

Price Information: Floriculture Products - European Markets

Issue No. W24

Date: 19/06/2013

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 24 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	38,450,433	-1.6%	0.21	0.27	-22%	10,627,861	-15%
2	Chrysanthemum Spray	14,978,225	-1.7%	0.22	0.28	-21%	4,618,769	-13%
3	Peony Lactiflora	6,830,355	-2.6%	0.36	0.34	5.9%	2,754,986	-14%
4	Rose Small & Medium	1,930,970	-48%	0.13	0.12	8.3%	2,193,631	1.5%
5	Lilium Oriental	1,791,940	-14%	0.50	0.58	-14%	1,466,183	-13%
6	Gerbera mini	9,622,950	0.9%	0.06	0.14	-57%	1,462,735	-36%
7	Hydrangea	1,041,858	-1.8%	0.89	0.80	11%	997,790	11%
8	Rose Spray	2,482,470	34%	0.34	0.38	-11%	881,175	13%
9	Chrysant, Single Bud	2,723,510	0.8%	0.27	0.32	-16%	837,877	-16%
10	Freesia, Single	2,297,000	3.3%	0.13	0.16	-19%	815,507	18%
11	Chrysant, Spray Santini	2,982,625	3.4%	0.20	0.21	-4.8%	743,744	-8.4%
12	Lilium LA	1,076,270	-11%	0.25	0.28	-11%	611,418	6.6%
13	Alstroemeria	3,672,220	6.4%	0.11	0.14	-21%	548,123	-5.6%
14	Lisianthus/Eustoma (double)	1,340,720	8.3%	0.36	0.35	2.9%	544,072	14%
15	Cymbidium Large (stem)	187,449	57%	2.45	4.37	-44%	519,056	-13%
Total Top 15		91,408,995	-2.1%	0.22	0.27	-19%	29,622,928	-12%
Total Cut Flowers Sales		140,644,100	-2.7%	0.22	0.25	-12%	41,362,553	-10%
Houseplants								
1	Phalaenopsis	510,467	-2.2%	2.74	2.76	-0.7%	7,195,886	3.3%
2	Rose	434,476	61%	0.80	0.98	-18%	1,199,492	4.6%
3	Kalanchoe	781,258	62%	0.45	0.67	-33%	1,019,147	-11%
4	Hydrangea	240,773	38%	1.31	1.89	-31%	768,157	7.1%
5	Bromelia	215,640	-8.9%	0.91	1.17	-22%	726,997	-11%
6	Anthurium	110,324	-22%	2.58	2.23	16%	706,670	-11%
7	Various Houseplants	73,490	-21%	0.54	0.57	-5.3%	676,782	29%
8	Zantedeschia	61,954	-11%	2.03	1.98	2.5%	590,778	-8.6%
9	Chrysanthemum	264,674	106%	0.41	0.55	-25%	548,549	17%
10	Ficus	104,110	-17%	1.92	1.61	19%	548,548	-13%
Total Top 10		2,797,166	25%	1.20	1.52	-21%	13,981,006	0.9%
Total Houseplants Sales		7,057,607	16%	1.06	1.24	-14%	25,088,690	-2.0%
Total FH Sales		153,629,372	-0.7%	0.27	0.30	-10%	76,798,774	-2.8%

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. W24 Date: 19/06/2013

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 : 24 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\$ = 96.58 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	17,693,403					
Achilea -- D	2,180		55	22	0.22	
Achilea -- I	0					
Alstroemeria -- D	284,530	10	160	49	0.51	
Alstroemeria -- I	2,135	5	41	21	0.22	COL
Ammi majus -- D	8,575	15	125	58	0.60	
Ammi majus -- I	0					
Anigozanthos -- D	9,712	20	120	60	0.62	
Anigozanthos -- I	50	45	45	45	0.47	AUS ZWE
Anthurium Pink -- D	210		500	148	1.53	
Anthurium Pink -- I	7,330	20	180	71	0.73	THA
Anthurium Red -- D	722		153	102	1.05	
Anthurium Red -- I	10,952	20	180	69	0.72	AUS THA USA ZAF
Anthurium White -- D	420		120	75	0.78	
Anthurium White -- I	5,512	5	150	70	0.72	THA
Brodea -- D	450		40	26	0.27	
Brodea -- I	0					
Bupleurum -- D	27,060	10	100	47	0.48	
Bupleurum -- I	0					
Calla -- D	69,713	5	400	92	0.95	
Calla -- I	3,613		200	105	1.09	NLD NZL
Carnations Spray -- D	678,929	5	110	49	0.51	
Carnations Spray -- I	309,054	5	175	34	0.35	COL
Carnations Standard -- D	587,528	10	160	50	0.52	
Carnations Standard -- I	415,203	5	175	46	0.47	COL
Chrysanthemum Spray -- D	668,957	7	120	48	0.50	
Chrysanthemum Spray -- I	490,740	4	80	40	0.42	KOR

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Delphinium -- D	252,365	1	280	62	0.64	
Delphinium -- I	0					
Dracaena -- D	27,110	10	360	41	0.43	
Dracaena -- I	122,922	3	180	31	0.32	SGP
Euphorbia Marginata -- D	4,410		75	44	0.45	
Euphorbia Marginata -- I	0					
Eustoma -- D	561,227	1	1,715	109	1.12	
Eustoma -- I	1,520	17	70	39	0.41	
Freesia -- D	0					
Freesia -- I	100		100	95	0.98	NLD
Gentiana -- D	76,710	25	170	67	0.70	
Gentiana -- I	0					
Gerbera -- D	457,824	3	150	22	0.23	
Gerbera -- I	500	30	43	36	0.37	
Gladiolus -- D	162,079	1	110	54	0.56	
Gladiolus -- I	0					
Gypsophila -- D	246,000	5	300	83	0.86	
Gypsophila -- I	10,235	1	120	59	0.61	ISR
Heliconia Pendula -- D	4,170	5	200	45	0.47	
Heliconia Pendula -- I	185	30	400	179	1.85	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	2,554	40	75	61	0.64	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	44	220	220	220	2.28	AUS NZL ZAF
Lily Casablanca -- D	37,118	45	1,000	317	3.28	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	77,420	15	500	66	0.68	
Lily Longiflorum -- I	760	12	50	42	0.44	KOR NLD
Limonium Sinuatum -- D	436,170	5	150	39	0.41	
Limonium Sinuatum -- I	0					
Molucella -- D	4,600	13	120	63	0.65	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	550		100	72	0.75	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	15,300	12	100	57	0.59	SGP THA
Orchid Cymbidium -- D	8,714	31	700	276	2.86	
Orchid Cymbidium -- I	10,721	117	1,180	579	6.00	NLD NZL
Orchid Oncidium -- D	15,023	3	500	91	0.94	
Orchid Oncidium -- I	128,040	15	150	49	0.51	SGP TAI THA
Orchid Phalaenopsis -- D	16,224	56	2,000	385	3.98	
Orchid Phalaenopsis -- I	5,262	125	850	498	5.16	AUS NZL
Orchid Sonia -- D	400			40	0.41	
Orchid Sonia -- I	134,110	10	70	35	0.36	THA
Ornithogalum -- D	3,858	6	80	48	0.50	
Ornithogalum -- I	2,680	25	80	66	0.68	NLD ZAF
Protea King -- D	87		705	575	5.95	
Protea King -- I	372		1,200	154	1.59	AUS ZAF
Protea others -- D	87	400	705	575	5.95	
Protea others -- I	104	200	250	170	1.76	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	20			100	1.04	AUS NZL
Rose Total -- D	1,520,997	1	2,065	54	0.56	
Rose Total -- I	127,245	3	700	50	0.52	
Rose Avalanche -- D	98,095	2	180	60	0.62	
Rose Avalanche -- I	0					
Rose Delilah -- D	8,390	2	90	29	0.30	
Rose Delilah -- I	0					
Rose Dukaat -- D	15,760	10	171	64	0.67	
Rose Dukaat -- I	0					

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
		<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	<u>US\$</u>	
Rose Esther -- D	7,700	10	120	29	0.30	
Rose Esther -- I	100	5	5	5	0.05	
Rose Fantasy -- D	2,610	10	100	50	0.52	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,892	10	140	61	0.63	
Rose Gold Strike -- I	3,940	6	80	36	0.38	IND
Rose Grand Gala -- D	1,230	20	50	37	0.38	
Rose Grand Gala -- I	0					
Rose Milva -- D	4,450		150	68	0.70	
Rose Milva -- I	0					
Rose Noblesse -- D	17,530	5	63	22	0.23	
Rose Noblesse -- I	0					
Rose Pareo -- D	21,200	5	140	45	0.46	
Rose Pareo -- I	0					
Rose Red Roses D --	60,690	3	174	33	0.34	
Rose Red Roses I --	0					
Rose Saphir -- D	11,360	5	120	43	0.45	
Rose Saphir -- I	0					
Rose Skyline -- D	715	40	103	81	0.84	
Rose Skyline -- I	0					
Rose The Teresa -- D	24,380	3	100	39	0.40	
Rose The Teresa -- I	0					
Rose Tineke -- D	39,340	1	130	40	0.41	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	12,855	11	150	60	0.62	
Rose Spr Lovely Lydia -- I	7,710	10	60	25	0.26	KOR
Rose Spr Macarena -- D	13,625	12	150	51	0.53	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,719	6	120	26	0.27	
Rose Spr Mixed -- I	570		35	16	0.17	KOR
Sandersonia -- D	29,270	30	200	88	0.91	
Sandersonia -- I	0					
Trachelium -- D	4,810	12	70	37	0.38	
Trachelium -- I	1,150		70	54	0.55	ISR NLD
Tulip -- D	0					
Tulip -- I	450		60	43	0.45	NLD
Waxflowers -- D	280		40	35	0.36	
Waxflowers -- I	400		50	28	0.29	AUS
Green Foliage						
Beargrass -- D	3		150	150	1.55	
Beargrass -- I	500	200	330	182	1.88	USA
Leatherleaves -- D	94,770	3	50	22	0.22	
Leatherleaves -- I	232,190	1	35	14	0.15	USA
Ruscus Israel -- D	8,520		54	26	0.27	
Ruscus Israel -- I	11,000		40	24	0.25	ISR
Ruscus Italian -- D	5,080	20	100	52	0.54	
Ruscus Italian -- I	7,460	10	70	35	0.36	ITA
Salal -- D	180		45	40	0.41	
Salal -- I	8,676	20	700	111	1.15	USA