

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.

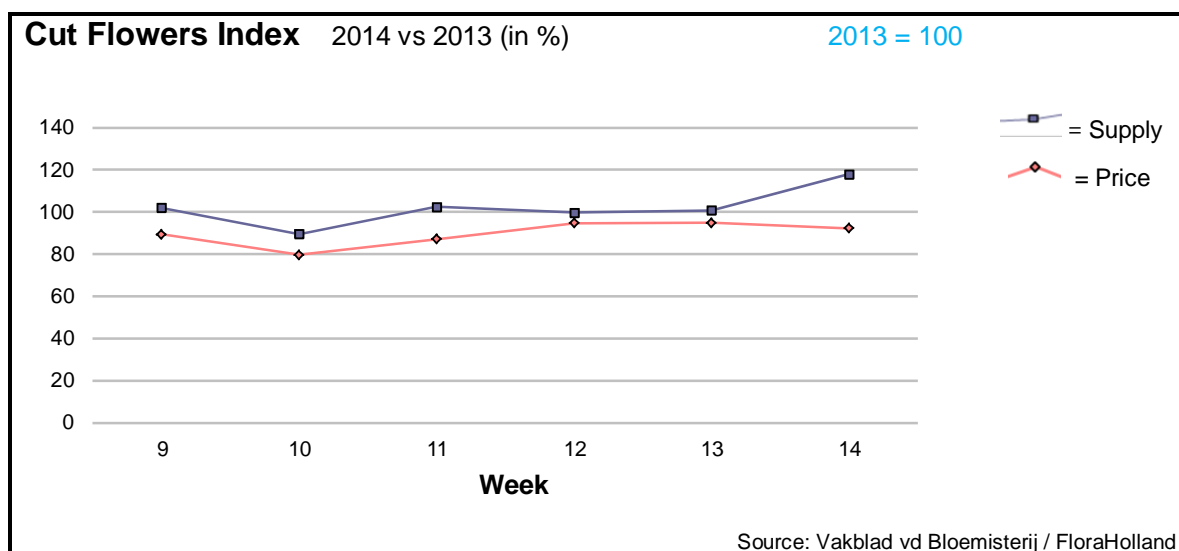
The Market Insider team

Week No. 14-2014

Date: 09/04/14

The FloraHolland flower auctions' weekly supply and price index

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



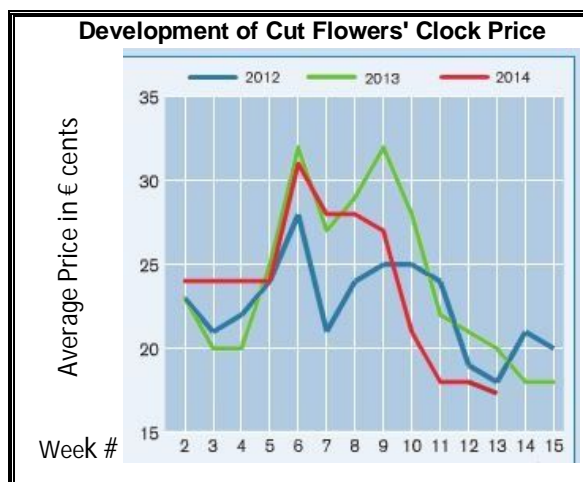
Week 14, just after the Mothering Sunday in the British Islands, the cut flowers average price was 16 cents; 8.9% less than in the same week last year, with some 18% more supplied stems.

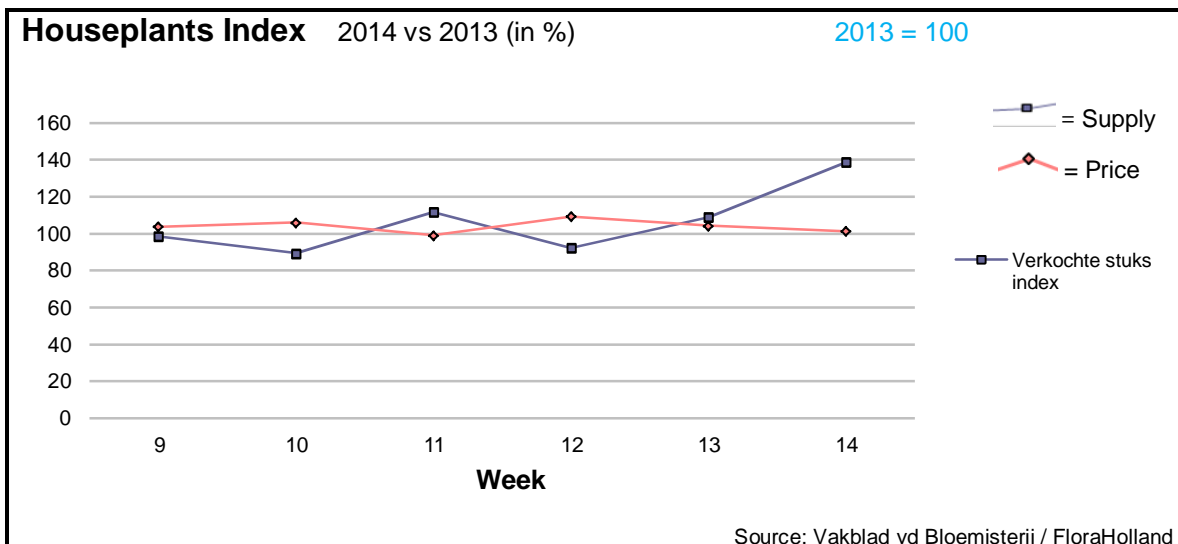
Last year the Easter holiday fall on week 14, with one less selling day.

The tulips made it poorly this week, with much lower price for much higher supply. Significant lower prices also for: ammi, anigozanthos, asparagus, aster, spray carnations, fatsia, and trachelium.

Chrysanthemum was a big surprise: 10 cent in price more than last year, even though supply was higher (+3.8%). Also lilies performed well, with 7 cents more in price, for higher supplied quantities. The same trend was by delphinium, gladioli, helianthus, lisianthus/eustoma, and narcissus.

Over-supply was noticed, with some unsold quantities, by Gerbera and ranunculus. Yet, prices for the sold flowers were at the level of last year.



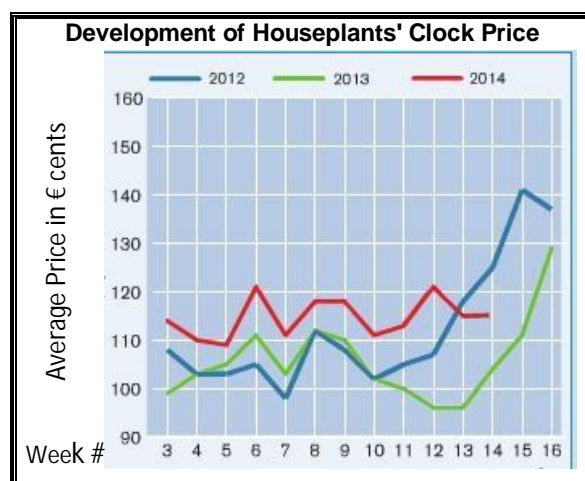


Houseplant supply in week 14 was almost 39% higher than in this week last year. Yet, the average price was a little higher (+1.3%).

Among the leading products were the flowering plants, influenced by the approaching Easter (last year this week was already post-Easter).

Narcissus-on-pot was supplied with some 160% more units than last year, and obtained 25 cents higher price.

Campanula made it also nice: 60% more pots, for 55 cents more in price. Same trend was also for hедера.



Potted roses supplied in 10% less units, and obtained 27 cents more in price.

Garden plants were dramatically better than last year, already several weeks, thanks to the warm weather, which enables gardening.



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. W14 Date: 09/04/2014

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 : 14 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\$ = 103.44 Yen

<u>Product Name & Source</u>	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Total Cut Flowers Sold	19,202,986					
Alstroemeria -- D	527,327	2	500	55	0.53	
Alstroemeria -- I	15,308	1	70	21	0.20	COL ISR NLD
Ammi majus -- D	102,940	1	90	23	0.22	
Ammi majus -- I	0					
Anigozanthos -- D	2,640	10	70	34	0.33	
Anigozanthos -- I	1,800		65	29	0.28	AUS NLD ZWE
Anthurium Pink -- D	155		500	155	1.50	
Anthurium Pink -- I	4,831	21	180	87	0.85	THA
Anthurium Red -- D	650		180	117	1.13	
Anthurium Red -- I	4,343	10	300	94	0.91	AUS THA USA ZAF
Anthurium White -- D	250		200	69	0.67	
Anthurium White -- I	4,101	1	150	71	0.69	THA
Banksia -- D	0					
Banksia -- I	428	54	420	162	1.56	AUS NZL
Brodea -- D	120			30	0.29	
Brodea -- I	0					
Bupleurum -- D	20,820	10	110	56	0.54	
Bupleurum -- I	0					
Calla -- D	143,168	10	330	51	0.50	
Calla -- I	7,695	10	300	135	1.30	NLD NZL
Carnations Spray -- D	679,396	1	160	38	0.37	
Carnations Spray -- I	400,446	1	175	25	0.24	COL
Carnations Standard -- D	714,874	1	200	37	0.36	
Carnations Standard -- I	456,772	1	180	28	0.27	COL
Chrysanthemum Spray -- D	609,445	1	125	34	0.32	
Chrysanthemum Spray -- I	497,005		85	23	0.22	KOR
Delphinium -- D	170,131	5	400	94	0.91	
Delphinium -- I	0					
Dracaena -- D	17,775	10	150	55	0.53	
Dracaena -- I	160,599	6	150	39	0.38	SGP
Eustoma -- D	248,757	1	800	170	1.64	
Eustoma -- I	130,315	1	200	98	0.94	AUS

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Freesia -- D	202,640		80	28	0.27	
Freesia -- I	5,000		40	28	0.27	NLD
Gerbera -- D	653,364	1	909	27	0.26	
Gerbera -- I	1,792	10	28	14	0.14	
Gladiolus -- D	71,130	5	130	58	0.57	
Gladiolus -- I	5,950	20	80	47	0.45	NLD
Gypsophila -- D	477,975	2	350	47	0.45	
Gypsophila -- I	11,415		100	33	0.32	ISR
Heliconia Pendula -- D	400	25	100	53	0.52	
Heliconia Pendula -- I	210	40	300	124	1.19	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,764	10	150	56	0.54	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	640	31	230	130	1.26	AUS NZL ZAF
Lily Casablanca -- D	29,126	15	900	271	2.62	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	97,190	8	130	45	0.44	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	571,510	2	70	15	0.14	
Limonium Sinuatum -- I	2,900		5	1	0.01	AUS NZL
Molucella -- D	12,410	2	110	40	0.38	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,000	60	200	94	0.90	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	45,760	3	60	35	0.34	SGP THA
Orchid Cymbidium -- D	31,237	56	3,000	284	2.75	
Orchid Cymbidium -- I	2,500	10	600	173	1.67	NLD NZL
Orchid Oncidium -- D	6,434	15	400	145	1.40	
Orchid Oncidium -- I	122,025	1	280	113	1.09	SGP TAI THA
Orchid Phalaenopsis -- D	17,592	26	1,800	311	3.01	
Orchid Phalaenopsis -- I	6,813	83	900	478	4.62	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	126,550	1	40	21	0.20	THA
Ornithogalum -- D	17,030	3	120	38	0.37	
Ornithogalum -- I	4,624	10	90	38	0.37	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,162		220	79	0.76	AUS ZAF
Protea others -- D	0					
Protea others -- I	446	37	350	163	1.58	AUS NZL
Riceflowers -- D	3,380		150	57	0.55	
Riceflowers -- I	300	16	180	78	0.75	AUS NZL
Rose Total -- D	1,025,514	1	2,342	87	0.84	
Rose Total -- I	569,627		400	40	0.39	
Rose Avalanche -- D	83,205	4	180	52	0.50	
Rose Avalanche -- I	9,416		90	20	0.20	NLD
Rose Delilah -- D	3,490	11	125	55	0.53	
Rose Delilah -- I	0					
Rose Dukaat -- D	5,530	20	175	78	0.76	
Rose Dukaat -- I	0					
Rose Esther -- D	4,890	20	130	53	0.52	
Rose Esther -- I	700	30	30	23	0.22	
Rose Fantasy -- D	4,120	20	170	73	0.71	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	13,350		50	5	0.05	IND
Rose Gold Strike -- D	1,290	30	150	85	0.82	
Rose Gold Strike -- I	49,553	1	120	14	0.13	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	10,195	1	65	15	0.15	IND
Rose Milva -- D	2,920		180	112	1.08	
Rose Milva -- I	120			42	0.41	IND
Rose Noblesse -- D	7,380	5	140	60	0.58	
Rose Noblesse -- I	11,740	3	60	24	0.23	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Pareo -- D	9,585	19	150	85	0.83	
Rose Pareo -- I	0					
Rose Red Roses D --	18,340	10	201	79	0.77	
Rose Red Roses I --	0					
Rose Saphir -- D	7,090	20	170	91	0.88	
Rose Saphir -- I	260	10	40	31	0.30	IND NLD
Rose Skyline -- D	60	100	135	118	1.14	
Rose Skyline -- I	0					
Rose The Teresa -- D	11,110	15	170	85	0.82	
Rose The Teresa -- I	0					
Rose Tineke -- D	21,530	5	130	48	0.47	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	7,245	20	240	122	1.18	
Rose Spr Lovely Lydia -- I	3,290	15	150	58	0.56	KOR
Rose Spr Macarena -- D	4,935	25	170	85	0.82	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,669	2	200	40	0.39	
Rose Spr Mixed -- I	640		120	35	0.34	KOR
Sandersonia -- D	16,550	19	150	90	0.87	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	1,622		125	74	0.71	ISR NLD
Tulip -- D	462,054	1	400	34	0.33	
Tulip -- I	2,750		43	25	0.24	NLD
Waxflowers -- D	0					
Waxflowers -- I	1,240		65	41	0.39	AUS
Green Foliage						
Beargrass -- D	5		175	136	1.31	
Beargrass -- I	380	30	300	205	1.98	USA
Leatherleaves -- D	65,070	1	60	27	0.26	
Leatherleaves -- I	364,855	5	35	16	0.16	USA
Ruscus Israel -- D	9,185		60	25	0.24	
Ruscus Israel -- I	18,090		40	26	0.25	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	17,050	20	70	38	0.37	ITA
Salal -- D	0					
Salal -- I	12,738	14	414	85	0.82	USA