

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.

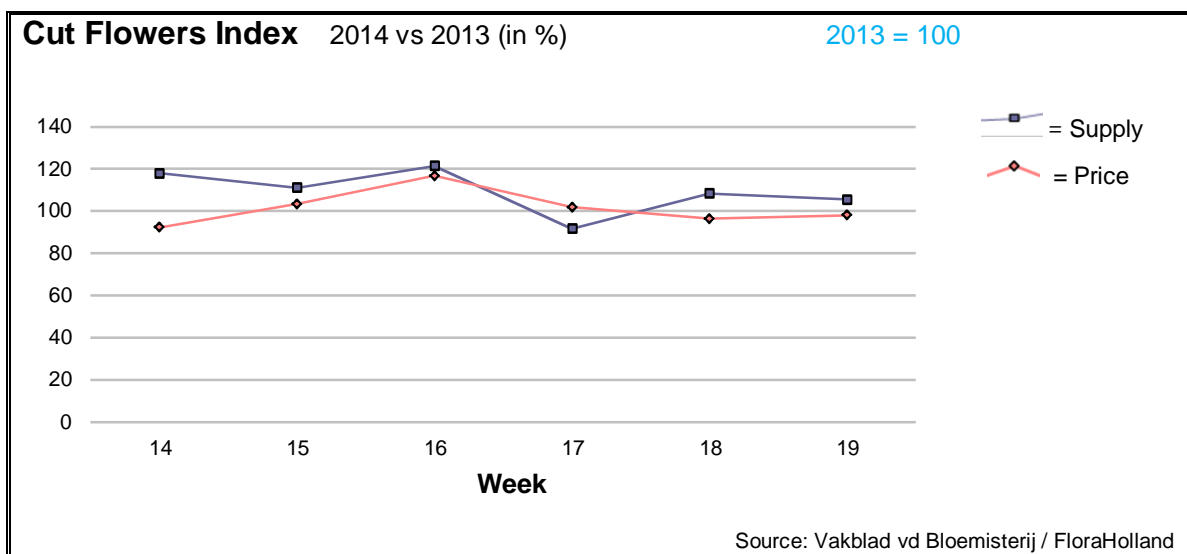
The Market Insider team

Week No. 19-2014

Date: 14/05/14

The FloraHolland flower auctions' weekly supply and price index

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



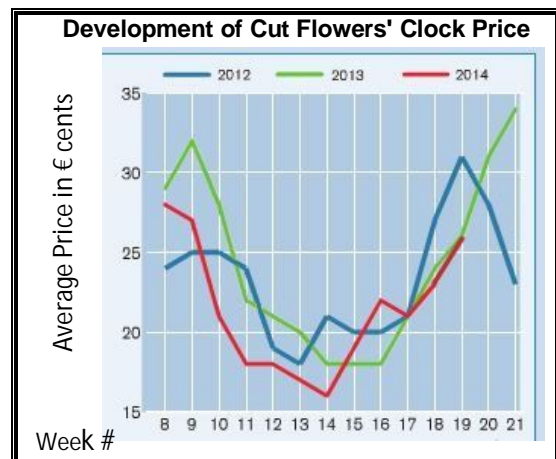
The Mother's Day week saw some more flowers (+6%) than last year, and the average price was €0.24, one cent lower.

The most popular colours this week were white and pink.

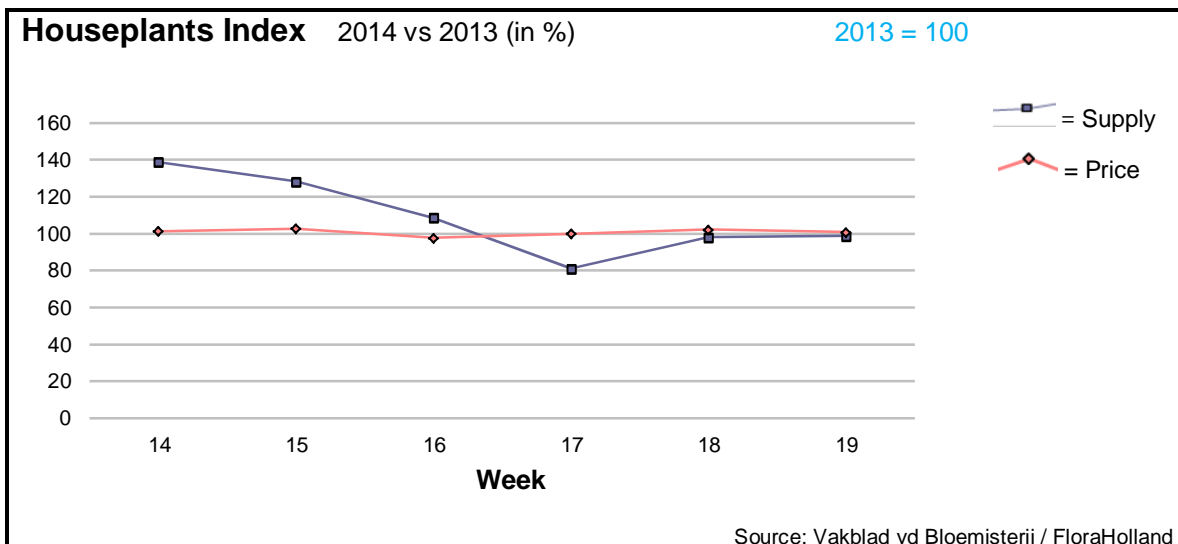
The big-bud roses got 1 cent more than last year, with some 8% more in supply.

Higher prices, for lower quantities, obtained also to: agapanthus, alstroemeria, aspidistra, carthamus, wax flowers, delphinium, carnations standard, fatsia, gerbera, gerbera mini, and phlox.

Lower prices, for higher supply, were for: anemone, anigozanthos, asparagus, spray carnations, gladiolus, gypsophila, helianthus, hypericum, peony, and small roses.



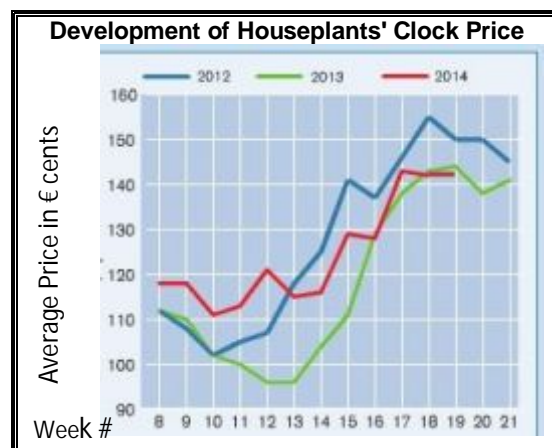
However, there were some products that got lower price, even though their supply was lower than last year. Among them: Asparagus, Eucalyptus, Leucadendron, Limonium, Ranunculus, and Trachelium.



At the Mother's Week 2013 were the price level and the total supplied quantities quite similar to those of last year.

The cheaper products, these with the price-tag lower than € 2 / unit, were the winners of this holiday, with higher prices, while the more expensive types got lower prices than in week 19 of 2013.

Phalaenopsis orchid sold in 15% more units, but the price was some 10 cents lower.
 Potted roses also supplied in 15% more units, but the price was higher with 20 cents.
 Kalanchoe got higher price, for lower quantities.
 Better prices were also for chrysanthemums and begonia, while hortensia, bougainvillea, and various orchids registered lower prices than last year.



MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



TRADE IMPACT
FOR GOOD

1964-2014

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. W19 Date: 14/05/2014

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 : 19 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\$ = 101.86 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	26,512,831					
Alstroemeria -- D	471,357	5	800	50	0.49	
Alstroemeria -- I	0					
Ammi majus -- D	109,780	2	140	29	0.29	
Ammi majus -- I	0					
Anigozanthos -- D	4,350	10	150	65	0.64	
Anigozanthos -- I	150			25	0.25	AUS NLD ZWE
Anthurium Pink -- D	189		150	88	0.86	
Anthurium Pink -- I	12,160	7	170	57	0.55	THA
Anthurium Red -- D	500		250	86	0.84	
Anthurium Red -- I	15,450	5	280	57	0.56	AUS THA USA ZAF
Anthurium White -- D	430		200	44	0.43	
Anthurium White -- I	7,199	1	170	50	0.49	THA
Brodea -- D	480		45	33	0.32	
Brodea -- I	0					
Bupleurum -- D	42,335	1	110	51	0.50	
Bupleurum -- I	0					
Calla -- D	115,969	2	300	65	0.64	
Calla -- I	5,744	30	380	89	0.87	NLD NZL
Carnations Spray -- D	1,520,064	1	180	65	0.64	
Carnations Spray -- I	1,221,530	1	185	33	0.33	COL
Carnations Standard -- D	1,498,563	1	1,000	78	0.76	
Carnations Standard -- I	2,767,468	1	676	48	0.47	COL
Chrysanthemum Spray -- D	698,050	1	150	45	0.44	
Chrysanthemum Spray -- I	469,040	1	100	45	0.45	KOR
Delphinium -- D	219,540	1	300	72	0.70	
Delphinium -- I	0					
Dracaena -- D	20,005	4	100	41	0.40	
Dracaena -- I	263,053		130	34	0.33	SGP
Euphorbia Marginata -- D	2,240		80	38	0.37	
Euphorbia Marginata -- I	0					
Eustoma -- D	456,848	1	1,000	176	1.73	
Eustoma -- I	1,980	55	120	78	0.77	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Freesia -- D	8,430	2	60	28	0.27	
Freesia -- I	0					
Gentiana -- D	1,320	50	130	89	0.87	
Gentiana -- I	0					
Gerbera -- D	682,406	5	603	44	0.43	
Gerbera -- I	2,650	30	75	40	0.40	
Gladiolus -- D	49,090	10	130	90	0.88	
Gladiolus -- I	2,800	14	90	63	0.61	NLD
Gypsophila -- D	901,019	1	400	54	0.53	
Gypsophila -- I	14,185		80	41	0.40	ISR
Heliconia Pendula -- D	946	12	60	40	0.40	
Heliconia Pendula -- I	275	10	300	109	1.07	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,415	17	140	54	0.53	AUS NZL ZAF
Leucospermum Cordifolium -- D	60		200	180	1.77	
Leucospermum Cordifolium -- I	60	150	230	203	1.99	AUS NZL ZAF
Lily Casablanca -- D	27,323	30	1,000	375	3.68	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	87,283	6	153	62	0.61	
Lily Longiflorum -- I	1,920		30	26	0.26	KOR
Limonium Sinuatum -- D	693,440	1	65	16	0.16	
Limonium Sinuatum -- I	0					
Molucella -- D	10,050	5	90	53	0.52	
Molucella -- I	0					
Orchid Anna -- D	200	63	63	63	0.62	
Orchid Anna -- I	18,500	26	172	80	0.78	SGP THA
Orchid Cymbidium -- D	20,127	50	5,000	320	3.14	
Orchid Cymbidium -- I	1,178		1,250	560	5.50	NLD NZL
Orchid Oncidium -- D	7,082	15	550	144	1.42	
Orchid Oncidium -- I	134,810	1	220	65	0.64	SGP TAI THA
Orchid Phalaenopsis -- D	21,034	15	1,600	265	2.60	
Orchid Phalaenopsis -- I	7,245	20	900	412	4.05	AUS NZL
Orchid Sonia -- D	1,300	30	46	38	0.38	
Orchid Sonia -- I	152,580	20	97	42	0.41	THA
Ornithogalum -- D	55,635	2	100	27	0.26	
Ornithogalum -- I	2,700	25	80	61	0.60	NLD ZAF
Protea King -- D	36		900	776	7.62	
Protea King -- I	54	51	1,200	584	5.74	AUS ZAF
Protea others -- D	36	620	900	776	7.62	
Protea others -- I	146	120	1,200	347	3.41	AUS NZL
Riceflowers -- D	2,050		200	66	0.64	
Riceflowers -- I	140	15	180	70	0.68	AUS NZL
Rose Total -- D	1,574,003	1	500	86	0.85	
Rose Total -- I	536,048	1	430	58	0.57	
Rose Avalanche -- D	88,673	1	180	51	0.50	
Rose Avalanche -- I	5,075	1	75	15	0.15	NLD
Rose Delilah -- D	3,560	7	110	51	0.50	
Rose Delilah -- I	0					
Rose Dukaat -- D	14,670	5	135	66	0.64	
Rose Dukaat -- I	0					
Rose Esther -- D	7,805	3	100	47	0.46	
Rose Esther -- I	0					
Rose Fantasy -- D	3,860	30	175	106	1.04	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	240	4	4	4	0.04	IND
Rose Gold Strike -- D	2,030	20	120	59	0.58	
Rose Gold Strike -- I	11,920	1	65	16	0.15	IND
Rose Grand Gala -- D	2,710	27	150	60	0.59	
Rose Grand Gala -- I	1,500	10	40	20	0.20	IND
Rose Milva -- D	4,450		160	103	1.01	
Rose Milva -- I	660		85	78	0.77	IND
Rose Noblesse -- D	9,760	14	140	55	0.54	
Rose Noblesse -- I	1,125	20	60	41	0.40	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Pareo -- D	18,660	5	130	61	0.60	
Rose Pareo -- I	0					
Rose Red Roses D --	76,120	4	180	49	0.48	
Rose Red Roses I --	0					
Rose Saphir -- D	9,970	15	170	91	0.90	
Rose Saphir -- I	0					
Rose Skyline -- D	580	29	70	48	0.47	
Rose Skyline -- I	0					
Rose The Teresa -- D	31,080	10	170	74	0.73	
Rose The Teresa -- I	0					
Rose Tineke -- D	35,965	1	130	34	0.34	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	16,740	40	220	139	1.36	
Rose Spr Lovely Lydia -- I	12,050	40	125	88	0.87	KOR
Rose Spr Macarena -- D	8,355	40	170	102	1.00	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	9,375	2	180	31	0.31	
Rose Spr Mixed -- I	0					
Sandersonia -- D	45,930	50	180	98	0.96	
Sandersonia -- I	0					
Trachelium -- D	1,440		120	92	0.90	
Trachelium -- I	1,130		125	87	0.86	ISR NLD
Tulip -- D	8,250	2	60	13	0.12	
Tulip -- I	100			80	0.79	NLD
Waxflowers -- D	2,110		100	52	0.51	
Waxflowers -- I	0					
Green Foliage						
Beargrass -- D	5		250	200	1.96	
Beargrass -- I	1,000	35	330	196	1.93	USA
Leatherleaves -- D	139,760	2	60	27	0.26	
Leatherleaves -- I	312,875	3	40	16	0.16	USA
Ruscus Israel -- D	8,475		60	22	0.22	
Ruscus Israel -- I	10,200		40	28	0.27	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	21,160	14	70	38	0.38	ITA
Salal -- D	250		400	70	0.68	
Salal -- I	17,524	10	500	107	1.05	USA