

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.

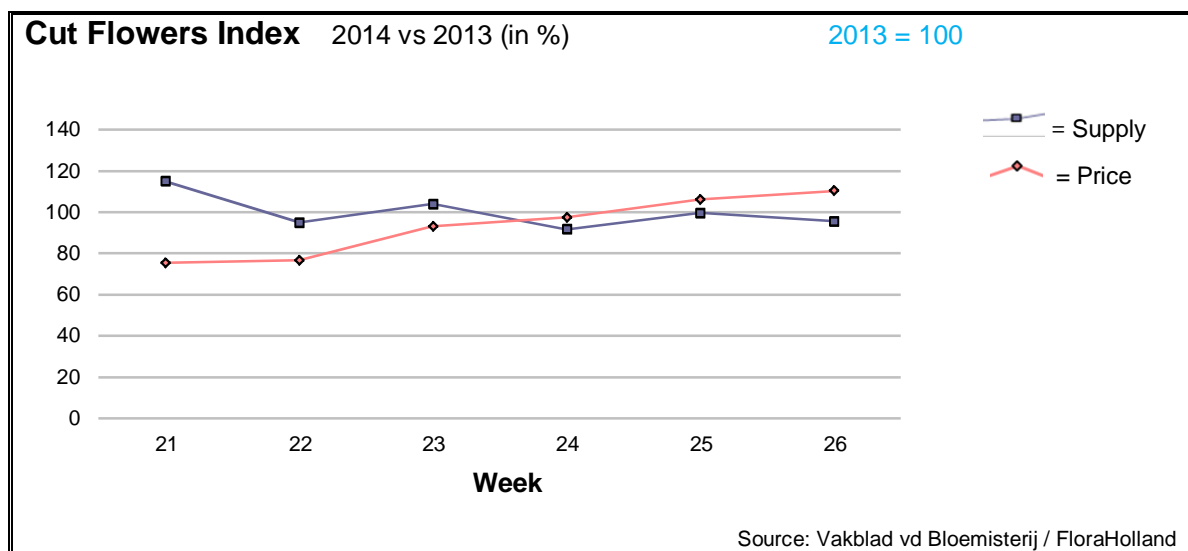
The Market Insider team

Week No. 26-2014

Date: 02/07/14

The FloraHolland flower auctions' weekly supply and price index

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



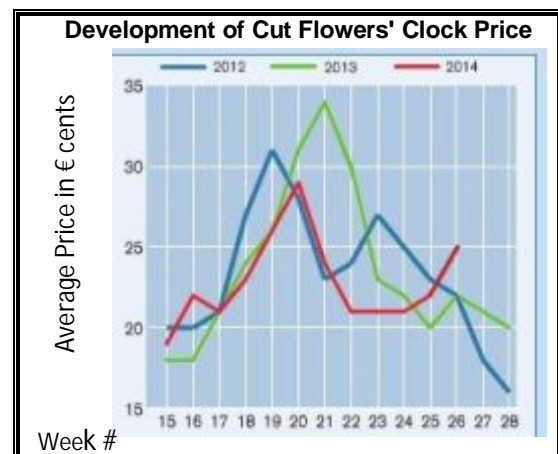
Cut flowers got in week 26 the average price of 22 cents (25 clock-only price), more than 10% more than in the same week of 2013.

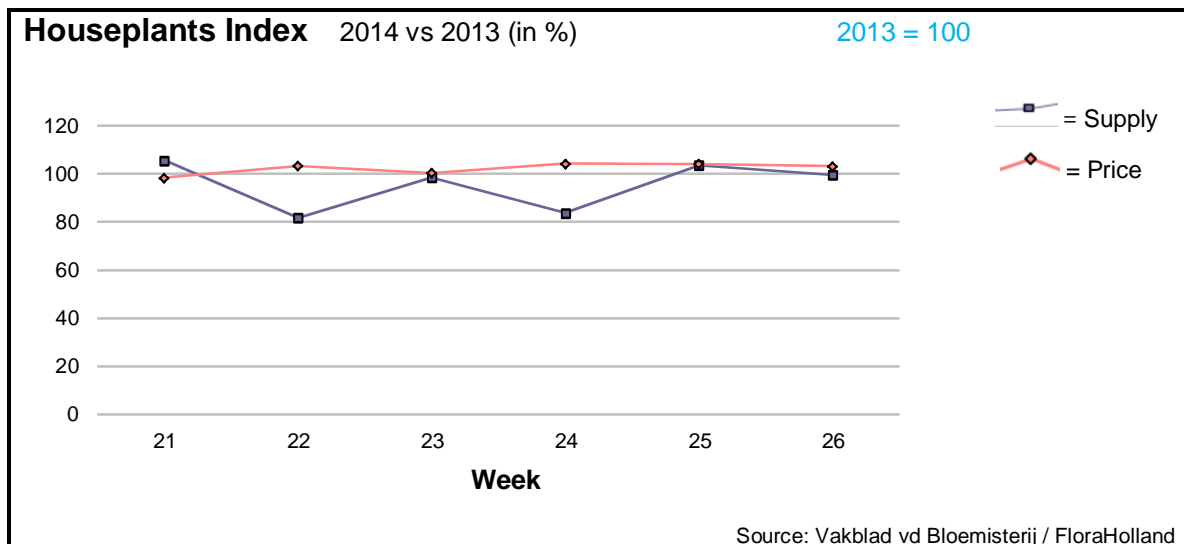
The number of sold units/stems was 4% lower. The decrease in supply was mainly the result of less supplied peonies, which season started and ended earlier this year. Peony therefore got now double price than last year.

Gerbera mini got 31% higher price, and big Gerbera got 44% more than last year, both for about the same supplied quantities.

Other products with significant higher price level were: alstroemeria, anigozanthos, anthurium, carthamus, eucalyptus, helianthus, ornithogalum, phlox, protea, spray rose, and trachelium.

However, some products were over supplied, and got significant lower prices. Among them: aconitum, ammi, spray carnations, gladiolus, hypericum, leucadendron, small roses, and solidago.





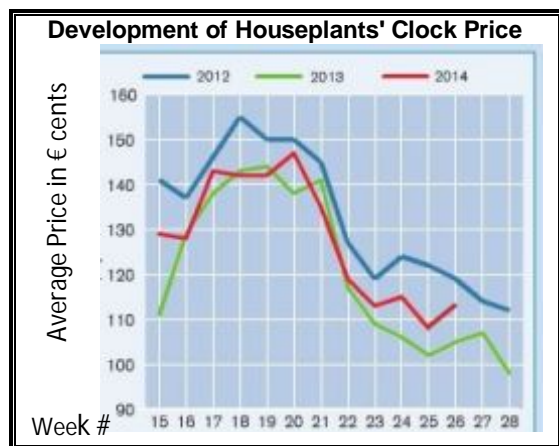
Houseplants supply was about the same like in week 26 last year. The average price was € 1.57, some 3% higher.

Kalanchoe got 23% more in the price, for about the same number of pots; meanig: better demand for this product.

Hortensia was supplied with 30% more units, but still got 13% more in price.

Begonia also had increased supply (+37%), and the price was therefore 8% lower.

This resulted in a 2.8% more in sales turnover; now is the accumulated turnover of house plants in FloraHolland in the first half year 2014 is 2.5% higher than in 2013, while the sales of cut flowers is lower by some 3% than in last year.



MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



TRADE IMPACT
FOR GOOD

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. W26 Date: 02/07/2014

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 : 26 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\$ = 101.40 Yen

Product Name & Source

Price in Japanese Yen Average

D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average US\$	Main Origin
		Lowest	Highest	Average		
Total Cut Flowers Sold	17,075,280					
Achilea -- D	2,495		35	17	0.17	
Achilea -- I	0					
Alstroemeria -- D	218,165	10	206	68	0.68	
Alstroemeria -- I	3,736	12	75	41	0.41	COL
Ammi majus -- D	11,350	10	100	53	0.53	
Ammi majus -- I	0					
Anigozanthos -- D	5,514	10	120	55	0.54	
Anigozanthos -- I	0					
Anthurium Pink -- D	80		180	150	1.48	
Anthurium Pink -- I	13,079	10	170	66	0.65	THA
Anthurium Red -- D	440		180	124	1.22	
Anthurium Red -- I	14,748	10	300	65	0.64	AUS THA USA ZAF
Anthurium White -- D	610		200	74	0.73	
Anthurium White -- I	7,320	10	180	65	0.64	THA
Banksia -- D	0					
Banksia -- I	55	188	188	267	2.64	AUS NZL
Bupleurum -- D	5,550	10	100	55	0.54	
Bupleurum -- I	0					
Calla -- D	64,139	10	350	86	0.85	
Calla -- I	1,125	5	280	49	0.48	NLD NZL
Carnations Spray -- D	582,092	7	160	50	0.50	
Carnations Spray -- I	331,855	6	170	34	0.34	COL
Carnations Standard -- D	552,135	10	162	50	0.49	
Carnations Standard -- I	498,913	5	170	41	0.40	COL
Chrysanthemum Spray -- D	621,610	5	100	51	0.51	
Chrysanthemum Spray -- I	539,410	3	83	46	0.45	KOR
Delphinium -- D	151,759	17	860	88	0.87	
Delphinium -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Dracaena -- D	25,853	10	200	43	0.43	
Dracaena -- I	139,048	1	152	24	0.24	SGP SGP
Euphorbia Marginata -- D	6,616		60	35	0.34	
Euphorbia Marginata -- I	0					
Eustoma -- D	549,307	6	2,045	109	1.08	
Eustoma -- I	2,450	8	70	41	0.40	
Freesia -- D	0					
Freesia -- I	100			100	0.99	NLD
Gentiana -- D	128,600	25	160	71	0.70	
Gentiana -- I	0					
Gerbera -- D	393,142	1	110	22	0.22	
Gerbera -- I	0					
Gladiolus -- D	164,570	10	100	49	0.48	
Gladiolus -- I	0					
Gypsophila -- D	189,770	10	240	59	0.58	
Gypsophila -- I	13,409		70	43	0.42	ISR
Heliconia Caribea -- D	5			275	2.71	
Heliconia Caribea -- I	0					
Heliconia Pendula -- D	9,713	30	150	35	0.35	
Heliconia Pendula -- I	210	108	600	221	2.18	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8,355	30	200	60	0.59	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	165	160	180	176	1.74	AUS NZL ZAF
Lily Casablanca -- D	28,941	60	900	353	3.48	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	71,785	10	450	76	0.75	
Lily Longiflorum -- I	720	46	70	63	0.62	KOR NLD
Limonium Sinuatum -- D	354,170	5	123	52	0.51	
Limonium Sinuatum -- I	0					
Molucella -- D	3,220	20	140	63	0.62	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	350		140	112	1.10	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	2,060	35	110	83	0.82	SGP THA
Orchid Cymbidium -- D	987	150	700	339	3.34	
Orchid Cymbidium -- I	13,232	195	1,250	636	6.27	NLD NZL
Orchid Oncidium -- D	13,718	15	700	111	1.10	
Orchid Oncidium -- I	117,995	2	160	67	0.66	SGP SGP TAI THA
Orchid Phalaenopsis -- D	13,012	20	4,000	434	4.28	
Orchid Phalaenopsis -- I	7,812	78	945	497	4.90	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	150,910	13	65	38	0.37	THA
Ornithogalum -- D	4,705	30	120	89	0.88	
Ornithogalum -- I	3,060	35	80	65	0.64	NLD ZAF
Protea King -- D	0					
Protea King -- I	417		1,100	340	3.35	AUS ZAF
Protea others -- D	0					
Protea others -- I	141	200	1,100	607	5.98	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	40	200	200	200	1.97	AUS NZL
Rose Total -- D	1,282,029	1	2,342	53	0.52	
Rose Total -- I	77,389	1	400	55	0.54	
Rose Avalanche -- D	95,070	2	180	55	0.54	
Rose Avalanche -- I	200		30	15	0.15	
Rose Delilah -- D	2,850	5	70	31	0.31	
Rose Delilah -- I	0					
Rose Dukaat -- D	11,690	5	110	38	0.37	
Rose Dukaat -- I	0					
Rose Esther -- D	3,930	8	80	28	0.28	

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Esther -- I	500			9	0.09	
Rose Fantasy -- D	2,400	15	100	36	0.35	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	2,070	10	90	44	0.43	
Rose Gold Strike -- I	790	10	40	25	0.24	IND
Rose Grand Gala -- D	630	20	50	33	0.33	
Rose Grand Gala -- I	0					
Rose Milva -- D	4,630		140	56	0.55	
Rose Milva -- I	0					
Rose Noblesse -- D	8,880	5	63	22	0.22	
Rose Noblesse -- I	100			28	0.28	IND
Rose Pareo -- D	12,830	10	80	38	0.38	
Rose Pareo -- I	0					
Rose Red Roses D --	38,740	2	148	32	0.32	
Rose Red Roses I --	0					
Rose Saphir -- D	7,420	10	120	44	0.44	
Rose Saphir -- I	0					
Rose The Teresa -- D	17,430	10	120	40	0.39	
Rose The Teresa -- I	0					
Rose Tineke -- D	27,450	5	160	39	0.38	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	8,285	15	141	70	0.69	
Rose Spr Lovely Lydia -- I	5,860	20	60	36	0.36	KOR
Rose Spr Macarena -- D	5,670	15	100	46	0.45	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,955	15	120	30	0.30	
Rose Spr Mixed -- I	180		59	45	0.44	KOR
Sandersonia -- D	34,180	5	250	80	0.78	
Sandersonia -- I	0					
Trachelium -- D	5,770		70	32	0.32	
Trachelium -- I	400		125	90	0.89	
Tulip -- D	0					
Tulip -- I	100			60	0.59	NLD
Waxflowers -- D	480		55	47	0.46	
Waxflowers -- I	560		100	65	0.64	AUS
<u>Green Foliage</u>						
Beargrass -- D	6		150	125	1.23	
Beargrass -- I	810	18	300	159	1.57	USA
Leatherleaves -- D	94,740	1	50	18	0.17	
Leatherleaves -- I	218,320		35	6	0.06	USA
Ruscus Israel -- D	3,080		40	15	0.14	
Ruscus Israel -- I	3,900		25	22	0.22	ISR
Ruscus Italian -- D	9,000	11	100	44	0.43	
Ruscus Italian -- I	1,050	35	60	39	0.39	ITA
Salal -- D	0					
Salal -- I	9,675	10	360	46	0.45	USA