

Price Information: Floriculture Products - European Markets

Issue No. W18

Date: 08/05/2013

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

Prices are in Euro per stem/unit

Total Sales include mediation transactions

FloraHolland

Week 18 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	44,938,307	15%	0.26	0.32	-19%	14,699,512	-4.3%
2	Chrysanthemum Spray	15,820,495	-8.3%	0.21	0.19	11%	4,693,623	7.4%
3	Tulip, Single	13,066,320	3.9%	0.13	0.12	8.3%	3,456,261	31%
4	Rose Small & Medium	3,856,669	6.7%	0.13	0.18	-28%	2,504,596	1.1%
5	Gerbera mini	9,825,600	-16%	0.11	0.14	-21%	2,386,196	-8.0%
6	Lilium Oriental	1,514,290	5.8%	0.98	0.94	4.3%	2,248,010	11%
7	Chrysant, Single Bud	2,170,320	-8.8%	0.54	0.42	29%	1,710,557	13%
8	Peony	1,052,245	-50%	1.03	0.75	37%	1,178,946	-27%
9	Freesia, Single	2,975,650	-15%	0.18	0.17	5.9%	1,094,881	7.1%
10	Cymbidium Large (stem)	322,385	14%	2.56	3.29	-22%	993,087	-14%
11	Chrysant, Spray Santini	3,805,450	18%	0.20	0.24	-17%	937,816	-0.8%
12	Tulip, Double	4,177,030	43%	0.15	0.14	7.1%	867,532	91%
13	Rose Spray	2,428,155	34%	0.32	0.44	-27%	834,896	-9.7%
14	Hydrangea	686,963	8.1%	1.05	1.15	-8.7%	779,588	0.4%
15	Gypsophila	1,815,575	23%	0.31	0.33	-6.1%	738,862	6.1%
Total Top 15		108,455,454	4.5%	0.25	0.27	-7.4%	39,124,363	1.4%
Total Cut Flowers Sales		165,162,580	5.5%	0.24	0.27	-9.3%	55,191,067	0.4%
Houseplants								
1	Phalaenopsis	332,020	-15%	4.13	3.87	6.7%	12,598,696	16%
2	Rose	360,437	15%	1.46	1.55	-5.8%	2,653,075	22%
3	Kalanchoe	618,556	84%	0.70	1.12	-38%	1,857,573	13%
4	Hydrangea	185,315	-6.0%	2.46	2.06	19%	1,610,011	10%
5	Anthurium	136,960	6.3%	3.05	2.94	3.7%	1,328,068	-2.3%
6	Various Houseplants	69,491	8.4%	0.71	0.65	9.2%	1,088,145	-8.2%
7	Bromelia	189,576	-9.3%	1.42	1.52	-6.6%	1,015,012	-14%
8	Zantedeschia	94,165	29%	2.17	2.60	-17%	917,808	-1.0%
9	Hibiscus	50,904	-6.7%	2.17	2.10	3.3%	752,178	24%
10	Orchids - Various	7,799	-44%	2.71	2.78	-2.5%	736,420	41%
Total Top 10		2,045,223	15%	1.89	2.17	-13%	24,556,986	12%
Total Houseplants Sales		6,728,407	12%	1.43	1.55	-7.9%	41,654,592	9.1%
Total FH Sales		180,826,195	5.4%	0.31	0.33	-6.5%	120,822,261	6.1%

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. W18 Date: 08/05/2013

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 : 18 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\$ = 97.80 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	21,916,281					
Alstroemeria -- D	513,145	10	1,500	54	0.55	
Alstroemeria -- I	3,020		50	22	0.23	COL ISR NLD
Ammi majus -- D	61,460	1	175	32	0.33	
Ammi majus -- I	0					
Anigozanthos -- D	6,729	28	120	72	0.73	
Anigozanthos -- I	180	40	60	52	0.53	AUS ZWE
Anthurium Pink -- D	231		500	101	1.03	
Anthurium Pink -- I	11,383	15	130	48	0.49	THA
Anthurium Red -- D	1,005		120	64	0.65	
Anthurium Red -- I	18,734	10	220	45	0.46	AUS THA USA ZAF
Anthurium White -- D	653		120	54	0.55	
Anthurium White -- I	6,886	3	150	51	0.52	THA
Banksia -- D	0					
Banksia -- I	334	30	350	136	1.39	AUS NZL
Brodea -- D	180		40	36	0.37	
Brodea -- I	0					
Bupleurum -- D	28,550	10	120	52	0.53	
Bupleurum -- I	0					
Calla -- D	115,712	15	1,778	72	0.74	
Calla -- I	10,065	24	280	120	1.23	NLD NZL
Carnations Spray -- D	935,320	10	135	59	0.61	
Carnations Spray -- I	788,453	1	75	35	0.36	COL
Carnations Standard -- D	840,209	10	310	67	0.68	
Carnations Standard -- I	1,394,692	1	260	45	0.46	COL
Chrysanthemum Spray -- D	814,910	10	130	47	0.48	
Chrysanthemum Spray -- I	455,530	10	95	52	0.53	KOR

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Delphinium -- D	228,154	5	400	80	0.82	
Delphinium -- I	0					
Dracaena -- D	20,667	9	200	48	0.49	
Dracaena -- I	179,219	2	200	37	0.37	SGP
Euphorbia Marginata -- D	210		90	50	0.51	
Euphorbia Marginata -- I	0					
Eustoma -- D	421,214	12	800	173	1.77	
Eustoma -- I	5,620	18	120	74	0.75	AUS
Freesia -- D	43,380	15	70	34	0.35	
Freesia -- I	0					
Gerbera -- D	501,358	8	909	37	0.38	
Gerbera -- I	1,250	40	60	47	0.48	
Gladiolus -- D	64,650	15	140	82	0.84	
Gladiolus -- I	0					
Gypsophila -- D	603,320	10	250	51	0.52	
Gypsophila -- I	24,045		80	28	0.28	ISR
Heliconia Pendula -- D	1,515	11	100	39	0.40	
Heliconia Pendula -- I	157	30	400	190	1.94	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	7,940	2	160	45	0.46	AUS NZL ZAF
Leucospermum Cordifolium -- D	25		270	232	2.37	
Leucospermum Cordifolium -- I	1,125	80	230	148	1.51	AUS NZL ZAF
Lily Casablanca -- D	19,305	92	1,000	453	4.63	
Lily Casablanca -- I	750	80	150	116	1.19	KOR
Lily Longiflorum -- D	59,717	25	210	140	1.43	
Lily Longiflorum -- I	1,080		120	88	0.90	KOR
Limonium Sinuatum -- D	679,490	7	75	28	0.29	
Limonium Sinuatum -- I	0					
Molucella -- D	10,938	7	120	62	0.63	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,200	30	220	60	0.61	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	54,750	18	100	49	0.50	SGP THA
Orchid Cymbidium -- D	21,937	50	950	284	2.90	
Orchid Cymbidium -- I	1,210	100	1,100	317	3.24	NLD NZL
Orchid Oncidium -- D	10,336	15	550	152	1.56	
Orchid Oncidium -- I	71,110	14	280	132	1.34	SGP TAI THA
Orchid Phalaenopsis -- D	19,370	10	1,600	275	2.81	
Orchid Phalaenopsis -- I	5,659	50	840	419	4.28	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	122,630	18	65	36	0.37	THA
Ornithogalum -- D	53,110	2	100	29	0.30	
Ornithogalum -- I	2,058	10	80	61	0.63	NLD ZAF
Protea King -- D	0					
Protea King -- I	784	16	900	245	2.50	AUS ZAF
Protea others -- D	0					
Protea others -- I	519	40	900	228	2.33	AUS NZL
Riceflowers -- D	1,520		200	79	0.81	
Riceflowers -- I	270	40	150	99	1.01	AUS NZL
Rose Total -- D	1,388,709	1	2,065	70	0.72	
Rose Total -- I	231,567	1	1,200	45	0.46	
Rose Avalanche -- D	86,785	10	180	67	0.68	
Rose Avalanche -- I	2,140	3	37	17	0.17	NLD
Rose Delilah -- D	7,060	20	125	42	0.43	
Rose Delilah -- I	0					
Rose Dukaat -- D	16,890	10	120	56	0.58	
Rose Dukaat -- I	0					
Rose Esther -- D	10,395	3	120	44	0.45	
Rose Esther -- I	1,380	20	20	21	0.21	
Rose Fantasy -- D	5,700	20	120	67	0.69	

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	2,410	20	120	65	0.66	
Rose Gold Strike -- I	13,440	5	65	25	0.25	IND
Rose Grand Gala -- D	2,220	30	80	42	0.43	
Rose Grand Gala -- I	220	25	25	18	0.19	IND
Rose Milva -- D	3,895		140	91	0.93	
Rose Milva -- I	90		70	63	0.64	IND
Rose Noblesse -- D	15,990	10	110	40	0.41	
Rose Noblesse -- I	987	10	20	16	0.16	IND
Rose Pareo -- D	16,180	11	120	54	0.56	
Rose Pareo -- I	0					
Rose Red Roses D --	67,619	4	153	43	0.44	
Rose Red Roses I --	0					
Rose Saphir -- D	11,550	9	150	60	0.62	
Rose Saphir -- I	340	20	25	21	0.21	IND
Rose Skyline -- D	430	60	110	86	0.88	
Rose Skyline -- I	0					
Rose The Teresa -- D	19,930	20	144	58	0.60	
Rose The Teresa -- I	0					
Rose Tineke -- D	39,850	4	170	49	0.50	
Rose Tineke -- I	80	20	20	20	0.20	IND
Rose Spr Lovely Lydia -- D	10,205	20	160	88	0.90	
Rose Spr Lovely Lydia -- I	6,490	30	90	46	0.47	KOR
Rose Spr Macarena -- D	10,315	20	125	59	0.60	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6,185	10	120	28	0.29	
Rose Spr Mixed -- I	1,108		60	37	0.38	KOR
Sandersonia -- D	29,775	38	170	96	0.98	
Sandersonia -- I	0					
Trachelium -- D	940		120	85	0.87	
Trachelium -- I	1,160		125	77	0.79	ISR NLD
Tulip -- D	2,900	17	80	42	0.42	
Tulip -- I	100			100	1.02	NLD
Waxflowers -- D	1,700		80	59	0.61	
Waxflowers -- I	2,320	30	90	58	0.59	AUS
<u>Green Foliage</u>						
Beargrass -- D	3		100	100	1.02	
Beargrass -- I	1,930	19	300	64	0.65	USA
Leatherleaves -- D	110,030	5	60	26	0.26	
Leatherleaves -- I	335,875	5	35	16	0.16	USA
Ruscus Israel -- D	13,900		60	27	0.27	
Ruscus Israel -- I	36,100		50	23	0.23	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	19,040	15	70	36	0.37	ITA
Salal -- D	60		40	38	0.39	
Salal -- I	18,393	20	600	90	0.92	USA