

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).

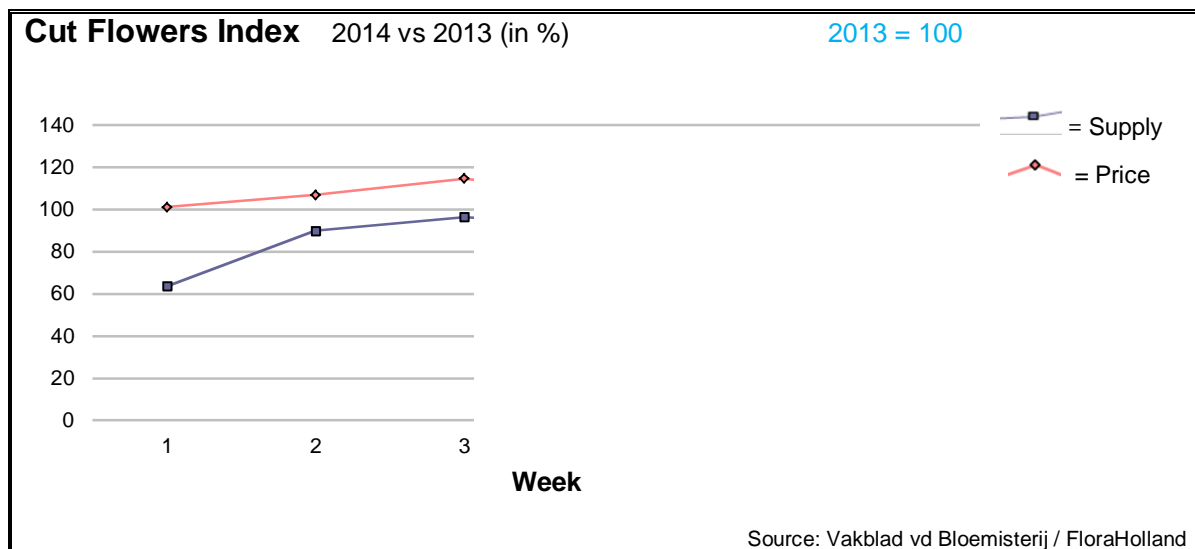
The Market Insider team

Week No. 03-2014

Date: 22/01/14

The FloraHolland flower auctions' weekly supply and price index

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



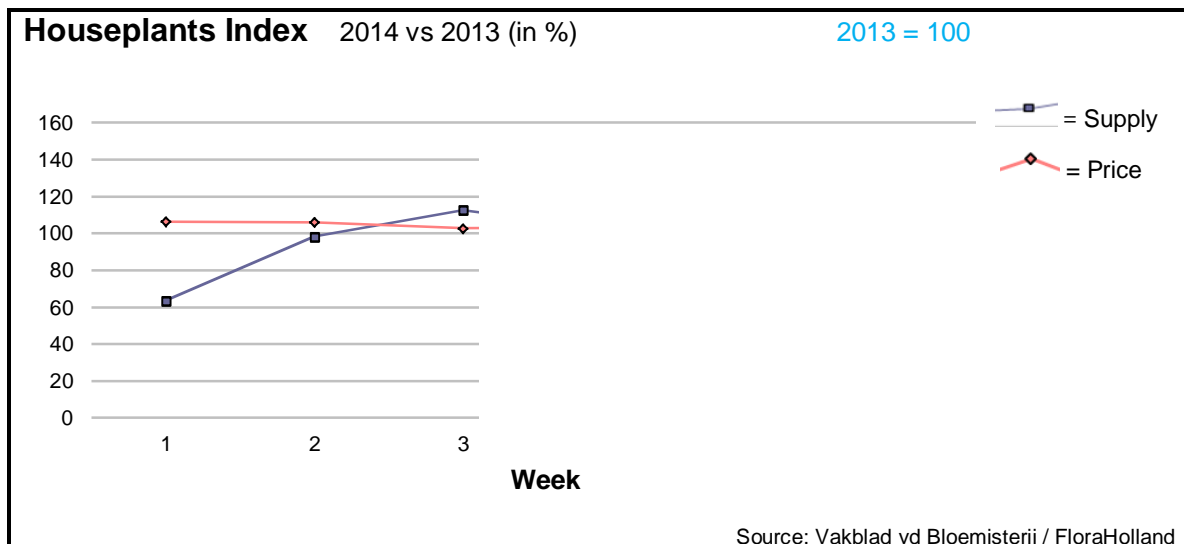
Week No 3 showed prices higher than last year by 14.5%, with slightly (-3%) lower supply. Last year this was the first week with real winter weather.

Good prices for big roses; more than € 0.25 average stem-price, which means some 25% higher than last year, with some 8% lower supply. Also lilies showed good results, with higher price in spite of higher supply.

Products that gained remarkable higher prices than last year were: alstroemeria, asclepias, carnations, eucalyptus, gerbera mini, gypsophila, helianthus, hypericum, limonium, phlox, and solidago.

However, there were some products that were over supplied, and gained much lower price than last year. Among them: ammi, anemone, aster, trachelium, and some more.





Higher (+13%) supply of houseplants caused some pressure on these products' price; yet, with € 1.57 per pot, the average price was some 3% higher than last year.

Phalaenopsis arrived with some more units (+2%), and fetched some 15 cents/pot more than last year.

Cyclamen created the record turnover (+67%), with 42% more units, for higher sale-price.

Also anthurium performed well, while getting 4 cents more in price, for some 27% more supply.

Hyacinth and narcissus also brought higher turnover, with more units and higher prices.

Ficus and dracaena got some higher price with 30% more in supply.

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. W03 Date: 22/01/2014

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 : 3 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\$ = 104.07 Yen

<u>Product Name & Source</u>	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Total Cut Flowers Sold	15,091,122					
Alstroemeria -- D	217,513	18	230	89	0.85	
Alstroemeria -- I	20,838	8	70	39	0.38	COL ISR NLD
Ammi majus -- D	51,970	10	90	32	0.31	
Ammi majus -- I	0					
Anthurium Pink -- D	197		500	163	1.56	
Anthurium Pink -- I	2,891	15	170	76	0.73	THA
Anthurium Red -- D	680		225	95	0.92	
Anthurium Red -- I	4,905	4	180	76	0.73	AUS THA USA ZAF
Anthurium White -- D	430		80	43	0.41	
Anthurium White -- I	1,804	18	180	78	0.75	THA
Banksia -- D	120		100	82	0.79	
Banksia -- I	0					
Bupleurum -- D	7,203	25	90	59	0.57	
Bupleurum -- I	0					
Calla -- D	54,497	15	300	85	0.82	
Calla -- I	11,459	15	280	94	0.91	NLD NZL
Carnations Spray -- D	317,287	10	160	52	0.50	
Carnations Spray -- I	400,356	10	175	34	0.33	COL
Carnations Standard -- D	388,175	10	280	50	0.48	
Carnations Standard -- I	379,847	6	175	45	0.43	COL
Chrysanthemum Spray -- D	630,400	1	130	49	0.47	
Chrysanthemum Spray -- I	458,380	5	90	35	0.34	KOR
Delphinium -- D	63,431	10	360	111	1.07	
Delphinium -- I	0					
Dracaena -- D	13,881	7	150	48	0.46	
Dracaena -- I	157,072	3	157	25	0.24	SGP
Eustoma -- D	206,659	15	1,000	156	1.50	
Eustoma -- I	120,280	50	220	108	1.04	AUS

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Freesia -- D	173,115	10	80	41	0.39	
Freesia -- I	2,000		45	33	0.32	NLD
Gerbera -- D	383,973	2	909	27	0.26	
Gerbera -- I	750	30	36	40	0.38	
Gladiolus -- D	71,730	10	130	55	0.53	
Gladiolus -- I	8,300	31	100	55	0.53	
Gypsophila -- D	264,839	12	1,000	68	0.65	
Gypsophila -- I	9,703		82	56	0.54	ISR
Heliconia Pendula -- D	135		130	52	0.50	
Heliconia Pendula -- I	174	10	367	112	1.08	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,997	25	120	56	0.54	AUS NZL ZAF
Lily Casablanca -- D	10,923	100	1,000	538	5.17	
Lily Casablanca -- I	530		285	181	1.74	KOR
Lily Longiflorum -- D	46,630	18	233	94	0.90	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	444,650	2	96	38	0.37	
Limonium Sinuatum -- I	0					
Molucella -- D	3,730	20	110	59	0.56	
Molucella -- I	0					
Nerine -- D	98			63	0.61	
Nerine -- I	200	120	230	178	1.71	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	171,340	10	50	24	0.23	SGP THA
Orchid Cymbidium -- D	34,666	25	1,200	281	2.70	
Orchid Cymbidium -- I	681		650	244	2.35	NLD NZL
Orchid Oncidium -- D	9,415	10	550	119	1.14	
Orchid Oncidium -- I	125,960	5	210	83	0.79	SGP TAI THA
Orchid Phalaenopsis -- D	14,532	27	1,600	453	4.36	
Orchid Phalaenopsis -- I	8,641	85	1,080	574	5.51	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	46,090	10	45	24	0.23	THA
Ornithogalum -- D	60		60	50	0.48	
Ornithogalum -- I	23,870	10	100	26	0.25	NLD ZAF
Protea King -- D	0					
Protea King -- I	55	600	800	724	6.95	AUS ZAF
Protea others -- D	20			800	7.69	
Protea others -- I	50	600	800	731	7.02	
Riceflowers -- D	0					
Riceflowers -- I	20	180	180	180	1.73	AUS
Rose Total -- D	697,122	6	2,392	91	0.88	
Rose Total -- I	345,361	4	450	57	0.55	
Rose Avalanche -- D	51,371	25	180	85	0.82	
Rose Avalanche -- I	9,385	7	100	30	0.29	NLD
Rose Delilah -- D	1,900		120	78	0.75	
Rose Delilah -- I	0					
Rose Dukaat -- D	2,790	30	120	70	0.68	
Rose Dukaat -- I	0					
Rose Esther -- D	5,650	25	130	47	0.45	
Rose Esther -- I	0					
Rose Fantasy -- D	1,670	40	140	81	0.78	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	480		30	26	0.25	IND
Rose Gold Strike -- D	920	30	135	68	0.65	
Rose Gold Strike -- I	32,672	4	80	26	0.25	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	6,060	15	70	34	0.33	IND
Rose Milva -- D	2,380		140	98	0.94	
Rose Milva -- I	750		90	74	0.71	IND
Rose Noblesse -- D	4,955	15	120	56	0.54	
Rose Noblesse -- I	12,760	10	55	27	0.26	IND
Rose Pareo -- D	3,960	30	160	77	0.74	
Rose Pareo -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Red Roses D --	14,865	15	185	84	0.80	
Rose Red Roses I --	0					
Rose Saphir -- D	4,240	20	150	80	0.76	
Rose Saphir -- I	240			29	0.28	IND
Rose Skyline -- D	210	80	110	93	0.89	
Rose Skyline -- I	0					
Rose The Teresa -- D	7,190	20	150	75	0.72	
Rose The Teresa -- I	0					
Rose Tineke -- D	16,638	15	160	74	0.71	
Rose Tineke -- I	100	15	15	15	0.14	IND
Rose Spr Lovely Lydia -- D	6,260	30	210	108	1.04	
Rose Spr Lovely Lydia -- I	470	50	94	63	0.60	KOR
Rose Spr Macarena -- D	4,630	30	150	77	0.74	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	4,572	18	150	40	0.38	
Rose Spr Mixed -- I	40			76	0.73	KOR
Sandersonia -- D	3,660	20	185	98	0.94	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	590		75	73	0.70	ISR NLD
Tulip -- D	447,661	12	200	56	0.54	
Tulip -- I	10,750		50	36	0.35	NLD
Green Foliage						
Beargrass -- D	5		300	240	2.31	
Beargrass -- I	570	150	330	125	1.20	USA
Leatherleaves -- D	60,630	1	70	29	0.28	
Leatherleaves -- I	302,020	1	35	13	0.13	USA
Ruscus Israel -- D	7,070		50	26	0.25	
Ruscus Israel -- I	6,300		40	28	0.27	ISR
Ruscus Italian -- D	1,080		60	45	0.43	
Ruscus Italian -- I	11,400	16	70	42	0.40	ITA
Salal -- D	0					
Salal -- I	6,985	10	500	91	0.88	USA