

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.

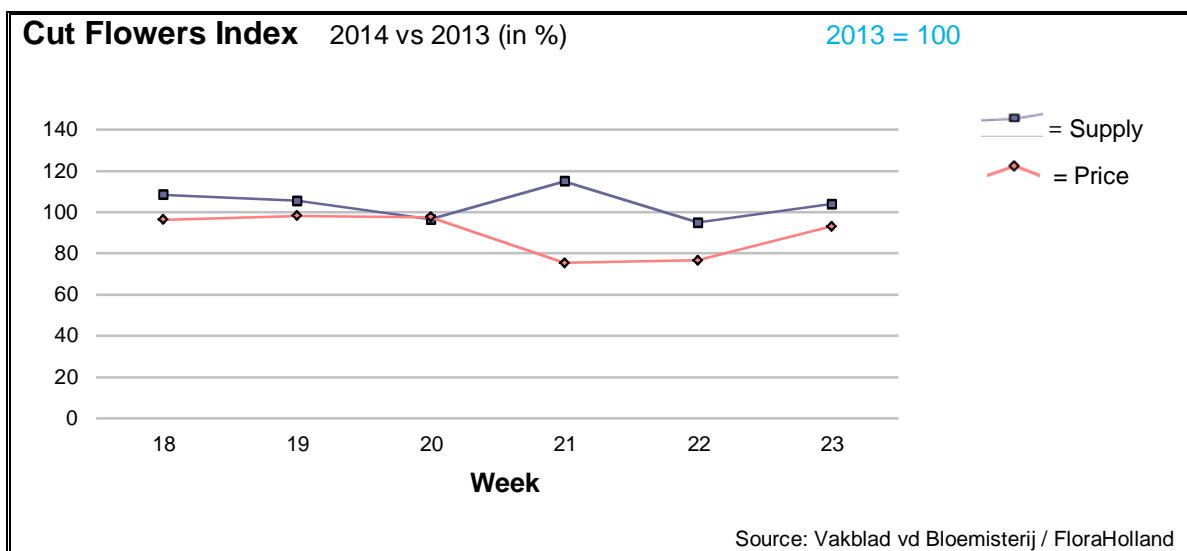
The Market Insider team

Week No. 23-2014

Date: 11/06/14

The FloraHolland flower auctions' weekly supply and price index

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

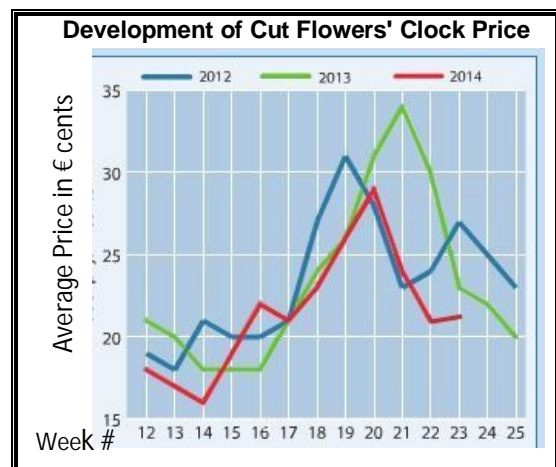


In week 23 the cut flower supply was 4% higher than in the same week last year, and the average price was € 0.20, two cents, =9%, less than last year (clock-only price was € 0.21).

Big roses and spray-chrysanthemums, the two main sold products this week, got 2 cents less in price. Peony supply was some 220% larger than in 2013' and the price went down by some 40%.

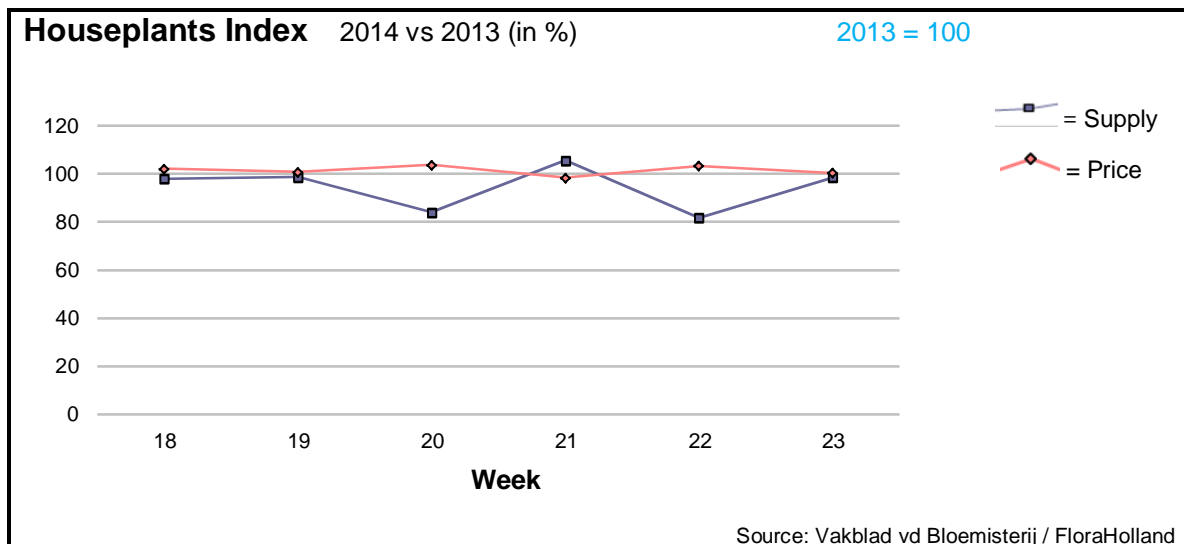
Mini gerbera gained one cent in price, while the supply was lower.

However, lily oriental gain one cent even though the supply was 12% higher.



Products that got significant lower prices for higher supply were: aconitum, ammi, carthamus, delphinium, spray carnations, gladiolus, gypsophila, helianthus, hypericum, peony, pittosporum, small roses, and tulips.

Yet, some products got better price than in 2013, for lower supply; among them: aspidistra, aster, eucalyptus, gerbera big, leucadendron, ranunculus, and trachelium.



The supply of houseplants was a little less than last year (-2%), and the average prices remained at the same level of week 23 last year, € 1.67 per pot.

Phalaenopsis supply was about the same like in 2013, but the price was some 10 cents higher.

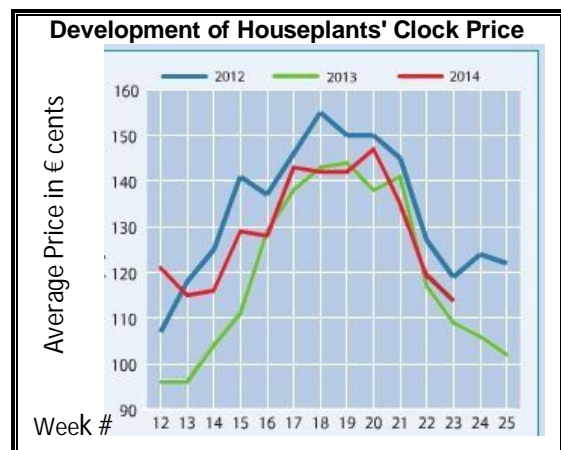
Kalanchoe did it nice with 16 cents more in price, while the supply was a little higher.

Potted rose supply was some 8% lower, and the price gained some cents more.

Dracaena was the 4th in the top 15 list, with some 90% more units sold.

Begonia was supplied in 20% more units, and lost in price some 5 cents.

The 'Houseplant of the month June' is anthurium; but it was not translated yet into higher price than in last year. However the supply was 4% larger.



MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



TRADE IMPACT
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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. W23 Date: 11/06/2014

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 : 23 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\$ = 102.29 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	18,458,416					
Alstroemeria -- D	354,629	1	500	47	0.46	
Alstroemeria -- I	6,046	1	55	26	0.25	COL
Ammi majus -- D	14,245	1	150	53	0.52	
Ammi majus -- I	0					
Anigozanthos -- D	6,044	1	130	66	0.64	
Anigozanthos -- I	0					
Anthurium Pink -- D	65		140	115	1.12	
Anthurium Pink -- I	11,050	1	150	54	0.53	THA
Anthurium Red -- D	385		350	103	1.01	
Anthurium Red -- I	14,488	2	190	52	0.51	AUS THA USA ZAF
Anthurium White -- D	495		200	77	0.75	
Anthurium White -- I	6,858	10	190	55	0.53	THA
Banksia -- D	0					
Banksia -- I	106	54	375	192	1.87	AUS NZL
Brodea -- D	10,120		40	5	0.05	
Brodea -- I	0					
Bupleurum -- D	23,456	1	110	35	0.34	
Bupleurum -- I	0					
Calla -- D	83,506	1	300	63	0.62	
Calla -- I	3,510		200	45	0.44	NLD NZL
Carnations Spray -- D	691,978		160	41	0.40	
Carnations Spray -- I	307,124	1	170	30	0.29	COL
Carnations Standard -- D	683,249	1	280	39	0.38	
Carnations Standard -- I	451,937	1	175	34	0.33	COL
Chrysanthemum Spray -- D	584,780	3	100	49	0.48	
Chrysanthemum Spray -- I	511,025	1	83	42	0.41	KOR
Delphinium -- D	243,040	1	300	57	0.56	
Delphinium -- I	0					
Dracaena -- D	20,740	3	162	39	0.38	
Dracaena -- I	140,216	2	120	26	0.25	SGP
Euphorbia Marginata -- D	5,420		65	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	536,744	1	750	110	1.08	
Eustoma -- I	1,560	1	60	28	0.27	
Gentiana -- D	9,080	20	150	71	0.70	
Gentiana -- I	0					
Gerbera -- D	504,740	1	2,215	18	0.17	
Gerbera -- I	600			11	0.11	
Gladiolus -- D	124,788	1	110	50	0.49	
Gladiolus -- I	100			2	0.02	
Gypsophila -- D	330,226		250	46	0.45	
Gypsophila -- I	8,107		65	39	0.38	ISR
Heliconia Caribea -- D	20	250	450	350	3.42	
Heliconia Caribea -- I	0					
Heliconia Pendula -- D	3,225	1	200	36	0.35	
Heliconia Pendula -- I	291	15	350	164	1.60	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	2,880		90	62	0.61	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	285	100	230	175	1.71	AUS NZL ZAF
Lily Casablanca -- D	28,259	25	900	309	3.02	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	75,185	5	500	72	0.70	
Lily Longiflorum -- I	150			10	0.10	KOR
Limonium Sinuatum -- D	454,300	2	90	32	0.31	
Limonium Sinuatum -- I	0					
Molucella -- D	1,955	50	150	89	0.87	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	250		280	137	1.34	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	6,110	23	138	76	0.74	SGP THA
Orchid Cymbidium -- D	10,231	50	800	390	3.81	
Orchid Cymbidium -- I	5,627	260	1,250	767	7.50	NLD NZL
Orchid Oncidium -- D	10,719	10	550	109	1.06	
Orchid Oncidium -- I	107,444	3	130	49	0.47	SGP TAI THA
Orchid Phalaenopsis -- D	14,451	31	1,600	366	3.57	
Orchid Phalaenopsis -- I	7,555	33	945	444	4.34	AUS NZL
Orchid Sonia -- D	30	33	33	33	0.32	
Orchid Sonia -- I	138,020	10	70	44	0.43	THA
Ornithogalum -- D	8,848	2	200	46	0.45	
Ornithogalum -- I	1,992	2	85	55	0.53	NLD ZAF
Protea King -- D	378		1,200	414	4.05	
Protea King -- I	33		1,200	909	8.89	AUS ZAF
Protea others -- D	348	220	1,200	392	3.83	
Protea others -- I	531	10	1,200	177	1.73	AUS NZL
Rose Total -- D	1,488,211		2,579	48	0.47	
Rose Total -- I	67,647	1	1,200	43	0.42	
Rose Avalanche -- D	102,955	1	180	52	0.51	
Rose Avalanche -- I	780	1	40	16	0.16	
Rose Delilah -- D	3,730	4	120	30	0.30	
Rose Delilah -- I	0					
Rose Dukaat -- D	11,064	1	100	41	0.40	
Rose Dukaat -- I	0					
Rose Esther -- D	6,410	2	90	24	0.23	
Rose Esther -- I	500	5	5	5	0.05	
Rose Fantasy -- D	4,070	3	100	30	0.30	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	2,780	10	90	34	0.33	
Rose Gold Strike -- I	2,080		25	8	0.08	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	240			15	0.15	IND
Rose Milva -- D	4,640		100	54	0.53	
Rose Milva -- I	0					
Rose Noblesse -- D	15,950		70	19	0.19	
Rose Noblesse -- I	540		17	4	0.04	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Pareo -- D	22,590	1	100	29	0.28	
Rose Pareo -- I	0					
Rose Red Roses D --	31,990		180	31	0.30	
Rose Red Roses I --	0					
Rose Saphir -- D	14,490	1	100	37	0.36	
Rose Saphir -- I	0					
Rose The Teresa -- D	20,090	8	110	37	0.36	
Rose The Teresa -- I	0					
Rose Tineke -- D	34,390	1	130	36	0.35	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	7,230	10	123	58	0.57	
Rose Spr Lovely Lydia -- I	2,010	3	60	30	0.30	KOR
Rose Spr Macarena -- D	12,960	6	120	47	0.45	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	4,705	5	130	27	0.26	
Rose Spr Mixed -- I	320		20	15	0.15	KOR
Sandersonia -- D	24,350	25	180	78	0.76	
Sandersonia -- I	0					
Trachelium -- D	670		100	76	0.75	
Trachelium -- I	1,180		90	70	0.68	ISR NLD
Tulip -- D	0					
Tulip -- I	850		70	91	0.89	NLD
Waxflowers -- D	480		50	42	0.41	
Waxflowers -- I	129		100	78	0.76	AUS
Green Foliage						
Beargrass -- D	5		345	238	2.33	
Beargrass -- I	740	180	330	266	2.60	USA
Leatherleaves -- D	99,010	1	50	17	0.17	
Leatherleaves -- I	264,000	1	35	10	0.10	USA
Ruscus Israel -- D	3,450		40	20	0.19	
Ruscus Israel -- I	4,150		30	24	0.23	ISR
Ruscus Italian -- D	7,730	15	100	43	0.42	
Ruscus Italian -- I	4,650	5	60	29	0.29	ITA
Salal -- D	0					
Salal -- I	10,551	10	450	76	0.74	USA