

## 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.

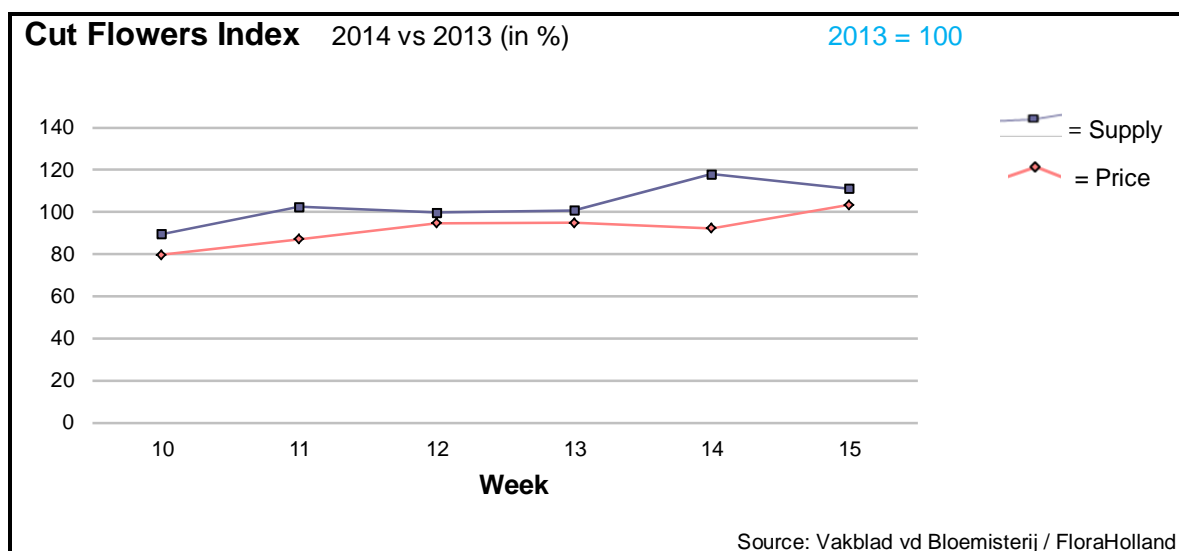
The Market Insider team

Week No. 15-2014

Date: 16/04/14

#### 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 15 was already in the mood of Easter. With relatively some less supplied stems, the average price was € 0.17/stem (0.19 from clock sales), 3.4% more than in the same week last year.

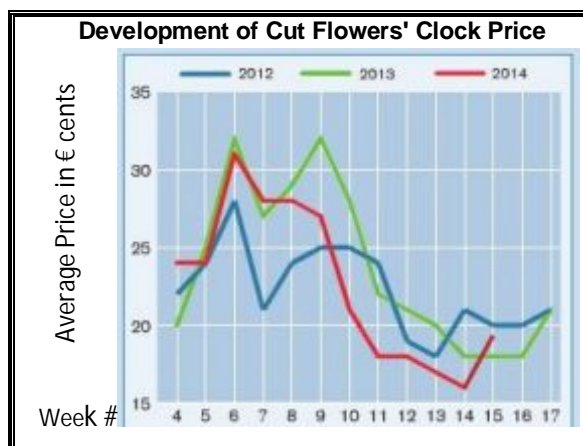
The coming week is the Easter week, so everybody was expecting positive impulse.

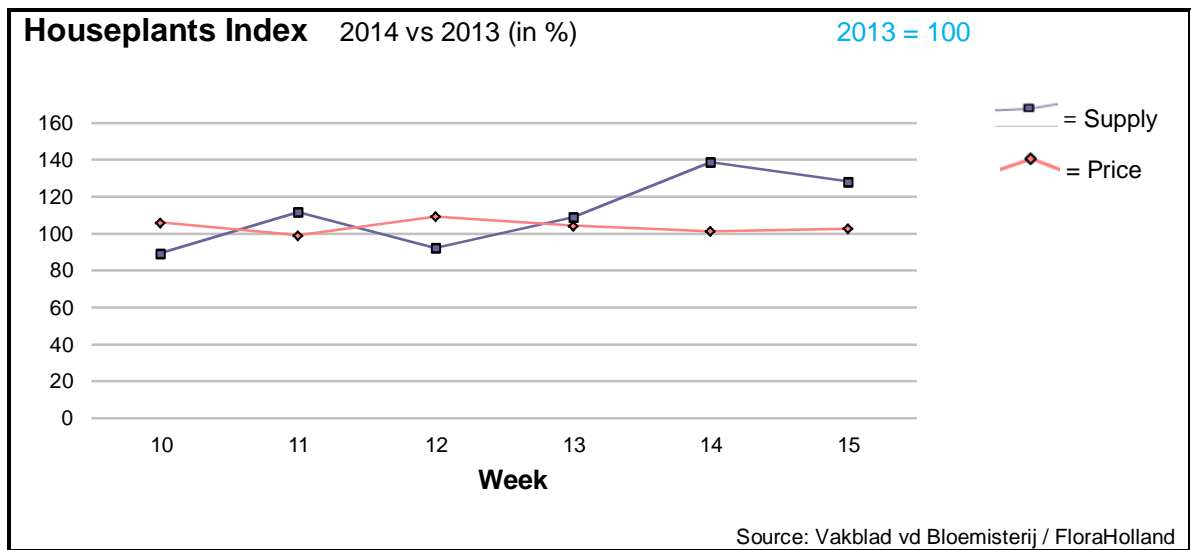
The tulips got lower price than last year, thanks to higher supply, caused by nice weather.

Chrysanthemums and lilies did it very good, with much higher prices than last year.

Products that fetched much higher price were also: Asclepias, delphinium, carnations standard, gerbera, gerbera mini, gladiolus, gypsophila, helianthus, hypericum, limonium, narcissus, pittosporum, and solidago.

Only but a few products got lower price, for higher supply; among them: anigozanthos, aster, dianthus tros, and peonies.

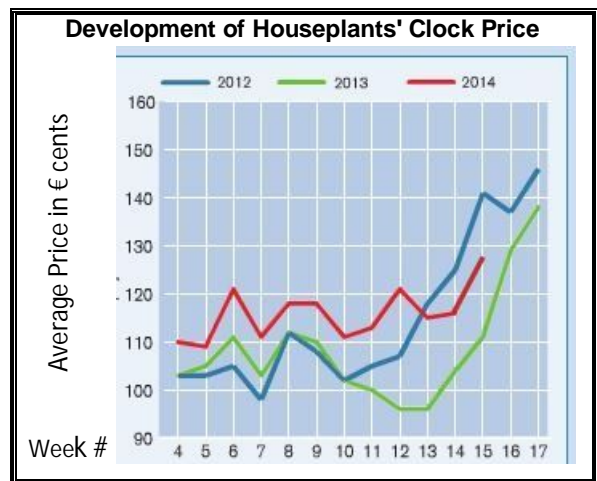




In week 15 the price index of houseplants was already the third week of just above the 100 points. The average price was € 1.70, some 5 cents more than in 2013. The supply index went a little back, but it was still 28% more units than in this week last year.

Phalaenopsis supply was some 25% higher and the price level was 15-20 cents higher than last year. The typical Easter product, narcissus, supplied in 3-4 times bigger quantities, and achieved 30 cents per pot more than in 2013.

Good results were recorded also for kalanchoë, pot-hortensia, campanula, and potted roses.





**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. W15 Date: 16/04/2014**

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 : 15 in : 2014**

**Index:**

<b>Quantity</b>	Number of stems auctioned in the four reporting auctions together
<b>Lowest</b>	Lowest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Highest</b>	Highest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average</b>	Average stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average US\$</b>	Average stem price, converted to US Dollar, as per the relevant exchange rate given below.
<b>Main Origin</b>	Main countries of origin; See abbreviations in the table at the head of this report.

**Exchange Rate 1 US\$ = 102.37 Yen**

<u>Product Name &amp; Source</u>	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
<b>Total Cut Flowers Sold</b>	<b>16,899,251</b>					
Achilea -- D	0					
Achilea -- I	50			60	0.59	ISR NLD
Alstroemeria -- D	471,875	8	800	48	0.47	
Alstroemeria -- I	7,800		35	14	0.14	COL ISR NLD
Ammi majus -- D	79,140	1	100	20	0.19	
Ammi majus -- I	0					
Anigozanthos -- D	2,070	7	60	32	0.32	
Anigozanthos -- I	350		60	54	0.53	AUS NLD ZWE
Anthurium Pink -- D	93		180	112	1.10	
Anthurium Pink -- I	6,596	18	190	85	0.83	THA
Anthurium Red -- D	446		180	128	1.25	
Anthurium Red -- I	5,604	23	240	103	1.00	AUS THA USA ZAF
Anthurium White -- D	190		150	66	0.64	
Anthurium White -- I	4,126	5	180	82	0.80	THA
Banksia -- D	0					
Banksia -- I	308	50	300	147	1.44	AUS NZL
Brodea -- D	180			30	0.29	
Brodea -- I	0					
Bupleurum -- D	16,580	10	100	50	0.49	
Bupleurum -- I	0					
Calla -- D	133,279	10	330	52	0.51	
Calla -- I	13,002	5	330	110	1.07	NLD NZL
Carnations Spray -- D	645,064	3	160	33	0.32	
Carnations Spray -- I	406,165	1	60	21	0.21	COL
Carnations Standard -- D	662,892	5	180	35	0.34	
Carnations Standard -- I	421,307	1	210	27	0.26	COL
Chrysanthemum Spray -- D	563,280	2	120	37	0.36	
Chrysanthemum Spray -- I	463,820	1	80	27	0.26	KOR
Delphinium -- D	177,462	9	350	78	0.76	
Delphinium -- I	0					
Dracaena -- D	16,400	17	132	49	0.48	
Dracaena -- I	162,281	2	124	34	0.33	SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	248,083	21	750	166	1.62	
Eustoma -- I	85,945	1	180	88	0.86	AUS
Freesia -- D	185,414	5	70	29	0.28	
Freesia -- I	5,500		25	21	0.21	NLD
Gerbera -- D	627,404	5	909	21	0.20	
Gerbera -- I	600		50	34	0.33	
Gladiolus -- D	70,370	10	125	65	0.64	
Gladiolus -- I	0					
Gypsophila -- D	376,560	2	280	37	0.36	
Gypsophila -- I	10,238		80	35	0.34	ISR
Heliconia Pendula -- D	602	20	100	40	0.39	
Heliconia Pendula -- I	168	40	850	199	1.94	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,810	12	120	48	0.47	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	640	62	180	148	1.45	AUS NZL ZAF
Lily Casablanca -- D	23,396	51	900	321	3.13	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	71,760	5	150	47	0.46	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	549,140	2	65	18	0.18	
Limonium Sinuatum -- I	0					
Molucella -- D	14,750	2	100	43	0.42	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	590		130	93	0.91	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	36,600	10	100	36	0.36	SGP THA
Orchid Cymbidium -- D	27,011	50	3,000	263	2.57	
Orchid Cymbidium -- I	1,593	100	650	199	1.95	NLD NZL
Orchid Oncidium -- D	6,020	4	550	130	1.27	
Orchid Oncidium -- I	135,160	3	245	84	0.82	SGP TAI THA
Orchid Phalaenopsis -- D	18,422	16	1,600	292	2.85	
Orchid Phalaenopsis -- I	6,353	43	1,100	485	4.74	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	113,460	10	45	25	0.25	THA
Ornithogalum -- D	25,570	7	100	35	0.35	
Ornithogalum -- I	3,609	13	80	49	0.48	NLD ZAF
Protea King -- D	0					
Protea King -- I	782		230	111	1.09	AUS ZAF
Protea others -- D	0					
Protea others -- I	574	33	2,000	198	1.93	AUS NZL
Riceflowers -- D	3,409		150	52	0.51	
Riceflowers -- I	150	30	120	73	0.72	AUS NZL
<b>Rose Total -- D</b>	<b>1,030,254</b>	<b>1</b>	<b>2,342</b>	<b>70</b>	<b>0.69</b>	
<b>Rose Total -- I</b>	<b>194,007</b>	<b>3</b>	<b>400</b>	<b>49</b>	<b>0.48</b>	
Rose Avalanche -- D	75,848	3	180	46	0.45	
Rose Avalanche -- I	1,310	3	50	22	0.22	
Rose Delilah -- D	3,670	15	100	44	0.43	
Rose Delilah -- I	0					
Rose Dukaat -- D	5,250	17	140	66	0.64	
Rose Dukaat -- I	0					
Rose Esther -- D	5,310	10	100	41	0.40	
Rose Esther -- I	540			20	0.20	
Rose Fantasy -- D	3,330	24	100	58	0.56	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,410	20	125	68	0.67	
Rose Gold Strike -- I	7,895	10	50	26	0.25	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	760		25	15	0.15	IND
Rose Milva -- D	3,080		140	95	0.93	
Rose Milva -- I	0					
Rose Noblesse -- D	8,890	10	102	46	0.45	
Rose Noblesse -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Pareo -- D	7,750	5	130	62	0.60	
Rose Pareo -- I	0					
Rose Red Roses D --	19,900	5	162	59	0.57	
Rose Red Roses I --	0					
Rose Saphir -- D	6,490	20	140	75	0.73	
Rose Saphir -- I	0					
Rose Skyline -- D	180	50	100	72	0.70	
Rose Skyline -- I	0					
Rose The Teresa -- D	12,570	15	126	64	0.63	
Rose The Teresa -- I	0					
Rose Tineke -- D	20,139	2	130	37	0.36	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	6,385	40	180	89	0.87	
Rose Spr Lovely Lydia -- I	3,740	25	86	48	0.47	KOR
Rose Spr Macarena -- D	6,685	30	120	58	0.57	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,208	5	117	35	0.34	
Rose Spr Mixed -- I	270		50	33	0.32	KOR
Sandersonia -- D	18,490	22	150	89	0.87	
Sandersonia -- I	0					
Trachelium -- D	40			65	0.63	
Trachelium -- I	1,290		125	60	0.58	ISR NLD
Tulip -- D	170,064	1	200	23	0.22	
Tulip -- I	750			60	0.59	NLD
Waxflowers -- D	0					
Waxflowers -- I	420		85	56	0.54	AUS
Green Foliage						
Beargrass -- D	5		167	156	1.52	
Beargrass -- I	355	100	300	212	2.07	USA
Leatherleaves -- D	75,300	1	60	26	0.25	
Leatherleaves -- I	270,580	1	35	15	0.15	USA
Ruscus Israel -- D	3,630		60	26	0.25	
Ruscus Israel -- I	9,925		35	20	0.20	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	13,010	15	65	36	0.35	ITA
Salal -- D	0					
Salal -- I	11,494	10	400	71	0.69	USA