

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.

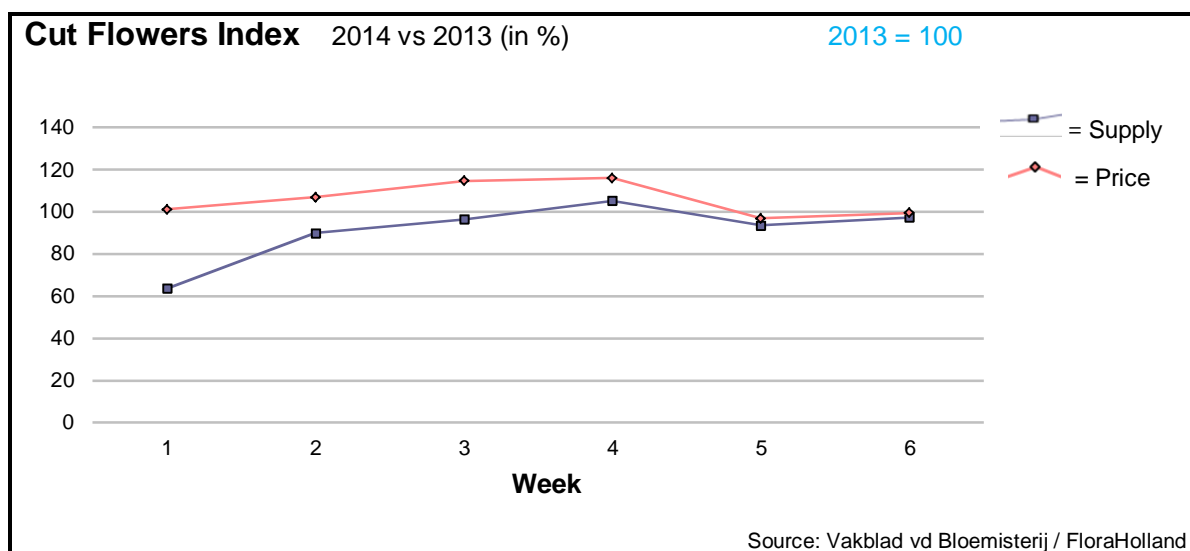
The Market Insider team

Week No. 06-2014

Date: 12/02/14

The FloraHolland flower auctions' weekly supply and price index

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



In week 6, the week before Valentine's Day week, the cut flowers' price level was quite identical to the same week last year, while the supplied quantities were 2.6% lower.

The big-bud roses got 4 cents higher price, with some 7% lower supplies.

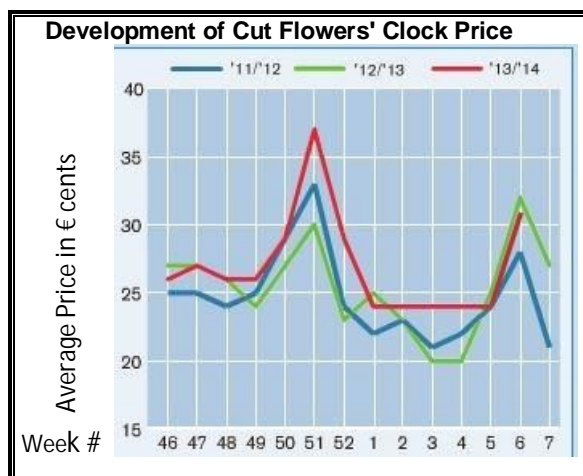
Tulips season finally arrived in the market with 'normal' quantities; with 3.3% more stems than last year, the price was 1 cent higher.

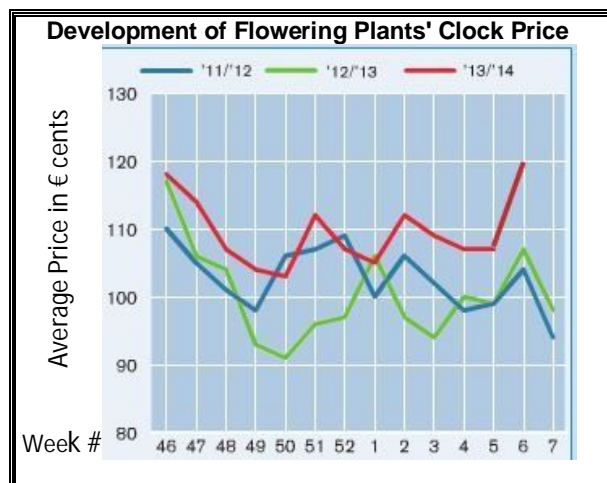
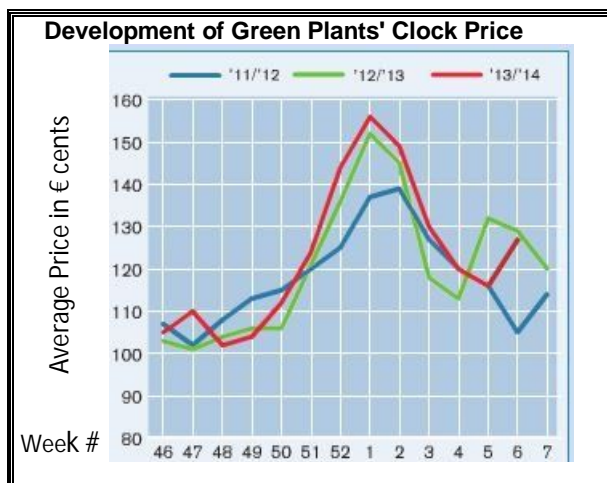
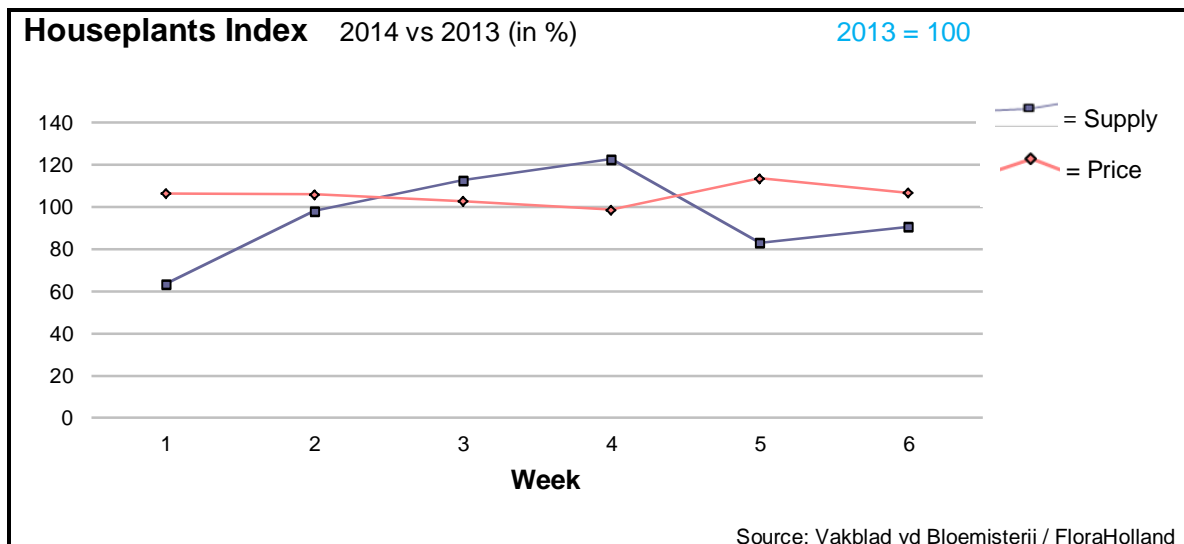
Chrysanthemums and gerbera got lower prices than last year.

Many products got notably lower prices, mostly due to higher quantities; among them: ammi, anemone, anigozanthos, asparagus, aspidistra, aster, delphinium, eucalyptus, gypsophila, paeonia, trachelium, wax flower, and some more.

Solidago got lower price even though the supplied quantity was lower than last year.

Only but a few products got really better prices: Carthamus, Helianthus, and Ornithogalum.





Lower supply (-9.3%), and higher price (€ 1.88 = +7%), have characterized the plants' trade in week 6 at the Dutch auctions. While green plants got the same price level of last year, the flowering plants fetched considerably higher prices.

Saint Valentine's Day is more of a cut flowers day. Yet, some flowering potted plants do participate in this event's 'party'; among them: pot-roses, phalaenopsis, and some other red flowering potted plants, mostly in the format of added value presentation, like harts, or special wrapping.

Phalaenopsis made higher price than last year, with some 10% less supplied units. Pot-roses lost some 20 cents from last year's price, with 11.3% more in supply. Hyacinth and narcissus in pot got higher prices, for considerably lower supply.

MARKET NEWS SERVICE FOR CUT FLOWERS - ASIAN MARKETS



International
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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. W06 Date: 12/02/2014

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 : 6 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\$ = 101.70 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	17,570,351					
Alstroemeria -- D	301,167	18	500	73	0.72	
Alstroemeria -- I	12,769		75	24	0.23	COL ISR NLD
Ammi majus -- D	65,340	6	140	33	0.33	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	50			30	0.29	AUS ZWE
Anthurium Pink -- D	131		500	125	1.23	
Anthurium Pink -- I	2,441	11	210	70	0.69	THA
Anthurium Red -- D	485		500	107	1.05	
Anthurium Red -- I	3,469	2	220	78	0.77	THA USA
Anthurium White -- D	185		70	56	0.55	
Anthurium White -- I	953	14	180	91	0.89	THA
Bupleurum -- D	13,915	5	140	52	0.52	
Bupleurum -- I	0					
Calla -- D	86,232	11	300	67	0.66	
Calla -- I	11,005	1	300	79	0.77	NLD NZL
Carnations Spray -- D	396,948	5	160	47	0.47	
Carnations Spray -- I	431,205	5	65	32	0.31	COL
Carnations Standard -- D	482,385	10	1,000	48	0.48	
Carnations Standard -- I	435,156	3	160	40	0.40	COL
Chrysanthemum Spray -- D	596,525	1	120	46	0.46	
Chrysanthemum Spray -- I	468,780	2	80	39	0.38	KOR
Delphinium -- D	85,834	10	350	108	1.06	
Delphinium -- I	0					
Dracaena -- D	10,546	5	100	42	0.41	
Dracaena -- I	144,659	3	120	29	0.29	SGP
Eustoma -- D	208,545	5	500	171	1.68	
Eustoma -- I	91,729	25	300	125	1.23	AUS

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Freesia -- D	281,428	4	85	33	0.33	
Freesia -- I	3,600		45	34	0.33	NLD
Gentiana -- D	0					
Gentiana -- I	70	110	110	110	1.08	
Gerbera -- D	425,077	7	909	27	0.27	
Gerbera -- I	800	25	60	48	0.47	NLD
Gladiolus -- D	79,490	5	120	57	0.56	
Gladiolus -- I	11,150	30	110	56	0.55	
Gypsophila -- D	369,253	3	300	49	0.48	
Gypsophila -- I	11,798		100	30	0.30	ISR
Heliconia Pendula -- D	230		120	58	0.57	
Heliconia Pendula -- I	410	5	250	56	0.55	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	3,870	14	160	58	0.57	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	30	150	160	155	1.52	AUS NZL ZAF
Lily Casablanca -- D	14,800	40	1,000	502	4.94	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	54,940	22	220	113	1.11	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	440,280	5	104	39	0.38	
Limonium Sinuatum -- I	0					
Molucella -- D	4,760	25	100	58	0.57	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	575	50	240	137	1.34	NLD NZL
Orchid Anna -- D	800		50	31	0.30	
Orchid Anna -- I	93,800	15	60	35	0.35	SGP THA
Orchid Cymbidium -- D	34,439	30	3,500	281	2.77	
Orchid Cymbidium -- I	363		550	235	2.31	NLD NZL
Orchid Oncidium -- D	8,260	15	380	119	1.17	
Orchid Oncidium -- I	100,105	5	180	77	0.76	SGP TAI THA
Orchid Phalaenopsis -- D	14,936	13	1,600	420	4.13	
Orchid Phalaenopsis -- I	5,592	67	950	616	6.06	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	37,740	15	55	33	0.33	THA
Ornithogalum -- D	80		80	60	0.59	
Ornithogalum -- I	12,297	8	80	27	0.27	NLD ZAF
Protea King -- D	0					
Protea King -- I	110		800	130	1.27	AUS ZAF
Protea others -- D	0					
Protea others -- I	200	55	800	104	1.03	AUS NZL
Rose Total -- D	716,165	2	1,271	91	0.89	
Rose Total -- I	426,242	1	460	51	0.50	
Rose Avalanche -- D	61,805	2	180	73	0.72	
Rose Avalanche -- I	9,200	12	100	31	0.30	NLD
Rose Delilah -- D	1,350	15	130	75	0.74	
Rose Delilah -- I	0					
Rose Dukaat -- D	2,840	40	120	79	0.77	
Rose Dukaat -- I	0					
Rose Esther -- D	3,405	30	120	51	0.50	
Rose Esther -- I	0					
Rose Fantasy -- D	2,400	40	140	81	0.80	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	6,940	10	50	38	0.37	IND
Rose Gold Strike -- D	640	35	150	75	0.74	
Rose Gold Strike -- I	50,624	1	100	16	0.16	IND
Rose Grand Gala -- D	150	60	70	63	0.62	
Rose Grand Gala -- I	8,250	9	60	26	0.26	IND
Rose Milva -- D	1,770		150	108	1.06	
Rose Milva -- I	960		80	66	0.65	IND
Rose Noblesse -- D	5,690	20	120	56	0.55	
Rose Noblesse -- I	15,470	10	50	24	0.24	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Pareo -- D	4,040	20	120	75	0.74	
Rose Pareo -- I	0					
Rose Red Roses D --	13,315	7	183	74	0.72	
Rose Red Roses I --	0					
Rose Saphir -- D	4,550	30	150	82	0.80	
Rose Saphir -- I	1,700	20	40	29	0.29	IND
Rose Skyline -- D	200	50	100	71	0.70	
Rose Skyline -- I	0					
Rose The Teresa -- D	5,930	30	150	88	0.87	
Rose The Teresa -- I	0					
Rose Tineke -- D	15,915	10	160	79	0.78	
Rose Tineke -- I	1,520	8	30	23	0.23	IND NLD
Rose Spr Lovely Lydia -- D	4,090	40	185	115	1.14	
Rose Spr Lovely Lydia -- I	540		70	53	0.52	KOR
Rose Spr Macarena -- D	5,650	30	140	76	0.75	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6,550	9	120	40	0.40	
Rose Spr Mixed -- I	0					
Sandersonia -- D	6,130	30	185	104	1.03	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	640		70	65	0.64	ISR NLD
Tulip -- D	565,684	5	180	53	0.52	
Tulip -- I	3,750	20	150	44	0.44	NLD
Waxflowers -- D	0					
Waxflowers -- I	200		50	42	0.41	AUS
Green Foliage						
Beargrass -- D	5		300	280	2.75	
Beargrass -- I	660	150	330	155	1.53	USA
Leatherleaves -- D	52,790	3	70	27	0.26	
Leatherleaves -- I	287,860	1	35	14	0.14	USA
Ruscus Israel -- D	6,040		45	26	0.26	
Ruscus Israel -- I	9,680		40	25	0.24	ISR
Ruscus Italian -- D	1,320		40	27	0.27	
Ruscus Italian -- I	10,250	10	65	36	0.36	ITA
Salal -- D	0					
Salal -- I	6,769	16	1,800	116	1.15	USA