

Price Information: Floriculture Products - European Markets

Issue No. W34

Date: 28/08/2013

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. W34 Date: 28/08/2013

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 : 34 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\$ = 97.87 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	17,042,136					
Alstroemeria -- D	119,945	15	200	79	0.81	
Alstroemeria -- I	0					
Ammi majus -- D	5,940	18	100	60	0.61	
Ammi majus -- I	0					
Anthurium Pink -- D	110		230	132	1.35	
Anthurium Pink -- I	12,967	1	180	76	0.77	THA
Anthurium Red -- D	670		200	112	1.14	
Anthurium Red -- I	19,734	7	300	73	0.75	AUS THA USA ZAF
Anthurium White -- D	45			80	0.82	
Anthurium White -- I	8,469	5	200	80	0.82	THA
Banksia -- D	0					
Banksia -- I	120	100	150	137	1.40	AUS NZL
Bupleurum -- D	4,770	20	130	82	0.84	
Bupleurum -- I	0					
Calla -- D	45,058	1	250	86	0.88	
Calla -- I	600		49	43	0.44	NLD NZL
Carnations Spray -- D	572,731	4	100	49	0.50	
Carnations Spray -- I	354,433	3	80	34	0.35	COL
Carnations Standard -- D	597,523	8	180	49	0.50	
Carnations Standard -- I	415,680	1	175	44	0.45	COL
Chrysanthemum Spray -- D	690,760	1	100	53	0.54	
Chrysanthemum Spray -- I	563,890	1	110	44	0.45	KOR
Delphinium -- D	85,255	6	350	127	1.30	
Delphinium -- I	0					
Dracaena -- D	16,245	10	250	47	0.48	
Dracaena -- I	138,006	2	350	31	0.32	SGP

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Euphorbia Marginata -- D	4,120		60	38	0.39	
Euphorbia Marginata -- I	0					
Eustoma -- D	547,636	10	550	133	1.36	
Eustoma -- I	1,600	24	70	57	0.59	
Gentiana -- D	1,332,053		200	30	0.31	
Gentiana -- I	0					
Gerbera -- D	338,208	4	100	20	0.20	
Gerbera -- I	0					
Gladiolus -- D	141,355	1	120	58	0.59	
Gladiolus -- I	0					
Gypsophila -- D	155,395	10	300	92	0.94	
Gypsophila -- I	4,660		150	100	1.02	ISR
Heliconia Pendula -- D	6,960	15	180	32	0.32	
Heliconia Pendula -- I	207	20	417	217	2.22	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,310	40	210	78	0.79	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	4,384	67	200	130	1.33	AUS NZL ZAF
Lily Casablanca -- D	38,255	60	1,000	367	3.75	
Lily Casablanca -- I	1,125	60	150	92	0.94	KOR NLD NZL
Lily Longiflorum -- D	89,720	3	180	77	0.79	
Lily Longiflorum -- I	8,200	15	90	61	0.62	KOR NLD
Limonium Sinuatum -- D	331,990	3	120	40	0.41	
Limonium Sinuatum -- I	0					
Molucella -- D	300		100	80	0.82	
Molucella -- I	0					
Nerine -- D	100		60	58	0.59	
Nerine -- I	5,030	50	150	89	0.91	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	39,750	10	100	47	0.48	SGP THA
Orchid Cymbidium -- D	55		200	158	1.61	
Orchid Cymbidium -- I	20,221	100	900	457	4.67	NLD NZL
Orchid Oncidium -- D	11,611	15	500	114	1.17	
Orchid Oncidium -- I	144,773	5	180	65	0.66	SGP TAI THA
Orchid Phalaenopsis -- D	12,489	80	2,500	539	5.51	
Orchid Phalaenopsis -- I	6,593	125	900	594	6.07	AUS NZL
Orchid Sonia -- D	420		40	32	0.33	
Orchid Sonia -- I	182,650	3	70	29	0.30	THA
Ornithogalum -- D	18,539	20	100	54	0.55	
Ornithogalum -- I	200	1	70	55	0.56	NLD ZAF
Protea King -- D	0					
Protea King -- I	497	120	900	379	3.87	AUS ZAF
Protea others -- D	0					
Protea others -- I	231	120	900	515	5.26	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	80	100	120	105	1.07	AUS
Rose Total -- D	1,094,769	1	1,880	50	0.51	
Rose Total -- I	111,753	1	450	73	0.74	
Rose Avalanche -- D	81,262	1	220	51	0.53	
Rose Avalanche -- I	20			135	1.38	NLD
Rose Delilah -- D	2,490	3	100	33	0.33	
Rose Delilah -- I	0					
Rose Dukaat -- D	11,260	5	140	50	0.51	
Rose Dukaat -- I	0					
Rose Esther -- D	2,025	5	100	38	0.39	
Rose Esther -- I	0					
Rose Fantasy -- D	1,040	10	100	42	0.43	
Rose Fantasy -- I	0					
Rose Gold Strike -- D	1,390	10	60	25	0.25	
Rose Gold Strike -- I	160		40	36	0.37	IND

<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>	
D = Domestic I = Imported						
Rose Milva -- D	3,560		150	47	0.48	
Rose Milva -- I	540		90	73	0.75	IND
Rose Noblesse -- D	9,980	5	60	19	0.19	
Rose Noblesse -- I	0					
Rose Pareo -- D	7,230	5	100	31	0.32	
Rose Pareo -- I	0					
Rose Red Roses D --	39,890	1	120	34	0.35	
Rose Red Roses I --	0					
Rose Saphir -- D	6,620	5	140	49	0.50	
Rose Saphir -- I	0					
Rose Skyline -- D	290	10	40	26	0.27	
Rose Skyline -- I	0					
Rose The Teresa -- D	20,190	10	132	46	0.47	
Rose The Teresa -- I	0					
Rose Tineke -- D	22,380	5	150	31	0.32	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	9,490	15	170	67	0.69	
Rose Spr Lovely Lydia -- I	1,200	20	70	44	0.45	KOR
Rose Spr Macarena -- D	6,090	10	120	49	0.50	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	4,253	10	100	29	0.29	
Rose Spr Mixed -- I	0					
Sandersonia -- D	18,310	21	170	70	0.71	
Sandersonia -- I	0					
Trachelium -- D	110		60	47	0.48	
Trachelium -- I	900		70	54	0.55	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	2,280	30	80	51	0.52	AUS
Green Foliage						
Beargrass -- D	9		200	200	2.04	
Beargrass -- I	260	72	330	271	2.77	USA
Leatherleaves -- D	64,850	10	65	30	0.31	
Leatherleaves -- I	224,640	2	50	19	0.19	USA
Ruscus Israel -- D	3,900		40	23	0.24	
Ruscus Israel -- I	10,555		35	24	0.25	ISR
Ruscus Italian -- D	6,770	9	80	44	0.45	
Ruscus Italian -- I	9,210	5	75	46	0.47	ITA
Salal -- D	150		55	53	0.54	
Salal -- I	1,799	40	500	286	2.92	USA