

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.

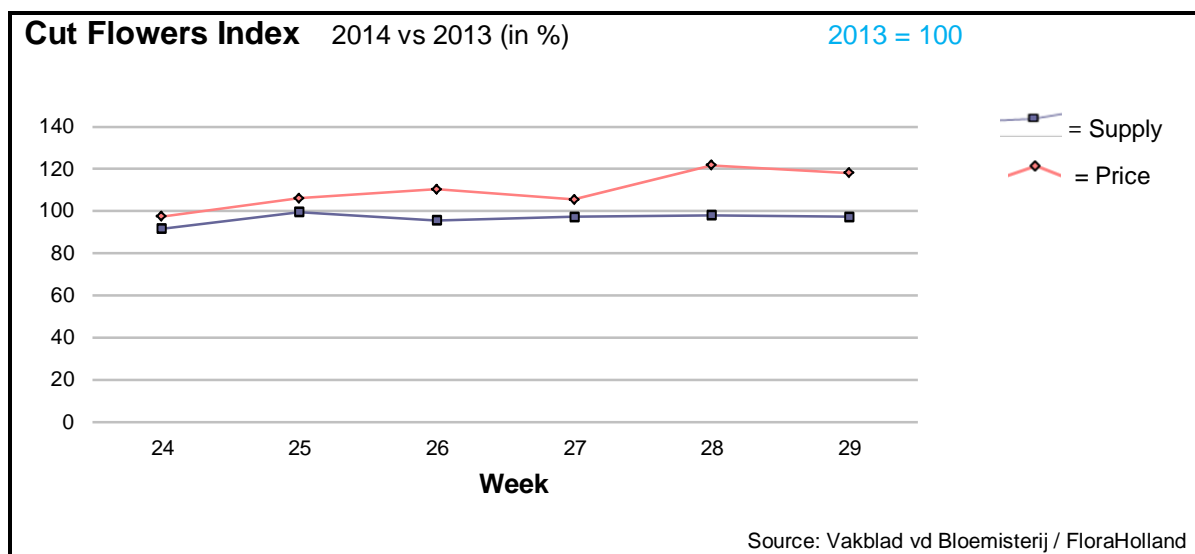
The Market Insider team

Week No. 29-2014

Date: 23/07/14

The FloraHolland flower auctions' weekly supply and price index

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

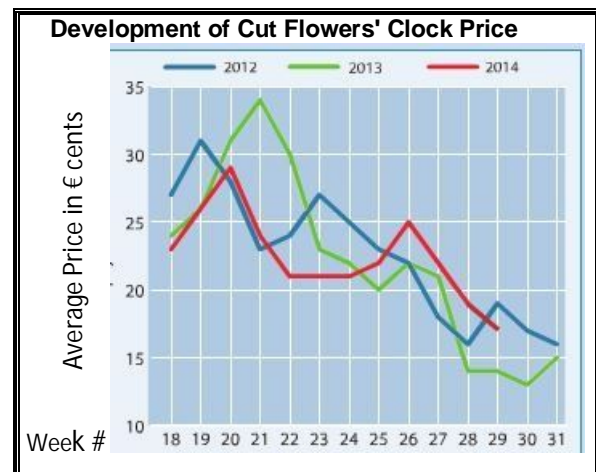


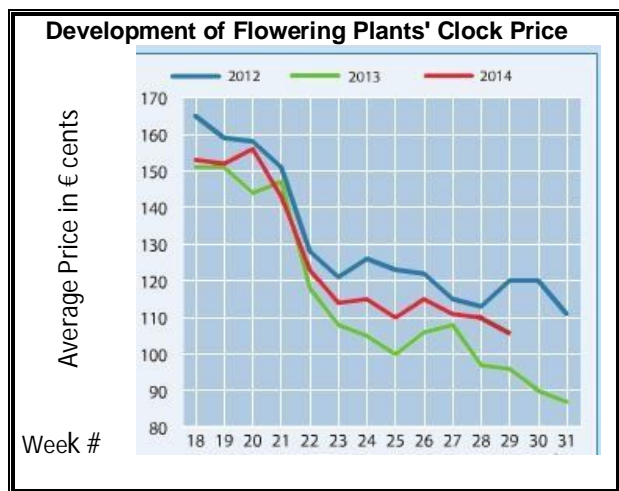
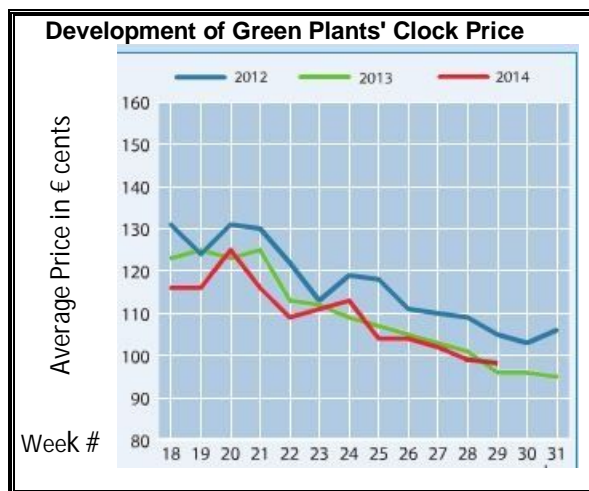
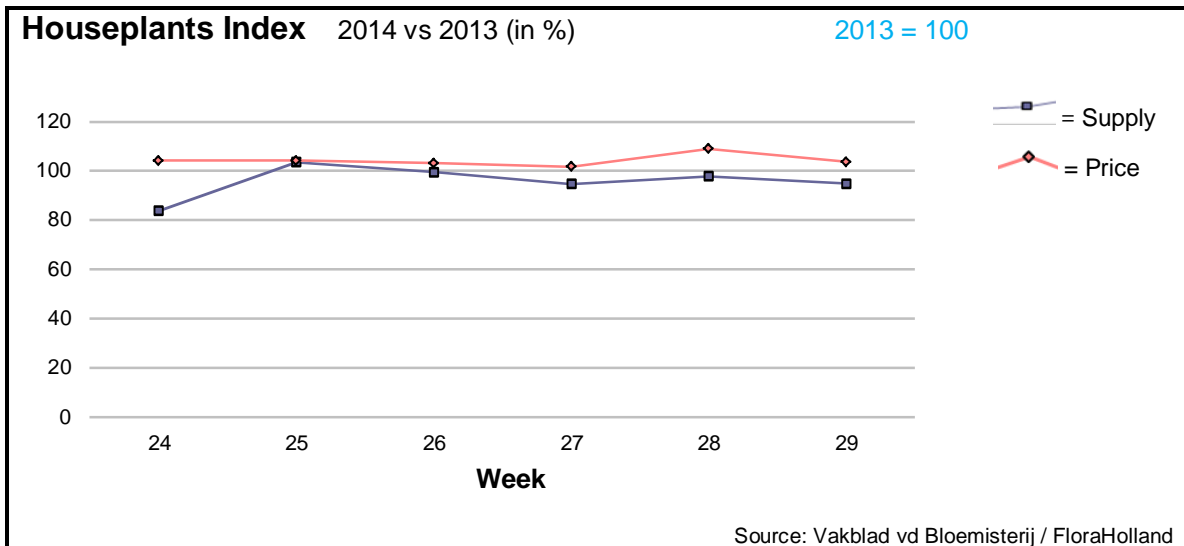
The line of the recent weeks kept on in week 29: higher average price (+18%), and lower supplied quantities (-3%). The average price for cut flowers was € 0.17/stem; 3 cents more than last year.

All the top-20 products gained better prices; only hortensia/hydrangea could not stand in 28% more stems, and lost 8 cents/10% in price. Gerbera-big gained 67% in price, while supply was 3% higher than in 2013. The big roses marked stability, with 1 cent more in average price, while supply was 3% higher.

Products with significant higher prices' for lower quantities were: aconitum, alstroemeria, aster, anigozanthos, asclepias, aspidistra, chrysanthemum, eustoma/lisianthus, gerbera mini, gypsophila, helianthus, liliium, peony, pittosporum, spray-rose, and trachelium.

Only but a few flowers got lower prices, for higher quantities; among them: agapanthus, carthamus, delphinium, hypericum, and leucadendron.





In week 29 was the number of sold units of houseplants lower by 5% than in the same week last year. The average price was € 1.45/pot; some 6 cents, or 4% higher.

Phalaenopsis was 9% higher in price, for 10.5% less sold units.

Kalanchoe was just 0.5% higher in supply, and fetched 10 cents more (+18%) in price.

Pot chrysanthemums gained 8 cents/10% in price, for 3% more units.

Pot anthurium was again with higher supply (+16%), and lost 20 cent (7.3%) in price.

Begonia could maintain the trend; it got 14 cents (17%) more in price, for 2% more units.

Ficus and dracaena were the only green plants among the top-10; they got higher prices for lower quantities.

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. W29 Date: 23/07/2014

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 : 29 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\$ = 101.24 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	18,464,909					
Achilea -- D	620		30	9	0.09	
Achilea -- I	0					
Alstroemeria -- D	159,475	5	206	75	0.74	
Alstroemeria -- I	7,167	10	75	18	0.18	COL ISR NLD
Ammi majus -- D	7,230	3	100	63	0.63	
Ammi majus -- I	0					
Anigozanthos -- D	3,505		100	32	0.32	
Anigozanthos -- I	0					
Anthurium Pink -- D	102		200	152	1.50	
Anthurium Pink -- I	12,635	5	180	68	0.67	THA
Anthurium Red -- D	504		290	133	1.31	
Anthurium Red -- I	14,878	5	220	74	0.73	AUS THA USA ZAF
Anthurium White -- D	250		150	96	0.95	
Anthurium White -- I	7,590	2	180	76	0.75	THA
Banksia -- D	40			40	0.40	
Banksia -- I	127	73	300	190	1.88	AUS NZL
Bupleurum -- D	4,810	10	130	64	0.63	
Bupleurum -- I	0					
Calla -- D	77,406	1	250	73	0.72	
Calla -- I	255		200	104	1.02	NLD NZL
Carnations Spray -- D	653,940	1	160	41	0.40	
Carnations Spray -- I	311,829	2	57	28	0.27	COL
Carnations Standard -- D	719,903	1	160	43	0.43	
Carnations Standard -- I	540,736	1	175	32	0.32	COL
Chrysanthemum Spray -- D	727,220		125	41	0.40	
Chrysanthemum Spray -- I	533,950	1	91	36	0.36	KOR
Delphinium -- D	145,774	2	2,134	82	0.81	
Delphinium -- I	0					
Dracaena -- D	30,209	3	300	36	0.35	
Dracaena -- I	150,221		120	23	0.23	SGP
Euphorbia Marginata -- D	5,200		55	31	0.31	
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	551,453	1	1,000	107	1.06	
Eustoma -- I	1,920	3	48	24	0.24	
Gentiana -- D	956,415	1	150	26	0.26	
Gentiana -- I	0					
Gerbera -- D	363,578	1	110	22	0.22	
Gerbera -- I	0					
Gladiolus -- D	184,425	1	85	40	0.40	
Gladiolus -- I	0					
Gypsophila -- D	156,930	17	600	77	0.76	
Gypsophila -- I	19,186	10	65	30	0.29	ISR
Heliconia Pendula -- D	1,510	40	200	80	0.79	
Heliconia Pendula -- I	96	167	600	399	3.94	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	9,330	15	130	49	0.49	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	2,369	100	200	144	1.42	AUS NZL ZAF
Lily Casablanca -- D	46,020	5	900	225	2.22	
Lily Casablanca -- I	480		50	25	0.24	KOR NLD NZL
Lily Longiflorum -- D	126,735	1	400	46	0.45	
Lily Longiflorum -- I	1,190		60	23	0.23	KOR NLD
Limonium Sinuatum -- D	413,250	1	90	30	0.29	
Limonium Sinuatum -- I	0					
Molucella -- D	1,790	31	100	74	0.73	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,400	70	170	122	1.21	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	1,810	30	147	82	0.81	SGP THA
Orchid Cymbidium -- D	58	250	470	391	3.86	
Orchid Cymbidium -- I	15,491	180	1,100	503	4.97	NLD NZL
Orchid Oncidium -- D	6,654	15	400	146	1.44	
Orchid Oncidium -- I	80,795	12	240	101	0.99	SGP TAI THA
Orchid Phalaenopsis -- D	12,394	61	1,600	551	5.44	
Orchid Phalaenopsis -- I	7,002	28	945	577	5.70	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	179,170	10	55	29	0.28	THA
Ornithogalum -- D	24,823	20	125	58	0.58	
Ornithogalum -- I	2,040	21	75	41	0.41	NLD ZAF
Protea King -- D	0					
Protea King -- I	666		900	198	1.96	AUS ZAF
Protea others -- D	0					
Protea others -- I	205	150	900	380	3.75	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	40	180	180	190	1.88	AUS NZL
Rose Total -- D	1,189,218	1	2,668	50	0.49	
Rose Total -- I	85,930	1	420	59	0.58	
Rose Avalanche -- D	91,895	3	180	57	0.56	
Rose Avalanche -- I	0					
Rose Delilah -- D	2,320	5	100	37	0.37	
Rose Delilah -- I	0					
Rose Dukaat -- D	6,400	8	110	39	0.39	
Rose Dukaat -- I	0					
Rose Esther -- D	3,330	2	80	28	0.27	
Rose Esther -- I	480			5	0.05	
Rose Fantasy -- D	1,690	10	100	35	0.34	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	2,310	10	70	30	0.30	
Rose Gold Strike -- I	150	5	30	15	0.14	IND
Rose Grand Gala -- D	620	8	35	24	0.24	
Rose Grand Gala -- I	0					
Rose Milva -- D	4,660		150	56	0.56	
Rose Milva -- I	0					
Rose Noblesse -- D	9,520	2	77	17	0.17	
Rose Noblesse -- 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 Pareo -- D	13,045	5	84	33	0.33	
Rose Pareo -- I	0					
Rose Red Roses D --	25,980	1	140	33	0.32	
Rose Red Roses I --	0					
Rose Saphir -- D	9,320	5	100	38	0.37	
Rose Saphir -- I	0					
Rose The Teresa -- D	13,940	7	100	40	0.40	
Rose The Teresa -- I	0					
Rose Tineke -- D	28,365	1	140	40	0.39	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	7,600	10	144	63	0.62	
Rose Spr Lovely Lydia -- I	3,610	13	60	43	0.42	KOR
Rose Spr Macarena -- D	9,795	6	110	38	0.38	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,285	5	100	26	0.26	
Rose Spr Mixed -- I	0					
Sandersonia -- D	18,425	21	185	79	0.78	
Sandersonia -- I	0					
Trachelium -- D	1,930		60	30	0.29	
Trachelium -- I	590		90	75	0.74	ISR NLD
Tulip -- D	0					
Tulip -- I	50			130	1.28	NLD
Waxflowers -- D	0					
Waxflowers -- I	695		90	59	0.58	AUS
<u>Green Foliage</u>						
Beargrass -- D	6		200	200	1.98	
Beargrass -- I	160	180	340	235	2.32	USA
Leatherleaves -- D	91,510	3	50	21	0.21	
Leatherleaves -- I	235,880	1	35	11	0.11	USA
Ruscus Israel -- D	100			17	0.17	
Ruscus Israel -- I	4,200		30	25	0.25	ISR
Ruscus Italian -- D	4,180	19	100	49	0.48	
Ruscus Italian -- I	4,500	20	65	40	0.39	ITA
Salal -- D	0					
Salal -- I	2,561	25	500	184	1.82	USA