

Market Insider

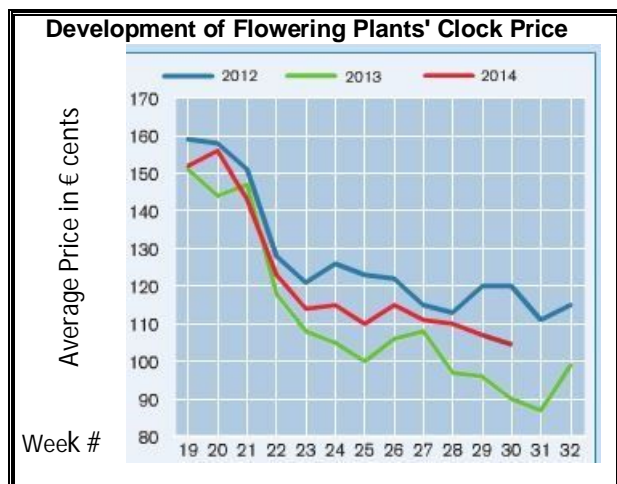
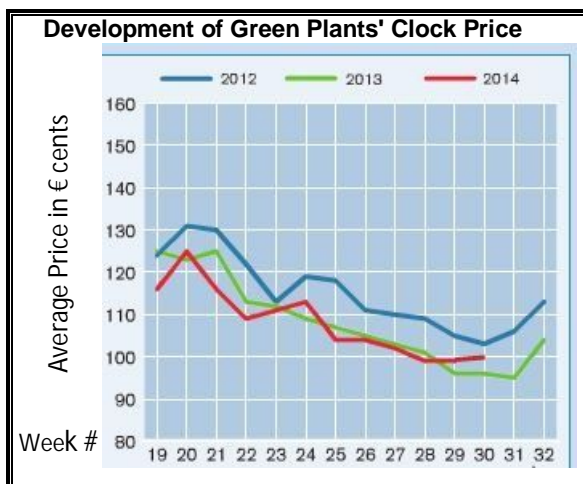
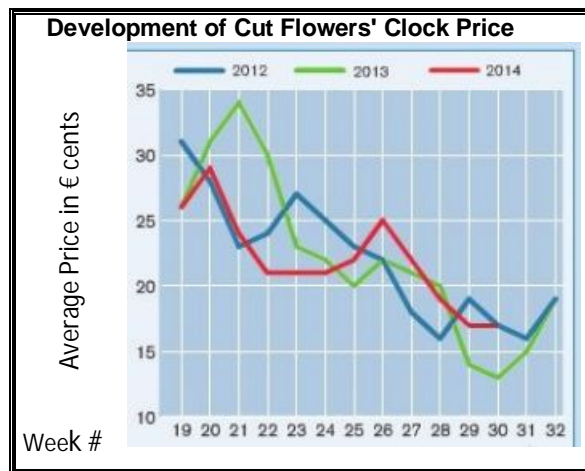
Floriculture Products' Indicative Price Information / European Markets

We are sorry; the full report is not available this week for the reason of summer vacations in FloraHolland. We provide the partial information hereinafter.

The Market Insider team

Week No. 30-2014

Date: 30/07/14



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. W30 Date: 30/07/2014

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 : 30 in : 2014

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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\$ = 101.89 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	18,540,108					
Alstroemeria -- D	160,016	1	206	76	0.75	
Alstroemeria -- I	8,213	10	80	31	0.30	COL ISR NLD
Ammi majus -- D	6,790	1	100	66	0.65	
Ammi majus -- I	0					
Anigozanthos -- D	3,240		80	32	0.32	
Anigozanthos -- I	0					
Anthurium Pink -- D	167		400	180	1.77	
Anthurium Pink -- I	11,333	13	180	78	0.77	THA
Anthurium Red -- D	502		265	170	1.67	
Anthurium Red -- I	10,884	17	250	96	0.94	AUS THA USA ZAF
Anthurium White -- D	145		200	109	1.07	
Anthurium White -- I	7,886	20	180	90	0.88	THA
Banksia -- D	40			60	0.59	
Banksia -- I	124	150	600	309	3.03	AUS NZL
Bupleurum -- D	3,730	19	120	71	0.70	
Bupleurum -- I	0					
Calla -- D	71,025	1	250	73	0.72	
Calla -- I	180		150	98	0.96	NLD NZL
Carnations Spray -- D	606,105	1	160	39	0.38	
Carnations Spray -- I	294,251	3	60	28	0.27	COL
Carnations Standard -- D	596,990	2	160	42	0.41	
Carnations Standard -- I	501,266		170	33	0.33	COL
Chrysanthemum Spray -- D	635,148	1	120	39	0.39	
Chrysanthemum Spray -- I	496,440	1	95	34	0.33	KOR
Delphinium -- D	136,294	1	2,137	97	0.96	
Delphinium -- I	0					
Dracaena -- D	32,060	3	300	33	0.32	
Dracaena -- I	142,373	1	120	24	0.23	SGP SGP
Euphorbia Marginata -- D	7,060		60	25	0.25	
Euphorbia Marginata -- I	0					
Eustoma -- D	489,588	2	1,000	119	1.17	
Eustoma -- I	2,120	3	65	35	0.35	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Gentiana -- D	973,558	2	150	25	0.25	
Gentiana -- I	0					
Gerbera -- D	347,659	1	110	21	0.21	
Gerbera -- I	0					
Gladiolus -- D	241,762	2	90	33	0.33	
Gladiolus -- I	0					
Gypsophila -- D	145,725	8	250	87	0.85	
Gypsophila -- I	9,730		100	58	0.57	ISR
Heliconia Pendula -- D	4,115	20	200	48	0.47	
Heliconia Pendula -- I	125	40	667	355	3.48	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,820	25	170	63	0.61	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	2,523	70	200	142	1.40	AUS NZL ZAF
Lily Casablanca -- D	71,597	10	900	247	2.42	
Lily Casablanca -- I	245		60	45	0.44	KOR
Lily Longiflorum -- D	94,550	10	300	63	0.62	
Lily Longiflorum -- I	2,660	20	120	89	0.87	KOR
Limonium Sinuatum -- D	362,770	1	80	27	0.26	
Limonium Sinuatum -- I	0					
Molucella -- D	1,840	24	90	56	0.55	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,500	80	240	132	1.29	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	1,480	35	147	72	0.71	SGP THA
Orchid Cymbidium -- D	98	300	456	367	3.60	
Orchid Cymbidium -- I	18,014	150	1,100	490	4.81	NLD NZL
Orchid Oncidium -- D	7,713	15	550	193	1.89	
Orchid Oncidium -- I	65,830	19	300	146	1.43	SGP TAI THA
Orchid Phalaenopsis -- D	12,391	63	3,000	571	5.60	
Orchid Phalaenopsis -- I	6,716	85	1,000	567	5.56	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	171,050	8	55	24	0.24	THA
Ornithogalum -- D	27,735	20	125	54	0.53	
Ornithogalum -- I	3,315	1	50	38	0.38	NLD ZAF
Protea King -- D	0					
Protea King -- I	583	100	1,300	354	3.47	AUS ZAF
Protea others -- D	0					
Protea others -- I	323	150	1,300	486	4.77	AUS NZL
Rose Total -- D	1,155,816	1	1,277	51	0.50	
Rose Total -- I	90,738	1	420	64	0.62	
Rose Avalanche -- D	97,085	8	185	53	0.52	
Rose Avalanche -- I	0					
Rose Delilah -- D	2,870	3	80	22	0.22	
Rose Delilah -- I	0					
Rose Dukaat -- D	8,590	7	120	41	0.40	
Rose Dukaat -- I	0					
Rose Esther -- D	3,530	5	100	30	0.29	
Rose Esther -- I	300			5	0.05	
Rose Fantasy -- D	1,810	3	100	37	0.36	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,200	15	80	41	0.40	
Rose Gold Strike -- I	150	25	40	32	0.31	IND
Rose Grand Gala -- D	1,550	12	65	26	0.26	
Rose Grand Gala -- I	0					
Rose Milva -- D	4,290		140	59	0.58	
Rose Milva -- I	0					
Rose Noblesse -- D	6,355	5	70	21	0.20	
Rose Noblesse -- I	0					
Rose Pareo -- D	11,187	6	140	35	0.35	
Rose Pareo -- I	0					
Rose Red Roses D --	26,930	4	120	34	0.34	
Rose Red Roses I --	0					

<u>Product Name & Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Saphir -- D	9,700	3	100	44	0.44	
Rose Saphir -- I	0					
Rose The Teresa -- D	15,060	5	120	45	0.44	
Rose The Teresa -- I	0					
Rose Tineke -- D	26,310	1	150	36	0.36	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	8,850	15	141	66	0.65	
Rose Spr Lovely Lydia -- I	2,300	25	60	49	0.48	KOR
Rose Spr Macarena -- D	7,750	7	70	38	0.37	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	2,947	10	100	30	0.29	
Rose Spr Mixed -- I	380		45	28	0.27	KOR
Sandersonia -- D	17,950	16	180	74	0.73	
Sandersonia -- I	0					
Trachelium -- D	1,990		70	36	0.36	
Trachelium -- I	485		125	91	0.89	
Tulip -- D	0					
Tulip -- I	50			80	0.79	NLD
Waxflowers -- D	0					
Waxflowers -- I	800		80	59	0.57	AUS
Green Foliage						
Beargrass -- D	5		250	200	1.96	
Beargrass -- I	360	200	330	283	2.78	USA
Leatherleaves -- D	96,970	2	50	21	0.20	
Leatherleaves -- I	163,655	1	35	11	0.11	USA
Ruscus Israel -- D	100			17	0.17	
Ruscus Israel -- I	4,550		35	25	0.25	ISR
Ruscus Italian -- D	6,060	20	90	43	0.43	
Ruscus Italian -- I	5,600	10	70	34	0.34	ITA
Salal -- D	0					
Salal -- I	2,940	30	500	223	2.19	USA