

## Price Information: Floriculture Products - European Markets

Issue No. W28

Date: 18/07/2013

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 28 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	32,719,267	-5.8%	0.15	0.17	-12%	7,092,367	-6.7%
2	Chrysanthemum Spray	13,567,250	-6.6%	0.12	0.07	71%	2,673,925	50%
3	Rose Small & Medium	1,789,100	-40%	0.06	0.08	-25%	1,626,481	2.1%
4	Gerbera mini	7,946,890	-14%	0.06	0.06	0.0%	1,340,184	17%
5	Lilium Oriental	1,965,460	-16%	0.35	0.34	3%	1,202,224	-1.6%
6	Peony Lactiflora	2,783,210	613%	0.22	0.61	-64%	847,799	230%
7	Hydrangea	880,250	-11%	0.82	0.79	3.8%	791,372	-3.9%
8	Rose Spray	2,181,295	19%	0.23	0.31	-26%	531,456	-20%
9	Chrysant, Single Bud	2,543,290	-0.4%	0.17	0.17	0.0%	517,010	5.3%
10	Lilium LA	942,510	-26%	0.20	0.14	43%	481,816	36%
11	Freesia, Single	2,511,000	13%	0.06	0.09	-33%	478,946	-14%
12	Helianthus	1,603,395	0.2%	0.14	0.21	-33%	410,963	-30%
13	Gerbera Large	1,748,930	0.6%	0.08	0.14	-43%	380,378	-24%
14	Zantedeschian Various	1,395,285	-21%	0.22	0.21	4.8%	345,933	-17%
15	Lisianthus/Eustoma (double)	1,295,520	16%	0.22	0.33	-33%	338,427	-17%
<b>Total Top 15</b>		<b>75,872,652</b>	<b>-4.3%</b>	<b>0.15</b>	<b>0.16</b>	<b>-6.3%</b>	<b>19,059,281</b>	<b>3.6%</b>
<b>Total Cut Flowers Sales</b>		<b>129,747,235</b>	<b>-1.7%</b>	<b>0.14</b>	<b>0.16</b>	<b>-8.1%</b>	<b>26,638,639</b>	<b>-3.6%</b>
<b>Houseplants</b>								
1	Phalaenopsis	459,849	-13%	2.60	2.53	2.8%	6,350,958	-5.0%
2	Rose	311,818	-7.7%	0.79	0.83	-4.8%	965,214	14%
3	Kalanchoe	661,734	26%	0.44	0.57	-23%	914,539	-9.4%
4	Anthurium	104,560	-10%	2.36	2.25	4.9%	716,781	-11%
5	Chrysanthemum	264,316	60%	0.49	0.69	-29%	684,449	-3.8%
6	Bromelia	211,229	-8.9%	0.95	0.99	-4.0%	659,873	-2.0%
7	Various Houseplants	87,512	18%	0.52	0.55	-5.5%	540,773	109%
8	Ficus	132,309	70%	1.41	1.64	-14%	526,338	34%
9	Begonia	160,336	18%	0.63	0.76	-17%	458,302	30%
10	Dracaena	96,164	-17%	1.34	1.00	34%	437,738	18%
<b>Total Top 10</b>		<b>2,489,827</b>	<b>7.9%</b>	<b>1.11</b>	<b>1.26</b>	<b>-12%</b>	<b>12,254,965</b>	<b>1.2%</b>
<b>Total Houseplants Sales</b>		<b>5,992,285</b>	<b>12%</b>	<b>0.98</b>	<b>1.12</b>	<b>-13%</b>	<b>21,080,896</b>	<b>-2.2%</b>
<b>Total FH Sales</b>		<b>138,914,692</b>	<b>-0.4%</b>	<b>0.18</b>	<b>0.20</b>	<b>-8.9%</b>	<b>53,246,317</b>	<b>-2.6%</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. W28 Date: 17/07/2013**

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 : 28 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\$ = 100.36 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>22,262,761</b>					
Achilea -- D	1,510		30	13	0.13	
Achilea -- I	0					
Alstroemeria -- D	181,975	10	200	87	0.87	
Alstroemeria -- I	180			14	0.14	COL
Ammi majus -- D	10,777	10	110	51	0.51	
Ammi majus -- I	0					
Anigozanthos -- D	2,910	20	60	34	0.34	
Anigozanthos -- I	240		40	38	0.38	AUS NLD ZWE
Anthurium Pink -- D	104		500	209	2.08	
Anthurium Pink -- I	11,678	20	200	93	0.93	THA
Anthurium Red -- D	580		250	143	1.43	
Anthurium Red -- I	15,025	18	250	88	0.88	AUS THA USA ZAF
Anthurium White -- D	40		250	158	1.57	
Anthurium White -- I	6,824	11	180	105	1.05	THA
Banksia -- D	130			40	0.40	
Banksia -- I	0					
Bupleurum -- D	4,220	17	140	68	0.67	
Bupleurum -- I	0					
Calla -- D	72,707	6	400	92	0.92	
Calla -- I	2,088		200	109	1.09	NLD NZL
Carnations Spray -- D	852,845		120	51	0.51	
Carnations Spray -- I	475,078	3	70	36	0.36	COL
Carnations Standard -- D	848,775	5	160	51	0.50	
Carnations Standard -- I	660,935	9	175	41	0.40	COL
Chrysanthemum Spray -- D	893,480	3	170	53	0.53	
Chrysanthemum Spray -- I	772,150	5	90	52	0.52	KOR

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Delphinium -- D	205,782	4	250	95	0.95	
Delphinium -- I	0					
Dracaena -- D	45,202	10	700	43	0.43	
Dracaena -- I	144,677		180	31	0.31	SGP
Euphorbia Marginata -- D	6,070		65	38	0.38	
Euphorbia Marginata -- I	0					
Eustoma -- D	500,056	10	1,462	153	1.53	
Eustoma -- I	540	28	64	53	0.52	
Gentiana -- D	855,982	5	200	53	0.53	
Gentiana -- I	0					
Gerbera -- D	326,603	5	110	31	0.31	
Gerbera -- I	0					
Gladiolus -- D	159,835	5	130	62	0.62	
Gladiolus -- I	0					
Gypsophila -- D	249,929	1	250	74	0.74	
Gypsophila -- I	5,230		100	54	0.53	ISR
Heliconia Pendula -- D	7,578	12	200	39	0.39	
Heliconia Pendula -- I	128	200	400	295	2.94	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	9,545	5	300	56	0.56	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,150	100	200	150	1.49	AUS NZL ZAF
Lily Casablanca -- D	51,211	10	1,000	287	2.85	
Lily Casablanca -- I	480		100	70	0.69	KOR NLD NZL
Lily Longiflorum -- D	146,985	5	210	72	0.72	
Lily Longiflorum -- I	4,550	15	70	37	0.37	KOR NLD
Limonium Sinuatum -- D	502,010	10	130	56	0.56	
Limonium Sinuatum -- I	520		45	22	0.22	
Molucella -- D	1,210		120	80	0.80	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	3,640	50	180	90	0.90	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	7,990	30	157	66	0.65	SGP THA
Orchid Cymbidium -- D	30	300	350	245	2.44	
Orchid Cymbidium -- I	21,296	150	1,000	473	4.72	NLD NZL
Orchid Oncidium -- D	9,185	15	550	157	1.56	
Orchid Oncidium -- I	83,635	50	200	108	1.08	SGP TAI THA
Orchid Phalaenopsis -- D	13,127	30	2,500	537	5.35	
Orchid Phalaenopsis -- I	4,702	167	960	607	6.05	AUS NZL
Orchid Sonia -- D	1,240		50	33	0.33	
Orchid Sonia -- I	218,670	10	76	33	0.33	THA
Ornithogalum -- D	11,470	36	130	80	0.80	
Ornithogalum -- I	3,450	5	100	50	0.49	NLD ZAF
Protea King -- D	0					
Protea King -- I	424		1,000	197	1.96	AUS ZAF
Protea others -- D	0					
Protea others -- I	302	100	1,000	179	1.79	AUS NZL
<b>Rose Total -- D</b>	<b>1,343,193</b>	<b>1</b>	<b>3,102</b>	<b>57</b>	<b>0.56</b>	
<b>Rose Total -- I</b>	<b>114,960</b>	<b>1</b>	<b>420</b>	<b>57</b>	<b>0.56</b>	
Rose Avalanche -- D	98,349	1	235	66	0.66	
Rose Avalanche -- I	0					
Rose Delilah -- D	3,620	5	90	40	0.39	
Rose Delilah -- I	0					
Rose Dukaat -- D	11,250	3	130	52	0.52	
Rose Dukaat -- I	0					
Rose Esther -- D	3,050	7	90	48	0.47	
Rose Esther -- I	0					
Rose Fantasy -- D	2,250	10	100	50	0.49	
Rose Fantasy -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Gold Strike -- D	1,860	4	80	27	0.27	
Rose Gold Strike -- I	540		25	10	0.10	IND
Rose Milva -- D	3,630		130	68	0.68	
Rose Milva -- I	90		96	92	0.92	IND
Rose Noblesse -- D	16,150	2	70	24	0.24	
Rose Noblesse -- I	0					
Rose Pareo -- D	11,000	5	100	40	0.40	
Rose Pareo -- I	0					
Rose Red Roses D --	37,885	1	120	40	0.40	
Rose Red Roses I --	0					
Rose Saphir -- D	14,620	5	120	45	0.45	
Rose Saphir -- I	300	7	17	10	0.10	IND
Rose The Teresa -- D	23,940	10	120	47	0.47	
Rose The Teresa -- I	0					
Rose Tineke -- D	28,790	5	140	52	0.52	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	10,390	10	140	69	0.69	
Rose Spr Lovely Lydia -- I	8,770	2	80	30	0.30	KOR
Rose Spr Macarena -- D	7,565	10	120	49	0.49	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,648	5	120	32	0.32	
Rose Spr Mixed -- I	370		20	16	0.16	KOR
Sandersonia -- D	27,660	30	170	76	0.76	
Sandersonia -- I	0					
Trachelium -- D	540		40	34	0.34	
Trachelium -- I	1,180		125	69	0.69	ISR NLD
Tulip -- D	0					
Tulip -- I	30			70	0.70	NLD
Waxflowers -- D	0					
Waxflowers -- I	1,080	20	100	60	0.60	AUS
<b>Green Foliage</b>						
Beargrass -- D	3		200	200	1.99	
Beargrass -- I	253	280	350	300	2.99	USA
Leatherleaves -- D	110,890	3	50	23	0.23	
Leatherleaves -- I	159,800	1	35	17	0.16	USA
Ruscus Israel -- D	6,580		45	30	0.30	
Ruscus Israel -- I	12,900		35	25	0.24	ISR
Ruscus Italian -- D	6,930	25	120	53	0.52	
Ruscus Italian -- I	5,630	5	70	32	0.32	ITA
Salal -- D	500			50	0.50	
Salal -- I	25,447	25	667	66	0.66	USA