

Price Information: Floriculture Products - European Markets

Issue No. **W17**

Date: **01/05/2013**

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

Total Sales include mediation transactions

Prices are in Euro per stem/unit
FloraHolland

#	Product Group	Clock Sales					Total Sales	
		Stems/Units 2013	Change vs 2012	Price 2013	Price 2012	Change vs 2012	Turnover/Euro 2013	Change vs 2012
Week 17 2013								
Cut Flowers								
1	Rose Large	41,584,005	-8.3%	0.23	0.23	0.0%	11,923,501	-4.8%
2	Tulip, Single	19,473,780	-17%	0.11	0.10	10%	4,944,465	33%
3	Chrysanthemum Spray	15,733,965	-11%	0.20	0.16	25%	4,287,199	17%
4	Rose Small & Medium	3,648,201	-29%	0.10	0.11	-9.1%	2,329,500	-3.3%
5	Lilium Oriental	1,623,500	6.7%	0.80	0.91	-12%	1,986,107	-0.2%
6	Gerbera mini	10,846,750	-7.3%	0.07	0.12	-42%	1,762,874	-18%
7	Chrysant, Single Bud	2,666,060	-4.7%	0.36	0.39	-7.7%	1,091,925	-10%
8	Freesia, Single	3,282,050	-5.1%	0.17	0.19	-11%	1,033,091	-6.0%
9	Tulip, Double	4,374,690	-17%	0.15	0.14	7.1%	970,209	-0.5%
10	Cymbidium Large (stem)	273,500	5.1%	2.72	3.10	-12%	851,242	-6.5%
11	Peony	656,825	-43%	1.05	0.86	22%	806,790	-28%
12	Rose Spray	2,614,850	17%	0.28	0.36	-22%	783,718	-13%
13	Hydrangea	607,063	-0.4%	1.07	1.13	-5.3%	712,948	-1.5%
14	Chrysant, Spray Santini	3,835,775	19%	0.16	0.19	-16%	711,609	-15%
15	Lilium LA	1,217,980	6.5%	0.31	0.35	-11%	575,025	-4.1%
Total Top 15		112,438,994	-10%	0.21	0.21	0.0%	34,770,206	-0.2%
Total Cut Flowers Sales		172,303,950	-6.1%	0.21	0.21	-1.5%	49,303,175	-1.2%
Houseplants								
1	Phalaenopsis	469,126	-0.3%	3.42	3.54	-3.4%	9,853,147	6.0%
2	Various Houseplants	81,537	5.2%	0.79	0.66	20%	2,409,341	74%
3	Rose	348,959	8.6%	1.42	1.31	8.4%	1,780,201	19%
4	Kalanchoe	610,267	102%	0.73	1.07	-32%	1,628,343	17%
5	Hydrangea	224,066	-9.2%	2.21	2.02	9.4%	1,514,905	27%
6	Anthurium	143,360	-2.4%	3.06	2.79	9.7%	1,073,119	1.3%
7	Bromelia	214,897	-14%	1.41	1.36	3.7%	971,536	-2.6%
8	Zantedeschia	109,168	53%	2.03	2.37	-14%	894,414	32%
9	Pelargonium	124,543	55%	1.26	1.15	9.6%	727,259	81%
10	Bougainvillea	36,657	-26%	3.96	3.13	27%	671,191	30%
Total Top 10		2,362,580	17%	1.85	2.05	-9.8%	21,523,456	17%
Total Houseplants Sales		7,768,827	12%	1.38	1.46	-5.0%	39,334,787	12%
Total FH Sales		190,504,390	-4.3%	0.28	0.27	-4.3%	115,610,566	9.9%

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. W17 Date: 01/05/2013

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 : 17 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\$ = 99.26 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	19,019,470					
Alstroemeria -- D	515,768	12	1,200	53	0.54	
Alstroemeria -- I	2,830	10	60	28	0.28	COL ISR NLD
Ammi majus -- D	71,730	5	135	29	0.30	
Ammi majus -- I	0					
Anigozanthos -- D	3,250	40	150	86	0.86	
Anigozanthos -- I	40	90	90	90	0.91	AUS ZWE
Anthurium Pink -- D	125		130	85	0.86	
Anthurium Pink -- I	11,269	15	150	56	0.56	THA
Anthurium Red -- D	648		140	66	0.67	
Anthurium Red -- I	16,581	10	220	53	0.54	AUS THA USA ZAF
Anthurium White -- D	418		70	48	0.48	
Anthurium White -- I	6,477	2	150	55	0.55	THA
Banksia -- D	0					
Banksia -- I	122	130	333	182	1.83	AUS NZL
Brodea -- D	180			35	0.35	
Brodea -- I	0					
Bupleurum -- D	26,380	9	120	50	0.51	
Bupleurum -- I	0					
Calla -- D	111,892	19	1,778	79	0.80	
Calla -- I	13,681	25	300	116	1.17	NLD NZL
Carnations Spray -- D	710,727	10	120	51	0.51	
Carnations Spray -- I	448,906	11	65	31	0.31	COL
Carnations Standard -- D	649,366	10	200	57	0.57	
Carnations Standard -- I	594,850	10	260	45	0.45	COL
Chrysanthemum Spray -- D	783,820	10	150	49	0.50	
Chrysanthemum Spray -- I	441,750	10	90	51	0.51	KOR

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Delphinium -- D	196,118	10	380	81	0.81	
Delphinium -- I	0					
Dracaena -- D	20,977	17	230	48	0.49	
Dracaena -- I	151,831	5	220	36	0.36	SGP
Eustoma -- D	352,926	20	600	195	1.96	
Eustoma -- I	7,620	37	170	108	1.08	AUS
Freesia -- D	71,230	8	75	36	0.36	
Freesia -- I	0					
Gerbera -- D	541,196	10	909	30	0.30	
Gerbera -- I	600	45	50	45	0.45	
Gladiolus -- D	57,830	6	150	91	0.92	
Gladiolus -- I	0					
Gypsophila -- D	436,060	10	300	56	0.56	
Gypsophila -- I	20,565	20	100	36	0.36	ISR
Heliconia Pendula -- D	1,087	35	163	47	0.47	
Heliconia Pendula -- I	136	35	400	195	1.96	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,655	21	180	61	0.61	AUS NZL ZAF
Leucospermum Cordifolium -- D	25			275	2.77	
Leucospermum Cordifolium -- I	865	120	220	167	1.68	AUS NZL ZAF
Lily Casablanca -- D	24,869	80	1,000	388	3.91	
Lily Casablanca -- I	340	90	175	128	1.29	KOR
Lily Longiflorum -- D	51,390	25	200	133	1.34	
Lily Longiflorum -- I	50			120	1.21	KOR NLD
Limonium Sinuatum -- D	680,555	8	134	28	0.28	
Limonium Sinuatum -- I	0					
Molucella -- D	11,840	20	110	64	0.65	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	3,160	30	200	58	0.58	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	65,730	10	100	43	0.43	SGP THA
Orchid Cymbidium -- D	28,973	60	900	272	2.74	
Orchid Cymbidium -- I	1,246	100	850	249	2.51	NLD NZL
Orchid Oncidium -- D	11,403	11	400	151	1.53	
Orchid Oncidium -- I	71,465	12	300	141	1.42	SGP TAI THA
Orchid Phalaenopsis -- D	21,560	20	1,600	250	2.52	
Orchid Phalaenopsis -- I	5,980	66	840	408	4.11	AUS NZL
Orchid Sonia -- D	350			25	0.25	
Orchid Sonia -- I	140,740	15	60	33	0.33	THA
Ornithogalum -- D	47,905	4	120	33	0.34	
Ornithogalum -- I	2,936	30	94	63	0.64	NLD ZAF
Protea King -- D	0					
Protea King -- I	403	50	1,100	366	3.69	AUS ZAF
Protea others -- D	0					
Protea others -- I	512	70	1,100	261	2.63	AUS NZL
Riceflowers -- D	1,795		300	102	1.03	
Riceflowers -- I	190	90	120	117	1.18	AUS NZL
Rose Total -- D	1,411,360	3	1,880	71	0.72	
Rose Total -- I	208,071	5	400	46	0.47	
Rose Avalanche -- D	86,780	20	180	71	0.72	
Rose Avalanche -- I	800	6	62	23	0.23	
Rose Delilah -- D	8,080	5	100	43	0.44	
Rose Delilah -- I	0					
Rose Dukaat -- D	13,370	15	138	57	0.58	
Rose Dukaat -- I	0					
Rose Esther -- D	10,640	11	100	41	0.41	
Rose Esther -- I	900	6	50	20	0.20	
Rose Fantasy -- D	5,710	25	120	58	0.58	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	2,520	30	110	64	0.64	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Gold Strike -- I	11,960	10	70	24	0.24	IND
Rose Grand Gala -- D	3,770	15	70	43	0.43	
Rose Grand Gala -- I	240	15	15	18	0.18	IND
Rose Milva -- D	3,860		150	90	0.90	
Rose Milva -- I	0					
Rose Noblesse -- D	20,280	13	90	36	0.37	
Rose Noblesse -- I	1,000	15	30	22	0.22	IND
Rose Pareo -- D	17,690	5	110	52	0.52	
Rose Pareo -- I	0					
Rose Red Roses D --	66,150	5	162	45	0.45	
Rose Red Roses I --	0					
Rose Saphir -- D	11,440	20	150	61	0.61	
Rose Saphir -- I	180	30	40	33	0.33	IND
Rose Skyline -- D	250	60	100	70	0.71	
Rose Skyline -- I	0					
Rose The Teresa -- D	23,660	20	132	57	0.57	
Rose The Teresa -- I	0					
Rose Tineke -- D	41,340	5	140	52	0.53	
Rose Tineke -- I	400	15	20	13	0.13	IND
Rose Spr Lovely Lydia -- D	10,875	30	150	81	0.82	
Rose Spr Lovely Lydia -- I	7,760	20	70	38	0.38	KOR
Rose Spr Macarena -- D	10,660	20	120	54	0.55	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6,680	16	130	31	0.32	
Rose Spr Mixed -- I	450		50	43	0.43	KOR
Sandersonia -- D	14,085	50	180	112	1.13	
Sandersonia -- I	0					
Trachelium -- D	260		100	84	0.85	
Trachelium -- I	1,460		125	79	0.80	ISR NLD
Tulip -- D	33,470	10	100	25	0.26	
Tulip -- I	0					
Waxflowers -- D	360		74	65	0.65	
Waxflowers -- I	160		85	78	0.78	AUS
Green Foliage						
Beargrass -- D	3		100	100	1.01	
Beargrass -- I	579	25	643	172	1.73	USA
Leatherleaves -- D	98,230	2	60	26	0.26	
Leatherleaves -- I	288,790	1	35	17	0.17	USA
Ruscus Israel -- D	8,250		45	27	0.27	
Ruscus Israel -- I	32,880		35	21	0.21	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	15,030	10	65	36	0.36	ITA
Salal -- D	100		40	36	0.36	
Salal -- I	15,351	20	500	74	0.75	USA