

Price Information: Floriculture Products - European Markets

Issue No. W31

Date: 07/08/2013

The statistic data was provided for years in kindness of FloraHolland
The quantities and prices were the sum of the listed below flower auctions in The Netherlands:
FloraHolland Aalsmeer, FH Naaldwijk, FH Rijnsburg, FH Bleiswijk, FH Eelde

FloraHolland's Announcemet:

Price information will no longer be published

Last week, FloraHolland was issuing its weekly price information for the last time.
This information will no longer be published on our website.

Earlier this year, it was announced that FloraHolland would no longer publicly publish price information.

The information is too one-sided and is therefore of little value to a number of product groups. In the first place, this information is composed of prices and volumes at the product group level, meaning that they are averages of averages.

In addition, the price information currently only concerns the prices of the products that are sold at the clock; the same is also true of the volumes sold. However, the amount of direct sales is almost just as large, or even larger, for a number of product groups and this is only increasing.

As regards the volumes and prices that are traded via the direct flows, FloraHolland was not disclosing standard reports any longer anyway. This is primarily the case for a large number of plant groups.

In practice, FloraHolland has observed that the reported statistics - which are also adopted by various media - take on a life of their own and because of the incomplete picture produced by these figures; a large group of FloraHolland's members feel this is undesirable. It is for this reason that it has been decided to no longer make this disclose this information.

Source: [FloraHolland 26/07/2013](#)

With reference to the above announcement, we are currently looking for an alternative survey that would provide some idea about the European market prices for floriculture products.

We hope to come up with a reasonable solution soon.

The Dutch flower auctions' data is the only reliable source for market prices for floriculture products in Europe. Hence, we are not able to further provide this kind of information as it used to be.

Together with our readers we are disappointed with the decision of FloraHolland to cease the long tradition of transparency by the Dutch flower auctions, which lasted for some four generations...

The Market Insider team

MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS

Abbreviations used in the report

AUS = Australia	MUS = Mauritius
CHI = China	MAL = Malaysia
COL = Colombia	NLD = Netherlands
ECU = Ecuador	NZL = New Zealand
ESP = Spain	PHI = Philippines
FRA = France	REU = Reunion
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. W31 Date: 07/08/2013

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 : 31 in : 2013

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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\$ = 98.36 Yen

<u>Product Name & Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	23,089,331					
Achilea -- D	200		20	11	0.11	
Achilea -- I	0					
Alstroemeria -- D	147,060	13	200	74	0.75	
Alstroemeria -- I	0					
Ammi majus -- D	3,900	2	95	62	0.63	
Ammi majus -- I	0					
Anigozanthos -- D	360		20	18	0.18	
Anigozanthos -- I	80		120	100	1.02	AUS NLD ZWE
Anthurium Pink -- D	262		500	200	2.03	
Anthurium Pink -- I	12,388	20	183	87	0.89	THA
Anthurium Red -- D	889		400	161	1.64	
Anthurium Red -- I	14,753	14	300	83	0.85	AUS THA USA ZAF
Anthurium White -- D	240		200	108	1.10	
Anthurium White -- I	8,410	10	200	86	0.88	THA
Bupleurum -- D	2,690	30	120	76	0.77	
Bupleurum -- I	0					
Calla -- D	59,295	1	450	77	0.78	
Calla -- I	2,484		200	75	0.76	NLD NZL
Carnations Spray -- D	498,720	4	120	50	0.50	
Carnations Spray -- I	442,007		65	36	0.36	COL
Carnations Standard -- D	490,578	2	160	49	0.50	
Carnations Standard -- I	618,261	2	175	39	0.39	COL
Chrysanthemum Spray -- D	866,390	3	100	46	0.47	
Chrysanthemum Spray -- I	603,980	2	100	51	0.52	KOR
Delphinium -- D	111,895	7	275	102	1.03	
Delphinium -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Dracaena -- D	28,505	3	120	43	0.44	
Dracaena -- I	130,752	3	180	27	0.27	SGP
Euphorbia Marginata -- D	4,900		60	40	0.41	
Euphorbia Marginata -- I	0					
Eustoma -- D	533,019	3	1,000	109	1.11	
Eustoma -- I	320	50	50	36	0.37	
Gentiana -- D	1,437,495		250	47	0.48	
Gentiana -- I	0					
Gerbera -- D	347,832	1	100	22	0.22	
Gerbera -- I	0					
Gladiolus -- D	270,315	5	100	43	0.44	
Gladiolus -- I	0					
Gypsophila -- D	139,450	3	350	85	0.86	
Gypsophila -- I	9,417		150	65	0.66	ISR
Heliconia Caribea -- D	0					
Heliconia Caribea -- I	5			335	3.41	
Heliconia Pendula -- D	3,732	20	700	44	0.44	
Heliconia Pendula -- I	201	30	417	193	1.96	SGP
Leucad. Safari Sunset -- D	80			40	0.41	
Leucad. Safari Sunset -- I	12,340	15	100	49	0.50	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	3,290	57	200	140	1.42	AUS NZL ZAF
Lily Casablanca -- D	70,405	40	900	222	2.26	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	206,940	10	200	59	0.60	
Lily Longiflorum -- I	5,580	30	110	67	0.68	KOR
Limonium Sinuatum -- D	392,510	5	100	37	0.37	
Limonium Sinuatum -- I	0					
Molucella -- D	240		90	74	0.75	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,680	70	180	114	1.16	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	12,790	20	130	67	0.68	SGP THA
Orchid Cymbidium -- D	48	250	350	285	2.90	
Orchid Cymbidium -- I	17,665	100	900	469	4.77	NLD NZL
Orchid Oncidium -- D	7,640	15	550	158	1.61	
Orchid Oncidium -- I	80,438	10	250	115	1.17	SGP TAI THA
Orchid Phalaenopsis -- D	12,369	72	2,500	533	5.42	
Orchid Phalaenopsis -- I	4,326	167	950	626	6.37	AUS NZL
Orchid Sonia -- D	820		40	27	0.27	
Orchid Sonia -- I	155,630	17	60	33	0.34	THA
Ornithogalum -- D	27,357	5	100	45	0.46	
Ornithogalum -- I	2,640	1	100	42	0.43	NLD ZAF
Protea King -- D	0					
Protea King -- I	846	100	1,000	248	2.53	AUS ZAF
Protea others -- D	0					
Protea others -- I	453	50	1,000	321	3.26	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	40	100	120	110	1.12	AUS
Rose Total -- D	1,043,757	1	1,459	49	0.50	
Rose Total -- I	116,138	3	420	69	0.70	
Rose Avalanche -- D	85,807	2	200	46	0.46	
Rose Avalanche -- I	160		45	41	0.42	
Rose Delilah -- D	4,110	2	120	26	0.27	
Rose Delilah -- I	0					
Rose Dukaat -- D	9,450	5	120	46	0.47	
Rose Dukaat -- I	0					
Rose Esther -- D	1,910	3	90	24	0.24	
Rose Esther -- I	700	5	7	9	0.09	
Rose Fantasy -- D	2,010	10	100	40	0.41	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	595	10	40	30	0.30	
Rose Gold Strike -- I	1,640	4	70	36	0.37	IND
Rose Milva -- D	4,030		140	51	0.52	
Rose Milva -- I	420		90	81	0.82	IND
Rose Noblesse -- D	8,830	2	70	23	0.23	
Rose Noblesse -- I	0					
Rose Pareo -- D	6,910	10	120	42	0.43	
Rose Pareo -- I	0					
Rose Red Roses D --	33,315	1	177	39	0.40	
Rose Red Roses I --	0					
Rose Saphir -- D	9,270	5	130	39	0.39	
Rose Saphir -- I	320	19	23	28	0.28	IND
Rose The Teresa -- D	22,520	5	120	43	0.44	
Rose The Teresa -- I	0					
Rose Tineke -- D	22,730	1	130	34	0.35	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	8,950	20	150	67	0.68	
Rose Spr Lovely Lydia -- I	330	20	60	36	0.36	KOR
Rose Spr Macarena -- D	8,485	6	100	33	0.34	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,800	10	100	29	0.29	
Rose Spr Mixed -- I	0					
Sandersonia -- D	13,410	20	180	85	0.86	
Sandersonia -- I	0					
Trachelium -- D	385		80	21	0.21	
Trachelium -- I	900		125	67	0.68	ISR NLD
Tulip -- D	0					
Tulip -- I	300			115	1.17	NLD
Waxflowers -- D	0					
Waxflowers -- I	4,327	20	90	55	0.56	AUS
Green Foliage						
Beargrass -- D	6		200	150	1.53	
Beargrass -- I	370	170	330	282	2.87	USA
Leatherleaves -- D	81,360	1	50	25	0.25	
Leatherleaves -- I	262,920	5	35	14	0.14	USA
Ruscus Israel -- D	4,700		40	25	0.25	
Ruscus Israel -- I	14,430		40	22	0.22	ISR
Ruscus Italian -- D	3,580	16	90	55	0.56	
Ruscus Italian -- I	5,130	5	60	30	0.31	ITA
Salal -- D	200		60	53	0.54	
Salal -- I	3,915	33	550	162	1.65	USA