

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.

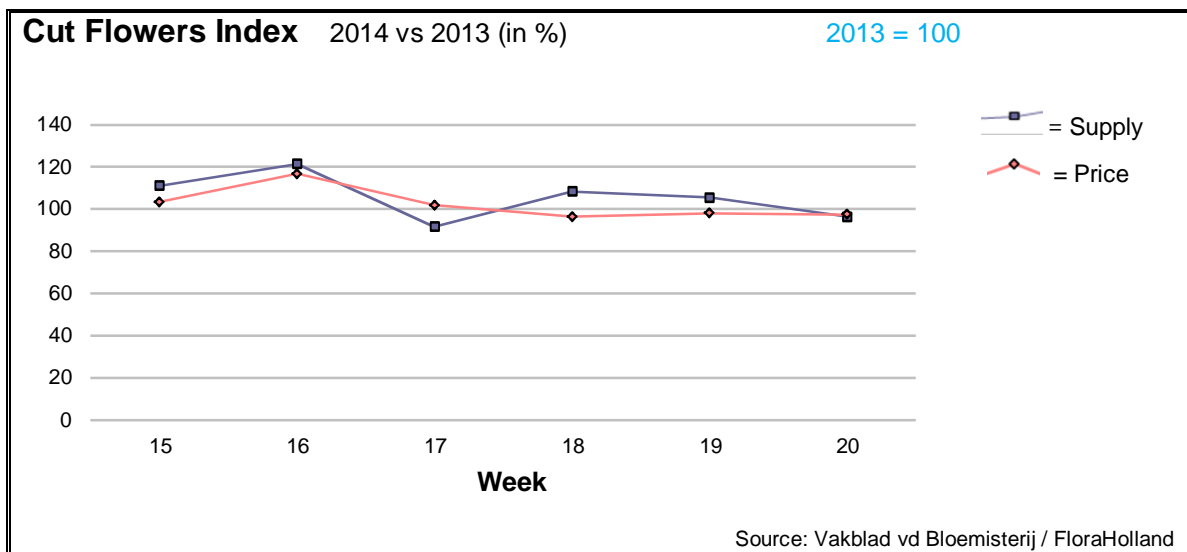
The Market Insider team

Week No. 20-2014

Date: 21/05/14

The FloraHolland flower auctions' weekly supply and price index

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



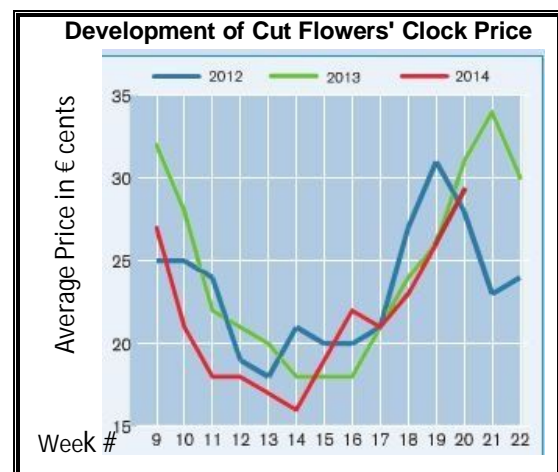
In week 20, supply and prices were some 4% lower than in the same week last year. However, prices were better than in week 19 this year.

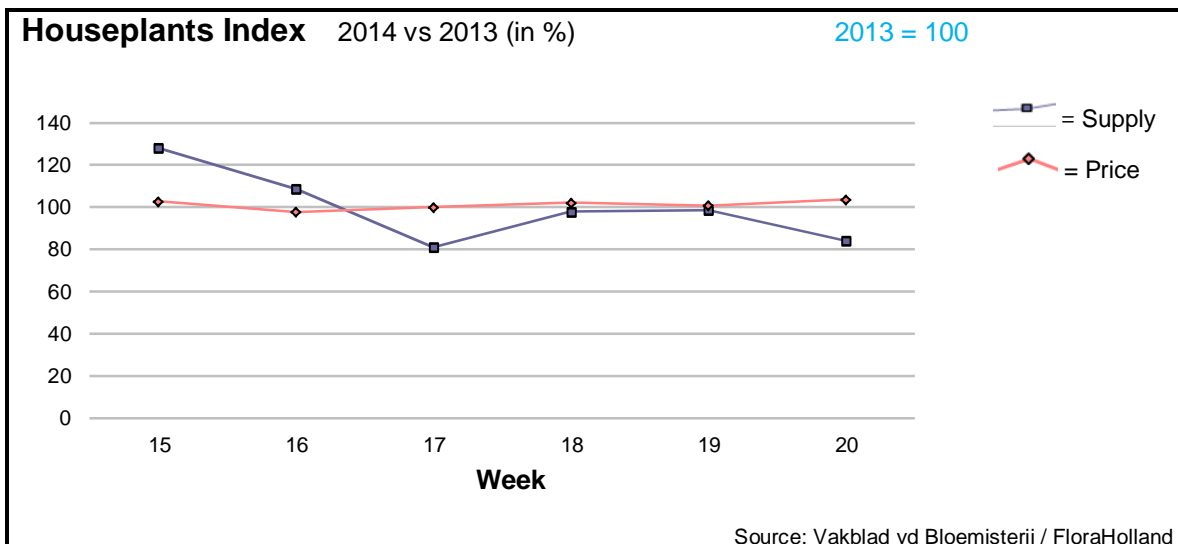
Big roses got € 0.05 less in average price, while 10% more stems were supplied. Peonies' supply was 28% higher than last year, resulted in a price reduction of 13 cents. Hydrangea showed the same trend.

Significant higher prices, for lower quantities were for: alstroemeria, ammi, asclepias, aspidistra, carthamus, carnations standard, gerbera, protea, and ranunculus.

Much lower price, for higher supply appeared in the products: anigozanthos, delphinium, spray carnations, gladioli, gypsophila, helianthus, and solidago.

The demand for Mothers' Day in France, Poland, and Sweden, combined with nice weather, gives the hope for good market trend.



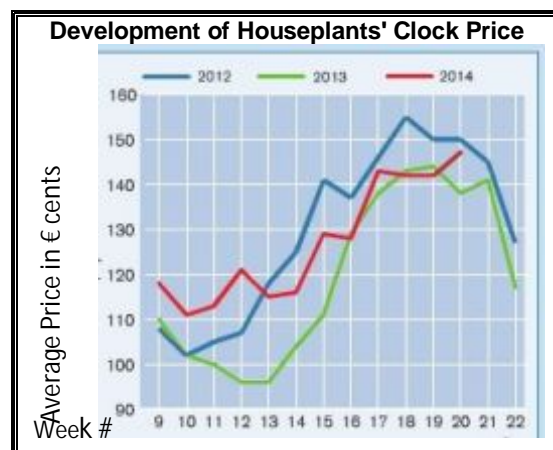


Lower supply (-16%) and some higher price have characterised the houseplants' market in week 20, when comparing to last year. However prices were better than in week 19 this year.

Most of the main products were supplied in lower quantities than last year; only hydrangea's supply was equal to 2013. The average price of this product went down by €0.57.

Roses, kalanchoe, and spathiphyllum made it good, with higher prices.

Phalaenopsis got some lower price (-1%), for 2.5% less supplied units.



Among the green plants, Ficus got €0.29, and dracaena got €0.12 more than in 2013.

MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



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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. W20 Date: 21/05/2014

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 : 20 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\$ = 101.88 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	16,583,663					
Alstroemeria -- D	394,608	5	500	42	0.41	
Alstroemeria -- I	0					
Ammi majus -- D	34,800	1	200	27	0.26	
Ammi majus -- I	0					
Anigozanthos -- D	5,750	10	130	57	0.56	
Anigozanthos -- I	0					
Anthurium Pink -- D	80		180	122	1.20	
Anthurium Pink -- I	11,759	5	120	39	0.38	THA
Anthurium Red -- D	195		150	100	0.98	
Anthurium Red -- I	13,056	3	150	42	0.41	AUS THA USA ZAF
Anthurium White -- D	450		200	36	0.35	
Anthurium White -- I	7,684		170	40	0.39	THA
Brodea -- D	570		50	24	0.24	
Brodea -- I	0					
Bupleurum -- D	27,860	1	100	34	0.33	
Bupleurum -- I	0					
Calla -- D	105,885	2	300	58	0.57	
Calla -- I	2,580	10	200	78	0.77	NLD NZL
Carnations Spray -- D	585,092	1	160	27	0.26	
Carnations Spray -- I	241,348	1	57	20	0.20	COL
Carnations Standard -- D	692,515	1	3,000	35	0.34	
Carnations Standard -- I	243,609	1	200	31	0.31	COL
Chrysanthemum Spray -- D	642,061	1	120	40	0.39	
Chrysanthemum Spray -- I	491,575	1	80	35	0.34	KOR
Delphinium -- D	234,428	1	350	56	0.55	
Delphinium -- I	0					
Dracaena -- D	19,375		100	32	0.32	
Dracaena -- I	148,358		125	21	0.21	SGP
Euphorbia Marginata -- D	3,320		60	26	0.26	
Euphorbia Marginata -- I	0					
Eustoma -- D	411,350	10	700	146	1.43	
Eustoma -- I	1,120	43	80	63	0.61	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Gentiana -- D	1,340	32	150	73	0.72	
Gentiana -- I	0					
Gerbera -- D	465,518	5	2,215	24	0.23	
Gerbera -- I	2,198	1	41	20	0.20	
Gladiolus -- D	45,615	7	130	93	0.91	
Gladiolus -- I	0					
Gypsophila -- D	382,265	1	220	28	0.27	
Gypsophila -- I	10,779		60	34	0.33	ISR
Heliconia Pendula -- D	1,366	10	87	36	0.36	
Heliconia Pendula -- I	265	20	300	137	1.35	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	2,080	30	120	55	0.54	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	45	200	240	223	2.19	AUS NZL ZAF
Lily Casablanca -- D	14,896	52	1,000	452	4.43	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	60,390	20	160	62	0.61	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	517,890	1	65	14	0.14	
Limonium Sinuatum -- I	0					
Molucella -- D	7,730	1	120	47	0.46	
Molucella -- I	0					
Orchid Anna -- D	0					
Orchid Anna -- I	15,460	25	138	63	0.61	SGP THA
Orchid Cymbidium -- D	16,531	30	3,000	305	3.00	
Orchid Cymbidium -- I	1,338		1,250	681	6.68	NLD NZL
Orchid Oncidium -- D	7,083	1	410	119	1.17	
Orchid Oncidium -- I	112,250	1	150	46	0.46	SGP TAI THA
Orchid Phalaenopsis -- D	15,275	10	1,667	269	2.64	
Orchid Phalaenopsis -- I	7,918	17	880	366	3.59	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	77,170	20	77	43	0.42	THA
Ornithogalum -- D	22,948	3	100	29	0.29	
Ornithogalum -- I	1,686	5	90	53	0.52	NLD ZAF
Protea King -- D	85		1,100	764	7.50	
Protea King -- I	73		1,600	680	6.67	AUS ZAF
Protea others -- D	75	600	1,100	781	7.67	
Protea others -- I	133	74	1,600	430	4.22	
Riceflowers -- D	600		190	90	0.88	
Riceflowers -- I	20			180	1.77	AUS NZL
Rose Total -- D	1,347,516		3,788	62	0.61	
Rose Total -- I	89,234	3	700	54	0.53	
Rose Avalanche -- D	87,600	10	180	52	0.51	
Rose Avalanche -- I	0					
Rose Delilah -- D	2,660	5	100	45	0.44	
Rose Delilah -- I	0					
Rose Dukaat -- D	8,380	15	100	52	0.51	
Rose Dukaat -- I	0					
Rose Esther -- D	5,600	15	80	39	0.38	
Rose Esther -- I	800			11	0.11	
Rose Fantasy -- D	2,850	20	100	51	0.50	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,800	20	90	51	0.50	
Rose Gold Strike -- I	0					
Rose Grand Gala -- D	290		120	111	1.09	
Rose Grand Gala -- I	0					
Rose Milva -- D	4,500		183	73	0.71	
Rose Milva -- I	0					
Rose Noblesse -- D	8,695	5	100	37	0.36	
Rose Noblesse -- I	0					
Rose Pareo -- D	12,260	15	98	43	0.42	
Rose Pareo -- I	0					
Rose Red Roses D --	51,380	1	162	38	0.37	
Rose Red Roses I --	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Saphir -- D	11,220	10	120	50	0.49	
Rose Saphir -- I	0					
Rose Skyline -- D	440	30	80	55	0.54	
Rose Skyline -- I	0					
Rose The Teresa -- D	19,219	12	150	46	0.45	
Rose The Teresa -- I	0					
Rose Tineke -- D	32,685	2	130	38	0.37	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	9,765	25	180	78	0.76	
Rose Spr Lovely Lydia -- I	7,390	13	80	34	0.34	KOR
Rose Spr Macarena -- D	9,155	20	120	57	0.56	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	11,520	1	120	26	0.26	
Rose Spr Mixed -- I	140		35	29	0.28	KOR
Sandersonia -- D	20,020	35	150	84	0.82	
Sandersonia -- I	0					
Trachelium -- D	3,410		100	62	0.61	
Trachelium -- I	850		100	82	0.81	ISR NLD
Tulip -- D	1,500	5	60	13	0.13	
Tulip -- I	150		75	65	0.64	NLD
Waxflowers -- D	3,850		100	35	0.34	
Waxflowers -- I	0					
Green Foliage						
Beargrass -- D	5		200	120	1.18	
Beargrass -- I	260	150	300	263	2.58	USA
Leatherleaves -- D	89,750	1	50	21	0.20	
Leatherleaves -- I	290,120	1	35	12	0.12	USA
Ruscus Israel -- D	3,800		45	23	0.22	
Ruscus Israel -- I	3,500		35	23	0.23	ISR
Ruscus Italian -- D	290		55	40	0.39	
Ruscus Italian -- I	6,000	5	65	33	0.32	ITA
Salal -- D	0					
Salal -- I	12,046	10	450	61	0.60	USA