

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).

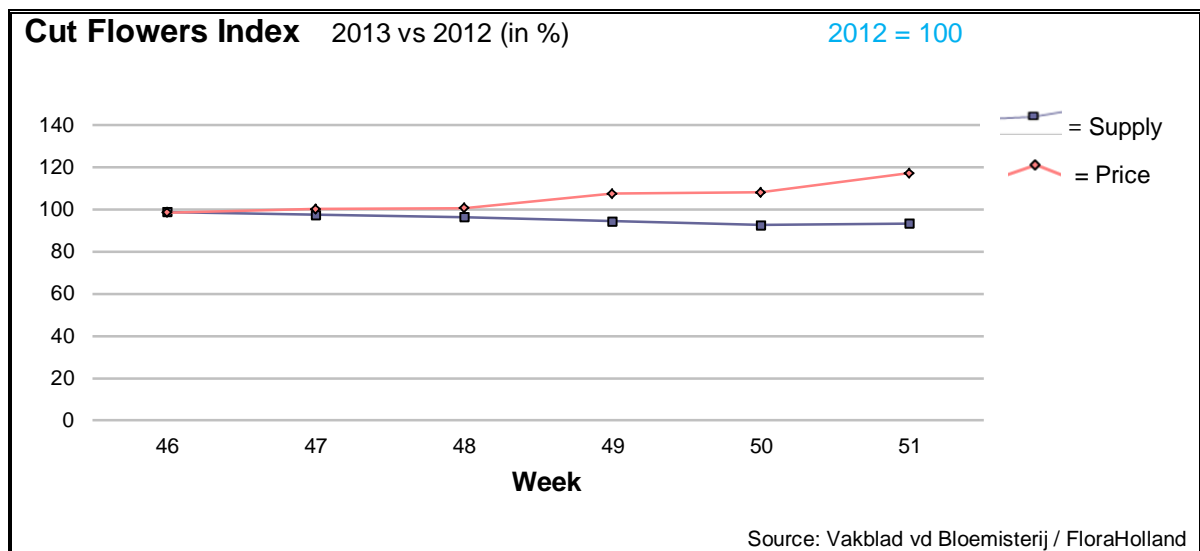
The Market Insider team

Week No. 51

Date: 24/12/2013

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 demand for flowers did arrive, at the last week before Christmas. The average stem-price in FloraHolland was 0.35 €, 7 cent higher than the week before, and 5 cents more than in the same week last year.

A good example was hippeastrum /amaryllis, that its price rose by 10 cents in one week, with 17% more supply.

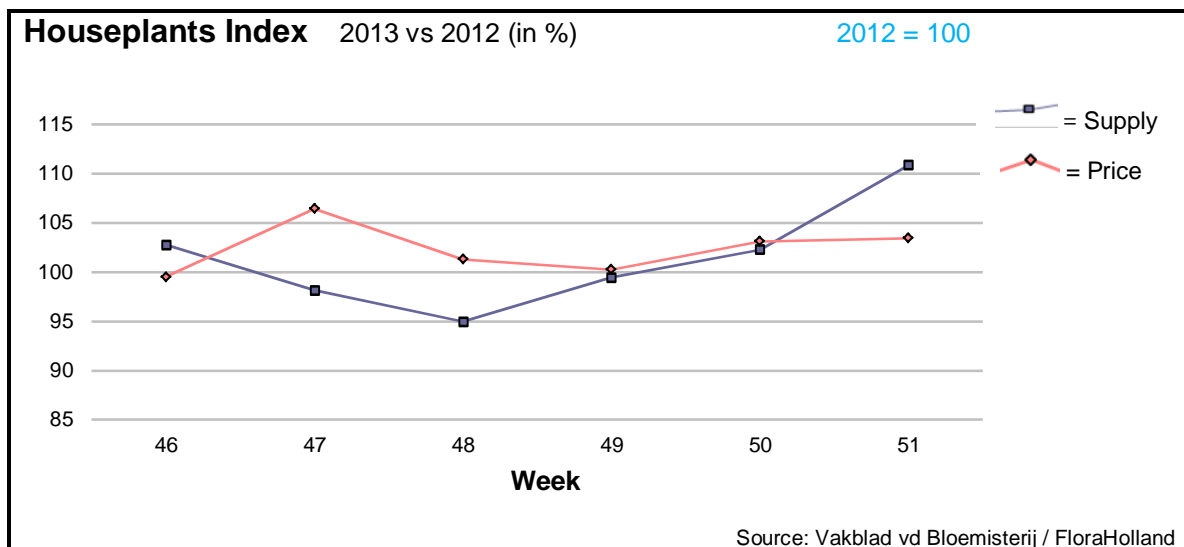
Not only better demand, but also lower supply influenced the higher prices. The delay in the Dutch tulips' season caused less 10 million tulip stems less than last year, resulted in some 10 cent more in the price.

Another typical Christmas product, ilex, experienced price reduction of 7.4%, thanks to one million more supplied units.

Some other short-supplied products that got much higher prices, compared to last year, were roses, gypsophila, spray carnations, delphinium, lilies, limonium, phlox, and more.

Aster, nerine, and trachelium were over-supplied and got lower prices.





Like the flowers, also houseplants' prices were in week 51 higher than this week last year. The average was 1.75 €, 6 cent higher than in 2012. Unlike the flowers, plants supply did not reduce, but rose by 11%. Meaning: significant higher demand.

The additional supply was foremost by the bulb products hippeastrum and hyacinth. Hippeastrum/amaryllis had 51% more supply, and got 21 cents less in price; while pot- hyacinth, with 13% more units, got 3 cents more in price.

Poinsettia got some 20 cent more in the price; especially the red ones did it good.

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. W51 Date: 24/12/2013

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 : 51 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\$ = 103.41 Yen

Product Name & Source

Price in Japanese Yen

Average

D = Domestic I = Imported

Quantity

Lowest

Highest

Average

US\$

Main Origin

Total Cut Flowers Sold	Quantity	Lowest	Highest	Average	US\$	Main Origin
Total Cut Flowers Sold	27,614,626					
Alstroemeria -- D	205,796	20	700	101	0.98	
Alstroemeria -- I	55,635	10	102	42	0.41	COL ISR NLD
Ammi majus -- D	61,360	10	90	31	0.30	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	12,330	4	90	27	0.26	AUS NLD ZWE
Anthurium Pink -- D	30			90	0.87	
Anthurium Pink -- I	3,426	23	180	93	0.90	THA
Anthurium Red -- D	175		300	199	1.93	
Anthurium Red -- I	4,895	30	245	115	1.11	AUS THA USA ZAF
Anthurium White -- D	215		100	78	0.75	
Anthurium White -- I	2,411	11	160	88	0.86	THA
Banksia -- D	150		150	126	1.22	
Banksia -- I	0					
Bupleurum -- D	8,920		100	60	0.58	
Bupleurum -- I	0					
Calla -- D	37,760	22	300	105	1.02	
Calla -- I	23,579	15	350	98	0.94	NLD NZL
Carnations Spray -- D	271,322	6	200	51	0.49	
Carnations Spray -- I	947,894	6	175	37	0.36	COL
Carnations Standard -- D	409,628	1	200	49	0.47	
Carnations Standard -- I	1,161,615	3	175	37	0.36	COL
Chrysanthemum Spray -- D	850,030	2	230	51	0.49	
Chrysanthemum Spray -- I	912,037	7	100	48	0.46	KOR
Delphinium -- D	78,410	5	350	107	1.04	
Delphinium -- I	0					
Dracaena -- D	24,520	6	200	44	0.43	
Dracaena -- I	154,332	1	170	28	0.28	SGP SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Euphorbia Marginata -- D	10,600		171	104	1.01	
Euphorbia Marginata -- I	0					
Eustoma -- D	273,423	10	700	170	1.64	
Eustoma -- I	79,280	70	230	133	1.29	AUS
Freesia -- D	135,760	5	200	44	0.43	
Freesia -- I	8,700	10	50	31	0.30	NLD
Gerbera -- D	413,156	5	909	44	0.42	
Gerbera -- I	4,100	50	120	70	0.68	
Gladiolus -- D	67,910	17	130	69	0.67	
Gladiolus -- I	18,150	32	85	54	0.52	
Gypsophila -- D	279,813	10	330	71	0.69	
Gypsophila -- I	9,611		100	56	0.54	ISR
Heliconia Pendula -- D	1,070	4	120	25	0.24	
Heliconia Pendula -- I	160	15	300	95	0.91	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8,362	30	140	73	0.71	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,868	74	400	128	1.24	AUS NZL ZAF
Lily Casablanca -- D	26,501	50	900	382	3.69	
Lily Casablanca -- I	60			123	1.19	KOR
Lily Longiflorum -- D	61,965	22	200	115	1.11	
Lily Longiflorum -- I	16,895	26	130	86	0.83	KOR NLD
Limonium Sinuatum -- D	609,930	10	110	53	0.51	
Limonium Sinuatum -- I	12,320	8	260	21	0.21	AUS NZL
Molucella -- D	840	40	100	72	0.70	
Molucella -- I	0					
Nerine -- D	1,620	2	100	40	0.39	
Nerine -- I	1,300	80	160	114	1.10	NLD NZL
Orchid Anna -- D	800		40	23	0.22	
Orchid Anna -- I	167,040	4	75	28	0.27	SGP THA
Orchid Cymbidium -- D	50,920	70	5,000	452	4.37	
Orchid Cymbidium -- I	368		980	482	4.66	NLD NZL
Orchid Oncidium -- D	12,448	15	550	135	1.31	
Orchid Oncidium -- I	122,912	40	270	116	1.12	SGP SGP TAI THA
Orchid Phalaenopsis -- D	12,572	67	3,500	794	7.68	
Orchid Phalaenopsis -- I	7,358	148	1,500	605	5.85	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	143,420	5	60	25	0.24	THA
Ornithogalum -- D	60		100	68	0.66	
Ornithogalum -- I	26,430	7	80	24	0.24	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,433	20	1,100	154	1.48	AUS ZAF
Protea others -- D	0					
Protea others -- I	267	40	1,100	410	3.96	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	20			200	1.93	AUS NZL
Rose Total -- D	893,144	5	3,225	103	1.00	
Rose Total -- I	476,372	2	660	74	0.71	COL IND NLD
Rose Avalanche -- D	65,930	30	224	96	0.93	
Rose Avalanche -- I	8,622	7	112	38	0.36	NLD
Rose Delilah -- D	3,370	25	120	56	0.54	
Rose Delilah -- I	0					
Rose Dukaat -- D	4,820	20	120	67	0.65	
Rose Dukaat -- I	0					
Rose Esther -- D	4,075	15	100	43	0.41	
Rose Esther -- I	0					
Rose Fantasy -- D	2,270	40	110	74	0.71	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	6,105	20	90	32	0.31	IND
Rose Gold Strike -- D	865	30	140	62	0.60	
Rose Gold Strike -- I	21,090	10	70	28	0.27	IND
Rose Grand Gala -- D	370	60	150	107	1.03	
Rose Grand Gala -- I	10,030	25	90	49	0.48	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Milva -- D	3,320		150	105	1.01	
Rose Milva -- I	600		92	71	0.69	IND
Rose Noblesse -- D	6,020	18	120	58	0.56	
Rose Noblesse -- I	6,020	20	60	33	0.32	IND
Rose Pareo -- D	6,790	20	130	68	0.66	
Rose Pareo -- I	0					
Rose Red Roses D --	25,815	28	450	117	1.13	
Rose Red Roses I --	0					
Rose Saphir -- D	5,170	30	135	76	0.74	
Rose Saphir -- I	1,060		45	32	0.31	IND
Rose Skyline -- D	250	20	120	69	0.67	
Rose Skyline -- I	0					
Rose The Teresa -- D	8,835	20	150	81	0.78	
Rose The Teresa -- I	0					
Rose Tineke -- D	14,620	20	160	96	0.93	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	7,240	30	210	106	1.03	
Rose Spr Lovely Lydia -- I	3,700	40	120	68	0.66	KOR
Rose Spr Macarena -- D	6,060	30	120	69	0.67	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,710	13	150	42	0.41	
Rose Spr Mixed -- I	430		116	78	0.75	KOR
Sandersonia -- D	5,020	60	220	121	1.17	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	1,300		110	75	0.73	ISR NLD
Tulip -- D	237,812	10	200	61	0.59	
Tulip -- I	3,000		50	47	0.45	NLD
Waxflowers -- D	0					
Waxflowers -- I	5,586		500	49	0.47	AUS
Green Foliage						
Beargrass -- D	6		333	267	2.58	
Beargrass -- I	755	10	350	152	1.47	USA
Leatherleaves -- D	60,450	5	65	28	0.27	
Leatherleaves -- I	313,100	1	50	16	0.16	USA
Ruscus Israel -- D	1,895		40	28	0.27	
Ruscus Israel -- I	11,780		45	28	0.27	ISR ITA
Ruscus Italian -- D	10			300	2.90	
Ruscus Italian -- I	5,950	20	65	41	0.40	ITA
Salal -- D	0					
Salal -- I	9,775	14	450	68	0.65	USA