

Market Insider

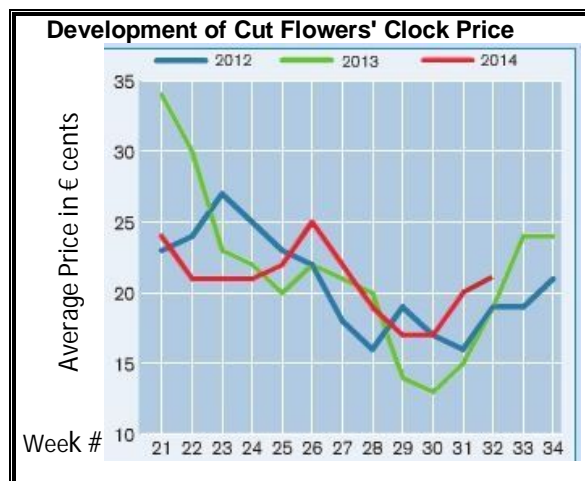
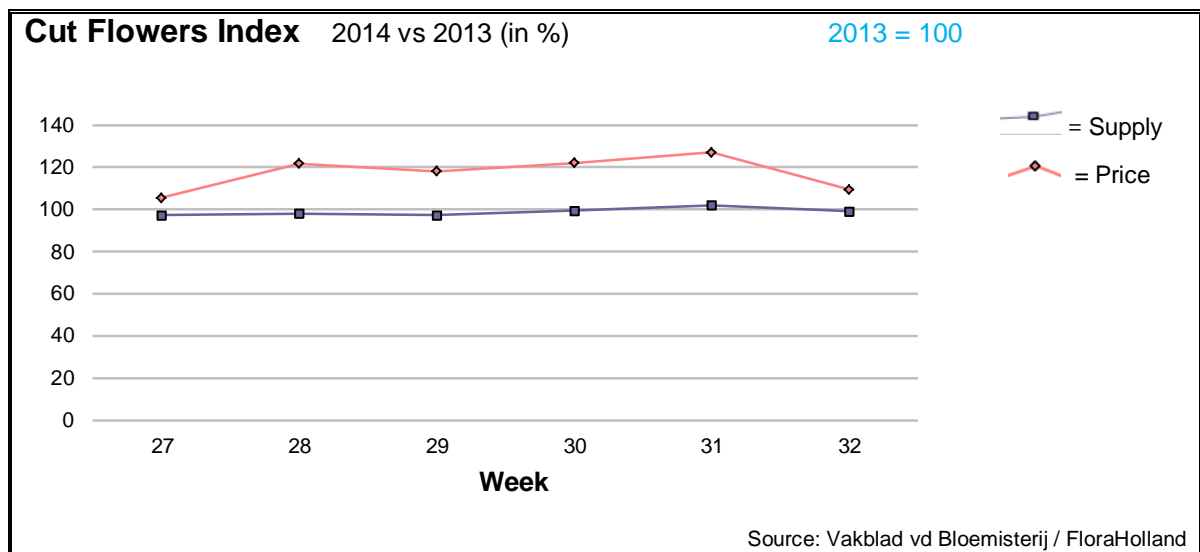
Floriculture Products' Indicative Price Information / European Markets

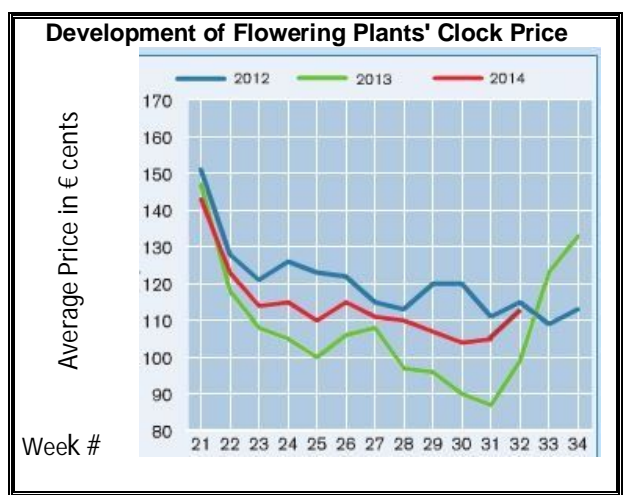
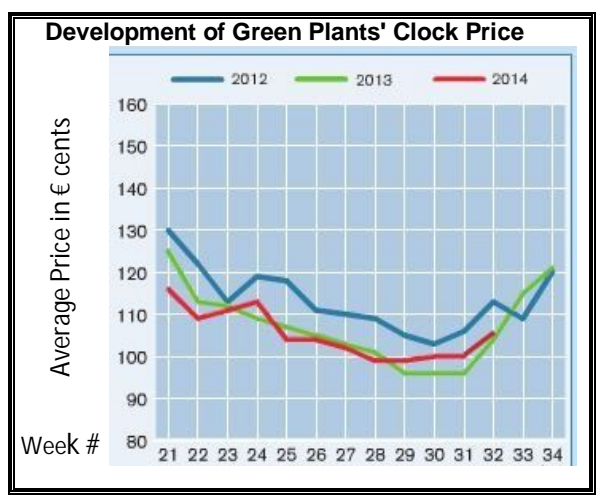
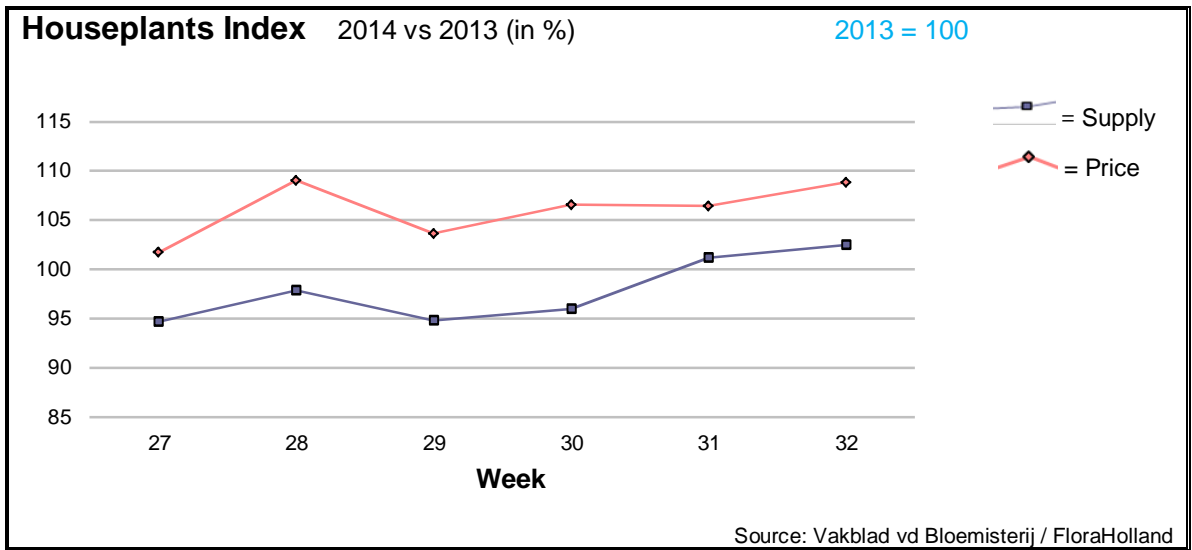
We are sorry; the full report is not available this week for the reason of summer vacations in FloraHolland and in the Vakblad vd Bloemisterij. We provide the partial information hereinafter.

The Market Insider team

Week No. 32-2014

Date: 13/08/14





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. W32 Date: 13/08/2014

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 : 32 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\$ = 102.10 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average US\$	Main Origin
		Lowest	Highest	Average		
Total Cut Flowers Sold	37,534,223					
Alstroemeria -- D	158,140	5	200	78	0.76	
Alstroemeria -- I	7,123		55	30	0.29	COL ISR NLD
Ammi majus -- D	4,850	20	100	61	0.60	
Ammi majus -- I	0					
Anthurium Pink -- D	140		250	191	1.87	
Anthurium Pink -- I	15,549	2	220	72	0.71	THA
Anthurium Red -- D	571		250	173	1.69	
Anthurium Red -- I	18,524	5	250	80	0.78	AUS THA USA ZAF
Anthurium White -- D	190		200	102	1.00	
Anthurium White -- I	8,250	6	200	84	0.82	THA
Banksia -- D	0					
Banksia -- I	186	100	280	186	1.82	AUS NZL
Bupleurum -- D	3,200	15	120	66	0.65	
Bupleurum -- I	0					
Calla -- D	56,195	1	250	64	0.62	
Calla -- I	600		135	62	0.60	NLD NZL
Carnations Spray -- D	703,147	1	160	51	0.50	
Carnations Spray -- I	1,171,114		170	37	0.36	COL
Carnations Standard -- D	561,541	5	4,000	50	0.49	
Carnations Standard -- I	1,460,733		175	31	0.31	COL
Chrysanthemum Spray -- D	1,419,780	1	100	53	0.52	
Chrysanthemum Spray -- I	1,417,350	1	130	53	0.52	KOR
Delphinium -- D	99,347	10	2,137	117	1.15	
Delphinium -- I	0					
Dracaena -- D	28,385	1	1,000	38	0.37	
Dracaena -- I	178,405	1	125	26	0.26	SGP
Euphorbia Marginata -- D	4,740		60	32	0.31	
Euphorbia Marginata -- I	0					
Eustoma -- D	641,132	1	1,000	104	1.01	
Eustoma -- I	820		17	8	0.08	
Freesia -- D	0					
Freesia -- I	100			80	0.78	NLD

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Gentiana -- D	3,851,929	7	230	50	0.48	
Gentiana -- I	0					
Gerbera -- D	300,837	1	110	20	0.20	
Gerbera -- I	0					
Gladiolus -- D	274,020	1	90	47	0.46	
Gladiolus -- I	0					
Gypsophila -- D	169,175	10	330	107	1.05	
Gypsophila -- I	18,857		210	44	0.43	ISR
Heliconia Pendula -- D	2,215	15	200	44	0.44	
Heliconia Pendula -- I	178	15	650	119	1.16	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	7,690	19	220	78	0.77	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	3,759	63	186	126	1.24	AUS NZL ZAF
Lily Casablanca -- D	65,950	46	1,000	323	3.16	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	395,295	5	200	71	0.70	
Lily Longiflorum -- I	20,690	10	130	57	0.56	KOR
Limonium Sinuatum -- D	998,090	1	100	40	0.40	
Limonium Sinuatum -- I	0					
Molucella -- D	1,710		100	65	0.64	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,550	90	200	129	1.26	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	4,490	10	160	78	0.76	SGP THA
Orchid Cymbidium -- D	45	450	550	510	5.00	
Orchid Cymbidium -- I	28,222	200	1,100	627	6.14	NLD NZL
Orchid Oncidium -- D	7,098	15	550	227	2.22	
Orchid Oncidium -- I	79,740	50	370	227	2.23	SGP TAI THA
Orchid Phalaenopsis -- D	12,636	48	2,000	579	5.67	
Orchid Phalaenopsis -- I	6,833	100	1,040	631	6.18	AUS NZL
Orchid Sonia -- D	1,290	33	42	41	0.40	
Orchid Sonia -- I	304,020	10	60	35	0.35	THA
Ornithogalum -- D	23,485	10	96	48	0.47	
Ornithogalum -- I	659	20	46	33	0.32	NLD ZAF
Protea King -- D	0					
Protea King -- I	969	80	1,100	235	2.31	AUS ZAF
Protea others -- D	0					
Protea others -- I	439	54	1,100	413	4.04	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	40	200	200	200	1.96	AUS NZL
Rose Total -- D	930,271	1	4,000	45	0.44	
Rose Total -- I	103,284	1	430	56	0.54	
Rose Avalanche -- D	78,230	1	250	41	0.40	
Rose Avalanche -- I	0					
Rose Delilah -- D	1,230	10	80	28	0.27	
Rose Delilah -- I	0					
Rose Dukaat -- D	7,600	1	120	34	0.34	
Rose Dukaat -- I	0					
Rose Esther -- D	1,400	1	80	24	0.23	
Rose Esther -- I	1,000		3	1	0.01	
Rose Fantasy -- D	1,400	7	100	29	0.29	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	750		50	17	0.17	
Rose Gold Strike -- I	620	3	60	23	0.22	IND
Rose Grand Gala -- D	240		110	91	0.89	
Rose Grand Gala -- I	0					
Rose Milva -- D	3,540		150	47	0.46	
Rose Milva -- I	0					
Rose Noblesse -- D	4,540	1	50	14	0.14	
Rose Noblesse -- I	0					
Rose Pareo -- D	7,140	3	100	28	0.28	
Rose Pareo -- I	0					

<u>Product Name & Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Red Roses D --	25,718	1	144	30	0.29	
Rose Red Roses I --	0					
Rose Saphir -- D	4,820	7	110	42	0.41	
Rose Saphir -- I	0					
Rose Skyline -- D	90		30	21	0.21	
Rose Skyline -- I	0					
Rose The Teresa -- D	11,750	5	120	39	0.39	
Rose The Teresa -- I	0					
Rose Tineke -- D	17,340	1	140	27	0.27	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	5,790	10	150	63	0.62	
Rose Spr Lovely Lydia -- I	3,910	5	67	32	0.31	KOR
Rose Spr Macarena -- D	3,505	10	100	41	0.40	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	1,990	10	70	29	0.29	
Rose Spr Mixed -- I	150			45	0.44	KOR
Sandersonia -- D	14,160	10	180	82	0.80	
Sandersonia -- I	0					
Trachelium -- D	490		80	47	0.46	
Trachelium -- I	700		125	89	0.87	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	1,790		100	52	0.51	AUS
Green Foliage						
Beargrass -- D	6		200	183	1.79	
Beargrass -- I	220	100	330	238	2.33	USA
Leatherleaves -- D	90,410	10	60	30	0.30	
Leatherleaves -- I	160,500	10	50	21	0.20	USA
Ruscus Israel -- D	1,000			17	0.17	
Ruscus Israel -- I	8,600		40	26	0.25	ISR
Ruscus Italian -- D	4,380	4	90	38	0.37	
Ruscus Italian -- I	3,860	20	70	40	0.39	ITA
Salal -- D	0					
Salal -- I	3,690	11	500	146	1.43	USA