

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.

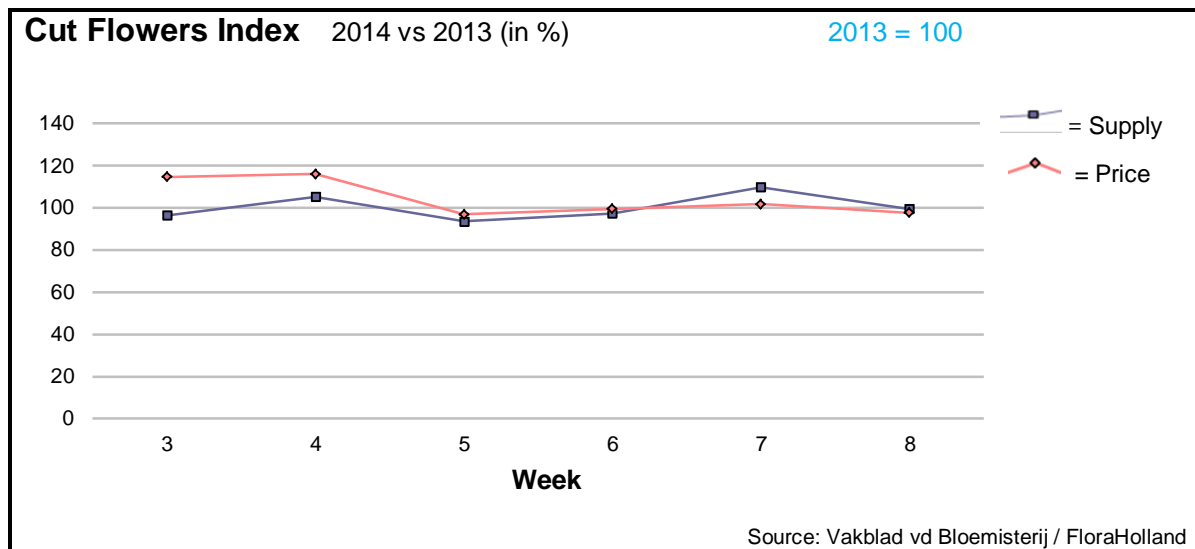
The Market Insider team

Week No. 08-2014

Date: 26/02/14

The FloraHolland flower auctions' weekly supply and price index

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



After the increased supply in Valentine's week (+10%) cut flowers quantities in week 8 decreased by 10%, and were on the same level of last year.

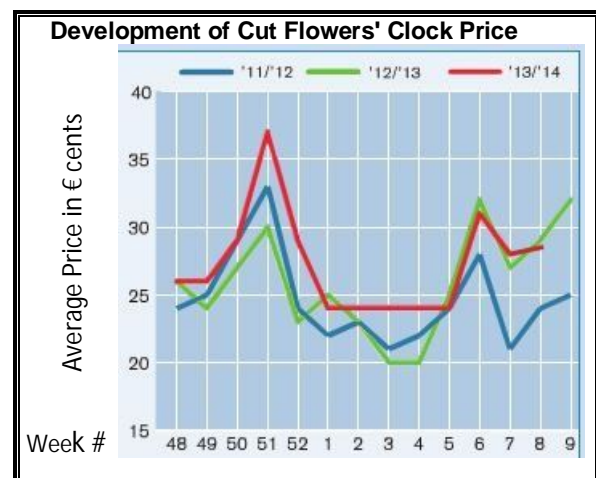
The average price was 25 cents, = one cent = 2% lower than in 2013.

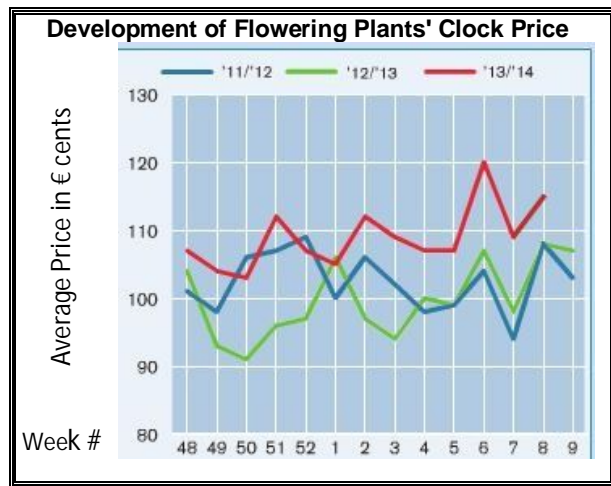
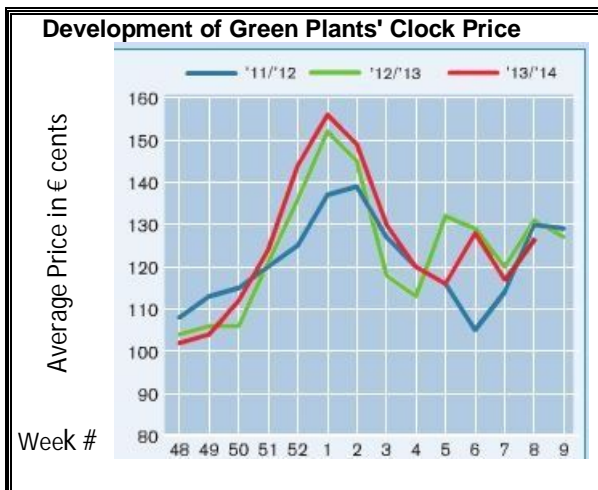
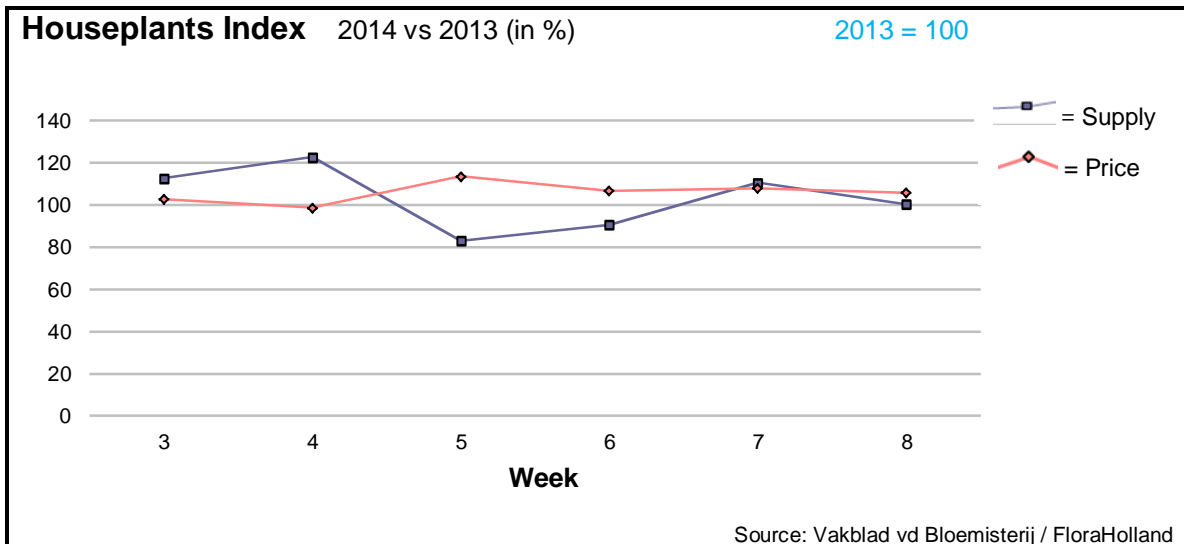
The cut flowers total turnover was 2.5% lower than last year.

'Valentine's Roses', the big bud types, lost some 5% = 2 cents, while tulips fetched better price for bigger quantities. Chrysanthemums lost price for lower supply, and gerbera-mini was lower in price than in week 7, but still higher than in week 8 of last year.

Other products that got significant higher price than last year, all of them due to higher supplied quantities were: Ornithogalum, protea, ranunculus, and wax flower.

Much lower price, due to higher supply than last year registered for: agapanthus, asparagus, aster, carnations, eucalyptus, fatsia, hypericum, solidago, and trachelium. Aspidistra, gypsophila, and lilies got lower price, even though the supply was smaller than last year.





With equal supply to last year, houseplant's average price was 6% higher in week 8. The total turnover was 6.5% higher.

Phalaenopsis could achieve 7 cents more in the unit price, while the supply was 12% higher.

Also pot-roses, the big Valentine's item, maintained 4 cents more in price, with 5% more supplied pots than the same week last year.

Anthurium got only but 1% lower price, while the supply was 6% higher.

Kalanchoe experienced a slight increase in supply and in price. So did the hyacinth.

Narcissus supplied in smaller quantities, and got higher price.

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. W08 Date: 26/02/2014

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 : 8 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\$ = 102.11 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	16,730,884					
Alstroemeria -- D	321,920	10	1,000	64	0.62	
Alstroemeria -- I	9,890	10	60	34	0.34	COL ISR NLD
Ammi majus -- D	62,880	7	80	27	0.26	
Ammi majus -- I	0					
Anigozanthos -- D	350	30	85	46	0.45	
Anigozanthos -- I	0					
Anthurium Pink -- D	150		120	76	0.74	
Anthurium Pink -- I	4,896	3	140	64	0.62	THA
Anthurium Red -- D	311		350	88	0.86	
Anthurium Red -- I	4,683	4	160	67	0.66	AUS THA USA ZAF
Anthurium White -- D	205		200	92	0.90	
Anthurium White -- I	3,300	1	160	55	0.54	THA
Banksia -- D	0					
Banksia -- I	58	250	280	260	2.55	AUS NZL
Bupleurum -- D	16,685	10	100	50	0.49	
Bupleurum -- I	0					
Calla -- D	81,381	20	400	68	0.67	
Calla -- I	16,347	3	320	84	0.82	NLD NZL
Carnations Spray -- D	352,548	10	160	49	0.48	
Carnations Spray -- I	406,725	6	65	27	0.26	COL
Carnations Standard -- D	475,573	10	180	49	0.48	
Carnations Standard -- I	465,474	6	175	37	0.36	COL
Chrysanthemum Spray -- D	546,405	4	125	45	0.44	
Chrysanthemum Spray -- I	497,790	1	80	28	0.28	KOR
Delphinium -- D	90,925	10	380	102	1.00	
Delphinium -- I	0					
Dracaena -- D	8,190	10	150	43	0.42	
Dracaena -- I	154,943	2	130	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	147,790	9	500	195	1.91	
Eustoma -- I	120,370	30	250	115	1.13	AUS
Freesia -- D	231,355	3	80	35	0.35	
Freesia -- I	7,800		35	19	0.19	NLD
Gerbera -- D	458,658	5	150	24	0.23	
Gerbera -- I	0					
Gladiolus -- D	63,840	5	140	55	0.54	
Gladiolus -- I	8,400	20	80	42	0.41	NLD
Gypsophila -- D	268,350	10	250	62	0.61	
Gypsophila -- I	12,355		100	47	0.46	ISR
Heliconia Pendula -- D	596	12	167	35	0.34	
Heliconia Pendula -- I	176	4	250	103	1.01	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,537	11	150	48	0.47	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	645	40	150	68	0.67	AUS NZL ZAF
Lily Casablanca -- D	13,613	50	1,000	482	4.72	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	38,585	20	180	101	0.99	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	335,260	5	85	37	0.36	
Limonium Sinuatum -- I	900		30	18	0.18	
Molucella -- D	4,830	6	98	59	0.58	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	2,700		140	66	0.65	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	99,210	5	55	24	0.23	SGP THA
Orchid Cymbidium -- D	26,930	38	3,000	306	3.00	
Orchid Cymbidium -- I	652	100	550	264	2.59	NLD NZL
Orchid Oncidium -- D	5,183	15	500	135	1.33	
Orchid Oncidium -- I	129,875	1	250	75	0.73	SGP TAI THA
Orchid Phalaenopsis -- D	15,040	23	1,600	465	4.56	
Orchid Phalaenopsis -- I	5,151	102	880	602	5.90	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	59,380	10	40	22	0.21	THA
Ornithogalum -- D	1,730	40	130	85	0.83	
Ornithogalum -- I	4,923	6	80	34	0.33	NLD ZAF
Protea King -- D	0					
Protea King -- I	10	150	150	150	1.47	AUS ZAF
Protea others -- D	0					
Protea others -- I	300	70	250	133	1.30	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	40	130	130	165	1.62	AUS NZL
Rose Total -- D	675,854	10	500	115	1.12	
Rose Total -- I	377,152	10	550	66	0.65	
Rose Avalanche -- D	52,077	30	235	126	1.23	
Rose Avalanche -- I	1,850	37	150	86	0.84	NLD
Rose Delilah -- D	1,540	30	140	112	1.10	
Rose Delilah -- I	0					
Rose Dukaat -- D	2,560	40	140	86	0.84	
Rose Dukaat -- I	0					
Rose Esther -- D	3,040	30	150	83	0.81	
Rose Esther -- I	300			23	0.23	
Rose Fantasy -- D	2,680	30	150	85	0.83	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	1,895	20	55	30	0.29	IND
Rose Gold Strike -- D	595	50	150	97	0.95	
Rose Gold Strike -- I	26,804	10	80	27	0.26	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	8,865	20	80	43	0.43	IND
Rose Milva -- D	2,200		170	116	1.14	
Rose Milva -- I	690		80	68	0.67	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Noblesse -- D	3,320	30	126	81	0.79	
Rose Noblesse -- I	8,660	10	65	29	0.28	IND
Rose Pareo -- D	3,310		140	95	0.93	
Rose Pareo -- I	0					
Rose Red Roses D --	12,222	30	185	104	1.02	
Rose Red Roses I --	0					
Rose Saphir -- D	5,390	30	162	97	0.95	
Rose Saphir -- I	180	40	40	34	0.34	IND
Rose Skyline -- D	240	80	100	91	0.89	
Rose Skyline -- I	0					
Rose The Teresa -- D	5,210	30	160	104	1.02	
Rose The Teresa -- I	0					
Rose Tineke -- D	11,579	30	180	126	1.23	
Rose Tineke -- I	400			30	0.29	IND NLD
Rose Spr Lovely Lydia -- D	3,505	60	220	139	1.36	
Rose Spr Lovely Lydia -- I	340		60	51	0.50	KOR
Rose Spr Macarena -- D	5,660	30	160	90	0.89	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6,995	10	140	48	0.47	
Rose Spr Mixed -- I	0					
Sandersonia -- D	6,470	20	170	101	0.99	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	500		125	88	0.86	ISR NLD
Tulip -- D	630,365	10	250	48	0.47	
Tulip -- I	2,050		230	37	0.36	NLD
Waxflowers -- D	0					
Waxflowers -- I	480	35	730	79	0.78	AUS
Green Foliage						
Beargrass -- D	6		300	233	2.28	
Beargrass -- I	240	200	350	261	2.56	USA
Leatherleaves -- D	55,370	5	70	30	0.29	
Leatherleaves -- I	285,600	8	35	16	0.16	USA
Ruscus Israel -- D	6,550		60	26	0.26	
Ruscus Israel -- I	9,480		40	24	0.24	ISR
Ruscus Italian -- D	220		40	34	0.33	
Ruscus Italian -- I	9,300	16	70	38	0.37	ITA
Salal -- D	0					
Salal -- I	5,663	30	450	134	1.31	USA