

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.

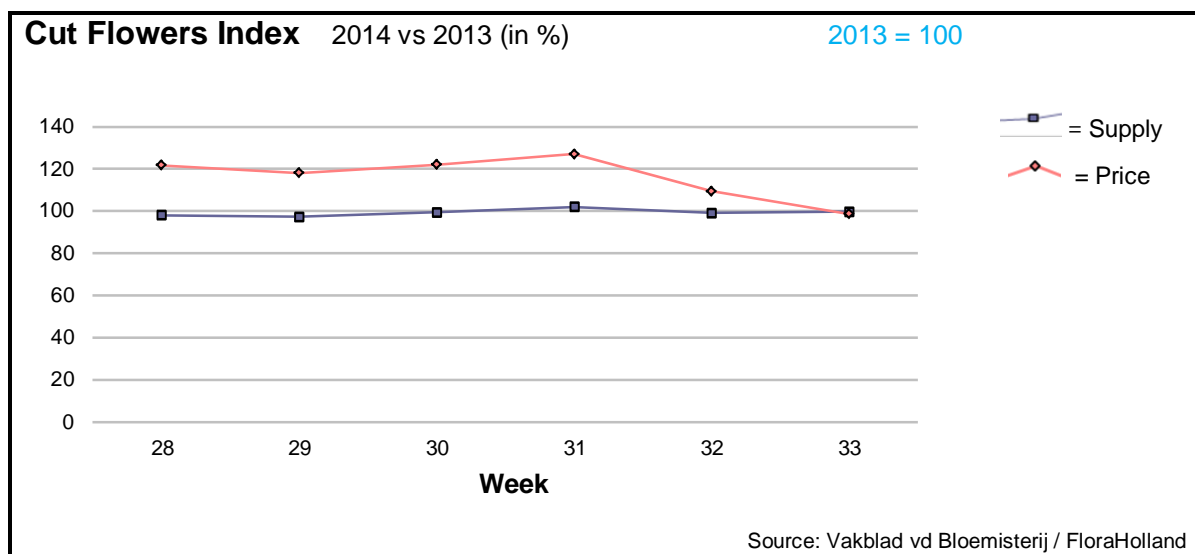
The Market Insider team

Week No. 33-2014

Date: 20/08/14

The FloraHolland flower auctions' weekly supply and price index

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



Week No. 33 was rainy and cool in Holland. This resulted in less supplied quantities than in the same week last year (-1.3% in total).

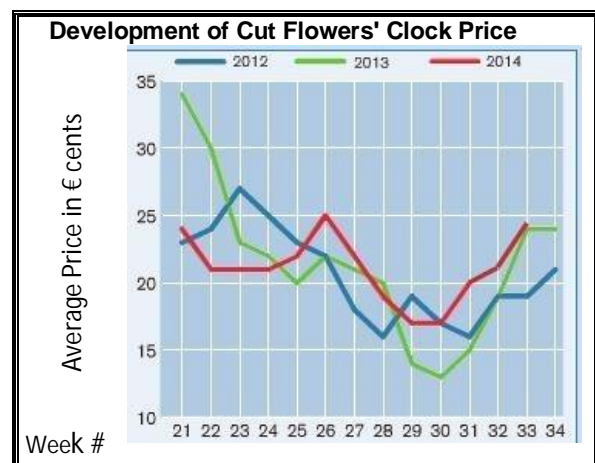
The average price for cut flowers remained more or less equal to last year.

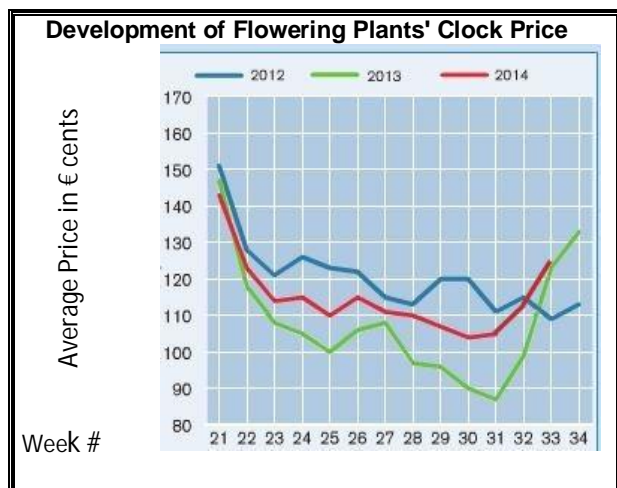
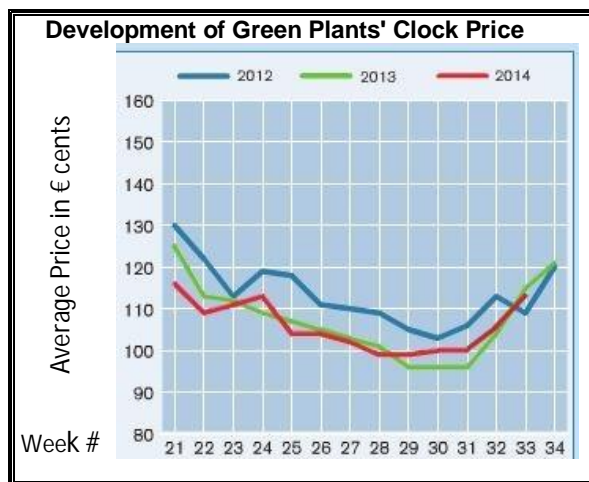
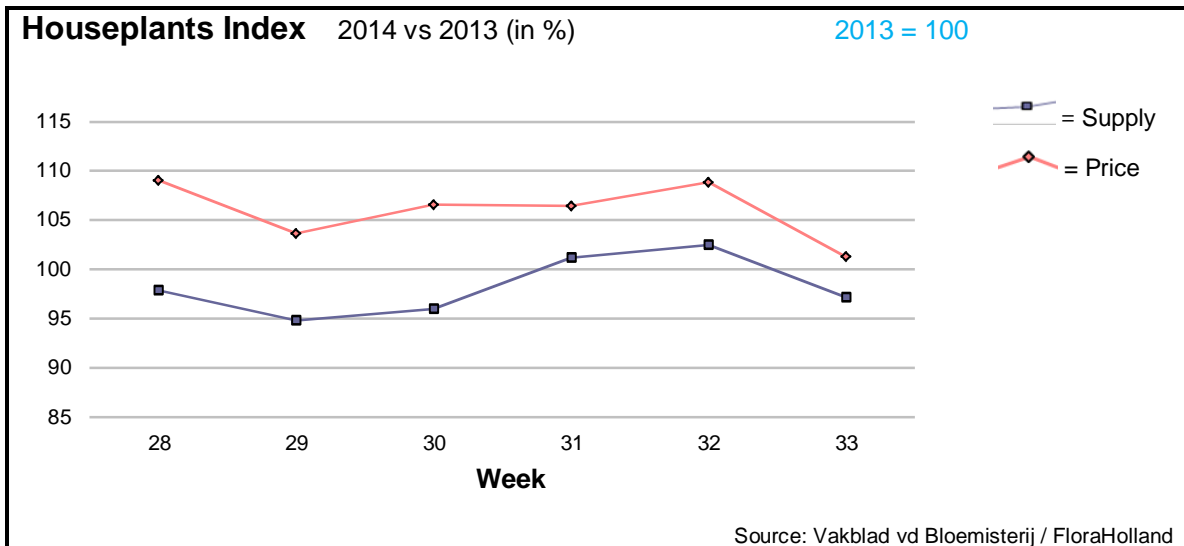
However, the supply of big roses was higher by 12.7%, and their price decreased by 6 cents/stem.

Flowers that got significant higher prices, thanks to lower supply were: alstroemeria, ammi, carthamus, delphinium, fatsia, gerbera big, gerbera mini, gladioli, gypsophila, helianthus, hypericum, leucadendron, lilies, peony, and solidago.

Only but a few products got lower price than last year, due to higher supply; among them: aconitum, aspidistra, carnations standard, and pittosporum.

Now it is the period of demand for flowers in Russia and Eastern Europe, for 1st September, the first day of back-to-school. It is hoped that the political instability between Russia and the EU would not harm the flower trade too much.





Houseplant's supply in week 33 was some smaller than in this week last year, and the average price was 2 cents higher.

Phalaenopsis got 24 cents more in price, for 1.9% less sold units.

Chrysanthemum fetched 7 cents more in price, for 16.3% less in supply.

Kalanchoe got 6 cents more, for just 1.3% less units.

Hydrangea got 42 cents less in price, for more supplied pots.

Dracaena too, got 12 cents less in price, for more supplied pots.

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. W33 Date: 20/08/2014

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 : 33 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\$ = 102.43 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average US\$	Main Origin
		Lowest	Highest	Average		
Total Cut Flowers Sold	19,877,069					
Alstroemeria -- D	116,380	20	220	84	0.82	
Alstroemeria -- I	7,309		55	37	0.37	COL ISR NLD
Ammi majus -- D	5,000	6	90	61	0.59	
Ammi majus -- I	0					
Anthurium Pink -- D	121		260	149	1.45	
Anthurium Pink -- I	12,599	10	190	68	0.67	THA
Anthurium Red -- D	495		245	142	1.39	
Anthurium Red -- I	16,608	4	250	67	0.66	AUS THA USA ZAF
Anthurium White -- D	300		200	101	0.99	
Anthurium White -- I	7,695	5	200	82	0.80	THA
Banksia -- D	0					
Banksia -- I	92	132	300	210	2.05	AUS NZL
Bupleurum -- D	1,070	30	120	78	0.76	
Bupleurum -- I	0					
Calla -- D	37,658	1	250	67	0.66	
Calla -- I	300		150	100	0.98	NLD NZL
Carnations Spray -- D	443,679	2	160	55	0.54	
Carnations Spray -- I	678,407	1	76	39	0.38	COL
Carnations Standard -- D	426,516	1	180	54	0.53	
Carnations Standard -- I	695,030		175	38	0.37	COL
Chrysanthemum Spray -- D	771,510	10	120	57	0.56	
Chrysanthemum Spray -- I	924,110	14	138	58	0.56	KOR
Delphinium -- D	94,198	10	350	132	1.28	
Delphinium -- I	0					
Dracaena -- D	15,375	2	500	43	0.42	
Dracaena -- I	126,873		110	27	0.27	SGP
Euphorbia Marginata -- D	1,560		60	35	0.34	
Euphorbia Marginata -- I	0					
Eustoma -- D	422,899	10	700	138	1.35	
Eustoma -- I	770		79	69	0.67	
Freesia -- D	0					
Freesia -- I	50			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	2,525,220		220	36	0.36	
Gentiana -- I	0					
Gerbera -- D	320,610	1	110	20	0.20	
Gerbera -- I	1,200		38	37	0.36	NLD
Gladiolus -- D	140,990	15	100	61	0.59	
Gladiolus -- I	0					
Gypsophila -- D	131,710	15	400	107	1.05	
Gypsophila -- I	12,874		100	37	0.36	ISR
Heliconia Pendula -- D	2,275	5	200	32	0.31	
Heliconia Pendula -- I	152	25	417	196	1.91	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,426	40	160	68	0.66	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,555	93	180	140	1.37	AUS NZL ZAF
Lily Casablanca -- D	46,515	50	1,100	352	3.43	
Lily Casablanca -- I	2,172		207	152	1.48	KOR
Lily Longiflorum -- D	148,790	10	1,288	92	0.90	
Lily Longiflorum -- I	32,800	30	150	65	0.63	KOR NLD
Limonium Sinuatum -- D	396,110	8	130	45	0.44	
Limonium Sinuatum -- I	0					
Molucella -- D	220		100	82	0.80	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,600	90	170	116	1.13	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	7,760	34	110	70	0.69	SGP THA
Orchid Cymbidium -- D	0					
Orchid Cymbidium -- I	26,533	108	1,200	593	5.79	NLD NZL
Orchid Oncidium -- D	6,442	15	550	208	2.03	
Orchid Oncidium -- I	46,895	30	400	206	2.01	SGP TAI THA
Orchid Phalaenopsis -- D	9,821	68	2,000	625	6.11	
Orchid Phalaenopsis -- I	6,847	10	1,100	632	6.17	AUS NZL
Orchid Sonia -- D	60	33	38	36	0.35	
Orchid Sonia -- I	196,520	8	73	37	0.36	THA
Ornithogalum -- D	17,709	16	100	55	0.54	
Ornithogalum -- I	644	30	50	38	0.37	NLD ZAF
Protea King -- D	0					
Protea King -- I	162	162	840	576	5.62	AUS ZAF
Protea others -- D	0					
Protea others -- I	345	60	840	410	4.01	AUS NZL
Rose Total -- D	695,081	1	3,670	45	0.44	
Rose Total -- I	89,180	1	400	59	0.57	
Rose Avalanche -- D	56,065	1	180	39	0.38	
Rose Avalanche -- I	0					
Rose Delilah -- D	1,130	10	70	25	0.25	
Rose Delilah -- I	0					
Rose Dukaat -- D	4,220	10	105	41	0.40	
Rose Dukaat -- I	0					
Rose Esther -- D	810	1	70	11	0.10	
Rose Esther -- I	600		16	7	0.07	
Rose Fantasy -- D	1,250	8	100	30	0.30	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	800		50	21	0.20	
Rose Gold Strike -- I	280	25	88	46	0.45	IND
Rose Grand Gala -- D	200		90	69	0.67	
Rose Grand Gala -- I	0					
Rose Milva -- D	3,800		130	40	0.39	
Rose Milva -- I	0					
Rose Noblesse -- D	2,970		60	20	0.20	
Rose Noblesse -- I	0					
Rose Pareo -- D	3,360		70	24	0.24	
Rose Pareo -- I	0					
Rose Red Roses D --	15,428	1	132	34	0.33	
Rose Red Roses 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 Saphir -- D	2,890	7	136	44	0.43	
Rose Saphir -- I	0					
Rose The Teresa -- D	9,340	3	120	41	0.40	
Rose The Teresa -- I	0					
Rose Tineke -- D	11,780	1	100	25	0.25	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	6,225	10	162	77	0.75	
Rose Spr Lovely Lydia -- I	3,990	15	70	41	0.40	KOR
Rose Spr Macarena -- D	3,390	10	120	45	0.44	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	1,960	10	70	34	0.33	
Rose Spr Mixed -- I	201		45	28	0.27	KOR
Sandersonia -- D	14,430	15	170	74	0.72	
Sandersonia -- I	0					
Trachelium -- D	180		100	51	0.50	
Trachelium -- I	850		120	88	0.86	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	750		100	66	0.64	AUS
<u>Green Foliage</u>						
Beargrass -- D	0					
Beargrass -- I	350	15	300	192	1.88	USA
Leatherleaves -- D	64,020	15	60	31	0.30	
Leatherleaves -- I	197,020	1	65	22	0.21	USA
Ruscus Israel -- D	400			17	0.17	
Ruscus Israel -- I	5,350		35	25	0.24	ISR
Ruscus Italian -- D	300		80	53	0.52	
Ruscus Italian -- I	4,200	15	70	43	0.42	ITA
Salal -- D	0					
Salal -- I	3,260	23	462	124	1.21	USA