

## 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.

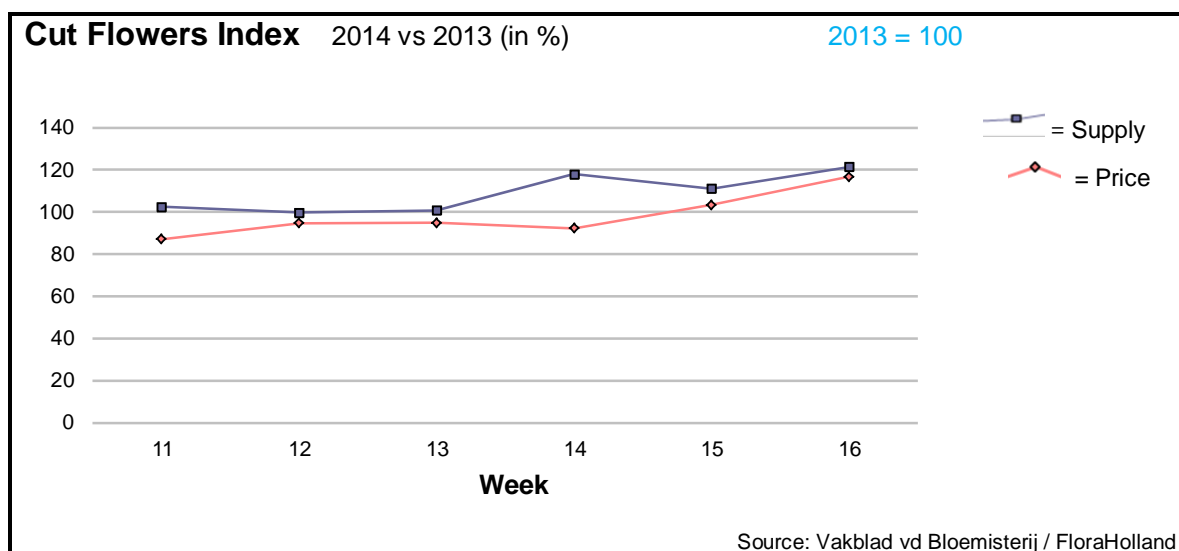
The Market Insider team

Week No. 16-2014

Date: 23/04/14

#### The FloraHolland flower auctions' weekly supply and price index

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



After a little decrease last week, the cut flowers supply index in week 16 went up to 121 points, compared to last year.

This Easter week could welcome the higher supply with a nice price increase: average price was 17% higher this year, and reached €0.20.

The not-too-warm weather in Europe gave a positive impulse to the sales of most products.

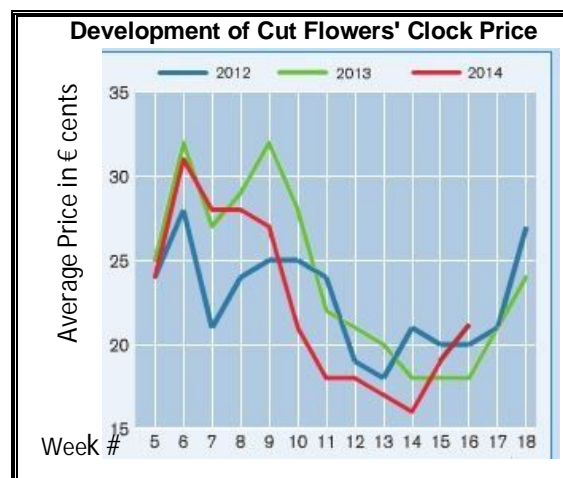
The total cut flowers turnover was 42% higher than last year.

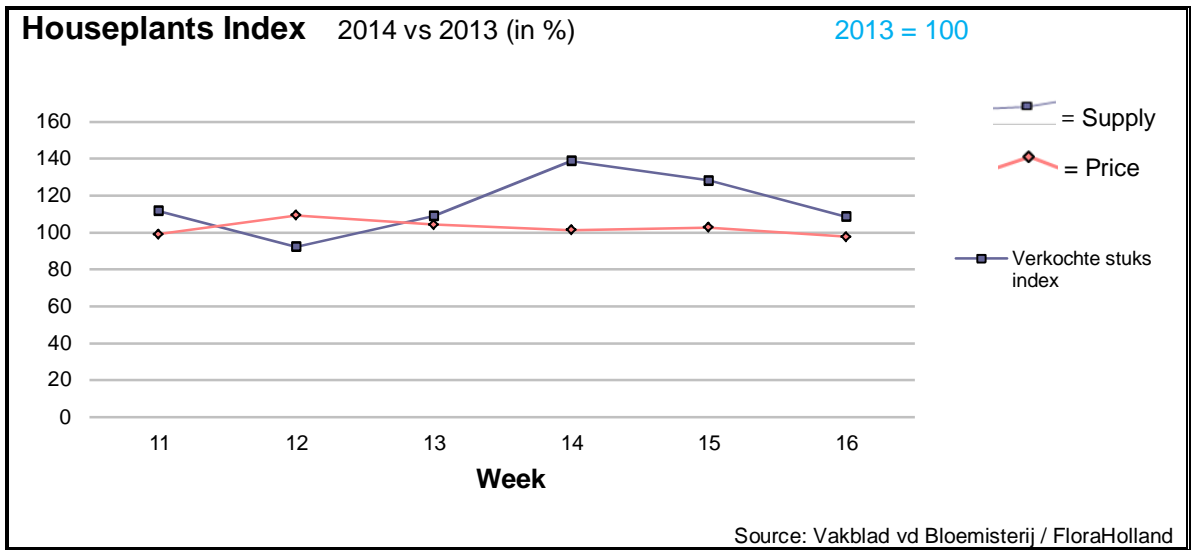
The roses got 3 cents more per stem, with some 5% more supply. Tulips, chrysanthemums, and mini-gerbera showed the same trend.

Other products with higher quantities and significant higher prices were: alstromeria, anthurium, carnations standard, helianthus, hypericum, narcissus, ranunculus, and solidago.

Higher prices were also obtained by: agapanthus, asclepias, aspidistra, eucalyptus, gypsophila, lilies, limonium, and pittosporum.

Yet, anigozanthos, spray carnations, peony, protea, and trachelium got lower prices for higher supply.





The Easter effect was not significant to the houseplants sector.

The price was about the same as in this week last year, with a supply of some 2 million = 8% higher.

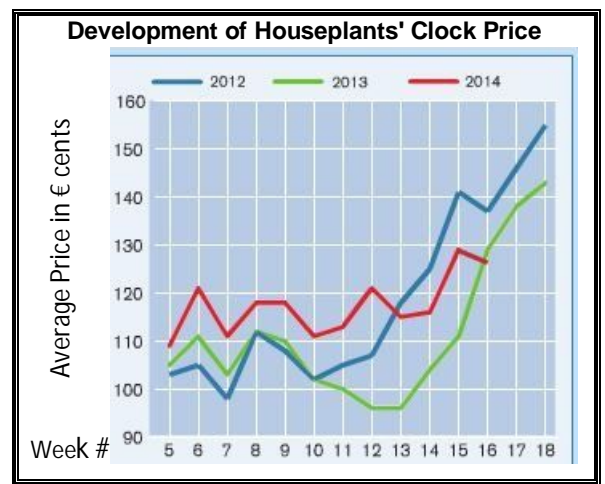
Phalaenopsis, however, got 17 cents more in price, in spite of 13% more units.

Potted narcissus, a typical Easter product was traded with 4 times more pots for 72 cents more in price.

Kalanchoe with 'Easter colors' sold in 59% more pieces, with 1 cent more in price.

Hortensia noted 26% more in supply, and got 18 cents more in price.

Begonia, with 22% more pots, got 31 cents more in price.



The total houseplants turnover in FloraHolland was in week 16 some 6% higher than in 2013.



**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. W16 Date: 23/04/2014**

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 : 16 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\$ = 101.97 Yen**

<b>Product Name &amp; Source</b> D = Domestic I = Imported	<b>Quantity</b>	<b>Price in Japanese Yen</b>			<b>Average</b>	<b>Main Origin</b>
		<b>Lowest</b>	<b>Highest</b>	<b>Average</b>	<b>US\$</b>	
<b>Total Cut Flowers Sold</b>	<b>17,463,581</b>					
Alstroemeria -- D	470,828	6	800	46	0.46	
Alstroemeria -- I	5,220		40	13	0.13	COL ISR NLD
Ammi majus -- D	81,210	5	185	22	0.22	
Ammi majus -- I	0					
Anigozanthos -- D	1,210	12	65	30	0.30	
Anigozanthos -- I	0					
Anthurium Pink -- D	139		180	108	1.06	
Anthurium Pink -- I	7,492	15	190	70	0.69	THA
Anthurium Red -- D	374		195	115	1.13	
Anthurium Red -- I	7,848	17	240	83	0.82	AUS THA USA ZAF
Anthurium White -- D	330		150	64	0.63	
Anthurium White -- I	6,700	5	200	63	0.62	THA
Banksia -- D	0					
Banksia -- I	254	81	350	185	1.82	AUS NZL
Brodea -- D	300			30	0.29	
Brodea -- I	0					
Bupleurum -- D	17,430	17	100	53	0.52	
Bupleurum -- I	0					
Calla -- D	131,515	13	350	57	0.56	
Calla -- I	11,030	10	330	105	1.03	NLD NZL
Carnations Spray -- D	694,498	10	160	35	0.35	
Carnations Spray -- I	400,008	3	170	25	0.25	COL
Carnations Standard -- D	644,832	10	280	40	0.39	
Carnations Standard -- I	390,240	9	175	34	0.34	COL
Chrysanthemum Spray -- D	668,270	3	120	43	0.42	
Chrysanthemum Spray -- I	450,959	2	90	37	0.36	KOR
Delphinium -- D	182,979	5	270	76	0.75	
Delphinium -- I	0					
Dracaena -- D	17,520	5	130	45	0.44	
Dracaena -- I	151,573	2	110	33	0.33	SGP
Euphorbia Marginata -- D	50			30	0.29	
Euphorbia Marginata -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	304,834	18	750	173	1.70	
Eustoma -- I	56,164	5	170	100	0.98	
Freesia -- D	117,220	10	70	32	0.32	
Freesia -- I	0					
Gerbera -- D	674,321	5	4,400	24	0.23	
Gerbera -- I	800	21	60	31	0.30	
Gladiolus -- D	74,810	5	130	68	0.67	
Gladiolus -- I	0					
Gypsophila -- D	392,624	5	300	40	0.40	
Gypsophila -- I	11,287		60	40	0.39	ISR
Heliconia Pendula -- D	806	30	130	41	0.40	
Heliconia Pendula -- I	205	40	800	199	1.96	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,089	13	120	59	0.58	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	640	100	250	178	1.74	AUS NZL ZAF
Lily Casablanca -- D	24,454	50	900	338	3.32	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	79,185	6	180	67	0.66	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	557,590	5	65	23	0.22	
Limonium Sinuatum -- I	300			13	0.13	
Molucella -- D	11,940	6	100	52	0.51	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,000		120	65	0.64	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	21,390	20	90	44	0.44	SGP THA
Orchid Cymbidium -- D	23,781	29	4,000	283	2.78	
Orchid Cymbidium -- I	583		650	308	3.02	NLD NZL
Orchid Oncidium -- D	5,702	15	570	147	1.44	
Orchid Oncidium -- I	128,025	8	190	74	0.73	SGP TAI THA
Orchid Phalaenopsis -- D	20,336	10	1,667	264	2.59	
Orchid Phalaenopsis -- I	6,607	80	1,000	444	4.36	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	91,720	20	60	35	0.34	THA
Ornithogalum -- D	36,310	8	110	34	0.34	
Ornithogalum -- I	2,320	15	85	63	0.62	NLD ZAF
Protea King -- D	0					
Protea King -- I	386		200	71	0.70	AUS ZAF
Protea others -- D	0					
Protea others -- I	260	38	280	178	1.75	AUS NZL
Riceflowers -- D	2,870		150	68	0.67	
Riceflowers -- I	80	70	180	112	1.10	AUS NZL
<b>Rose Total -- D</b>	<b>1,233,924</b>	<b>1</b>	<b>2,342</b>	<b>66</b>	<b>0.65</b>	
<b>Rose Total -- I</b>	<b>175,888</b>	<b>2</b>	<b>400</b>	<b>50</b>	<b>0.49</b>	
Rose Avalanche -- D	78,330	5	180	54	0.53	
Rose Avalanche -- I	1,810	6	60	28	0.27	NLD
Rose Delilah -- D	3,440	10	90	46	0.45	
Rose Delilah -- I	0					
Rose Dukaat -- D	7,440	20	110	64	0.62	
Rose Dukaat -- I	0					
Rose Esther -- D	5,895	5	100	43	0.42	
Rose Esther -- I	400			22	0.22	
Rose Fantasy -- D	4,110	20	120	51	0.50	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,230	20	120	57	0.56	
Rose Gold Strike -- I	5,700		50	20	0.20	IND
Rose Grand Gala -- D	530	26	60	38	0.37	
Rose Grand Gala -- I	390		34	21	0.21	IND
Rose Milva -- D	3,450		140	84	0.82	
Rose Milva -- I	0					
Rose Noblesse -- D	10,960	10	110	44	0.43	
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	10,080	10	140	56	0.55	
Rose Pareo -- I	0					
Rose Red Roses D --	24,230	5	160	51	0.50	
Rose Red Roses I --	0					
Rose Saphir -- D	8,787	20	132	65	0.64	
Rose Saphir -- I	0					
Rose Skyline -- D	370	35	80	60	0.59	
Rose Skyline -- I	0					
Rose The Teresa -- D	16,250	15	140	56	0.55	
Rose The Teresa -- I	0					
Rose Tineke -- D	28,240	6	130	39	0.39	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	6,785	30	171	83	0.82	
Rose Spr Lovely Lydia -- I	4,850	20	100	44	0.43	KOR
Rose Spr Macarena -- D	9,155	20	130	54	0.53	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6,072	6	150	34	0.33	
Rose Spr Mixed -- I	1,190		45	32	0.31	KOR
Sandersonia -- D	15,320	25	150	94	0.92	
Sandersonia -- I	0					
Trachelium -- D	200		120	118	1.16	
Trachelium -- I	850		125	78	0.77	ISR NLD
Tulip -- D	60,940	5	120	24	0.24	
Tulip -- I	50			90	0.88	NLD
<b>Green Foliage</b>						
Beargrass -- D	6		200	150	1.47	
Beargrass -- I	540	72	300	248	2.43	USA
Leatherleaves -- D	73,370	3	60	26	0.26	
Leatherleaves -- I	303,720	5	40	15	0.15	USA
Ruscus Israel -- D	670		40	28	0.28	
Ruscus Israel -- I	12,035		35	21	0.20	ISR
Ruscus Italian -- D	200			17	0.17	
Ruscus Italian -- I	11,370	4	60	38	0.37	ITA
Salal -- D	0					
Salal -- I	11,075	12	400	75	0.73	USA