

Price Information: Floriculture Products - European Markets

Issue No. W32

Date: 14/07/2013

The statistic data was provided for years in kindness of FloraHolland

The quantities and prices were the sum of the listed below flower auctions in The Netherlands: FloraHolland Aalsmeer, FH Naaldwijk, FH Rijnsburg, FH Bleiswijk, FH Eelde

FloraHolland's Announcemet:

Price information will no longer be published

Last week, FloraHolland was issuing its weekly price information for the last time. This information will no longer be published on our website.

Earlier this year, it was announced that FloraHolland would no longer publicly publish price information.

The information is too one-sided and is therefore of little value to a number of product groups. In the first place, this information is composed of prices and volumes at the product group level, meaning that they are averages of averages.

In addition, the price information currently only concerns the prices of the products that are sold at the clock; the same is also true of the volumes sold. However, the amount of direct sales is almost just as large, or even larger, for a number of product groups and this is only increasing.

As regards the volumes and prices that are traded via the direct flows, FloraHolland was not disclosing standard reports any longer anyway. This is primarily the case for a large number of plant groups.

In practice, FloraHolland has observed that the reported statistics - which are also adopted by various media - take on a life of their own and because of the incomplete picture produced by these figures; a large group of FloraHolland's members feel this is undesirable. It is for this reason that it has been decided to no longer make this disclose this information.

Source: [FloraHolland 26/07/2013](#)

With reference to the above announcement, we are currently looking for an alternative survey that would provide some idea about the European market prices for floriculture products.

We hope to come up with a reasonable solution soon.

The Dutch flower auctions' data is the only reliable source for market prices for floriculture products in Europe. Hence, we are not able to further provide this kind of information as it used to be.

Together with our readers we are disappointed with the decision of FloraHolland to cease the long tradition of transparency by the Dutch flower auctions, which lasted for some four generations...

The Market Insider team

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. W32 Date: 14/08/2013

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 : 32 in : 2013

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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\$ = 97.58 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	39,972,272					
Achilea -- D	350		40	16	0.16	
Achilea -- I	0					
Alstroemeria -- D	161,295	10	180	70	0.72	
Alstroemeria -- I	0					
Ammi majus -- D	4,360		100	51	0.52	
Ammi majus -- I	0					
Anthurium Pink -- D	167		270	167	1.71	
Anthurium Pink -- I	12,509	15	225	90	0.92	THA
Anthurium Red -- D	925		400	157	1.61	
Anthurium Red -- I	16,533	8	280	85	0.87	AUS THA USA ZAF
Anthurium White -- D	310		100	85	0.87	
Anthurium White -- I	7,643	10	200	94	0.97	THA
Banksia -- D	0					
Banksia -- I	40	220	220	235	2.41	AUS NZL
Bupleurum -- D	2,215	25	120	74	0.76	
Bupleurum -- I	0					
Calla -- D	56,493	2	400	79	0.81	
Calla -- I	1,540		70	37	0.38	NLD NZL
Carnations Spray -- D	608,053		125	58	0.59	
Carnations Spray -- I	1,045,647	1	170	38	0.39	COL
Carnations Standard -- D	563,814	3	160	51	0.53	
Carnations Standard -- I	1,318,238	1	1,880	37	0.38	COL
Chrysanthemum Spray -- D	1,567,320	1	170	55	0.57	
Chrysanthemum Spray -- I	1,972,230	1	120	51	0.52	KOR
Delphinium -- D	107,439	10	300	122	1.25	
Delphinium -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Dracaena -- D	39,173	1	600	44	0.45	
Dracaena -- I	147,035	1	200	32	0.33	SGP
Euphorbia Marginata -- D	5,180		60	40	0.41	
Euphorbia Marginata -- I	0					
Eustoma -- D	649,734	6	650	133	1.36	
Eustoma -- I	800	50	80	61	0.63	
Gentiana -- D	3,201,472	10	250	55	0.56	
Gentiana -- I	0					
Gerbera -- D	370,297	1	170	19	0.20	
Gerbera -- I	0					
Gladiolus -- D	320,920	3	100	57	0.59	
Gladiolus -- I	0					
Gypsophila -- D	125,540	10	450	124	1.27	
Gypsophila -- I	11,280	40	200	119	1.22	ISR
Heliconia Pendula -- D	6,495	4	150	32	0.32	
Heliconia Pendula -- I	146	250	600	388	3.98	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	12,634	1	150	55	0.56	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	7,461	38	200	110	1.13	AUS NZL ZAF
Lily Casablanca -- D	94,230	43	1,000	312	3.20	
Lily Casablanca -- I	2,140	68	150	100	1.03	KOR
Lily Longiflorum -- D	426,020	1	210	82	0.84	
Lily Longiflorum -- I	37,720	17	130	79	0.81	KOR NLD
Limonium Sinuatum -- D	1,152,560	1	160	47	0.48	
Limonium Sinuatum -- I	0					
Molucella -- D	390		135	124	1.27	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	2,790	27	170	96	0.98	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	25,800	17	158	73	0.75	SGP THA
Orchid Cymbidium -- D	0					
Orchid Cymbidium -- I	32,186	55	950	487	4.99	NLD NZL
Orchid Oncidium -- D	11,888	5	500	129	1.32	
Orchid Oncidium -- I	104,500	19	280	124	1.27	SGP TAI THA
Orchid Phalaenopsis -- D	14,367	77	2,500	563	5.77	
Orchid Phalaenopsis -- I	4,846	125	880	612	6.27	AUS NZL
Orchid Sonia -- D	1,700	22	200	43	0.44	
Orchid Sonia -- I	299,790	9	235	39	0.40	THA
Ornithogalum -- D	24,180	7	100	47	0.48	
Ornithogalum -- I	1,245	10	60	39	0.40	NLD ZAF
Protea King -- D	0					
Protea King -- I	658		1,000	288	2.95	AUS ZAF
Protea others -- D	0					
Protea others -- I	300	130	1,000	470	4.82	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	60	10	160	110	1.13	AUS
Rose Total -- D	915,490	1	450	46	0.47	
Rose Total -- I	116,744	1	400	62	0.64	
Rose Avalanche -- D	70,975	2	200	43	0.44	
Rose Avalanche -- I	660	1	15	7	0.07	NLD
Rose Delilah -- D	1,640	10	110	28	0.28	
Rose Delilah -- I	0					
Rose Dukaat -- D	8,290	1	120	49	0.50	
Rose Dukaat -- I	0					
Rose Esther -- D	885	5	80	30	0.31	
Rose Esther -- I	1,000	3	10	7	0.07	
Rose Fantasy -- D	2,290	8	100	34	0.35	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	580	12	50	25	0.25	

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Gold Strike -- I	1,550	1	75	20	0.20	IND
Rose Grand Gala -- D	90		70	59	0.60	
Rose Grand Gala -- I	0					
Rose Milva -- D	4,600		120	45	0.46	
Rose Milva -- I	480		98	73	0.75	IND
Rose Noblesse -- D	5,910	1	68	22	0.22	
Rose Noblesse -- I	0					
Rose Pareo -- D	4,930	10	106	39	0.40	
Rose Pareo -- I	0					
Rose Red Roses D --	31,485	1	153	36	0.37	
Rose Red Roses I --	0					
Rose Saphir -- D	5,840	2	140	40	0.41	
Rose Saphir -- I	0					
Rose Skyline -- D	50			35	0.36	
Rose Skyline -- I	0					
Rose The Teresa -- D	18,370	5	140	46	0.47	
Rose The Teresa -- I	0					
Rose Tineke -- D	18,840	1	140	30	0.31	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	8,070	10	156	66	0.68	
Rose Spr Lovely Lydia -- I	570	5	50	28	0.29	KOR
Rose Spr Macarena -- D	6,350	8	120	37	0.38	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,883	10	98	27	0.27	
Rose Spr Mixed -- I	620		50	32	0.33	KOR
Sandersonia -- D	11,730	25	200	90	0.93	
Sandersonia -- I	0					
Trachelium -- D	180		50	24	0.24	
Trachelium -- I	1,340		125	64	0.66	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	5,810	10	65	49	0.51	AUS
Green Foliage						
Beargrass -- D	6		200	183	1.88	
Beargrass -- I	299	30	300	181	1.86	USA
Leatherleaves -- D	94,420	2	55	26	0.27	
Leatherleaves -- I	189,660	1	50	16	0.17	USA
Ruscus Israel -- D	8,320		45	25	0.26	
Ruscus Israel -- I	19,085		35	23	0.23	ISR
Ruscus Italian -- D	1,640	36	90	61	0.63	
Ruscus Italian -- I	5,970	1	65	32	0.33	ITA
Salal -- D	400			50	0.51	
Salal -- I	3,008	32	700	183	1.87	USA