

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).

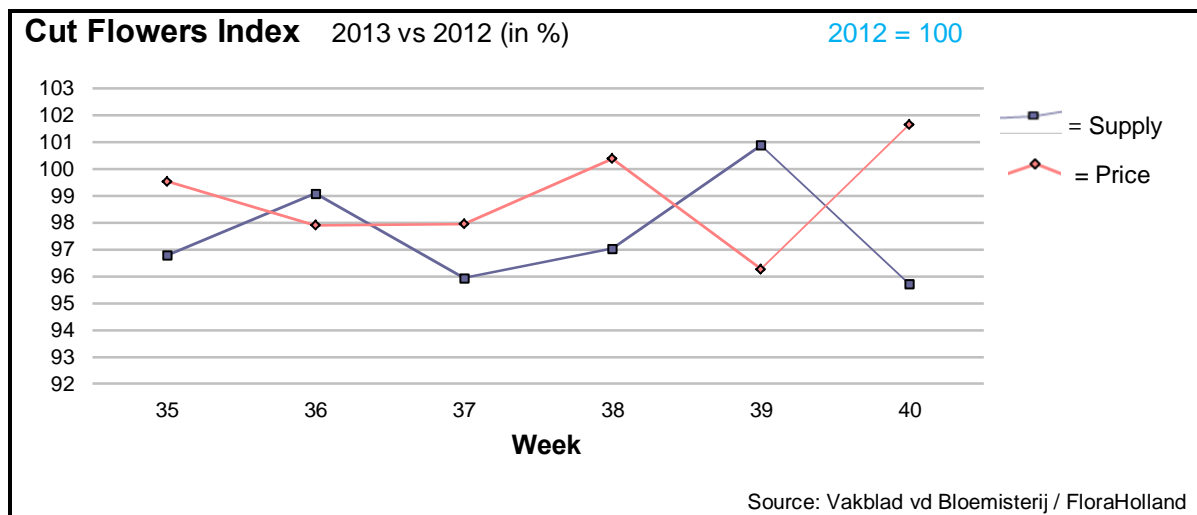
The Market Insider team

Week No. 40

Date: 09/10/2013

The FloraHolland flower auctions' weekly supply and price index

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

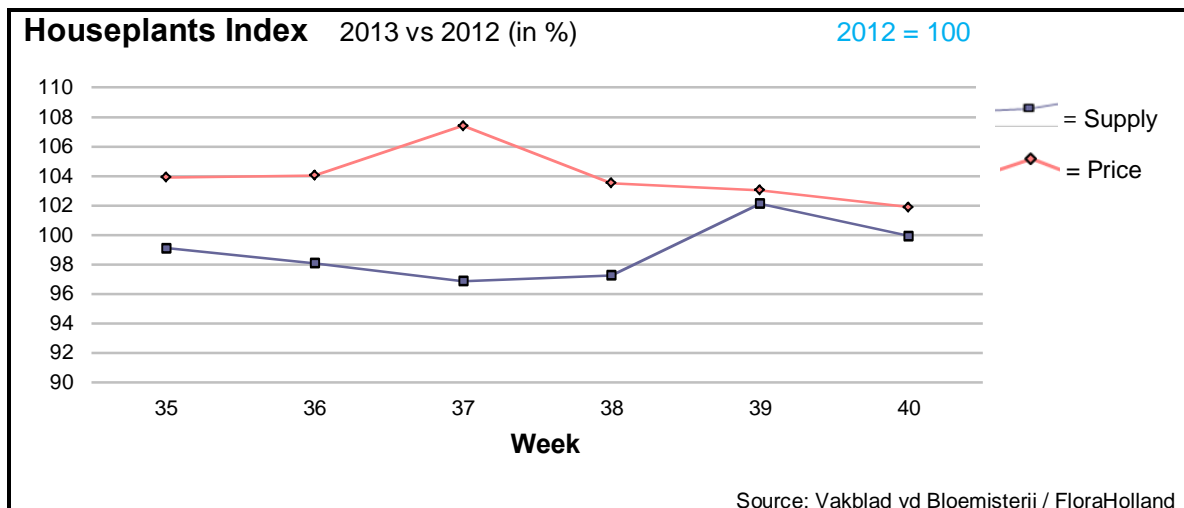


Cut flowers supply in week 40 dropped again to the level of 96 points (-4% compared to last year). It was also some 4% less than last week. This was a result of mainly less big roses (-16%), small roses (-60%), as well as ammi (-30%), anigozathos (-57%), asclepias (-35%), spray carnations (-50%), fatsia (-50%), lilium (-20%), and more.

The average price of cut flowers in week 40 was 102 points in the index (+2% compared to week 40 in 2012). Remarkable better prices in the auction clocks obtained by: ammi (+37%), anigozathos (+69%), asclepias (+54%), spray carnations +27%), big roses (+12%), small roses (+33%), and more.

As mentioned last week, expectations are positive for the coming weeks, toward the approaching Christian holidays, All Saints and All Souls days (around 1 November), when many flowers are consumed, mainly by Catholic communities.





The total quantity of delivered houseplants in week 40 was equal to the supplied quantities of the same week last year (= 100 points). However, there were big differences between the various product groups: orchid 'various' have doubled their supply, kalanchoe and pot-roses were some 14% higher in supply, while some 20% less pot-anthurium and guzmania were delivered.

The price index was 102 points (+2% compared to 2012). Dracaena, ficus, guzmania, and Phalaenopsis obtained some 10 cents more than last year. At the same time some other products saw lower prices; among them: Kalanchoe, potted-rose, pot-chrysanth, 'various' orchids, and others.

The total turnover of houseplants in the auctions has decreased by 1% from the level of 2012.

MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



International
Trade
Centre

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. W40 Date: 09/10/2013

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 : 40 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\$ = 97.75 Yen

Product Name & Source <small>D = Domestic I = Imported</small>	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	17,532,488					
Alstroemeria -- D	173,488	20	240	94	0.96	
Alstroemeria -- I	9,500	18	79	48	0.49	COL
Ammi majus -- D	17,510	5	100	41	0.41	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	13,190	30	200	56	0.57	AUS NLD ZWE
Anthurium Pink -- D	94		500	141	1.44	
Anthurium Pink -- I	13,034	9	200	61	0.63	THA
Anthurium Red -- D	679		250	63	0.65	
Anthurium Red -- I	19,123	8	210	60	0.62	AUS THA USA ZAF
Anthurium White -- D	110		35	22	0.23	
Anthurium White -- I	7,320	5	180	63	0.64	THA
Banksia -- D	35			26	0.27	
Banksia -- I	299		160	139	1.42	AUS NZL
Bupleurum -- D	6,100	12	140	80	0.82	
Bupleurum -- I	0					
Calla -- D	82,101	5	350	71	0.73	
Calla -- I	6,467	5	280	134	1.37	NLD NZL
Carnations Spray -- D	417,927	5	160	50	0.51	
Carnations Spray -- I	461,668	5	170	40	0.40	COL
Carnations Standard -- D	418,049	5	160	50	0.51	
Carnations Standard -- I	823,094	5	175	45	0.46	COL
Chrysanthemum Spray -- D	634,314	3	90	50	0.51	
Chrysanthemum Spray -- I	530,660	1	85	43	0.44	KOR
Delphinium -- D	87,898	14	400	117	1.19	
Delphinium -- I	0					
Dracaena -- D	37,447	6	300	40	0.41	
Dracaena -- I	140,495	1	180	29	0.29	SGP
Euphorbia Marginata -- D	3,240		60	36	0.37	
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	515,852	12	600	139	1.42	
Eustoma -- I	360	56	70	62	0.64	
Freesia -- D	0					
Freesia -- I	4,850	19	55	36	0.37	NLD
Gentiana -- D	963,252	10	150	36	0.37	
Gentiana -- I	360		75	74	0.76	
Gerbera -- D	360,603	10	120	41	0.42	
Gerbera -- I	0					
Gladiolus -- D	162,519	5	130	59	0.60	
Gladiolus -- I	1,200		35	16	0.16	NLD
Gypsophila -- D	133,796	17	300	112	1.15	
Gypsophila -- I	16,758	27	120	58	0.59	ISR
Heliconia Pendula -- D	5,050	10	130	29	0.30	
Heliconia Pendula -- I	146	138	500	231	2.36	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	10,690	28	200	68	0.70	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	8,008	33	5,700	115	1.18	AUS NZL ZAF
Lily Casablanca -- D	43,618	86	900	338	3.46	
Lily Casablanca -- I	1,085	51	165	99	1.02	KOR
Lily Longiflorum -- D	68,885	5	230	100	1.02	
Lily Longiflorum -- I	12,370	40	130	69	0.71	KOR NLD
Limonium Sinuatum -- D	198,320	7	120	51	0.52	
Limonium Sinuatum -- I	2,400	39	70	60	0.61	
Nerine -- D	4,100	1	200	43	0.44	
Nerine -- I	17,999	30	140	79	0.81	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	131,680	10	60	28	0.28	SGP THA
Orchid Cymbidium -- D	395	150	500	310	3.17	
Orchid Cymbidium -- I	19,682	165	1,100	466	4.76	NLD NZL
Orchid Oncidium -- D	17,724	5	600	90	0.92	
Orchid Oncidium -- I	137,285	5	300	67	0.68	SGP TAI THA
Orchid Phalaenopsis -- D	10,971	70	2,500	651	6.66	
Orchid Phalaenopsis -- I	5,980	150	1,250	663	6.79	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	130,470	10	50	22	0.22	THA
Ornithogalum -- D	8,910	10	100	66	0.68	
Ornithogalum -- I	8,310	10	70	28	0.28	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,247	60	800	279	2.85	AUS ZAF
Protea others -- D	45	150	225	198	2.03	
Protea others -- I	831	50	1,100	345	3.53	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	329	70	160	94	0.96	AUS
Rose Total -- D	1,268,263	1	1,271	64	0.66	
Rose Total -- I	421,323	1	1,200	55	0.57	
Rose Avalanche -- D	96,134	5	200	56	0.57	
Rose Avalanche -- I	10,900	1	150	37	0.38	NLD
Rose Delilah -- D	5,660	5	130	28	0.28	
Rose Delilah -- I	0					
Rose Dukaat -- D	10,280	7	140	52	0.54	
Rose Dukaat -- I	0					
Rose Esther -- D	6,665	1	100	23	0.23	
Rose Esther -- I	200	5	15	10	0.10	
Rose Fantasy -- D	1,510	20	120	77	0.79	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	3,504	1	35	11	0.12	IND
Rose Gold Strike -- D	1,420	15	80	35	0.36	
Rose Gold Strike -- I	25,450	2	76	24	0.24	IND
Rose Grand Gala -- D	730	20	85	35	0.36	
Rose Grand Gala -- I	5,040	6	45	24	0.25	IND
Rose Milva -- D	4,200		180	60	0.62	
Rose Milva -- I	800		141	78	0.80	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Noblesse -- D	10,070	5	100	31	0.31	
Rose Noblesse -- I	10,540	1	40	27	0.28	IND
Rose Pareo -- D	12,160	7	130	44	0.45	
Rose Pareo -- I	0					
Rose Red Roses D --	39,097	1	180	42	0.43	
Rose Red Roses I --	0					
Rose Saphir -- D	8,090	10	153	48	0.49	
Rose Saphir -- I	160	30	30	30	0.31	IND
Rose Skyline -- D	800	20	80	53	0.54	
Rose Skyline -- I	0					
Rose The Teresa -- D	19,220	5	140	51	0.52	
Rose The Teresa -- I	0					
Rose Tineke -- D	37,980	1	150	34	0.35	
Rose Tineke -- I	200			30	0.31	IND
Rose Spr Lovely Lydia -- D	8,735	30	201	98	1.00	
Rose Spr Lovely Lydia -- I	5,550	30	90	62	0.64	KOR
Rose Spr Macarena -- D	5,950	30	150	76	0.77	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	8,015	4	180	43	0.44	
Rose Spr Mixed -- I	990		70	43	0.44	KOR
Sandersonia -- D	16,540	28	180	96	0.98	
Sandersonia -- I	280		100	79	0.81	NZL
Trachelium -- D	32			60	0.61	
Trachelium -- I	850		70	68	0.69	ISR NLD
Waxflowers -- D	2,200			17	0.17	
Waxflowers -- I	26,955	5	90	46	0.47	AUS
Green Foliage						
Beargrass -- D	6		200	200	2.05	
Beargrass -- I	1,450	15	330	110	1.13	USA
Leatherleaves -- D	72,690	3	55	28	0.28	
Leatherleaves -- I	295,295	5	35	14	0.15	USA
Ruscus Israel -- D	5,000		40	20	0.20	
Ruscus Israel -- I	11,465		60	21	0.22	ISR
Ruscus Italian -- D	9,270	11	100	39	0.40	
Ruscus Italian -- I	14,240	12	60	37	0.38	ITA
Salal -- D	0					
Salal -- I	4,408	32	400	116	1.19	USA