

Price Information: Floriculture Products - European Markets

Issue No. W37

Date: 20/09/2013

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. W37 Date: 18/09/2013

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 : 37 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\$ = 99.65 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	25,378,983					
Alstroemeria -- D	168,930	20	220	86	0.86	
Alstroemeria -- I	0					
Ammi majus -- D	11,895	1	110	55	0.55	
Ammi majus -- I	0					
Anthurium Pink -- D	0					
Anthurium Pink -- I	12,672	10	180	76	0.77	THA
Anthurium Red -- D	1,013		180	84	0.84	
Anthurium Red -- I	18,702	10	300	72	0.72	AUS THA USA ZAF
Anthurium White -- D	25		80	74	0.74	
Anthurium White -- I	7,863	13	190	78	0.78	THA
Bupleurum -- D	6,160	30	140	102	1.02	
Bupleurum -- I	0					
Calla -- D	64,367	5	300	102	1.02	
Calla -- I	2,351	50	280	130	1.31	NLD NZL
Carnations Spray -- D	603,029	1	100	53	0.53	
Carnations Spray -- I	766,518	9	175	40	0.40	COL
Carnations Standard -- D	633,894	2	160	54	0.54	
Carnations Standard -- I	1,071,895	5	175	45	0.45	COL
Chrysanthemum Spray -- D	962,504	5	100	50	0.50	
Chrysanthemum Spray -- I	757,280	5	95	50	0.50	KOR
Delphinium -- D	83,975	18	400	134	1.34	
Delphinium -- I	0					
Dracaena -- D	42,355	10	205	41	0.41	
Dracaena -- I	161,870	1	180	31	0.31	SGP
Euphorbia Marginata -- D	3,940		60	34	0.34	
Euphorbia Marginata -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	576,203	5	6,000	150	1.50	
Eustoma -- I	800	60	81	68	0.68	
Gentiana -- D	2,163,201	8	200	46	0.46	
Gentiana -- I	0					
Gerbera -- D	386,826	10	130	37	0.37	
Gerbera -- I	100			5	0.05	
Gladiolus -- D	165,600	5	100	58	0.59	
Gladiolus -- I	1,100		60	54	0.54	NLD
Gypsophila -- D	138,184	17	400	132	1.32	
Gypsophila -- I	10,394	40	150	102	1.02	ISR
Heliconia Pendula -- D	14,805	15	160	37	0.37	
Heliconia Pendula -- I	209	30	500	220	2.21	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	10,460	30	171	69	0.70	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	6,879	55	195	131	1.32	AUS NZL ZAF
Lily Casablanca -- D	45,243	70	900	335	3.37	
Lily Casablanca -- I	120			132	1.32	KOR
Lily Longiflorum -- D	80,245	20	250	100	1.00	
Lily Longiflorum -- I	14,310	50	120	78	0.78	KOR NLD
Limonium Sinuatum -- D	309,650	10	125	43	0.43	
Limonium Sinuatum -- I	0					
Molucella -- D	40			120	1.20	
Molucella -- I	0					
Nerine -- D	4,650	20	150	40	0.41	
Nerine -- I	15,090	45	150	88	0.88	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	90,650	10	90	36	0.36	SGP THA
Orchid Cymbidium -- D	40		530	365	3.66	
Orchid Cymbidium -- I	21,103	140	1,150	483	4.85	NLD NZL
Orchid Oncidium -- D	17,824	15	600	103	1.03	
Orchid Oncidium -- I	146,322	5	250	68	0.68	SGP TAI THA
Orchid Phalaenopsis -- D	10,901	74	3,000	631	6.33	
Orchid Phalaenopsis -- I	5,890	233	1,080	611	6.13	AUS NZL
Orchid Sonia -- D	800		45	28	0.28	
Orchid Sonia -- I	184,820	10	58	28	0.28	THA
Ornithogalum -- D	16,315	10	85	61	0.62	
Ornithogalum -- I	1,240	10	70	51	0.51	NLD ZAF
Protea King -- D	0					
Protea King -- I	869	100	900	323	3.24	AUS ZAF
Protea others -- D	0					
Protea others -- I	444	100	900	453	4.55	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	1,120	50	160	116	1.16	AUS NZL
Rose Total -- D	1,073,748	2	2,338	94	0.94	
Rose Total -- I	399,295	5	420	87	0.88	
Rose Avalanche -- D	83,943	20	250	102	1.03	
Rose Avalanche -- I	9,380	10	162	106	1.07	NLD
Rose Delilah -- D	4,604	19	140	65	0.65	
Rose Delilah -- I	0					
Rose Dukaat -- D	8,240	20	170	78	0.79	
Rose Dukaat -- I	0					
Rose Esther -- D	1,556	40	130	75	0.76	
Rose Esther -- I	500	24	49	35	0.35	
Rose Fantasy -- D	1,590	30	140	87	0.88	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	1,375	30	50	36	0.36	IND
Rose Gold Strike -- D	1,030	20	90	56	0.56	
Rose Gold Strike -- I	11,120	15	82	41	0.41	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>	
Rose Grand Gala -- D	310	30	120	74	0.74	
Rose Grand Gala -- I	6,755	15	60	43	0.43	IND
Rose Milva -- D	4,140		180	96	0.97	
Rose Milva -- I	360		120	102	1.02	IND
Rose Noblesse -- D	6,250	10	147	51	0.51	
Rose Noblesse -- I	12,535	15	60	38	0.38	IND
Rose Pareo -- D	5,660	10	130	58	0.58	
Rose Pareo -- I	0					
Rose Red Roses D --	33,220	5	201	75	0.75	
Rose Red Roses I --	0					
Rose Saphir -- D	6,660	25	160	75	0.75	
Rose Saphir -- I	160	30	70	50	0.50	IND
Rose Skyline -- D	260	30	100	60	0.60	
Rose Skyline -- I	0					
Rose The Teresa -- D	16,075	20	180	79	0.80	
Rose The Teresa -- I	0					
Rose Tineke -- D	26,774	5	170	82	0.83	
Rose Tineke -- I	340	45	45	61	0.61	IND
Rose Spr Lovely Lydia -- D	9,260	30	265	124	1.24	
Rose Spr Lovely Lydia -- I	1,510	40	103	73	0.73	KOR
Rose Spr Macarena -- D	6,460	30	200	102	1.02	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,240	19	186	41	0.41	
Rose Spr Mixed -- I	190		104	88	0.88	KOR
Sandersonia -- D	11,770	45	200	127	1.28	
Sandersonia -- I	0					
Trachelium -- D	95		45	39	0.39	
Trachelium -- I	1,200		125	80	0.81	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	6,220	10	80	67	0.67	AUS
<u>Green Foliage</u>						
Beargrass -- D	5		195	178	1.79	
Beargrass -- I	790	150	330	275	2.76	USA
Leatherleaves -- D	81,970	4	50	26	0.27	
Leatherleaves -- I	223,040	3	35	16	0.16	USA
Ruscus Israel -- D	3,700		45	24	0.24	
Ruscus Israel -- I	18,100		35	24	0.24	ISR
Ruscus Italian -- D	4,250	30	130	61	0.62	
Ruscus Italian -- I	8,490	10	70	37	0.37	ITA
Salal -- D	100			45	0.45	
Salal -- I	7,674	28	500	124	1.25	USA