

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.

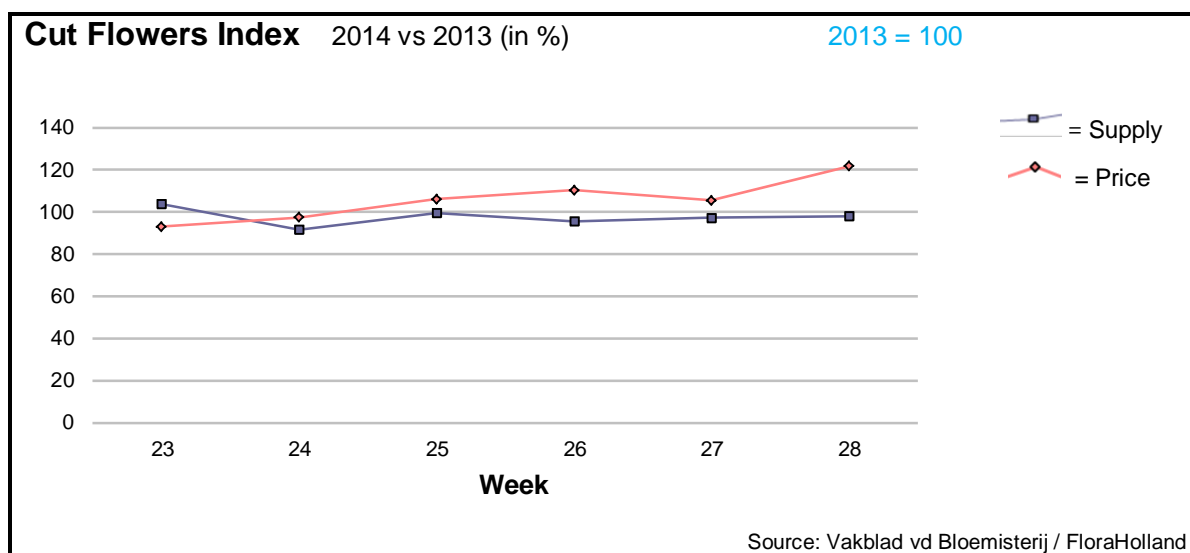
The Market Insider team

Week No. 28-2014

Date: 16/07/14

The FloraHolland flower auctions' weekly supply and price index

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



Most of the cut flowers got in week 28 higher prices than in the sama week last year. The average price was €0.18/stem (0.19 clock only); some 3 cents more than in 2013.

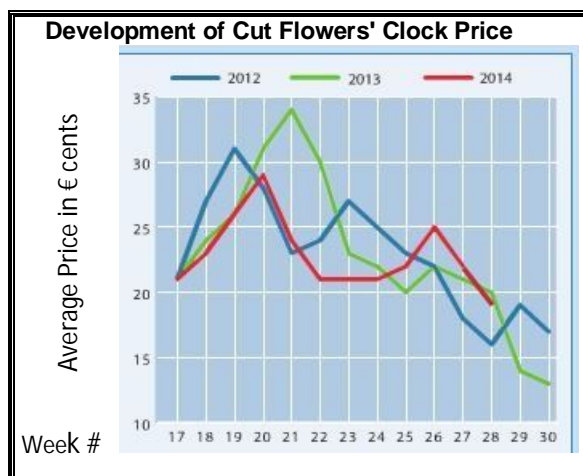
The total supply was 2% lower than last year.

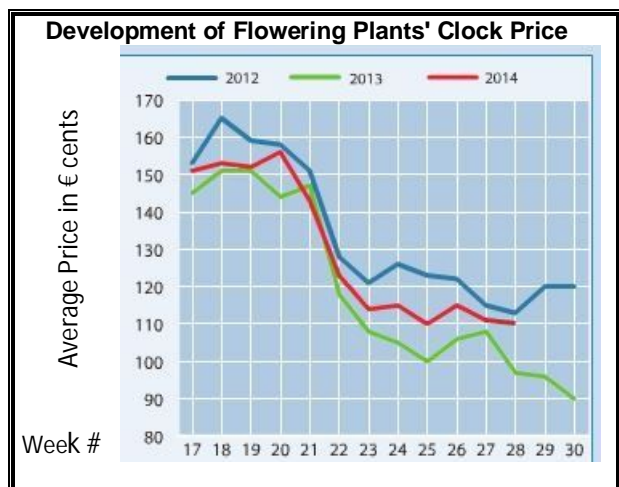
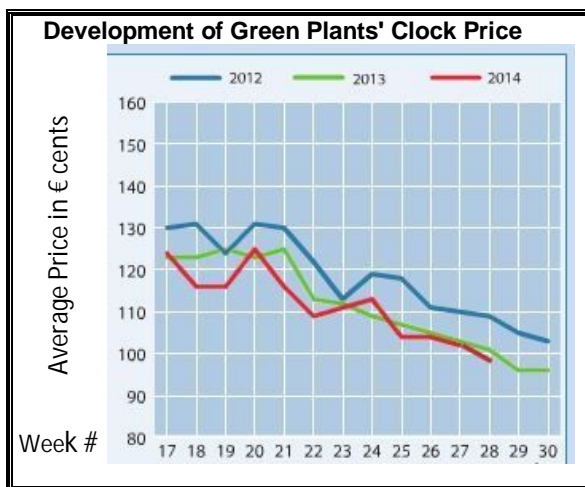
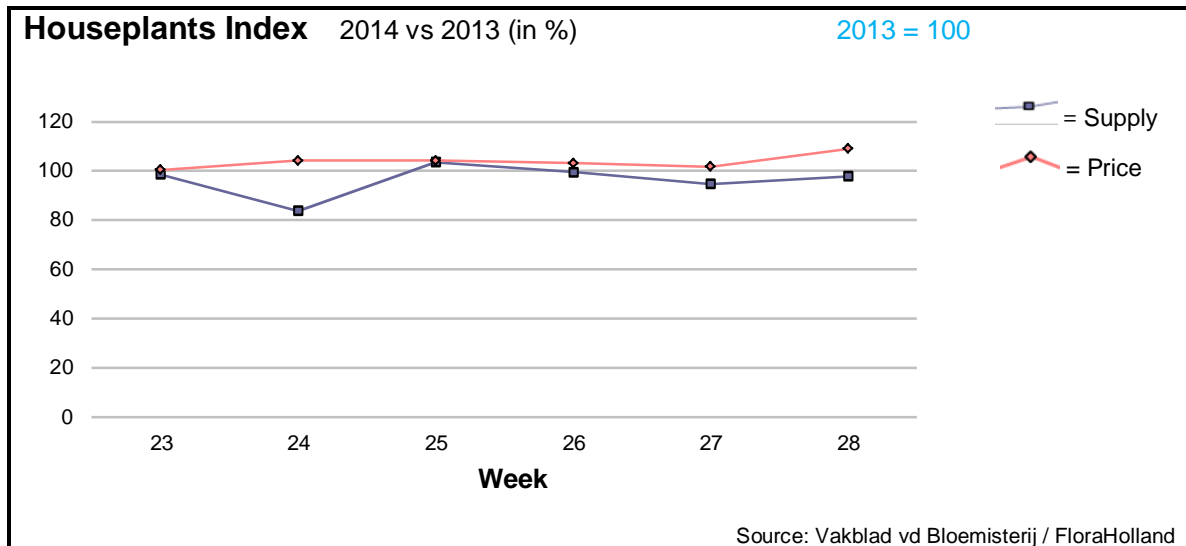
Big roses got 1 cent more than last year, for 3% more supplied stems.

The Spray chrysanthemums got 2 cents more in price, for 6% less in supply.

Peonies, which season came earlier this year, fetched 42 cents more in price this week, for 84% less stems.

Products that got significant higher price, for lower supply were: aconitum, alstroemeria, anigozanthos, asparagus, aster, carthamus, delphinium, carnations standard, eucalyptus, eustoma, gerbera big, gerbera mini, gypsophila, helianthus, liliium, pittosporum, protea, and trachelium.





The houseplants' supply was in week 28 some 2% lower than last year, while the average price for all plants was €1.54, 13 cents higher.

Phalaenopsis got 13 cents more in price, for 7% more units.

Kalanchoe did it well with 17 cents more in price, for some 1% less in supply.

Roses lost 20 cents in price, while the supply grew up with 11%.

Begonia gained 9 cents in price, for 40% less units.

Pot-anthurium lost 30 cents in price, with 21% more in supply.

Zamioculcas was the only green plant among the top-15 list; it was supplied with 60% more units, and its price went down by 3 cents only.

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. W28 Date: 16/07/2014

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 : 28 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\$ = 101.60 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	21,258,120					
Achilea -- D	420		30	11	0.11	
Achilea -- I	0					
Alstroemeria -- D	180,360	10	206	72	0.71	
Alstroemeria -- I	9,244	10	75	34	0.34	COL ISR NLD
Ammi majus -- D	9,930	1	100	45	0.45	
Ammi majus -- I	0					
Anigozanthos -- D	979		100	36	0.35	
Anigozanthos -- I	0					
Anthurium Pink -- D	177		200	156	1.54	
Anthurium Pink -- I	12,259	5	140	67	0.66	THA
Anthurium Red -- D	524		200	118	1.16	
Anthurium Red -- I	16,727	5	210	67	0.66	AUS THA USA ZAF
Anthurium White -- D	90		180	113	1.11	
Anthurium White -- I	6,815	2	180	72	0.71	THA
Banksia -- D	0					
Banksia -- I	80	108	313	226	2.22	AUS NZL
Bupleurum -- D	2,680	10	120	65	0.64	
Bupleurum -- I	0					
Calla -- D	75,238	2	400	73	0.72	
Calla -- I	1,285		150	50	0.49	NLD NZL
Carnations Spray -- D	602,020	3	160	48	0.47	
Carnations Spray -- I	547,316	1	65	36	0.36	COL
Carnations Standard -- D	586,680	6	160	49	0.48	
Carnations Standard -- I	784,143	3	170	37	0.36	COL
Chrysanthemum Spray -- D	823,215	1	100	49	0.48	
Chrysanthemum Spray -- I	659,938	1	90	51	0.50	KOR
Delphinium -- D	195,902	2	2,134	66	0.65	
Delphinium -- I	0					
Dracaena -- D	32,490	7	360	39	0.39	
Dracaena -- I	135,412	1	110	24	0.24	SGP
Euphorbia Marginata -- D	5,972		60	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	584,336	2	2,045	107	1.05	
Eustoma -- I	2,520	1	65	32	0.32	
Gentiana -- D	640,980	13	150	54	0.54	
Gentiana -- I	0					
Gerbera -- D	370,385	5	909	23	0.23	
Gerbera -- I	0					
Gladiolus -- D	174,615	8	100	47	0.46	
Gladiolus -- I	0					
Gypsophila -- D	195,320	10	880	69	0.68	
Gypsophila -- I	18,985	10	70	34	0.33	ISR
Heliconia Pendula -- D	3,970	15	170	46	0.45	
Heliconia Pendula -- I	206	16	400	135	1.33	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8,860	23	160	53	0.52	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	2,316	33	180	127	1.25	AUS NZL ZAF
Lily Casablanca -- D	33,879	30	900	302	2.97	
Lily Casablanca -- I	2,860	3	154	50	0.49	KOR NLD NZL
Lily Longiflorum -- D	171,780	5	200	62	0.61	
Lily Longiflorum -- I	6,190	8	80	33	0.33	KOR NLD
Limonium Sinuatum -- D	466,130	7	110	47	0.46	
Limonium Sinuatum -- I	0					
Molucella -- D	4,070	8	100	60	0.59	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	750	80	210	122	1.20	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	1,080	40	110	81	0.80	SGP THA
Orchid Cymbidium -- D	189	200	500	316	3.11	
Orchid Cymbidium -- I	18,117	200	1,100	510	5.02	NLD NZL
Orchid Oncidium -- D	9,966	15	550	146	1.44	
Orchid Oncidium -- I	93,730	1	162	83	0.82	SGP TAI THA
Orchid Phalaenopsis -- D	9,875	25	2,000	508	5.00	
Orchid Phalaenopsis -- I	6,504	100	945	591	5.82	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	182,680	12	60	34	0.34	THA
Ornithogalum -- D	13,635	30	150	72	0.71	
Ornithogalum -- I	4,200	10	85	40	0.39	NLD ZAF
Protea King -- D	0					
Protea King -- I	671		1,000	195	1.92	AUS ZAF
Protea others -- D	0					
Protea others -- I	165	140	1,000	398	3.92	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	35	90	150	116	1.14	AUS
Rose Total -- D	1,126,996		2,579	45	0.44	
Rose Total -- I	71,299		420	51	0.50	
Rose Avalanche -- D	87,482	1	180	41	0.40	
Rose Avalanche -- I	200		20	6	0.06	
Rose Delilah -- D	2,230	10	120	27	0.27	
Rose Delilah -- I	0					
Rose Dukaat -- D	6,725	4	100	38	0.38	
Rose Dukaat -- I	0					
Rose Esther -- D	3,310	2	80	21	0.21	
Rose Esther -- I	1,000	10	10	9	0.09	
Rose Fantasy -- D	2,370	10	100	27	0.27	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	3,160	10	70	29	0.28	
Rose Gold Strike -- I	900		5	5	0.05	IND
Rose Grand Gala -- D	1,370	5	30	12	0.12	
Rose Grand Gala -- I	0					
Rose Milva -- D	4,730		133	62	0.61	
Rose Milva -- I	0					
Rose Noblesse -- D	8,300	5	50	18	0.17	
Rose Noblesse -- I	100		1	1	0.01	IND

<u>Product Name & Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Pareo -- D	11,940	3	76	31	0.31	
Rose Pareo -- I	0					
Rose Red Roses D --	22,870	1	130	32	0.31	
Rose Red Roses I --	0					
Rose Saphir -- D	7,830	5	100	37	0.37	
Rose Saphir -- I	0					
Rose The Teresa -- D	14,080	2	100	39	0.39	
Rose The Teresa -- I	0					
Rose Tineke -- D	22,740	1	140	25	0.24	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	7,390	10	122	60	0.59	
Rose Spr Lovely Lydia -- I	4,580	10	60	35	0.34	KOR
Rose Spr Macarena -- D	7,340	10	120	37	0.36	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	4,270	3	120	27	0.26	
Rose Spr Mixed -- I	330		60	46	0.45	KOR
Sandersonia -- D	17,735	20	160	73	0.72	
Sandersonia -- I	0					
Trachelium -- D	2,170		85	44	0.43	
Trachelium -- I	400		125	81	0.80	
Waxflowers -- D	60			50	0.49	
Waxflowers -- I	1,280		85	50	0.49	AUS
Green Foliage						
Beargrass -- D	33		300	42	0.41	
Beargrass -- I	330	40	330	196	1.93	USA
Leatherleaves -- D	72,190	1	50	21	0.20	
Leatherleaves -- I	170,400	1	35	10	0.10	USA
Ruscus Israel -- D	100			17	0.17	
Ruscus Israel -- I	3,500		30	22	0.22	ISR
Ruscus Italian -- D	8,410	10	100	43	0.43	
Ruscus Italian -- I	4,300	10	70	38	0.38	ITA
Salal -- D	0					
Salal -- I	2,712	25	450	168	1.66	USA