

Price Information: Floriculture Products - European Markets

Issue No. W36

Date: 12/09/2013

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. W36 Date: 11/09/2013

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 : 36 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\$ = 99.26 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	18,686,680					
Alstroemeria -- D	144,405	20	200	83	0.84	
Alstroemeria -- I	0					
Ammi majus -- D	13,800	1	100	45	0.45	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	2,900	30	80	53	0.54	AUS NLD ZWE
Anthurium Pink -- D	54		200	106	1.07	
Anthurium Pink -- I	15,069	10	170	65	0.66	THA
Anthurium Red -- D	600		190	100	1.01	
Anthurium Red -- I	20,438	7	240	62	0.63	AUS THA USA ZAF
Anthurium White -- D	65		80	66	0.67	
Anthurium White -- I	9,633	5	200	63	0.63	THA
Banksia -- D	0					
Banksia -- I	140		220	211	2.13	AUS NZL
Bupleurum -- D	3,130	35	130	96	0.97	
Bupleurum -- I	0					
Calla -- D	58,872	1	300	90	0.91	
Calla -- I	3,150	5	250	60	0.60	NLD NZL
Carnations Spray -- D	518,280	3	110	49	0.50	
Carnations Spray -- I	411,362	5	175	35	0.35	COL
Carnations Standard -- D	592,408	5	160	50	0.50	
Carnations Standard -- I	513,573	10	170	44	0.45	COL
Chrysanthemum Spray -- D	716,640	9	100	51	0.51	
Chrysanthemum Spray -- I	578,915	1	85	42	0.42	KOR
Delphinium -- D	83,008	17	400	126	1.27	
Delphinium -- 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>	
<u>D = Domestic I = Imported</u>						
Dracaena -- D	37,735	6	200	42	0.42	
Dracaena -- I	152,276	2	250	30	0.30	SGP
Euphorbia Marginata -- D	3,320		60	40	0.40	
Euphorbia Marginata -- I	0					
Eustoma -- D	511,132	5	5,000	133	1.34	
Eustoma -- I	600	60	80	65	0.66	
Freesia -- D	0					
Freesia -- I	100			70	0.71	NLD
Gentiana -- D	1,073,716	10	150	40	0.41	
Gentiana -- I	0					
Gerbera -- D	367,781	5	100	26	0.26	
Gerbera -- I	800	40	60	46	0.46	
Gladiolus -- D	135,640	10	125	66	0.66	
Gladiolus -- I	600		60	59	0.59	NLD
Gypsophila -- D	120,735	17	500	135	1.36	
Gypsophila -- I	7,920		150	93	0.94	ISR
Heliconia Pendula -- D	10,775	15	160	36	0.36	
Heliconia Pendula -- I	109	150	400	238	2.40	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,824	40	125	73	0.73	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	6,778	35	200	125	1.25	AUS NZL ZAF
Lily Casablanca -- D	47,205	120	900	310	3.12	
Lily Casablanca -- I	600	63	120	86	0.86	KOR
Lily Longiflorum -- D	95,140	10	170	76	0.77	
Lily Longiflorum -- I	7,310	39	100	65	0.66	KOR NLD
Limonium Sinuatum -- D	294,470	4	120	37	0.37	
Limonium Sinuatum -- I	0					
Molucella -- D	610		120	82	0.83	
Molucella -- I	0					
Nerine -- D	2,750	12	130	40	0.41	
Nerine -- I	8,920	45	140	90	0.90	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	77,050	12	75	34	0.35	SGP THA
Orchid Cymbidium -- D	84	150	300	199	2.00	
Orchid Cymbidium -- I	20,602	100	1,150	448	4.51	NLD NZL
Orchid Oncidium -- D	17,411	15	650	101	1.02	
Orchid Oncidium -- I	141,409	8	150	63	0.63	SGP TAI THA
Orchid Phalaenopsis -- D	10,902	86	3,000	579	5.83	
Orchid Phalaenopsis -- I	6,207	208	950	582	5.86	AUS NZL
Orchid Sonia -- D	840		30	28	0.28	
Orchid Sonia -- I	142,940	10	60	27	0.27	THA
Ornithogalum -- D	19,127	30	81	59	0.60	
Ornithogalum -- I	500	20	70	45	0.45	NLD ZAF
Protea King -- D	0					
Protea King -- I	480	300	900	544	5.48	AUS ZAF
Protea others -- D	0					
Protea others -- I	372	250	900	519	5.23	AUS NZL
Rose Total -- D	1,067,953	1	1,274	68	0.68	
Rose Total -- I	192,544	3	420	86	0.86	
Rose Avalanche -- D	85,790	1	250	66	0.67	
Rose Avalanche -- I	310	55	70	96	0.96	NLD
Rose Delilah -- D	4,610	5	120	41	0.42	
Rose Delilah -- I	0					
Rose Dukaat -- D	10,260	13	140	62	0.62	
Rose Dukaat -- I	0					
Rose Esther -- D	1,060	10	110	45	0.46	
Rose Esther -- I	1,400		35	30	0.30	
Rose Fantasy -- D	1,620	20	120	56	0.56	
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	1,010	20	80	47	0.47	
Rose Gold Strike -- I	900		70	50	0.51	IND
Rose Grand Gala -- D	330	30	70	48	0.48	
Rose Grand Gala -- I	1,280		55	39	0.39	IND
Rose Milva -- D	4,320		170	59	0.59	
Rose Milva -- I	660		120	103	1.04	IND
Rose Noblesse -- D	8,110	13	70	29	0.29	
Rose Noblesse -- I	2,020		65	41	0.41	IND
Rose Pareo -- D	5,960	3	120	48	0.49	
Rose Pareo -- I	0					
Rose Red Roses D --	31,419	5	177	55	0.55	
Rose Red Roses I --	0					
Rose Saphir -- D	6,610	15	140	55	0.55	
Rose Saphir -- I	380	20	50	29	0.29	IND
Rose Skyline -- D	330	20	130	57	0.57	
Rose Skyline -- I	0					
Rose The Teresa -- D	18,230	15	150	57	0.58	
Rose The Teresa -- I	0					
Rose Tineke -- D	24,875	2	150	47	0.47	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	9,075	30	185	95	0.96	
Rose Spr Lovely Lydia -- I	4,190	20	130	62	0.63	KOR
Rose Spr Macarena -- D	9,205	20	130	59	0.60	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,843	19	160	48	0.48	
Rose Spr Mixed -- I	130		72	63	0.63	KOR
Sandersonia -- D	8,330	37	195	105	1.06	
Sandersonia -- I	0					
Trachelium -- D	118		50	41	0.41	
Trachelium -- I	1,000		125	69	0.69	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	5,625	40	80	65	0.65	AUS
Green Foliage						
Beargrass -- D	6		200	200	2.01	
Beargrass -- I	490	150	330	210	2.12	USA
Leatherleaves -- D	79,920	5	55	28	0.28	
Leatherleaves -- I	288,207	5	40	15	0.15	USA
Ruscus Israel -- D	2,878		45	18	0.18	
Ruscus Israel -- I	9,335		37	25	0.25	ISR
Ruscus Italian -- D	3,290	35	120	59	0.59	
Ruscus Italian -- I	13,950	7	70	35	0.35	ITA
Salal -- D	80		55	50	0.50	
Salal -- I	5,491	15	500	143	1.44	USA