

## Market Insider

### Floriculture Products' Indicative Price Information / European Markets

#### Announcement:

These graphics represent the only available information on supply and price in the Dutch flower auctions. Actually, this is currently the only obtainable reliable indicative statistic on the European floriculture market. We provide this information, on a weekly basis (always indicating 6 last weeks).

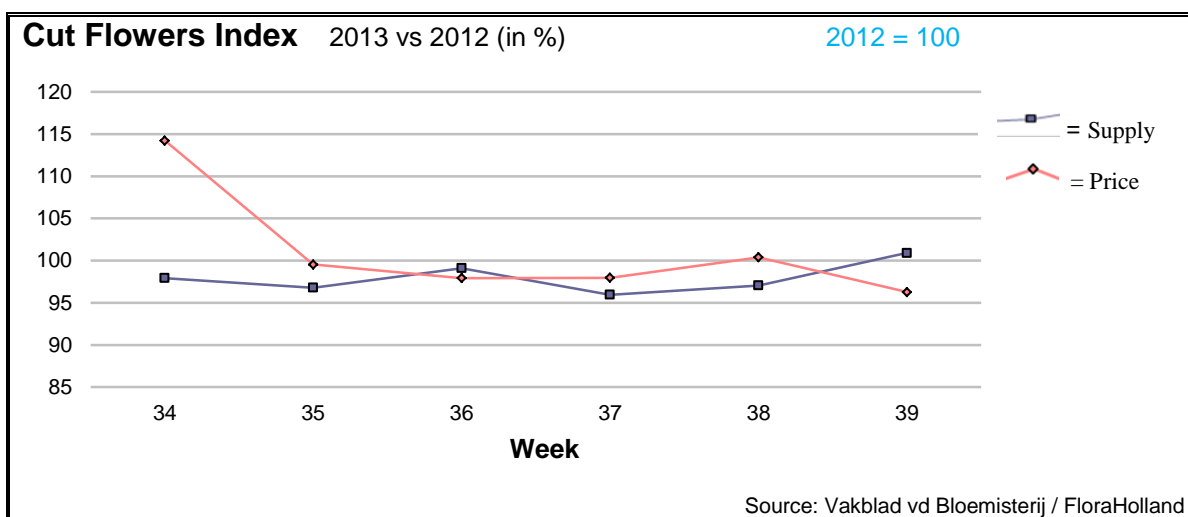
The Market Insider team

Week No. 39

Date: 02/10/2013

#### The FloraHolland flower auctions' weekly supply and price index

(Representing the relative supply and average price, compared to the same weeks of last year)



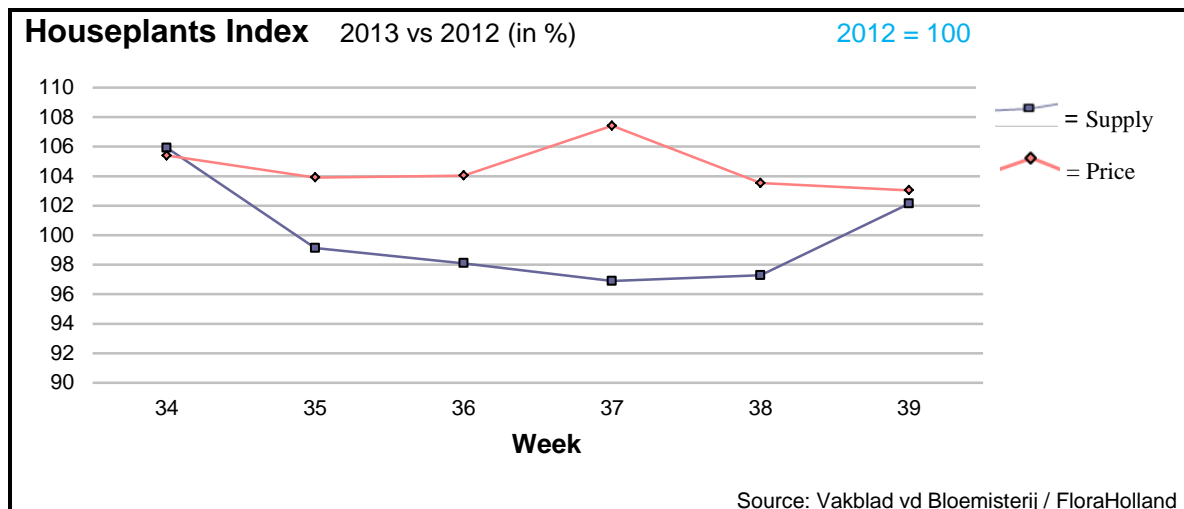
Cut flowers supply did not reach the level of last year during the last 5 weeks; only at week 39 the supply came at last to one point above this week in 2012. This was the result of mainly higher supply of big roses (+6% above last year), freesia, gypsophila, hypericum, and phlox.

The small roses are lagging behind 2012, by -10%. So are cartamus, spray carnations, fatsia, and trachelium.

The average price of cut flowers was 1 cent less than week 39 of last year. Yet, some products obtained higher price than last year; among them: ammi, asclepias, spray carnations, gerbera-mini, sun flowers, nerine, protea, small roses, trachelium, and more.

It is expected that prices will go up during the coming weeks, thanks to the approaching 1 November.





Houseplants average price, like the previous weeks, remained also in week 39 above the 100 points (= above last year's level). After 4 weeks, this week the supply was also higher than in week 39 of 2012. This resulted in a sales turnover higher (5%) than last year.

Positive effect for higher average price obtained by: phalenopsis (6.1%), dendrobium (6.7%), and Hedera (5.4%).

Negative effect on the average price, compared to last year, were obtained by pot-chrysanthemums - (12%), and pot-anthurium (-6%); the anthurium supply was indeed much higher than last year.

Among the top 15 products was Guzmania the most decreasing in supplied quantities, resulted by decrease in cultivated areal.

**MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS**

**Abbreviations used in the report**



International  
Trade  
Centre

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. W39 Date: 02/10/2013**

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 : 39 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\$ = 98.84 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>19,243,600</b>					
Alstroemeria -- D	169,042	20	430	92	0.93	
Alstroemeria -- I	0					
Ammi majus -- D	14,430	8	120	51	0.51	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	6,700	34	85	64	0.65	AUS NLD ZWE
Anthurium Pink -- D	55		145	70	0.71	
Anthurium Pink -- I	11,196	15	171	77	0.78	THA
Anthurium Red -- D	735		400	90	0.91	
Anthurium Red -- I	15,899	10	280	69	0.70	AUS THA USA ZAF
Anthurium White -- D	56		30	22	0.22	
Anthurium White -- I	6,283	11	190	79	0.80	THA
Bupleurum -- D	5,280	20	130	82	0.83	
Bupleurum -- I	0					
Calla -- D	80,239	8	300	76	0.77	
Calla -- I	5,563	20	300	148	1.50	NLD NZL
Carnations Spray -- D	491,017	10	120	51	0.52	
Carnations Spray -- I	389,950	10	170	41	0.41	COL
Carnations Standard -- D	438,901	6	160	53	0.54	
Carnations Standard -- I	658,933	5	175	48	0.49	COL
Chrysanthemum Spray -- D	810,075	5	108	55	0.56	
Chrysanthemum Spray -- I	468,419	6	110	54	0.55	KOR
Delphinium -- D	96,605	15	400	122	1.23	
Delphinium -- I	0					
Gerbera -- D	347,201	15	122	43	0.44	
Gerbera -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Gladiolus -- D	161,394	10	130	65	0.66	
Gladiolus -- I	920		15	12	0.12	NLD
Gypsophila -- D	155,427	17	400	125	1.27	
Gypsophila -- I	14,753	28	140	72	0.73	ISR
Heliconia Pendula -- D	4,883	10	150	34	0.34	
Heliconia Pendula -- I	139	162	500	310	3.14	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	9,687	30	160	70	0.71	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	8,186	41	233	120	1.21	AUS NZL ZAF
Lily Casablanca -- D	35,958	50	900	388	3.92	
Lily Casablanca -- I	275	84	117	92	0.93	KOR
Lily Longiflorum -- D	83,036	17	240	121	1.22	
Lily Longiflorum -- I	16,570	40	162	71	0.72	KOR NLD
Limonium Sinuatum -- D	176,490	15	135	49	0.50	
Limonium Sinuatum -- I	300	62	62	62	0.63	
Molucella -- D	360		120	101	1.02	
Molucella -- I	0					
Nerine -- D	3,738	9	188	40	0.40	
Nerine -- I	16,870	41	140	79	0.80	NLD NZL
Orchid Anna -- D	200			15	0.15	
Orchid Anna -- I	107,940	10	70	36	0.36	SGP THA
Orchid Cymbidium -- D	270	180	500	321	3.24	
Orchid Cymbidium -- I	24,062	129	1,000	457	4.62	NLD NZL
Orchid Oncidium -- D	17,634	10	650	98	0.99	
Orchid Oncidium -- I	146,060	4	270	74	0.75	SGP TAI THA
Orchid Phalaenopsis -- D	10,331	98	3,000	670	6.77	
Orchid Phalaenopsis -- I	5,948	150	1,250	644	6.51	AUS NZL
Orchid Sonia -- D	600		40	34	0.34	
Orchid Sonia -- I	122,090	12	62	30	0.30	THA
Ornithogalum -- D	14,520	21	90	63	0.64	
Ornithogalum -- I	3,170	20	70	43	0.44	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,056	60	1,000	363	3.67	AUS ZAF
Protea others -- D	50	200	250	221	2.24	
Protea others -- I	554	150	1,000	436	4.42	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	240	70	170	142	1.43	AUS NZL
<b>Rose Total -- D</b>	<b>1,207,982</b>	<b>1</b>	<b>1,274</b>	<b>74</b>	<b>0.75</b>	
<b>Rose Total -- I</b>	<b>448,881</b>	<b>1</b>	<b>420</b>	<b>60</b>	<b>0.60</b>	
Rose Avalanche -- D	96,490	8	200	70	0.71	
Rose Avalanche -- I	10,130	6	150	54	0.54	NLD
Rose Delilah -- D	4,110	10	140	41	0.41	
Rose Delilah -- I	0					
Rose Dukaat -- D	7,680	10	160	64	0.65	
Rose Dukaat -- I	0					
Rose Esther -- D	5,640	1	110	31	0.32	
Rose Esther -- I	200			20	0.20	
Rose Fantasy -- D	1,600	50	120	88	0.89	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	6,835	3	30	19	0.19	IND
Rose Gold Strike -- D	1,305	20	120	49	0.50	
Rose Gold Strike -- I	14,454	5	73	23	0.24	IND
Rose Grand Gala -- D	420	20	70	41	0.41	
Rose Grand Gala -- I	6,265	5	45	25	0.25	IND
Rose Milva -- D	4,200		160	64	0.65	
Rose Milva -- I	480		110	80	0.81	IND
Rose Noblesse -- D	10,030	9	114	36	0.37	
Rose Noblesse -- I	17,620	5	35	29	0.29	IND
Rose Pareo -- D	10,430	10	130	42	0.43	

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Pareo -- I	0					
Rose Red Roses D --	36,680	3	150	50	0.51	
Rose Red Roses I --	0					
Rose Saphir -- D	7,070	10	153	59	0.60	
Rose Saphir -- I	320	30	30	28	0.28	IND
Rose Skyline -- D	800	30	100	54	0.55	
Rose Skyline -- I	0					
Rose The Teresa -- D	17,145	10	150	64	0.65	
Rose The Teresa -- I	0					
Rose Tineke -- D	34,190	1	170	48	0.49	
Rose Tineke -- I	740	8	30	13	0.13	IND
Rose Spr Lovely Lydia -- D	8,800	30	225	114	1.15	
Rose Spr Lovely Lydia -- I	4,230	21	110	64	0.65	KOR
Rose Spr Macarena -- D	4,750	30	170	94	0.95	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,220	19	200	43	0.44	
Rose Spr Mixed -- I	210		80	63	0.64	KOR
Sandersonia -- D	8,680	29	200	122	1.23	
Sandersonia -- I	0					
Trachelium -- D	50			60	0.61	
Trachelium -- I	900		80	70	0.71	ISR NLD
Waxflowers -- D	100			17	0.17	
Waxflowers -- I	12,670	4	90	59	0.59	AUS
<u>Green Foliage</u>						
Beargrass -- D	6		200	200	2.02	
Beargrass -- I	380	200	300	281	2.85	USA
Leatherleaves -- D	70,260	4	50	27	0.27	
Leatherleaves -- I	205,545	2	35	16	0.16	USA
Ruscus Israel -- D	2,880		30	19	0.19	
Ruscus Israel -- I	11,400		30	24	0.24	ISR
Ruscus Italian -- D	5,100	25	110	49	0.49	
Ruscus Italian -- I	12,270	9	60	30	0.30	ITA
Salal -- D	40			45	0.46	
Salal -- I	4,926	26	450	102	1.04	USA