

Price Information: Floriculture Products - European Markets								
Issue No. <b>W15</b>				Date: <b>17/04/2013</b>				
The statistic data below is provided in kindness of FloraHolland								
The quantities and prices are the sum of the listed below flower auctions in The Netherlands: FloraHolland Aalsmeer, FH Naaldwijk, FH Rijnsburg, FH Bleiswijk, FH Eelde								
Prices are in Euro per stem/unit				Total Sales include mediation transactions				
FloraHolland								
Week 15 2013		Clock Sales				Total Sales		
#	Product Group	Stems/Units 2013	Change vs 2012	Price 2013	Price 2012	Change vs 2012	Turnover/Euro 2013	Change vs 2012
<b>Cut Flowers</b>								
1	Tulip, Single	32,193,530	6.5%	0.14	0.12	17%	10,394,395	49%
2	Rose Large	34,786,666	-1.8%	0.20	0.20	0.0%	8,978,473	3.8%
3	Chrysanthemum Spray	12,938,555	-0.6%	0.14	0.27	-48%	2,586,020	-41%
4	Tulip, Double	8,051,340	6.4%	0.18	0.15	20%	1,871,874	34%
5	Rose Small & Medium	3,976,500	7.3%	0.07	0.07	0.0%	1,860,559	13%
6	Lilium Oriental	1,635,600	29%	0.64	0.94	-32%	1,575,198	-10%
7	Gerbera mini	8,067,160	6.2%	0.06	0.11	-45%	1,194,481	-19%
8	Chrysant, Single Bud	2,394,240	9.2%	0.34	0.40	-15%	960,726	-4.3%
9	Freesia, Single	2,452,300	-17%	0.20	0.16	25%	937,243	17%
10	Tulip 'parakeet'	2,802,490	19%	0.18	0.15	20%	573,252	53%
11	Cymbidium Large (stem)	207,475	15%	2.23	2.54	-12%	541,039	0.4%
12	Chrysant, Spray Santini	2,935,702	15%	0.15	0.20	-25%	527,559	-15%
13	Rose Spray	2,248,561	48%	0.22	0.29	-24%	524,120	-1.9%
14	Ranunculus	1,828,830	-14%	0.21	0.21	0.0%	490,162	2.6%
15	Various Flowers (stem)	373,635	-15%	0.26	0.21	24%	468,668	329%
<b>Total Top 15</b>		<b>116,892,584</b>	<b>3.3%</b>	<b>0.17</b>	<b>0.19</b>	<b>-11%</b>	<b>33,483,769</b>	<b>8.8%</b>
<b>Total Cut Flowers Sales</b>		<b>165,262,831</b>	<b>3.0%</b>	<b>0.18</b>	<b>0.20</b>	<b>-6.1%</b>	<b>44,675,766</b>	<b>5.0%</b>
<b>Houseplants</b>								
1	Phalaenopsis	563,960	35%	3.02	3.42	-12%	8,360,116	32%
2	Hydrangea	284,273	38%	1.74	2.28	-24%	1,087,652	1.4%
3	Rose	554,695	72%	0.64	1.13	-43%	1,069,118	-5.6%
4	Kalanchoe	559,394	106%	0.63	0.80	-21%	1,047,176	-2.4%
5	Bromelia	201,865	1.4%	1.18	1.36	-13%	952,267	19%
6	Ficus	103,120	-6.3%	2.53	1.98	28%	779,568	43%
7	Anthurium	97,988	5.7%	3.08	2.88	6.9%	751,011	-5.2%
8	Various Palms	69,994	11%	0.68	0.64	6.3%	612,674	218%
9	Campanula	203,354	93%	0.94	1.58	-41%	584,905	4.2%
10	Zantedeschia	76,744	48%	2.09	2.28	-8.3%	583,040	13%
<b>Total Top 10</b>		<b>2,715,387</b>	<b>48%</b>	<b>1.51</b>	<b>1.94</b>	<b>-22%</b>	<b>15,827,526</b>	<b>22%</b>
<b>Total Houseplants Sales</b>		<b>8,699,958</b>	<b>52%</b>	<b>1.11</b>	<b>1.41</b>	<b>-21%</b>	<b>28,973,975</b>	<b>13%</b>
<b>Total FH Sales</b>		<b>183,399,763</b>	<b>7.7%</b>	<b>0.23</b>	<b>0.25</b>	<b>-6.4%</b>	<b>86,844,542</b>	<b>6.1%</b>

**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. W15 Date: 17/04/2013**

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 : 15 in : 2013**

**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\$ = 98.92 Yen

<u>Product Name &amp; Source</u>	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>D = Domestic I = Imported</b>						
<b>Total Cut Flowers Sold</b>	<b>18,871,888</b>					
Alstroemeria -- D	514,678	10	1,000	61	0.62	
Alstroemeria -- I	6,100	10	111	29	0.29	COL ISR NLD
Ammi majus -- D	97,870	4	150	28	0.28	
Ammi majus -- I	0					
Anigozanthos -- D	370	55	122	67	0.68	
Anigozanthos -- I	0					
Anthurium Pink -- D	120		500	224	2.26	
Anthurium Pink -- I	6,868	10	183	74	0.75	THA
Anthurium Red -- D	904		230	108	1.09	
Anthurium Red -- I	9,814	16	250	78	0.79	AUS THA USA ZAF
Anthurium White -- D	529		80	58	0.59	
Anthurium White -- I	5,312	3	180	61	0.61	THA
Banksia -- D	0					
Banksia -- I	48		400	364	3.68	AUS NZL
Bupleurum -- D	29,023	10	120	47	0.48	
Bupleurum -- I	0					
Calla -- D	144,990	13	944	61	0.61	
Calla -- I	13,067	20	280	125	1.27	NLD NZL
Carnations Spray -- D	677,707	4	130	44	0.44	
Carnations Spray -- I	350,195	1	60	27	0.28	COL
Carnations Standard -- D	647,247	3	180	46	0.46	
Carnations Standard -- I	389,290	1	180	35	0.35	COL
Chrysanthemum Spray -- D	537,080	1	125	37	0.37	
Chrysanthemum Spray -- I	548,510	1	80	25	0.25	KOR
Delphinium -- D	193,652	10	400	90	0.90	
Delphinium -- I	90		17	14	0.14	
Dracaena -- D	15,935	10	141	46	0.47	

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Dracaena -- I	154,262	5	140	35	0.35	SGP
Eustoma -- D	248,756	10	600	178	1.80	
Eustoma -- I	143,870	1	225	68	0.68	AUS
Freesia -- D	236,508	1	100	30	0.30	
Freesia -- I	0					
Gerbera -- D	677,675	5	909	38	0.39	
Gerbera -- I	500	30	60	40	0.40	
Gladiolus -- D	41,255	8	140	69	0.70	
Gladiolus -- I	5,900		60	37	0.37	
Gypsophila -- D	405,556	3	330	54	0.55	
Gypsophila -- I	24,585	8	60	30	0.30	ISR
Heliconia Pendula -- D	850	20	50	41	0.42	
Heliconia Pendula -- I	215	60	600	260	2.62	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,490	15	200	60	0.61	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	305	100	200	181	1.83	AUS NZL ZAF
Lily Casablanca -- D	27,792	40	900	357	3.61	
Lily Casablanca -- I	1,380	80	170	134	1.35	KOR
Lily Longiflorum -- D	69,655	4	185	58	0.58	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	580,408	1	70	19	0.19	
Limonium Sinuatum -- I	0					
Molucella -- D	8,930	20	120	60	0.61	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	6,740	15	200	60	0.60	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	97,030	10	80	37	0.38	SGP THA
Orchid Cymbidium -- D	36,596	50	900	256	2.58	
Orchid Cymbidium -- I	761	100	220	158	1.60	NLD NZL
Orchid Oncidium -- D	11,821	15	550	144	1.45	
Orchid Oncidium -- I	76,670	30	375	129	1.31	SGP TAI THA
Orchid Phalaenopsis -- D	22,560	14	1,600	264	2.67	
Orchid Phalaenopsis -- I	6,434	83	840	400	4.04	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	76,790	10	60	32	0.33	THA
Ornithogalum -- D	16,265	12	116	42	0.42	
Ornithogalum -- I	8,790	5	80	45	0.45	NLD ZAF
Protea King -- D	0					
Protea King -- I	392	40	1,200	339	3.42	AUS ZAF
Protea others -- D	0					
Protea others -- I	312	50	1,200	336	3.40	AUS NZL
Riceflowers -- D	865		250	131	1.32	
Riceflowers -- I	250	80	160	107	1.08	AUS NZL
<b>Rose Total -- D</b>	<b>1,173,307</b>	<b>4</b>	<b>2,062</b>	<b>89</b>	<b>0.90</b>	
<b>Rose Total -- I</b>	<b>479,851</b>	<b>1</b>	<b>400</b>	<b>51</b>	<b>0.51</b>	
Rose Avalanche -- D	74,235	19	180	62	0.62	
Rose Avalanche -- I	15,640	1	60	15	0.15	NLD
Rose Delilah -- D	5,050	4	120	58	0.59	
Rose Delilah -- I	0					
Rose Dukaat -- D	9,070	21	200	87	0.88	
Rose Dukaat -- I	0					
Rose Esther -- D	6,630	5	110	53	0.54	
Rose Esther -- I	0					
Rose Fantasy -- D	5,500	20	180	79	0.80	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	3,420	2	25	7	0.07	IND
Rose Gold Strike -- D	2,900	20	110	55	0.55	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Gold Strike -- I	42,040	3	174	21	0.22	IND
Rose Grand Gala -- D	150	50	70	63	0.64	
Rose Grand Gala -- I	6,120	3	110	34	0.34	IND
Rose Milva -- D	3,280		200	124	1.25	
Rose Milva -- I	240		102	83	0.84	IND
Rose Noblesse -- D	9,630	20	171	61	0.62	
Rose Noblesse -- I	5,320	5	30	16	0.16	IND
Rose Pareo -- D	12,500	16	189	79	0.80	
Rose Pareo -- I	0					
Rose Red Roses D --	37,927	4	250	64	0.65	
Rose Red Roses I --	0					
Rose Saphir -- D	7,740	20	230	98	0.99	
Rose Saphir -- I	240		98	77	0.78	IND
Rose Skyline -- D	360	50	81	68	0.69	
Rose Skyline -- I	80			30	0.30	COL IND
Rose The Teresa -- D	18,180	20	220	74	0.75	
Rose The Teresa -- I	0					
Rose Tineke -- D	30,100	5	160	54	0.54	
Rose Tineke -- I	5,100	1	25	3	0.03	IND
Rose Spr Lovely Lydia -- D	8,150	28	255	128	1.29	
Rose Spr Lovely Lydia -- I	6,180	20	100	50	0.51	KOR
Rose Spr Macarena -- D	8,795	20	160	69	0.70	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,310	17	250	36	0.37	
Rose Spr Mixed -- I	2,250		80	38	0.38	KOR
Sandersonia -- D	15,350	28	160	101	1.02	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	820		120	80	0.81	ISR NLD
Tulip -- D	430,896	2	150	42	0.42	
Tulip -- I	150		80	73	0.74	NLD
Waxflowers -- D	0					
Waxflowers -- I	340	23	35	31	0.31	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		100	100	1.01	
Beargrass -- I	610	2	300	231	2.33	USA
Leatherleaves -- D	75,060	2	60	32	0.32	
Leatherleaves -- I	284,320	8	50	20	0.20	USA
Ruscus Israel -- D	11,215		60	29	0.30	
Ruscus Israel -- I	13,600		30	20	0.20	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	15,850	15	65	36	0.36	ITA
Salal -- D	60		40	37	0.37	
Salal -- I	10,945	20	400	70	0.71	USA