

## 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.

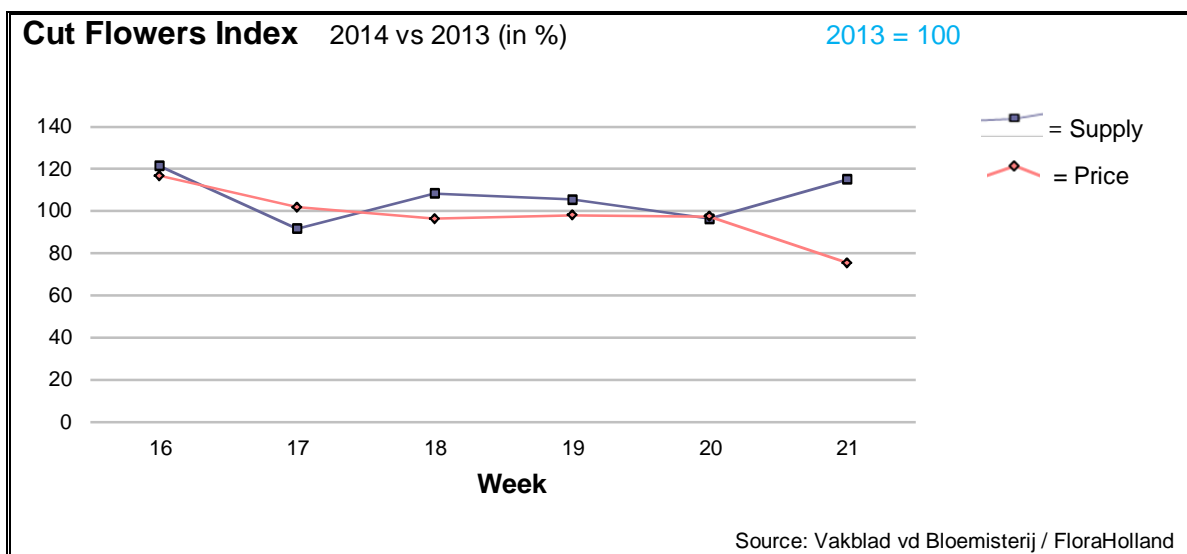
The Market Insider team

Week No. 21-2014

Date: 28/05/14

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

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



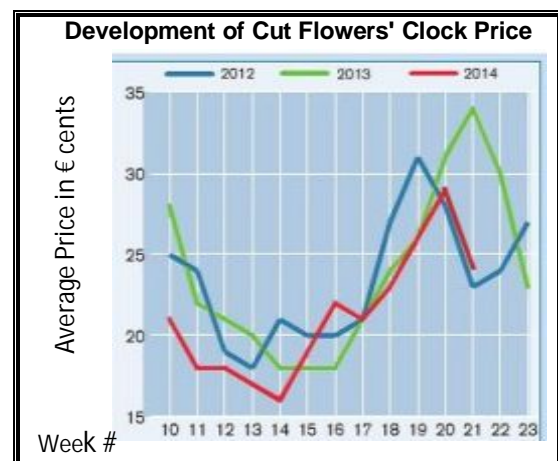
Week 21 was the French Mother's Day week, just like last year, but yet prices were much lower. Average cut flowers price was € 0.22/stem, 8 cents, less than this week of 2013. The supply was some 15% higher. So, the cut flowers sales accumulated to some 13% lower weekly turnover.

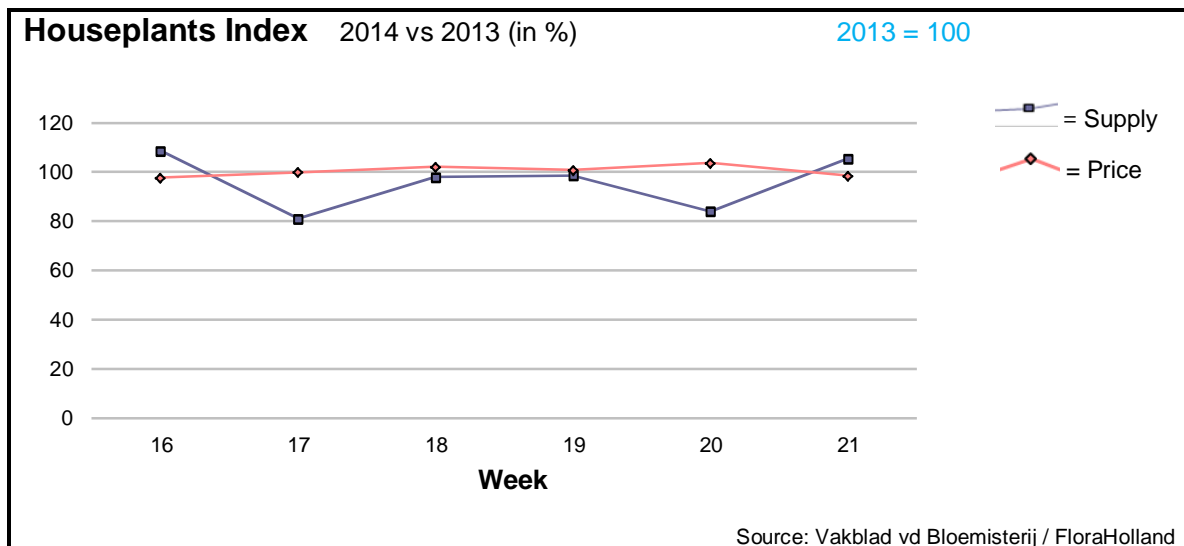
Big roses were supplied with 14% more flowers, resulted in some less 13 cents in the average price. The nicer/warmer weather than last year caused a 3 times more supply of peonies, which lead to halving the average price to just 37 cents. Same trend could be seen in aconitum, agapanthus, ammi, aster, cymbidium, spray carnations, delphinium, hydrangea, big gerbera, gladioli, helianthus, hypericum, and tulips.

Only but a few products gained better price than last year; among them: asclepias, aspidistra, eucalyptus, leucadendron, ranunculi, and some more; all were supplied in much smaller quantities.

Anemones, gypsophila, limonium, ornithogalum, and wax flowers got lower price than last year, even though their supply was lower.

The most popular colours for the French Mother's Day are white, red, pink, and yellow.





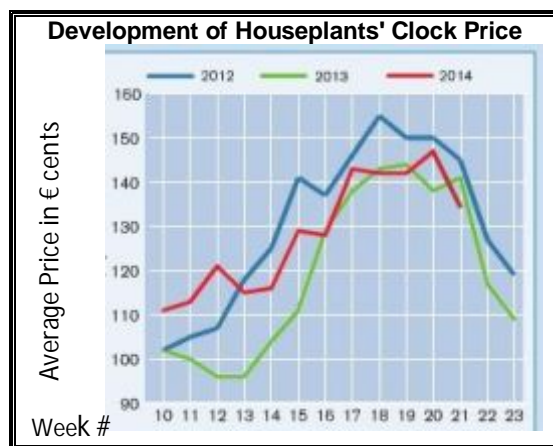
In week 21, just for the French Mother's Day, the houseplants' supply was 6% higher than in the same week last year, and the average unit price was only 2 cents lower. The total plants sales turnover in FloraHolland was 4% higher.

Phalaenopsis was supplied with 8% more units, but fetched 11 cents less in price.

However, potted roses gained 17 cents more in price, even though supply was 12% larger.

Kalanchoe brought 6 cents more in price, with 4% less in supply.

Thanks to the nicer weather, the outdoor production of campanula was 50% higher than in 2013, and yet was the average price 7 cents higher. Hibiscus also arrived in the market with 5.5% more pots, and gained 12 cents more in price.



**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. W21 Date: 28/05/2014**

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 : 21 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\$ = 101.48 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>16,599,817</b>					
Alstroemeria -- D	353,105	8	800	45	0.45	
Alstroemeria -- I	200		6	5	0.05	COL
Ammi majus -- D	34,330	1	160	27	0.26	
Ammi majus -- I	0					
Anigozanthos -- D	7,961	7	125	59	0.58	
Anigozanthos -- I	0					
Anthurium Pink -- D	55		180	96	0.95	
Anthurium Pink -- I	10,666	10	170	49	0.48	THA
Anthurium Red -- D	80		150	135	1.33	
Anthurium Red -- I	10,835	10	240	54	0.53	AUS THA USA ZAF
Anthurium White -- D	415		150	54	0.53	
Anthurium White -- I	7,170	5	150	48	0.48	THA
Banksia -- D	0					
Banksia -- I	194	61	300	226	2.23	AUS NZL
Brodea -- D	660		40	27	0.27	
Brodea -- I	0					
Bupleurum -- D	25,120	5	100	39	0.39	
Bupleurum -- I	0					
Calla -- D	86,422	10	300	71	0.70	
Calla -- I	2,690		180	85	0.84	NLD NZL
Carnations Spray -- D	625,609	1	160	28	0.27	
Carnations Spray -- I	342,841	1	57	21	0.20	COL
Carnations Standard -- D	849,036	1	180	31	0.30	
Carnations Standard -- I	296,872	1	175	30	0.30	COL
Chrysanthemum Spray -- D	633,291	2	800	44	0.44	
Chrysanthemum Spray -- I	467,570	1	80	38	0.37	KOR
Delphinium -- D	245,763	3	250	55	0.54	
Delphinium -- I	0					
Dracaena -- D	19,140	10	130	38	0.38	
Dracaena -- I	140,811		150	24	0.23	SGP
Eustoma -- D	409,764	5	650	148	1.46	
Eustoma -- I	1,960	25	100	59	0.58	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Freesia -- D	0					
Freesia -- I	50			95	0.94	NLD
Gentiana -- D	1,010	33	150	87	0.86	
Gentiana -- I	60		160	115	1.13	NZL
Gerbera -- D	483,033	2	120	23	0.22	
Gerbera -- I	800		35	25	0.25	
Gladiolus -- D	79,055	10	130	82	0.81	
Gladiolus -- I	0					
Gypsophila -- D	285,680	4	210	40	0.39	
Gypsophila -- I	8,515		60	44	0.44	ISR
Heliconia Pendula -- D	2,215	11	60	42	0.41	
Heliconia Pendula -- I	194	40	400	213	2.10	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	2,700	20	150	71	0.70	NZL
Leucospermum Cordifolium -- D	6			138	1.36	
Leucospermum Cordifolium -- I	405	104	220	152	1.50	AUS NZL ZAF
Lily Casablanca -- D	17,964	73	1,000	449	4.43	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	68,598	10	150	63	0.62	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	506,808	3	100	21	0.20	
Limonium Sinuatum -- I	0					
Molucella -- D	8,625	2	150	53	0.53	
Molucella -- I	0					
Orchid Anna -- D	0					
Orchid Anna -- I	11,650	25	138	66	0.65	SGP THA
Orchid Cymbidium -- D	12,839	40	800	327	3.22	
Orchid Cymbidium -- I	1,983	300	1,250	850	8.37	NLD NZL
Orchid Oncidium -- D	7,504	15	500	115	1.14	
Orchid Oncidium -- I	125,061	5	120	44	0.44	SGP TAI THA
Orchid Phalaenopsis -- D	15,910	27	1,600	264	2.60	
Orchid Phalaenopsis -- I	7,830	45	880	395	3.89	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	95,910	20	70	45	0.44	THA
Ornithogalum -- D	17,551	3	100	33	0.32	
Ornithogalum -- I	1,900	8	80	62	0.61	NLD ZAF
Protea King -- D	162		1,200	651	6.42	
Protea King -- I	174		900	541	5.34	AUS ZAF
Protea others -- D	147	500	1,200	655	6.45	
Protea others -- I	155	200	900	438	4.32	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	30		180	126	1.24	AUS NZL
<b>Rose Total -- D</b>	<b>1,245,033</b>	<b>1</b>	<b>2,576</b>	<b>67</b>	<b>0.66</b>	
<b>Rose Total -- I</b>	<b>74,414</b>	<b>3</b>	<b>999</b>	<b>60</b>	<b>0.60</b>	
Rose Avalanche -- D	78,053	15	180	73	0.72	
Rose Avalanche -- I	180		70	39	0.38	
Rose Delilah -- D	2,600	20	120	55	0.55	
Rose Delilah -- I	0					
Rose Dukaat -- D	8,270	20	100	53	0.52	
Rose Dukaat -- I	0					
Rose Esther -- D	5,300	10	110	44	0.43	
Rose Esther -- I	1,300	5	21	17	0.16	
Rose Fantasy -- D	2,640	20	110	53	0.53	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	2,080	15	100	50	0.49	
Rose Gold Strike -- I	920		56	30	0.30	IND
Rose Milva -- D	3,910		120	73	0.72	
Rose Milva -- I	0					
Rose Noblesse -- D	12,350	15	80	34	0.34	
Rose Noblesse -- I	0					
Rose Pareo -- D	11,520	15	135	46	0.45	
Rose Pareo -- I	0					
Rose Red Roses D --	35,769	1	159	43	0.42	
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	10,490	20	110	58	0.57	
Rose Saphir -- I	240	25	30	27	0.27	IND
Rose The Teresa -- D	13,465	20	100	55	0.54	
Rose The Teresa -- I	0					
Rose Tineke -- D	27,630	5	132	58	0.57	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	8,255	20	141	75	0.74	
Rose Spr Lovely Lydia -- I	2,580	35	70	51	0.50	KOR
Rose Spr Macarena -- D	8,490	20	100	64	0.63	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,290	15	126	32	0.32	
Rose Spr Mixed -- I	0					
Sandersonia -- D	26,130	26	180	83	0.82	
Sandersonia -- I	0					
Trachelium -- D	2,400		100	58	0.57	
Trachelium -- I	800		130	98	0.97	ISR NLD
Tulip -- D	3,000	3	25	12	0.11	
Tulip -- I	250		80	60	0.59	NLD
Waxflowers -- D	3,490		100	33	0.32	
Waxflowers -- I	0					
<b>Green Foliage</b>						
Beargrass -- D	5		150	120	1.18	
Beargrass -- I	255	100	500	266	2.62	USA
Leatherleaves -- D	101,960	1	50	19	0.18	
Leatherleaves -- I	217,240		35	11	0.10	USA
Ruscus Israel -- D	6,700		45	20	0.20	
Ruscus Israel -- I	6,000		30	20	0.20	ISR
Ruscus Italian -- D	7,110	20	90	50	0.50	
Ruscus Italian -- I	6,250	15	70	33	0.32	ITA
Salal -- D	0					
Salal -- I	9,936	10	500	73	0.72	USA