

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.

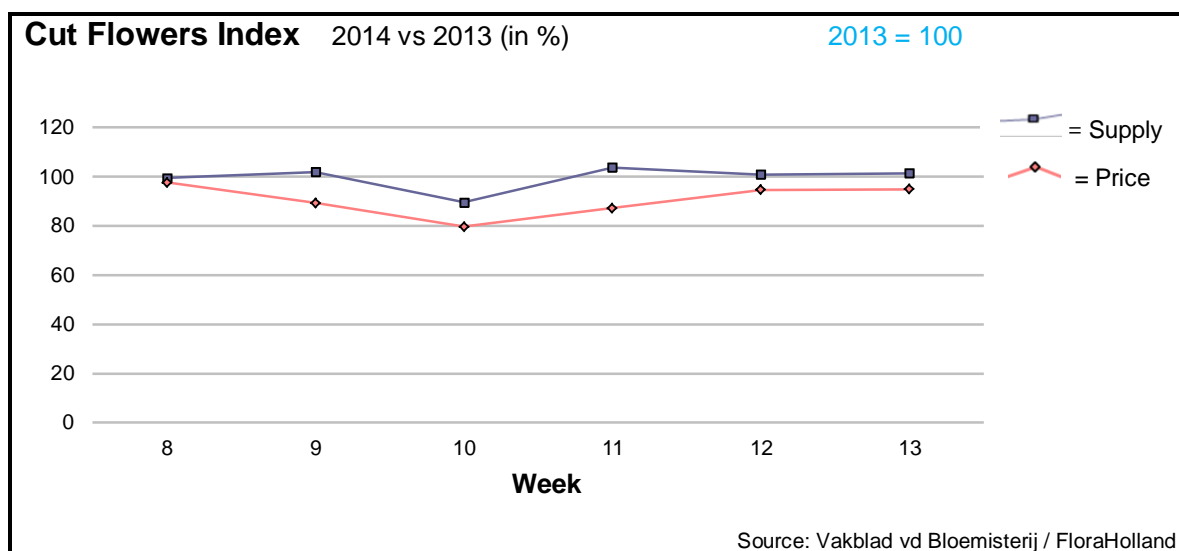
The Market Insider team

Week No. 13-2014

Date: 02/04/14

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 13 this year was the week of the British Mothering Sunday. Yet, average cut flowers price ended up with 18 cents; one cent less than in this week last year, when it was Easter week.

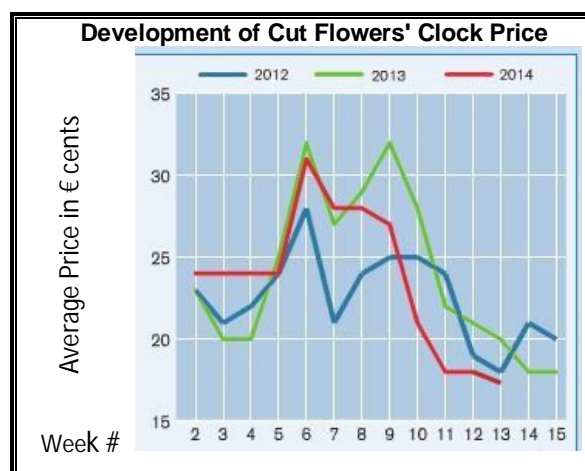
The warm weather caused less demand for tulips; but the same warm weather brought some 6% more supply of tulips; so that the price for this product was 22% lower than in 2013.

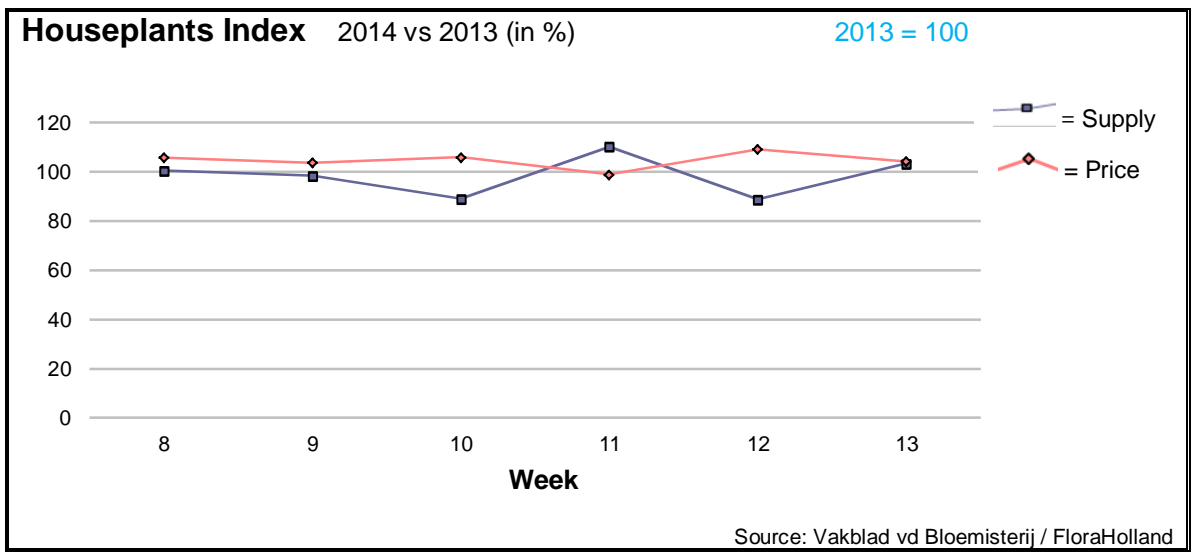
Another bulb flower, freesia, had the same incident: 20% more stems got 25% less in price.

The positive impact of the British Mother's Day was clearly noticed by Chrysanthemums: +25% stems got +29% in price. Lilies did something alike.

Higher prices than last year were obtained also by: aconitum, agapanthus delphinium, pittosporum, protea, rose spray, and trachelium.

However, most of the other cut flowers got lower prices than last year; especially low were: anemone, anthurium, asclepias, asparagus, carthamus, carnations, gerbera mini, narcissus, and solidago.





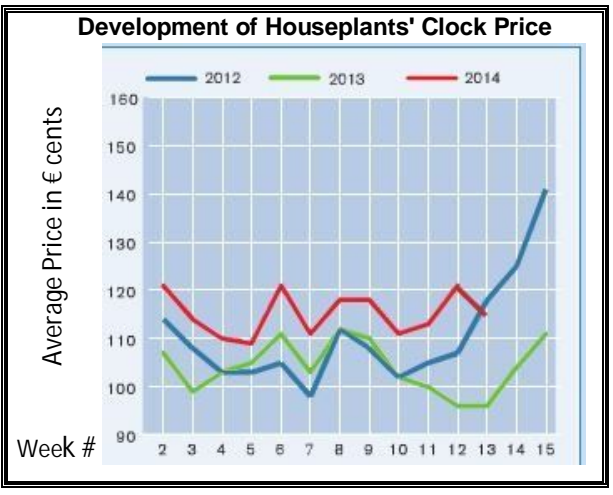
Supplies, as well as prices of houseplants were higher in week 13 this year than in the same week last year. So was of course the sales turnover.

The British Mothering Sunday had positive effect on potted roses, who's average price rose by 40%.

Citrofortunella and campanula have doubled their turnover, because these plants are popular also as terrace plants, highly demanded during warm spring weather.

Hortensia should also enjoy the nice weather, but its price did not go up yet.

Narcissus season is almost over; the deduced supply caused rising of price of 16%.





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. W13 Date: 02/04/2014

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 : 13 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\$ = 102.27 Yen

<u>Product Name & Source</u>	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
	<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>	<u>US\$</u>	
D = Domestic I = Imported					
Total Cut Flowers Sold	20,359,933				
Achilea -- D	59,905		800	78	0.76
Achilea -- I	11,045		76	39	0.38 ISR NLD
Alstroemeria -- D	407,885	10	251	77	0.75
Alstroemeria -- I	9,470	15	60	35	0.34 COL
Ammi majus -- D	73,140	15	90	37	0.36
Ammi majus -- I	400		65	51	0.50 NLD
Anigozanthos -- D	1,890	18	70	38	0.37
Anigozanthos -- I	378		160	91	0.89 AUS NLD ZWE
Anthurium Pink -- D	99		200	145	1.42
Anthurium Pink -- I	4,467	22	160	83	0.81 THA
Anthurium Red -- D	525		280	124	1.21
Anthurium Red -- I	6,554	2	220	85	0.83 AUS THA USA ZAF
Anthurium White -- D	324		120	67	0.65
Anthurium White -- I	4,220	3	160	71	0.70 THA
Banksia -- D	0				
Banksia -- I	186	108	420	261	2.55 AUS NZL
Brodea -- D	9,180		100	56	0.55
Brodea -- I	0				
Bupleurum -- D	23,180	39	275	78	0.76
Bupleurum -- I	195		170	126	1.23 NLD ZWE
Calla -- D	217,174	10	2,500	61	0.60
Calla -- I	152,223	12	340	51	0.50 NLD NZL
Carnations Spray -- D	587,875	1	120	51	0.49
Carnations Spray -- I	284,173	3	70	33	0.32 COL
Carnations Standard -- D	637,719	9	230	49	0.48
Carnations Standard -- I	602,752		230	35	0.34 COL
Chrysanthemum Spray -- D	592,290	1	400	39	0.38
Chrysanthemum Spray -- I	405,920	1	80	29	0.29 KOR
Delphinium -- D	111,398	7	380	117	1.15
Delphinium -- I	29,555		120	40	0.39 NLD NZL
Dracaena -- D	14,380	10	300	58	0.57
Dracaena -- I	120,221	5	208	40	0.40 SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Euphorbia Marginata -- D	55,922		350	175	1.71	
Euphorbia Marginata -- I	13,770		150	115	1.12	NLD
Eustoma -- D	248,436	10	750	147	1.44	
Eustoma -- I	138,615	25	230	120	1.17	AUS
Freesia -- D	243,928	2	120	30	0.29	
Freesia -- I	400		35	22	0.22	NLD
Gentiana -- D	137,453		909	49	0.48	
Gentiana -- I	0					
Gerbera -- D	478,130	10	150	45	0.44	
Gerbera -- I	4,260	6	98	51	0.50	NLD
Gladiolus -- D	118,440	3	250	67	0.65	
Gladiolus -- I	33,208	20	100	53	0.52	NLD
Gypsophila -- D	344,629	11	350	77	0.76	
Gypsophila -- I	3,195	20	100	55	0.53	ISR
Heliconia Pendula -- D	5,690		70	41	0.40	
Heliconia Pendula -- I	41,089	10	300	16	0.15	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,565		150	61	0.60	AUS NZL ZAF
Leucospermum Cordifolium -- D	6,445		650	264	2.58	
Leucospermum Cordifolium -- I	450	90	160	132	1.29	AUS NZL ZAF
Lily Casablanca -- D	30,568	17	1,000	250	2.45	
Lily Casablanca -- I	170		70	59	0.58	KOR NLD NZL
Lily Longiflorum -- D	80,425	5	180	67	0.66	
Lily Longiflorum -- I	0					
Lily Stargazer -- D	149,990		80	27	0.26	
Lily Stargazer -- I	0					
Limonium Sinuatum -- D	551,555	1	137	21	0.20	
Limonium Sinuatum -- I	0					
Molucella -- D	8,820	5	110	47	0.46	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	15,390		100	26	0.25	NLD NZL
Orchid Anna -- D	3,092		750	347	3.39	
Orchid Anna -- I	51,222	5	650	39	0.38	SGP THA
Orchid Cymbidium -- D	31,149	15	3,000	273	2.67	
Orchid Cymbidium -- I	10,548	30	255	121	1.18	NLD NZL
Orchid Oncidium -- D	7,384	7	1,200	208	2.03	
Orchid Oncidium -- I	102,396	13	990	110	1.08	SGP TAI THA
Orchid Phalaenopsis -- D	15,217	14	1,600	330	3.22	
Orchid Phalaenopsis -- I	36,260	10	945	86	0.84	AUS NZL
Orchid Sonia -- D	260		120	58	0.57	
Orchid Sonia -- I	119,860	2	100	20	0.20	THA
Ornithogalum -- D	10,250	17	120	53	0.51	
Ornithogalum -- I	1,798	50	100	82	0.80	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,524	50	300	100	0.98	AUS ZAF
Protea others -- D	580	72	200	118	1.15	
Protea others -- I	800	35	270	128	1.25	AUS NZL
Riceflowers -- D	18,640		200	73	0.71	
Riceflowers -- I	3,190	10	73	24	0.24	AUS NZL
Rose Total -- D	763,853	1	500	111	1.09	
Rose Total -- I	582,850	1	380	51	0.50	
Rose Avalanche -- D	61,328	15	180	73	0.72	
Rose Avalanche -- I	14,140	3	100	38	0.37	
Rose Delilah -- D	2,650	25	177	89	0.87	
Rose Delilah -- I	0					
Rose Dukaat -- D	5,110	30	175	98	0.96	
Rose Dukaat -- I	0					
Rose Esther -- D	5,105	30	120	67	0.65	
Rose Esther -- I	540		20	19	0.19	
Rose Fantasy -- D	2,410	30	185	100	0.98	
Rose Fantasy -- I	960		30	15	0.15	KOR
Rose First Red -- D	830		165	88	0.86	
Rose First Red -- I	23,577	1	120	19	0.18	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Gold Strike -- D	460	60	160	134	1.31	
Rose Gold Strike -- I	65,229	4	106	24	0.23	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	6,989	5	70	24	0.24	IND
Rose Jet Set -- D	590		180	150	1.47	
Rose Jet Set -- I	0					
Rose Milva -- D	3,080		170	118	1.16	
Rose Milva -- I	1,440		110	40	0.39	IND
Rose Noblesse -- D	8,495	20	168	82	0.80	
Rose Noblesse -- I	10,450	7	63	25	0.25	IND
Rose Pareo -- D	9,060	30	160	96	0.94	
Rose Pareo -- I	0					
Rose Red Roses D --	17,220	20	201	101	0.99	
Rose Red Roses I --	0					
Rose Saphir -- D	5,710	30	180	114	1.12	
Rose Saphir -- I	480	25	45	42	0.41	IND
Rose Skyline -- D	2,800	45	183	105	1.03	
Rose Skyline -- I	0					
Rose The Teresa -- D	11,620	10	171	97	0.95	
Rose The Teresa -- I	560		40	19	0.19	COL
Rose Tineke -- D	21,016	18	220	67	0.65	
Rose Tineke -- I	270		114	62	0.61	IND NLD
Rose Spr Lovely Lydia -- D	6,150	50	250	164	1.60	
Rose Spr Lovely Lydia -- I	1,100	60	165	106	1.03	KOR
Rose Spr Macarena -- D	189,007	10	2,342	116	1.13	
Rose Spr Macarena -- I	194,405		550	69	0.67	KOR
Rose Spr Mixed -- D	3,105	30	250	94	0.91	
Rose Spr Mixed -- I	1,380		150	117	1.14	KOR
Sandersonia -- D	9,840	27	162	102	1.00	
Sandersonia -- I	1,400		100	56	0.55	NLD NZL
Trachelium -- D	99,440		120	45	0.44	
Trachelium -- I	5,990		125	39	0.38	ISR NLD
Tulip -- D	601,118	3	400	48	0.47	
Tulip -- I	1,270		80	57	0.56	NLD
Waxflowers -- D	0					
Waxflowers -- I	2,240		50	40	0.39	AUS
Green Foliage						
Beargrass -- D	131		167	45	0.44	
Beargrass -- I	700	62	330	215	2.10	USA
Leatherleaves -- D	57,900	3	65	28	0.28	
Leatherleaves -- I	240,420	5	35	17	0.17	USA
Ruscus Israel -- D	1,650		60	39	0.38	
Ruscus Israel -- I	11,250		40	29	0.28	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	28,700	17	70	35	0.34	ITA
Salal -- D	1,330		140	76	0.74	
Salal -- I	3,021	150	450	308	3.01	USA