

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).

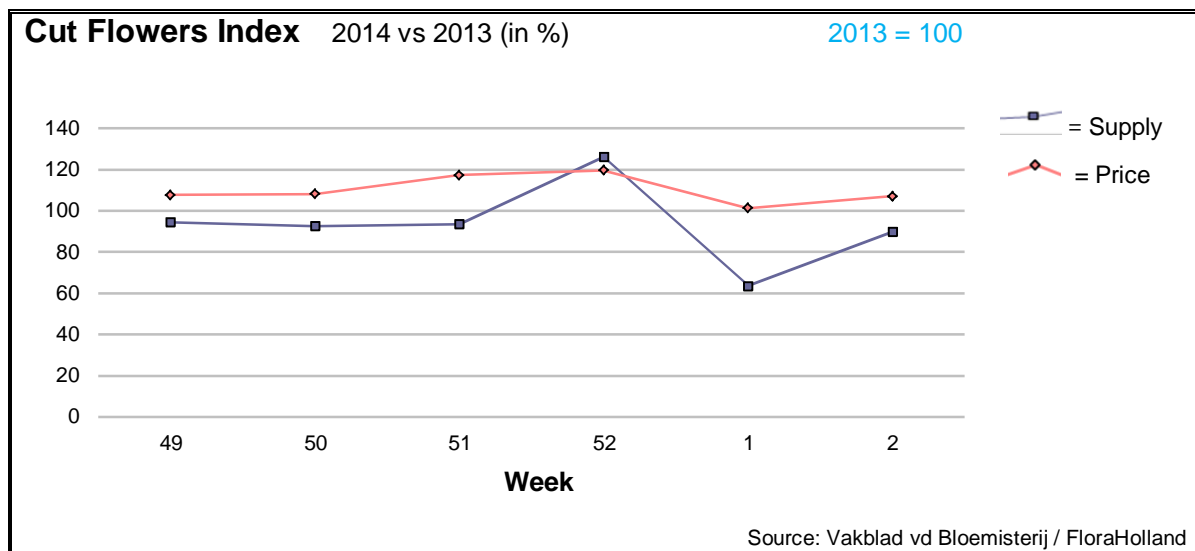
The Market Insider team

Week No. 02-2014

Date: 15/01/14

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 No 1 of 2014 is not comparable with 2013; it had just two auction days, while last year it had 3 days.

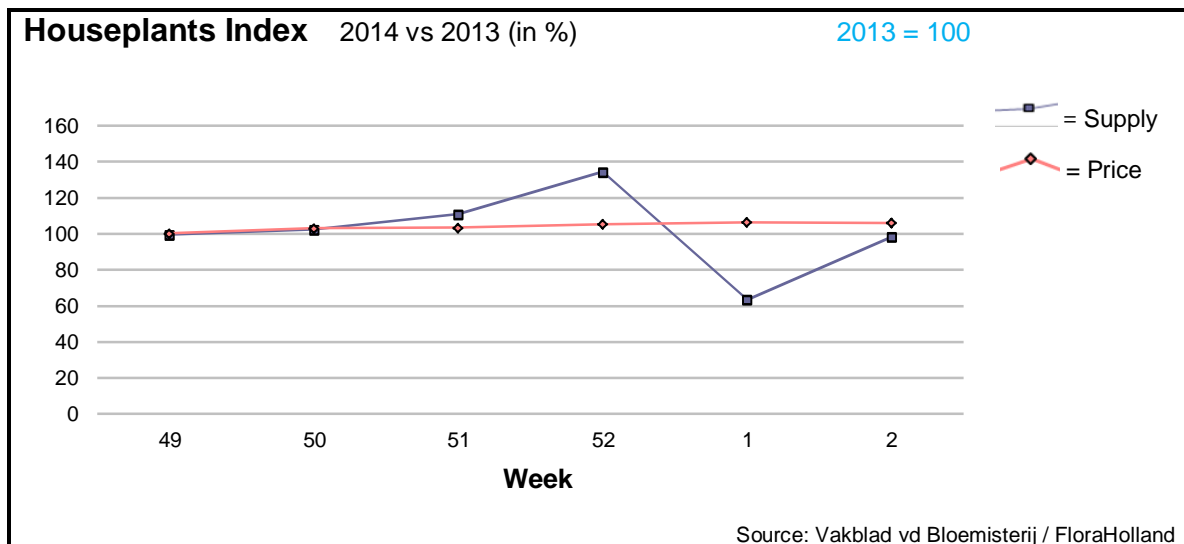
Week 2 supply was lower than last year, mainly because of low tulips supply; the current season is late in 2-3 weeks than normal years. The bulb flower with more supply than last year was the hyacinth; its supply grew by 18%, and therefore lost 4 cents in the average price. The chrysanthemums saw a better demand, with some 2 cents more in the price, in spite of higher supply.

Remarkable higher supply with lower price than last year also to: ammi, anigozanthos, aster, ornithogalum, solidago, and trachelium.

Lower quantities with higher price were in carnations, eucalyptus, gypsophila, helianthus, lilies, narcissus, and phlox.

Generally speaking, the demand for cut flowers was a little better than the same week last year.





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The higher average price (+5%) is mainly thanks to price increase of the phalaenopsis; it was 4 cents higher than last year, but due to this plant's big share in the houseplants' assortment, it 'pulls' the index up. Also the seasonal products hyacinth and narcissus obtained better prices than last year.

This is now the period that the retail chains are going out with special campaigns for green houseplants. It seems like dracaena is gaining some profit from these campaigns: a 23% more quantities did not press the price down much; just 2%. At the same time, a decrease of 24% in ficus supply did not reduce the sales turnover of this product, because the price went up accordingly. Cyclamen registered a 25% turnover increase, by higher supply and higher price.

The total turnover of houseplants in FloraHolland in week 2 was 35.4 million €. It was € 34 mil. last year.

MARKET NEWS SERVICE FOR CUT FLOWERS - ASIAN MARKETS



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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. W02 Date: 15/01/2014

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 : 2 in : 2014

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\$ = 104.68 Yen

<u>Product Name & Source</u> D = Domestic I = Imported	Quantity	<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>	
Total Cut Flowers Sold	18,343,703					
Alstroemeria -- D	192,407	18	800	92	0.88	
Alstroemeria -- I	36,496	17	102	44	0.42	COL ISR NLD
Ammi majus -- D	58,360	10	90	32	0.31	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	5,450		90	29	0.28	AUS ZWE
Anthurium Pink -- D	30			90	0.86	
Anthurium Pink -- I	4,120	20	170	81	0.78	THA
Anthurium Red -- D	151		300	191	1.82	
Anthurium Red -- I	9,658	20	245	117	1.11	AUS THA USA ZAF
Anthurium White -- D	215		100	78	0.75	
Anthurium White -- I	2,243	10	180	83	0.80	THA
Banksia -- D	105		110	79	0.75	
Banksia -- I	0					
Bupleurum -- D	5,870	30	120	61	0.58	
Bupleurum -- I	0					
Calla -- D	43,760	20	300	98	0.94	
Calla -- I	16,341	10	280	100	0.96	NLD NZL
Carnations Spray -- D	275,790	6	160	52	0.49	
Carnations Spray -- I	522,379	10	175	37	0.35	COL
Carnations Standard -- D	384,979	1	200	49	0.47	
Carnations Standard -- I	649,204	3	175	40	0.38	COL
Chrysanthemum Spray -- D	589,110	1	125	51	0.49	
Chrysanthemum Spray -- I	637,507	1	100	42	0.40	KOR
Delphinium -- D	75,830	10	350	103	0.98	
Delphinium -- I	0					
Dracaena -- D	15,571	6	130	40	0.38	
Dracaena -- I	127,303	1	170	29	0.27	SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Euphorbia Marginata -- D	9,310		171	110	1.05	
Euphorbia Marginata -- I	0					
Eustoma -- D	242,386	18	800	163	1.56	
Eustoma -- I	108,200	34	220	105	1.01	AUS
Freesia -- D	167,925	5	85	40	0.38	
Freesia -- I	5,000		45	33	0.32	NLD
Gerbera -- D	412,499	5	150	38	0.36	
Gerbera -- I	2,650	12	100	46	0.44	
Gladiolus -- D	55,590	8	140	67	0.64	
Gladiolus -- I	11,200	35	80	54	0.51	
Gypsophila -- D	288,962	10	280	64	0.62	
Gypsophila -- I	660	9	100	71	0.67	ISR
Heliconia Pendula -- D	395	2	120	23	0.22	
Heliconia Pendula -- I	141	20	400	138	1.32	SGP
Leucad. Safari Sunset -- D	30		52	52	0.50	
Leucad. Safari Sunset -- I	5,898	30	130	72	0.68	AUS NZL ZAF
Lily Casablanca -- D	17,950	80	1,000	421	4.02	
Lily Casablanca -- I	60			123	1.18	KOR
Lily Longiflorum -- D	53,605	22	180	102	0.98	
Lily Longiflorum -- I	10,675		130	100	0.96	KOR
Limonium Sinuatum -- D	385,190	7	120	50	0.48	
Limonium Sinuatum -- I	0					
Molucella -- D	1,280	40	110	75	0.71	
Molucella -- I	0					
Nerine -- D	1,320		100	39	0.37	
Nerine -- I	300	120	230	160	1.53	NLD NZL
Orchid Anna -- D	600		40	27	0.26	
Orchid Anna -- I	119,350	8	65	29	0.28	SGP THA
Orchid Cymbidium -- D	37,317	50	5,000	347	3.31	
Orchid Cymbidium -- I	822	10	1,000	258	2.46	NLD NZL
Orchid Oncidium -- D	13,064	10	550	112	1.07	
Orchid Oncidium -- I	99,440	20	280	112	1.07	SGP TAI THA
Orchid Phalaenopsis -- D	12,505	14	3,000	509	4.87	
Orchid Phalaenopsis -- I	6,029	68	1,050	633	6.04	AUS NZL
Orchid Sonia -- D	200			20	0.19	
Orchid Sonia -- I	88,340	5	60	24	0.23	THA
Ornithogalum -- D	60		100	68	0.65	
Ornithogalum -- I	14,140	7	80	29	0.28	NLD ZAF
Protea King -- D	0					
Protea King -- I	122		1,100	702	6.71	AUS ZAF
Protea others -- D	0					
Protea others -- I	147	185	1,100	644	6.15	
Rose Total -- D	826,323	4	450	95	0.91	
Rose Total -- I	328,155	2	440	64	0.61	
Rose Avalanche -- D	61,363	25	224	88	0.84	
Rose Avalanche -- I	4,584	7	80	33	0.32	NLD
Rose Delilah -- D	3,330	7	110	58	0.55	
Rose Delilah -- I	0					
Rose Dukaat -- D	4,570	20	110	66	0.63	
Rose Dukaat -- I	0					
Rose Esther -- D	4,310	10	100	42	0.40	
Rose Esther -- I	0					
Rose Fantasy -- D	1,740	31	110	76	0.72	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	2,900		45	30	0.29	IND
Rose Gold Strike -- D	765	30	130	73	0.69	
Rose Gold Strike -- I	19,997	8	75	25	0.24	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	8,480	15	78	32	0.30	IND
Rose Milva -- D	2,890		150	98	0.94	
Rose Milva -- I	600		92	71	0.68	IND
Rose Noblesse -- D	5,820	8	114	55	0.53	
Rose Noblesse -- I	6,660	11	60	30	0.28	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Pareo -- D	6,460	20	140	70	0.67	
Rose Pareo -- I	0					
Rose Red Roses D --	22,345	18	450	96	0.92	
Rose Red Roses I --	0					
Rose Saphir -- D	4,240	30	140	86	0.82	
Rose Saphir -- I	1,060		45	32	0.31	IND
Rose Skyline -- D	370	40	130	77	0.74	
Rose Skyline -- I	0					
Rose The Teresa -- D	8,050	20	160	81	0.77	
Rose The Teresa -- I	0					
Rose Tineke -- D	14,750	6	160	80	0.77	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	6,315	40	170	105	1.00	
Rose Spr Lovely Lydia -- I	1,710	30	80	54	0.52	KOR
Rose Spr Macarena -- D	4,440	20	130	70	0.67	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,332	5	120	33	0.32	
Rose Spr Mixed -- I	210		50	31	0.30	KOR
Sandersonia -- D	3,700	22	185	115	1.10	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	500		110	109	1.04	
Tulip -- D	308,492	5	180	58	0.56	
Tulip -- I	5,500		55	45	0.43	NLD
Waxflowers -- D	0					
Waxflowers -- I	3,116		500	56	0.54	AUS
Green Foliage						
Beargrass -- D	6		333	250	2.39	
Beargrass -- I	320	68	300	239	2.28	USA
Leatherleaves -- D	53,460	2	65	27	0.26	
Leatherleaves -- I	299,400	1	50	16	0.15	USA
Ruscus Israel -- D	4,205		40	23	0.22	
Ruscus Israel -- I	3,250		54	34	0.32	ISR
Ruscus Italian -- D	720		70	51	0.49	
Ruscus Italian -- I	4,590	18	70	45	0.43	ITA
Salal -- D	0					
Salal -- I	5,090	18	550	113	1.08	USA