

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.

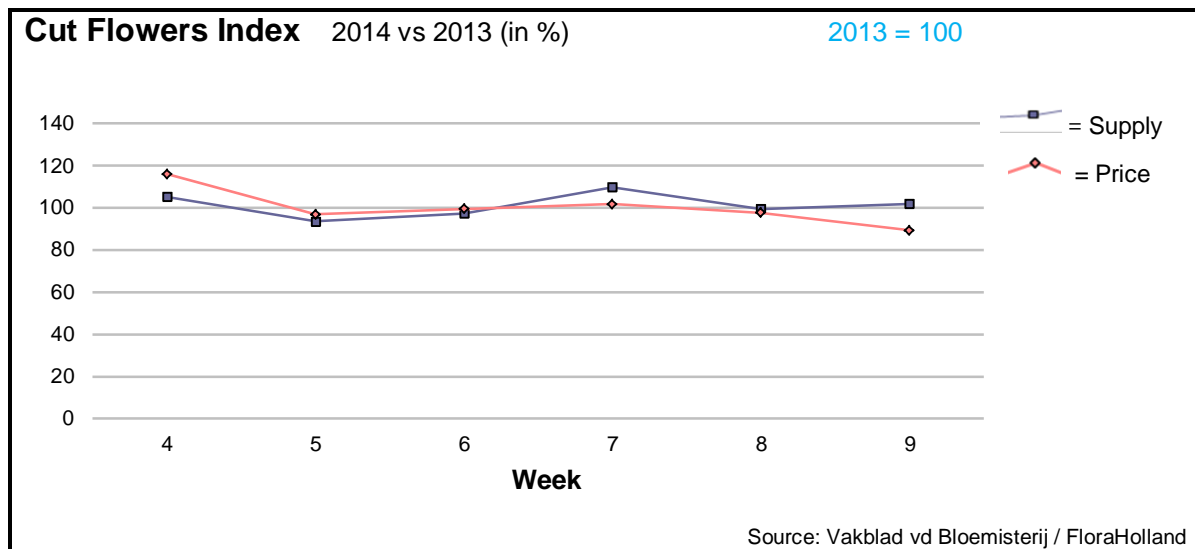
The Market Insider team

Week No. 09-2014

Date: 05/03/14

The FloraHolland flower auctions' weekly supply and price index

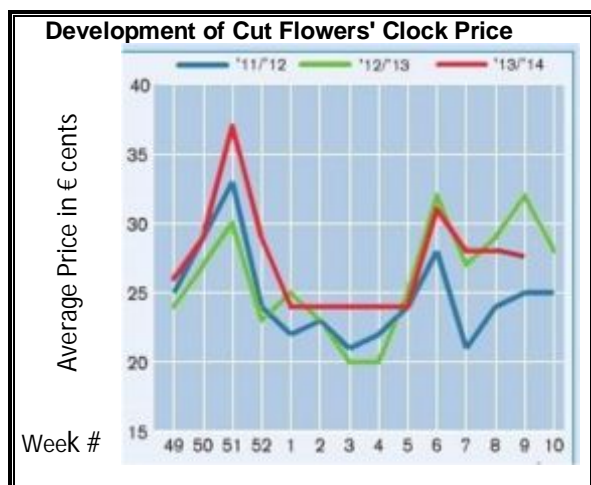
(Representing the relative supply and average price, compared to the same weeks of last year)



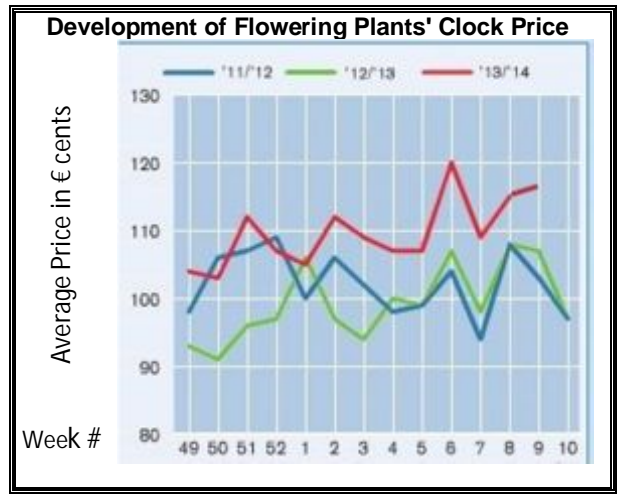
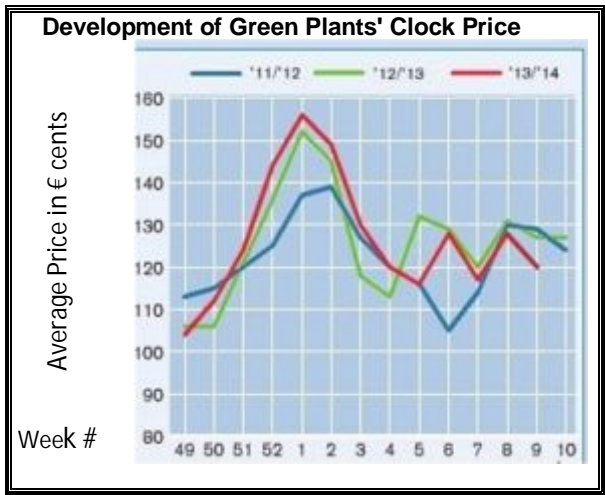
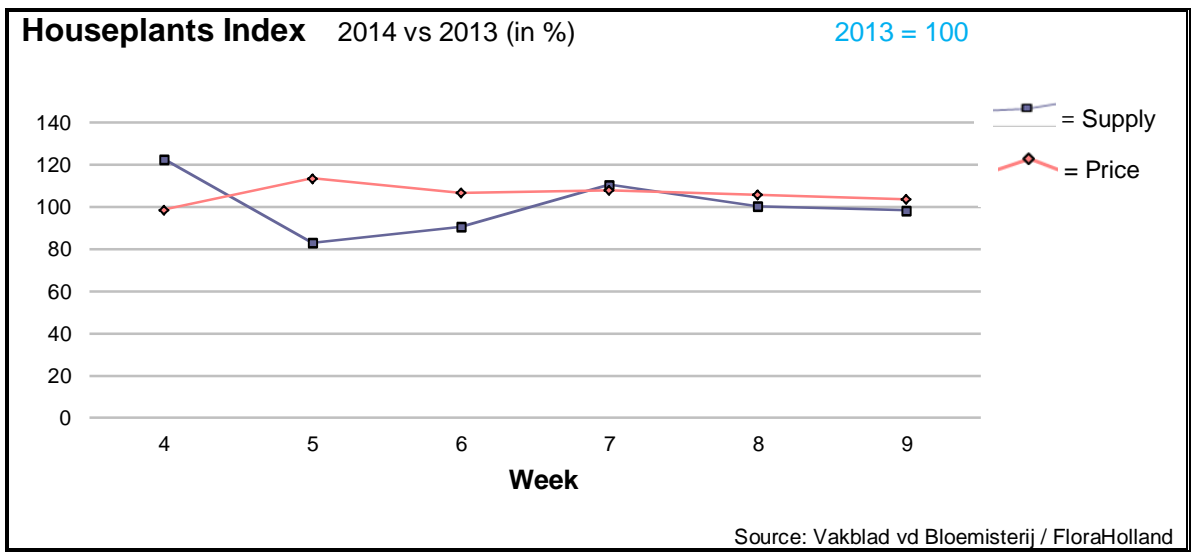
Week 9 was influenced by the International Woman's Day. In spite of the strong demand from Russia, the average cut flowers price was 3 cents lower than last year. The reason lies in last year: then the British Mother's Day and the Woman's Day were both in week 10. This caused last year particularly high prices of mainly chrysanthemums and roses.

This year roses got 6 cent less than in 2013, and the chrysanthemums got less 8 cents.

The most important product now was the tulip, which got the same price like last year, in spite of 10% higher supply. Peonies got much higher price for much higher supplied quantity.



However, quite many products got significantly lower prices than in 2013, due to bigger supply; among them: agapanthus, alstroemeria, aster, carnations, delphinium, gerbera, gypsophila, hypericum, pittosporum, solidago, trachelium, and more.



Houseplants average price was in week 9 € 1.65, some 7 cents more than last year. The total supply was 1.5% lower.

The main reduced supply was by kalanchoe. With 17% less pots this product achieved 7 cents more in price.

Hortensia's supply was 35% higher than last year, but yet the price did not change.

Phalaenopsis also did it nice: more units got higher price. This product has a stable supply during the last weeks, and its price stays high, more than 4 €/pot.

Generally speaking, potted plants got this week better prices than last year. Yet, as usual, there were some exceptions; among them roses and rhododendron.

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. W09 Date: 05/03/2014

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 : 9 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\$ = 102.28 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	19,334,248					
Alstroemeria -- D	368,130	18	1,000	68	0.66	
Alstroemeria -- I	11,690	15	50	38	0.37	COL ISR NLD
Ammi majus -- D	70,800	10	80	34	0.33	
Ammi majus -- I	0					
Anigozanthos -- D	550	30	125	49	0.48	
Anigozanthos -- I	0					
Anthurium Pink -- D	57		500	218	2.13	
Anthurium Pink -- I	3,300	17	170	84	0.82	THA
Anthurium Red -- D	223		350	131	1.28	
Anthurium Red -- I	3,955	10	240	90	0.88	AUS THA USA ZAF
Anthurium White -- D	165		100	71	0.69	
Anthurium White -- I	1,962	6	200	81	0.79	THA
Bupleurum -- D	14,410	2	120	55	0.54	
Bupleurum -- I	0					
Calla -- D	102,512	20	400	65	0.63	
Calla -- I	15,224	21	290	100	0.98	NLD NZL
Carnations Spray -- D	396,474	8	160	54	0.53	
Carnations Spray -- I	569,530	10	65	32	0.31	COL
Carnations Standard -- D	528,967	15	180	51	0.50	
Carnations Standard -- I	492,790	2	170	41	0.40	COL
Chrysanthemum Spray -- D	603,210	5	130	46	0.45	
Chrysanthemum Spray -- I	402,050	5	85	41	0.40	KOR
Delphinium -- D	91,990		400	120	1.18	
Delphinium -- I	0					
Dracaena -- D	12,496	17	120	49	0.48	
Dracaena -- I	148,814	3	110	33	0.32	SGP
Eustoma -- D	188,717	1	500	191	1.87	
Eustoma -- I	165,602	20	350	127	1.25	AUS

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Freesia -- D	301,676	5	120	41	0.40	
Freesia -- I	3,000		35	23	0.22	NLD
Gerbera -- D	523,573	5	909	31	0.30	
Gerbera -- I	0					
Gladiolus -- D	64,651	7	140	59	0.58	
Gladiolus -- I	46,300	10	80	39	0.38	NLD
Gypsophila -- D	313,565	15	300	77	0.75	
Gypsophila -- I	12,458		100	62	0.61	ISR
Heliconia Pendula -- D	662	16	200	51	0.50	
Heliconia Pendula -- I	249	21	417	103	1.00	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	2,064	7	150	63	0.62	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,410	52	230	124	1.21	AUS NZL ZAF
Lily Casablanca -- D	14,260	80	1,000	517	5.05	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	40,800	22	220	124	1.21	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	334,074	1	140	54	0.53	
Limonium Sinuatum -- I	805		40	38	0.37	
Molucella -- D	4,840	15	90	52	0.51	
Molucella -- I	0					
Nerine -- D	5			76	0.74	
Nerine -- I	3,320	20	120	53	0.51	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	100,500	10	60	29	0.28	SGP THA
Orchid Cymbidium -- D	29,616	75	3,000	354	3.46	
Orchid Cymbidium -- I	1,602	60	550	205	2.01	NLD NZL
Orchid Oncidium -- D	6,856	15	520	125	1.23	
Orchid Oncidium -- I	109,870	15	180	77	0.75	SGP TAI THA
Orchid Phalaenopsis -- D	16,793	50	1,600	438	4.28	
Orchid Phalaenopsis -- I	5,692	80	960	599	5.86	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	59,460	10	48	26	0.25	THA
Ornithogalum -- D	4,470	39	135	80	0.78	
Ornithogalum -- I	6,764	25	80	53	0.52	NLD ZAF
Protea King -- D	0					
Protea King -- I	866	86	250	125	1.22	AUS ZAF
Protea others -- D	0					
Protea others -- I	484	70	300	173	1.69	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	20	180	180	180	1.76	AUS
Rose Total -- D	763,825	8	2,576	116	1.14	
Rose Total -- I	400,782	10	1,200	70	0.68	
Rose Avalanche -- D	59,268	30	200	120	1.17	
Rose Avalanche -- I	6,220	20	120	50	0.49	NLD
Rose Delilah -- D	1,640	30	140	97	0.95	
Rose Delilah -- I	0					
Rose Dukaat -- D	3,090	40	150	92	0.90	
Rose Dukaat -- I	0					
Rose Esther -- D	4,080	30	150	75	0.74	
Rose Esther -- I	200			40	0.39	
Rose Fantasy -- D	1,930	40	180	97	0.95	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	6,005	15	50	26	0.25	IND
Rose Gold Strike -- D	540	40	140	99	0.96	
Rose Gold Strike -- I	28,642	10	80	30	0.30	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	7,295	20	70	42	0.41	IND
Rose Milva -- D	2,080		160	120	1.18	
Rose Milva -- I	960		90	82	0.80	IND
Rose Noblesse -- D	4,645	30	130	79	0.77	
Rose Noblesse -- I	13,125	15	60	31	0.30	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Pareo -- D	3,620		150	95	0.93	
Rose Pareo -- I	0					
Rose Red Roses D --	14,442	20	185	107	1.04	
Rose Red Roses I --	0					
Rose Saphir -- D	5,860	30	150	102	1.00	
Rose Saphir -- I	0					
Rose Skyline -- D	255	61	130	107	1.05	
Rose Skyline -- I	0					
Rose The Teresa -- D	6,990	30	160	102	1.00	
Rose The Teresa -- I	0					
Rose Tineke -- D	12,669	20	180	121	1.19	
Rose Tineke -- I	1,860	20	60	35	0.34	IND NLD
Rose Spr Lovely Lydia -- D	4,475	40	225	138	1.35	
Rose Spr Lovely Lydia -- I	1,610	40	132	80	0.78	KOR
Rose Spr Macarena -- D	6,570	30	185	92	0.90	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	7,817	18	200	47	0.46	
Rose Spr Mixed -- I	80		102	100	0.98	KOR
Sandersonia -- D	11,010	27	170	102	1.00	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	780		150	112	1.10	ISR NLD
Tulip -- D	757,325	10	2,695	54	0.53	
Tulip -- I	10,640	20	140	33	0.32	NLD
Waxflowers -- D	0					
Waxflowers -- I	320		75	54	0.52	AUS
Green Foliage						
Beargrass -- D	5		300	220	2.15	
Beargrass -- I	290	84	350	229	2.24	USA
Leatherleaves -- D	55,270	5	70	28	0.28	
Leatherleaves -- I	316,720	6	35	17	0.16	USA
Ruscus Israel -- D	5,100		50	30	0.29	
Ruscus Israel -- I	8,940		42	27	0.26	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	14,450	20	70	39	0.39	ITA
Salal -- D	0					
Salal -- I	11,489	24	450	90	0.88	USA