

Price Information: Floriculture Products - European Markets								
Issue No. W22				Date: 05/06/2013				
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 22 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	38,945,791	-11%	0.32	0.25	28%	15,246,719	11%
2	Chrysanthemum Spray	15,661,800	14%	0.28	0.34	-18%	5,650,728	-8.9%
3	Gerbera mini	9,649,880	19%	0.15	0.15	0.0%	2,740,762	-0.9%
4	Peony	2,840,405	-62%	0.79	0.35	126%	2,512,205	-15%
5	Rose Small & Medium	2,373,610	-33%	0.17	0.12	42%	2,505,164	3.0%
6	Lilium Oriental	1,977,160	-11%	0.64	0.47	36%	1,950,061	16%
7	Hydrangea	930,604	-0.8%	1.23	0.96	28%	1,221,872	27%
8	Chrysant, Single Bud	2,910,680	29%	0.33	0.48	-31%	1,099,097	-16%
9	Chrysant, Spray Santini	3,211,175	-2%	0.26	0.24	8.3%	1,025,091	-0.5%
10	Freesia, Single	2,230,750	-32%	0.22	0.11	100%	1,000,791	41%
11	Rose Spray	2,198,310	9.1%	0.42	0.38	11%	956,991	6.6%
12	Gerbera Large	2,250,250	-1.3%	0.18	0.15	20%	857,038	17%
13	Alstroemeria	3,781,765	-13%	0.16	0.11	45%	792,165	43%
14	Lisianthus/Eustoma (dout)	1,731,890	29%	0.38	0.41	-7.3%	731,570	18%
15	Lilium LA	1,076,505	-32%	0.36	0.16	125%	678,372	59%
Total Top 15		91,770,575	-8.3%	0.31	0.26	19%	38,968,626	5.5%
Total Cut Flowers Sales		136,786,210	-12%	0.30	0.24	22%	53,347,670	5.5%
Houseplants								
1	Phalaenopsis	585,617	13%	3.03	3.00	1.0%	7,345,726	-6.0%
2	Rose	319,654	-30%	1.03	0.90	14%	1,137,208	-10%
3	Kalanchoe	695,827	6.8%	0.56	0.65	-14%	1,086,925	-16%
4	Hydrangea	323,423	56%	1.33	1.61	-17%	976,549	29%
5	Zantedeschia	91,587	19%	1.81	1.88	-3.7%	849,265	24%
6	Anthurium	123,174	-1.3%	2.44	2.38	2.5%	762,579	-13%
7	Bromelia	254,994	32%	1.07	1.25	-14%	755,172	-3.9%
8	Various Houseplants	85,468	47%	0.66	0.57	16%	676,703	109%
9	Ficus	104,660	-8.7%	2.05	1.75	17%	546,687	2.8%
10	Bougainvillea	40,082	-17%	2.25	3.05	-26%	543,666	14%
Total Top 10		2,624,486	7.1%	1.53	1.55	-1.3%	14,680,480	-0.9%
Total Houseplants Sales		7,271,115	14.4%	1.17	1.27	-8.0%	27,054,742	-5.8%
Total FH Sales		151,596,905	-9.9%	0.35	0.30	17%	92,515,615	-1.2%

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. W22 Date: 05/06/2013

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 : 22 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\$ = 101.27 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	18,141,845					
Alstroemeria -- D	389,316	5	350	39	0.38	
Alstroemeria -- I	0					
Ammi majus -- D	15,560	1	150	39	0.38	
Ammi majus -- I	0					
Anigozanthos -- D	7,955	20	120	68	0.67	
Anigozanthos -- I	0					
Anthurium Pink -- D	343		500	89	0.88	
Anthurium Pink -- I	9,416	8	120	46	0.46	THA
Anthurium Red -- D	800		120	66	0.65	
Anthurium Red -- I	15,005	10	240	43	0.43	AUS THA USA ZAF
Anthurium White -- D	485		150	63	0.62	
Anthurium White -- I	7,006	3	200	48	0.48	THA
Brodea -- D	18,530		40	7	0.07	
Brodea -- I	0					
Bupleurum -- D	18,590	5	100	41	0.40	
Bupleurum -- I	0					
Calla -- D	70,332	3	320	84	0.82	
Calla -- I	6,782		280	95	0.93	NLD NZL
Carnations Spray -- D	622,365	1	90	31	0.30	
Carnations Spray -- I	213,945	2	60	27	0.27	COL
Carnations Standard -- D	753,697		180	30	0.30	
Carnations Standard -- I	248,284	1	170	34	0.34	COL
Chrysanthemum Spray -- D	651,530	1	100	35	0.34	
Chrysanthemum Spray -- I	476,120	1	80	29	0.29	KOR

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Delphinium -- D	214,145	2	300	62	0.61	
Delphinium -- I	0					
Dracaena -- D	18,680	5	100	37	0.37	
Dracaena -- I	142,575	1	180	25	0.25	SGP
Euphorbia Marginata -- D	1,900		90	44	0.43	
Euphorbia Marginata -- I	50			70	0.69	
Eustoma -- D	597,362	1	3,000	91	0.90	
Eustoma -- I	320	33	40	24	0.24	
Freesia -- D	0					
Freesia -- I	50			120	1.18	NLD
Gentiana -- D	6,740	35	250	89	0.88	
Gentiana -- I	0					
Gerbera -- D	530,045	1	919	21	0.20	
Gerbera -- I	750	12	40	23	0.23	
Gladiolus -- D	96,395	5	120	63	0.63	
Gladiolus -- I	0					
Gypsophila -- D	269,610	5	240	46	0.46	
Gypsophila -- I	9,420		60	38	0.38	ISR
Heliconia Pendula -- D	1,460	7	180	34	0.34	
Heliconia Pendula -- I	186	60	500	175	1.73	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	3,280	1	130	58	0.58	AUS NZL ZAF
Leucospermum Cordifolium -- D	8			200	1.97	
Leucospermum Cordifolium -- I	45	150	220	173	1.71	AUS NZL ZAF
Lily Casablanca -- D	26,878	40	900	348	3.44	
Lily Casablanca -- I	780	20	120	55	0.54	KOR
Lily Longiflorum -- D	82,345	5	150	67	0.67	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	475,125	3	137	25	0.24	
Limonium Sinuatum -- I	0					
Molucella -- D	4,630	12	120	62	0.61	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	50			370	3.65	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	47,820	8	90	50	0.50	SGP THA
Orchid Cymbidium -- D	11,671	50	800	327	3.23	
Orchid Cymbidium -- I	7,416	200	1,200	596	5.88	NLD NZL
Orchid Oncidium -- D	12,458	8	550	92	0.91	
Orchid Oncidium -- I	134,930	1	130	50	0.49	SGP TAI THA
Orchid Phalaenopsis -- D	15,412	56	2,000	341	3.37	
Orchid Phalaenopsis -- I	4,327	125	840	511	5.05	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	93,070	10	70	41	0.41	THA
Ornithogalum -- D	12,239	2	100	41	0.41	
Ornithogalum -- I	2,282	10	120	64	0.64	NLD ZAF
Protea King -- D	216		1,000	744	7.34	
Protea King -- I	0					
Protea others -- D	144	350	1,000	784	7.74	
Protea others -- I	201	50	600	221	2.19	AUS NZL
Riceflowers -- D	70		100	82	0.81	
Riceflowers -- I	110	100	150	117	1.16	AUS NZL
Rose Total -- D	1,420,315	1	2,062	57	0.57	
Rose Total -- I	101,948	1	400	47	0.46	
Rose Avalanche -- D	86,297	1	180	58	0.57	
Rose Avalanche -- I	0					
Rose Delilah -- D	6,480	1	135	41	0.40	
Rose Delilah -- I	0					

Product Name & Source		Price in Japanese Yen			Average		
Domestic	I = Imp	Quantity	Lowest	Highest	Average	US\$	Main Origin
Rose Dukaat -- D							
Rose Dukaat -- I	0						
Rose Esther -- D	6,660	5	100	35	0.34		
Rose Esther -- I	100	45	45	45	0.44		
Rose Fantasy -- D	3,630	20	100	51	0.50		
Rose Fantasy -- I	0						
Rose Gold Strike -- D	2,850	20	90	43	0.43		
Rose Gold Strike -- I	590		50	28	0.28	IND	
Rose Grand Gala -- D	190	25	40	31	0.31		
Rose Grand Gala -- I	0						
Rose Milva -- D	3,640		100	61	0.61		
Rose Milva -- I	0						
Rose Noblesse -- D	12,070	5	96	31	0.30		
Rose Noblesse -- I	0						
Rose Pareo -- D	16,310	5	104	44	0.43		
Rose Pareo -- I	0						
Rose Red Roses D --	51,490	1	150	38	0.38		
Rose Red Roses I --	0						
Rose Saphir -- D	11,860	8	129	50	0.50		
Rose Saphir -- I	240	6	6	6	0.06	IND	
Rose Skyline -- D	690	20	100	39	0.39		
Rose Skyline -- I	0						
Rose The Teresa -- D	20,270	10	102	48	0.47		
Rose The Teresa -- I	0						
Rose Tineke -- D	32,560	1	180	42	0.42		
Rose Tineke -- I	0						
Rose Spr Lovely Lydia -- D	10,950	20	141	64	0.64		
Rose Spr Lovely Lydia -- I	5,240	10	60	30	0.30	KOR	
Rose Spr Macarena -- D	9,215	10	120	50	0.49		
Rose Spr Macarena -- I	0						
Rose Spr Mixed -- D	5,415	19	100	28	0.27		
Rose Spr Mixed -- I	1,160		34	22	0.22	KOR	
Sandersonia -- D	27,080	15	170	75	0.74		
Sandersonia -- I	0						
Trachelium -- D	1,460		90	54	0.53		
Trachelium -- I	1,350		100	66	0.65	ISR NLD	
Tulip -- D	0						
Tulip -- I	50			60	0.59	NLD	
Waxflowers -- D	675		55	35	0.35		
Waxflowers -- I	400		65	54	0.53	AUS	
Green Foliage							
Beargrass -- D	3		100	100	0.99		
Beargrass -- I	710	200	300	189	1.86	USA	
Leatherleaves -- D	83,960	5	50	23	0.22		
Leatherleaves -- I	190,910	5	40	16	0.16	USA	
Ruscus Israel -- D	8,500		40	22	0.21		
Ruscus Israel -- I	16,975		35	21	0.21	ISR	
Ruscus Italian -- D	4,960	26	90	52	0.51		
Ruscus Italian -- I	8,315	1	75	31	0.31	ITA	
Salal -- D	20		40	37	0.37		
Salal -- I	9,150	22	600	77	0.76	USA	