

## 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.

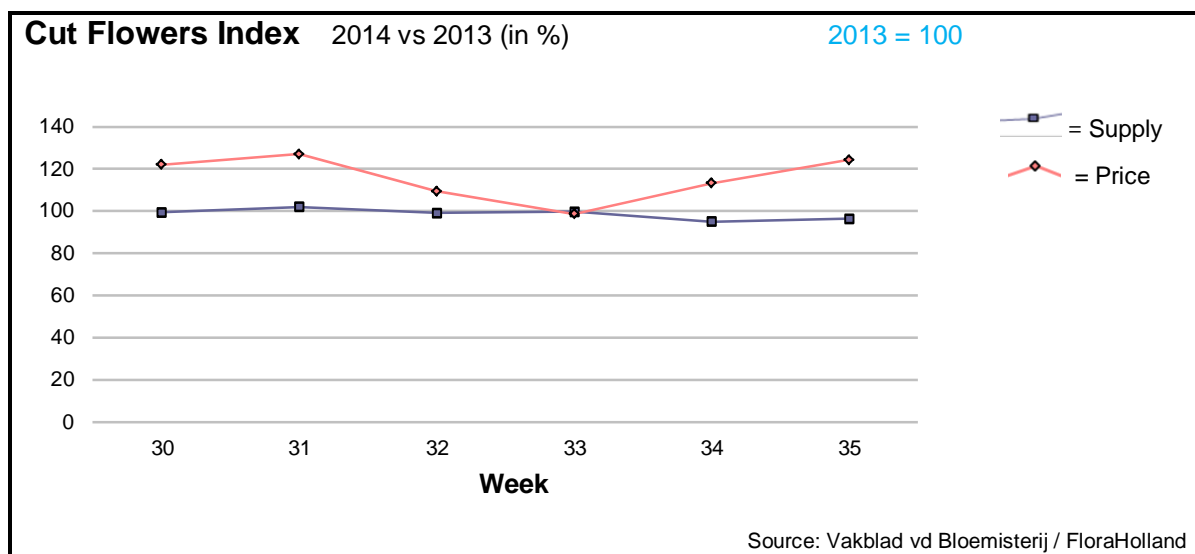
The Market Insider team

Week No. 35-2014

Date: 03/09/14

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

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

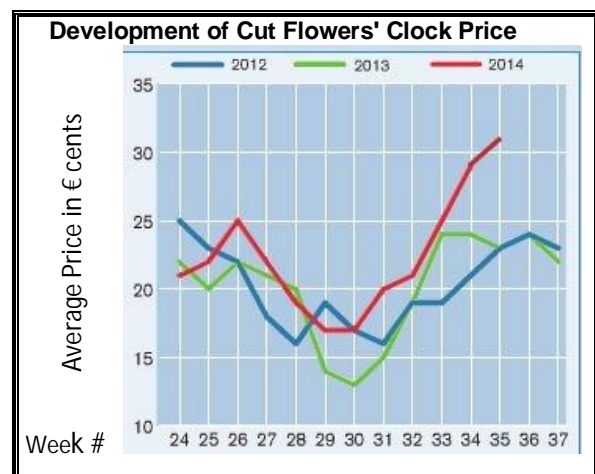


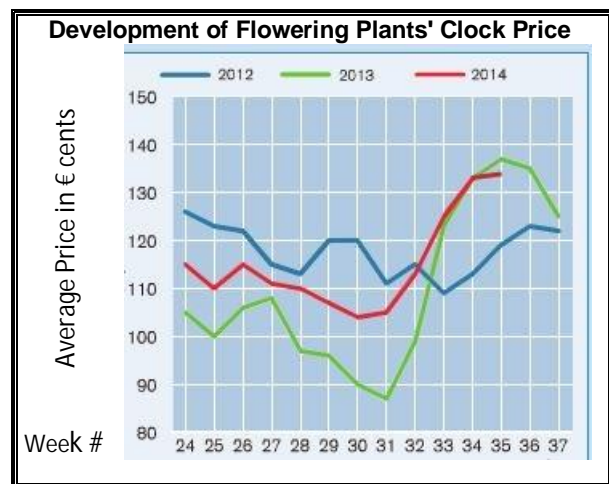
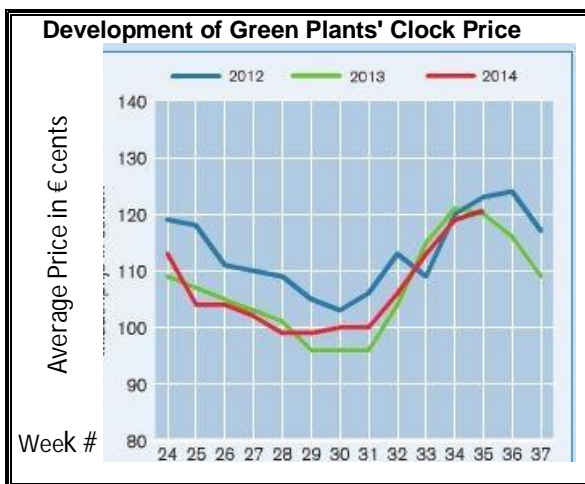
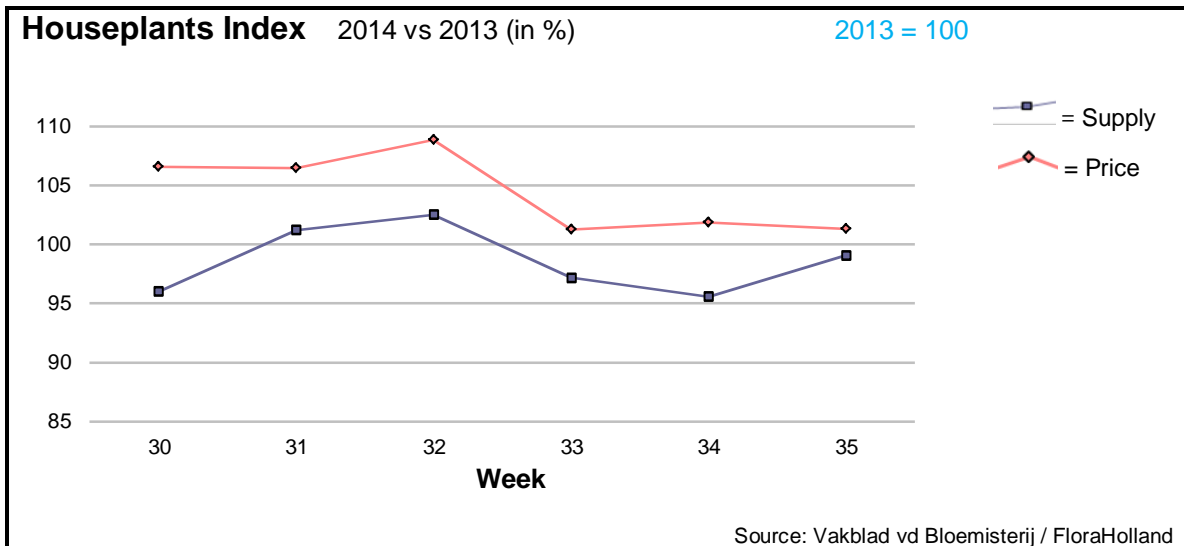
Cut flowers average price in week 35 went further up, to be €0.27 (clock-only price was 0.31); this is 5 cents (12%) more than the same week last year. The sold quantity decreased by 3.6%. Sales turnover was 20% higher than in 2013.

Roses got the same prices like last year, for some higher supply.

Many flowers fetched much higher price than last year, for lower supply; among them: aconitum, agapanthus, alstroemeria, ammi, anemone, asclepias, asparagus, aster, carthamus, chrysanthemum, delphinium, eustoma, gerbera big, gerbera mini, gladioli, gypsophila, helianthus, hypericum, leucadendron, liatris, liliium, limonium, peony, phlox, solidago, and trachelium.

Only but a few products got lower prices than last year, for higher quantities; among the eucalyptus and ruscus foliage.





A little less (-1%) sold units achieved a little more (+1.3%) in price for houseplants in week 35, which was € 1.75 in average.

This made the auctions' turnover of houseplants higher by 0.4% than this week last year.

Per product group the changes were more significant:

Phalaenopsis got 4 cent less in price, for 4% more units.

Chrysanthemums got 7 cents higher price, while supply was 4% lower.

Kalanchoe got 8% more in price, for 9% less in quantity.

Rose-in-pot lost 9 cents in price, while supply was 12% higher.

The green plants ficus, dracaena and hedera got the same price level of 2013, while the supply was some 10% lower.

**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. W35 Date: 03/09/2014**

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 : 35 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\$ = 104.82 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>16,722,950</b>					
Alstroemeria -- D	136,815	12	230	96	0.92	
Alstroemeria -- I	9,276		80	47	0.45	COL ISR NLD
Ammi majus -- D	5,120	40	100	72	0.69	
Ammi majus -- I	0					
Anthurium Pink -- D	102		500	207	1.97	
Anthurium Pink -- I	10,928	10	180	78	0.74	THA
Anthurium Red -- D	387		275	170	1.62	
Anthurium Red -- I	17,484	10	245	74	0.71	AUS THA USA ZAF
Anthurium White -- D	170		200	98	0.93	
Anthurium White -- I	8,682	10	220	83	0.79	THA
Bupleurum -- D	2,010	60	130	105	1.00	
Bupleurum -- I	0					
Calla -- D	41,442	10	300	94	0.90	
Calla -- I	902		170	84	0.81	NLD NZL
Carnations Spray -- D	614,625	10	160	53	0.50	
Carnations Spray -- I	416,732	10	80	37	0.35	COL
Carnations Standard -- D	558,168	9	160	56	0.53	
Carnations Standard -- I	516,716	10	200	47	0.45	COL
Chrysanthemum Spray -- D	574,785	15	180	66	0.63	
Chrysanthemum Spray -- I	557,530	25	100	58	0.56	KOR
Delphinium -- D	106,392	20	320	121	1.16	
Delphinium -- I	0					
Dracaena -- D	44,610	10	170	41	0.39	
Dracaena -- I	149,060	3	120	35	0.33	SGP
Euphorbia Marginata -- D	6,960		60	33	0.31	
Euphorbia Marginata -- I	0					
Eustoma -- D	472,344	10	650	148	1.41	
Eustoma -- I	1,280	30	75	59	0.56	
Gentiana -- D	1,132,199	10	170	47	0.45	
Gentiana -- I	0					
Gerbera -- D	346,256	5	110	26	0.25	
Gerbera -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Gladiolus -- D	136,574	13	125	71	0.68	
Gladiolus -- I	0					
Gypsophila -- D	146,935	17	350	109	1.04	
Gypsophila -- I	6,269		120	57	0.54	ISR
Heliconia Pendula -- D	6,530	12	200	39	0.38	
Heliconia Pendula -- I	60	200	600	383	3.65	SGP
Leucad. Safari Sunset -- D	100			16	0.15	
Leucad. Safari Sunset -- I	6,595	50	200	71	0.67	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	6,983	55	200	126	1.20	AUS NZL ZAF
Lily Casablanca -- D	26,062	100	1,000	393	3.75	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	93,910	15	200	90	0.85	
Lily Longiflorum -- I	6,460	42	120	71	0.68	KOR NLD
Limonium Sinuatum -- D	305,210	10	130	51	0.49	
Limonium Sinuatum -- I	0					
Molucella -- D	1,990	14	120	78	0.75	
Molucella -- I	0					
Nerine -- D	820		80	39	0.37	
Nerine -- I	4,820	60	200	113	1.08	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	27,455	18	100	47	0.45	SGP THA
Orchid Cymbidium -- D	78	41	500	175	1.67	
Orchid Cymbidium -- I	14,962	280	1,000	596	5.69	NLD NZL
Orchid Oncidium -- D	12,565	15	550	165	1.57	
Orchid Oncidium -- I	63,670	20	350	183	1.74	SGP TAI THA
Orchid Phalaenopsis -- D	9,985	66	2,000	685	6.53	
Orchid Phalaenopsis -- I	7,808	79	960	595	5.67	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	166,700	15	64	34	0.32	THA
Ornithogalum -- D	13,910	25	100	66	0.63	
Ornithogalum -- I	1,108	20	70	50	0.47	NLD ZAF
Protea King -- D	0					
Protea King -- I	922	90	1,200	259	2.47	AUS ZAF
Protea others -- D	0					
Protea others -- I	320	180	1,200	504	4.81	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	80	125	200	169	1.61	AUS
<b>Rose Total -- D</b>	<b>958,804</b>	<b>1</b>	<b>2,576</b>	<b>64</b>	<b>0.61</b>	
<b>Rose Total -- I</b>	<b>171,328</b>	<b>10</b>	<b>400</b>	<b>82</b>	<b>0.78</b>	
Rose Avalanche -- D	82,651	10	200	59	0.56	
Rose Avalanche -- I	60			160	1.53	
Rose Delilah -- D	3,100	10	120	39	0.37	
Rose Delilah -- I	0					
Rose Dukaat -- D	6,370	15	120	57	0.54	
Rose Dukaat -- I	0					
Rose Esther -- D	650	1	120	71	0.68	
Rose Esther -- I	400			21	0.20	
Rose Fantasy -- D	930	30	120	56	0.54	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	720	15	80	41	0.40	
Rose Gold Strike -- I	3,560	25	111	41	0.39	IND
Rose Milva -- D	4,340		160	57	0.55	
Rose Milva -- I	0					
Rose Noblesse -- D	5,070	10	70	29	0.27	
Rose Noblesse -- I	3,000	15	45	32	0.31	IND
Rose Pareo -- D	7,835	10	130	44	0.42	
Rose Pareo -- I	0					
Rose Red Roses D --	21,825	10	207	49	0.47	
Rose Red Roses I --	0					
Rose Saphir -- D	4,230	20	140	54	0.51	
Rose Saphir -- I	0					
Rose The Teresa -- D	12,720	10	138	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	24,420	3	140	40	0.38	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	9,280	25	183	90	0.86	
Rose Spr Lovely Lydia -- I	2,560	30	60	47	0.45	KOR
Rose Spr Macarena -- D	4,765	20	135	66	0.63	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	2,239	25	150	55	0.53	
Rose Spr Mixed -- I	1,010		70	42	0.40	KOR
Sandersonia -- D	11,380	30	200	102	0.97	
Sandersonia -- I	0					
Trachelium -- D	90		50	46	0.44	
Trachelium -- I	700		100	78	0.74	
Waxflowers -- D	0					
Waxflowers -- I	4,350	15	80	62	0.59	AUS
<b>Green Foliage</b>						
Beargrass -- D	5		400	280	2.67	
Beargrass -- I	231			300	2.86	USA
Leatherleaves -- D	86,920	10	55	30	0.29	
Leatherleaves -- I	222,333	1	40	19	0.18	USA
Ruscus Israel -- D	0					
Ruscus Israel -- I	4,550		40	34	0.32	ISR
Ruscus Italian -- D	3,300	30	85	55	0.53	
Ruscus Italian -- I	5,900	20	80	44	0.42	ITA