

Price Information: Floriculture Products - European Markets

Issue No. W20

Date: 22/05/2013

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

#	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 20 2013								
Cut Flowers								
1	Rose Large	37,026,744	-4.7%	0.36	0.29	24%	16,893,301	23%
2	Chrysanthemum Spray	18,492,526	15%	0.26	0.26	0.0%	6,108,419	16%
3	Rose Small & Medium	2,062,092	-27%	0.23	0.18	28%	3,156,020	41%
4	Gerbera mini	9,449,050	-14%	0.16	0.13	23%	2,871,304	34%
5	Peony	3,616,164	7.3%	0.71	0.63	13%	2,758,245	20%
6	Lilium Oriental	2,140,165	24%	0.76	0.83	-8.4%	2,432,595	14%
7	Chrysant, Single Bud	3,410,590	34%	0.42	0.43	-2.3%	1,613,668	32%
8	Tulip, Single	4,219,330	14%	0.15	0.16	-6.3%	1,172,512	56%
9	Chrysant, Spray Santini	4,041,075	42%	0.24	0.26	-7.7%	1,160,485	35%
10	Hydrangea	971,224	18%	1.10	1.11	-0.9%	1,128,160	17%
11	Rose Spray	2,313,205	32%	0.44	0.46	-4.3%	1,088,418	20%
12	Freesia, Single	2,829,850	-10%	0.18	0.15	20%	1,082,561	20%
13	Cymbidium Large (stem)	319,622	75%	2.59	3.61	-28%	937,527	26%
14	Alstroemeria	3,932,790	16%	0.18	0.20	-10%	815,127	4.6%
15	Gerbera Large	2,351,750	-0.3%	0.19	0.18	5.6%	808,950	11%
Total Top 15		97,176,177	2.7%	0.33	0.29	14%	44,027,292	23%
Total Cut Flowers Sales		150,448,923	5.3%	0.31	0.28	7.8%	61,248,656	20%
Houseplants								
1	Phalaenopsis	413,128	3.4%	4.02	3.74	7.5%	11,554,668	49%
2	Rose	417,543	85%	1.17	1.38	-15%	2,021,713	50%
3	Kalanchoe	675,935	63%	0.60	1.02	-41%	1,591,060	23%
4	Hydrangea	278,134	56%	1.90	1.99	-4.5%	1,442,282	53%
5	Bromelia	225,434	24%	1.44	1.44	0.0%	1,245,486	60%
6	Anthurium	138,911	6.4%	3.04	2.77	10%	1,238,353	41%
7	Zantedeschia	114,573	27%	1.94	2.42	-20%	959,308	24%
8	Ficus	119,024	5.1%	2.18	1.86	17%	952,667	66%
9	Arrangements	71,448	33%	3.26	3.25	0.3%	916,997	112%
10	Various Houseplants	73,260	17%	0.67	0.65	3.1%	776,654	-729%
Total Top 10		2,527,390	37%	1.82	2.08	-13%	22,699,187	55%
Total Houseplants Sales		7,518,767	32%	1.38	1.50	-8.1%	40,348,672	42%
Total FH Sales		168,021,878	7.5%	0.37	0.35	6.6%	95,531,220	27%

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. W20 Date: 22/05/2013

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 : 20 in : 2013

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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\$ = 102.05 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	20,659,562					
Alstroemeria -- D	474,393	7	300	52	0.51	
Alstroemeria -- I	825	2	35	12	0.12	COL
Ammi majus -- D	68,140		130	35	0.34	
Ammi majus -- I	0					
Anigozanthos -- D	6,445	5	120	63	0.62	
Anigozanthos -- I	0					
Anthurium Pink -- D	146		132	92	0.90	
Anthurium Pink -- I	10,705	5	120	56	0.55	THA
Anthurium Red -- D	567		500	87	0.85	
Anthurium Red -- I	16,561	3	150	50	0.49	AUS THA USA ZAF
Anthurium White -- D	420		132	56	0.55	
Anthurium White -- I	8,011	2	140	50	0.49	THA
Banksia -- D	0					
Banksia -- I	88		162	122	1.20	AUS NZL
Brodea -- D	200		50	33	0.32	
Brodea -- I	0					
Bupleurum -- D	19,560	10	110	40	0.39	
Bupleurum -- I	0					
Calla -- D	105,149	3	330	75	0.74	
Calla -- I	10,186	1	340	90	0.88	NLD NZL
Carnations Spray -- D	1,055,059		150	57	0.56	
Carnations Spray -- I	359,010		109	33	0.32	COL
Carnations Standard -- D	1,001,064	1	160	67	0.65	
Carnations Standard -- I	1,061,446	1	270	52	0.51	COL
Chrysanthemum Spray -- D	744,600		120	39	0.38	
Chrysanthemum Spray -- I	476,040		80	35	0.34	KOR

Delphinium -- D	238,025	2	350	73	0.72	
Delphinium -- I	0					
Dracaena -- D	15,150	1	100	37	0.37	
Dracaena -- I	168,372		180	25	0.24	SGP
Euphorbia Marginata -- D	4,710		75	40	0.39	
Euphorbia Marginata -- I	0					
Eustoma -- D	439,237	6	700	155	1.52	
Eustoma -- I	2,040	20	85	47	0.46	
Freesia -- D	7,480		85	44	0.43	
Freesia -- I	0					
Gentiana -- D	2,840	48	180	106	1.04	
Gentiana -- I	0					
Gerbera -- D	596,811	5	3,748	49	0.48	
Gerbera -- I	500	10	50	17	0.17	
Gladiolus -- D	95,960	3	120	60	0.59	
Gladiolus -- I	0					
Gypsophila -- D	581,845		300	47	0.46	
Gypsophila -- I	11,127		60	22	0.22	ISR
Heliconia Pendula -- D	2,030	5	60	33	0.32	
Heliconia Pendula -- I	70	150	500	340	3.33	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,867	15	130	56	0.54	AUS NZL ZAF
Leucospermum Cordifolium -- D	25		150	114	1.12	
Leucospermum Cordifolium -- I	465		200	133	1.30	AUS NZL ZAF
Lily Casablanca -- D	24,529	30	1,000	410	4.02	
Lily Casablanca -- I	540	16	90	46	0.45	KOR
Lily Longiflorum -- D	54,915	15	200	101	0.99	
Lily Longiflorum -- I	5,390		105	70	0.69	KOR
Limonium Sinuatum -- D	547,540		70	21	0.21	
Limonium Sinuatum -- I	0					
Molucella -- D	9,100	13	100	62	0.61	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	370		130	70	0.68	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	76,760	4	100	41	0.41	SGP THA
Orchid Cymbidium -- D	22,364	40	850	314	3.07	
Orchid Cymbidium -- I	2,070	110	1,200	583	5.71	NLD NZL
Orchid Oncidium -- D	11,651	6	500	112	1.10	
Orchid Oncidium -- I	99,588	1	270	85	0.83	SGP TAI THA
Orchid Phalaenopsis -- D	17,587	10	2,000	295	2.89	
Orchid Phalaenopsis -- I	5,644	42	880	432	4.23	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	87,680	5	70	34	0.34	THA
Ornithogalum -- D	36,037	2	100	32	0.32	
Ornithogalum -- I	3,238	17	80	56	0.55	NLD ZAF
Protea King -- D	31		950	766	7.51	
Protea King -- I	715		900	159	1.56	AUS ZAF
Protea others -- D	12	915	950	933	9.14	
Protea others -- I	373	33	900	261	2.55	AUS NZL
Riceflowers -- D	120		190	175	1.71	
Riceflowers -- I	120	15	100	68	0.67	AUS NZL
Rose Total -- D	1,401,254	1	600	88	0.86	
Rose Total -- I	205,313	3	700	59	0.58	
Rose Avalanche -- D	81,755	11	180	68	0.67	
Rose Avalanche -- I	2,200		40	25	0.24	
Rose Delilah -- D	5,725	10	150	63	0.62	
Rose Delilah -- I	0					
Rose Dukaat -- D	14,990	20	160	86	0.84	
Rose Dukaat -- I	0					
Rose Esther -- D	9,395	10	130	62	0.60	
Rose Esther -- I	500	20	30	26	0.25	
Rose Fantasy -- D	4,560	20	180	89	0.87	

Rose Fantasy -- I	0						
Rose First Red -- D	0						
Rose First Red -- I	300			30	0.29	IND	
Rose Gold Strike -- D	1,590	20	100	55	0.54		
Rose Gold Strike -- I	7,900		40	33	0.32	IND	
Rose Grand Gala -- D	50	54	54	54	0.53		
Rose Grand Gala -- I	560		50	31	0.30	IND	
Rose Milva -- D	4,290		180	111	1.09		
Rose Milva -- I	150		90	74	0.73	IND	
Rose Noblesse -- D	13,720	10	150	57	0.55		
Rose Noblesse -- I	3,200		35	34	0.33	IND	
Rose Pareo -- D	14,817	10	150	76	0.75		
Rose Pareo -- I	0						
Rose Red Roses D --	62,063	1	201	52	0.51		
Rose Red Roses I --	0						
Rose Saphir -- D	15,140	20	170	71	0.69		
Rose Saphir -- I	0						
Rose Skyline -- D	400	60	85	67	0.66		
Rose Skyline -- I	0						
Rose The Teresa -- D	21,825	20	160	73	0.71		
Rose The Teresa -- I	0						
Rose Tineke -- D	30,900	5	140	55	0.54		
Rose Tineke -- I	0						
Rose Spr Lovely Lydia -- D	10,510	30	231	130	1.27		
Rose Spr Lovely Lydia -- I	9,450	10	90	37	0.37	KOR	
Rose Spr Macarena -- D	10,273	10	170	71	0.69		
Rose Spr Macarena -- I	0						
Rose Spr Mixed -- D	5,933	2	150	27	0.26		
Rose Spr Mixed -- I	560		50	16	0.16	KOR	
Sandersonia -- D	27,420	25	180	96	0.94		
Sandersonia -- I	0						
Trachelium -- D	2,097		120	79	0.77		
Trachelium -- I	1,150		125	70	0.69	ISR NLD	
Tulip -- D	100			50	0.49		
Tulip -- I	0						
Waxflowers -- D	3,090		70	47	0.46		
Waxflowers -- I	720		90	58	0.57	AUS	
Green Foliage							
Beargrass -- D	6		150	150	1.47		
Beargrass -- I	720	84	260	222	2.18	USA	
Leatherleaves -- D	95,550	1	60	25	0.25		
Leatherleaves -- I	361,100	1	35	14	0.14	USA	
Ruscus Israel -- D	9,545		50	22	0.21		
Ruscus Israel -- I	7,495		35	19	0.19	ISR	
Ruscus Italian -- D	2,910	21	100	49	0.48		
Ruscus Italian -- I	18,440	2	80	35	0.34	ITA	
Salal -- D	140		40	35	0.34		
Salal -- I	13,745	10	400	55	0.54	USA	