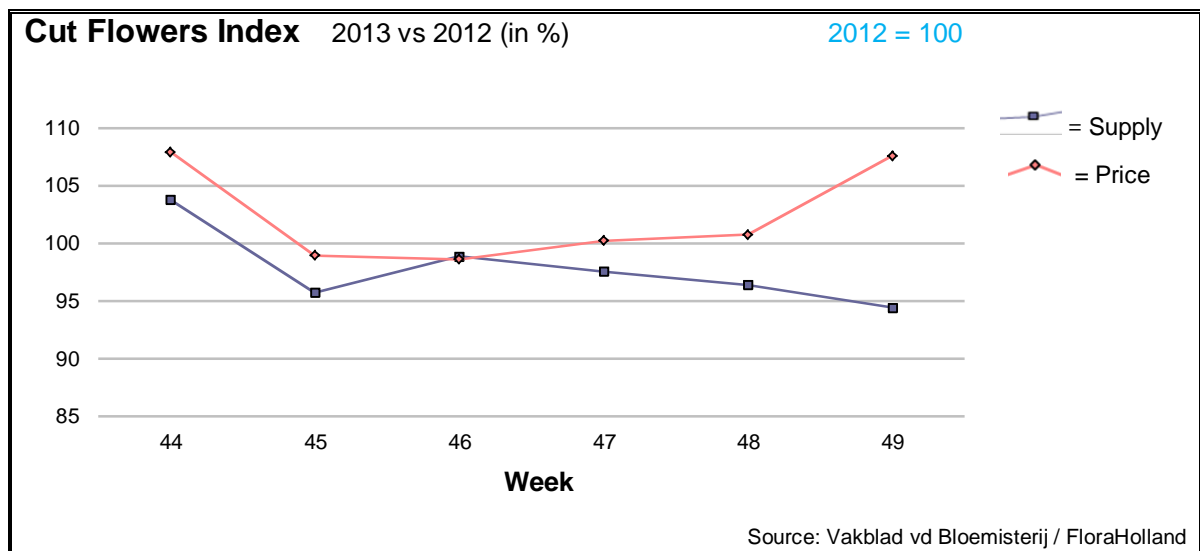
The Market Insider team

Week No. 49

Date: 11/12/2013

The FloraHolland flower auctions' weekly supply and price index

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

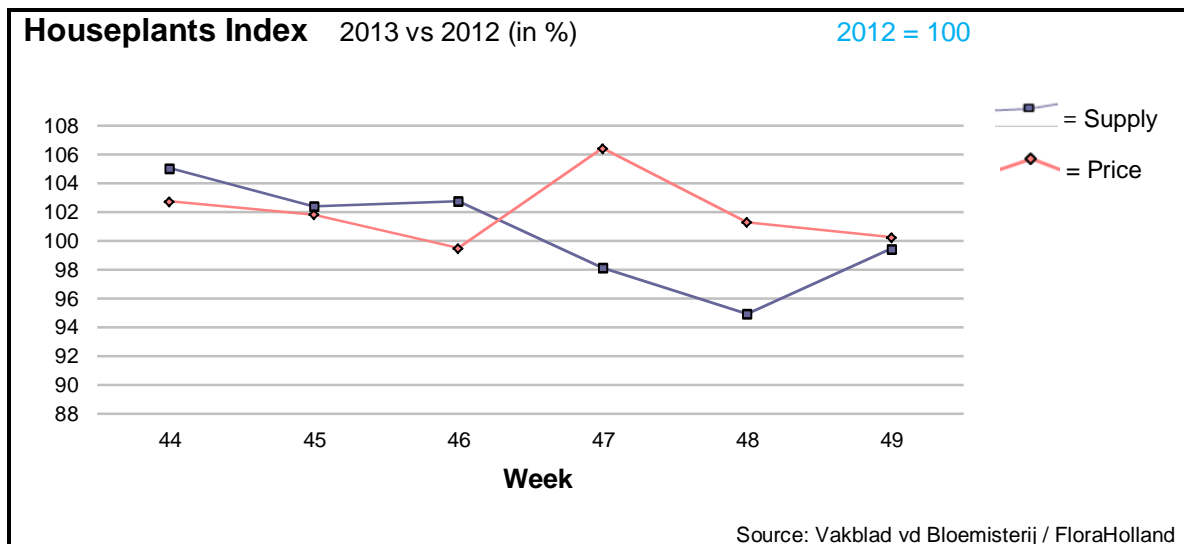


Week 49 was characterized by less flowers for higher prices, compared to last year. The average stem price was € 0.25; some 2 cents more than this week in 2012.

The big-bud roses lead the trend with 10% less stems, and 3 cent more in average price. However, many other products showed the same tendency, of significant lower supply with significant higher price; among them were: carnations, spray carnations, delphinium, lisianthus/eustoma, gypsophila, liatris, lilium, protea, small roses, and spray roses.

Yet, some products were supplied in bigger quantities, and got significant lower prices: anemone, aster, solidago, trachelium, wax flower, and some more.





The houseplants showed a steady situation: supply and price at the same level as last year. Average price for all products was € 1.49; one cent more than in 2012.

Yet, within the individual products there were some noteworthy changes, such as: anthurium with 20 cents more, cyclamen with 10 cents more, and phalaenopsis (+4 cents).

At the same time amaryllis lost 6 cents, with some smaller supply.

Notable lower supply, compared to last year was in orchids and Poinsettia; while amaryllis, hyacinth, and pot-rose were supplied in higher quantities.

MARKET NEWS SERVICE FOR CUT FLOWERS - ASIAN MARKETS



International
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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. W49 Date: 11/12/2013

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 : 49 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\$ = 102.44 Yen

<u>Product Name & Source</u>	<u>Quantity</u>	<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						
Total Cut Flowers Sold	18,761,004					
Alstroemeria -- D	220,372	20	2,051	104	1.02	
Alstroemeria -- I	63,894	30	92	48	0.47	COL ISR NLD
Ammi majus -- D	63,590	2	165	25	0.25	
Ammi majus -- I	0					
Anigozanthos -- D	60			70	0.68	
Anigozanthos -- I	26,580	10	130	41	0.40	AUS NLD ZWE
Anthurium Pink -- D	50		500	186	1.82	
Anthurium Pink -- I	7,459	20	180	69	0.68	THA
Anthurium Red -- D	250		171	111	1.08	
Anthurium Red -- I	9,394	10	250	77	0.75	AUS THA USA ZAF
Anthurium White -- D	350		150	73	0.71	
Anthurium White -- I	4,698	11	170	70	0.68	THA
Banksia -- D	0					
Banksia -- I	465		200	114	1.11	AUS NZL
Bupleurum -- D	6,400		110	76	0.74	
Bupleurum -- I	0					
Calla -- D	36,729	20	350	110	1.08	
Calla -- I	22,713	10	300	114	1.11	NLD NZL
Carnations Spray -- D	344,206	14	160	50	0.48	
Carnations Spray -- I	517,933	13	170	39	0.38	COL
Carnations Standard -- D	451,125	10	160	49	0.48	
Carnations Standard -- I	635,320	5	230	45	0.43	COL
Chrysanthemum Spray -- D	676,514	1	125	49	0.47	
Chrysanthemum Spray -- I	423,055	9	100	46	0.45	KOR
Delphinium -- D	89,280	10	400	117	1.14	
Delphinium -- I	0					
Dracaena -- D	37,844	2	1,150	42	0.41	
Dracaena -- I	149,044	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	11,440		200	76	0.75	
Euphorbia Marginata -- I	0					
Eustoma -- D	353,822	20	800	165	1.61	
Eustoma -- I	34,600	60	250	138	1.35	AUS
Freesia -- D	107,384	3	80	44	0.43	
Freesia -- I	16,100	20	50	29	0.28	NLD
Gentiana -- D	4,450		80	43	0.42	
Gentiana -- I	0					
Gerbera -- D	371,231	15	909	46	0.45	
Gerbera -- I	1,750	45	65	55	0.54	
Gladiolus -- D	65,885	17	150	87	0.85	
Gladiolus -- I	5,650	35	120	87	0.85	NLD
Gypsophila -- D	286,797	8	250	53	0.51	
Gypsophila -- I	9,616		80	39	0.38	ISR
Heliconia Pendula -- D	581	30	100	53	0.52	
Heliconia Pendula -- I	289	21	450	122	1.19	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,678	30	140	73	0.72	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	5,252	56	190	108	1.05	AUS NZL ZAF
Lily Casablanca -- D	20,230	60	900	413	4.03	
Lily Casablanca -- I	2,070	62	165	107	1.04	KOR NLD NZL
Lily Longiflorum -- D	50,290	20	200	122	1.19	
Lily Longiflorum -- I	9,400	40	120	74	0.73	KOR NLD
Limonium Sinuatum -- D	467,345	5	90	38	0.37	
Limonium Sinuatum -- I	280	10	200	41	0.40	AUS NZL
Molucella -- D	40			100	0.98	
Molucella -- I	0					
Nerine -- D	5,030	8	130	42	0.41	
Nerine -- I	3,200	41	160	98	0.95	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	163,300	9	65	26	0.25	SGP THA
Orchid Cymbidium -- D	23,568	100	1,200	406	3.97	
Orchid Cymbidium -- I	4,227	80	1,000	516	5.04	NLD NZL
Orchid Oncidium -- D	11,585	15	500	120	1.18	
Orchid Oncidium -- I	133,955	1	200	81	0.79	SGP TAI THA
Orchid Phalaenopsis -- D	11,656	120	3,000	795	7.76	
Orchid Phalaenopsis -- I	6,760	183	1,080	688	6.71	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	95,030	10	50	23	0.22	THA
Ornithogalum -- D	80		70	62	0.61	
Ornithogalum -- I	38,900	1	120	24	0.23	NLD ZAF
Protea King -- D	0					
Protea King -- I	805	40	900	255	2.49	AUS ZAF
Protea others -- D	0					
Protea others -- I	415	70	900	405	3.95	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	20			200	1.95	AUS NZL
Rose Total -- D	927,995	6	2,360	98	0.96	
Rose Total -- I	467,811	7	1,200	62	0.61	
Rose Avalanche -- D	73,193	30	200	91	0.89	
Rose Avalanche -- I	19,455	7	102	34	0.33	NLD
Rose Delilah -- D	3,375	24	130	57	0.55	
Rose Delilah -- I	0					
Rose Dukaat -- D	6,235	24	140	73	0.71	
Rose Dukaat -- I	0					
Rose Esther -- D	3,765	20	130	50	0.49	
Rose Esther -- I	360	29	36	32	0.31	
Rose Fantasy -- D	1,900	40	170	100	0.98	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	6,905	10	45	26	0.26	IND
Rose Gold Strike -- D	960	30	120	68	0.66	
Rose Gold Strike -- I	21,790	10	60	26	0.25	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Grand Gala -- D	1,250	60	80	48	0.47	
Rose Grand Gala -- I	9,390	10	70	31	0.30	IND
Rose Milva -- D	3,110		150	101	0.99	
Rose Milva -- I	330		92	81	0.79	IND
Rose Noblesse -- D	7,560	20	140	52	0.51	
Rose Noblesse -- I	8,640	10	50	25	0.24	IND
Rose Pareo -- D	7,310	30	160	84	0.82	
Rose Pareo -- I	0					
Rose Red Roses D --	29,920	15	180	79	0.78	
Rose Red Roses I --	0					
Rose Saphir -- D	6,250	30	140	80	0.78	
Rose Saphir -- I	260		40	32	0.31	IND
Rose Skyline -- D	240	60	80	68	0.66	
Rose Skyline -- I	0					
Rose The Teresa -- D	11,315	20	135	78	0.76	
Rose The Teresa -- I	0					
Rose Tineke -- D	23,540	15	160	80	0.78	
Rose Tineke -- I	1,700	30	30	30	0.29	IND
Rose Spr Lovely Lydia -- D	7,925	30	200	114	1.11	
Rose Spr Lovely Lydia -- I	4,650	40	100	59	0.58	KOR
Rose Spr Macarena -- D	6,865	30	160	78	0.76	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	4,469	10	114	38	0.37	
Rose Spr Mixed -- I	200		80	68	0.66	KOR
Sandersonia -- D	7,760	60	230	123	1.21	
Sandersonia -- I	200		150	126	1.23	NZL
Trachelium -- D	0					
Trachelium -- I	1,330		125	69	0.67	ISR NLD
Tulip -- D	81,160	10	160	68	0.67	
Tulip -- I	38,250		50	40	0.39	NLD
Waxflowers -- D	0					
Waxflowers -- I	2,850		70	53	0.52	AUS
Green Foliage						
Beargrass -- D	5		250	160	1.56	
Beargrass -- I	510	92	300	258	2.52	USA
Leatherleaves -- D	72,500	2	55	28	0.27	
Leatherleaves -- I	291,200	5	35	15	0.15	USA
Ruscus Israel -- D	3,720		35	21	0.21	
Ruscus Israel -- I	9,845		37	20	0.19	ISR
Ruscus Italian -- D	110		35	42	0.41	
Ruscus Italian -- I	8,830	16	70	37	0.36	ITA
Salal -- D	0					
Salal -- I	9,779	10	500	76	0.75	USA