

## Price Information: Floriculture Products - European Markets

Issue No. W35

Date: 04/09/2013

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. W35 Date: 04/09/2013**

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 : 35 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\$ = 98.11 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>16,192,200</b>					
Alstroemeria -- D	128,073	18	240	80	0.82	
Alstroemeria -- I	0					
Ammi majus -- D	10,250	10	95	53	0.54	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	2,150	45	150	67	0.68	AUS NLD ZWE
Anthurium Pink -- D	85		500	172	1.75	
Anthurium Pink -- I	12,716	16	180	73	0.75	THA
Anthurium Red -- D	630		200	114	1.16	
Anthurium Red -- I	15,938	9	320	71	0.72	AUS THA USA ZAF
Anthurium White -- D	55		100	78	0.80	
Anthurium White -- I	8,252	15	200	72	0.74	THA
Banksia -- D	0					
Banksia -- I	250	102	250	183	1.86	AUS NZL
Bupleurum -- D	5,330	10	120	77	0.78	
Bupleurum -- I	0					
Calla -- D	43,159	5	300	92	0.94	
Calla -- I	70		180	157	1.60	NLD NZL
Carnations Spray -- D	514,819	5	100	47	0.48	
Carnations Spray -- I	348,010		70	34	0.35	COL
Carnations Standard -- D	590,002	10	160	49	0.50	
Carnations Standard -- I	437,996	5	170	42	0.43	COL
Chrysanthemum Spray -- D	676,810	1	100	52	0.53	
Chrysanthemum Spray -- I	499,235	2	90	47	0.48	KOR
Delphinium -- D	99,415	3	350	129	1.31	
Delphinium -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Dracaena -- D	35,596	3	156	44	0.45	
Dracaena -- I	144,851	5	180	31	0.32	SGP
Euphorbia Marginata -- D	5,460		60	34	0.35	
Euphorbia Marginata -- I	0					
Eustoma -- D	481,410	5	500	128	1.31	
Eustoma -- I	680	60	93	72	0.74	
Gentiana -- D	928,822	10	150	35	0.36	
Gentiana -- I	600		23	23	0.23	
Gerbera -- D	326,714	5	100	23	0.23	
Gerbera -- I	0					
Gladiolus -- D	131,350	9	120	66	0.67	
Gladiolus -- I	0					
Gypsophila -- D	140,670	15	300	104	1.06	
Gypsophila -- I	7,670		150	103	1.05	ISR
Heliconia Pendula -- D	7,898	15	180	37	0.37	
Heliconia Pendula -- I	184	100	417	274	2.79	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	3,940	43	150	85	0.87	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	5,031	57	180	129	1.32	AUS NZL ZAF
Lily Casablanca -- D	41,870	102	900	344	3.51	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	103,270	10	185	68	0.69	
Lily Longiflorum -- I	5,690		80	62	0.63	KOR
Limonium Sinuatum -- D	411,300	2	90	31	0.31	
Limonium Sinuatum -- I	0					
Molucella -- D	920		135	94	0.96	
Molucella -- I	0					
Nerine -- D	250		65	42	0.43	
Nerine -- I	6,790	60	150	91	0.93	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	46,310	10	80	40	0.41	SGP THA
Orchid Cymbidium -- D	40		174	149	1.52	
Orchid Cymbidium -- I	23,549	91	900	436	4.44	NLD NZL
Orchid Oncidium -- D	14,850	10	520	95	0.97	
Orchid Oncidium -- I	135,870	10	180	58	0.59	SGP TAI THA
Orchid Phalaenopsis -- D	11,284	80	2,500	559	5.70	
Orchid Phalaenopsis -- I	6,185	208	880	573	5.84	AUS NZL
Orchid Sonia -- D	420		35	18	0.18	
Orchid Sonia -- I	136,020	10	70	28	0.28	THA
Ornithogalum -- D	19,226	10	90	57	0.58	
Ornithogalum -- I	1,500	12	70	53	0.54	NLD ZAF
Protea King -- D	0					
Protea King -- I	830	45	1,000	331	3.37	AUS ZAF
Protea others -- D	0					
Protea others -- I	540	60	900	394	4.01	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	40	120	170	145	1.48	AUS
<b>Rose Total -- D</b>	<b>967,800</b>	<b>1</b>	<b>1,883</b>	<b>59</b>	<b>0.60</b>	
<b>Rose Total -- I</b>	<b>125,713</b>	<b>5</b>	<b>450</b>	<b>81</b>	<b>0.82</b>	
Rose Avalanche -- D	73,520	5	220	59	0.60	
Rose Avalanche -- I	280	40	40	108	1.10	NLD
Rose Delilah -- D	3,650	5	130	38	0.39	
Rose Delilah -- I	0					
Rose Dukaat -- D	8,560	10	140	52	0.53	
Rose Dukaat -- I	0					
Rose Esther -- D	1,575	3	110	45	0.46	
Rose Esther -- I	1,600	5	38	20	0.20	
Rose Fantasy -- D	1,230	15	100	40	0.41	
Rose Fantasy -- I	0					

Rose Gold Strike -- D	1,090	15	80	30	0.30		
<b>Product Name &amp; Source</b>		<b>Price in Japanese Yen</b>			<b>Average</b>		
<b>D = Domestic I = Imported</b>	<b>Quantity</b>	<b>Lowest</b>	<b>Highest</b>	<b>Average</b>	<b>US\$</b>	<b>Main Origin</b>	
Rose Gold Strike -- I	390		159	75	0.76	IND	
Rose Grand Gala -- D	640	20	50	33	0.34		
Rose Grand Gala -- I	0						
Rose Milva -- D	5,050		150	58	0.59		
Rose Milva -- I	330		100	81	0.83	IND	
Rose Noblesse -- D	8,320	5	80	25	0.25		
Rose Noblesse -- I	0						
Rose Pareo -- D	7,050	10	100	35	0.35		
Rose Pareo -- I	0						
Rose Red Roses D --	32,265	4	150	43	0.44		
Rose Red Roses I --	0						
Rose Saphir -- D	6,250	9	144	52	0.53		
Rose Saphir -- I	540	10	25	18	0.18	IND	
Rose Skyline -- D	290	15	30	22	0.22		
Rose Skyline -- I	0						
Rose The Teresa -- D	16,310	10	150	49	0.50		
Rose The Teresa -- I	0						
Rose Tineke -- D	20,340	5	170	41	0.42		
Rose Tineke -- I	0						
Rose Spr Lovely Lydia -- D	8,675	20	175	78	0.79		
Rose Spr Lovely Lydia -- I	1,100	20	80	53	0.54	KOR	
Rose Spr Macarena -- D	6,450	10	120	50	0.51		
Rose Spr Macarena -- I	0						
Rose Spr Mixed -- D	3,885	15	180	37	0.37		
Rose Spr Mixed -- I	0						
Sandersonia -- D	7,980	33	185	86	0.88		
Sandersonia -- I	0						
Trachelium -- D	256		60	44	0.45		
Trachelium -- I	1,200		80	64	0.65	ISR NLD	
Waxflowers -- D	0						
Waxflowers -- I	2,120	35	80	62	0.64	AUS	
<b>Green Foliage</b>							
Beargrass -- D	3		200	200	2.04		
Beargrass -- I	520	180	300	264	2.69	USA	
Leatherleaves -- D	76,860	3	51	28	0.28		
Leatherleaves -- I	238,955	3	45	17	0.17	USA	
Ruscus Israel -- D	4,870		35	20	0.20		
Ruscus Israel -- I	7,330		35	23	0.23	ISR	
Ruscus Italian -- D	4,020	20	100	49	0.50		
Ruscus Italian -- I	6,890	10	65	37	0.38	ITA	
Salal -- D	100			55	0.56		
Salal -- I	3,444	36	500	179	1.83	USA	