

Price Information: Floriculture Products - European Markets

Issue No. W33

Date: 22/08/2013

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

At week 30, 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 from 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. W33 Date: 22/08/2013

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 : 33 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\$ = 97.32 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	17,899,660					
Alstroemeria -- D	112,180	2	180	70	0.72	
Alstroemeria -- I	0					
Ammi majus -- D	5,150		100	46	0.47	
Ammi majus -- I	0					
Anthurium Pink -- D	20		150	135	1.39	
Anthurium Pink -- I	12,172	5	200	78	0.80	THA
Anthurium Red -- D	663		500	118	1.22	
Anthurium Red -- I	14,992	5	300	72	0.74	AUS THA USA ZAF
Anthurium White -- D	30		200	133	1.37	
Anthurium White -- I	6,595	15	200	93	0.96	THA
Banksia -- D	0					
Banksia -- I	100	81	200	150	1.54	AUS NZL
Bupleurum -- D	2,060	15	135	88	0.90	
Bupleurum -- I	0					
Calla -- D	37,945	1	250	74	0.76	
Calla -- I	534		100	65	0.67	NLD NZL
Carnations Spray -- D	499,684	1	100	52	0.54	
Carnations Spray -- I	376,349		85	36	0.37	COL
Carnations Standard -- D	515,525	2	160	50	0.51	
Carnations Standard -- I	455,060	1	170	39	0.40	COL
Chrysanthemum Spray -- D	765,753	1	170	46	0.47	
Chrysanthemum Spray -- I	913,354	1	110	35	0.36	KOR
Delphinium -- D	91,295	5	300	124	1.27	
Delphinium -- I	0					
Dracaena -- D	26,940	10	100	41	0.42	
Dracaena -- I	99,569	5	120	30	0.31	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Euphorbia Marginata -- D	2,500		60	36	0.37	
Euphorbia Marginata -- I	0					
Eustoma -- D	433,932	3	550	148	1.52	
Eustoma -- I	760	60	74	63	0.65	
Gentiana -- D	1,636,506		220	39	0.40	
Gentiana -- I	0					
Gerbera -- D	321,755	1	100	16	0.17	
Gerbera -- I	0					
Gladiolus -- D	153,280	7	110	54	0.56	
Gladiolus -- I	0					
Gypsophila -- D	166,970	10	350	105	1.08	
Gypsophila -- I	1,850	2	120	64	0.66	ISR
Heliconia Pendula -- D	2,405	2	150	27	0.28	
Heliconia Pendula -- I	141	43	500	154	1.58	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,160	17	200	53	0.54	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	3,269	30	200	102	1.05	AUS NZL ZAF
Lily Casablanca -- D	51,375	20	900	255	2.62	
Lily Casablanca -- I	480	10	100	43	0.44	KOR
Lily Longiflorum -- D	173,314	1	150	67	0.69	
Lily Longiflorum -- I	19,860	1	140	43	0.44	KOR NLD
Limonium Sinuatum -- D	415,410	1	110	36	0.37	
Limonium Sinuatum -- I	0					
Molucella -- D	620		135	109	1.12	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,610	30	160	97	1.00	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	19,130	30	115	69	0.71	SGP THA
Orchid Cymbidium -- D	120	150	500	288	2.96	
Orchid Cymbidium -- I	22,604	125	925	480	4.93	NLD NZL
Orchid Oncidium -- D	9,488	3	500	125	1.29	
Orchid Oncidium -- I	80,915	16	280	111	1.14	SGP TAI THA
Orchid Phalaenopsis -- D	10,266	51	2,500	616	6.33	
Orchid Phalaenopsis -- I	5,036	275	1,080	649	6.66	AUS NZL
Orchid Sonia -- D	820		51	39	0.40	
Orchid Sonia -- I	166,420	17	72	37	0.38	THA
Ornithogalum -- D	18,287	10	100	45	0.46	
Ornithogalum -- I	560	20	70	41	0.42	NLD ZAF
Protea King -- D	0					
Protea King -- I	371		1,000	298	3.07	AUS ZAF
Protea others -- D	0					
Protea others -- I	153	43	1,000	551	5.66	AUS NZL
Rose Total -- D	808,102	1	1,271	47	0.48	
Rose Total -- I	63,003	1	400	59	0.61	
Rose Avalanche -- D	65,015	1	200	42	0.43	
Rose Avalanche -- I	180	5	5	2	0.02	NLD
Rose Delilah -- D	1,010	10	120	48	0.49	
Rose Delilah -- I	0					
Rose Dukaat -- D	8,650	3	120	43	0.44	
Rose Dukaat -- I	0					
Rose Esther -- D	1,155	5	80	37	0.38	
Rose Esther -- I	0					
Rose Fantasy -- D	1,160	10	100	37	0.38	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	740	10	80	22	0.22	
Rose Gold Strike -- I	1,550	5	40	16	0.17	IND
Rose Grand Gala -- D	170		110	91	0.94	
Rose Grand Gala -- 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 Milva -- D	3,520		110	37	0.38	
Rose Milva -- I	330		80	70	0.72	IND
Rose Noblesse -- D	5,920	3	70	20	0.21	
Rose Noblesse -- I	0					
Rose Pareo -- D	4,560	10	120	34	0.35	
Rose Pareo -- I	0					
Rose Red Roses D --	25,320	2	111	42	0.43	
Rose Red Roses I --	0					
Rose Saphir -- D	4,580	5	130	41	0.43	
Rose Saphir -- I	340	22	30	22	0.22	IND
Rose Skyline -- D	40		8	8	0.08	
Rose Skyline -- I	0					
Rose The Teresa -- D	15,250	5	100	48	0.49	
Rose The Teresa -- I	0					
Rose Tineke -- D	15,860	1	164	29	0.30	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	8,745	10	160	62	0.63	
Rose Spr Lovely Lydia -- I	1,530	11	60	38	0.39	KOR
Rose Spr Macarena -- D	3,810	10	130	49	0.51	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,065	15	100	28	0.29	
Rose Spr Mixed -- I	200		50	44	0.45	KOR
Sandersonia -- D	18,050	25	180	69	0.71	
Sandersonia -- I	0					
Trachelium -- D	231		60	30	0.31	
Trachelium -- I	500		125	77	0.79	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	2,440	10	60	45	0.46	AUS
<u>Green Foliage</u>						
Beargrass -- D	3		247	247	2.54	
Beargrass -- I	240	120	300	231	2.37	USA
Leatherleaves -- D	56,660	9	55	28	0.29	
Leatherleaves -- I	231,235	1	50	16	0.17	USA
Ruscus Israel -- D	4,620		40	23	0.24	
Ruscus Israel -- I	11,175		35	20	0.20	ISR
Ruscus Italian -- D	1,020		80	51	0.53	
Ruscus Italian -- I	4,200	1	65	31	0.31	ITA
Salal -- D	120			50	0.51	
Salal -- I	1,025	40	600	310	3.19	USA