

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.

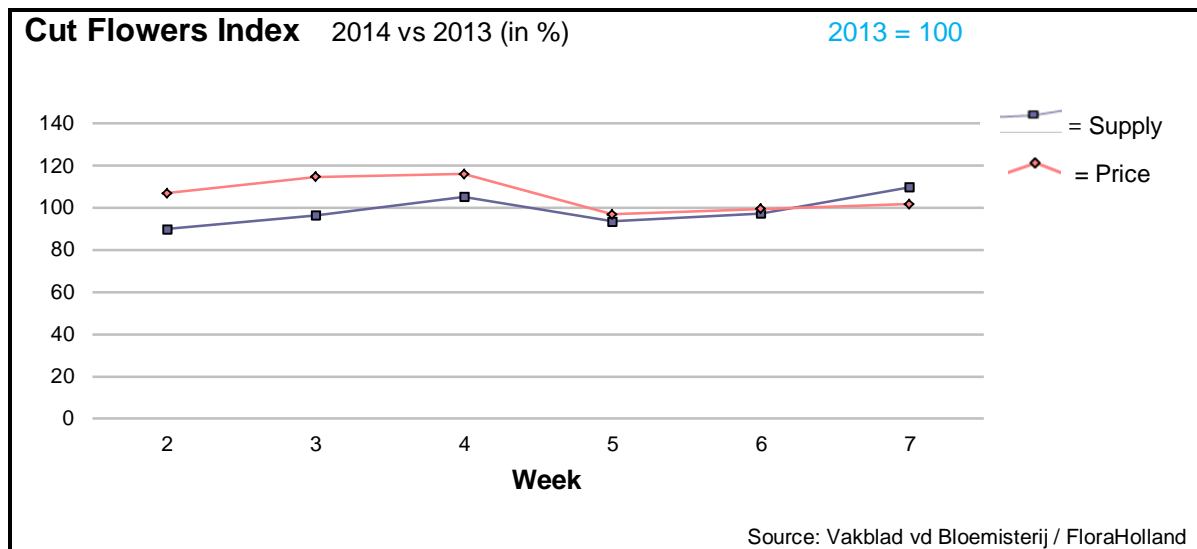
The Market Insider team

Week No. 07-2014

Date: 19/02/14

The FloraHolland flower auctions' weekly supply and price index

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



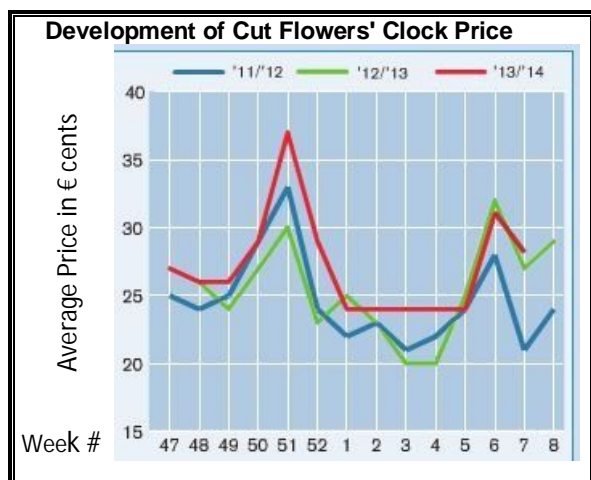
In week 7, the week of Valentine's Day, cut flowers supply was 10% higher than in this week last year, and the average price was just a bit higher.

Big roses, the ultimate Valentine's flower, arrived in bigger quantities (+25%) than last year, and got 2 cents less in price.

The tulips' season finally took-off; with 9% more stems than in 2013, the price was 1 cent higher.

Some products got much higher price than last year, since their supply was really lower; among them were: anemone, asclepias, ornithogalum, pittosporum, and ranunculus.

However, anthurium, peony, and protea got better price, even though their supply was higher than last year (meaning: a sign for better demand).



Yet, the majority of cut flower types achieved in week 7 lower prices than last year; some of them significantly lower: agapanthus, ammi, gypsophila, hypericum, solidago, and trachelium. All due to much bigger supply.

Valentine's Day Sales in FloraHolland's Clocks*

Weeks 4 through 7

4 Weeks Prior to Valentine's Day

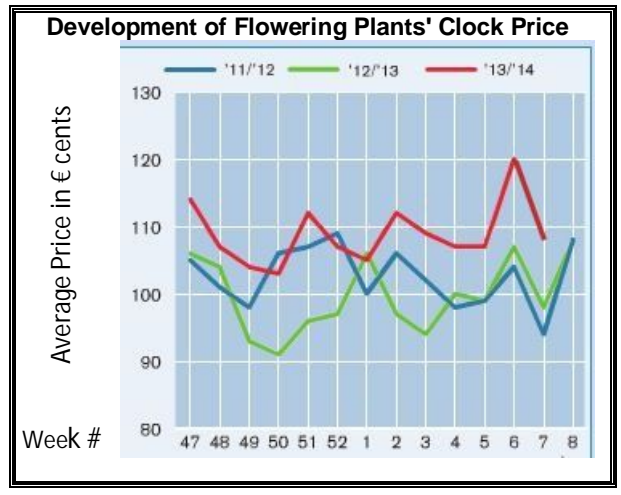
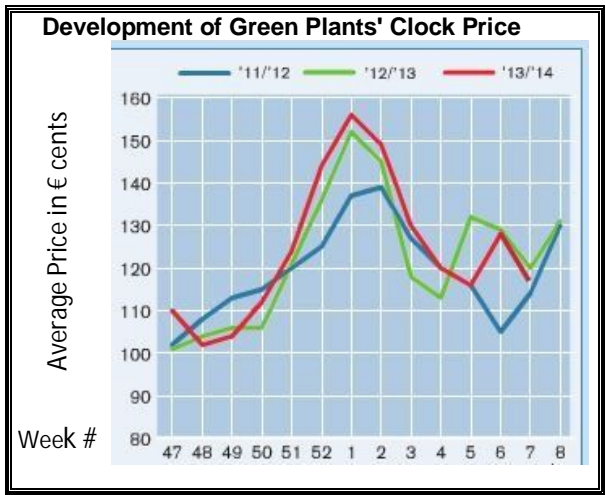
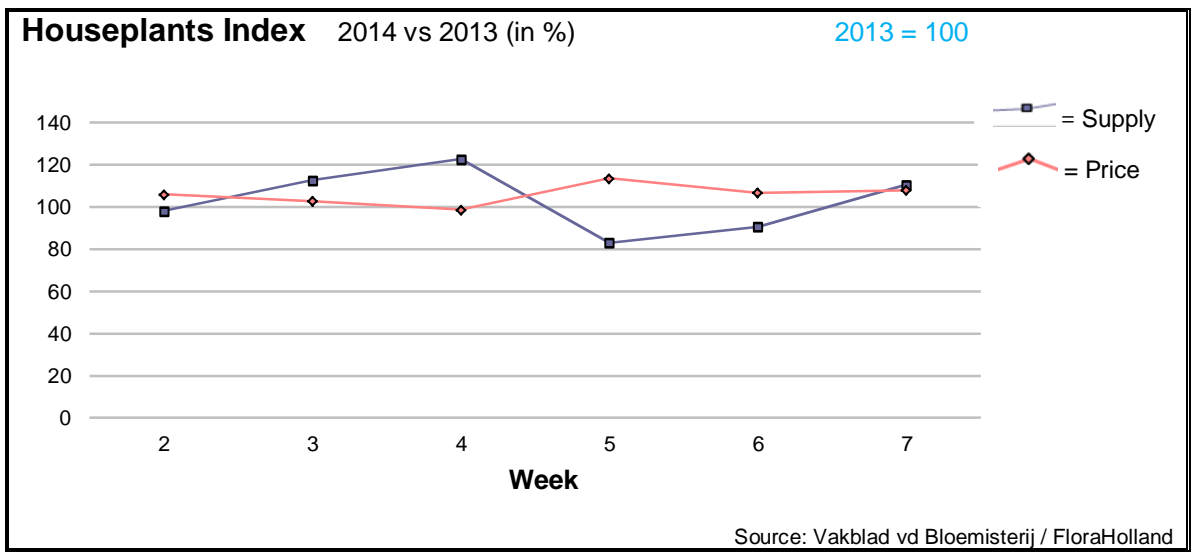
Some Representing Cut Flowers	Clock Price		Change 2014 / 2013	
	2014	2013	Supply	Price
Ammi	0.16	0.25	44%	-37%
Asclepias	0.30	0.23	-49%	30%
Aspidistra	0.06	0.08	26%	-21%
Aster	0.19	0.26	51%	-26%
Carnation standard	0.17	0.18	3%	-5%
Carnations Spray	0.10	0.10	-3%	2%
Chrysanthemum Spray	0.35	0.39	3%	-11%
Delphinium	0.33	0.43	93%	-23%
Gypsophila	0.18	0.25	-1%	-29%
Helianthus	0.40	0.33	-36%	24%
Hypericum	0.16	0.21	22%	-24%
Leucadendron	0.14	0.17	-3%	-18%
Lily	0.75	0.68	-10%	11%
Limonium	0.18	0.20	7%	-12%
Ornithogalum	0.24	0.20	-19%	18%
Peony	1.01	0.98	101%	4%
Protea	0.80	0.74	-17%	8%
Ranunculus	0.24	0.20	-18%	23%
Roses Big	0.38	0.36	-6%	7%
Roses Small & Medium	0.17	0.14	-20%	21%
Trachelium	0.21	0.37	110%	-43%
Tulips	0.15	0.15	-6%	5%
Wax Flower	0.16	0.20	5%	-20%
Cut Flowers Total	0.27	0.27	-3%	1%
Houseplants Total	1.13	1.06	-12%	7%
Total clock sales	0.30	0.30	-3%	2%

* Data NOT including direct sales

The Valentine's Day period sales in the Dutch auctions' clocks ended up at about the same level of cut flowers price, and with significant better houseplants' price, compared to 2013.

The total turnover of FloraHolland's Valentine's sales (including direct sales) accumulated to some 265 million €, which is 5.2% more than last year, and 16.8% more than in 2012.





Quantities and prices of houseplants were higher in week 7 than in the same week last year.

The leading products were Phalaenopsis and pot-rose, with more supplied pots, and higher average prices. Actually most of the flowering pots, and the potted bulb flowers showed better results than last year, while the green plants were some less successful.

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. W07 Date: 19/02/2014

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 : 7 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\$ = 102.25 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	15,676,243					
Alstroemeria -- D	297,355	13	800	62	0.60	
Alstroemeria -- I	8,995		65	29	0.28	COL ISR NLD
Ammi majus -- D	59,020	2	80	25	0.24	
Ammi majus -- I	0					
Anigozanthos -- D	200	55	60	58	0.57	
Anigozanthos -- I	0					
Anthurium Pink -- D	111		150	124	1.21	
Anthurium Pink -- I	2,215	3	163	83	0.81	THA
Anthurium Red -- D	522		500	130	1.27	
Anthurium Red -- I	2,373	5	200	91	0.89	AUS THA USA ZAF
Anthurium White -- D	270		150	71	0.69	
Anthurium White -- I	2,113	1	180	70	0.68	THA
Banksia -- D	100			100	0.98	
Banksia -- I	300		190	186	1.82	AUS NZL
Bupleurum -- D	16,010	2	125	44	0.43	
Bupleurum -- I	0					
Calla -- D	71,206	15	400	66	0.65	
Calla -- I	19,625	10	320	61	0.59	NLD NZL
Carnations Spray -- D	309,523	7	160	46	0.45	
Carnations Spray -- I	388,587	1	150	26	0.26	COL
Carnations Standard -- D	423,777	1	200	48	0.47	
Carnations Standard -- I	458,460	1	175	35	0.34	COL
Chrysanthemum Spray -- D	606,704	1	218	41	0.40	
Chrysanthemum Spray -- I	521,170	1	100	29	0.28	KOR
Delphinium -- D	87,045	5	350	96	0.94	
Delphinium -- I	0					
Dracaena -- D	9,810	10	400	46	0.45	
Dracaena -- I	139,735	1	120	29	0.29	SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	167,606	10	450	169	1.65	
Eustoma -- I	166,590	20	225	83	0.81	AUS
Freesia -- D	227,501	2	80	30	0.30	
Freesia -- I	8,800		30	20	0.20	NLD
Gentiana -- D	0					
Gentiana -- I	50			270	2.64	NZL
Gerbera -- D	425,991	3	909	23	0.23	
Gerbera -- I	750	40	50	41	0.40	
Gladiolus -- D	75,520	5	120	46	0.45	
Gladiolus -- I	6,800	3	100	37	0.36	NLD
Gypsophila -- D	271,369	1	230	47	0.46	
Gypsophila -- I	12,698		60	21	0.21	ISR
Heliconia Pendula -- D	420	10	100	37	0.36	
Heliconia Pendula -- I	386	20	163	54	0.52	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,348	8	150	44	0.43	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	180	100	230	100	0.98	AUS NZL ZAF
Lily Casablanca -- D	13,350	100	1,000	482	4.72	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	55,885	20	180	84	0.82	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	465,700	2	80	30	0.30	
Limonium Sinuatum -- I	0					
Molucella -- D	6,770	7	100	46	0.45	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,390		220	72	0.70	NLD NZL
Orchid Anna -- D	400		35	25	0.24	
Orchid Anna -- I	113,085	5	55	26	0.25	SGP THA
Orchid Cymbidium -- D	28,824	25	3,500	300	2.93	
Orchid Cymbidium -- I	822	51	550	204	1.99	NLD NZL
Orchid Oncidium -- D	6,732	15	500	124	1.21	
Orchid Oncidium -- I	72,775	25	183	94	0.92	SGP TAI THA
Orchid Phalaenopsis -- D	17,292	19	1,600	375	3.67	
Orchid Phalaenopsis -- I	5,251	133	900	633	6.19	AUS NZL
Orchid Sonia -- D	200		10	8	0.08	
Orchid Sonia -- I	64,540	5	60	21	0.21	THA
Ornithogalum -- D	690	70	130	86	0.85	
Ornithogalum -- I	11,716	9	80	29	0.29	NLD ZAF
Protea King -- D	0					
Protea King -- I	40	50	150	75	0.73	AUS ZAF
Protea others -- D	0					
Protea others -- I	100	31	75	61	0.60	AUS NZL
Rose Total -- D	640,812	6	2,392	104	1.02	
Rose Total -- I	409,720	1	700	63	0.61	
Rose Avalanche -- D	50,725	30	180	93	0.91	
Rose Avalanche -- I	1,510	1	114	51	0.50	
Rose Delilah -- D	950	30	120	90	0.88	
Rose Delilah -- I	0					
Rose Dukaat -- D	2,440	40	140	82	0.80	
Rose Dukaat -- I	0					
Rose Esther -- D	2,722	30	140	67	0.66	
Rose Esther -- I	1,000			20	0.20	
Rose Fantasy -- D	2,250	30	140	87	0.85	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	3,980	1	45	21	0.20	IND
Rose Gold Strike -- D	530	50	130	86	0.85	
Rose Gold Strike -- I	40,183	5	80	20	0.19	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	16,040	10	80	33	0.32	IND
Rose Milva -- D	1,790		140	111	1.08	
Rose Milva -- I	840		80	64	0.63	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Noblesse -- D	4,660	24	130	69	0.67	
Rose Noblesse -- I	10,480	10	60	23	0.22	IND
Rose Pareo -- D	2,855		180	80	0.79	
Rose Pareo -- I	0					
Rose Red Roses D --	10,710	20	201	95	0.93	
Rose Red Roses I --	0					
Rose Saphir -- D	3,380	30	150	96	0.94	
Rose Saphir -- I	480	10	35	21	0.20	IND
Rose Skyline -- D	215	50	100	71	0.69	
Rose Skyline -- I	0					
Rose The Teresa -- D	5,360	30	153	93	0.91	
Rose The Teresa -- I	0					
Rose Tineke -- D	13,470	30	160	100	0.97	
Rose Tineke -- I	240			30	0.29	IND NLD
Rose Spr Lovely Lydia -- D	3,560	50	200	138	1.35	
Rose Spr Lovely Lydia -- I	90			50	0.49	KOR
Rose Spr Macarena -- D	4,305	30	160	87	0.85	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6,701	15	180	44	0.43	
Rose Spr Mixed -- I	0					
Sandersonia -- D	3,340	70	170	110	1.07	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	440		95	74	0.72	ISR NLD
Tulip -- D	570,716	5	1,726	45	0.44	
Tulip -- I	3,350		70	24	0.23	NLD
Waxflowers -- D	0					
Waxflowers -- I	1,000		51	37	0.36	AUS
Green Foliage						
Beargrass -- D	5		300	280	2.74	
Beargrass -- I	496	100	330	105	1.03	USA
Leatherleaves -- D	58,070	2	65	29	0.29	
Leatherleaves -- I	181,840	5	35	16	0.15	USA
Ruscus Israel -- D	6,610		45	26	0.26	
Ruscus Israel -- I	8,400		35	24	0.23	ISR
Ruscus Italian -- D	880		40	27	0.26	
Ruscus Italian -- I	9,750	8	65	33	0.32	ITA
Salal -- D	0					
Salal -- I	5,675	16	400	119	1.16	USA