

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.

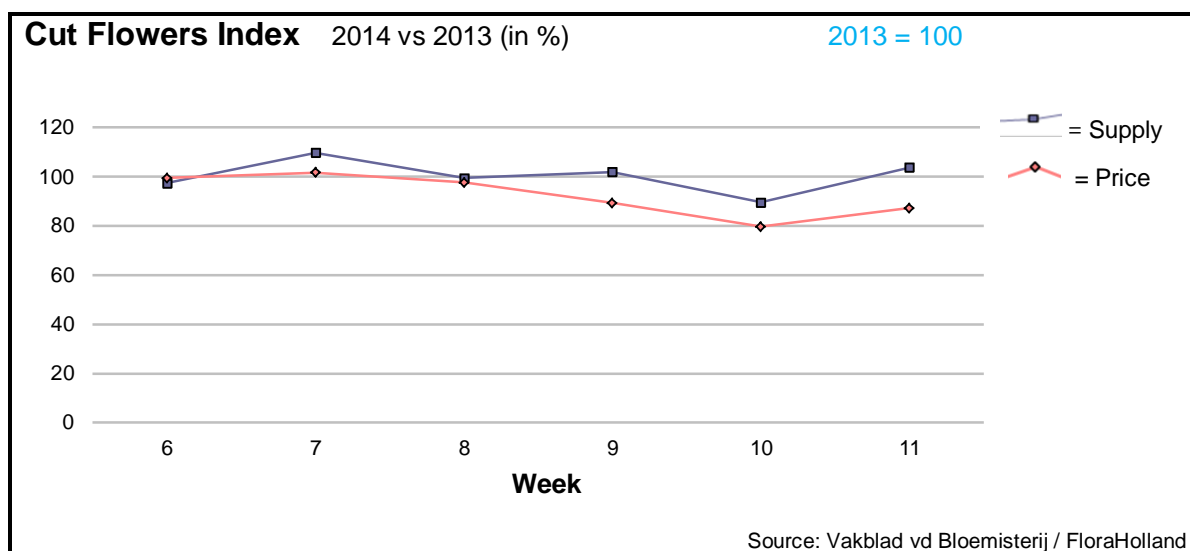
The Market Insider team

Week No. 11-2014

Date: 19/03/14

The FloraHolland flower auctions' weekly supply and price index

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



In week 11 the supply of cut flowers was 4% higher than in the same week last year. The average price was €0.17/stem, 3 cent lower.

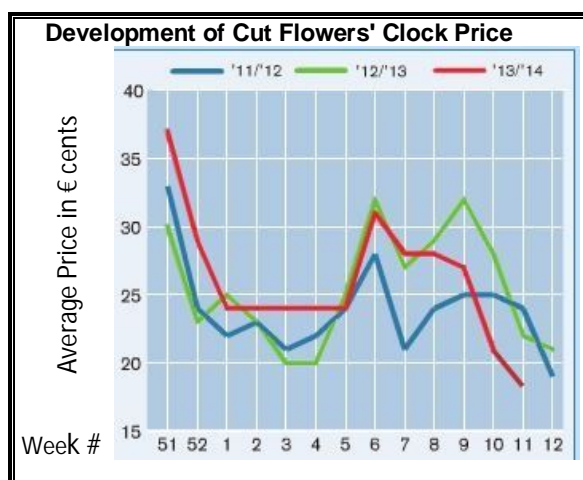
Also this week the sales turnover of tulips was higher than this of the big roses, thanks to 7% bigger supply; but yet the tulip price was 1 cent lower than in 2013.

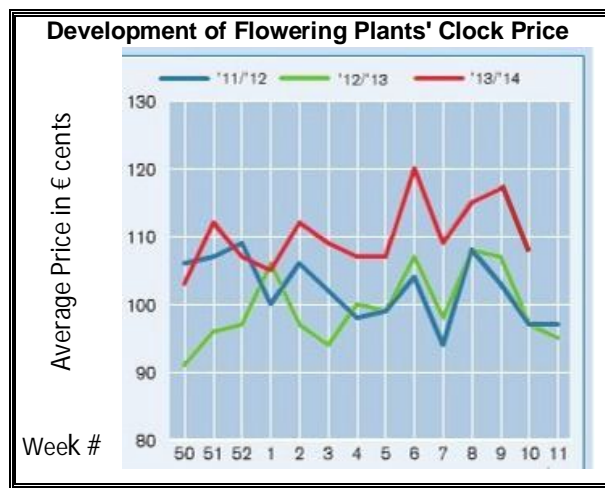
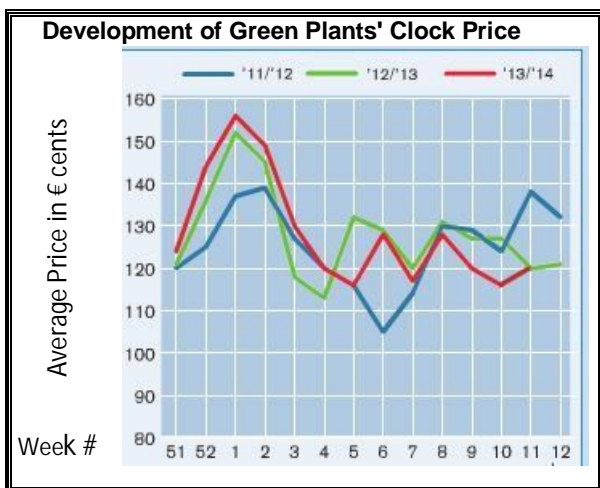
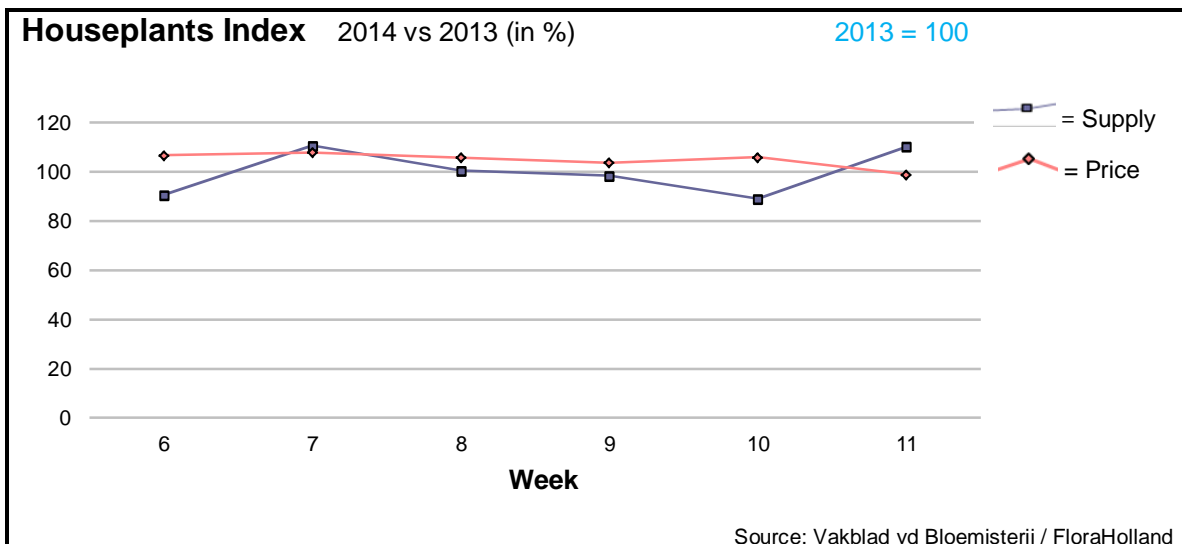
Big roses got 4 cents less in price, for 19% lower supplied quantities.

Mini gerbera arrived in much higher supply, and got low prices, with even unsold flowers in the clocks.

Also chrysanthemums were in bigger quantities and obtained lower price.

Other products that obtained significant lower prices, for higher supplied quantities were: alstroemeria, ammi, anemone, anthurium, asclepias, asparagus, aster, delphinium, carnations, eucalyptus, eustoma/lisianthus, and protea. However, anigozanthos, solidago, and wax flowers got lower prices for lower supply.





One week after International Woman's Day the supply of houseplants was 10% higher than in this week in 2013. Yet, the average price was then only but 2 cents lower.

The additional supply was mainly in the half-garden-plants like hortensia, primula, and campanula. These products followed the increasing demand for the garden plants.

Narcissus was the second turnover maker, after phalaenopsis, with higher price and higher supply. Other seasonal bulb-on-pot items, hyacinth and muscari, also got much better prices.

Kalanchoe got 4 cents more in price, for 12% less units.

Pot rose achieved 20 cents more in price, for 9% higher supply.

MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



International
Trade
Centre

Abbreviations used in the report

AUS = Australia	MAL = Malaysia
CHI = China	NLD = Netherlands
COL = Colombia	NZL = New Zealand
ECU = Ecuador	PHI = Philippines
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. W11 Date: 19/03/2014

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 : 11 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\$ = 102.74 Yen

<u>Product Name & Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	33,242,038					
Alstroemeria -- D	374,290	18	800	88	0.85	
Alstroemeria -- I	13,724	25	81	44	0.43	COL ISR NLD
Ammi majus -- D	100,545	15	80	39	0.38	
Ammi majus -- I	0					
Anigozanthos -- D	1,160	20	80	37	0.36	
Anigozanthos -- I	0					
Anthurium Pink -- D	136		400	169	1.65	
Anthurium Pink -- I	5,697	5	300	93	0.90	THA
Anthurium Red -- D	385		260	122	1.19	
Anthurium Red -- I	6,741	17	400	103	1.00	AUS THA USA ZAF
Anthurium White -- D	250		200	103	1.00	
Anthurium White -- I	3,149	1	170	89	0.86	THA
Banksia -- D	0					
Banksia -- I	162	120	400	248	2.42	AUS NZL
Bupleurum -- D	16,590	20	150	69	0.67	
Bupleurum -- I	0					
Calla -- D	107,686	27	400	75	0.73	
Calla -- I	15,772	10	300	120	1.17	NLD NZL
Carnations Spray -- D	456,326	16	160	65	0.64	
Carnations Spray -- I	1,569,819	8	66	38	0.37	COL
Carnations Standard -- D	572,689	10	180	59	0.57	
Carnations Standard -- I	1,497,746	10	210	40	0.39	COL
Chrysanthemum Spray -- D	1,051,380	3	170	51	0.50	
Chrysanthemum Spray -- I	1,456,680	1	100	50	0.49	KOR
Delphinium -- D	102,616	4	400	150	1.46	
Delphinium -- I	0					
Dracaena -- D	18,531	17	230	60	0.59	
Dracaena -- I	162,687	10	122	41	0.40	SGP
Eustoma -- D	198,448	20	1,500	190	1.85	
Eustoma -- I	194,790	26	250	126	1.22	AUS
Freesia -- D	303,300	5	130	44	0.42	
Freesia -- I	19,720	17	45	34	0.33	NLD

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Gerbera -- D	519,017	10	909	50	0.48	
Gerbera -- I	1,380	50	100	70	0.68	NLD
Gladiolus -- D	78,460	16	180	60	0.59	
Gladiolus -- I	59,050	10	80	51	0.49	NLD
Gypsophila -- D	381,959	5	450	90	0.88	
Gypsophila -- I	13,121		850	84	0.81	ISR
Heliconia Pendula -- D	820	17	100	43	0.42	
Heliconia Pendula -- I	236	26	650	177	1.72	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,699		180	70	0.69	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,555	60	180	100	0.98	AUS NZL ZAF
Lily Casablanca -- D	24,011	80	1,200	465	4.53	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	68,850	22	250	152	1.48	
Lily Longiflorum -- I	28,670	100	132	120	1.17	KOR NLD
Limonium Sinuatum -- D	1,453,090	10	142	57	0.56	
Limonium Sinuatum -- I	1,500	6	57	20	0.20	
Molucella -- D	7,830	25	100	63	0.62	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,580		80	46	0.45	NLD NZL
Orchid Anna -- D	600		40	35	0.34	
Orchid Anna -- I	150,610	20	80	36	0.35	SGP THA
Orchid Cymbidium -- D	35,196	50	3,000	338	3.29	
Orchid Cymbidium -- I	1,399	125	550	275	2.67	NLD NZL
Orchid Oncidium -- D	5,231	15	500	178	1.73	
Orchid Oncidium -- I	134,710	30	300	122	1.18	SGP TAI THA
Orchid Phalaenopsis -- D	17,940		1,800	383	3.73	
Orchid Phalaenopsis -- I	8,839	83	1,000	500	4.87	AUS NZL
Orchid Sonia -- D	400		40	32	0.31	
Orchid Sonia -- I	149,140	20	61	32	0.31	THA
Ornithogalum -- D	5,720	24	110	73	0.72	
Ornithogalum -- I	5,438	30	80	53	0.51	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,452	50	250	75	0.73	AUS ZAF
Protea others -- D	0					
Protea others -- I	700	34	1,000	156	1.51	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	170	75	180	112	1.09	AUS NZL
Rose Total -- D	818,716	11	2,342	117	1.14	
Rose Total -- I	621,076	5	400	69	0.67	
Rose Avalanche -- D	60,385	30	204	102	1.00	
Rose Avalanche -- I	24,455	5	100	41	0.40	NLD
Rose Delilah -- D	1,700	30	140	77	0.75	
Rose Delilah -- I	0					
Rose Dukaat -- D	4,460	40	162	101	0.99	
Rose Dukaat -- I	0					
Rose Esther -- D	7,775	30	130	71	0.69	
Rose Esther -- I	0					
Rose Fantasy -- D	2,240	40	160	97	0.94	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	3,900	15	70	34	0.33	IND
Rose Gold Strike -- D	890	35	140	81	0.79	
Rose Gold Strike -- I	47,331	10	100	36	0.35	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	6,405	15	70	44	0.43	IND
Rose Milva -- D	1,680		180	132	1.29	
Rose Milva -- I	480		100	83	0.81	IND
Rose Noblesse -- D	5,120	30	150	88	0.86	
Rose Noblesse -- I	15,839	15	65	36	0.35	IND
Rose Pareo -- D	3,700	30	170	98	0.96	
Rose Pareo -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Red Roses D --	16,040	25	210	107	1.04	
Rose Red Roses I --	0					
Rose Saphir -- D	3,970	30	180	117	1.14	
Rose Saphir -- I	0					
Rose Skyline -- D	540	61	130	95	0.92	
Rose Skyline -- I	0					
Rose The Teresa -- D	5,360	30	174	115	1.12	
Rose The Teresa -- I	0					
Rose Tineke -- D	19,240	15	170	97	0.94	
Rose Tineke -- I	1,160	10	45	25	0.24	IND NLD
Rose Spr Lovely Lydia -- D	4,335	65	250	162	1.58	
Rose Spr Lovely Lydia -- I	4,530	40	150	90	0.87	KOR
Rose Spr Macarena -- D	5,360	30	185	96	0.94	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6,855	18	205	55	0.53	
Rose Spr Mixed -- I	90		80	67	0.65	KOR
Sandersonia -- D	12,610	38	175	111	1.08	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	1,900		125	77	0.75	ISR NLD
Tulip -- D	935,986	5	2,692	55	0.54	
Tulip -- I	15,350		250	41	0.40	NLD
Waxflowers -- D	30		60	60	0.58	
Waxflowers -- I	2,000		80	47	0.46	AUS
Green Foliage						
Beargrass -- D	5		333	300	2.92	
Beargrass -- I	970	25	300	127	1.23	USA
Leatherleaves -- D	65,610	4	65	29	0.28	
Leatherleaves -- I	332,540	5	40	17	0.17	USA
Ruscus Israel -- D	9,230		70	34	0.33	
Ruscus Israel -- I	22,605		45	29	0.28	ISR
Ruscus Italian -- D	200			17	0.17	
Ruscus Italian -- I	16,700	25	75	44	0.43	ITA
Salal -- D	0					
Salal -- I	12,362	24	550	104	1.01	USA