

Price Information: Floriculture Products - European Markets

Issue No. W38

Date: 27/09/2013

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. W38 Date: 25/09/2013

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 : 38 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\$ = 99.09 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	34,539,298					
Alstroemeria -- D	177,890	20	250	87	0.87	
Alstroemeria -- I	0					
Ammi majus -- D	12,685	3	105	55	0.55	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	2,500	35	85	70	0.70	AUS NLD ZWE
Anthurium Pink -- D	52		180	97	0.97	
Anthurium Pink -- I	10,581	25	200	79	0.80	THA
Anthurium Red -- D	1,119		400	87	0.88	
Anthurium Red -- I	15,245	17	220	76	0.77	AUS THA USA ZAF
Anthurium White -- D	125		80	50	0.51	
Anthurium White -- I	5,917	21	200	85	0.85	THA
Bupleurum -- D	5,525	10	135	82	0.83	
Bupleurum -- I	0					
Calla -- D	77,964	5	330	83	0.84	
Calla -- I	5,190	20	280	136	1.37	NLD NZL
Carnations Spray -- D	673,680	2	100	48	0.48	
Carnations Spray -- I	1,106,006	1	175	40	0.40	COL
Carnations Standard -- D	634,179	1	180	50	0.51	
Carnations Standard -- I	1,459,575	2	200	41	0.41	COL
Chrysanthemum Spray -- D	1,271,490	5	170	57	0.58	
Chrysanthemum Spray -- I	1,466,730	2	110	55	0.55	KOR
Delphinium -- D	93,020	10	400	132	1.34	
Delphinium -- I	0					
Dracaena -- D	39,362		255	37	0.37	
Dracaena -- I	186,130	1	160	25	0.25	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	3,460		60	30	0.30	
Euphorbia Marginata -- I	0					
Eustoma -- D	694,466	5	5,000	140	1.41	
Eustoma -- I	960	55	93	66	0.67	
Freesia -- D	0					
Freesia -- I	3,300	10	65	28	0.29	NLD
Gentiana -- D	4,280,083	1	150	47	0.48	
Gentiana -- I	0					
Gerbera -- D	386,323	3	140	42	0.42	
Gerbera -- I	1,430	30	50	43	0.44	
Gladiolus -- D	217,980	10	120	65	0.65	
Gladiolus -- I	4,480		55	49	0.49	NLD
Gypsophila -- D	151,445	17	400	147	1.48	
Gypsophila -- I	13,787	40	150	95	0.96	ISR
Heliconia Pendula -- D	5,225	5	140	35	0.35	
Heliconia Pendula -- I	202	35	400	198	2.00	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8,550	45	150	81	0.82	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	7,648	35	200	118	1.20	AUS NZL ZAF
Lily Casablanca -- D	53,364	43	900	376	3.80	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	143,315	15	260	132	1.34	
Lily Longiflorum -- I	54,870	67	150	94	0.95	KOR NLD
Limonium Sinuatum -- D	475,300	3	140	50	0.50	
Limonium Sinuatum -- I	6,000	55	55	55	0.56	
Molucella -- D	440		135	118	1.19	
Molucella -- I	0					
Nerine -- D	1,920	15	130	38	0.38	
Nerine -- I	22,390	28	160	78	0.79	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	117,630	10	90	38	0.38	SGP THA
Orchid Cymbidium -- D	169	100	1,100	355	3.58	
Orchid Cymbidium -- I	24,751	214	1,150	492	4.97	NLD NZL
Orchid Oncidium -- D	21,635	12	650	96	0.97	
Orchid Oncidium -- I	151,644	8	159	72	0.73	SGP TAI THA
Orchid Phalaenopsis -- D	10,171	33	3,000	631	6.37	
Orchid Phalaenopsis -- I	5,756	100	1,250	635	6.41	AUS NZL
Orchid Sonia -- D	820		45	35	0.35	
Orchid Sonia -- I	306,510	8	58	30	0.30	THA
Ornithogalum -- D	18,418	28	100	61	0.61	
Ornithogalum -- I	1,800	25	70	44	0.44	NLD ZAF
Protea King -- D	0					
Protea King -- I	724	81	900	403	4.07	AUS ZAF
Protea others -- D	35	200	250	227	2.29	
Protea others -- I	467	120	900	478	4.82	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	830	40	180	104	1.05	AUS NZL
Rose Total -- D	1,118,514	1	2,238	83	0.84	
Rose Total -- I	435,860	1	700	69	0.70	
Rose Avalanche -- D	83,310	7	200	85	0.86	
Rose Avalanche -- I	13,615	1	160	66	0.67	NLD
Rose Delilah -- D	4,570	4	140	45	0.45	
Rose Delilah -- I	0					
Rose Dukaat -- D	8,440	5	150	73	0.74	
Rose Dukaat -- I	0					
Rose Esther -- D	4,245	3	120	39	0.39	
Rose Esther -- I	200	45	50	48	0.48	
Rose Fantasy -- D	1,360	7	160	86	0.87	
Rose Fantasy -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose First Red -- D	0					
Rose First Red -- I	1,095	8	30	18	0.19	IND
Rose Gold Strike -- D	1,320	20	85	45	0.45	
Rose Gold Strike -- I	13,725	5	108	30	0.30	IND
Rose Grand Gala -- D	1,390	30	102	42	0.43	
Rose Grand Gala -- I	6,775	5	70	28	0.28	IND
Rose Milva -- D	4,160		180	81	0.82	
Rose Milva -- I	600		100	85	0.86	IND
Rose Noblesse -- D	8,220	10	120	41	0.41	
Rose Noblesse -- I	11,385	2	60	32	0.32	IND
Rose Pareo -- D	8,430	10	140	48	0.48	
Rose Pareo -- I	0					
Rose Red Roses D --	33,564	2	171	60	0.61	
Rose Red Roses I --	0					
Rose Saphir -- D	6,880	5	160	73	0.73	
Rose Saphir -- I	760	11	30	19	0.20	IND
Rose Skyline -- D	530	25	100	56	0.57	
Rose Skyline -- I	0					
Rose The Teresa -- D	15,410	15	160	72	0.73	
Rose The Teresa -- I	0					
Rose Tineke -- D	29,485	2	250	62	0.62	
Rose Tineke -- I	280		20	9	0.09	IND
Rose Spr Lovely Lydia -- D	10,125	30	225	124	1.25	
Rose Spr Lovely Lydia -- I	5,770	17	140	85	0.86	KOR
Rose Spr Macarena -- D	5,640	30	180	95	0.96	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,755	15	186	41	0.41	
Rose Spr Mixed -- I	560		70	45	0.45	KOR
Sandersonia -- D	16,100	35	188	105	1.06	
Sandersonia -- I	0					
Trachelium -- D	60		25	25	0.25	
Trachelium -- I	1,030		80	71	0.72	ISR NLD
Tulip -- D	0					
Tulip -- I	100		190	145	1.46	NLD
Waxflowers -- D	0					
Waxflowers -- I	12,780		90	61	0.62	AUS
Green Foliage						
Beargrass -- D	5		500	380	3.83	
Beargrass -- I	460	177	330	171	1.73	USA
Leatherleaves -- D	77,380	2	50	27	0.27	
Leatherleaves -- I	287,160	1	35	15	0.15	USA
Ruscus Israel -- D	4,300		45	20	0.20	
Ruscus Israel -- I	14,120		40	23	0.23	ISR
Ruscus Italian -- D	3,830	20	100	58	0.58	
Ruscus Italian -- I	11,760	2	65	29	0.30	ITA
Salal -- D	80			45	0.45	
Salal -- I	7,330	10	500	104	1.05	USA