

## 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.

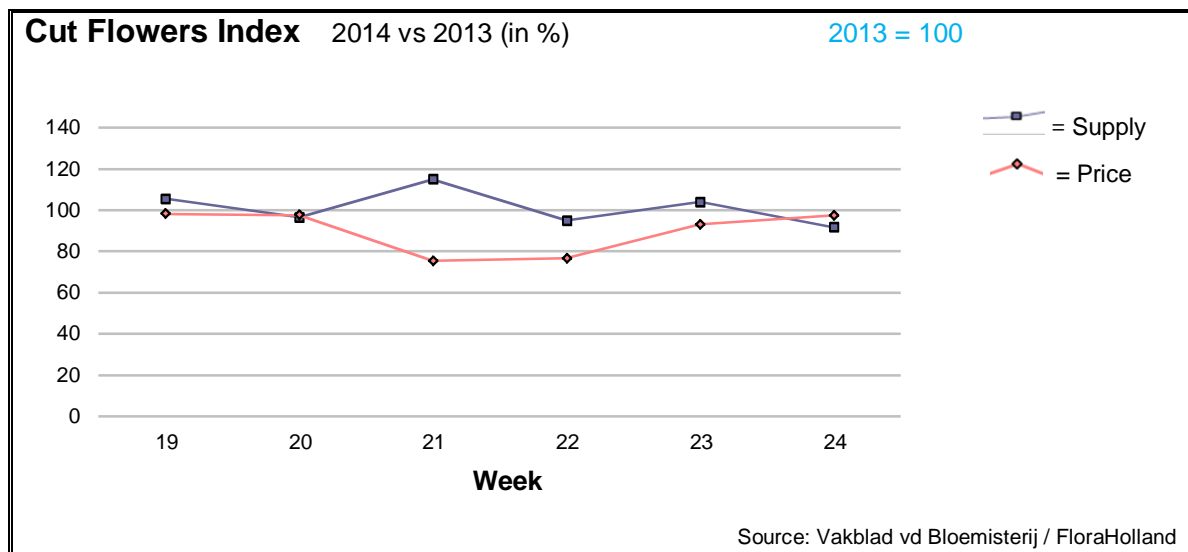
The Market Insider team

Week No. 24-2014

Date: 18/06/14

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

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



Some 8.3% less cut flowers were sold in week 24, compared to this week in 2013; partly due to one holiday with no auctions. The average price was about the same like last year, 20 cents/stem (clock only price was 21 cents).

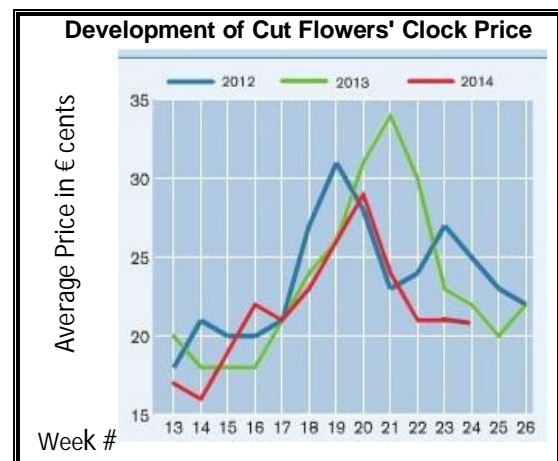
Peonies supply was now 24% lower, and the average price became 9 cents higher than in 2013. Cymbidium got €3.00 per stem, some 45 cents more than last year. Also lilies were more expensive.

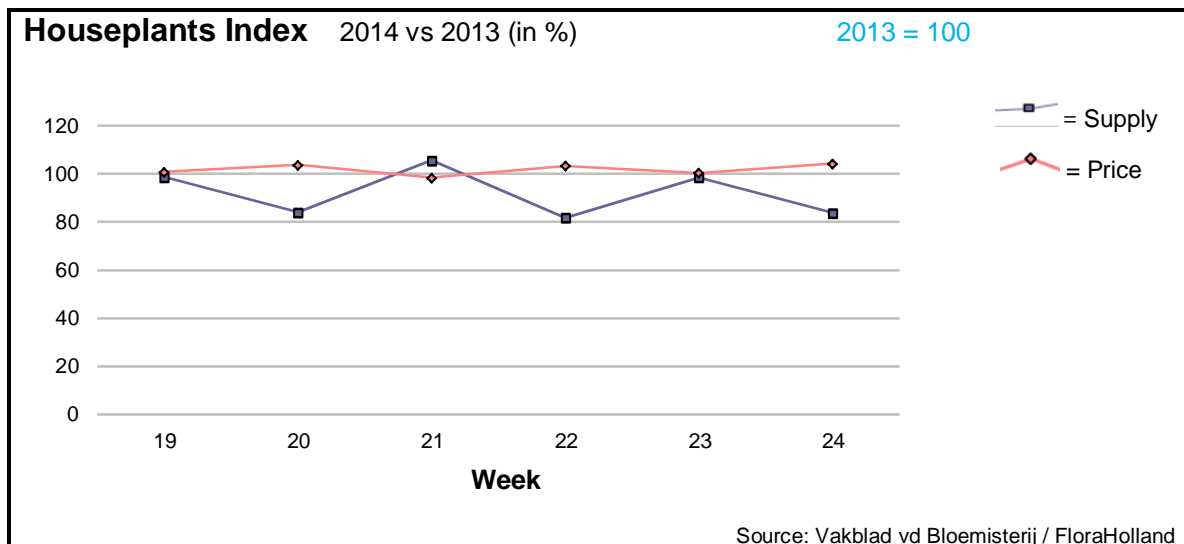
Other products with higher average price for lower quantities were: alstroemeria, anigozanthos, asparagus, aspidistra, aster, gerbera big, gerbera mini, hypericum, limonium, ornithogalum, protea, and solidago.

Big roses supply was 8.6% lower, yet the average price was 2 cents less. The same phenomena could be observed by: chrysanthemum spray, eucalyptus, gypsophila, pittosporum, and trachelium.

The supply of helianthus/sun-flower was 200% higher than in 2013, and the price was €0.21, while last year it was 0.68.

The same trend was registered also by: aconitum, agapanthus, ammi, carthamus, delphinium, Spray carnations, gladioli, and tulips.





Also by the houseplants was lower supply in week 24, due to less one day of trading (Pentecost holiday). The supply was 16.5% lower than last year. The average price was €1.60, a little higher.

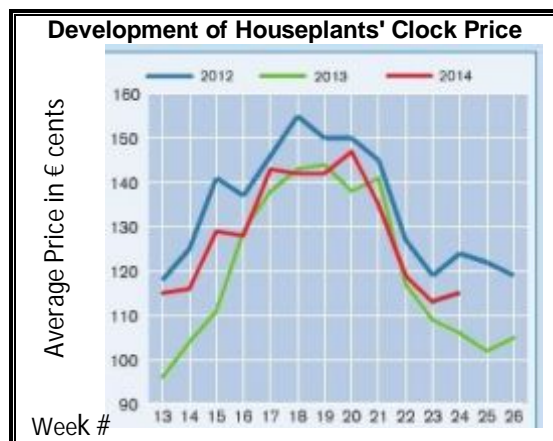
Higher prices this week were for pot-rose, kalanchoe, chrysanthemum, hibiscus and lilies.

Hydrangea was 25% less than last year supplied, and the price went down by 6 cents.

Ficus, the product with the highest turnover among the green plants this week, got € 0.17 more in price, for 13.5% less in supply.

Dracaena also got 8 cents more in average price, for 12% less units.

All garden plants were supplied in smaller quantities, and the average price was 3 cents lower.



**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. W24 Date: 18/06/2014**

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 : 24 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\$ = 103.00 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>17,169,464</b>					
Achilea -- D	230		30	13	0.13	
Achilea -- I	0					
Alstroemeria -- D	276,795	1	206	46	0.45	
Alstroemeria -- I	6,850	2	50	14	0.14	COL
Ammi majus -- D	14,390	1	125	51	0.50	
Ammi majus -- I	0					
Anigozanthos -- D	9,789	18	150	63	0.61	
Anigozanthos -- I	0					
Anthurium Pink -- D	92		150	118	1.15	
Anthurium Pink -- I	13,019	5	170	51	0.50	THA
Anthurium Red -- D	405		180	107	1.04	
Anthurium Red -- I	14,070	10	200	52	0.51	AUS THA USA ZAF
Anthurium White -- D	472		140	63	0.61	
Anthurium White -- I	7,654	5	150	60	0.58	THA
Banksia -- D	0					
Banksia -- I	94	105	250	183	1.78	AUS NZL
Bupleurum -- D	21,720	3	80	38	0.37	
Bupleurum -- I	0					
Calla -- D	66,525	1	400	70	0.68	
Calla -- I	868		220	73	0.71	NLD NZL
Carnations Spray -- D	672,715	1	160	39	0.38	
Carnations Spray -- I	332,538		170	28	0.27	COL
Carnations Standard -- D	561,092	2	250	39	0.38	
Carnations Standard -- I	543,235		180	32	0.31	COL
Chrysanthemum Spray -- D	619,545	5	110	47	0.46	
Chrysanthemum Spray -- I	512,330	1	83	40	0.39	KOR
Delphinium -- D	237,715		300	54	0.52	
Delphinium -- I	0					
Dracaena -- D	24,794	8	110	36	0.35	
Dracaena -- I	159,079	1	110	21	0.21	SGP SGP
Euphorbia Marginata -- D	3,245		80	35	0.34	
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	524,279	5	2,680	97	0.94	
Eustoma -- I	1,520	10	50	30	0.29	
Gentiana -- D	36,660	25	300	71	0.69	
Gentiana -- I	0					
Gerbera -- D	471,447	1	2,215	16	0.15	
Gerbera -- I	250			2	0.02	
Gladiolus -- D	126,102	3	110	43	0.42	
Gladiolus -- I	0					
Gypsophila -- D	288,570	3	230	49	0.47	
Gypsophila -- I	9,486		60	39	0.38	ISR
Heliconia Caribea -- D	15			260	2.52	
Heliconia Caribea -- I	0					
Heliconia Pendula -- D	3,645	9	400	40	0.39	
Heliconia Pendula -- I	306	3	333	115	1.12	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	1,850	50	140	78	0.76	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	102	150	180	174	1.69	AUS NZL ZAF
Lily Casablanca -- D	22,905	40	1,000	325	3.16	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	78,260	5	500	68	0.66	
Lily Longiflorum -- I	1,200	30	60	35	0.34	KOR NLD
Limonium Sinuatum -- D	463,260	1	110	32	0.31	
Limonium Sinuatum -- I	0					
Molucella -- D	2,530	26	150	76	0.74	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	200		110	100	0.97	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	6,080	30	143	74	0.72	SGP THA
Orchid Cymbidium -- D	6,895	20	800	351	3.41	
Orchid Cymbidium -- I	7,939	250	1,250	758	7.36	NLD NZL
Orchid Oncidium -- D	10,277	10	500	103	1.00	
Orchid Oncidium -- I	96,440	2	132	54	0.52	SGP SGP TAI THA
Orchid Phalaenopsis -- D	14,222	23	1,600	352	3.41	
Orchid Phalaenopsis -- I	8,465	25	990	446	4.33	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	129,820	9	65	36	0.35	THA
Ornithogalum -- D	4,005	10	90	49	0.48	
Ornithogalum -- I	2,196	13	85	73	0.71	NLD ZAF
Protea King -- D	106		1,200	328	3.18	
Protea King -- I	146		750	429	4.16	AUS ZAF
Protea others -- D	106	150	1,200	328	3.18	
Protea others -- I	168	40	750	349	3.39	
Riceflowers -- D	0					
Riceflowers -- I	20			180	1.75	AUS NZL
<b>Rose Total -- D</b>	<b>1,263,872</b>		<b>1,274</b>	<b>48</b>	<b>0.47</b>	
<b>Rose Total -- I</b>	<b>103,848</b>	<b>1</b>	<b>400</b>	<b>52</b>	<b>0.51</b>	<b>COL IND NLD</b>
Rose Avalanche -- D	74,969	2	180	50	0.48	
Rose Avalanche -- I	0					
Rose Delilah -- D	3,360	5	60	25	0.24	
Rose Delilah -- I	0					
Rose Dukaat -- D	11,840	20	160	73	0.71	
Rose Dukaat -- I	0					
Rose Esther -- D	6,700	3	50	19	0.18	
Rose Esther -- I	500					
Rose Fantasy -- D	2,780	10	100	35	0.34	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	2,880	10	162	65	0.63	
Rose Gold Strike -- I	17,980	10	115	30	0.29	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	840		2	2	0.02	IND
Rose Milva -- D	4,140		120	67	0.65	
Rose Milva -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Noblesse -- D	9,430	1	70	19	0.19	
Rose Noblesse -- I	360		7	7	0.07	IND
Rose Pareo -- D	16,110	5	140	46	0.45	
Rose Pareo -- I	0					
Rose Red Roses D --	34,125		137	29	0.28	
Rose Red Roses I --	0					
Rose Saphir -- D	9,370	10	90	39	0.38	
Rose Saphir -- I	0					
Rose Skyline -- D	0					
Rose Skyline -- I	20		64	64	0.62	COL IND
Rose The Teresa -- D	14,970	7	90	37	0.36	
Rose The Teresa -- I	0					
Rose Tineke -- D	31,500	5	130	30	0.29	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	6,255	10	140	59	0.57	
Rose Spr Lovely Lydia -- I	3,180	11	70	30	0.29	KOR
Rose Spr Macarena -- D	9,470	10	100	39	0.38	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	4,268	3	60	24	0.23	
Rose Spr Mixed -- I	360		51	39	0.38	KOR
Sandersonia -- D	29,420	20	180	74	0.72	
Sandersonia -- I	0					
Trachelium -- D	4,980		85	47	0.45	
Trachelium -- I	500		125	87	0.84	
Tulip -- D	0					
Tulip -- I	1,050			96	0.93	NLD
Waxflowers -- D	510			50	0.49	
Waxflowers -- I	0					
Green Foliage						
Beargrass -- D	5		250	200	1.94	
Beargrass -- I	400	150	330	274	2.66	USA
Leatherleaves -- D	90,270	1	50	18	0.18	
Leatherleaves -- I	215,110	1	35	8	0.08	USA
Ruscus Israel -- D	1,300		40	18	0.17	
Ruscus Israel -- I	5,250		30	20	0.19	ISR
Ruscus Italian -- D	7,150	15	100	49	0.47	
Ruscus Italian -- I	550		50	32	0.31	ITA
Salal -- D	0					
Salal -- I	12,620	10	400	53	0.51	USA