

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.

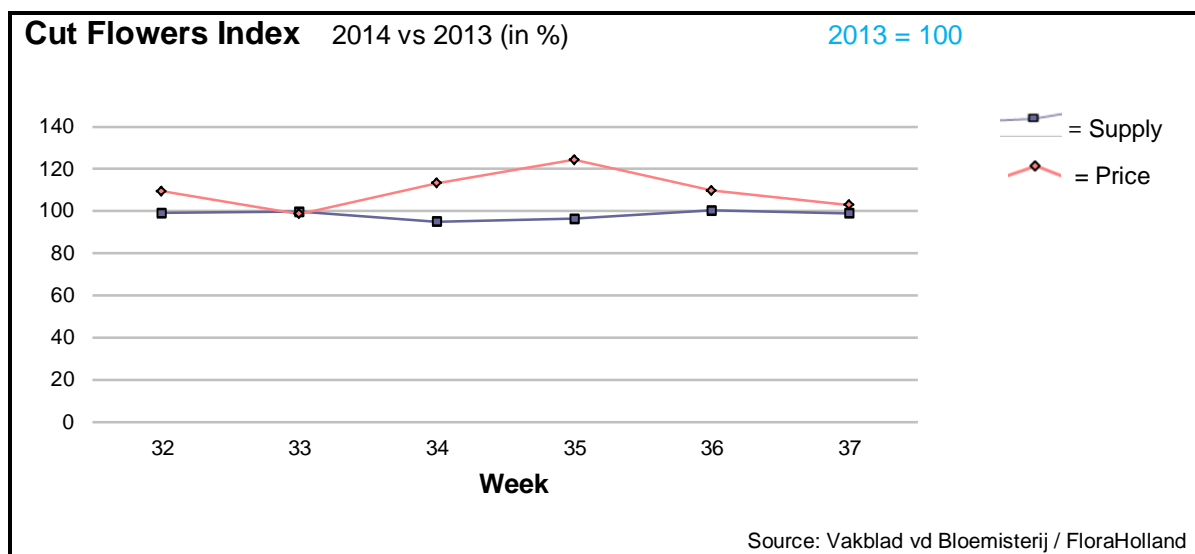
The Market Insider team

Week No. 37-2014

Date: 17/09/14

The FloraHolland flower auctions' weekly supply and price index

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



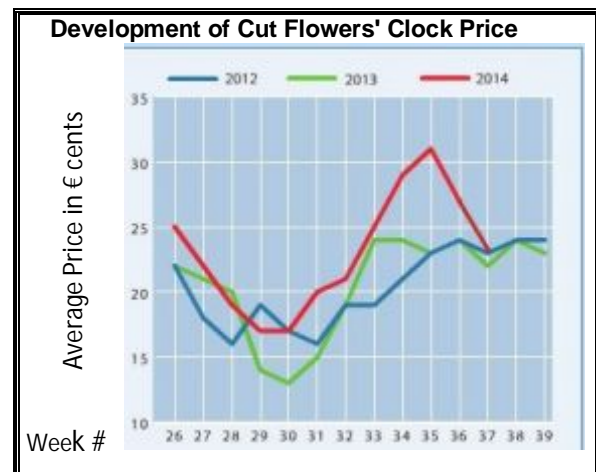
Week 37 in the cut flowers was quite similar to this week in 2013. Yet, the trend of higher prices was maintained (+3%).
The total turnover was still 2% higher than last year.

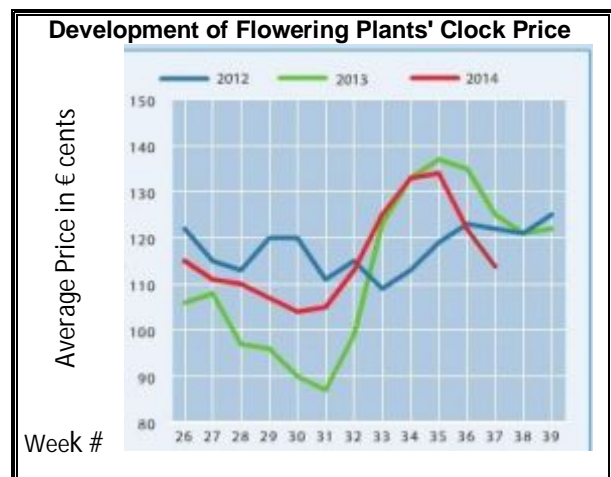
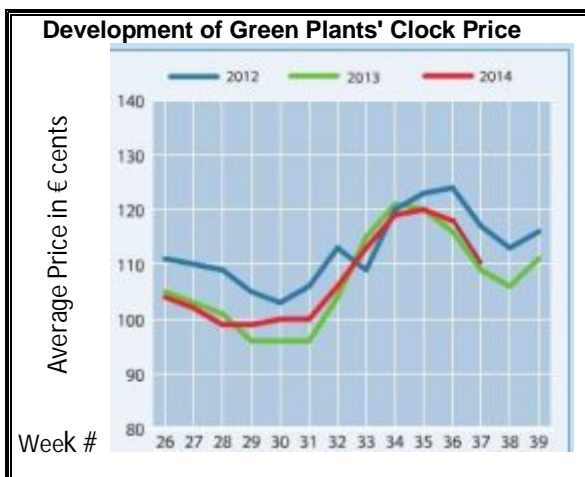
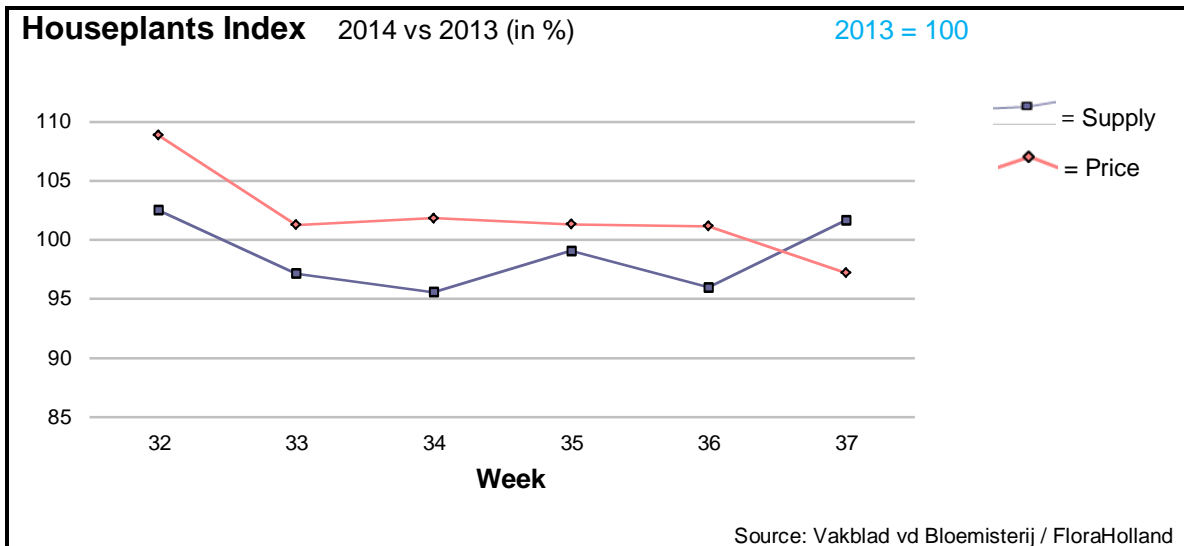
Big roses got 2 cents less than last year and the average was €0.24, for about the same quantity.

Some important products got much lower prices, for higher supply; among them: anigozanthos, spray carnations, small roses, and tulips.

However, many products, especially 'summer flowers' gained much higher prices than in 2013, for lower quantities: agapanthus, alstroemeria, asparagus, aster, delphinium, eustoma, gerbera big, gladioli, gypsophila, hypericum, lilies, limonium, peony, solidago, and trachelium.

Yet, there were some flowers that got higher prices for higher quantities; among them: ammi, asclepias, chrysanthemum, and protea.





For the first time after 15 weeks the houseplants average price was lower (-3%) than in 2013. The sold quantities were 2% higher than last year. This resulted in 1% less in turnover.

Pot-chrysanthemums got 7% lower price, for 7% more sold units.
 Kalanchoe got 5% lower price, for 7% higher supply.

Phalaenopsis however got 6% higher price, for 6% lower supply.
 Cyclamen got 7% more in price, for 6% less pots.
 Ficus got 7% better price, for 12% lower supply.
 Dracaena got 0.5% less in price, for 26% less in supply.

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. W37 Date: 17/09/2014

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 : 37 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\$ = 104.82 Yen

<u>Product Name & Source</u>	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
	<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>	<u>US\$</u>	
D = Domestic I = Imported	Quantity	Lowest	Highest	Average	US\$
Total Cut Flowers Sold	22,176,991				
Alstroemeria -- D	172,100	10	220	93	0.88
Alstroemeria -- I	16,248		84	47	0.45
					COL ISR NLD
Ammi majus -- D	7,650	30	120	71	0.68
Ammi majus -- I	0				
Anigozanthos -- D	0				
Anigozanthos -- I	330			66	0.63
					AUS NLD ZWE
Anthurium Pink -- D	105		250	175	1.67
Anthurium Pink -- I	9,440	13	200	77	0.73
					THA
Anthurium Red -- D	353		230	177	1.69
Anthurium Red -- I	12,414		270	79	0.75
					AUS THA USA ZAF
Anthurium White -- D	60		180	107	1.02
Anthurium White -- I	6,139	3	201	86	0.82
					THA
Banksia -- D	0				
Banksia -- I	6			650	6.20
					AUS NZL
Bupleurum -- D	2,540	60	150	111	1.06
Bupleurum -- I	0				
Calla -- D	38,819	5	300	118	1.13
Calla -- I	1,820		280	80	0.76
					NLD NZL
Carnations Spray -- D	496,309	13	160	56	0.53
Carnations Spray -- I	654,284	4	80	38	0.36
					COL
Carnations Standard -- D	427,603	10	160	59	0.56
Carnations Standard -- I	940,906	8	175	44	0.42
					COL
Chrysanthemum Spray -- D	684,950	5	100	58	0.55
Chrysanthemum Spray -- I	584,410	6	100	56	0.53
					KOR
Delphinium -- D	130,952	5	300	94	0.89
Delphinium -- I	0				
Dracaena -- D	51,599	3	500	35	0.34
Dracaena -- I	161,554		120	28	0.27
					SGP SGP
Euphorbia Marginata -- D	4,760		63	37	0.35
Euphorbia Marginata -- I	0				

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	452,961	19	650	158	1.51	
Eustoma -- I	1,240	60	80	72	0.69	
Freesia -- D	0					
Freesia -- I	300		45	40	0.38	NLD
Gentiana -- D	2,117,917	10	1,751	36	0.35	
Gentiana -- I	0					
Gerbera -- D	321,422	8	130	38	0.36	
Gerbera -- I	0					
Gladiolus -- D	140,017	15	110	65	0.62	
Gladiolus -- I	0					
Gypsophila -- D	149,305	17	500	119	1.14	
Gypsophila -- I	10,382		204	66	0.63	ISR
Heliconia Pendula -- D	6,045	8	200	31	0.30	
Heliconia Pendula -- I	109	40	417	227	2.17	SGP
Leucad. Safari Sunset -- D	50			50	0.48	
Leucad. Safari Sunset -- I	11,760	36	160	63	0.60	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	10,805	40	220	112	1.07	AUS NZL ZAF
Lily Casablanca -- D	27,785	135	1,005	389	3.71	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	99,010	20	250	91	0.87	
Lily Longiflorum -- I	3,860	50	120	68	0.65	KOR NLD
Limonium Sinuatum -- D	354,770	10	120	43	0.41	
Limonium Sinuatum -- I	0					
Molucella -- D	1,130	25	135	82	0.78	
Molucella -- I	0					
Nerine -- D	3,000	5	90	31	0.29	
Nerine -- I	9,700	40	150	88	0.84	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	45,390	10	70	36	0.34	SGP THA
Orchid Cymbidium -- D	355	165	550	259	2.47	
Orchid Cymbidium -- I	19,130	220	1,000	565	5.39	NLD NZL
Orchid Oncidium -- D	15,957	5	550	123	1.17	
Orchid Oncidium -- I	115,399	12	260	99	0.94	SGP SGP TAI THA
Orchid Phalaenopsis -- D	12,127	84	2,500	691	6.59	
Orchid Phalaenopsis -- I	5,990	100	960	604	5.76	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	190,290	10	70	28	0.26	THA
Ornithogalum -- D	17,330	25	100	64	0.61	
Ornithogalum -- I	596	30	45	38	0.36	NLD ZAF
Protea King -- D	0					
Protea King -- I	371	200	1,200	506	4.83	AUS ZAF
Protea others -- D	0					
Protea others -- I	377	90	1,200	460	4.39	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	90	150	200	177	1.69	AUS
Rose Total -- D	1,061,588	1	2,341	83	0.79	
Rose Total -- I	367,035	2	400	72	0.69	COL IND NLD
Rose Avalanche -- D	95,150	5	250	92	0.88	
Rose Avalanche -- I	3,605	5	180	60	0.57	NLD
Rose Delilah -- D	3,290	10	120	46	0.44	
Rose Delilah -- I	0					
Rose Dukaat -- D	6,100	20	150	67	0.64	
Rose Dukaat -- I	0					
Rose Esther -- D	1,150	20	140	69	0.66	
Rose Esther -- I	600			34	0.32	
Rose Fantasy -- D	1,290	30	120	73	0.69	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	65		20	20	0.19	IND
Rose Gold Strike -- D	740		90	47	0.45	
Rose Gold Strike -- I	15,868	5	82	30	0.29	IND

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Grand Gala -- D	0					
Rose Grand Gala -- I	2,350	5	60	30	0.29	IND
Rose Milva -- D	4,400		160	78	0.74	
Rose Milva -- I	970		100	72	0.69	IND
Rose Noblesse -- D	5,780	4	100	39	0.38	
Rose Noblesse -- I	4,315	10	45	29	0.27	IND
Rose Pareo -- D	9,790	15	120	53	0.51	
Rose Pareo -- I	0					
Rose Red Roses D --	26,325	3	171	55	0.52	
Rose Red Roses I --	0					
Rose Saphir -- D	6,730	10	130	62	0.59	
Rose Saphir -- I	0					
Rose The Teresa -- D	12,680	16	150	68	0.65	
Rose The Teresa -- I	0					
Rose Tineke -- D	29,115	5	170	68	0.65	
Rose Tineke -- I	464	13	35	25	0.24	IND
Rose Spr Lovely Lydia -- D	8,555	40	225	126	1.20	
Rose Spr Lovely Lydia -- I	2,370	55	100	66	0.63	KOR
Rose Spr Macarena -- D	6,655	30	175	90	0.86	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	2,770	22	200	59	0.57	
Rose Spr Mixed -- I	0					
Sandersonia -- D	12,830	20	200	106	1.02	
Sandersonia -- I	0					
Trachelium -- D	470		90	53	0.51	
Trachelium -- I	500		125	94	0.90	
Waxflowers -- D	0					
Waxflowers -- I	5,640	40	85	63	0.60	AUS
Green Foliage						
Beargrass -- D	5		205	202	1.93	
Beargrass -- I	1,160	153	330	209	1.99	USA
Leatherleaves -- D	92,940	10	55	28	0.27	
Leatherleaves -- I	232,800	10	35	18	0.17	USA
Ruscus Israel -- D	1,650		60	26	0.25	
Ruscus Israel -- I	7,100		30	24	0.23	ISR
Ruscus Italian -- D	6,885	20	90	41	0.39	
Ruscus Italian -- I	12,300	2	75	32	0.30	ITA
Salal -- D	0					
Salal -- I	12,170	10	500	91	0.87	USA