

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).

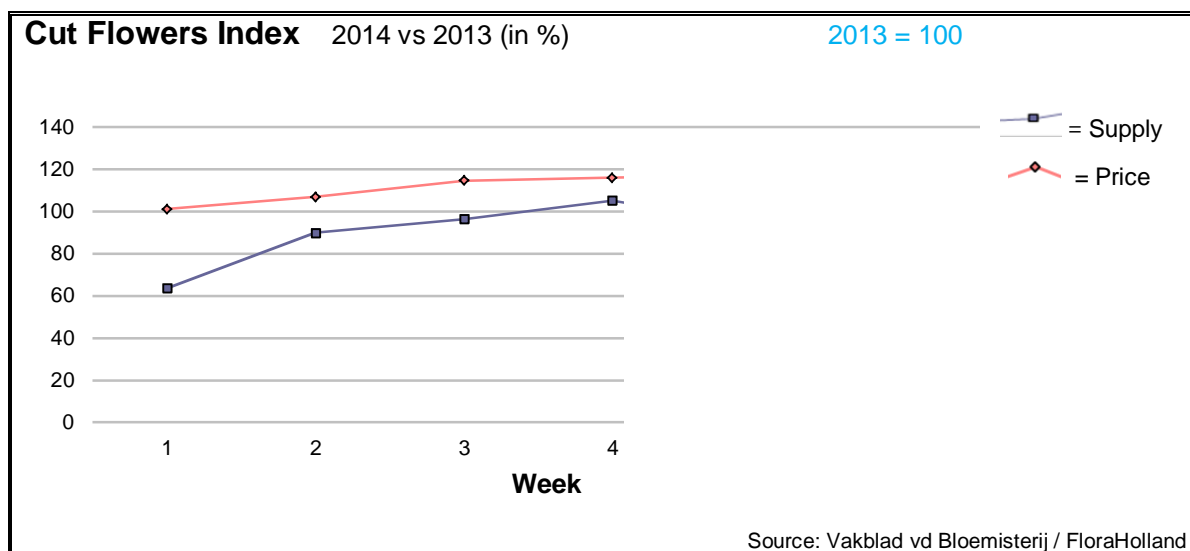
The Market Insider team

Week No. 04-2014

Date: 29/01/14

The FloraHolland flower auctions' weekly supply and price index

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



In week 4 the winter temperatures were still way behind last year, and so were the cut flowers prices were 16% higher than last year, with 5% higher supply.

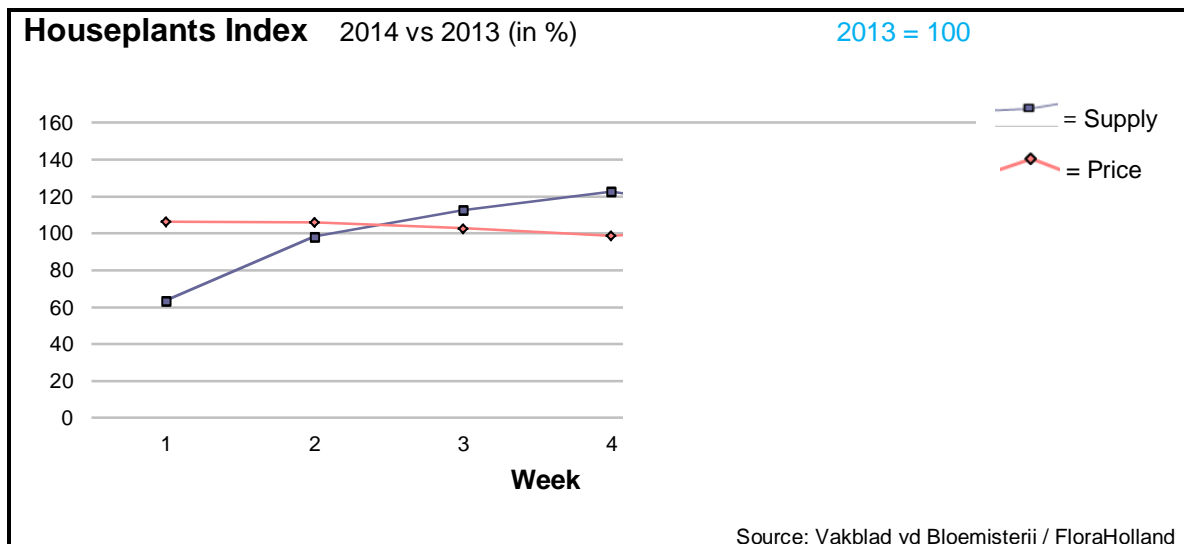
Most of the products got higher prices. Big roses fetched 7 cents more in average, with 4% less stems.

Some products brought remarkable higher price even though the supply was higher than last year; among them: carnations, gerbera mini, hypericum, and solidago.

Other products with outstanding higher price than last year, thanks to lower supply, were: anigozanthos, asclepias, gypsophila, helianthus, leucadendron, lilies, and more.

Yet, a few products got significantly lower price, for much higher supply: ammi, aster, delphinium, hyacinth, trachelium, and wax flower.





The supply of houseplants went further up in week 4, with almost 23% more than last year. The average price went down to € 1.61; about the same like in this week last year. The total houseplants turnover in FloraHolland increased by 22% this week, compared to the same week in 2013.

Phalaenopsis, the 'leading product', got 32 cent more than in 2013, with some 1% more supplied pots.

Kalanchoe also showed good results, with 11 cents more in price, for 25% more pots.

Pot anthurium fetched 8 cents more, for 21% higher supply.

Narcissus got 6 cent more, for 22% more supplied pots, while Hyacinth went down 1 cent in price, while the supply was 26% higher.

Also green plants gathered higher turnover. The ficus got higher price for some 37% higher supply.

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. W04 Date: 29/01/2014

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 : 4 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\$ = 104.03 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	15,786,752					
Alstroemeria -- D	266,881	18	1,000	85	0.82	
Alstroemeria -- I	11,479	30	70	45	0.44	COL ISR NLD
Ammi majus -- D	55,840	13	80	35	0.34	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	50			60	0.58	AUS ZWE
Anthurium Pink -- D	125		150	115	1.11	
Anthurium Pink -- I	3,524	2	153	73	0.70	THA
Anthurium Red -- D	535		150	96	0.92	
Anthurium Red -- I	4,098	10	200	71	0.68	AUS THA USA ZAF
Anthurium White -- D	300		80	56	0.54	
Anthurium White -- I	2,885		150	57	0.55	THA
Banksia -- D	0					
Banksia -- I	32	94	94	94	0.90	AUS NZL
Bupleurum -- D	9,250	25	100	62	0.59	
Bupleurum -- I	0					
Calla -- D	58,962	20	300	81	0.78	
Calla -- I	12,686	10	440	83	0.80	NLD NZL
Carnations Spray -- D	357,338	10	160	52	0.50	
Carnations Spray -- I	421,786	10	170	34	0.33	COL
Carnations Standard -- D	415,933	10	160	52	0.50	
Carnations Standard -- I	394,742	10	175	45	0.43	COL
Chrysanthemum Spray -- D	612,755	2	120	46	0.44	
Chrysanthemum Spray -- I	406,480	8	90	39	0.38	KOR
Delphinium -- D	66,418	15	350	126	1.21	
Delphinium -- I	0					
Dracaena -- D	14,276	6	100	45	0.43	
Dracaena -- I	149,425	3	133	28	0.27	SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	199,386	18	500	168	1.61	
Eustoma -- I	115,780	47	300	126	1.21	AUS
Freesia -- D	188,035	15	85	44	0.42	
Freesia -- I	2,000		50	30	0.29	NLD
Gerbera -- D	391,342	10	1,500	29	0.28	
Gerbera -- I	1,550	45	60	51	0.49	KOR
Gladiolus -- D	64,150	17	150	64	0.61	
Gladiolus -- I	8,400	30	110	68	0.65	
Gypsophila -- D	291,634	10	300	69	0.66	
Gypsophila -- I	10,543	30	104	56	0.54	ISR
Heliconia Pendula -- D	280		125	63	0.61	
Heliconia Pendula -- I	322	30	163	78	0.75	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,997	25	160	59	0.57	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	90	150	300	231	2.22	AUS NZL ZAF
Lily Casablanca -- D	12,260	156	1,200	592	5.69	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	46,815	20	200	114	1.09	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	445,280	6	100	38	0.36	
Limonium Sinuatum -- I	0					
Molucella -- D	4,780	30	110	62	0.59	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	800	76	250	132	1.27	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	145,370	15	65	28	0.27	SGP THA
Orchid Cymbidium -- D	33,771	57	1,000	304	2.92	
Orchid Cymbidium -- I	673	92	750	219	2.11	NLD NZL
Orchid Oncidium -- D	7,970	15	400	118	1.14	
Orchid Oncidium -- I	132,180	2	200	75	0.72	SGP TAI THA
Orchid Phalaenopsis -- D	15,026	29	1,600	411	3.95	
Orchid Phalaenopsis -- I	8,191	81	1,000	543	5.22	AUS NZL
Orchid Sonia -- D	180			15	0.14	
Orchid Sonia -- I	38,870	15	60	29	0.28	THA
Ornithogalum -- D	67	60	75	64	0.62	
Ornithogalum -- I	18,724	5	80	25	0.24	NLD ZAF
Protea King -- D	0					
Protea King -- I	257		800	168	1.61	AUS ZAF
Protea others -- D	0					
Protea others -- I	35	600	800	679	6.53	
Riceflowers -- D	0					
Riceflowers -- I	40	180	200	190	1.83	AUS
Rose Total -- D	712,885	5	2,342	89	0.85	
Rose Total -- I	350,513	4	440	56	0.53	
Rose Avalanche -- D	60,080	30	180	79	0.76	
Rose Avalanche -- I	16,840	4	80	30	0.29	NLD
Rose Delilah -- D	2,200	20	120	73	0.71	
Rose Delilah -- I	0					
Rose Dukaat -- D	2,560	30	150	76	0.73	
Rose Dukaat -- I	0					
Rose Esther -- D	5,525	30	100	49	0.47	
Rose Esther -- I	1,200	40	40	36	0.34	
Rose Fantasy -- D	1,950	40	130	74	0.71	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	1,300	20	45	31	0.30	IND
Rose Gold Strike -- D	910	30	120	70	0.67	
Rose Gold Strike -- I	30,080	9	80	23	0.22	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	9,950	15	55	27	0.26	IND
Rose Milva -- D	1,840		130	97	0.93	
Rose Milva -- I	540		80	74	0.71	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Noblesse -- D	5,760	20	112	56	0.54	
Rose Noblesse -- I	14,850	10	50	26	0.25	IND
Rose Pareo -- D	4,490	30	140	71	0.68	
Rose Pareo -- I	0					
Rose Red Roses D --	15,105	15	180	73	0.70	
Rose Red Roses I --	0					
Rose Saphir -- D	4,690	15	150	79	0.76	
Rose Saphir -- I	80	40	40	40	0.38	IND
Rose Skyline -- D	390	40	100	66	0.63	
Rose Skyline -- I	0					
Rose The Teresa -- D	6,390	20	150	79	0.76	
Rose The Teresa -- I	0					
Rose Tineke -- D	18,030	15	150	66	0.64	
Rose Tineke -- I	1,880	5	38	17	0.16	IND NLD
Rose Spr Lovely Lydia -- D	5,435	40	185	107	1.03	
Rose Spr Lovely Lydia -- I	1,230	50	90	70	0.67	KOR
Rose Spr Macarena -- D	4,210	30	150	75	0.72	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,610	18	150	41	0.40	
Rose Spr Mixed -- I	0					
Sandersonia -- D	4,210	25	185	116	1.12	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	540		80	77	0.74	ISR NLD
Tulip -- D	452,920	16	180	61	0.59	
Tulip -- I	4,164	17	120	65	0.62	NLD
Green Foliage						
Beargrass -- D	6		200	137	1.32	
Beargrass -- I	510	80	300	240	2.31	USA
Leatherleaves -- D	59,940	3	68	30	0.29	
Leatherleaves -- I	280,480	1	35	15	0.14	USA
Ruscus Israel -- D	4,000		50	26	0.25	
Ruscus Israel -- I	6,960		45	29	0.28	ISR
Ruscus Italian -- D	720		70	38	0.37	
Ruscus Italian -- I	9,250	15	65	39	0.38	ITA
Salal -- D	0					
Salal -- I	7,230	14	450	90	0.86	USA