

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.

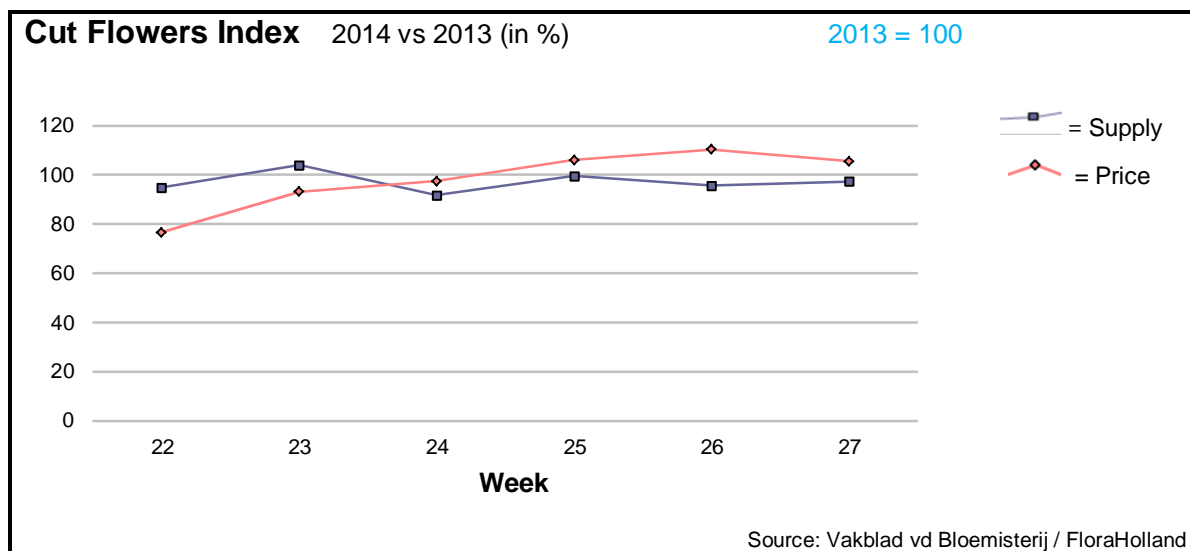
The Market Insider team

Week No. 27-2014

Date: 09/07/14

The FloraHolland flower auctions' weekly supply and price index

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



In week 27 were the cut flowers prices higher than last year; the average was € 0.22/stem; 2 cents more than in 2013.

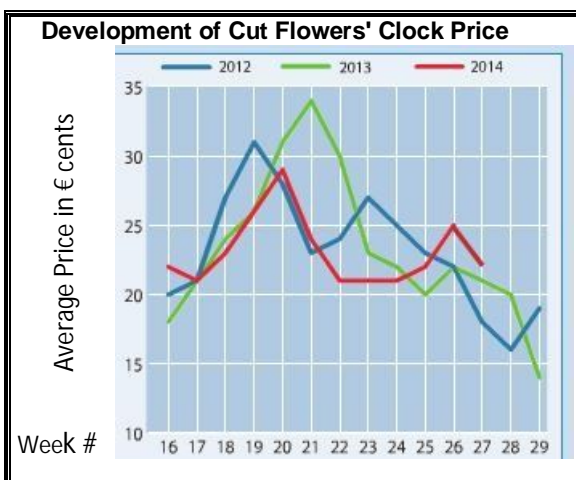
The supplied quantity was 2.6% less than last year.

There were no big fluctuations among the top 20 list.

At the end of the peony season, it is the turn of Hydrangea and Helianthus. The quantity sold of Hydrangea increased by 23% vs last year, and the average price was 8 cents higher.

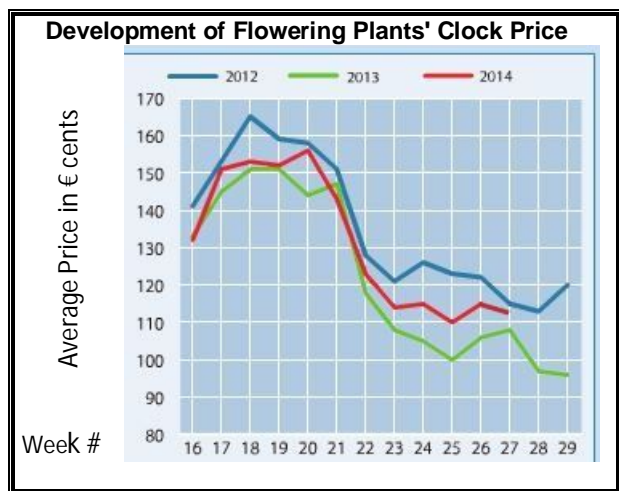
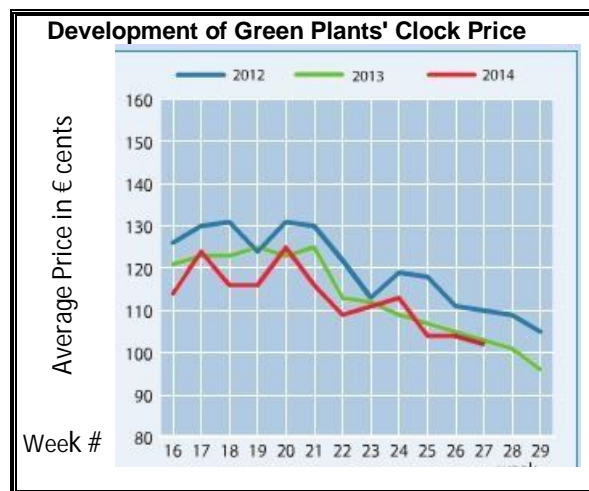
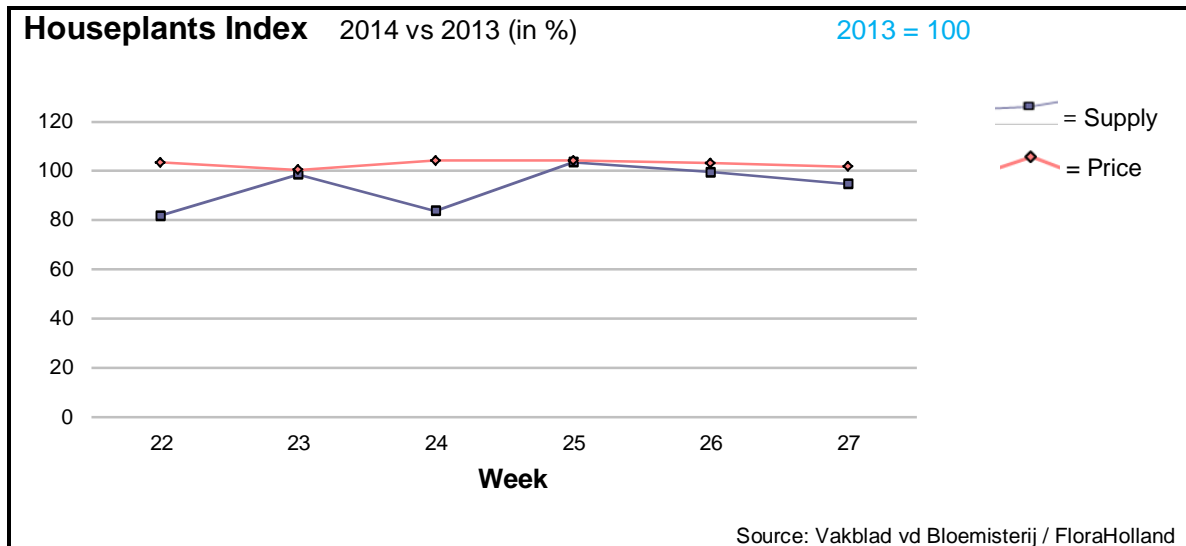
Helianthus rose by 54.5% in supply, and yet got € 0.32 cents; 4 cents more than in 2013.

The same trend was also for asclepias and solidago.



Products with much higher price thanks to lower supply were: aconitum, alstroemeria, anigozanthos, asparagus, aster, delphinium, gerbera, gerbera mini, pittosporum, protea, and trachelium.

Lower price for higher supply: ammi, spray carnations, gladioli, hypericum, leucadendron, small roses, and wax flower.



The total quantity of houseplants sold in week 27 was 5% lower than in this week of 2013.
 The average unit price was 2% higher, and registered € 1.52/pot.
 The sales turnover was therefore 3.7% lower.

- Kalanchoe got 18% more in price, for 12% less sold units.
- Pot-chrysanthemum got additional 4% in price, for 2.5% less units.
- Anthurium got some 11.5% less in price, for some 2% more in supplied units.
- Pot-hortensia decreased in price by 4%, when the supply was just 1% higher.
- Potted orchids, however, got 2% higher price, for a little more sold units.

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. W27 Date: 09/07/2014

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 : 27 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\$ = 101.80 Yen

| <u>Product Name & Source</u> D = Domestic I = Imported | <u>Quantity</u> | <u>Price in Japanese Yen</u> | | | <u>Average US\$</u> | <u>Main Origin</u> |
|---------------------------------------------------------------|-------------------|------------------------------|----------------|----------------|---------------------|--------------------|
| | | <u>Lowest</u> | <u>Highest</u> | <u>Average</u> | | |
| Total Cut Flowers Sold | 18,402,838 | | | | | |
| Achilea -- D | 1,720 | | 30 | 13 | 0.12 | |
| Achilea -- I | 0 | | | | | |
| Alstroemeria -- D | 214,400 | 10 | 206 | 69 | 0.68 | |
| Alstroemeria -- I | 2,050 | 10 | 85 | 45 | 0.44 | COL |
| Ammi majus -- D | 14,300 | 1 | 100 | 46 | 0.45 | |
| Ammi majus -- I | 0 | | | | | |
| Anigozanthos -- D | 1,460 | 20 | 120 | 51 | 0.50 | |
| Anigozanthos -- I | 0 | | | | | |
| Anthurium Pink -- D | 104 | | 500 | 228 | 2.24 | |
| Anthurium Pink -- I | 14,285 | 20 | 180 | 70 | 0.69 | THA |
| Anthurium Red -- D | 405 | | 245 | 134 | 1.32 | |
| Anthurium Red -- I | 18,746 | 5 | 186 | 72 | 0.70 | AUS THA USA ZAF |
| Anthurium White -- D | 375 | | 150 | 72 | 0.71 | |
| Anthurium White -- I | 7,869 | 1 | 200 | 75 | 0.74 | THA |
| Banksia -- D | 0 | | | | | |
| Banksia -- I | 48 | | | 300 | 2.95 | AUS NZL |
| Bupleurum -- D | 2,600 | 14 | 100 | 63 | 0.62 | |
| Bupleurum -- I | 0 | | | | | |
| Calla -- D | 63,479 | 10 | 250 | 80 | 0.78 | |
| Calla -- I | 3,370 | 18 | 135 | 62 | 0.61 | NLD NZL |
| Carnations Spray -- D | 630,131 | 8 | 160 | 48 | 0.47 | |
| Carnations Spray -- I | 361,927 | 3 | 150 | 34 | 0.33 | COL |
| Carnations Standard -- D | 566,174 | 1 | 160 | 50 | 0.49 | |
| Carnations Standard -- I | 535,009 | 5 | 175 | 38 | 0.38 | COL |
| Chrysanthemum Spray -- D | 725,745 | 7 | 193 | 47 | 0.46 | |
| Chrysanthemum Spray -- I | 470,230 | 10 | 83 | 45 | 0.45 | KOR |
| Delphinium -- D | 215,208 | 1 | 230 | 76 | 0.75 | |
| Delphinium -- I | 0 | | | | | |
| Dracaena -- D | 33,675 | 1 | 200 | 40 | 0.39 | |
| Dracaena -- I | 144,225 | 1 | 120 | 25 | 0.25 | SGP |
| Euphorbia Marginata -- D | 7,135 | | 65 | 30 | 0.29 | |
| 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 | 539,610 | 1 | 1,916 | 108 | 1.06 | |
| Eustoma -- I | 2,400 | 15 | 50 | 30 | 0.29 | |
| Gentiana -- D | 230,130 | 17 | 150 | 63 | 0.62 | |
| Gentiana -- I | 0 | | | | | |
| Gerbera -- D | 360,944 | 6 | 909 | 25 | 0.25 | |
| Gerbera -- I | 0 | | | | | |
| Gladiolus -- D | 170,985 | 5 | 100 | 44 | 0.43 | |
| Gladiolus -- I | 0 | | | | | |
| Gypsophila -- D | 186,415 | 10 | 800 | 85 | 0.83 | |
| Gypsophila -- I | 14,210 | 6 | 88 | 44 | 0.43 | ISR |
| Heliconia Caribea -- D | 13 | | | 250 | 2.46 | |
| Heliconia Caribea -- I | 0 | | | | | |
| Heliconia Pendula -- D | 16,626 | 19 | 200 | 37 | 0.36 | |
| Heliconia Pendula -- I | 224 | 30 | 333 | 204 | 2.00 | SGP |
| Leucad. Safari Sunset -- D | 0 | | | | | |
| Leucad. Safari Sunset -- I | 8,150 | 25 | 240 | 64 | 0.63 | AUS NZL ZAF |
| Leucospermum Cordifolium -- D | 0 | | | | | |
| Leucospermum Cordifolium -- I | 1,594 | 100 | 250 | 153 | 1.50 | AUS NZL ZAF |
| Lily Casablanca -- D | 32,139 | 38 | 900 | 310 | 3.04 | |
| Lily Casablanca -- I | 0 | | | | | |
| Lily Longiflorum -- D | 111,745 | 8 | 400 | 62 | 0.61 | |
| Lily Longiflorum -- I | 1,200 | 30 | 90 | 42 | 0.41 | KOR NLD |
| Limonium Sinuatum -- D | 391,270 | 1 | 100 | 49 | 0.48 | |
| Limonium Sinuatum -- I | 0 | | | | | |
| Molucella -- D | 2,640 | 40 | 125 | 70 | 0.69 | |
| Molucella -- I | 0 | | | | | |
| Nerine -- D | 0 | | | | | |
| Nerine -- I | 1,150 | 63 | 280 | 127 | 1.25 | NLD NZL |
| Orchid Anna -- D | 0 | | | | | |
| Orchid Anna -- I | 1,520 | 25 | 110 | 68 | 0.66 | SGP THA |
| Orchid Cymbidium -- D | 269 | 150 | 500 | 328 | 3.22 | |
| Orchid Cymbidium -- I | 18,878 | 84 | 1,050 | 532 | 5.22 | NLD NZL |
| Orchid Oncidium -- D | 11,886 | 7 | 690 | 125 | 1.23 | |
| Orchid Oncidium -- I | 94,648 | 20 | 141 | 73 | 0.72 | SGP TAI THA |
| Orchid Phalaenopsis -- D | 11,819 | 63 | 1,620 | 444 | 4.36 | |
| Orchid Phalaenopsis -- I | 8,209 | 83 | 945 | 507 | 4.98 | AUS NZL |
| Orchid Sonia -- D | 0 | | | | | |
| Orchid Sonia -- I | 156,270 | 10 | 60 | 35 | 0.35 | THA |
| Ornithogalum -- D | 5,440 | 45 | 140 | 87 | 0.85 | |
| Ornithogalum -- I | 3,878 | 20 | 100 | 60 | 0.59 | NLD ZAF |
| Protea King -- D | 0 | | | | | |
| Protea King -- I | 831 | | 900 | 235 | 2.31 | AUS ZAF |
| Protea others -- D | 0 | | | | | |
| Protea others -- I | 247 | 86 | 900 | 366 | 3.59 | AUS NZL |
| Riceflowers -- D | 0 | | | | | |
| Riceflowers -- I | 60 | 180 | 180 | 193 | 1.90 | AUS NZL |
| Rose Total -- D | 1,340,766 | 1 | 2,342 | 48 | 0.47 | |
| Rose Total -- I | 78,991 | 1 | 420 | 50 | 0.49 | |
| Rose Avalanche -- D | 96,110 | 1 | 180 | 49 | 0.48 | |
| Rose Avalanche -- I | 0 | | | | | |
| Rose Delilah -- D | 2,660 | 8 | 80 | 36 | 0.35 | |
| Rose Delilah -- I | 0 | | | | | |
| Rose Dukaat -- D | 8,980 | 1 | 100 | 37 | 0.36 | |
| Rose Dukaat -- I | 0 | | | | | |
| Rose Esther -- D | 5,380 | 2 | 100 | 25 | 0.25 | |
| Rose Esther -- I | 600 | | 7 | 6 | 0.06 | |
| Rose Fantasy -- D | 2,560 | 10 | 100 | 29 | 0.29 | |
| Rose Fantasy -- I | 0 | | | | | |
| Rose Gold Strike -- D | 2,370 | 10 | 80 | 37 | 0.37 | |
| Rose Gold Strike -- I | 680 | 4 | 35 | 16 | 0.15 | IND |
| Rose Grand Gala -- D | 620 | 6 | 30 | 14 | 0.14 | |
| Rose Grand Gala -- I | 0 | | | | | |
| Rose Milva -- D | 6,830 | | 170 | 61 | 0.59 | |
| Rose Milva -- I | 0 | | | | | |

| <u>Product Name & Source</u> D = Domestic I = Imported | Quantity | <u>Price in Japanese Yen</u> | | | <u>Average</u> | <u>Main Origin</u> |
|---------------------------------------------------------------|----------|------------------------------|---------|---------|----------------|--------------------|
| | | Lowest | Highest | Average | US\$ | |
| Rose Noblesse -- D | 8,275 | 3 | 60 | 20 | 0.19 | |
| Rose Noblesse -- I | 0 | | | | | |
| Rose Pareo -- D | 11,115 | 5 | 82 | 36 | 0.36 | |
| Rose Pareo -- I | 0 | | | | | |
| Rose Red Roses D -- | 31,770 | 1 | 130 | 30 | 0.29 | |
| Rose Red Roses I -- | 0 | | | | | |
| Rose Saphir -- D | 8,510 | 5 | 120 | 41 | 0.40 | |
| Rose Saphir -- I | 0 | | | | | |
| Rose The Teresa -- D | 19,180 | 2 | 90 | 39 | 0.38 | |
| Rose The Teresa -- I | 0 | | | | | |
| Rose Tineke -- D | 27,145 | 1 | 130 | 31 | 0.31 | |
| Rose Tineke -- I | 0 | | | | | |
| Rose Spr Lovely Lydia -- D | 8,400 | 5 | 120 | 62 | 0.61 | |
| Rose Spr Lovely Lydia -- I | 6,730 | 10 | 60 | 32 | 0.31 | KOR |
| Rose Spr Macarena -- D | 5,920 | 10 | 140 | 45 | 0.44 | |
| Rose Spr Macarena -- I | 0 | | | | | |
| Rose Spr Mixed -- D | 3,870 | 10 | 100 | 27 | 0.27 | |
| Rose Spr Mixed -- I | 720 | | 45 | 27 | 0.27 | KOR |
| Sandersonia -- D | 30,375 | 23 | 170 | 70 | 0.69 | |
| Sandersonia -- I | 0 | | | | | |
| Trachelium -- D | 3,780 | | 60 | 36 | 0.35 | |
| Trachelium -- I | 550 | | 125 | 85 | 0.83 | |
| Waxflowers -- D | 480 | | 55 | 50 | 0.49 | |
| Waxflowers -- I | 320 | | 80 | 52 | 0.51 | AUS |
| <u>Green Foliage</u> | | | | | | |
| Beargrass -- D | 5 | | 200 | 162 | 1.59 | |
| Beargrass -- I | 420 | 60 | 300 | 250 | 2.46 | USA |
| Leatherleaves -- D | 99,680 | 1 | 50 | 18 | 0.18 | |
| Leatherleaves -- I | 222,120 | | 130 | 10 | 0.10 | USA |
| Ruscus Israel -- D | 600 | | 35 | 22 | 0.21 | |
| Ruscus Israel -- I | 3,100 | | 30 | 24 | 0.24 | ISR |
| Ruscus Italian -- D | 8,200 | 15 | 100 | 44 | 0.43 | |
| Ruscus Italian -- I | 4,400 | 16 | 65 | 40 | 0.40 | ITA |
| Salal -- D | 0 | | | | | |
| Salal -- I | 4,772 | 10 | 400 | 104 | 1.02 | USA |