

Price Information: Floriculture Products - European Markets

Issue No. W21

Date: 29/05/2013

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
Cut Flowers								
1	Rose Large	39,944,763	-24%	0.41	0.22	86%	21,009,355	50%
2	Chrysanthemum Spray	14,783,290	-20%	0.30	0.28	7.1%	5,853,372	-11%
3	Rose Small & Medium	2,895,390	-36%	0.24	0.12	100%	3,267,169	-5.1%
4	Gerbera mini	7,834,940	-35%	0.20	0.09	122%	2,991,241	48%
5	Peony	2,953,495	-38%	0.76	0.49	55%	2,635,380	4.9%
6	Lilium Oriental	1,707,390	-26%	0.71	0.65	9.2%	2,011,366	-6.8%
7	Chrysant, Single Bud	2,711,220	-8.3%	0.40	0.43	-7.0%	1,280,987	-13%
8	Rose Spray	2,608,690	9.2%	0.43	0.35	23%	1,194,775	25%
9	Hydrangea	834,502	-10%	1.25	0.95	32%	1,136,290	21%
10	Freesia, Single	1,744,650	-50%	0.26	0.13	100%	1,102,965	11%
11	Gerbera Large	1,900,850	-28%	0.26	0.14	86%	1,050,491	39%
12	Chrysant, Spray Santini	3,318,375	-12%	0.25	0.23	8.7%	1,048,189	-4.3%
13	Alstroemeria	3,268,300	-23%	0.20	0.13	54%	822,791	26%
14	Lisianthus/Eustoma (double)	1,597,700	7.6%	0.41	0.38	7.9%	785,730	29%
15	Gypsophila	1,841,750	-33%	0.32	0.21	52%	777,209	14%
Total Top 15		89,945,305	-24%	0.37	0.24	54%	46,967,309	21%
Total Cut Flowers Sales		135,426,681	-25%	0.34	0.23	47%	63,493,259	17%
Houseplants								
1	Phalaenopsis	432,687	-20%	3.71	3.44	7.8%	9,722,440	-8.3%
2	Rose	284,450	-12%	1.19	1.32	-10%	1,352,133	-19%
3	Kalanchoe	484,198	-23%	0.68	0.87	-22%	1,307,473	-21%
4	Hydrangea	206,392	-16%	1.93	1.89	2.1%	1,117,892	3.4%
5	Anthurium	119,154	-25%	3.09	2.64	17%	1,021,532	-14%
6	Bromelia	213,395	-0.6%	1.27	1.42	-11%	844,762	-33%
7	Various Houseplants	61,088	-17%	0.63	0.59	6.8%	771,662	119%
8	Zantedeschia	110,211	17%	1.97	2.32	-15%	697,094	-26%
9	Arrangements	52,375	-4.7%	3.1	3.31	-6.3%	663,640	-16%
10	Ficus	84,703	-34%	2.56	2.10	22%	572,818	-17%
Total Top 10		2,048,653	-17%	1.93	1.92	0.5%	18,071,447	-11%
Total Houseplants Sales		5,892,182	-19%	1.41	1.45	-2.9%	31,457,813	-19%
Total FH Sales		147,729,439	-25%	0.39	0.30	32%	109,698,089	-3.5%

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. W21 Date: 29/05/2013

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 : 21 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\$ = 102.48 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	17,248,267					
Alstroemeria -- D	406,075	5	220	38	0.37	
Alstroemeria -- I	0					
Ammi majus -- D	24,470	1	150	32	0.31	
Ammi majus -- I	0					
Anigozanthos -- D	6,017	16	150	70	0.69	
Anigozanthos -- I	325		50	45	0.44	AUS ZWE
Anthurium Pink -- D	242		130	87	0.85	
Anthurium Pink -- I	12,197	2	140	40	0.39	THA
Anthurium Red -- D	667		120	70	0.69	
Anthurium Red -- I	18,419	5	240	36	0.35	AUS THA USA ZAF
Anthurium White -- D	594		100	51	0.50	
Anthurium White -- I	7,762	1	170	40	0.39	THA
Brodea -- D	4,040		40	13	0.13	
Brodea -- I	0					
Bupleurum -- D	18,995	5	110	41	0.40	
Bupleurum -- I	0					
Calla -- D	79,439	5	330	74	0.72	
Calla -- I	6,850	12	320	107	1.04	NLD NZL
Carnations Spray -- D	703,438	1	100	23	0.23	
Carnations Spray -- I	199,622	1	55	22	0.22	COL
Carnations Standard -- D	892,764		160	27	0.26	
Carnations Standard -- I	199,173	1	200	32	0.31	COL
Chrysanthemum Spray -- D	815,310	1	240	31	0.30	
Chrysanthemum Spray -- I	539,973	1	80	24	0.24	KOR
Delphinium -- D	208,805	2	500	60	0.59	
Delphinium -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Dracaena -- D	15,615	1	80	38	0.37	
Dracaena -- I	147,879	1	180	23	0.22	SGP
Euphorbia Marginata -- D	400		50	44	0.43	
Euphorbia Marginata -- I	0					
Eustoma -- D	537,630	2	700	111	1.08	
Eustoma -- I	1,280	11	60	33	0.32	
Gentiana -- D	3,390	37	120	89	0.87	
Gentiana -- I	0					
Gerbera -- D	507,425	1	2,658	22	0.22	
Gerbera -- I	0					
Gladiolus -- D	75,445	7	130	64	0.62	
Gladiolus -- I	0					
Gypsophila -- D	292,468	5	240	37	0.36	
Gypsophila -- I	9,450		60	28	0.27	ISR
Heliconia Pendula -- D	2,784	3	100	34	0.33	
Heliconia Pendula -- I	69	167	500	248	2.42	SGP
Leucad. Safari Sunset -- D	69		50	50	0.49	
Leucad. Safari Sunset -- I	4,075	10	180	57	0.56	AUS NZL ZAF
Leucospermum Cordifolium -- D	6			129	1.26	
Leucospermum Cordifolium -- I	360	100	250	152	1.48	AUS NZL ZAF
Lily Casablanca -- D	22,327	24	900	391	3.82	
Lily Casablanca -- I	840		100	70	0.68	KOR
Lily Longiflorum -- D	65,725	8	150	75	0.73	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	488,685	3	80	20	0.19	
Limonium Sinuatum -- I	0					
Molucella -- D	5,400	25	120	56	0.55	
Molucella -- I	0					
Orchid Anna -- D	0					
Orchid Anna -- I	51,500	13	100	48	0.46	SGP THA
Orchid Cymbidium -- D	16,858	50	850	303	2.96	
Orchid Cymbidium -- I	5,174	30	1,200	607	5.93	NLD NZL
Orchid Oncidium -- D	13,341	5	1,000	94	0.92	
Orchid Oncidium -- I	99,253	10	150	56	0.55	SGP TAI THA
Orchid Phalaenopsis -- D	17,241	12	2,000	297	2.90	
Orchid Phalaenopsis -- I	5,172	150	840	453	4.42	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	46,750	20	70	40	0.39	THA
Ornithogalum -- D	17,077	3	80	29	0.28	
Ornithogalum -- I	1,640	40	80	60	0.59	NLD ZAF
Protea King -- D	167		1,000	748	7.30	
Protea King -- I	290		1,100	233	2.27	AUS ZAF
Protea others -- D	119	560	1,000	791	7.72	
Protea others -- I	259	60	1,100	317	3.09	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	140	22	160	118	1.15	AUS NZL
Rose Total -- D	1,380,098	3	2,065	64	0.63	
Rose Total -- I	106,524	10	400	51	0.50	
Rose Avalanche -- D	80,846	10	180	67	0.66	
Rose Avalanche -- I	0					
Rose Delilah -- D	5,878	15	150	47	0.46	
Rose Delilah -- I	0					
Rose Dukaat -- D	11,640	15	130	54	0.52	
Rose Dukaat -- I	0					
Rose Esther -- D	6,690	15	90	43	0.41	
Rose Esther -- I	0					
Rose Fantasy -- D	4,510	30	120	53	0.52	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,880	13	100	47	0.46	
Rose Gold Strike -- I	200			48	0.47	IND

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Milva -- D	5,060		110	66	0.64	
Rose Milva -- I	0					
Rose Noblesse -- D	14,975	15	77	36	0.35	
Rose Noblesse -- I	0					
Rose Pareo -- D	13,970	10	140	47	0.45	
Rose Pareo -- I	0					
Rose Red Roses D --	57,327	13	168	43	0.42	
Rose Red Roses I --	0					
Rose Saphir -- D	13,460	20	140	51	0.49	
Rose Saphir -- I	400	30	30	30	0.29	IND
Rose Skyline -- D	450	50	80	65	0.63	
Rose Skyline -- I	0					
Rose The Teresa -- D	19,170	19	120	54	0.53	
Rose The Teresa -- I	0					
Rose Tineke -- D	32,475	5	130	54	0.53	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	11,560	28	140	71	0.69	
Rose Spr Lovely Lydia -- I	9,840	15	70	37	0.36	KOR
Rose Spr Macarena -- D	12,060	20	120	51	0.50	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	6,687	19	120	36	0.35	
Rose Spr Mixed -- I	580		50	28	0.27	KOR
Sandersonia -- D	24,645	30	170	78	0.76	
Sandersonia -- I	0					
Trachelium -- D	1,610		80	56	0.55	
Trachelium -- I	960		125	73	0.71	ISR NLD
Waxflowers -- D	1,615		240	47	0.45	
Waxflowers -- I	325	10	60	22	0.22	AUS
Green Foliage						
Beargrass -- D	6		150	92	0.90	
Beargrass -- I	370	132	300	231	2.25	USA
Leatherleaves -- D	92,820	1	50	22	0.21	
Leatherleaves -- I	159,300	5	35	16	0.15	USA
Ruscus Israel -- D	9,575		40	21	0.20	
Ruscus Israel -- I	7,600		30	20	0.19	ISR
Ruscus Italian -- D	4,740	20	90	50	0.49	
Ruscus Italian -- I	7,560	3	60	30	0.29	ITA
Salal -- D	120		40	35	0.34	
Salal -- I	10,727	10	500	66	0.65	USA