

## Price Information: Floriculture Products - European Markets

Issue No. W26

Date: 03/07/2013

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 26 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
<b>Cut Flowers</b>								
1	Rose Large	31,853,919	-15%	0.26	0.27	-3.7%	10,952,416	-13%
2	Chrysanthemum Spray	14,844,610	-9.4%	0.22	0.15	47%	4,502,388	35%
3	Peony Lactiflora	7,989,720	177%	0.22	0.45	-51%	2,719,711	90%
4	Rose Small & Medium	1,850,000	-45%	0.14	0.14	0.0%	2,138,082	-0.7%
5	Gerbera mini	8,711,215	-18%	0.08	0.07	14%	1,534,799	14%
6	Lilium Oriental	1,817,250	-19%	0.51	0.42	21%	1,515,947	5.7%
7	Hydrangea	1,078,029	-1.1%	0.86	0.86	0.0%	984,933	-2.8%
8	Rose Spray	2,648,575	43%	0.29	0.41	-29%	819,442	-9.5%
9	Chrysant, Single Bud	2,660,940	-9.3%	0.25	0.22	14%	756,040	-0.1%
10	Chrysant, Spray Santini	3,370,900	19%	0.17	0.16	6.3%	701,455	5.1%
11	Gerbera Large	1,828,350	-13%	0.16	0.15	6.7%	622,949	2.5%
12	Freesia, Single	2,437,650	-5.8%	0.10	0.12	-17%	582,049	-13%
13	Alstroemeria	3,458,260	-3.7%	0.11	0.14	-21%	534,313	-17%
14	Lilium LA	924,490	-25%	0.27	0.23	17%	529,609	2.0%
15	Cymbidium Large (stem)	155,073	125%	2.86	5.90	-52%	489,028	8.5%
<b>Total Top 15</b>		<b>85,628,981</b>	<b>-6.2%</b>	<b>0.23</b>	<b>0.23</b>	<b>0.0%</b>	<b>29,383,162</b>	<b>3.2%</b>
<b>Total Cut Flowers Sales</b>		<b>133,068,673</b>	<b>-6.0%</b>	<b>0.22</b>	<b>0.22</b>	<b>-0.1%</b>	<b>40,231,148</b>	<b>0.0%</b>
<b>Houseplants</b>								
1	Phalaenopsis	493,557	-11%	2.72	2.66	2.3%	6,661,860	-2.5%
2	Various Houseplants	73,363	-4.1%	0.54	0.51	5.9%	1,030,423	44%
3	Kalanchoe	577,091	19%	0.50	0.70	-29%	965,388	-18%
4	Rose	354,880	94%	0.77	1.07	-28%	917,907	0.2%
5	Bromelia	202,719	-21%	1.04	1.01	3.0%	692,180	-1.9%
6	Zantedeschia	73,374	81%	1.64	2.15	-24%	685,430	7.0%
7	Anthurium	105,742	-21%	2.49	2.31	7.8%	681,403	-0.3%
8	Hydrangea	176,141	22%	1.58	1.98	-20%	562,548	4.8%
9	Chrysanthemum	197,338	-23%	0.46	0.53	-13%	537,054	-7.9%
10	Ficus	119,180	9.2%	1.63	1.55	5.2%	507,715	9.3%
<b>Total Top 10</b>		<b>2,373,385</b>	<b>6.0%</b>	<b>1.31</b>	<b>1.47</b>	<b>-11%</b>	<b>13,241,908</b>	<b>-0.2%</b>
<b>Total Houseplants Sales</b>		<b>6,087,301</b>	<b>6.4%</b>	<b>1.05</b>	<b>1.19</b>	<b>-11%</b>	<b>22,956,863</b>	<b>-3.1%</b>
<b>Total FH Sales</b>		<b>143,180,442</b>	<b>-4.6%</b>	<b>0.26</b>	<b>0.27</b>	<b>-2.3%</b>	<b>68,807,618</b>	<b>-2.7%</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. W26 Date: 03/07/2013**

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 : 26 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\$ = 98.03 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>16,303,207</b>					
Achilea -- D	4,365		50	14	0.14	
Achilea -- I	0					
Alstroemeria -- D	193,665	10	180	65	0.66	
Alstroemeria -- I	1,205	2	45	17	0.17	COL
Ammi majus -- D	12,260	6	100	44	0.45	
Ammi majus -- I	0					
Anigozanthos -- D	5,390	15	110	51	0.52	
Anigozanthos -- I	0					
Anthurium Pink -- D	123		500	151	1.54	
Anthurium Pink -- I	12,049	11	160	72	0.73	THA
Anthurium Red -- D	632		180	103	1.05	
Anthurium Red -- I	19,399	5	180	68	0.69	AUS THA USA ZAF
Anthurium White -- D	110		150	99	1.01	
Anthurium White -- I	8,054	20	148	72	0.73	THA
Banksia -- D	40			40	0.41	
Banksia -- I	0					
Brodea -- D	160			20	0.20	
Brodea -- I	0					
Bupleurum -- D	8,545	10	100	54	0.55	
Bupleurum -- I	0					
Calla -- D	56,110	10	350	95	0.97	
Calla -- I	3,919		200	90	0.92	NLD NZL
Carnations Spray -- D	513,315	10	140	54	0.55	
Carnations Spray -- I	309,531	20	67	34	0.34	COL
Carnations Standard -- D	666,267	5	160	51	0.52	
Carnations Standard -- I	422,888	8	175	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	708,665	10	100	53	0.54	
Chrysanthemum Spray -- I	490,900	10	80	51	0.52	KOR
Delphinium -- D	131,365	9	350	97	0.99	
Delphinium -- I	0					
Dracaena -- D	32,136	1	1,000	46	0.47	
Dracaena -- I	124,869	1	180	33	0.33	SGP
Euphorbia Marginata -- D	6,400		75	37	0.38	
Euphorbia Marginata -- I	0					
Eustoma -- D	525,221	10	2,750	125	1.28	
Eustoma -- I	640	34	50	45	0.46	
Gentiana -- D	142,080	18	150	66	0.67	
Gentiana -- I	0					
Gerbera -- D	339,741	5	909	24	0.25	
Gerbera -- I	1,300	40	51	45	0.46	
Gladiolus -- D	146,909	17	100	58	0.59	
Gladiolus -- I	0					
Gypsophila -- D	272,460	8	250	59	0.60	
Gypsophila -- I	7,300		70	43	0.44	ISR
Heliconia Pendula -- D	7,630	15	240	52	0.53	
Heliconia Pendula -- I	110	120	400	280	2.86	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	3,730	40	200	70	0.71	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	76	180	250	224	2.29	AUS NZL ZAF
Lily Casablanca -- D	30,730	20	1,000	325	3.32	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	78,110	15	400	71	0.73	
Lily Longiflorum -- I	2,160	32	70	43	0.43	KOR NLD
Limonium Sinuatum -- D	367,299	1	132	54	0.55	
Limonium Sinuatum -- I	0					
Molucella -- D	520	90	160	116	1.19	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	850	42	170	93	0.95	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	19,310	10	120	63	0.64	SGP THA
Orchid Cymbidium -- D	1,788	50	650	288	2.94	
Orchid Cymbidium -- I	14,459	112	1,100	513	5.23	NLD NZL
Orchid Oncidium -- D	11,082	15	600	115	1.17	
Orchid Oncidium -- I	129,740	20	180	57	0.58	SGP TAI THA
Orchid Phalaenopsis -- D	12,926	60	1,600	376	3.84	
Orchid Phalaenopsis -- I	4,853	57	1,050	533	5.44	AUS NZL
Orchid Sonia -- D	40			40	0.41	
Orchid Sonia -- I	137,060	20	70	38	0.39	THA
Ornithogalum -- D	1,540	50	150	98	1.00	
Ornithogalum -- I	1,916	35	95	70	0.71	NLD ZAF
Protea King -- D	0					
Protea King -- I	540		140	121	1.23	AUS ZAF
Protea others -- D	0					
Protea others -- I	346	100	390	206	2.10	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	155	50	170	117	1.20	AUS NZL
<b>Rose Total -- D</b>	<b>1,132,326</b>	<b>1</b>	<b>2,061</b>	<b>58</b>	<b>0.59</b>	
<b>Rose Total -- I</b>	<b>92,180</b>	<b>1</b>	<b>700</b>	<b>54</b>	<b>0.55</b>	
Rose Avalanche -- D	77,177	1	180	51	0.52	
Rose Avalanche -- I	160	86	86	66	0.67	NLD
Rose Delilah -- D	3,840	10	80	36	0.37	
Rose Delilah -- I	0					
Rose Dukaat -- D	9,400	10	132	48	0.49	
Rose Dukaat -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Esther -- D	3,465	5	70	29	0.30	
Rose Esther -- I	0					
Rose Fantasy -- D	1,790	10	100	47	0.48	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,510		100	38	0.39	
Rose Gold Strike -- I	80		60	55	0.56	IND
Rose Grand Gala -- D	940	30	96	51	0.52	
Rose Grand Gala -- I	0					
Rose Milva -- D	3,470		140	72	0.73	
Rose Milva -- I	0					
Rose Noblesse -- D	7,930	10	108	31	0.32	
Rose Noblesse -- I	0					
Rose Pareo -- D	11,320	10	130	46	0.47	
Rose Pareo -- I	0					
Rose Red Roses D --	36,260	5	150	43	0.44	
Rose Red Roses I --	0					
Rose Saphir -- D	10,320	10	138	54	0.55	
Rose Saphir -- I	160	15	15	15	0.15	IND
Rose Skyline -- D	50			40	0.41	
Rose Skyline -- I	0					
Rose The Teresa -- D	15,800	10	132	56	0.57	
Rose The Teresa -- I	0					
Rose Tineke -- D	23,375	1	110	40	0.41	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	11,110	20	159	63	0.64	
Rose Spr Lovely Lydia -- I	7,120	10	70	33	0.33	KOR
Rose Spr Macarena -- D	7,455	10	100	43	0.44	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,320	10	120	30	0.31	
Rose Spr Mixed -- I	668		60	47	0.48	KOR
Sandersonia -- D	28,710	30	200	79	0.81	
Sandersonia -- I	0					
Trachelium -- D	3,783		60	35	0.36	
Trachelium -- I	850		75	70	0.72	ISR NLD
Waxflowers -- D	60		45	43	0.44	
Waxflowers -- I	400		70	67	0.68	AUS
<b>Green Foliage</b>						
Beargrass -- D	3		167	167	1.70	
Beargrass -- I	270	200	330	295	3.00	USA
Leatherleaves -- D	106,380	5	50	22	0.23	
Leatherleaves -- I	156,720	3	35	15	0.16	USA
Ruscus Israel -- D	12,120		80	28	0.29	
Ruscus Israel -- I	7,960		35	25	0.25	ISR
Ruscus Italian -- D	7,880	30	90	48	0.49	
Ruscus Italian -- I	3,600	25	70	42	0.42	ITA
Salal -- D	60			40	0.41	
Salal -- I	3,739	20	700	236	2.41	USA