

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.

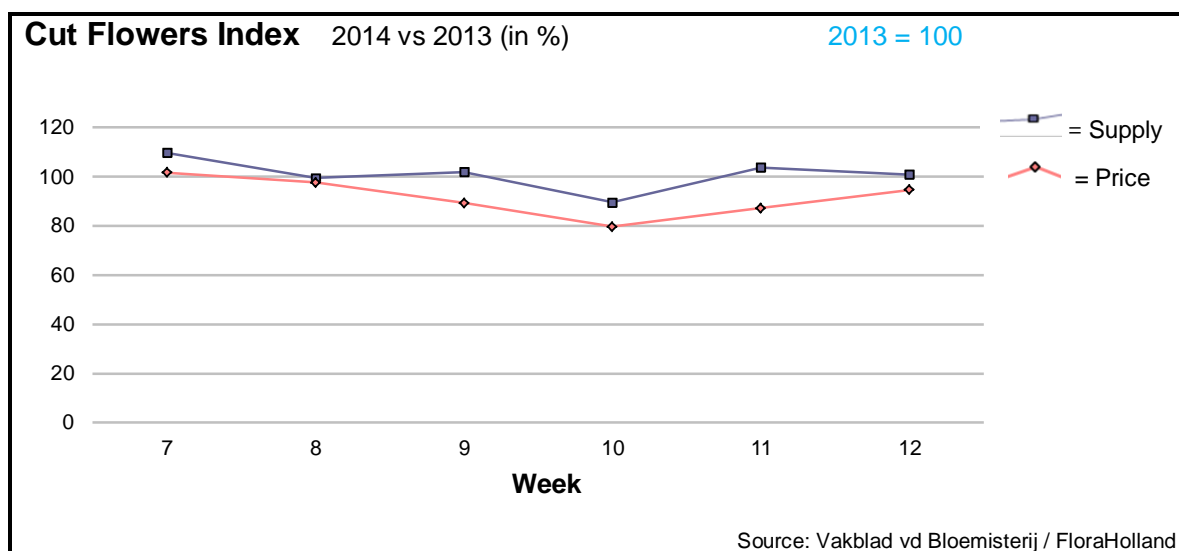
The Market Insider team

Week No. 12-2014

Date: 26/03/14

The FloraHolland flower auctions' weekly supply and price index

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



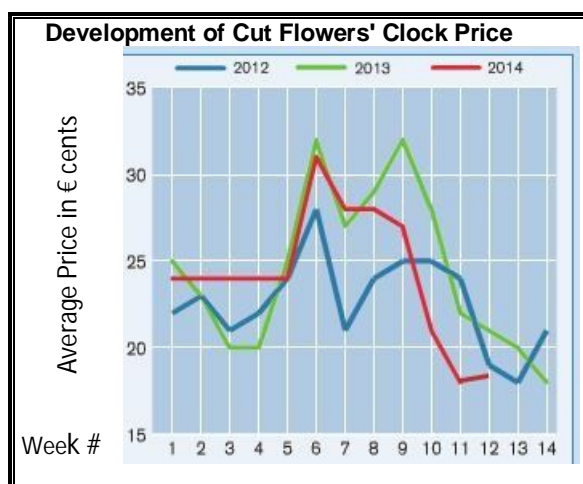
In week 12 there were 1% less supplied stems than in the same week last year. The average price was 5 cent lower: € 0.18/stem.

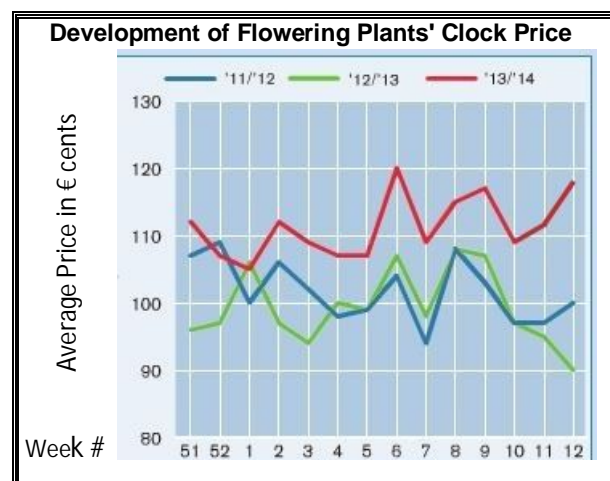
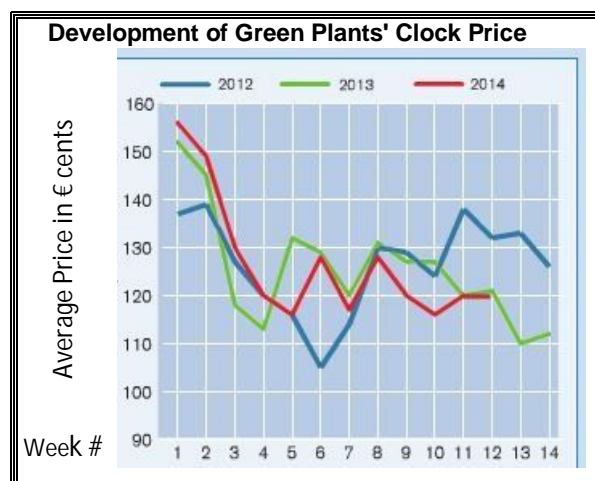
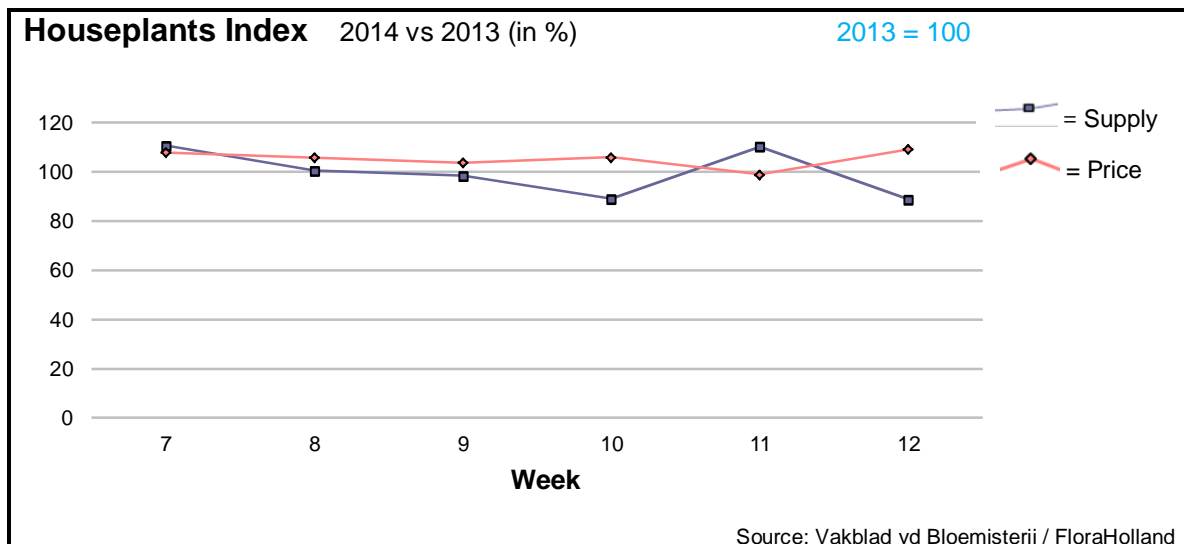
Big roses lost 2 cents in price, with 3% higher supply.

The approaching Mothering Sunday in the British Islands (30 March) had a significant impact mainly on the spray chrysanthemums, with 28% more supplied quantities, for the same price as last year. Lilies (oriental) got 9 cents more in price, for 13% less stems.

Much higher prices than last year were obtained also by delphinium, gladiolus, leucadendron, limonium, phlox, pittosporum, ranunculus, and trachelium.

Significant lower prices were achieved for: agapanthus, anigozanthos, anthurium, asclepias, asparagus, aster, carnations standard & spray, eustoma, fatsia, gerbera mini, gypsophila, hypericum, narcissus, ornithogalum, roses small, solidago, and tulips.





The total houseplants' supply in week 12 was 11% lower than in this week of 2013. The average price was 14 cents, or 9% higher.

However the 3 top products did not withdraw in supply: phalaenopsis supply increased by 2%, and got 6% more in price. Pot roses and hydrangea supplied in much bigger quantities, and got some lower prices; yet ended up with higher turnover.

Narcissus-in-pot marked the end of the season by 49% decrease in supply, for some higher price. Kalanchoe got 3 cents less in price, for 15% lower quantity.

Among the green plants the Ficus got 36 cents less, for 6% lower supply.



MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS

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. W12 Date: 26/03/2014

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 : 12 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\$ = 101.80 Yen

Product Name & Source <small>D = Domestic I = Imported</small>	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	30,129,205					
Alstroemeria -- D	456,190	17	1,000	93	0.91	
Alstroemeria -- I	17,940	25	80	48	0.47	COL ISR NLD
Ammi majus -- D	116,050	15	90	41	0.41	
Ammi majus -- I	0					
Anigozanthos -- D	1,610	10	75	36	0.35	
Anigozanthos -- I	600		70	36	0.35	AUS NLD ZWE
Anthurium Pink -- D	181		180	93	0.91	
Anthurium Pink -- I	6,275	10	220	84	0.83	THA
Anthurium Red -- D	620		350	107	1.05	
Anthurium Red -- I	7,793	10	220	90	0.89	AUS THA USA ZAF
Anthurium White -- D	140		80	47	0.46	
Anthurium White -- I	3,881	12	210	85	0.83	THA
Banksia -- D	0					
Banksia -- I	226	100	380	224	2.20	AUS NZL
Bupleurum -- D	18,240	30	140	69	0.68	
Bupleurum -- I	0					
Calla -- D	130,448	15	300	75	0.74	
Calla -- I	16,676	10	300	115	1.13	NLD NZL
Carnations Spray -- D	563,137	10	160	63	0.62	
Carnations Spray -- I	995,276	5	65	38	0.37	COL
Carnations Standard -- D	661,328	10	280	57	0.56	
Carnations Standard -- I	1,230,236	6	220	40	0.39	COL
Chrysanthemum Spray -- D	1,357,910	3	170	41	0.40	
Chrysanthemum Spray -- I	1,178,505	5	100	45	0.44	KOR
Delphinium -- D	131,683	10	400	144	1.42	
Delphinium -- I	0					
Dracaena -- D	20,480	16	220	59	0.58	
Dracaena -- I	176,362	8	300	43	0.42	SGP
Eustoma -- D	247,244	21	600	198	1.95	
Eustoma -- I	171,590	10	275	131	1.29	AUS
Freesia -- D	383,558	2	130	38	0.37	
Freesia -- I	19,900	15	50	34	0.33	NLD

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Gentiana -- D	0					
Gentiana -- I	50			61	0.60	
Gerbera -- D	605,636	10	909	56	0.55	
Gerbera -- I	4,330	51	100	75	0.74	
Gladiolus -- D	76,508	11	180	60	0.59	
Gladiolus -- I	54,900	20	80	47	0.47	NLD
Gypsophila -- D	421,089	15	2,286	96	0.95	
Gypsophila -- I	15,290	40	130	79	0.78	ISR
Heliconia Pendula -- D	250		45	36	0.35	
Heliconia Pendula -- I	146	40	300	158	1.55	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,600	40	150	64	0.63	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	665	72	200	136	1.34	AUS NZL ZAF
Lily Casablanca -- D	31,719	60	1,200	416	4.08	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	93,770	22	225	134	1.32	
Lily Longiflorum -- I	15,070	55	145	120	1.18	KOR NLD
Limonium Sinuatum -- D	955,013	5	158	55	0.54	
Limonium Sinuatum -- I	0					
Molucella -- D	10,880	5	120	52	0.51	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,900	35	120	91	0.89	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	108,460	12	70	38	0.37	SGP THA
Orchid Cymbidium -- D	37,138	80	3,000	329	3.23	
Orchid Cymbidium -- I	2,792	120	550	228	2.24	NLD NZL
Orchid Oncidium -- D	6,938	15	650	160	1.58	
Orchid Oncidium -- I	146,760	30	280	113	1.11	SGP TAI THA
Orchid Phalaenopsis -- D	18,615	50	1,600	350	3.44	
Orchid Phalaenopsis -- I	7,265	83	1,000	488	4.79	AUS NZL
Orchid Sonia -- D	400		35	33	0.32	
Orchid Sonia -- I	206,370	13	60	30	0.29	THA
Ornithogalum -- D	5,640	17	150	76	0.74	
Ornithogalum -- I	5,829	10	90	60	0.59	NLD ZAF
Protea King -- D	0					
Protea King -- I	2,620	60	300	83	0.81	AUS ZAF
Protea others -- D	0					
Protea others -- I	450	47	300	154	1.51	AUS NZL
Riceflowers -- D	830		250	135	1.32	
Riceflowers -- I	205	43	200	97	0.95	AUS NZL
Rose Total -- D	928,799	10	2,342	125	1.22	
Rose Total -- I	737,364	1	550	64	0.63	
Rose Avalanche -- D	73,565	20	230	112	1.10	
Rose Avalanche -- I	22,453	1	135	59	0.58	NLD
Rose Delilah -- D	3,150	24	180	81	0.79	
Rose Delilah -- I	0					
Rose Dukaat -- D	4,360	40	170	114	1.12	
Rose Dukaat -- I	0					
Rose Esther -- D	7,515	30	160	79	0.77	
Rose Esther -- I	300		45	38	0.37	
Rose Fantasy -- D	2,780	40	200	113	1.11	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	8,415	1	65	23	0.22	IND
Rose Gold Strike -- D	970	30	170	102	1.00	
Rose Gold Strike -- I	68,655	5	110	31	0.30	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	7,595	8	75	39	0.38	IND
Rose Milva -- D	1,710		180	142	1.39	
Rose Milva -- I	240		120	116	1.14	IND
Rose Noblesse -- D	5,990	30	150	88	0.87	
Rose Noblesse -- I	17,232	10	70	34	0.33	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Pareo -- D	6,020	30	180	106	1.04	
Rose Pareo -- I	0					
Rose Red Roses D --	19,265	20	236	101	1.00	
Rose Red Roses I --	0					
Rose Saphir -- D	6,250	40	200	120	1.18	
Rose Saphir -- I	60			30	0.29	IND NLD
Rose Skyline -- D	450	60	130	119	1.17	
Rose Skyline -- I	0					
Rose The Teresa -- D	6,240	30	177	118	1.16	
Rose The Teresa -- I	0					
Rose Tineke -- D	23,281	10	200	105	1.04	
Rose Tineke -- I	720		70	49	0.48	IND NLD
Rose Spr Lovely Lydia -- D	5,020	60	260	178	1.75	
Rose Spr Lovely Lydia -- I	1,000	40	160	94	0.92	KOR
Rose Spr Macarena -- D	5,365	30	200	105	1.04	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,239	19	205	65	0.64	
Rose Spr Mixed -- I	0					
Sandersonia -- D	18,850	24	160	99	0.97	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	1,820		125	66	0.64	ISR NLD
Tulip -- D	1,101,910	5	180	51	0.50	
Tulip -- I	8,000	30	250	42	0.41	NLD
Waxflowers -- D	0					
Waxflowers -- I	8,910	26	75	47	0.46	AUS
Green Foliage						
Beargrass -- D	5		250	144	1.41	
Beargrass -- I	450	64	330	197	1.93	USA
Leatherleaves -- D	65,770	3	65	31	0.30	
Leatherleaves -- I	436,410	2	35	16	0.15	USA
Ruscus Israel -- D	9,940		84	33	0.33	
Ruscus Israel -- I	27,340		45	28	0.28	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	18,265	20	75	41	0.41	ITA
Salal -- D	0					
Salal -- I	15,614	17	450	92	0.90	USA