

Price Information: Floriculture Products - European Markets								
Issue No. W16					Date: 25/04/2013			
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 16 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
Cut Flowers								
1	Rose Large	37,908,967	-5.8%	0.20	0.24	-17%	9,723,881	-15%
2	Tulip, Single	26,078,340	-11%	0.13	0.12	8.3%	8,079,740	32%
3	Chrysanthemum Spray	13,019,480	-13%	0.13	0.17	-24%	2,672,499	-19%
4	Rose Small & Medium	3,803,613	-13%	0.07	0.10	-30%	1,932,692	-11%
5	Lilium Oriental	1,595,894	2.8%	0.65	0.84	-23%	1,643,729	-11%
6	Gerbera mini	9,268,930	-9.1%	0.06	0.09	-33%	1,422,249	-13%
7	Tulip, Double	5,827,140	-10%	0.16	0.16	0.0%	1,305,796	-10%
8	Freesia, Single	2,761,850	-5.8%	0.18	0.17	5.9%	955,542	6.0%
9	Chrysant, Single Bud	2,495,210	1.7%	0.31	0.37	-16%	887,076	-14%
10	Peony	604,275	-27%	0.96	0.85	13%	646,657	-15%
11	Rose Spray	2,550,292	18%	0.22	0.30	-27%	601,432	-20%
12	Cymbidium Large (stem)	205,396	-3.2%	2.20	2.53	-13%	533,312	-14%
13	Hydrangea	404,149	-19%	1.18	1.20	-1.7%	519,550	-16%
14	Ranunculus	1,827,575	-0.2%	0.25	0.27	-7.4%	516,920	-0.9%
15	Chrysant, Spray Santini	3,444,850	10%	0.11	0.17	-35%	482,677	-27%
Total Top 15		111,795,961	-7.9%	0.17	0.20	-15%	31,923,753	-5.7%
Total Cut Flowers Sales		164,712,180	-7.7%	0.18	0.20	-8.8%	44,271,534	-6.3%
Houseplants								
1	Phalaenopsis	552,229	12%	3.16	3.31	-4.5%	8,530,418	7.5%
2	Various Houseplants	76,939	-2.0%	0.73	0.65	12%	1,793,344	64%
3	Hydrangea	249,158	0.3%	2.09	1.99	5.0%	1,273,942	12%
4	Rose	415,885	4.3%	1.01	1.04	-2.9%	1,207,208	1.9%
5	Kalanchoe	614,790	60%	0.67	0.87	-23%	1,161,287	-8.9%
6	Bromelia	222,459	-23%	1.34	1.28	4.7%	918,390	0.2%
7	Anthurium	113,417	-11%	3.09	2.80	10%	830,123	-7.3%
8	Ficus	109,402	-16%	2.43	1.94	25%	784,088	38%
9	Zantedeschia	100,199	33%	2.05	2.18	-6.0%	769,559	0.3%
10	Pelargonium	89,417	10%	1.30	1.12	16%	759,421	86%
Total Top 10		2,543,895	10%	1.73	1.80	-3.9%	18,027,782	11%
Total Houseplants Sales		7,824,506	9.1%	1.29	1.37	-5.5%	33,371,666	6.9%
Total FH Sales		182,799,298	-4.8%	0.25	0.26	-4.1%	102,770,998	7.0%

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. W16 Date: 24/04/2013

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 : 16 in : 2013

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\$ = 98.12 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	18,903,564					
Alstroemeria -- D	529,781	10	1,200	62	0.63	
Alstroemeria -- I	7,705	10	111	28	0.28	COL ISR NLD
Ammi majus -- D	95,220	4	150	28	0.29	
Ammi majus -- I	0					
Anigozanthos -- D	530	55	150	98	1.00	
Anigozanthos -- I	560	24	165	61	0.62	AUS NLD ZWE
Anthurium Pink -- D	144		500	190	1.94	
Anthurium Pink -- I	6,974	20	183	73	0.74	THA
Anthurium Red -- D	986		230	104	1.06	
Anthurium Red -- I	10,396	10	250	77	0.78	AUS THA USA ZAF
Anthurium White -- D	557		80	59	0.60	
Anthurium White -- I	5,117	17	180	67	0.68	THA
Banksia -- D	0					
Banksia -- I	142	100	400	257	2.61	AUS NZL
Brodea -- D	120			30	0.31	
Brodea -- I	0					
Bupleurum -- D	23,260	15	120	54	0.55	
Bupleurum -- I	0					
Calla -- D	153,927	13	1,778	61	0.62	
Calla -- I	12,301	20	320	126	1.29	NLD NZL
Carnations Spray -- D	674,279	4	130	47	0.48	
Carnations Spray -- I	401,756	1	65	30	0.31	COL
Carnations Standard -- D	653,587	3	3,000	50	0.51	
Carnations Standard -- I	411,034	1	170	40	0.40	COL
Chrysanthemum Spray -- D	554,010	1	125	42	0.43	
Chrysanthemum Spray -- I	581,620	1	100	31	0.32	KOR

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Delphinium -- D	199,330	10	400	88	0.90	
Delphinium -- I	0					
Dracaena -- D	17,395	10	141	47	0.47	
Dracaena -- I	152,163	3	140	35	0.36	SGP
Eustoma -- D	267,814	10	600	187	1.91	
Eustoma -- I	131,900	1	220	65	0.66	AUS
Freesia -- D	200,883	1	100	32	0.32	
Freesia -- I	0					
Gerbera -- D	685,196	5	909	39	0.40	
Gerbera -- I	1,650	50	60	52	0.53	
Gladiolus -- D	40,624	11	150	72	0.73	
Gladiolus -- I	5,900		60	37	0.38	
Gypsophila -- D	381,693	6	330	66	0.67	
Gypsophila -- I	22,750	7	150	54	0.55	ISR
Heliconia Pendula -- D	800		50	49	0.50	
Heliconia Pendula -- I	190	30	500	225	2.29	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,600	30	200	64	0.65	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	720		220	150	1.53	AUS NZL ZAF
Lily Casablanca -- D	29,507	40	900	359	3.66	
Lily Casablanca -- I	240	150	150	150	1.53	KOR
Lily Longiflorum -- D	57,423	10	200	76	0.77	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	610,000	1	90	24	0.24	
Limonium Sinuatum -- I	0					
Molucella -- D	9,870	20	120	64	0.66	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	3,070	27	200	54	0.55	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	77,770	10	80	38	0.39	SGP THA
Orchid Cymbidium -- D	32,856	40	1,000	264	2.69	
Orchid Cymbidium -- I	953	80	350	180	1.83	NLD NZL
Orchid Oncidium -- D	13,646	15	550	132	1.35	
Orchid Oncidium -- I	68,230	28	375	125	1.28	SGP TAI THA
Orchid Phalaenopsis -- D	22,086	21	1,600	265	2.70	
Orchid Phalaenopsis -- I	6,224	80	840	396	4.03	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	99,790	10	60	32	0.33	THA
Ornithogalum -- D	22,515	12	150	44	0.45	
Ornithogalum -- I	7,704	20	80	50	0.51	NLD ZAF
Protea King -- D	0					
Protea King -- I	275	40	1,200	416	4.24	AUS ZAF
Protea others -- D	0					
Protea others -- I	417	30	1,200	213	2.17	AUS NZL
Riceflowers -- D	1,755		200	106	1.08	
Riceflowers -- I	270	90	200	127	1.30	AUS NZL
Rose Total -- D	1,246,383	5	2,062	87	0.89	
Rose Total -- I	435,951	1	400	54	0.55	
Rose Avalanche -- D	80,845	14	220	63	0.65	
Rose Avalanche -- I	13,411	1	100	20	0.21	NLD
Rose Delilah -- D	6,525	5	120	51	0.52	
Rose Delilah -- I	0					
Rose Dukaat -- D	9,120	20	200	85	0.87	
Rose Dukaat -- I	0					
Rose Esther -- D	6,805	5	110	54	0.55	
Rose Esther -- I	200	25	35	30	0.31	
Rose Fantasy -- D	6,180	20	180	77	0.78	
Rose Fantasy -- I	0					
Rose First Red -- D	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose First Red -- I	2,700		5	3	0.03	IND
Rose Gold Strike -- D	2,320	20	120	56	0.57	
Rose Gold Strike -- I	32,800	3	174	22	0.23	IND
Rose Grand Gala -- D	2,050	30	80	49	0.50	
Rose Grand Gala -- I	4,600	3	110	37	0.38	IND
Rose Milva -- D	3,260		200	123	1.25	
Rose Milva -- I	240		102	83	0.85	IND
Rose Noblesse -- D	10,320	15	171	56	0.57	
Rose Noblesse -- I	4,300		25	14	0.14	IND
Rose Pareo -- D	14,730	15	189	72	0.74	
Rose Pareo -- I	0					
Rose Red Roses D --	42,417	5	250	60	0.61	
Rose Red Roses I --	0					
Rose Saphir -- D	8,860	20	230	88	0.90	
Rose Saphir -- I	240		98	77	0.78	IND
Rose Skyline -- D	350	60	81	76	0.77	
Rose Skyline -- I	80			30	0.31	COL IND
Rose The Teresa -- D	19,690	20	220	69	0.71	
Rose The Teresa -- I	0					
Rose Tineke -- D	36,933	5	160	52	0.53	
Rose Tineke -- I	4,860	1	30	3	0.03	IND
Rose Spr Lovely Lydia -- D	9,520	30	255	119	1.21	
Rose Spr Lovely Lydia -- I	6,530	25	100	50	0.51	KOR
Rose Spr Macarena -- D	8,675	25	160	71	0.72	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6,835	10	250	34	0.35	
Rose Spr Mixed -- I	1,580		83	42	0.43	KOR
Sandersonia -- D	14,430	28	185	104	1.06	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	1,520		120	79	0.81	ISR NLD
Tulip -- D	435,886	2	150	41	0.41	
Tulip -- I	150		80	73	0.74	NLD
Waxflowers -- D	0					
Waxflowers -- I	1,040	26	80	64	0.65	AUS
Green Foliage						
Beargrass -- D	6		100	100	1.02	
Beargrass -- I	950	2	350	100	1.02	USA
Leatherleaves -- D	73,450	8	60	33	0.33	
Leatherleaves -- I	393,905	8	40	18	0.18	USA
Ruscus Israel -- D	13,315		50	27	0.27	
Ruscus Israel -- I	20,375		35	20	0.21	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	17,250	12	70	36	0.37	ITA
Salal -- D	60		40	35	0.36	
Salal -- I	9,240	20	400	94	0.95	USA