

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.

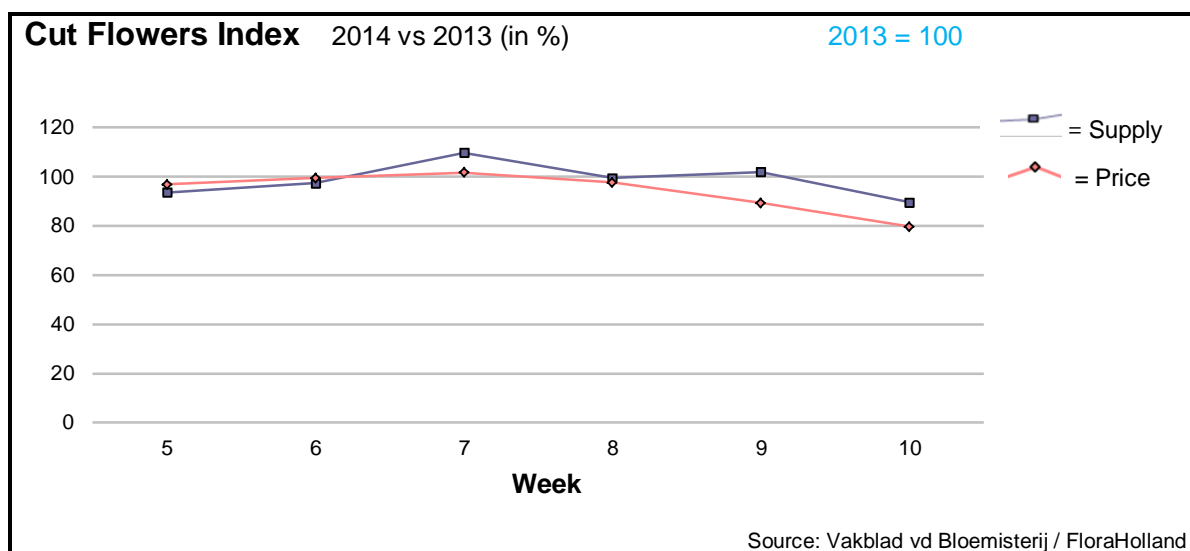
The Market Insider team

Week No. 10-2014

Date: 12/03/14

The FloraHolland flower auctions' weekly supply and price index

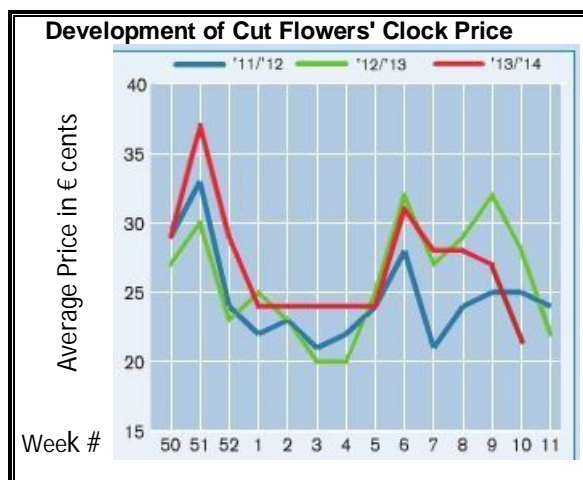
(Representing the relative supply and average price, compared to the same weeks of last year)

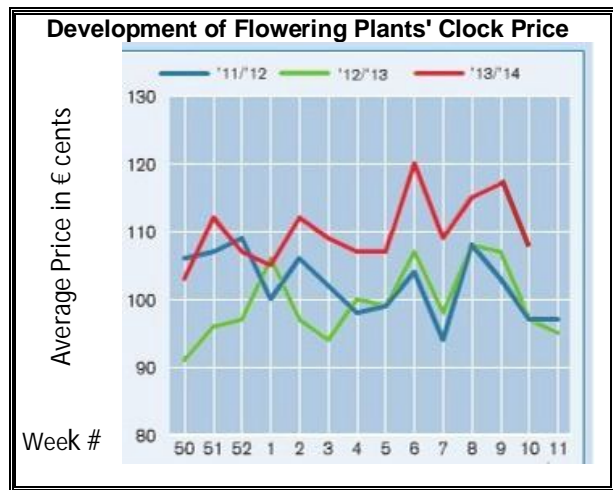
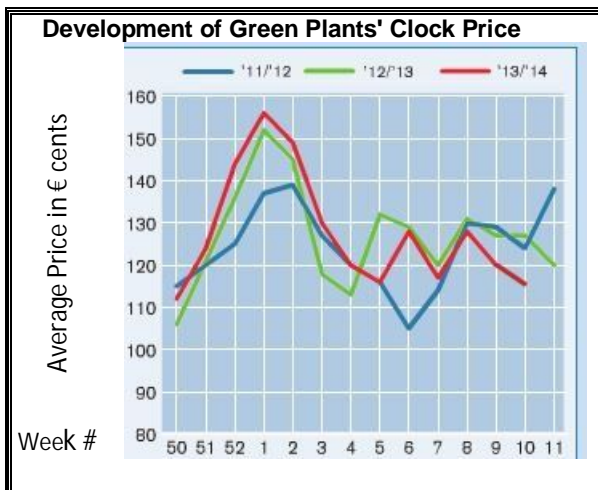
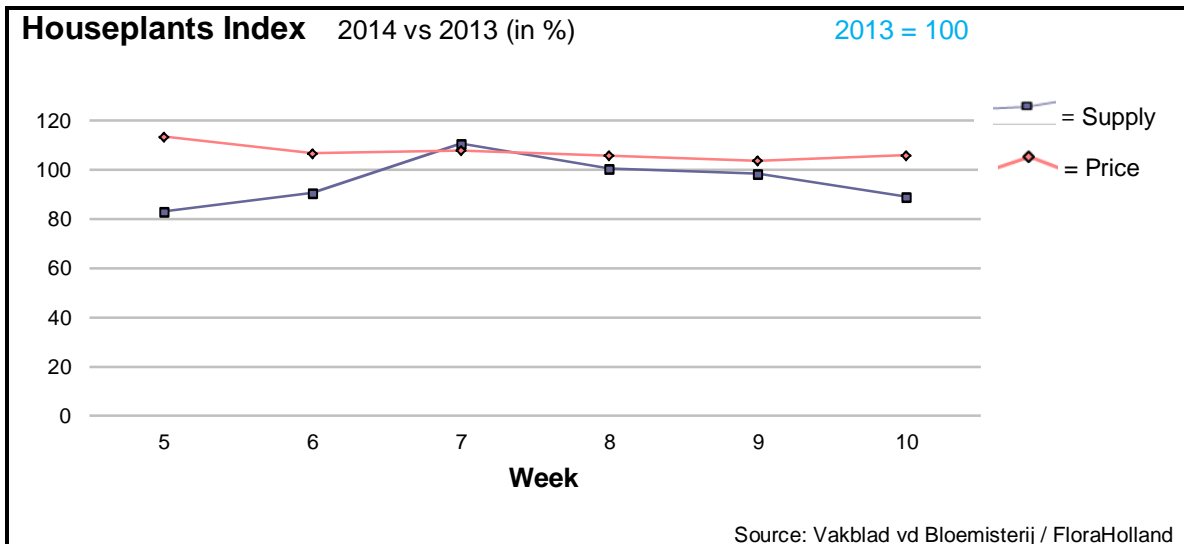


Comparing the supply, as well as the price level of week 10 with the same week last year, we see a decrease in both factors. The reason is simply the fact that week 10 in 2013 was the 'host' of two important flower days: Woman's Day and the British Motherhood Day, and was a special peak in demand. This year the English Mother's Day is at the end of March. So were the cut flower prices some 20% lower.

Almost all the flowers got lower prices, even though most of them were supplied with lower quantities.

Most significant price setbacks were seen by big roses, chrysanthemums, and tulips; but also alstroemeria, anemone, asparagus, gerbera, gypsophila, helianthus, hypericum, limonium, pittosporum, and trachelium registered much lower price for lower supply. Also anigozanthos, asclepias, aster, carnations, Delphinium, lisianthus, protea, ruscus, and solidago got much lower prices, but these products were supplied in much bigger quantities than in last year.





General price level went down in week 10 from its high level of week 9; but houseplants have continuously higher prices than last year, like the previous weeks. In week 10 supplies went down in about 11%. These products are less used for the Woman's Day gifts in East Europe; yet, they gain somehow from the active market.

Phalaenopsis did gain from Woman's Day demand: stable average price of € 4.20, in spite of higher supply. Pot roses gained higher price for lower quantity.

Pot hortensia and kalanchoe were some lower in price, with less delivered pots.

The seasonal bulb items, narcissus and hyacinth in pot were supplied in much smaller quantities and gained higher prices.

The green houseplants dracaena and ficus also knew better prices than in 2013.

MARKET NEWS SERVICE FOR CUT FLOWERS - ASIAN MARKETS



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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. W10 Date: 12/03/2014

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 : 10 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\$ = 102.18 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	21,878,932					
Alstroemeria -- D	351,267	18	800	70	0.69	
Alstroemeria -- I	12,670	10	50	36	0.35	COL ISR NLD
Ammi majus -- D	79,251	15	80	34	0.34	
Ammi majus -- I	0					
Anigozanthos -- D	1,560	24	70	47	0.46	
Anigozanthos -- I	0					
Anthurium Pink -- D	101		200	141	1.38	
Anthurium Pink -- I	3,123	27	210	94	0.92	THA
Anthurium Red -- D	441		305	124	1.21	
Anthurium Red -- I	3,557	18	220	93	0.91	AUS THA USA ZAF
Anthurium White -- D	220		108	81	0.79	
Anthurium White -- I	2,391	3	250	94	0.92	THA
Banksia -- D	60			100	0.98	
Banksia -- I	128	112	420	251	2.46	AUS NZL
Bupleurum -- D	15,730	8	120	59	0.57	
Bupleurum -- I	0					
Calla -- D	94,875	20	400	67	0.66	
Calla -- I	15,089	9	300	91	0.89	NLD NZL
Carnations Spray -- D	400,930	16	160	56	0.55	
Carnations Spray -- I	688,369	8	70	34	0.33	COL
Carnations Standard -- D	506,910	8	200	52	0.51	
Carnations Standard -- I	699,774	10	170	38	0.37	COL
Chrysanthemum Spray -- D	753,090	5	125	47	0.46	
Chrysanthemum Spray -- I	655,080	3	90	42	0.41	KOR
Delphinium -- D	84,122	19	400	128	1.25	
Delphinium -- I	0					
Dracaena -- D	13,862	10	1,300	54	0.53	
Dracaena -- I	143,966	5	120	36	0.36	SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	200,512	10	600	169	1.66	
Eustoma -- I	178,825	10	250	108	1.06	AUS
Freesia -- D	272,175	1	150	36	0.36	
Freesia -- I	10,840	25	50	32	0.31	NLD
Gerbera -- D	526,331	10	909	35	0.34	
Gerbera -- I	0					
Gladiolus -- D	70,320	8	120	52	0.50	
Gladiolus -- I	30,600	10	100	34	0.33	
Gypsophila -- D	362,463	15	300	71	0.70	
Gypsophila -- I	10,629	30	100	61	0.60	ISR
Heliconia Pendula -- D	640	5	120	36	0.35	
Heliconia Pendula -- I	241	10	1,000	100	0.98	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	3,280	20	150	65	0.63	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	995	43	230	100	0.98	AUS NZL ZAF
Lily Casablanca -- D	15,042	60	1,000	462	4.52	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	45,765	22	200	125	1.23	
Lily Longiflorum -- I	140		140	102	1.00	KOR
Limonium Sinuatum -- D	429,805	10	152	61	0.60	
Limonium Sinuatum -- I	600		12	11	0.11	
Molucella -- D	4,840	20	120	61	0.59	
Molucella -- I	0					
Nerine -- D	80		21	20	0.20	
Nerine -- I	2,530	15	120	51	0.50	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	108,880	15	70	31	0.31	SGP THA
Orchid Cymbidium -- D	32,357	76	3,000	330	3.23	
Orchid Cymbidium -- I	1,373	80	550	212	2.07	NLD NZL
Orchid Oncidium -- D	5,987	15	520	148	1.45	
Orchid Oncidium -- I	90,415	20	450	105	1.03	SGP TAI THA
Orchid Phalaenopsis -- D	17,541	46	1,600	385	3.77	
Orchid Phalaenopsis -- I	6,525	83	945	551	5.39	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	72,280	10	45	28	0.27	THA
Ornithogalum -- D	5,110	30	110	75	0.73	
Ornithogalum -- I	6,716	1	75	47	0.46	NLD ZAF
Protea King -- D	0					
Protea King -- I	970		200	90	0.88	AUS ZAF
Protea others -- D	0					
Protea others -- I	406	40	260	142	1.39	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	40	41	41	121	1.18	AUS NZL
Rose Total -- D	795,372	6	2,342	105	1.03	
Rose Total -- I	540,114	1	400	60	0.59	
Rose Avalanche -- D	60,730	25	180	91	0.89	
Rose Avalanche -- I	24,312	1	110	29	0.28	NLD
Rose Delilah -- D	1,650	19	140	81	0.79	
Rose Delilah -- I	0					
Rose Dukaat -- D	3,508	40	141	87	0.85	
Rose Dukaat -- I	0					
Rose Esther -- D	5,355	29	120	59	0.58	
Rose Esther -- I	500			35	0.34	
Rose Fantasy -- D	1,990	40	140	92	0.90	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	3,020	10	50	27	0.26	IND
Rose Gold Strike -- D	630	30	140	82	0.81	
Rose Gold Strike -- I	42,290	10	85	28	0.28	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	7,555	20	70	36	0.35	IND
Rose Milva -- D	1,430		170	123	1.20	
Rose Milva -- I	657		90	81	0.79	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Noblesse -- D	4,570	30	130	75	0.73	
Rose Noblesse -- I	19,713	15	60	30	0.29	IND
Rose Pareo -- D	4,040		150	89	0.87	
Rose Pareo -- I	0					
Rose Red Roses D --	14,937	20	200	99	0.96	
Rose Red Roses I --	0					
Rose Saphir -- D	4,150	40	150	98	0.96	
Rose Saphir -- I	80	50	50	50	0.49	IND
Rose Skyline -- D	460	50	135	81	0.79	
Rose Skyline -- I	0					
Rose The Teresa -- D	6,230	30	160	104	1.02	
Rose The Teresa -- I	0					
Rose Tineke -- D	18,010	8	160	85	0.83	
Rose Tineke -- I	2,740	1	50	22	0.22	IND NLD
Rose Spr Lovely Lydia -- D	4,445	40	200	133	1.30	
Rose Spr Lovely Lydia -- I	5,520	30	125	83	0.81	KOR
Rose Spr Macarena -- D	6,720	30	150	80	0.79	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	7,000	8	200	41	0.40	
Rose Spr Mixed -- I	270		90	72	0.71	KOR
Sandersonia -- D	13,270	20	160	93	0.91	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	730		125	89	0.87	ISR NLD
Tulip -- D	801,737	3	2,692	49	0.48	
Tulip -- I	3,100		250	40	0.39	NLD
Waxflowers -- D	0					
Waxflowers -- I	1,640		80	45	0.44	AUS
Green Foliage						
Beargrass -- D	5		333	290	2.84	
Beargrass -- I	455	100	400	223	2.18	USA
Leatherleaves -- D	59,070	3	75	29	0.29	
Leatherleaves -- I	373,410	5	35	16	0.15	USA
Ruscus Israel -- D	6,230		50	29	0.29	
Ruscus Israel -- I	14,000		45	29	0.28	ISR
Ruscus Italian -- D	100			17	0.17	
Ruscus Italian -- I	15,150	20	65	40	0.40	ITA
Salal -- D	0					
Salal -- I	12,941	16	400	83	0.81	USA