

## Price Information: Floriculture Products - European Markets

Issue No. W25

Date: 26/06/2013

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 25 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	35,221,104	-9.8%	0.20	0.26	-23%	9,718,379	-22%
2	Chrysanthemum Spray	14,825,741	-4.3%	0.22	0.23	-4.3%	4,387,280	-2.9%
3	Peony Lactiflora	6,433,288	36%	0.26	0.41	-37%	2,489,770	5.9%
4	Rose Small & Medium	1,894,200	-51%	0.11	0.13	-15%	1,897,458	-6.6%
5	Lilium Oriental	1,842,260	-14%	0.51	0.50	2.0%	1,475,140	-7.5%
6	Gerbera mini	8,422,490	-23%	0.06	0.08	-25%	1,347,080	-16%
7	Hydrangea	985,845	-9.6%	0.84	0.83	1.2%	882,626	-8.9%
8	Rose Spray	2,375,850	35%	0.32	0.39	-18%	820,717	3.1%
9	Chrysant, Single Bud	2,804,620	18%	0.21	0.31	-32%	702,445	-17%
10	Chrysant, Spray Santini	3,256,250	7.7%	0.17	0.19	-11%	690,563	-11%
11	Freesia, Single	2,456,200	15%	0.10	0.15	-33%	652,275	-3.2%
12	Lilium LA	990,230	-11%	0.25	0.27	-7.4%	510,238	-4.9%
13	Gerbera Large	2,022,650	-5.1%	0.12	0.16	-25%	499,681	-24%
14	Lisianthus/Eustoma (double)	1,297,220	6.9%	0.34	0.37	-8.1%	493,837	0.4%
15	Cymbidium Large (stem)	165,216	77%	2.50	4.67	-46%	462,505	-5.3%
<b>Total Top 15</b>		<b>84,993,164</b>	<b>-6.7%</b>	<b>0.21</b>	<b>0.25</b>	<b>-16%</b>	<b>27,029,994</b>	<b>-12%</b>
<b>Total Cut Flowers Sales</b>		<b>133,584,953</b>	<b>-6.6%</b>	<b>0.20</b>	<b>0.23</b>	<b>-14%</b>	<b>37,328,879</b>	<b>-13%</b>
<b>Houseplants</b>								
1	Phalaenopsis	493,091	-3.9%	2.57	2.79	-7.9%	6,472,223	-4.8%
2	Various Houseplants	73,186	-17%	0.52	0.55	-5.5%	1,064,288	99%
3	Rose	403,937	73%	0.75	1.00	-25%	952,336	5.6%
4	Bromelia	197,113	-20%	0.95	1.09	-13%	935,903	-6.7%
5	Kalanchoe	692,321	51%	0.44	0.66	-33%	934,721	-14%
6	Ficus	102,928	-13%	1.82	1.55	17%	701,764	29%
7	Zantedeschia	69,512	46%	1.70	2.14	-21%	634,058	34%
8	Anthurium	108,210	-18%	2.51	2.34	7.3%	617,517	-20%
9	Lily	84,927	16%	0.92	1.27	-28%	586,803	20%
10	Hydrangea	213,087	17%	1.29	1.90	-32%	585,403	-24%
<b>Total Top 10</b>		<b>2,438,312</b>	<b>17%</b>	<b>1.24</b>	<b>1.58</b>	<b>-22%</b>	<b>13,485,016</b>	<b>0.8%</b>
<b>Total Houseplants Sales</b>		<b>6,425,441</b>	<b>8.8%</b>	<b>1.02</b>	<b>1.22</b>	<b>-16%</b>	<b>23,736,092</b>	<b>-1.4%</b>
<b>Total FH Sales</b>		<b>144,626,681</b>	<b>-5.1%</b>	<b>0.24</b>	<b>0.29</b>	<b>-15%</b>	<b>68,084,214</b>	<b>-8.5%</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. W25 Date: 26/06/2013**

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 : 25 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\$ = 95.68 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>17,441,063</b>					
Achilea -- D	6,940		100	13	0.14	
Achilea -- I	0					
Alstroemeria -- D	252,286	5	150	55	0.57	
Alstroemeria -- I	720	16	25	19	0.20	COL
Ammi majus -- D	12,660	5	90	48	0.50	
Ammi majus -- I	0					
Anigozanthos -- D	6,361	10	120	61	0.64	
Anigozanthos -- I	0					
Anthurium Pink -- D	110		300	126	1.32	
Anthurium Pink -- I	8,332	3	230	77	0.80	THA
Anthurium Red -- D	805		170	104	1.09	
Anthurium Red -- I	12,762	6	220	76	0.79	AUS THA USA ZAF
Anthurium White -- D	245		364	89	0.93	
Anthurium White -- I	5,842	12	150	82	0.86	THA
Banksia -- D	30			51	0.53	
Banksia -- I	0					
Brodea -- D	230		40	31	0.32	
Brodea -- I	0					
Bupleurum -- D	32,260	8	90	33	0.34	
Bupleurum -- I	0					
Calla -- D	65,354	5	400	90	0.95	
Calla -- I	2,983		200	95	0.99	NLD NZL
Carnations Spray -- D	665,911	7	140	50	0.53	
Carnations Spray -- I	321,324	1	65	32	0.34	COL
Carnations Standard -- D	607,834	1	160	49	0.51	
Carnations Standard -- I	464,237	3	170	42	0.43	COL

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Chrysanthemum Spray -- D	724,570	10	100	50	0.53	
Chrysanthemum Spray -- I	489,100	5	80	44	0.46	KOR
Delphinium -- D	243,400	7	300	65	0.67	
Delphinium -- I	0					
Dracaena -- D	31,800	10	500	43	0.45	
Dracaena -- I	121,257	3	200	32	0.34	SGP
Euphorbia Marginata -- D	4,800		70	42	0.44	
Euphorbia Marginata -- I	0					
Eustoma -- D	544,739	10	2,648	110	1.15	
Eustoma -- I	2,400	27	60	40	0.41	
Gentiana -- D	115,130	25	150	66	0.69	
Gentiana -- I	0					
Gerbera -- D	453,412	1	909	20	0.20	
Gerbera -- I	800	22	40	26	0.27	
Gladiolus -- D	176,036	1	110	48	0.50	
Gladiolus -- I	240	30	30	30	0.31	
Gypsophila -- D	258,920	1	300	55	0.58	
Gypsophila -- I	5,125	2	60	35	0.37	ISR
Heliconia Pendula -- D	4,745	20	150	51	0.53	
Heliconia Pendula -- I	163	30	380	164	1.72	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	3,480	31	100	60	0.63	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	112	140	280	201	2.10	AUS NZL ZAF
Lily Casablanca -- D	33,921	30	1,000	295	3.08	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	89,305	15	500	65	0.68	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	392,104	5	111	43	0.45	
Limonium Sinuatum -- I	0					
Molucella -- D	2,730	17	150	70	0.73	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	950		300	81	0.85	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	16,760	24	142	63	0.65	SGP THA
Orchid Cymbidium -- D	5,575	25	650	291	3.04	
Orchid Cymbidium -- I	11,556	50	1,100	550	5.75	NLD NZL
Orchid Oncidium -- D	13,829	8	600	103	1.08	
Orchid Oncidium -- I	120,530	20	142	49	0.51	SGP TAI THA
Orchid Phalaenopsis -- D	14,524	35	2,000	366	3.83	
Orchid Phalaenopsis -- I	5,191	80	850	504	5.27	AUS NZL
Orchid Sonia -- D	20			40	0.42	
Orchid Sonia -- I	122,350	14	70	36	0.38	THA
Ornithogalum -- D	3,485	1	130	48	0.51	
Ornithogalum -- I	2,080	50	80	71	0.74	NLD ZAF
Protea King -- D	31		700	497	5.19	
Protea King -- I	336		1,000	171	1.79	AUS ZAF
Protea others -- D	31	350	700	497	5.19	
Protea others -- I	408	100	400	247	2.59	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	60	120	120	107	1.11	AUS NZL
<b>Rose Total -- D</b>	<b>1,530,105</b>		<b>2,065</b>	<b>39</b>	<b>0.40</b>	
<b>Rose Total -- I</b>	<b>96,802</b>		<b>420</b>	<b>41</b>	<b>0.42</b>	
Rose Avalanche -- D	102,715	1	180	37	0.38	
Rose Avalanche -- I	420	1	11	19	0.20	NLD
Rose Delilah -- D	7,020	1	90	19	0.19	
Rose Delilah -- I	0					
Rose Dukaat -- D	14,900	2	180	30	0.31	
Rose Dukaat -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Esther -- D	5,660	1	90	21	0.22	
Rose Esther -- I	800	1	5	3	0.03	
Rose Fantasy -- D	3,330	10	100	33	0.34	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,360	10	80	23	0.24	
Rose Gold Strike -- I	0					
Rose Grand Gala -- D	410	6	11	9	0.09	
Rose Grand Gala -- I	0					
Rose Milva -- D	4,916		120	47	0.49	
Rose Milva -- I	0					
Rose Noblesse -- D	13,220	1	60	17	0.18	
Rose Noblesse -- I	0					
Rose Pareo -- D	18,079	5	100	30	0.32	
Rose Pareo -- I	0					
Rose Red Roses D --	57,355	1	129	22	0.23	
Rose Red Roses I --	0					
Rose Saphir -- D	10,500	1	126	35	0.37	
Rose Saphir -- I	400	1	6	2	0.02	IND
Rose Skyline -- D	420	14	80	33	0.34	
Rose Skyline -- I	0					
Rose The Teresa -- D	22,420	1	100	32	0.33	
Rose The Teresa -- I	0					
Rose Tineke -- D	41,080	1	130	22	0.23	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	14,495	10	150	49	0.51	
Rose Spr Lovely Lydia -- I	7,010	3	44	19	0.20	KOR
Rose Spr Macarena -- D	13,005	1	100	32	0.34	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,008	7	80	23	0.24	
Rose Spr Mixed -- I	480		18	14	0.15	KOR
Sandersonia -- D	41,680	17	200	71	0.74	
Sandersonia -- I	0					
Trachelium -- D	4,180	11	70	33	0.34	
Trachelium -- I	980		125	75	0.78	ISR NLD
Tulip -- D	0					
Tulip -- I	50			24	0.25	NLD
Waxflowers -- D	170		40	35	0.37	
Waxflowers -- I	800		70	38	0.40	AUS
<b>Green Foliage</b>						
Beargrass -- D	3		300	300	3.14	
Beargrass -- I	162	280	330	293	3.07	USA
Leatherleaves -- D	97,380	1	50	21	0.22	
Leatherleaves -- I	254,700	1	35	13	0.14	USA
Ruscus Israel -- D	10,545		50	25	0.26	
Ruscus Israel -- I	12,400		40	24	0.25	ISR
Ruscus Italian -- D	7,760	30	100	49	0.51	
Ruscus Italian -- I	5,460	20	65	39	0.41	ITA
Salal -- D	160		40	37	0.39	
Salal -- I	4,237	20	600	186	1.94	USA