

## Price Information: Floriculture Products - European Markets

Issue No. W23

Date: 12/06/2013

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 23 2013 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
<b>Cut Flowers</b>								
1	Rose Large	39,318,284	2.1%	0.22	0.27	-19%	11,475,647	-10%
2	Chrysanthemum Spray	15,121,355	-0.7%	0.23	0.35	-34%	4,743,596	-27%
3	Rose Small & Medium	2,042,720	-52%	0.14	0.12	17%	2,336,925	12%
4	Peony Lactiflora	2,910,235	-60%	0.68	0.34	100%	2,265,008	-30%
5	Gerbera mini	9,774,360	45%	0.07	0.23	-70%	1,781,082	-45%
6	Lilium Oriental	1,979,150	5.1%	0.46	0.60	-23%	1,498,992	-7.2%
7	Hydrangea	993,170	-8.2%	0.96	0.86	12%	1,048,916	8.4%
8	Chrysant, Single Bud	2,733,380	7.3%	0.29	0.45	-36%	897,793	-32%
9	Rose Spray	2,255,900	31%	0.37	0.39	-5.1%	886,871	14%
10	Chrysant, Spray Santini	3,212,860	6.3%	0.22	0.23	-4.3%	809,541	-11%
11	Freesia, Single	2,112,000	19%	0.15	0.20	-25%	808,346	-2.5%
12	Alstroemeria	3,611,280	-3.5%	0.13	0.14	-7.1%	646,987	10%
13	Gerbera Large	2,302,685	27%	0.10	0.27	-63%	593,464	-35%
14	Lilium LA	1,104,520	-14%	0.27	0.26	3.8%	588,894	26%
15	Peony, various	1,035,145	213%	0.54	0.48	13%	580,120	70%
<b>Total Top 15</b>		<b>90,507,044</b>	<b>-0.8%</b>	<b>0.24</b>	<b>0.29</b>	<b>-17%</b>	<b>30,962,182</b>	<b>-15%</b>
<b>Total Cut Flowers Sales</b>		<b>137,991,089</b>	<b>-2.6%</b>	<b>0.23</b>	<b>0.27</b>	<b>-13%</b>	<b>44,051,553</b>	<b>-11%</b>
<b>Houseplants</b>								
1	Phalaenopsis	502,753	-22%	2.80	2.59	8.1%	8,368,915	19%
2	Rose	407,616	16%	0.87	0.83	4.8%	1,322,702	10%
3	Kalanchoe	772,139	25%	0.51	0.59	-14%	1,059,993	0.7%
4	Hydrangea	292,590	50%	1.32	1.53	-14%	935,324	19%
5	Bromelia	244,027	-2.4%	0.97	1.15	-16%	758,758	-1.3%
6	Zantedeschia	71,730	1.8%	1.82	1.91	-4.7%	737,704	12%
7	Anthurium	117,444	-25%	2.57	2.06	25%	715,019	-3.5%
8	Verious Palms	24,112	-40%	2.67	2.23	20%	602,219	21%
9	Various Houseplants	78,273	-0.6%	0.58	0.54	7.4%	565,849	167%
10	Orchids - Various	11,289	-28%	2.23	1.80	24%	563,732	57%
<b>Total Top 10</b>		<b>2,521,973</b>	<b>4.1%</b>	<b>1.33</b>	<b>1.46</b>	<b>-8.9%</b>	<b>15,630,214</b>	<b>17%</b>
<b>Total Houseplants Sales</b>		<b>7,206,260</b>	<b>7.3%</b>	<b>1.09</b>	<b>1.19</b>	<b>-7.6%</b>	<b>27,971,630</b>	<b>8.6%</b>
<b>Total FH Sales</b>		<b>152,752,671</b>	<b>-0.3%</b>	<b>0.29</b>	<b>0.32</b>	<b>-9.0%</b>	<b>83,475,842</b>	<b>-2.0%</b>

**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. W23 Date: 12/06/2013**

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 : 23 in : 2013**

**Index:**

<b>Quantity</b>	Number of stems auctioned in the four reporting auctions together
<b>Lowest</b>	Lowest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Highest</b>	Highest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average</b>	Average stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average US\$</b>	Average stem price, converted to US Dollar, as per the relevant exchange rate given below.
<b>Main Origin</b>	Main countries of origin; See abbreviations in the table at the head of this report.

**Exchange Rate** 1 US\$ = 99.27 Yen

<u>Product Name &amp; Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>Total Cut Flowers Sold</b>	<b>17,699,009</b>					
Achilea -- D	510		60	35	0.35	
Achilea -- I	0					
Alstroemeria -- D	333,235	1	170	43	0.43	
Alstroemeria -- I	2,374	1	32	17	0.17	COL
Ammi majus -- D	14,110	3	125	42	0.42	
Ammi majus -- I	0					
Anigozanthos -- D	9,554	10	120	64	0.64	
Anigozanthos -- I	120		120	105	1.06	AUS NLD ZWE
Anthurium Pink -- D	195		180	97	0.98	
Anthurium Pink -- I	8,590	15	140	57	0.57	THA
Anthurium Red -- D	711		140	84	0.85	
Anthurium Red -- I	15,911	10	140	52	0.52	AUS THA USA ZAF
Anthurium White -- D	315		100	63	0.63	
Anthurium White -- I	5,758	14	170	59	0.60	THA
Brodea -- D	9,500		50	8	0.08	
Brodea -- I	0					
Bupleurum -- D	17,070	7	100	48	0.48	
Bupleurum -- I	0					
Calla -- D	73,462	10	350	90	0.90	
Calla -- I	3,507	70	280	114	1.15	NLD NZL
Carnations Spray -- D	614,759	2	110	45	0.45	
Carnations Spray -- I	297,620	12	65	31	0.31	COL
Carnations Standard -- D	619,401	3	160	43	0.44	
Carnations Standard -- I	319,722	1	200	42	0.42	COL
Chrysanthemum Spray -- D	593,290	1	100	42	0.42	
Chrysanthemum Spray -- I	534,610	1	80	34	0.34	KOR

Delphinium -- D	230,905	10	300	63	0.64	
Delphinium -- I	0					
Dracaena -- D	16,720	10	250	41	0.41	
Dracaena -- I	123,781	2	180	28	0.29	SGP
Euphorbia Marginata -- D	5,710		80	43	0.43	
Euphorbia Marginata -- I	0					
Eustoma -- D	524,312	10	600	104	1.05	
Eustoma -- I	2,080	16	70	42	0.42	
Freesia -- D	0					
Freesia -- I	50			120	1.21	NLD
Gentiana -- D	26,839	30	220	74	0.75	
Gentiana -- I	0					
Gerbera -- D	500,329	1	919	22	0.22	
Gerbera -- I	250	25	40	28	0.28	
Gladiolus -- D	98,977	10	110	65	0.66	
Gladiolus -- I	0					
Gypsophila -- D	233,420	5	280	63	0.64	
Gypsophila -- I	6,400		150	62	0.62	ISR
Heliconia Pendula -- D	3,058	15	200	50	0.50	
Heliconia Pendula -- I	141	167	400	243	2.45	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	2,490	20	300	72	0.73	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	44	90	140	124	1.25	AUS NZL ZAF
Lily Casablanca -- D	28,731	50	1,000	350	3.52	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	96,325	5	170	60	0.61	
Lily Longiflorum -- I	240		47	42	0.42	KOR
Limonium Sinuatum -- D	472,945	2	100	30	0.30	
Limonium Sinuatum -- I	0					
Molucella -- D	2,270	40	120	76	0.77	
Molucella -- I	0					
Orchid Anna -- D	0					
Orchid Anna -- I	26,600	15	85	51	0.51	SGP THA
Orchid Cymbidium -- D	11,621	42	800	297	2.99	
Orchid Cymbidium -- I	8,467	10	1,200	609	6.13	NLD NZL
Orchid Oncidium -- D	14,547	2	550	94	0.94	
Orchid Oncidium -- I	125,538	1	140	50	0.51	SGP TAI THA
Orchid Phalaenopsis -- D	15,164	55	2,000	380	3.83	
Orchid Phalaenopsis -- I	5,532	130	840	499	5.03	AUS NZL
Orchid Sonia -- D	600		40	38	0.38	
Orchid Sonia -- I	123,220	18	73	38	0.39	THA
Ornithogalum -- D	8,872	1	100	47	0.48	
Ornithogalum -- I	2,040	55	80	68	0.69	NLD ZAF
Protea King -- D	250		1,000	698	7.03	
Protea King -- I	180		120	120	1.21	AUS ZAF
Protea others -- D	230	370	1,000	694	6.99	
Protea others -- I	260	44	600	269	2.71	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	110	40	160	110	1.11	AUS NZL
<b>Rose Total -- D</b>	<b>1,331,539</b>	<b>1</b>	<b>2,065</b>	<b>60</b>	<b>0.61</b>	
<b>Rose Total -- I</b>	<b>105,691</b>	<b>1</b>	<b>450</b>	<b>46</b>	<b>0.46</b>	
Rose Avalanche -- D	66,680	22	180	79	0.80	
Rose Avalanche -- I	120	40	40	40	0.40	
Rose Delilah -- D	8,420	5	100	35	0.36	
Rose Delilah -- I	0					
Rose Dukaat -- D	14,460	10	120	43	0.44	
Rose Dukaat -- I	0					
Rose Esther -- D	9,110	6	90	31	0.31	
Rose Esther -- I	900	10	20	13	0.13	
Rose Fantasy -- D	3,620	15	120	49	0.49	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	2,085	20	80	39	0.39	

Rose Gold Strike -- I	0						
Rose Grand Gala -- D	240	40	60	44	0.44		
Rose Grand Gala -- I	0						
Rose Milva -- D	4,200		110	65	0.65		
Rose Milva -- I	0						
Rose Noblesse -- D	13,290	5	70	30	0.30		
Rose Noblesse -- I	0						
Rose Pareo -- D	17,454	5	106	41	0.42		
Rose Pareo -- I	0						
Rose Red Roses D --	47,370	4	141	41	0.42		
Rose Red Roses I --	0						
Rose Saphir -- D	10,870	8	120	52	0.52		
Rose Saphir -- I	260			13	0.13	IND	
Rose Skyline -- D	470	24	60	44	0.44		
Rose Skyline -- I	0						
Rose The Teresa -- D	21,200	10	100	49	0.50		
Rose The Teresa -- I	0						
Rose Tineke -- D	31,920	5	150	55	0.55		
Rose Tineke -- I	0						
Rose Spr Lovely Lydia -- D	9,415	20	140	70	0.70		
Rose Spr Lovely Lydia -- I	10,680	10	70	32	0.33	KOR	
Rose Spr Macarena -- D	10,375	15	110	49	0.49		
Rose Spr Macarena -- I	0						
Rose Spr Mixed -- D	6,699	1	100	19	0.20		
Rose Spr Mixed -- I	1,020		60	23	0.23	KOR	
Sandersonia -- D	23,105	25	220	82	0.83		
Sandersonia -- I	0						
Trachelium -- D	1,940		90	44	0.44		
Trachelium -- I	640		75	48	0.48	ISR NLD	
Tulip -- D	0						
Tulip -- I	350		70	59	0.59	NLD	
Waxflowers -- D	250		50	34	0.34		
Waxflowers -- I	440		50	28	0.28	AUS	
<a href="#">Green Foliage</a>							
Beargrass -- D	3		100	100	1.01		
Beargrass -- I	290	1	300	232	2.34	USA	
Leatherleaves -- D	98,090	5	50	23	0.24		
Leatherleaves -- I	268,240	3	35	14	0.14	USA	
Ruscus Israel -- D	9,080		40	25	0.25		
Ruscus Israel -- I	8,995		35	22	0.23	ISR	
Ruscus Italian -- D	5,560	30	100	56	0.56		
Ruscus Italian -- I	5,970	17	65	36	0.36	ITA	
Salal -- D	120		45	43	0.43		
Salal -- I	9,765	23	600	83	0.84	USA	