

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.

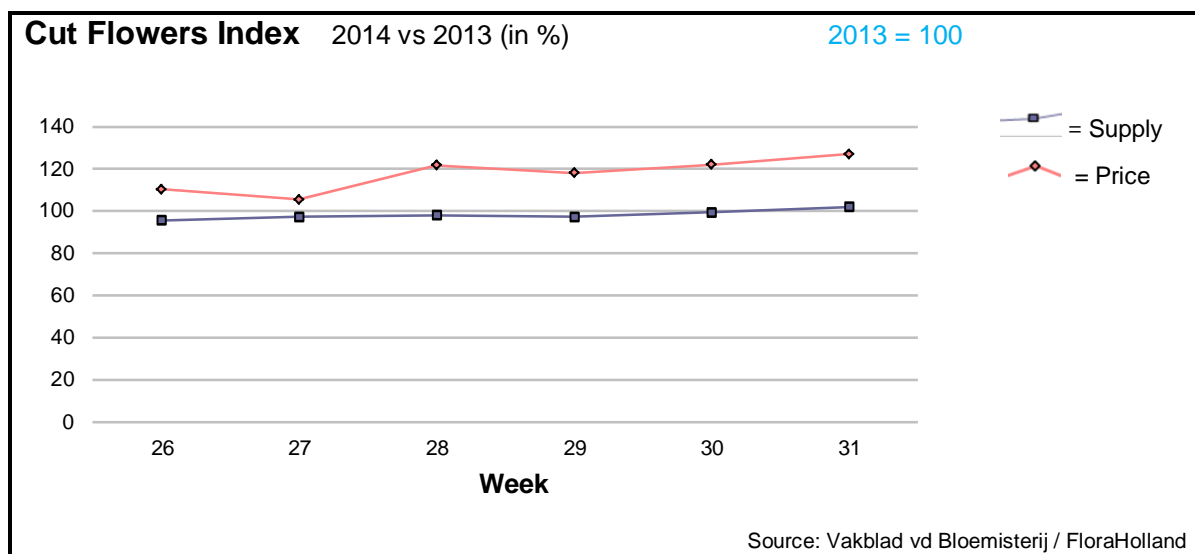
The Market Insider team

Week No. 31-2014

Date: 06/08/14

The FloraHolland flower auctions' weekly supply and price index

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



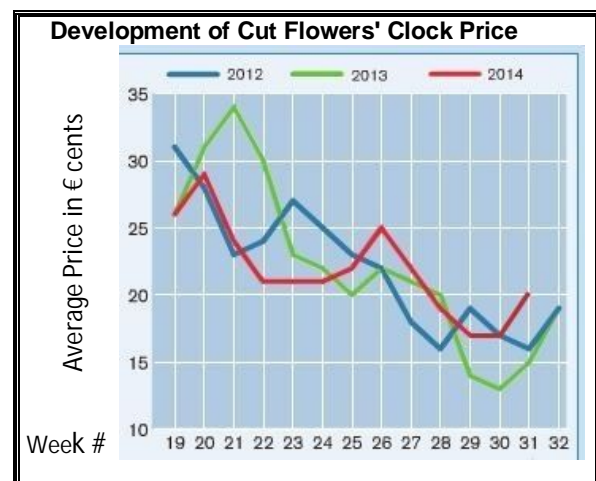
In week No. 31 the cut flowers average price was € 0.19 (0.20 clock-only price), higher with 4 cents than the same week last year. This was achieved with 2.1% more stems, resulting in 29.7% higher sales turnover.

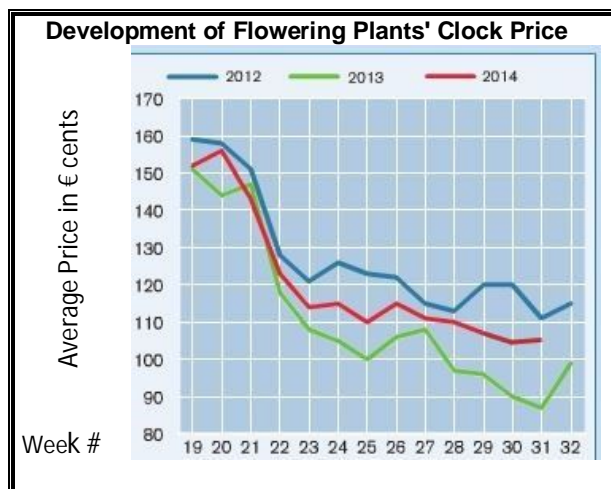
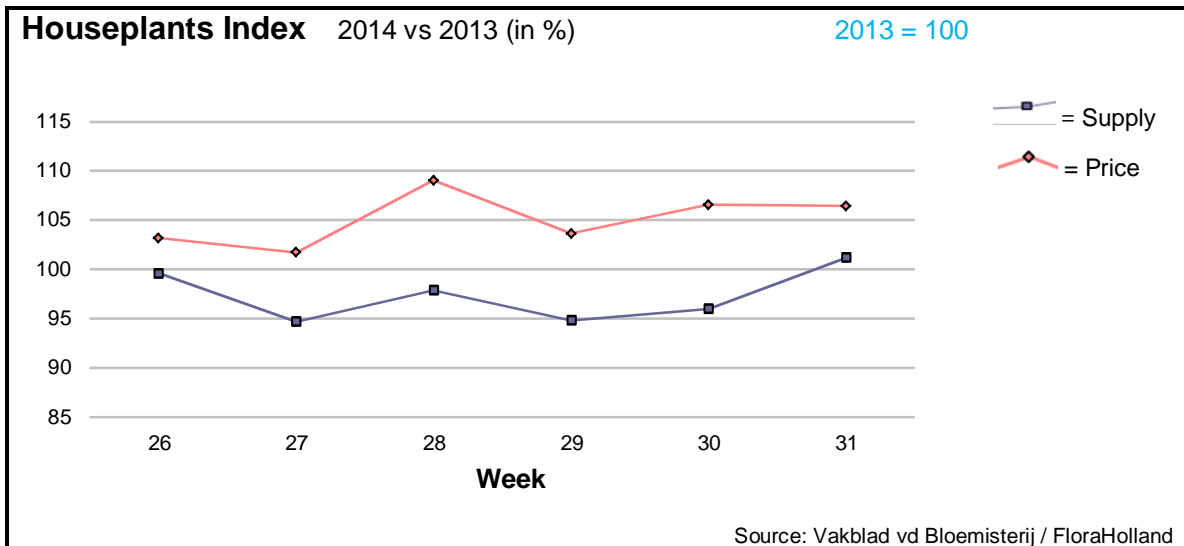
Big-bud roses fetched 4 cent more in price, with 5% higher supply.

Extremely higher prices, for lower supply, was achieved by: agapanthus, alstroemeria, ammi, carthamus, eucalyptus, gerbera big, gerbera mini, gladiolus, gypsophila, hypericum, lilium, limonium, peony, protea, and trachelium.

Higher price for higher supply was registered by: delphinium, eucalyptus, eustoma, protea, and solidago.

Only but a few products got lower than last year prices; among them: carnations spray, ornithogalum, ruscus, and wax flower.





Week 31 saw € 1.47 average price; 6.5% higher houseplants price, with 1% more sold units than in the same week of 2013.

The sales turnover of houseplants was 8.7% higher than in this week last year.

Kalanchoe got 14% more in price, for 7% less supplied units.

Phalaenopsis got 37 cents more in price, for 0.8% less sold units.

Pot-rose got 4 cents more in price, for 18% lower supply.

Begonia got 8 cents more in price, for 24% more in supply.

Anthurium got 6 cents less in price, for 10% more supplied pots.

Dracaena achieved lower price, for 22% higher supply.

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. W31 Date: 06/08/2014

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 : 31 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\$ = 102.58 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average US\$	Main Origin
		Lowest	Highest	Average		
Total Cut Flowers Sold	22,980,253					
Alstroemeria -- D	156,715	1	185	76	0.74	
Alstroemeria -- I	6,697		55	30	0.29	COL ISR NLD
Ammi majus -- D	6,580	1	100	57	0.56	
Ammi majus -- I	0					
Anigozanthos -- D	459	50	120	33	0.32	
Anigozanthos -- I	0					
Anthurium Pink -- D	84		500	228	2.22	
Anthurium Pink -- I	12,163	3	220	79	0.77	THA
Anthurium Red -- D	586		300	205	2.00	
Anthurium Red -- I	15,257		265	90	0.88	AUS THA USA ZAF
Anthurium White -- D	220		200	104	1.01	
Anthurium White -- I	8,165	1	200	86	0.84	THA
Banksia -- D	0					
Banksia -- I	136	100	300	200	1.95	AUS NZL
Bupleurum -- D	6,440	5	120	54	0.52	
Bupleurum -- I	0					
Calla -- D	61,090	3	250	67	0.65	
Calla -- I	398		150	63	0.61	NLD NZL
Carnations Spray -- D	655,665	3	160	41	0.40	
Carnations Spray -- I	480,946		150	33	0.32	COL
Carnations Standard -- D	524,830	5	160	46	0.45	
Carnations Standard -- I	816,163		175	35	0.34	COL
Chrysanthemum Spray -- D	753,710	1	100	44	0.43	
Chrysanthemum Spray -- I	566,845	1	98	41	0.40	KOR
Delphinium -- D	124,436	5	2,137	102	0.99	
Delphinium -- I	0					
Dracaena -- D	32,031	10	500	33	0.32	
Dracaena -- I	139,129	2	120	25	0.24	SGP
Euphorbia Marginata -- D	5,390		60	34	0.33	
Euphorbia Marginata -- I	0					
Eustoma -- D	554,522	1	1,000	106	1.04	
Eustoma -- I	2,120	1	60	17	0.16	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Freesia -- D	0					
Freesia -- I	50			80	0.78	NLD
Gentiana -- D	1,588,153	1	200	38	0.37	
Gentiana -- I	0					
Gerbera -- D	313,501	1	120	19	0.19	
Gerbera -- I	0					
Gladiolus -- D	221,520	1	75	31	0.30	
Gladiolus -- I	0					
Gypsophila -- D	149,325	17	450	89	0.87	
Gypsophila -- I	7,900		180	65	0.63	ISR
Heliconia Pendula -- D	3,700	10	200	49	0.47	
Heliconia Pendula -- I	253	30	600	113	1.10	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,940	31	95	58	0.56	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	2,365	70	200	132	1.29	AUS NZL ZAF
Lily Casablanca -- D	39,773	25	900	269	2.62	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	235,940	7	220	52	0.51	
Lily Longiflorum -- I	2,640	21	85	61	0.59	KOR
Limonium Sinuatum -- D	331,750	1	120	33	0.32	
Limonium Sinuatum -- I	0					
Molucella -- D	1,930	12	120	78	0.76	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,550	38	220	127	1.24	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	2,710	10	153	71	0.69	SGP THA
Orchid Cymbidium -- D	50	300	550	440	4.29	
Orchid Cymbidium -- I	17,686	177	1,100	535	5.22	NLD NZL
Orchid Oncidium -- D	6,776	15	550	217	2.12	
Orchid Oncidium -- I	51,850	40	350	190	1.85	SGP TAI THA
Orchid Phalaenopsis -- D	12,193	66	1,600	580	5.65	
Orchid Phalaenopsis -- I	7,282	85	1,000	571	5.56	AUS NZL
Orchid Sonia -- D	30	28	28	28	0.27	
Orchid Sonia -- I	150,420	12	55	32	0.32	THA
Ornithogalum -- D	26,389	10	100	44	0.43	
Ornithogalum -- I	850	10	50	29	0.28	NLD ZAF
Protea King -- D	0					
Protea King -- I	704	100	900	268	2.61	AUS ZAF
Protea others -- D	0					
Protea others -- I	347	105	1,400	486	4.74	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	20			200	1.95	AUS NZL
Rose Total -- D	1,150,816		2,579	41	0.40	
Rose Total -- I	96,558	1	420	58	0.56	
Rose Avalanche -- D	103,130	1	250	36	0.35	
Rose Avalanche -- I	0					
Rose Delilah -- D	1,820	2	90	18	0.17	
Rose Delilah -- I	0					
Rose Dukaat -- D	8,900	1	110	36	0.35	
Rose Dukaat -- I	0					
Rose Esther -- D	3,050	1	60	16	0.15	
Rose Esther -- I	300			1	0.01	
Rose Fantasy -- D	1,850	5	100	26	0.25	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,120	10	55	19	0.18	
Rose Gold Strike -- I	360	5	40	19	0.19	IND
Rose Milva -- D	4,520		140	45	0.44	
Rose Milva -- I	0					
Rose Noblesse -- D	6,365	1	40	12	0.12	
Rose Noblesse -- I	0					
Rose Pareo -- D	8,990	1	110	26	0.25	
Rose Pareo -- 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>
		<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	<u>US\$</u>	
Rose Red Roses D --	28,840	1	150	26	0.26	
Rose Red Roses I --	0					
Rose Saphir -- D	8,690	1	100	38	0.37	
Rose Saphir -- I	0					
Rose The Teresa -- D	12,260	10	120	37	0.36	
Rose The Teresa -- I	0					
Rose Tineke -- D	23,231		160	29	0.28	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	8,065	10	132	59	0.57	
Rose Spr Lovely Lydia -- I	1,730	15	60	45	0.44	KOR
Rose Spr Macarena -- D	6,245	1	100	30	0.29	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	1,562	1	90	29	0.28	
Rose Spr Mixed -- I	690		45	24	0.23	KOR
Sandersonia -- D	12,490	16	200	76	0.75	
Sandersonia -- I	0					
Trachelium -- D	1,180		80	37	0.37	
Trachelium -- I	700		125	88	0.86	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	1,430		80	60	0.59	AUS
<u>Green Foliage</u>						
Beargrass -- D	6		200	183	1.78	
Beargrass -- I	250	70	300	243	2.37	USA
Leatherleaves -- D	85,420	3	50	23	0.22	
Leatherleaves -- I	209,200	2	40	13	0.12	USA
Ruscus Israel -- D	100			17	0.17	
Ruscus Israel -- I	5,150		35	25	0.24	ISR
Ruscus Italian -- D	2,690	20	100	57	0.56	
Ruscus Italian -- I	4,390	10	65	35	0.34	ITA
Salal -- D	0					
Salal -- I	4,705	20	500	140	1.37	USA