

Price Information: Floriculture Products - European Markets

Issue No. W19

Date: 15/05/2013

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 19 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	51,646,851	-1.1%	0.27	0.37	-27%	18,304,995	-23%
2	Chrysanthemum Spray	16,979,520	-9.6%	0.18	0.20	-10%	4,315,875	-11%
3	Gerbera mini	11,536,840	-16%	0.16	0.19	-16%	3,814,458	-5.4%
4	Rose Small & Medium	3,010,113	-36%	0.14	0.22	-36%	2,859,835	-19%
5	Tulip, Single	7,744,890	0.5%	0.14	0.17	-18%	2,303,448	8.2%
6	Peony	2,927,465	-14%	0.70	0.76	-7.9%	2,170,916	-22%
7	Lilium Oriental	1,737,468	-1.9%	0.84	0.91	-7.7%	2,137,738	-4.9%
8	Chrysant, Single Bud	2,902,530	-8.3%	0.39	0.40	-2.5%	1,390,697	-5.0%
9	Freesia, Single	3,645,775	-15%	0.18	0.17	5.9%	1,239,901	8.4%
10	Chrysant, Spray Santini	4,156,412	-2.9%	0.23	0.25	-8.0%	1,127,790	-11%
11	Hydrangea	870,874	-8.6%	1.13	1.18	-4.2%	1,082,803	-8.9%
12	Gerbera Large	2,970,757	2.6%	0.17	0.29	-41%	1,019,212	-26%
13	Cymbidium - Packed	37,720	5.1%	1.14	0.98	16%	988,230	-8.9%
14	Alstroemeria	4,242,830	20%	0.18	0.28	-36%	949,573	-17%
15	Rose Spray	2,486,620	15%	0.35	0.46	-24%	908,671	-22%
Total Top 15		116,896,665	-5.5%	0.26	0.32	-19%	44,614,143	-16%
Total Cut Flowers Sales		179,696,272	-3.4%	0.26	0.31	-17%	65,214,585	-14%
Houseplants								
1	Phalaenopsis	411,489	-27%	4.06	3.68	10%	13,393,336	6.8%
2	Rose	458,633	1.2%	1.21	1.26	-4.0%	2,220,523	-9.0%
3	Hydrangea	236,163	1.9%	2.42	2.05	18%	2,201,152	28%
4	Kalanchoe	789,138	68%	0.60	1.00	-40%	1,566,915	2.1%
5	Various Houseplants	61,331	-22%	0.74	0.61	21%	1,304,320	76%
6	Anthurium	133,804	-17%	3.15	2.70	17%	1,279,647	2.7%
7	Zantedeschia	83,948	-8.3%	2.31	2.45	-5.7%	1,016,436	-8.0%
8	Bromelia	203,753	-13%	1.37	1.39	-1.4%	1,005,632	-6.0%
9	Arrangements	79,135	-6.2%	3.44	3.45	-0.3%	993,393	22%
10	Bougainvillea	70,184	-14%	3.21	2.92	9.9%	813,112	27%
Total Top 10		2,527,578	3.1%	1.86	2.11	-12%	25,794,465	8.1%
Total Houseplants Sales		7,074,098	-2.2%	1.44	1.50	-3.8%	42,540,182	4.5%
Total FH Sales		196,475,915	-3.1%	0.33	0.37	-12%	133,337,882	-2.9%

MARKET NEWS SERVICE 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. W19 Date: 15/05/2013

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 : 19 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\$ = 99.43 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	26,857,344					
Alstroemeria -- D	518,510	5	1,200	64	0.65	
Alstroemeria -- I	1,490	10	50	33	0.33	COL ISR NLD
Ammi majus -- D	95,030	11	160	39	0.39	
Ammi majus -- I	0					
Anigozanthos -- D	6,105	5	130	71	0.71	
Anigozanthos -- I	0					
Anthurium Pink -- D	308		132	70	0.70	
Anthurium Pink -- I	11,737	5	120	61	0.61	THA
Anthurium Red -- D	767		500	75	0.76	
Anthurium Red -- I	19,441	15	200	60	0.61	AUS THA USA ZAF
Anthurium White -- D	562		132	53	0.54	
Anthurium White -- I	8,093	10	140	57	0.57	THA
Banksia -- D	0					
Banksia -- I	116	80	250	140	1.41	AUS NZL
Brodea -- D	180		35	30	0.30	
Brodea -- I	0					
Bupleurum -- D	35,533	5	120	55	0.55	
Bupleurum -- I	0					
Calla -- D	112,979	15	370	81	0.81	
Calla -- I	12,926	1	340	116	1.17	NLD NZL
Carnations Spray -- D	1,538,694	2	180	73	0.73	
Carnations Spray -- I	1,249,031	5	109	40	0.40	COL
Carnations Standard -- D	1,509,101	1	1,000	86	0.86	
Carnations Standard -- I	2,542,048	1	270	53	0.54	COL
Chrysanthemum Spray -- D	851,210	1	135	43	0.44	
Chrysanthemum Spray -- I	498,580	2	90	47	0.48	KOR

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Delphinium -- D	244,661	5	370	84	0.84	
Delphinium -- I	0					
Dracaena -- D	26,310	6	120	54	0.54	
Dracaena -- I	251,102	1	180	40	0.40	SGP
Euphorbia Marginata -- D	4,710		75	40	0.40	
Euphorbia Marginata -- I	0					
Eustoma -- D	473,592	15	750	175	1.76	
Eustoma -- I	4,400	15	85	53	0.54	
Freesia -- D	17,400	16	80	42	0.42	
Freesia -- I	0					
Gentiana -- D	1,500	45	180	140	1.41	
Gentiana -- I	0					
Gerbera -- D	658,110	6	2,658	52	0.52	
Gerbera -- I	1,000	50	80	62	0.62	
Gladiolus -- D	101,900	10	120	62	0.63	
Gladiolus -- I	0					
Gypsophila -- D	839,031	4	1,000	63	0.63	
Gypsophila -- I	22,934	20	110	45	0.45	ISR
Heliconia Pendula -- D	1,492	22	120	45	0.45	
Heliconia Pendula -- I	161	25	400	175	1.76	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,465	26	120	61	0.62	AUS NZL ZAF
Leucospermum Cordifolium -- D	25		180	174	1.75	
Leucospermum Cordifolium -- I	195	150	250	204	2.05	AUS NZL ZAF
Lily Casablanca -- D	26,803	30	1,000	494	4.96	
Lily Casablanca -- I	470	49	170	94	0.95	KOR
Lily Longiflorum -- D	63,570	18	200	107	1.08	
Lily Longiflorum -- I	6,190	37	105	69	0.70	KOR NLD
Limonium Sinuatum -- D	673,129	3	90	26	0.27	
Limonium Sinuatum -- I	0					
Molucella -- D	9,810	15	120	68	0.69	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,980	35	120	72	0.72	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	98,110	4	120	52	0.53	SGP THA
Orchid Cymbidium -- D	24,598	40	850	315	3.16	
Orchid Cymbidium -- I	1,244	88	1,200	496	4.98	NLD NZL
Orchid Oncidium -- D	12,550	15	500	136	1.37	
Orchid Oncidium -- I	104,100	6	270	112	1.12	SGP TAI THA
Orchid Phalaenopsis -- D	19,575	25	2,500	282	2.83	
Orchid Phalaenopsis -- I	5,291	67	880	414	4.17	AUS NZL
Orchid Sonia -- D	1,600		45	31	0.31	
Orchid Sonia -- I	165,000	5	70	36	0.36	THA
Ornithogalum -- D	36,597	2	100	35	0.35	
Ornithogalum -- I	3,418	25	120	60	0.60	NLD ZAF
Protea King -- D	12		950	933	9.38	
Protea King -- I	321	50	1,000	377	3.79	AUS ZAF
Protea others -- D	12	915	950	933	9.38	
Protea others -- I	413	60	900	246	2.48	AUS NZL
Riceflowers -- D	720		190	91	0.91	
Riceflowers -- I	140		160	114	1.15	AUS NZL
Rose Total -- D	1,548,903	1	3,748	103	1.04	
Rose Total -- I	525,735	3	450	65	0.65	
Rose Avalanche -- D	83,770	11	180	75	0.75	
Rose Avalanche -- I	2,720	3	50	26	0.26	NLD
Rose Delilah -- D	6,725	20	130	68	0.68	
Rose Delilah -- I	0					
Rose Dukaat -- D	16,410	24	160	95	0.95	
Rose Dukaat -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Esther -- D	9,810	30	120	70	0.71	
Rose Esther -- I	0					
Rose Fantasy -- D	3,700	30	180	114	1.14	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	1,685	15	60	28	0.28	IND
Rose Gold Strike -- D	3,810	30	150	85	0.86	
Rose Gold Strike -- I	22,770	15	80	34	0.34	IND
Rose Grand Gala -- D	2,420	45	141	73	0.74	
Rose Grand Gala -- I	3,035	14	60	41	0.42	IND
Rose Milva -- D	3,840		180	123	1.24	
Rose Milva -- I	150		90	74	0.74	IND
Rose Noblesse -- D	12,870	30	150	77	0.78	
Rose Noblesse -- I	6,775	25	35	32	0.33	IND
Rose Pareo -- D	17,490	20	150	89	0.89	
Rose Pareo -- I	0					
Rose Red Roses D --	69,813	5	201	73	0.73	
Rose Red Roses I --	0					
Rose Saphir -- D	15,519	30	170	105	1.06	
Rose Saphir -- I	0					
Rose Skyline -- D	860	70	120	101	1.02	
Rose Skyline -- I	0					
Rose The Teresa -- D	28,640	30	180	104	1.04	
Rose The Teresa -- I	0					
Rose Tineke -- D	37,350	5	140	60	0.60	
Rose Tineke -- I	320		50	42	0.42	IND NLD
Rose Spr Lovely Lydia -- D	15,165	60	250	154	1.55	
Rose Spr Lovely Lydia -- I	13,510	30	138	87	0.88	KOR
Rose Spr Macarena -- D	11,536	40	170	101	1.02	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	7,826	19	150	41	0.42	
Rose Spr Mixed -- I	340		80	69	0.69	KOR
Sandersonia -- D	23,590	50	180	109	1.10	
Sandersonia -- I	0					
Trachelium -- D	1,730		150	91	0.91	
Trachelium -- I	1,600		125	85	0.86	ISR NLD
Tulip -- D	350	50	90	62	0.62	
Tulip -- I	0					
Waxflowers -- D	3,165		80	46	0.47	
Waxflowers -- I	920		90	59	0.59	AUS
Green Foliage						
Beargrass -- D	3		267	267	2.69	
Beargrass -- I	2,200	10	350	104	1.04	USA
Leatherleaves -- D	128,370	1	60	28	0.28	
Leatherleaves -- I	392,705	1	50	17	0.17	USA
Ruscus Israel -- D	15,790		50	29	0.29	
Ruscus Israel -- I	32,165		50	23	0.23	ISR
Ruscus Italian -- D	1,990	30	100	53	0.54	
Ruscus Italian -- I	21,910	1	80	38	0.38	ITA
Salal -- D	80		45	36	0.36	
Salal -- I	26,825	20	500	102	1.02	USA