

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.

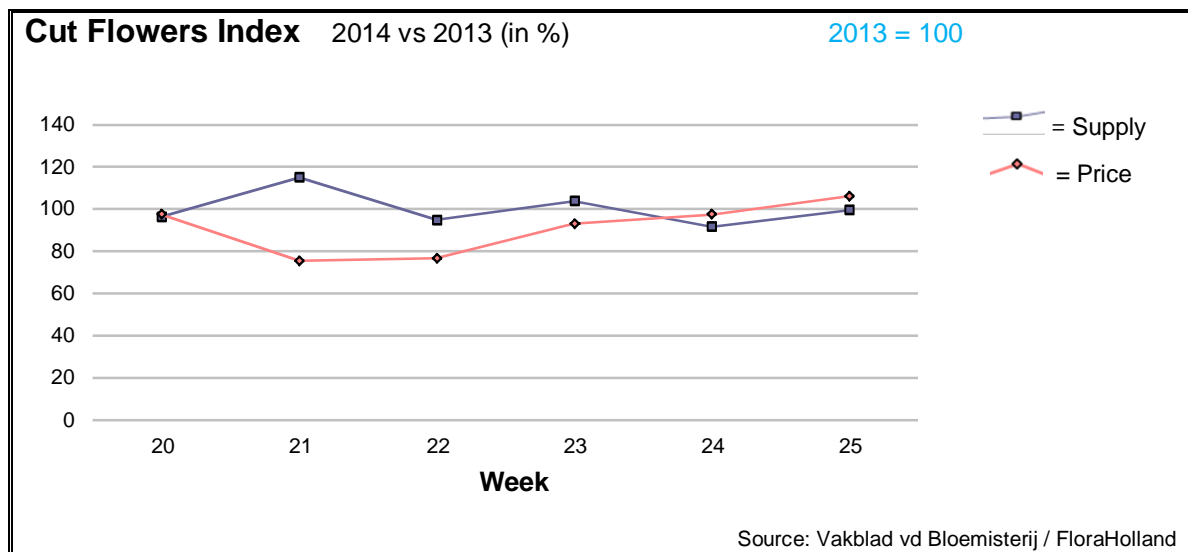
The Market Insider team

Week No. 25-2014

Date: 25/06/14

The FloraHolland flower auctions' weekly supply and price index

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



The supply in week 25 was at the same level of last year. After several weeks the average price was higher than last year's level, by 6%, and achieved €0.20/stem (clock-only price was 0.22).

This resulted in a turnover increase of 5.5%.

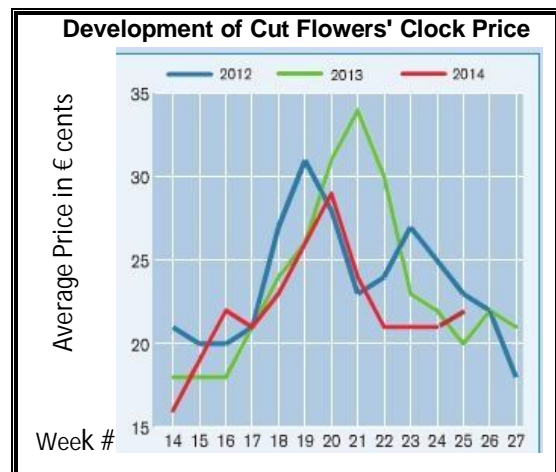
Big roses were at the same (-1%) level of supply, and got the same average price.

Spray Chrysanthemums got 24 cent, some 2 cents more than in 2013, with higher supply (+3%).

Peonies' supply was sharply decreased (-52%) compared to last year, and the price was 22% higher.

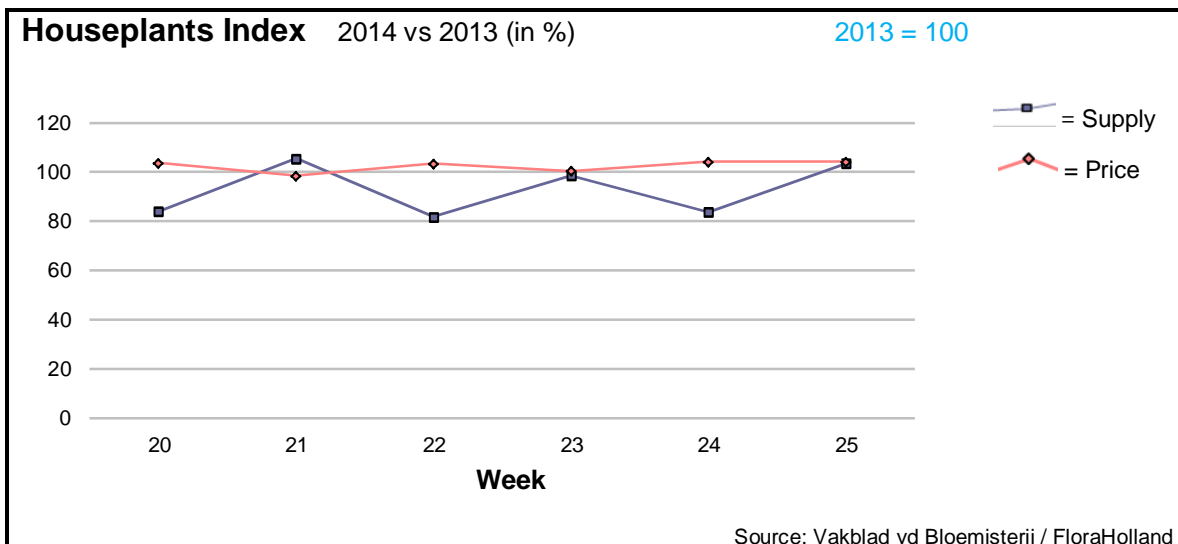
Lisianthus, with 20% more flowers, got 3 cents less than in 2013.

Helianthus, with 3 times more flowers faced 30 cents price fall, and got only €0.28.



Many products got higher prices than last year; among them: alstroemeria, anigozanthos, anthurium, asparagus, aspidistra, aster, fatsia, gerbera, limonium, ornithogalum, protea, solidago, and trachelium.

Significant lower price, as result of higher quantities, got a list of products, such as: aconitum, agapanthus, ammi, delphinium, spray carnations, gladiolus, hypericum, leucadendron, small roses, and tulips.



After three weeks of lagging behind, the houseplants' supply was higher by 4% than last year. Also the average price was higher by 4%.

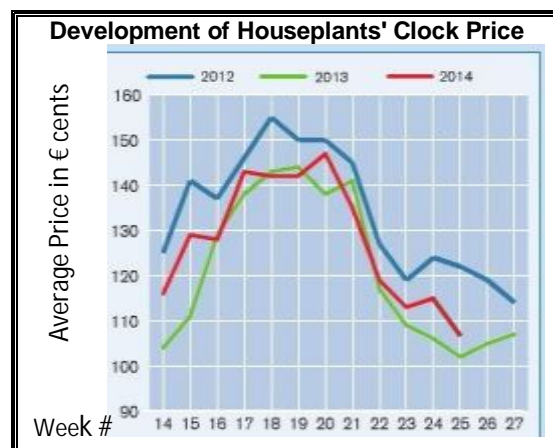
Phalaenopsis, as usual the largest product among houseplant (sales turnover wise) arrive in the auctions with 21% more pots than in 2013; this caused a price drop of 10 cents.

Kalanchoe was supplied by less 8%, and got a better price by 17 cents.

This week Hydrangea got the best results: 43 cents more in price, for some 50% more sold pots.

Also gerbera got 10 cents more in price, even though the supply was 23% higher.

However, dracaena, with 30% more pots, lost 11 cents in price, compared to week 25 of 2013.



MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



TRADE IMPACT
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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. W25 Date: 25/06/2014

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 : 25 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\$ = 101.90 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	16,580,589					
Achilea -- D	2,300		30	15	0.15	
Achilea -- I	0					
Alstroemeria -- D	226,720	10	206	55	0.54	
Alstroemeria -- I	7,040	7	55	35	0.34	COL
Ammi majus -- D	14,980	5	120	51	0.50	
Ammi majus -- I	0					
Anigozanthos -- D	7,912	19	130	66	0.65	
Anigozanthos -- I	50			240	2.36	AUS NLD ZWE
Anthurium Pink -- D	165		350	135	1.32	
Anthurium Pink -- I	12,654	1	190	59	0.58	THA
Anthurium Red -- D	365		180	119	1.17	
Anthurium Red -- I	15,203	13	170	58	0.57	AUS THA USA ZAF
Anthurium White -- D	500		80	62	0.61	
Anthurium White -- I	7,849	1	150	59	0.58	THA
Banksia -- D	0					
Banksia -- I	92	106	300	196	1.92	AUS NZL
Bupleurum -- D	17,690	10	90	38	0.37	
Bupleurum -- I	0					
Calla -- D	58,638	7	400	79	0.77	
Calla -- I	1,000		220	53	0.52	NLD NZL
Carnations Spray -- D	538,555	6	160	47	0.46	
Carnations Spray -- I	381,882	6	170	31	0.30	COL
Carnations Standard -- D	493,880	4	180	46	0.45	
Carnations Standard -- I	509,241	2	280	39	0.38	COL
Chrysanthemum Spray -- D	635,350	5	100	48	0.47	
Chrysanthemum Spray -- I	517,981	5	83	43	0.42	KOR
Delphinium -- D	219,274	7	280	63	0.62	
Delphinium -- I	0					
Dracaena -- D	24,126	6	150	39	0.38	
Dracaena -- I	136,434	1	110	23	0.22	SGP SGP
Euphorbia Marginata -- D	7,940		60	37	0.36	
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	565,252	12	1,916	101	0.99	
Eustoma -- I	1,720	9	59	39	0.38	
Freesia -- D	0					
Freesia -- I	50			110	1.08	NLD
Gentiana -- D	80,920	20	220	70	0.68	
Gentiana -- I	0					
Gerbera -- D	439,620	3	909	18	0.18	
Gerbera -- I	0					
Gladiolus -- D	147,996	10	100	44	0.43	
Gladiolus -- I	0					
Gypsophila -- D	296,520	5	240	43	0.42	
Gypsophila -- I	12,725		60	33	0.32	ISR
Heliconia Caribea -- D	15	198	410	339	3.33	
Heliconia Caribea -- I	0					
Heliconia Pendula -- D	4,825	17	150	40	0.39	
Heliconia Pendula -- I	245	20	800	168	1.64	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	2,800		230	91	0.89	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	480	10	185	131	1.29	AUS NZL ZAF
Lily Casablanca -- D	22,801	25	900	399	3.92	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	83,830	10	500	65	0.64	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	360,530	6	120	41	0.40	
Limonium Sinuatum -- I	0					
Molucella -- D	3,690	1	150	65	0.64	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	300		120	86	0.84	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	3,350	15	155	77	0.75	SGP THA
Orchid Cymbidium -- D	2,592	80	800	398	3.91	
Orchid Cymbidium -- I	11,142	156	1,300	680	6.68	NLD NZL
Orchid Oncidium -- D	12,382	15	800	109	1.07	
Orchid Oncidium -- I	93,045	5	141	66	0.65	SGP SGP TAI THA
Orchid Phalaenopsis -- D	13,798	46	1,600	392	3.85	
Orchid Phalaenopsis -- I	8,192	67	945	466	4.57	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	118,660	10	65	39	0.38	THA
Ornithogalum -- D	3,460	13	120	58	0.57	
Ornithogalum -- I	2,924	5	80	62	0.61	NLD ZAF
Protea King -- D	23			325	3.19	
Protea King -- I	393		1,200	345	3.38	AUS ZAF
Protea others -- D	23			325	3.19	
Protea others -- I	175	220	1,200	475	4.67	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	80	180	180	180	1.77	AUS NZL
Rose Total -- D	1,265,565	1	3,370	48	0.47	
Rose Total -- I	68,936	1	400	54	0.53	
Rose Avalanche -- D	82,915	10	180	53	0.52	
Rose Avalanche -- I	0					
Rose Delilah -- D	2,680	5	85	29	0.28	
Rose Delilah -- I	0					
Rose Dukaat -- D	12,720	5	130	38	0.38	
Rose Dukaat -- I	0					
Rose Esther -- D	5,560	5	60	23	0.23	
Rose Esther -- I	500			6	0.06	
Rose Fantasy -- D	2,790	10	100	34	0.34	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,920	10	80	37	0.37	
Rose Gold Strike -- I	250	10	30	23	0.23	IND
Rose Grand Gala -- D	100		70	65	0.64	
Rose Grand Gala -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Milva -- D	4,750		100	57	0.56	
Rose Milva -- I	0					
Rose Noblesse -- D	8,990	5	60	23	0.22	
Rose Noblesse -- I	120		25	18	0.18	IND
Rose Pareo -- D	17,570	5	96	34	0.34	
Rose Pareo -- I	0					
Rose Red Roses D --	43,140	1	150	30	0.29	
Rose Red Roses I --	0					
Rose Saphir -- D	6,720	8	94	42	0.41	
Rose Saphir -- I	0					
Rose The Teresa -- D	15,830	10	100	39	0.38	
Rose The Teresa -- I	0					
Rose Tineke -- D	28,950	3	160	33	0.32	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	7,865	10	141	67	0.66	
Rose Spr Lovely Lydia -- I	3,260	20	60	39	0.38	KOR
Rose Spr Macarena -- D	7,670	10	80	38	0.37	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,535	10	110	28	0.27	
Rose Spr Mixed -- I	60		42	39	0.38	KOR
Sandersonia -- D	29,899	17	200	77	0.75	
Sandersonia -- I	0					
Trachelium -- D	7,480		70	32	0.32	
Trachelium -- I	450		125	82	0.80	
Waxflowers -- D	420		50	47	0.46	
Waxflowers -- I	280		110	77	0.75	AUS
Green Foliage						
Beargrass -- D	6		167	158	1.55	
Beargrass -- I	600	60	300	233	2.28	USA
Leatherleaves -- D	95,120		50	18	0.17	
Leatherleaves -- I	288,545		35	8	0.07	USA
Ruscus Israel -- D	2,525		37	20	0.19	
Ruscus Israel -- I	4,750		30	21	0.21	ISR
Ruscus Italian -- D	7,850	15	100	48	0.47	
Ruscus Italian -- I	745	20	50	36	0.35	ITA
Salal -- D	0					
Salal -- I	12,132	10	400	42	0.41	USA