

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).

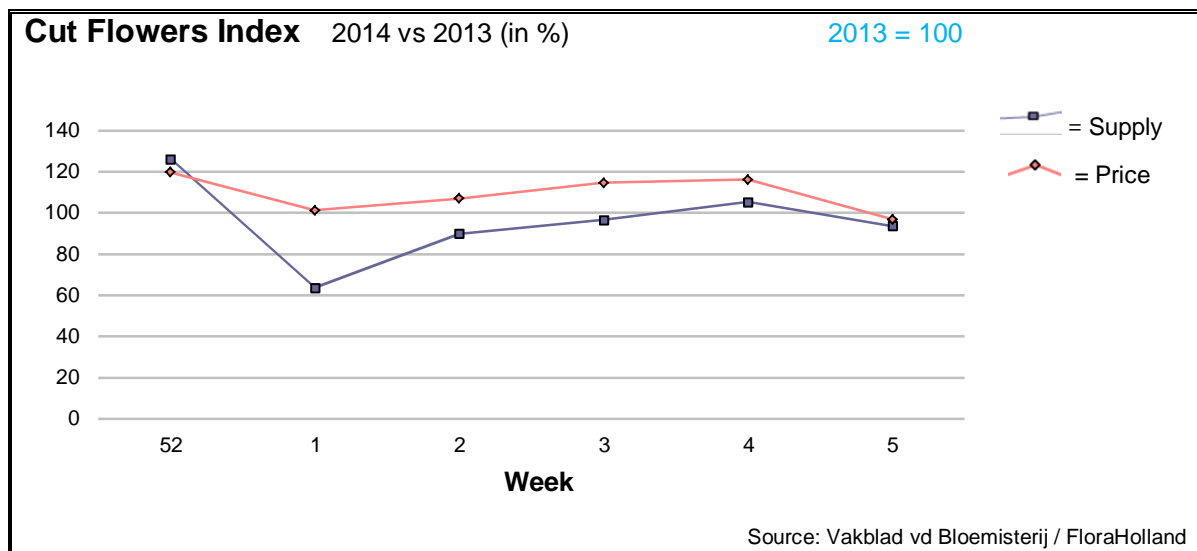
The Market Insider team

Week No. 05-2014

Date: 05/02/14

The FloraHolland flower auctions' weekly supply and price index

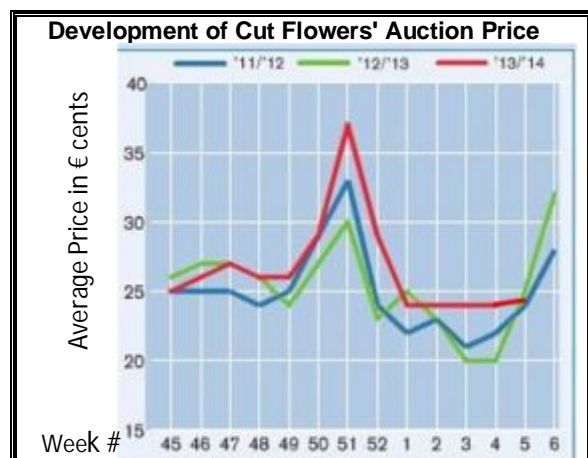
(Representing the relative supply and average price, compared to the same weeks of last year)

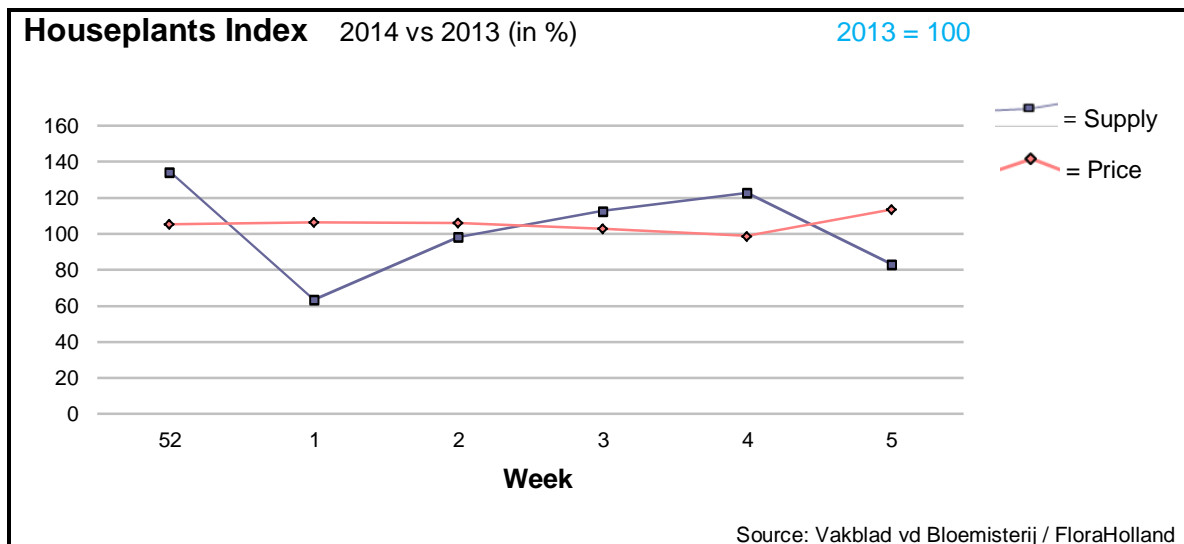


The cut flowers supply reduced again in week 5, after some increase in week 4. Mainly the supply of big roses was much lower than last year. Maybe the reason for lower price level is in the fact that Valentine's Day this year is one weekday later than last year.

Also the tulips' and the chrysant's supply was lower.

In spite of lower delivery, prices did not rise yet. Last year in week 5 there was a sudden improvement in the weather, after several cold weeks. This caused then a positive price forming.





The houseplants' supply in week 5 was significantly lower than last year. The reason is that last year in this week the temperature went above the freezing point, after very cold January, and conveyed a peak in bulb plants' supply. This year was the supply of hyacinth and narcissus lower, because the colder temperatures than previous weeks. These products did fetch some better prices.

However, phalaenopsis got some 8 cents more per stem, for about the same quantity as last year. Pot roses got 60 cents per pot than a week earlier; also compared to last year was the price higher (+ €0.30), thanks to the fact that the supply was expressively lower.

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. W05 Date: 05/02/2014

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 : 5 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\$ = 102.55 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	16,883,813					
Alstroemeria -- D	298,705	15	500	76	0.74	
Alstroemeria -- I	10,919		70	44	0.42	COL ISR NLD
Ammi majus -- D	63,310	12	80	34	0.33	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	50			30	0.29	AUS ZWE
Anthurium Pink -- D	159		500	113	1.10	
Anthurium Pink -- I	3,771	11	150	63	0.61	THA
Anthurium Red -- D	531		500	101	0.99	
Anthurium Red -- I	5,139	2	200	75	0.73	AUS THA USA ZAF
Anthurium White -- D	185		70	56	0.55	
Anthurium White -- I	1,859	10	180	67	0.65	THA
Banksia -- D	50			100	0.98	
Banksia -- I	0					
Bupleurum -- D	14,380	10	125	57	0.56	
Bupleurum -- I	0					
Calla -- D	82,611	15	300	71	0.69	
Calla -- I	11,701	1	260	72	0.70	NLD NZL
Carnations Spray -- D	377,702	5	160	49	0.47	
Carnations Spray -- I	468,335	7	65	31	0.31	COL
Carnations Standard -- D	451,887	10	300	50	0.49	
Carnations Standard -- I	416,689	3	170	42	0.41	COL
Chrysanthemum Spray -- D	599,235	3	110	47	0.46	
Chrysanthemum Spray -- I	448,620	4	85	38	0.37	KOR
Delphinium -- D	79,138	10	340	117	1.14	
Delphinium -- I	0					
Dracaena -- D	12,569	5	100	42	0.41	
Dracaena -- I	144,054	2	120	29	0.28	SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	195,407	5	600	177	1.73	
Eustoma -- I	107,170	45	350	130	1.27	AUS
Freesia -- D	252,797	4	85	38	0.38	
Freesia -- I	2,000		45	28	0.27	NLD
Gerbera -- D	428,083	7	909	28	0.27	
Gerbera -- I	1,250	38	60	45	0.44	
Gladiolus -- D	71,978	10	130	65	0.63	
Gladiolus -- I	9,150	40	110	65	0.64	
Gypsophila -- D	331,398	3	1,000	58	0.57	
Gypsophila -- I	12,355	20	80	40	0.39	ISR
Heliconia Pendula -- D	274	10	60	40	0.39	
Heliconia Pendula -- I	220	17	300	70	0.69	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,540	15	160	56	0.55	AUS NZL ZAF
Lily Casablanca -- D	14,410	100	1,000	522	5.09	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	41,410	22	230	125	1.22	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	385,095	5	104	38	0.37	
Limonium Sinuatum -- I	250		50	35	0.34	
Molucella -- D	4,850	25	100	60	0.58	
Molucella -- I	0					
Nerine -- D	30		3	3	0.03	
Nerine -- I	450	100	230	139	1.35	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	87,130	15	60	35	0.34	SGP THA
Orchid Cymbidium -- D	36,077	50	3,500	291	2.83	
Orchid Cymbidium -- I	966	84	650	205	2.00	NLD NZL
Orchid Oncidium -- D	8,620	10	500	117	1.15	
Orchid Oncidium -- I	106,075	13	250	71	0.69	SGP TAI THA
Orchid Phalaenopsis -- D	14,799	28	1,600	401	3.91	
Orchid Phalaenopsis -- I	5,931	61	950	605	5.90	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	37,620	20	50	33	0.32	THA
Ornithogalum -- D	80		80	60	0.59	
Ornithogalum -- I	16,582	8	80	26	0.26	NLD ZAF
Protea King -- D	0					
Protea King -- I	360		800	64	0.63	AUS ZAF
Protea others -- D	0					
Protea others -- I	10	750	800	775	7.56	
Riceflowers -- D	0					
Riceflowers -- I	40	180	180	180	1.76	AUS
Rose Total -- D	718,334	1	2,392	92	0.89	
Rose Total -- I	373,786	1	440	54	0.52	
Rose Avalanche -- D	58,940	16	180	79	0.77	
Rose Avalanche -- I	10,670	15	100	34	0.33	NLD
Rose Delilah -- D	1,800		120	79	0.77	
Rose Delilah -- I	0					
Rose Dukaat -- D	2,760	40	120	78	0.76	
Rose Dukaat -- I	0					
Rose Esther -- D	4,355	30	110	47	0.46	
Rose Esther -- I	0					
Rose Fantasy -- D	1,820	40	120	77	0.75	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	1,885	10	45	19	0.19	IND
Rose Gold Strike -- D	970	30	150	70	0.68	
Rose Gold Strike -- I	43,795	1	100	20	0.19	IND
Rose Grand Gala -- D	230	43	70	57	0.56	
Rose Grand Gala -- I	6,545	9	60	25	0.25	IND
Rose Milva -- D	1,660		140	107	1.04	
Rose Milva -- I	960		80	66	0.64	IND
Rose Noblesse -- D	5,540	15	120	57	0.56	
Rose Noblesse -- I	12,915	5	45	24	0.23	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Pareo -- D	4,700	30	130	75	0.74	
Rose Pareo -- I	0					
Rose Red Roses D --	14,350	15	183	72	0.70	
Rose Red Roses I --	0					
Rose Saphir -- D	4,960	30	150	81	0.79	
Rose Saphir -- I	400			30	0.29	IND
Rose Skyline -- D	290	50	120	81	0.79	
Rose Skyline -- I	0					
Rose The Teresa -- D	6,775	30	140	86	0.84	
Rose The Teresa -- I	0					
Rose Tineke -- D	16,625	20	160	80	0.78	
Rose Tineke -- I	2,320	8	40	28	0.27	IND NLD
Rose Spr Lovely Lydia -- D	4,575	50	185	110	1.08	
Rose Spr Lovely Lydia -- I	840	40	120	57	0.55	KOR
Rose Spr Macarena -- D	4,185	27	150	78	0.76	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6,805	8	140	39	0.38	
Rose Spr Mixed -- I	0					
Sandersonia -- D	5,280	30	185	113	1.10	
Sandersonia -- I	100		140	125	1.22	NZL
Trachelium -- D	0					
Trachelium -- I	550		80	73	0.71	ISR NLD
Tulip -- D	538,805	10	200	57	0.56	
Tulip -- I	4,850	10	90	49	0.48	NLD
Waxflowers -- D	0					
Waxflowers -- I	200		50	45	0.44	AUS
Green Foliage						
Beargrass -- D	5		300	280	2.73	
Beargrass -- I	930	200	300	186	1.82	USA
Leatherleaves -- D	55,380	2	65	29	0.28	
Leatherleaves -- I	229,480	3	35	15	0.15	USA
Ruscus Israel -- D	4,550		45	29	0.28	
Ruscus Israel -- I	7,800		40	29	0.29	ISR
Ruscus Italian -- D	1,320		40	29	0.28	
Ruscus Italian -- I	10,650	15	65	37	0.36	ITA
Salal -- D	0					
Salal -- I	6,240	20	402	89	0.87	USA