

## 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.

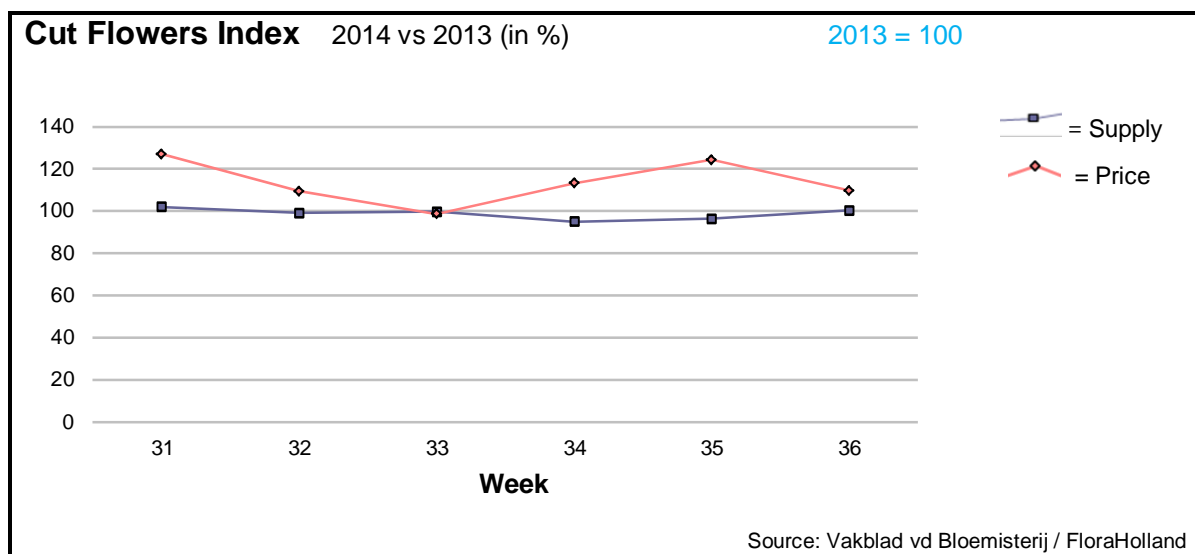
The Market Insider team

Week No. 36-2014

Date: 10/09/14

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

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



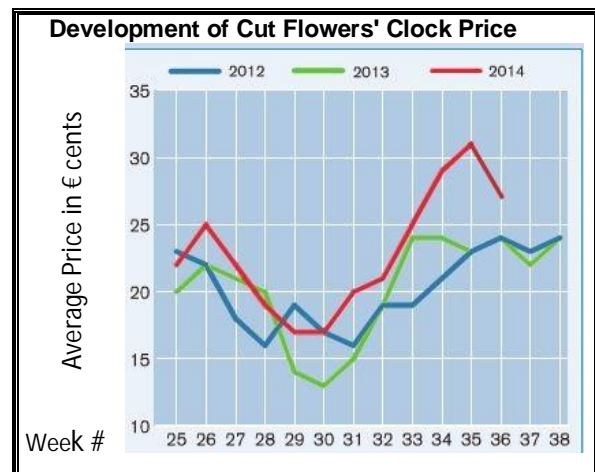
Cut flowers average price in week 36 was 10% higher than last year, while the total cut flowers' supply was equal to this week in 2013.

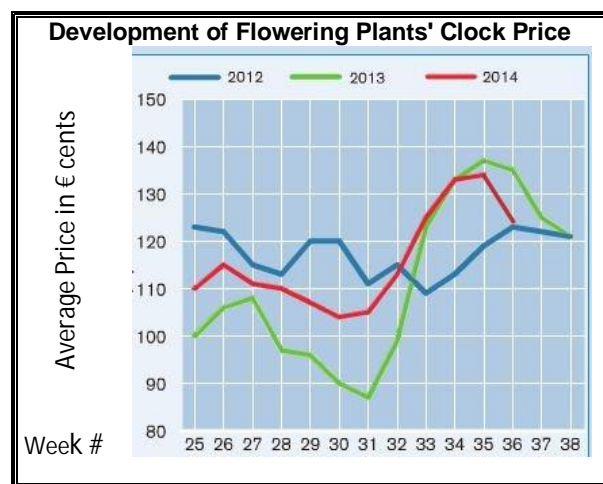
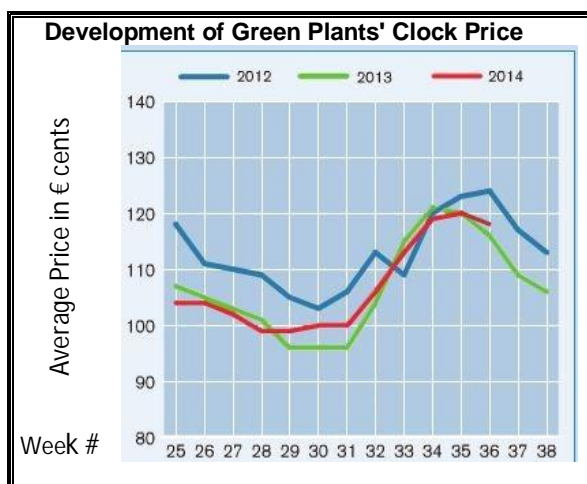
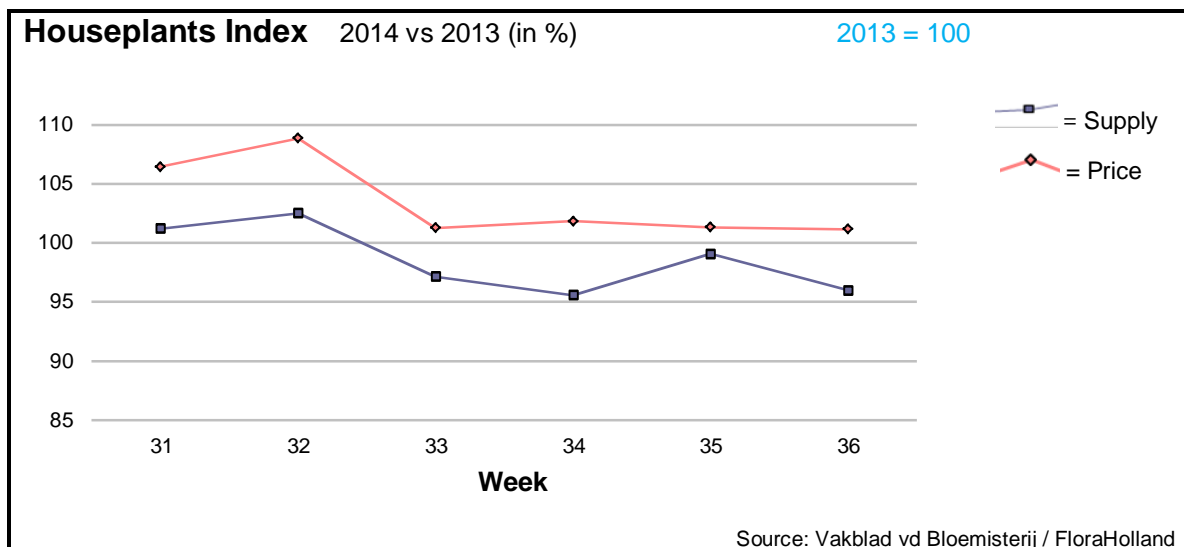
Chrysanthemums were the main contributor to the higher average price, with higher price and higher supply of the various groups of this flower.

Big roses got lower average price, but the Dutch roses did get 3 cents more than last year, why the imported roses got lower price, as result of bigger supply.

Remarkable higher prices, for lower supply, were registered also by: agapanthus, alstroemeria, ammi, asparagus, aster, carthamus, delphinium, eustoma, gerbera bug, gladioli, gypsophila, hypericum, lilies, peony, solidago, and trachelium.

Lower prices, for higher quantities, were obtain by only but few items; among them: anigozanthos, aspidistra, soray carnations, and roses small.





The houseplants index shows a trend of stability in comparison to previous year. The price was 1-2% above last year's level.

The sold quantities did decrease in week 36 by 4% from 2013 price.

So was the sales turnover lower by 3%.

The missing quantities were mainly by kalanchoe, cyclamen, anthurium and chrysanthemums. While kalanchoe got 12% higher price, and cyclamen 8%, the prices of anthurium and chrysanthemums lagged behind.

Phaleanopsis supplied with some more 8% than last year, while the price was about the same.

Dracaena's supply was like in 2013, while the price was 13% higher.

Calathea got some 11% higher price, with some lower supply than last year.

**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. W36 Date: 10/09/2014**

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 : 36 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\$ = 106.29 Yen

<u>Product Name &amp; Source</u> D = Domestic I = Imported	<u>Quantity</u>	<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>	
<b>Total Cut Flowers Sold</b>	<b>19,085,477</b>					
Alstroemeria -- D	145,240	10	240	101	0.95	
Alstroemeria -- I	17,923		85	57	0.54	COL ISR NLD
Ammi majus -- D	7,080	11	100	73	0.69	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	30			80	0.75	AUS ZWE
Anthurium Pink -- D	105		250	175	1.65	
Anthurium Pink -- I	11,312	18	180	78	0.74	THA
Anthurium Red -- D	353		230	177	1.67	
Anthurium Red -- I	13,545	8	270	82	0.77	AUS THA USA ZAF
Anthurium White -- D	60		180	107	1.01	
Anthurium White -- I	6,708	10	201	90	0.84	THA
Banksia -- D	0					
Banksia -- I	6			650	6.12	AUS NZL
Bupleurum -- D	2,280	50	150	106	1.00	
Bupleurum -- I	0					
Calla -- D	38,757	10	280	112	1.06	
Calla -- I	1,220		150	72	0.68	NLD NZL
Carnations Spray -- D	506,927	10	160	55	0.51	
Carnations Spray -- I	500,527	5	71	38	0.35	COL
Carnations Standard -- D	423,153	16	160	59	0.55	
Carnations Standard -- I	650,113	10	175	47	0.45	COL
Chrysanthemum Spray -- D	644,335	10	120	62	0.58	
Chrysanthemum Spray -- I	489,050	20	100	59	0.55	KOR
Delphinium -- D	132,604	11	330	111	1.04	
Delphinium -- I	0					
Dracaena -- D	52,380	16	500	38	0.36	
Dracaena -- I	155,354	1	210	31	0.29	SGP
Euphorbia Marginata -- D	4,760		63	37	0.35	
Euphorbia Marginata -- I	0					
Eustoma -- D	457,888	19	3,000	156	1.46	
Eustoma -- I	2,080	24	88	59	0.56	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Gentiana -- D	1,507,053	10	170	42	0.40	
Gentiana -- I	0					
Gerbera -- D	303,909	8	120	36	0.34	
Gerbera -- I	0					
Gladiolus -- D	130,994	15	120	71	0.67	
Gladiolus -- I	0					
Gypsophila -- D	142,970	17	420	132	1.24	
Gypsophila -- I	8,590	10	204	65	0.61	ISR
Heliconia Pendula -- D	5,580	20	200	44	0.41	
Heliconia Pendula -- I	110	167	550	316	2.97	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	11,365	40	150	64	0.60	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	8,000	40	220	113	1.07	AUS NZL ZAF
Lily Casablanca -- D	28,310	100	1,000	411	3.86	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	108,948	20	250	86	0.81	
Lily Longiflorum -- I	4,080	50	120	74	0.69	KOR NLD
Limonium Sinuatum -- D	315,870	10	120	48	0.45	
Limonium Sinuatum -- I	0					
Molucella -- D	1,460	33	120	86	0.81	
Molucella -- I	0					
Nerine -- D	4,150	5	100	28	0.26	
Nerine -- I	10,010	50	200	106	1.00	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	31,520	19	80	42	0.40	SGP THA
Orchid Cymbidium -- D	190	165	550	321	3.02	
Orchid Cymbidium -- I	22,748	220	1,000	535	5.03	NLD NZL
Orchid Oncidium -- D	14,357	6	550	138	1.30	
Orchid Oncidium -- I	82,209	18	280	140	1.32	SGP TAI THA
Orchid Phalaenopsis -- D	10,928	81	2,500	703	6.62	
Orchid Phalaenopsis -- I	5,912	125	960	629	5.92	AUS NZL
Orchid Sonia -- D	500	22	22	22	0.21	
Orchid Sonia -- I	163,040	10	70	30	0.28	THA
Ornithogalum -- D	17,610	35	100	69	0.65	
Ornithogalum -- I	756	25	60	40	0.37	NLD ZAF
Protea King -- D	0					
Protea King -- I	365	140	1,200	407	3.83	AUS ZAF
Protea others -- D	0					
Protea others -- I	532	81	1,200	370	3.48	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	80	200	200	205	1.93	AUS NZL
<b>Rose Total -- D</b>	<b>933,027</b>	<b>5</b>	<b>2,068</b>	<b>87</b>	<b>0.82</b>	
<b>Rose Total -- I</b>	<b>305,514</b>	<b>10</b>	<b>420</b>	<b>83</b>	<b>0.78</b>	
Rose Avalanche -- D	78,089	5	250	98	0.92	
Rose Avalanche -- I	2,670	20	180	66	0.62	
Rose Delilah -- D	3,280	15	120	49	0.46	
Rose Delilah -- I	0					
Rose Dukaat -- D	6,310	20	140	73	0.69	
Rose Dukaat -- I	0					
Rose Esther -- D	1,100	20	140	61	0.58	
Rose Esther -- I	600			34	0.32	
Rose Fantasy -- D	1,640	30	120	74	0.70	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	635	30	35	35	0.33	IND
Rose Gold Strike -- D	735	20	100	49	0.46	
Rose Gold Strike -- I	10,093	15	82	34	0.32	IND
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	2,975	25	67	42	0.39	IND
Rose Milva -- D	4,030		160	75	0.71	
Rose Milva -- I	306		110	98	0.92	IND
Rose Noblesse -- D	3,840	17	100	45	0.43	
Rose Noblesse -- I	5,690	20	60	37	0.34	IND

<u>Product Name &amp; 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 Pareo -- D	10,550	16	150	55	0.52	
Rose Pareo -- I	0					
Rose Red Roses D --	23,405	10	171	63	0.59	
Rose Red Roses I --	0					
Rose Saphir -- D	5,860	20	147	64	0.60	
Rose Saphir -- I	0					
Rose The Teresa -- D	11,720	20	150	76	0.71	
Rose The Teresa -- I	0					
Rose Tineke -- D	25,000	10	170	72	0.68	
Rose Tineke -- I	280		30	18	0.17	IND
Rose Spr Lovely Lydia -- D	7,885	40	200	129	1.22	
Rose Spr Lovely Lydia -- I	1,460	40	130	61	0.57	KOR
Rose Spr Macarena -- D	5,230	40	150	94	0.88	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	2,267	15	140	59	0.56	
Rose Spr Mixed -- I	300		90	75	0.71	KOR
Sandersonia -- D	10,800	35	200	111	1.05	
Sandersonia -- I	0					
Trachelium -- D	590		90	56	0.53	
Trachelium -- I	500		125	94	0.88	
Waxflowers -- D	0					
Waxflowers -- I	7,320	35	80	66	0.62	AUS
<u>Green Foliage</u>						
Beargrass -- D	5		200	200	1.88	
Beargrass -- I	610	250	330	298	2.80	USA
Leatherleaves -- D	90,520	15	55	30	0.28	
Leatherleaves -- I	215,440	10	35	19	0.18	USA
Ruscus Israel -- D	1,200		50	28	0.26	
Ruscus Israel -- I	6,475		40	28	0.26	ISR
Ruscus Italian -- D	6,750	20	90	41	0.38	
Ruscus Italian -- I	7,850	2	75	42	0.40	ITA
Salal -- D	0					
Salal -- I	6,985	28	720	134	1.26	USA