

## 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.

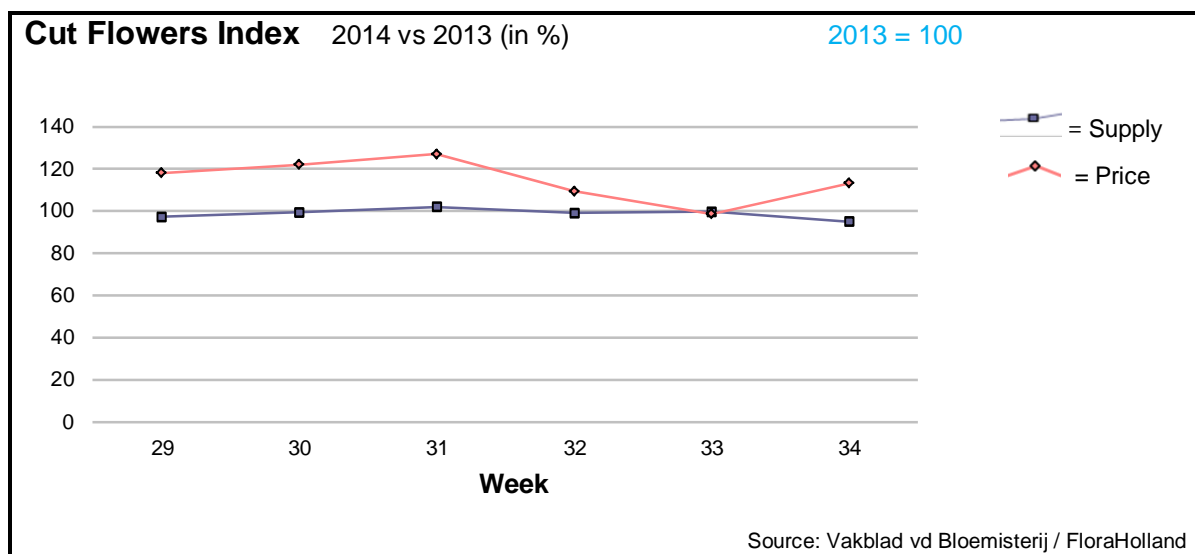
The Market Insider team

Week No. 34-2014

Date: 27/08/14

#### The FloraHolland flower auctions' weekly supply and price index

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

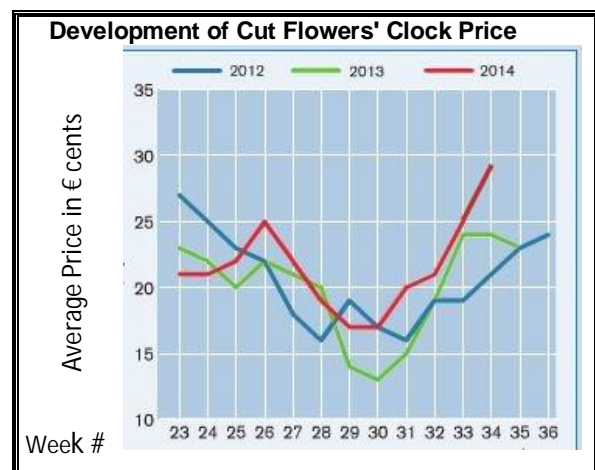


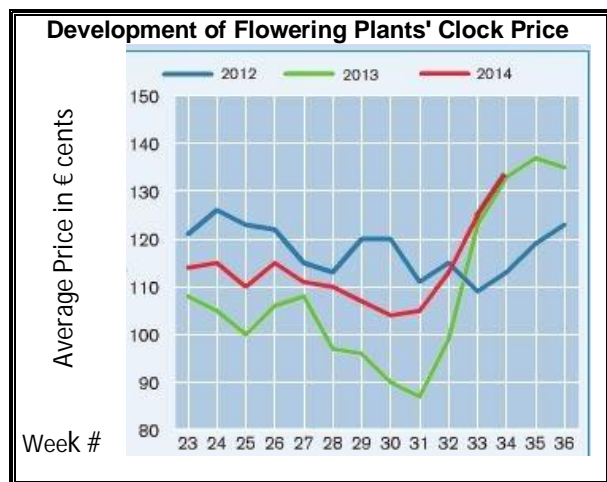
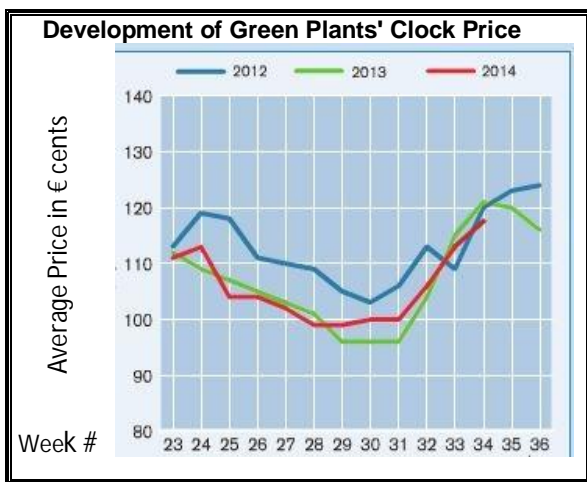
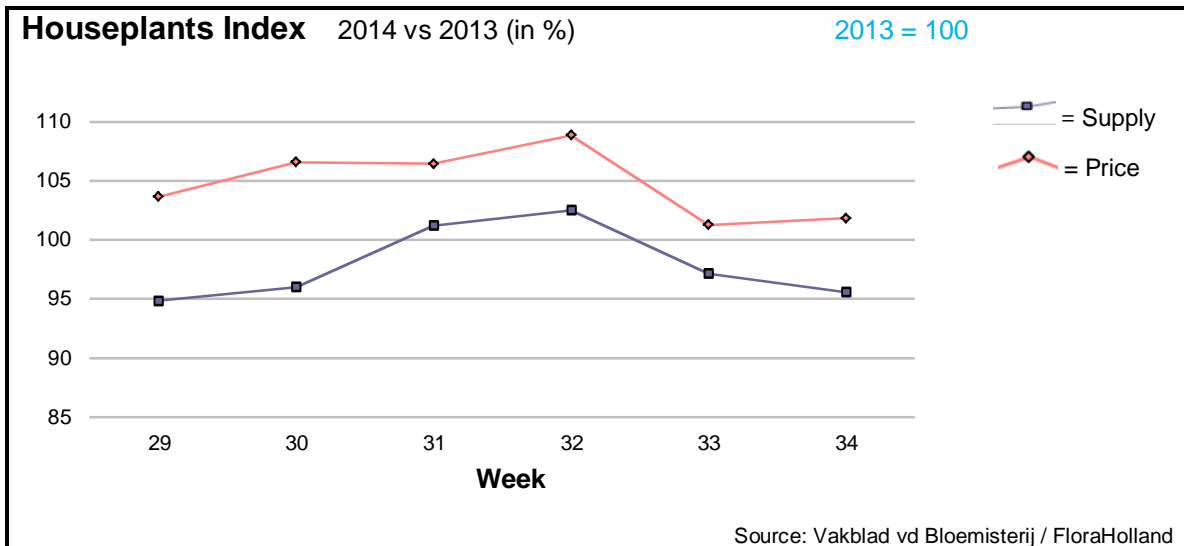
The changing wet weather in Holland resulted in lower supply of local flowers (-5%) and consequently higher price level (+13%). The weekly average cut flowers price was € 0.25/stem (clock-only price was 0.29); 3 cents higher than in the same week last year.

Big roses got 2 cents more in price for a small supply increase. Small roses got the same price as last year, for 13% more sold units.

Significant price upturns, for lower quantities, were obtained by: alstroemeria, ammi, carthamus, delphinium, eustoma, gerbera big, gerbera mini, gladioli, gypsophila, helianthus, hypericum, lily, limonium, peony, phlox, solidago, and trachelium.

Lower prices, for higher quantities than last year were registered by: aspidistra, eucalyptus, pittosporum, and tulips.





With 4% less units, and 2% more in price, was the index of week 34 for houseplants at the same trend of the previous week, relative to last year.

Phalaenopsis got 9 cents more in price, for 2.7% less sold units.

Kalanchoe got 4 cents more, for 5% less units.

Chrysanthemum fetched 6 cents more in price, for 4.7% more in supply.

Dracaena got 14% better price, for 2% more supplied units.

Spathiphyllum got € 1.23, same as last year, for 15% more supplied pots.

Cyclamen got 3 cents more in price, for 3% less units.

**MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS**



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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. W34 Date: 27/08/2014**

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 : 34 in : 2014**

**Index:**

<b>Quantity</b>	Number of stems auctioned in the four reporting auctions together
<b>Lowest</b>	Lowest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Highest</b>	Highest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average</b>	Average stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average US\$</b>	Average stem price, converted to US Dollar, as per the relevant exchange rate given below.
<b>Main Origin</b>	Main countries of origin; See abbreviations in the table at the head of this report.

**Exchange Rate** 1 US\$ = 104.17 Yen

<u>Product Name &amp; 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>		
<b>Total Cut Flowers Sold</b>	<b>15,622,029</b>					
Alstroemeria -- D	126,650	1	220	95	0.91	
Alstroemeria -- I	7,156		60	56	0.54	COL ISR NLD
Ammi majus -- D	4,420		100	69	0.66	
Ammi majus -- I	0					
Anthurium Pink -- D	113		350	193	1.85	
Anthurium Pink -- I	11,354	15	190	80	0.77	THA
Anthurium Red -- D	437		350	172	1.65	
Anthurium Red -- I	14,379	10	250	86	0.83	AUS THA USA ZAF
Anthurium White -- D	290		150	105	1.01	
Anthurium White -- I	7,319	18	200	86	0.83	THA
Bupleurum -- D	1,360	60	120	92	0.89	
Bupleurum -- I	0					
Calla -- D	43,761	10	250	84	0.81	
Calla -- I	1,344	47	250	93	0.89	NLD NZL
Carnations Spray -- D	470,215	10	160	60	0.57	
Carnations Spray -- I	435,990	10	80	38	0.37	COL
Carnations Standard -- D	456,065	5	160	60	0.57	
Carnations Standard -- I	524,802	10	170	48	0.46	COL
Chrysanthemum Spray -- D	550,025	3	170	66	0.63	
Chrysanthemum Spray -- I	558,130	9	120	59	0.57	KOR
Delphinium -- D	100,120	14	350	130	1.25	
Delphinium -- I	0					
Dracaena -- D	39,385	2	500	42	0.40	
Dracaena -- I	149,136	2	120	30	0.29	SGP
Euphorbia Marginata -- D	6,090		60	35	0.34	
Euphorbia Marginata -- I	0					
Eustoma -- D	414,146	20	600	159	1.53	
Eustoma -- I	1,400	56	150	77	0.74	
Gentiana -- D	1,185,310	10	200	42	0.41	
Gentiana -- I	0					
Gerbera -- D	340,127	5	110	25	0.24	
Gerbera -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Gladiolus -- D	111,237	15	130	72	0.70	
Gladiolus -- I	0					
Gypsophila -- D	165,215	17	320	111	1.06	
Gypsophila -- I	7,606		120	69	0.66	ISR
Heliconia Pendula -- D	4,465	30	200	41	0.40	
Heliconia Pendula -- I	18	300	333	322	3.09	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,678	40	90	69	0.66	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	5,255	70	200	132	1.27	AUS NZL ZAF
Lily Casablanca -- D	26,765	130	1,000	421	4.04	
Lily Casablanca -- I	40			80	0.77	KOR
Lily Longiflorum -- D	85,325	10	220	96	0.93	
Lily Longiflorum -- I	15,230	30	100	66	0.64	KOR NLD
Limonium Sinuatum -- D	216,500	3	140	55	0.53	
Limonium Sinuatum -- I	0					
Molucella -- D	780	24	100	82	0.79	
Molucella -- I	0					
Nerine -- D	360		75	66	0.63	
Nerine -- I	3,900	30	150	105	1.01	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	15,440	15	125	62	0.60	SGP THA
Orchid Cymbidium -- D	42	280	350	313	3.00	
Orchid Cymbidium -- I	17,508	175	1,100	607	5.82	NLD NZL
Orchid Oncidium -- D	7,952	15	470	223	2.14	
Orchid Oncidium -- I	65,415	30	380	209	2.01	SGP TAI THA
Orchid Phalaenopsis -- D	9,429	30	2,000	661	6.35	
Orchid Phalaenopsis -- I	6,837	102	960	602	5.78	AUS NZL
Orchid Sonia -- D	550	32	33	32	0.31	
Orchid Sonia -- I	150,510	15	72	39	0.37	THA
Ornithogalum -- D	20,370	30	100	58	0.55	
Ornithogalum -- I	657	10	60	44	0.42	NLD ZAF
Protea King -- D	0					
Protea King -- I	816	80	1,200	327	3.14	AUS ZAF
Protea others -- D	0					
Protea others -- I	323	135	1,200	554	5.32	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	60	94	200	135	1.30	AUS
<b>Rose Total -- D</b>	<b>896,819</b>	<b>3</b>	<b>2,110</b>	<b>63</b>	<b>0.60</b>	
<b>Rose Total -- I</b>	<b>126,064</b>	<b>10</b>	<b>400</b>	<b>80</b>	<b>0.77</b>	
Rose Avalanche -- D	73,755	10	250	60	0.57	
Rose Avalanche -- I	220	16	33	20	0.19	
Rose Delilah -- D	2,215	10	85	42	0.40	
Rose Delilah -- I	0					
Rose Dukaat -- D	5,220	20	128	57	0.55	
Rose Dukaat -- I	0					
Rose Esther -- D	550	10	100	38	0.37	
Rose Esther -- I	1,400	20	30	22	0.21	
Rose Fantasy -- D	1,300	20	100	48	0.46	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	600		80	43	0.41	
Rose Gold Strike -- I	760	30	85	50	0.48	IND
Rose Milva -- D	4,700		150	57	0.54	
Rose Milva -- I	0					
Rose Noblesse -- D	5,070	10	60	25	0.24	
Rose Noblesse -- I	480	30	64	42	0.40	IND
Rose Pareo -- D	8,980	10	110	37	0.35	
Rose Pareo -- I	0					
Rose Red Roses D --	18,575	4	156	47	0.45	
Rose Red Roses I --	0					
Rose Saphir -- D	4,230	20	110	56	0.54	
Rose Saphir -- I	0					
Rose The Teresa -- D	12,130	10	150	58	0.55	
Rose The Teresa -- I	0					

<b>Product Name &amp; Source</b> D = Domestic I = Imported	<b>Quantity</b>	<b>Price in Japanese Yen</b>			<b>Average</b>	<b>Main Origin</b>
		<b>Lowest</b>	<b>Highest</b>	<b>Average</b>	<b>US\$</b>	
Rose Tineke -- D	19,590	10	140	43	0.41	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	7,550	20	195	93	0.89	
Rose Spr Lovely Lydia -- I	3,860	20	91	56	0.53	KOR
Rose Spr Macarena -- D	5,495	20	125	61	0.59	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	2,270	22	153	49	0.47	
Rose Spr Mixed -- I	280		45	44	0.42	KOR
Sandersonia -- D	9,600	9	185	90	0.86	
Sandersonia -- I	0					
Trachelium -- D	80		120	84	0.81	
Trachelium -- I	650		100	89	0.85	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	4,160	28	90	59	0.57	AUS
<b>Green Foliage</b>						
Beargrass -- D	9		500	292	2.80	
Beargrass -- I	240	330	330	303	2.90	USA
Leatherleaves -- D	63,890	15	60	33	0.32	
Leatherleaves -- I	192,830	10	50	23	0.22	USA
Ruscus Israel -- D	0					
Ruscus Israel -- I	6,390		35	28	0.27	ISR
Ruscus Italian -- D	5,880	30	80	42	0.40	
Ruscus Italian -- I	5,200	11	80	47	0.46	ITA
Salal -- D	0					
Salal -- I	3,010	25	600	175	1.68	USA