

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.

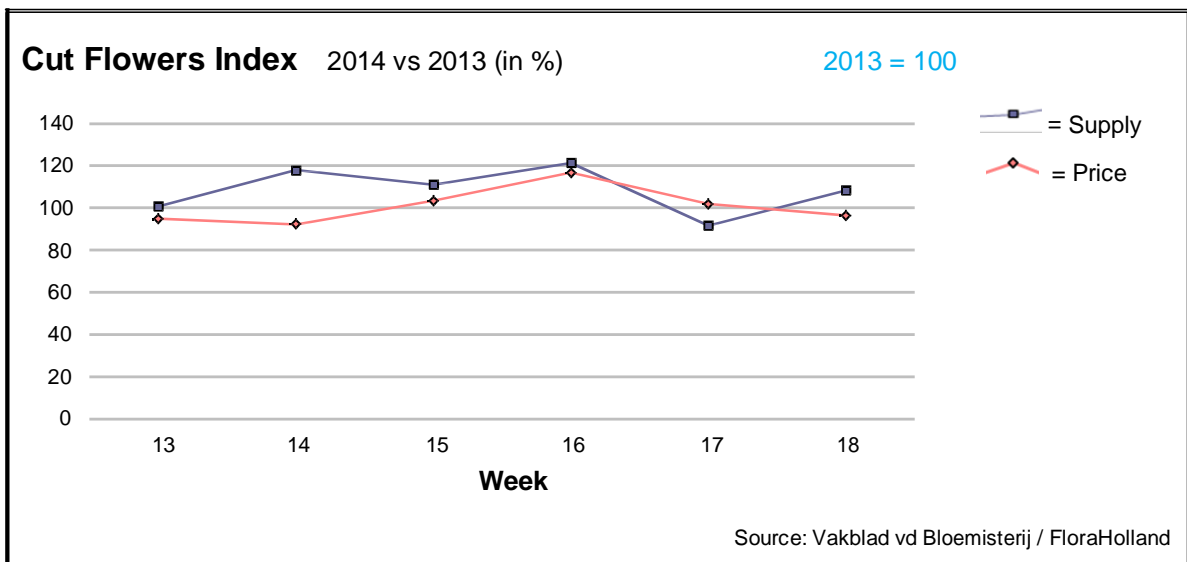
The Market Insider team

Week No. 18-2014

Date: 07/05/14

The FloraHolland flower auctions' weekly supply and price index

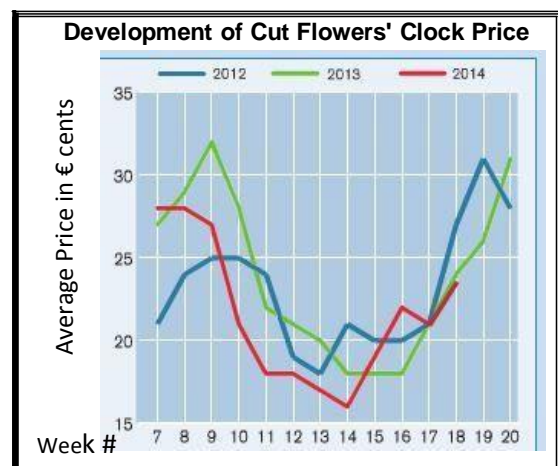
(Representing the relative supply and average price, compared to the same weeks of last year)



The 8% more supplied flowers than last year in week 18 is mainly due to one auction day less last year (it was the King's crowning day in 2013). However, the flowers' price in the auctions was under pressure, and was some 4% lower than in the same week last year.

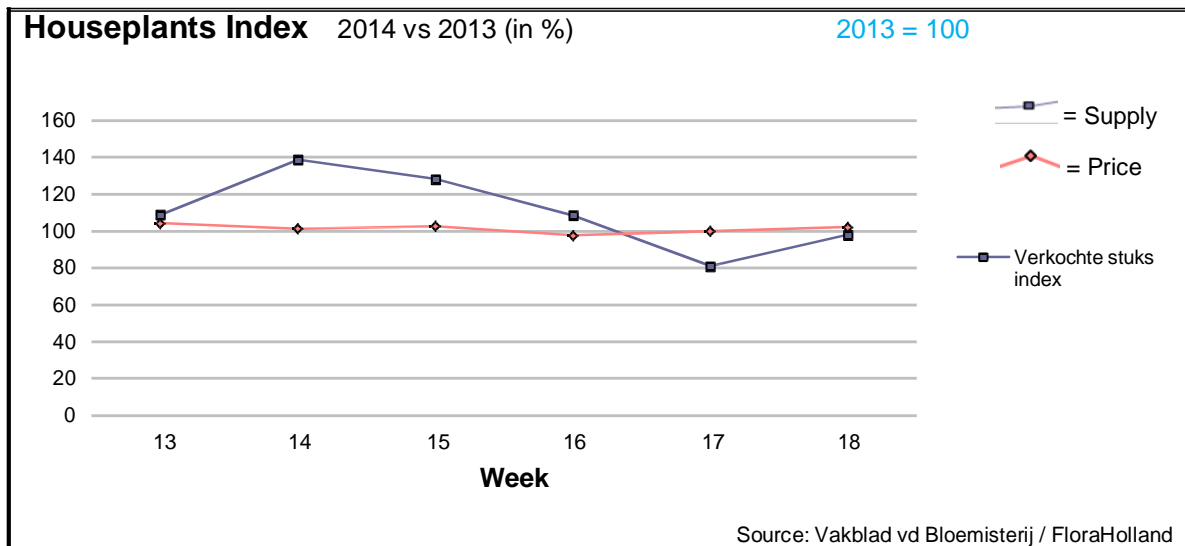
The additional supply was mainly tulips and peonies, which season is earlier this year. Some 220% more peonies stems were supplied this year in week 18; it caused an average price of 40 cents (-40%) less than last year.

In some products, like gerbera, there was already some impact of the approaching Mother's Day (11 May)' and their price went up at the last days of the week.



Some products fetched higher prices than last year, thanks to lower supply: alstroemeria, asclepias, delphinium, fatsia, gladiolus, narcissus, and pittosporum.

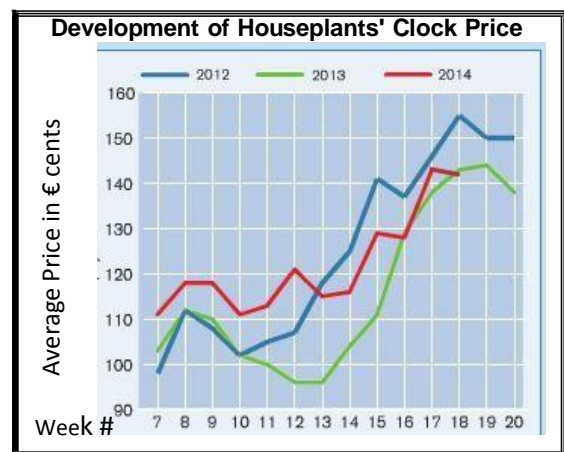
While ammi, anemone, spray carnations, gypsophila, helianthus, hypericum, leucadendron, lilies, limonium, phlox, ranunculus, solidago, and trachelium got much lower prices, for higher quantities.



A little less supply (-2%) yielded a little more (+2%) in the average price of houseplants in week 18, compared to the same week last year. The total houseplants' turnover was therefore about the same.

However, at the product groups' level there were some differences from last year; for example hortensia had 28% more units, and got 12% less in price; anthurium with +25% supply and -5% in price; bougainvillea with +36% pots and -28% in price.

On the other hand, hibiscus, for example, showed less 45% in supply, and got some 80 cents more in price.



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. W18 Date: 07/05/2014

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 : 18 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\$ = 102.34 Yen

<u>Product Name & Source</u>	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>US\$</u>	<u>Main Origin</u>
	<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>	<u>Average</u>		
D = Domestic I = Imported	Quantity	Lowest	Highest	Average	US\$	Main Origin
Total Cut Flowers Sold	22,238,905					
Alstroemeria -- D	512,182	2	1,000	47	0.46	
Alstroemeria -- I	4,860	10	30	3	0.03	COL ISR NLD
Ammi majus -- D	73,040	1	125	24	0.24	
Ammi majus -- I	0					
Anigozanthos -- D	5,660	2	150	48	0.47	
Anigozanthos -- I	200		60	57	0.56	AUS NLD ZWE
Anthurium Pink -- D	117		500	136	1.33	
Anthurium Pink -- I	12,426	10	170	55	0.53	THA
Anthurium Red -- D	322		180	114	1.11	
Anthurium Red -- I	12,168	10	240	65	0.63	AUS THA USA ZAF
Anthurium White -- D	380		80	49	0.48	
Anthurium White -- I	7,403	1	180	53	0.52	THA
Banksia -- D	0					
Banksia -- I	145		150	89	0.87	AUS NZL
Brodea -- D	190		30	23	0.22	
Brodea -- I	0					
Bupleurum -- D	23,844	5	110	42	0.41	
Bupleurum -- I	0					
Calla -- D	122,136	5	300	54	0.53	
Calla -- I	13,243	2	270	67	0.66	NLD NZL
Carnations Spray -- D	966,347	7	180	54	0.53	
Carnations Spray -- I	1,024,253	1	175	35	0.34	COL
Carnations Standard -- D	876,846	10	180	60	0.59	
Carnations Standard -- I	1,487,960	2	280	43	0.42	COL
Chrysanthemum Spray -- D	773,860	1	140	41	0.40	
Chrysanthemum Spray -- I	466,902	1	85	44	0.43	KOR
Delphinium -- D	224,099	3	260	67	0.66	
Delphinium -- I	0					
Dracaena -- D	18,760	15	130	45	0.44	
Dracaena -- I	183,692	1	110	35	0.34	SGP
Eustoma -- D	401,375	12	750	177	1.73	
Eustoma -- I	1,540	55	100	84	0.82	

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Freesia -- D	43,060	3	60	30	0.29	
Freesia -- I	0					
Gentiana -- D	130	120	150	134	1.31	
Gentiana -- I	0					
Gerbera -- D	541,360	5	909	28	0.27	
Gerbera -- I	1,700	26	60	40	0.39	
Gladiolus -- D	58,360	5	130	79	0.78	
Gladiolus -- I	0					
Gypsophila -- D	503,040	5	300	47	0.46	
Gypsophila -- I	11,532		60	35	0.34	ISR
Heliconia Pendula -- D	750		150	46	0.45	
Heliconia Pendula -- I	265	40	350	122	1.19	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,363	28	120	53	0.52	NZL
Leucospermum Cordifolium -- D	30		200	195	1.91	
Leucospermum Cordifolium -- I	190	140	200	174	1.70	AUS NZL ZAF
Lily Casablanca -- D	23,675	40	900	353	3.45	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	85,722	5	180	69	0.68	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	700,360	2	65	18	0.18	
Limonium Sinuatum -- I	0					
Molucella -- D	9,040	3	100	53	0.52	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	170		300	282	2.76	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	10,400	30	160	70	0.68	SGP THA
Orchid Cymbidium -- D	20,304	46	3,500	312	3.05	
Orchid Cymbidium -- I	1,132		1,250	444	4.33	NLD NZL
Orchid Oncidium -- D	7,917	10	400	124	1.21	
Orchid Oncidium -- I	129,360	3	180	68	0.66	SGP TAI THA
Orchid Phalaenopsis -- D	18,126	22	1,600	296	2.89	
Orchid Phalaenopsis -- I	6,815	83	880	462	4.51	AUS NZL
Orchid Sonia -- D	400			30	0.29	
Orchid Sonia -- I	144,910	20	70	43	0.42	THA
Ornithogalum -- D	52,975	3	110	30	0.29	
Ornithogalum -- I	2,180	8	80	58	0.57	NLD ZAF
Protea King -- D	0					
Protea King -- I	165	56	1,200	497	4.86	AUS ZAF
Protea others -- D	0					
Protea others -- I	648	34	1,200	181	1.77	AUS NZL
Riceflowers -- D	2,810		220	68	0.66	
Riceflowers -- I	60	30	120	80	0.78	AUS NZL
Rose Total -- D	1,435,729	1	2,576	62	0.60	
Rose Total -- I	205,663	1	470	45	0.44	
Rose Avalanche -- D	82,450	10	180	60	0.58	
Rose Avalanche -- I	2,200	1	75	16	0.15	NLD
Rose Delilah -- D	5,190	4	120	34	0.33	
Rose Delilah -- I	0					
Rose Dukaat -- D	9,310	4	120	54	0.53	
Rose Dukaat -- I	0					
Rose Esther -- D	10,845	10	100	34	0.33	
Rose Esther -- I	0					
Rose Fantasy -- D	2,660	20	120	50	0.49	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	2,560	20	100	42	0.41	
Rose Gold Strike -- I	2,410	2	60	20	0.20	IND
Rose Grand Gala -- D	2,330	12	55	31	0.30	
Rose Grand Gala -- I	480		15	12	0.11	IND
Rose Milva -- D	5,040		140	70	0.69	
Rose Milva -- I	330		50	47	0.46	IND
Rose Noblesse -- D	13,150	1	84	32	0.31	
Rose Noblesse -- I	0					

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
		<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	<u>US\$</u>	
<u>D = Domestic I = Imported</u>						
Rose Pareo -- D	14,960	10	120	45	0.44	
Rose Pareo -- I	0					
Rose Red Roses D --	59,720	1	162	34	0.33	
Rose Red Roses I --	0					
Rose Saphir -- D	9,400	5	110	55	0.53	
Rose Saphir -- I	0					
Rose Skyline -- D	610	20	73	48	0.47	
Rose Skyline -- I	0					
Rose The Teresa -- D	24,200	9	120	49	0.48	
Rose The Teresa -- I	0					
Rose Tineke -- D	40,177	1	130	36	0.35	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	8,060	20	160	86	0.84	
Rose Spr Lovely Lydia -- I	9,680	16	100	43	0.42	KOR
Rose Spr Macarena -- D	7,890	17	120	63	0.62	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,397	5	200	31	0.30	
Rose Spr Mixed -- I	670		42	24	0.23	KOR
Sandersonia -- D	15,630	21	180	106	1.04	
Sandersonia -- I	0					
Trachelium -- D	900		110	96	0.94	
Trachelium -- I	600		125	93	0.91	ISR NLD
Tulip -- D	12,120	4	80	23	0.22	
Tulip -- I	0					
Waxflowers -- D	1,070		100	67	0.66	
Waxflowers -- I	0					
Green Foliage						
Beargrass -- D	5		200	180	1.76	
Beargrass -- I	370	103	330	266	2.60	USA
Leatherleaves -- D	110,390	3	55	25	0.25	
Leatherleaves -- I	341,640	1	35	15	0.15	USA
Ruscus Israel -- D	12,530		70	27	0.27	
Ruscus Israel -- I	31,130		40	22	0.22	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	15,500	1	75	36	0.35	ITA
Salal -- D	40		400	198	1.93	
Salal -- I	11,935	25	450	134	1.30	USA