

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.

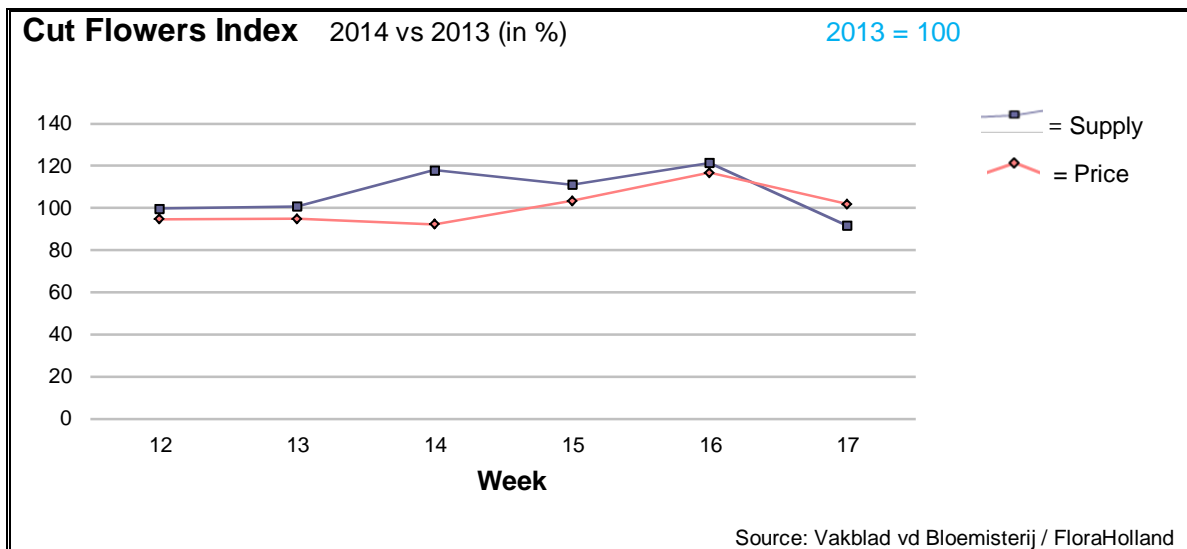
The Market Insider team

Week No. 17-2014

Date: 30/04/14

The FloraHolland flower auctions' weekly supply and price index

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

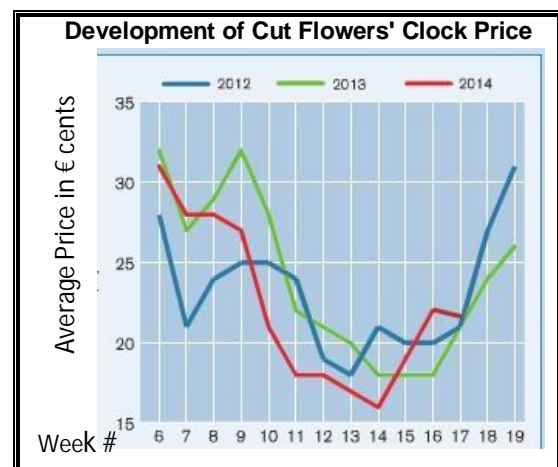


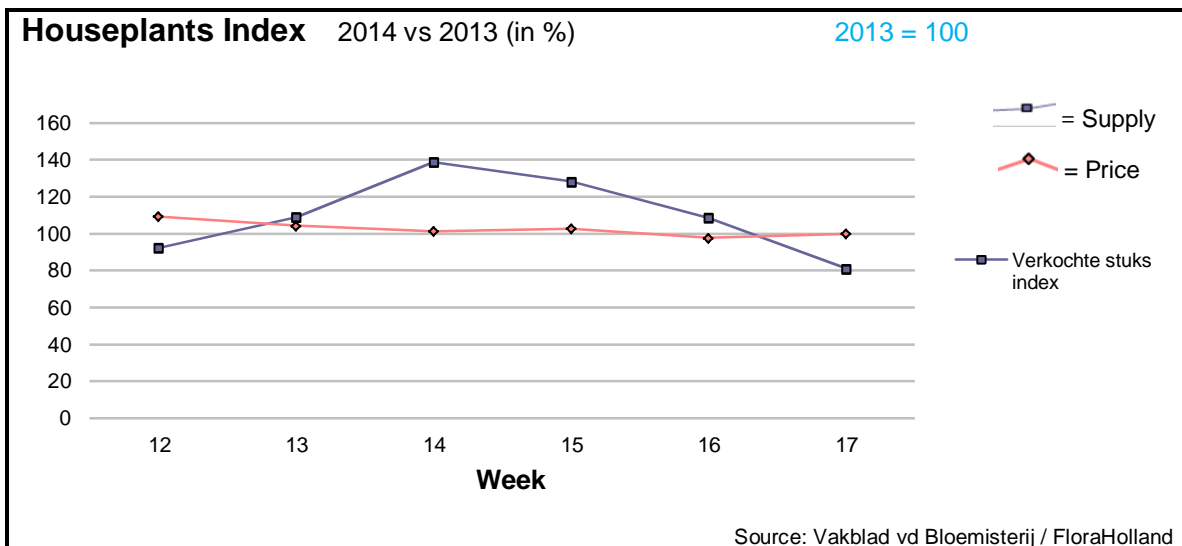
Week 17, with only 4 auction days (thanks to 2nd Easter Day) handled 7% less flowers than in week 17 of 2013, and the average price was €0.19, the same as last year.

Again roses and tulips were the main turnover makers within the cut flowers sector. Over-supply of peonies (+200%) resulted in a price fall of 45 cents.

Significantly better prices than last year were registered by: alstroemeria, asclepias, chrysanthemum, delphinium, gerbera, leucadendron, and pittosporum.

Much lower prices than in 2013 were obtained by: ammi, anemone, spray carnations, gypsophila, hypericum, limonium, phlox, solidago, and trachelium.





Houseplants price in week 17 were just the same as last year, but the supply was 19% lower. Main reason for less supply was less one selling day in this week, thanks to 2nd Ester day.

Phalaenopsis fetched 10 cents more in price, with 14% less supplied pots.

Also pot-roses got better price, with some 22% less units.

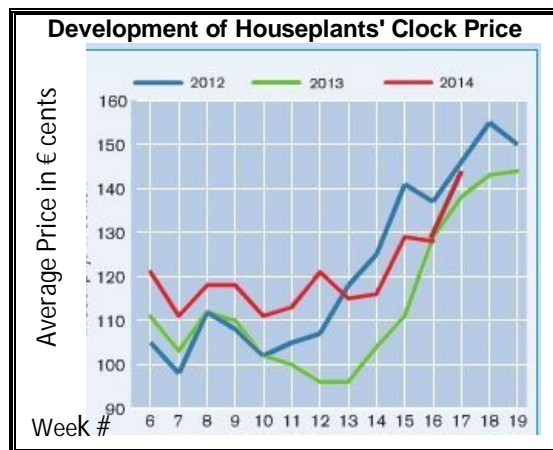
Kalanchoe got 3 cents more in price, for 15% less units.

Ficus, dracaena, and hедера, the 3 top green plants, achieved better prices with 25% less in supply.

Pot-anthurium brought 5 cents more with 15% less supplied units.

Spathiphyllum got 5 cents more, with less 25% pots.

Zantedeschia/calla, got some cents less than last year.



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. W17 Date: 30/04/2014

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 : 17 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\$ = 102.43 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	17,911,579					
Alstroemeria -- D	463,794	10	800	48	0.47	
Alstroemeria -- I	4,500		30	11	0.11	COL ISR NLD
Ammi majus -- D	64,130	5	160	26	0.25	
Ammi majus -- I	0					
Anigozanthos -- D	2,890	15	120	53	0.51	
Anigozanthos -- I	300		55	34	0.33	AUS NLD ZWE
Anthurium Pink -- D	168		180	92	0.90	
Anthurium Pink -- I	7,890	25	200	69	0.68	THA
Anthurium Red -- D	269		250	128	1.25	
Anthurium Red -- I	7,903	20	240	86	0.83	AUS THA USA ZAF
Anthurium White -- D	335		200	88	0.86	
Anthurium White -- I	5,306	6	150	73	0.71	THA
Banksia -- D	0					
Banksia -- I	191	80	350	182	1.78	AUS NZL
Brodea -- D	360		50	32	0.31	
Brodea -- I	0					
Bupleurum -- D	21,750	8	100	52	0.51	
Bupleurum -- I	0					
Calla -- D	115,094	15	300	60	0.59	
Calla -- I	10,751	2	330	99	0.97	NLD NZL
Carnations Spray -- D	662,174	5	160	43	0.42	
Carnations Spray -- I	432,714	10	170	30	0.30	COL
Carnations Standard -- D	604,073	15	2,800	52	0.51	
Carnations Standard -- I	540,215	2	250	41	0.40	COL
Chrysanthemum Spray -- D	675,870	3	120	42	0.41	
Chrysanthemum Spray -- I	450,760	5	81	41	0.40	KOR
Delphinium -- D	182,172	3	260	74	0.72	
Delphinium -- I	0					
Dracaena -- D	15,556	10	600	45	0.44	
Dracaena -- I	162,311	1	200	34	0.33	SGP
Eustoma -- D	342,765	22	800	175	1.71	
Eustoma -- I	32,768	25	165	95	0.93	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Freesia -- D	75,990	5	70	29	0.28	
Freesia -- I	0					
Gerbera -- D	564,276	5	909	24	0.23	
Gerbera -- I	800	33	50	39	0.38	
Gladiolus -- D	72,265	5	125	69	0.67	
Gladiolus -- I	0					
Gypsophila -- D	380,718	5	300	44	0.43	
Gypsophila -- I	11,339		60	40	0.39	ISR
Heliconia Pendula -- D	970	25	60	40	0.39	
Heliconia Pendula -- I	230	50	340	174	1.70	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	3,185		120	60	0.59	NZL
Leucospermum Cordifolium -- D	55		255	228	2.23	
Leucospermum Cordifolium -- I	830	120	200	165	1.61	AUS NZL ZAF
Lily Casablanca -- D	26,786	54	1,000	310	3.03	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	73,490	6	180	71	0.69	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	651,540	3	65	21	0.21	
Limonium Sinuatum -- I	0					
Molucella -- D	13,720	10	100	53	0.52	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	310		300	210	2.05	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	17,240	20	100	53	0.52	SGP THA
Orchid Cymbidium -- D	21,825	50	3,000	281	2.75	
Orchid Cymbidium -- I	1,121		1,100	363	3.55	NLD NZL
Orchid Oncidium -- D	5,765	10	550	142	1.39	
Orchid Oncidium -- I	112,365	12	180	72	0.70	SGP TAI THA
Orchid Phalaenopsis -- D	19,386	9	1,600	261	2.55	
Orchid Phalaenopsis -- I	6,487	70	880	441	4.31	AUS NZL
Orchid Sonia -- D	400		50	39	0.38	
Orchid Sonia -- I	116,480	15	70	41	0.40	THA
Ornithogalum -- D	42,050	5	110	37	0.36	
Ornithogalum -- I	1,278	16	80	55	0.54	NLD ZAF
Protea King -- D	0					
Protea King -- I	958	4	250	129	1.26	AUS ZAF
Protea others -- D	0					
Protea others -- I	511	17	1,400	198	1.93	AUS NZL
Riceflowers -- D	2,680		152	77	0.75	
Riceflowers -- I	40		130	125	1.22	AUS NZL
Rose Total -- D	1,287,206	5	3,800	66	0.64	
Rose Total -- I	177,524	6	420	49	0.48	
Rose Avalanche -- D	84,200	15	180	59	0.57	
Rose Avalanche -- I	780	20	70	53	0.51	
Rose Delilah -- D	4,430	10	110	41	0.40	
Rose Delilah -- I	0					
Rose Dukaat -- D	6,940	20	120	57	0.55	
Rose Dukaat -- I	0					
Rose Esther -- D	7,515	8	130	38	0.37	
Rose Esther -- I	1,100	17	17	15	0.15	
Rose Fantasy -- D	3,220	15	100	54	0.52	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,940	20	140	56	0.54	
Rose Gold Strike -- I	2,510		61	31	0.30	IND
Rose Grand Gala -- D	2,050	30	70	39	0.38	
Rose Grand Gala -- I	520		30	24	0.23	IND
Rose Milva -- D	3,930		150	76	0.74	
Rose Milva -- I	0					
Rose Noblesse -- D	11,900	10	84	38	0.37	
Rose Noblesse -- I	0					
Rose Pareo -- D	13,430	10	125	50	0.49	
Rose Pareo -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Red Roses D --	33,580	9	150	46	0.45	
Rose Red Roses I --	0					
Rose Saphir -- D	7,640	15	120	60	0.59	
Rose Saphir -- I	80	20	20	20	0.20	IND
Rose Skyline -- D	530	30	60	48	0.47	
Rose Skyline -- I	0					
Rose The Teresa -- D	22,530	15	110	50	0.49	
Rose The Teresa -- I	0					
Rose Tineke -- D	34,230	5	130	42	0.41	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	8,555	20	171	80	0.78	
Rose Spr Lovely Lydia -- I	5,690	15	70	40	0.39	KOR
Rose Spr Macarena -- D	8,610	14	110	52	0.51	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	4,975	15	80	28	0.28	
Rose Spr Mixed -- I	860		45	27	0.26	KOR
Sandersonia -- D	7,660	50	180	106	1.03	
Sandersonia -- I	0					
Trachelium -- D	650		132	100	0.98	
Trachelium -- I	1,190		125	81	0.79	ISR NLD
Tulip -- D	25,100	10	120	26	0.26	
Tulip -- I	0					
Waxflowers -- D	220		80	65	0.64	
Waxflowers -- I	0					
Green Foliage						
Beargrass -- D	6		167	167	1.63	
Beargrass -- I	180	200	330	268	2.61	USA
Leatherleaves -- D	94,050	2	60	26	0.25	
Leatherleaves -- I	242,200	2	35	16	0.15	USA
Ruscus Israel -- D	4,025		60	26	0.26	
Ruscus Israel -- I	6,755		35	22	0.21	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	11,800	10	70	37	0.36	ITA
Salal -- D	0					
Salal -- I	13,700	10	500	74	0.72	USA