

## 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.

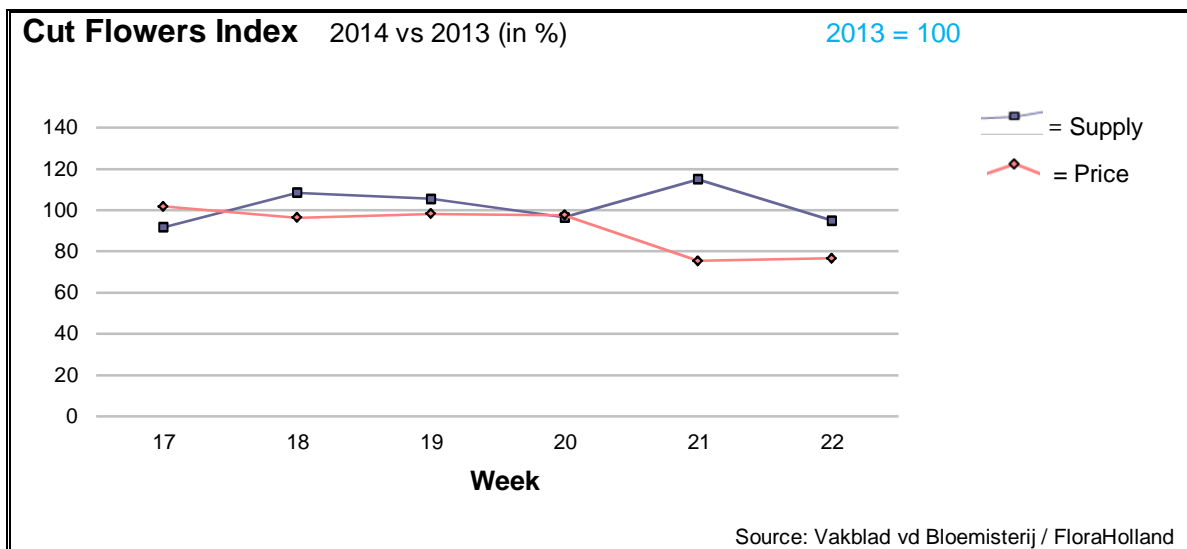
The Market Insider team

Week No. 22-2014

Date: 04/06/14

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

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



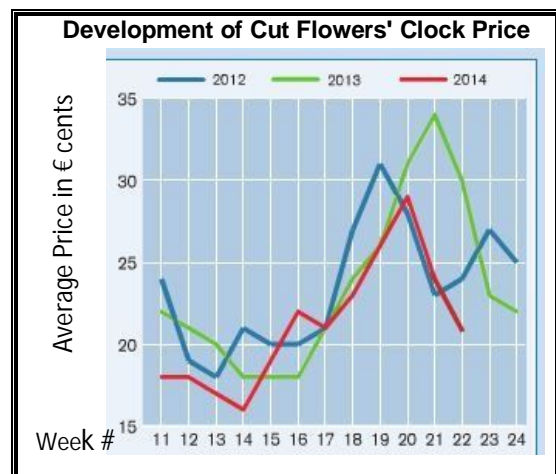
Week 22 missed one selling day; it was the Ascension holiday. Therefore the quantity of flowers in the auctions was much lower than in the same week last year. The average price stayed far behind (-23%) the level of last year.

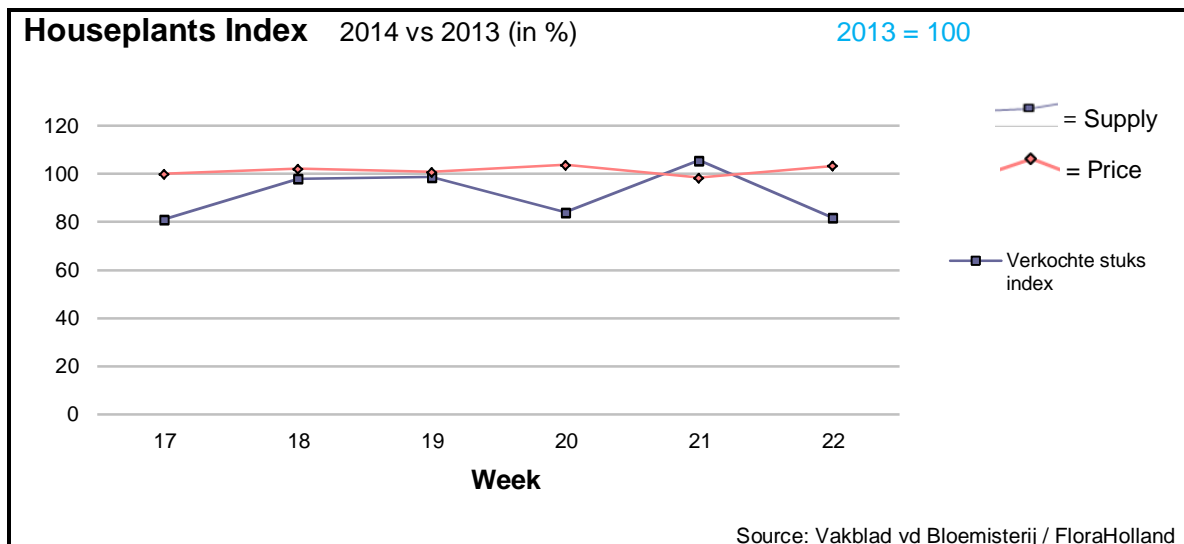
Big roses had the major influence on the price trend: they fetched just 19 cents/stem in average, while last year the price was 29 cents, even though the supply was 5% lower.

The strongest price decrease was by the peonies. With supply of some 3 times more than in 2013 the price went down from 78 to 34 cents.

Other significant price regressions were for: aconitum, alstroemeria, ammi, asparagus, carthamus, delphinium, spray carnations, gerbera, gerbera mini, gladioli, gypsophila, helianthus, hypericum, peony, pittosporum, small roses, and tulips.

Only but a few products got better prices, thanks to much lower supply; among them: aspidistra, protea, ranunculi, and wax flower.



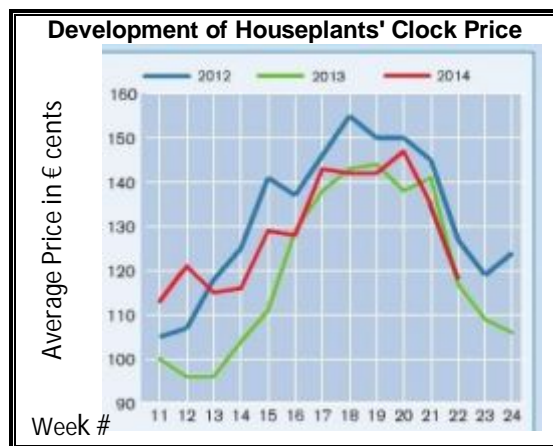


In week 22, the week of Ascension Day, there was less demand for houseplants. However, thanks to much lower (-18%) supply than last year the average unit price was a bit higher with 5 cents, and achieved € 1.67/pot.

The most decreases in supply were in bougainvillea (-40%), zantedeschia (-36%) and ficus (-32%); all got higher prices.

Also hortensia/hydrangea was supplied in less units (-23%), but yet the price was lower with 11%.

The two most important products, phalaenopsis and rose, supply and price were at the same level of 2013.



Campanula was the only product among the top 15 list that was supply in bigger quantity (+14%), and yet was the price 5 cents higher.

**MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS**



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**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. W22 Date: 04/06/2014**

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 : 22 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\$ = 101.84 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>17,663,284</b>					
Alstroemeria -- D	332,812	10	1,000	52	0.51	
Alstroemeria -- I	6,420	5	60	35	0.35	COL
Ammi majus -- D	17,170	2	150	50	0.49	
Ammi majus -- I	0					
Anigozanthos -- D	6,888	18	150	64	0.63	
Anigozanthos -- I	0					
Anthurium Pink -- D	103		500	155	1.52	
Anthurium Pink -- I	11,595	14	170	48	0.47	THA
Anthurium Red -- D	425		250	92	0.90	
Anthurium Red -- I	15,814	10	550	50	0.49	AUS THA USA ZAF
Anthurium White -- D	480		150	58	0.57	
Anthurium White -- I	6,510	20	170	51	0.51	THA
Banksia -- D	0					
Banksia -- I	108		300	180	1.77	AUS NZL
Brodea -- D	12,310		45	12	0.12	
Brodea -- I	0					
Bupleurum -- D	20,400	10	80	43	0.43	
Bupleurum -- I	0					
Calla -- D	83,980	10	300	75	0.74	
Calla -- I	3,590		220	82	0.80	NLD NZL
Carnations Spray -- D	581,670	5	160	35	0.35	
Carnations Spray -- I	313,441	3	175	28	0.28	COL
Carnations Standard -- D	702,087	4	180	36	0.35	
Carnations Standard -- I	360,941	1	175	33	0.33	COL
Chrysanthemum Spray -- D	666,560	5	125	46	0.45	
Chrysanthemum Spray -- I	467,751	8	210	43	0.42	KOR
Delphinium -- D	214,635	10	250	62	0.61	
Delphinium -- I	0					
Dracaena -- D	28,370	2	400	38	0.37	
Dracaena -- I	148,485		150	24	0.23	SGP
Euphorbia Marginata -- D	3,920		70	34	0.33	
Euphorbia Marginata -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	485,335	5	800	132	1.30	
Eustoma -- I	2,480	13	61	47	0.46	
Freesia -- D	0					
Freesia -- I	50			95	0.93	NLD
Gentiana -- D	3,300	35	180	92	0.91	
Gentiana -- I	0					
Gerbera -- D	485,280	3	2,215	22	0.21	
Gerbera -- I	600		35	32	0.31	
Gladiolus -- D	94,904	10	120	72	0.71	
Gladiolus -- I	0					
Gypsophila -- D	303,335	8	500	51	0.50	
Gypsophila -- I	9,575		70	54	0.53	ISR
Heliconia Caribea -- D	13			440	4.32	
Heliconia Caribea -- I	0					
Heliconia Pendula -- D	3,420	10	150	37	0.37	
Heliconia Pendula -- I	190	40	300	195	1.92	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	2,775	35	170	63	0.62	NZL
Leucospermum Cordifolium -- D	8			129	1.27	
Leucospermum Cordifolium -- I	330	120	240	178	1.75	AUS NZL ZAF
Lily Casablanca -- D	21,656	41	900	402	3.95	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	77,090	5	170	69	0.68	
Lily Longiflorum -- I	330		45	34	0.33	KOR NLD
Limonium Sinuatum -- D	500,712	5	100	26	0.26	
Limonium Sinuatum -- I	0					
Molucella -- D	4,235	35	160	76	0.75	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	50			200	1.96	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	8,900	30	130	66	0.65	SGP THA
Orchid Cymbidium -- D	10,778	53	800	377	3.70	
Orchid Cymbidium -- I	3,213	320	1,300	771	7.57	NLD NZL
Orchid Oncidium -- D	9,011	15	550	122	1.20	
Orchid Oncidium -- I	128,769	11	180	46	0.45	SGP TAI THA
Orchid Phalaenopsis -- D	14,131	33	1,600	317	3.12	
Orchid Phalaenopsis -- I	7,404	60	945	398	3.91	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	98,150	15	69	48	0.47	THA
Ornithogalum -- D	13,283	8	100	46	0.45	
Ornithogalum -- I	1,841	18	85	65	0.64	NLD ZAF
Protea King -- D	352		1,200	493	4.84	
Protea King -- I	80		1,100	689	6.77	AUS ZAF
Protea others -- D	332	38	1,200	482	4.73	
Protea others -- I	234	10	1,100	358	3.52	AUS NZL
Riceflowers -- D	55		120	92	0.90	
Riceflowers -- I	60			180	1.77	AUS NZL
<b>Rose Total -- D</b>	<b>1,241,559</b>	<b>2</b>	<b>2,342</b>	<b>66</b>	<b>0.65</b>	
<b>Rose Total -- I</b>	<b>79,237</b>	<b>7</b>	<b>400</b>	<b>57</b>	<b>0.56</b>	
Rose Avalanche -- D	78,875	12	180	72	0.71	
Rose Avalanche -- I	0					
Rose Delilah -- D	2,735	5	100	46	0.45	
Rose Delilah -- I	0					
Rose Dukaat -- D	8,500	5	100	53	0.52	
Rose Dukaat -- I	0					
Rose Esther -- D	5,660	15	100	40	0.39	
Rose Esther -- I	420		30	17	0.17	
Rose Fantasy -- D	2,940	20	100	50	0.49	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	2,110	15	100	52	0.51	
Rose Gold Strike -- I	2,680	10	58	24	0.24	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	720		22	20	0.20	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Milva -- D	3,580		120	73	0.72	
Rose Milva -- I	0					
Rose Noblesse -- D	13,140	4	88	34	0.34	
Rose Noblesse -- I	480		25	21	0.21	IND
Rose Pareo -- D	16,880	10	100	46	0.45	
Rose Pareo -- I	0					
Rose Red Roses D --	27,365	3	140	47	0.46	
Rose Red Roses I --	0					
Rose Saphir -- D	11,470	20	100	55	0.54	
Rose Saphir -- I	0					
Rose The Teresa -- D	12,760	10	120	57	0.56	
Rose The Teresa -- I	0					
Rose Tineke -- D	28,240	2	130	51	0.50	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	7,675	27	150	72	0.71	
Rose Spr Lovely Lydia -- I	5,470	17	76	44	0.44	KOR
Rose Spr Macarena -- D	10,535	20	110	58	0.57	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6,245	2	100	25	0.24	
Rose Spr Mixed -- I	0					
Sandersonia -- D	31,340	25	170	74	0.73	
Sandersonia -- I	0					
Trachelium -- D	1,920		100	62	0.61	
Trachelium -- I	1,350		125	75	0.74	ISR NLD
Tulip -- D	3,000	5	30	11	0.11	
Tulip -- I	250		85	67	0.66	NLD
Waxflowers -- D	1,350		100	33	0.33	
Waxflowers -- I	0					
Green Foliage						
Beargrass -- D	6		200	183	1.80	
Beargrass -- I	510	200	300	216	2.12	USA
Leatherleaves -- D	95,210		50	18	0.18	
Leatherleaves -- I	201,985	1	35	9	0.09	USA
Ruscus Israel -- D	2,850		40	20	0.19	
Ruscus Israel -- I	4,345		25	19	0.19	ISR
Ruscus Italian -- D	8,980	11	100	46	0.45	
Ruscus Italian -- I	4,940	1	60	30	0.30	ITA
Salal -- D	0					
Salal -- I	14,421	10	2,250	57	0.56	USA