

## 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).

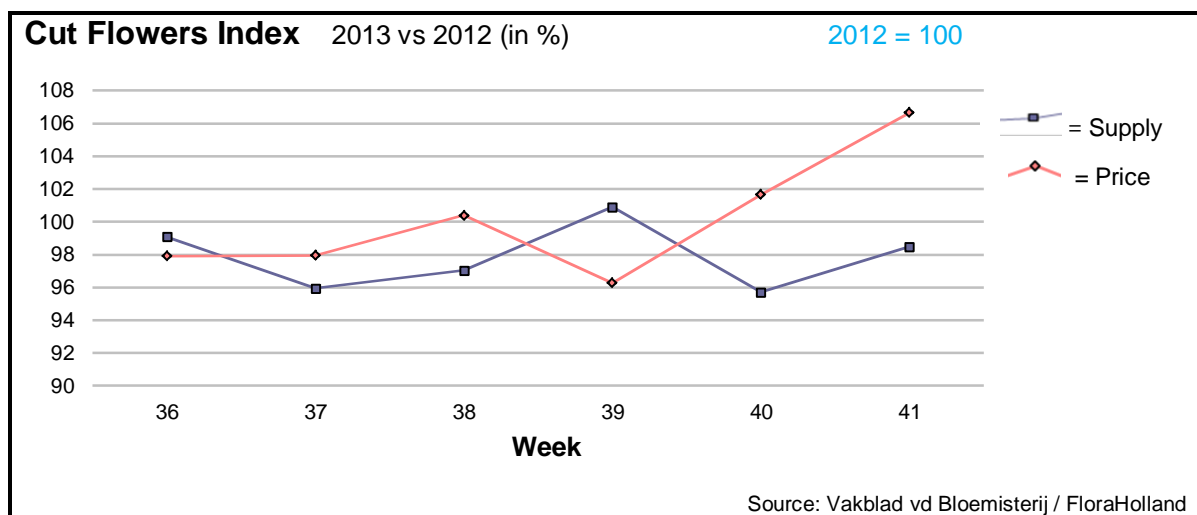
The Market Insider team

Week No. 41

Date: 16/10/2013

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

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



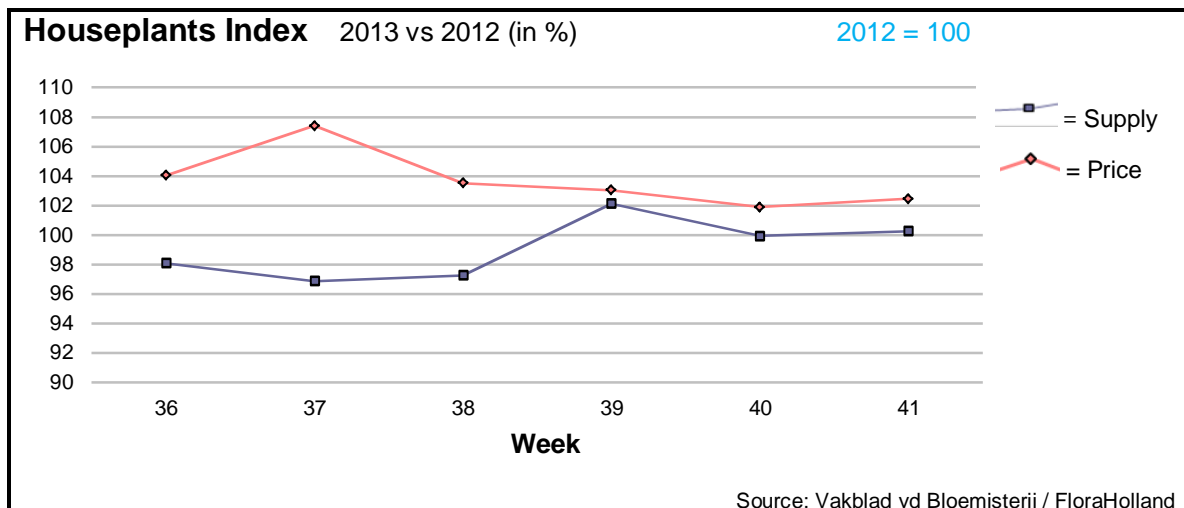
Prices of cut flowers in week 41 increased again, by 5 points, to be 107 points (%) compared to the same week last year (= 7% higher). The driving-force to this average price was the chrysanthemum that gained much better price. Also much better prices than last year were achieved for roses, ammi, anigozanthos, limonium, solidago, and some more.

Remarkable lower prices saw the alstroemeria, carthamus, delphinium, big gerbera, gypsophila, helianthus, hypericum, protea, and some others.

The supply index was 2 points lower than in 2012. The products that were leading these trends were anthurium, single-head chrysanthemums, small roses, spray carnations, solidago, and some greens.

The total turnover of cut flowers in FloraHolland auctions increase by 5.5% in week 41, compared to last year.





The total quantity of delivered houseplants in week 41 was, like in week 40 equal to the supplied quantities of the same week last year (= 100 points).

Fewer units were supplied from anthurium, ficus, and cyclamen.

Higher quantities than last year supplied from: potted rose (+36%), Kalanchoe, Dracaena, and Phalaenopsis orchids.

The price index was 102 points (+2% compared to 2012). Cyclamen, hedera, pot-chrysants, and phalaenopsis obtained higher prices, for higher quantities.

At the same time some other products saw lower prices; among them: kalanchoe, and potted-rose.

The total turnover of houseplants in the auctions has decreased by 2% from the level of 2012.

**MARKET NEWS SERVICE FOR CUT FLOWERS - ASIAN MARKETS**



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**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. W41 Date: 16/10/2013**

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 : 41 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\$ = 97.48 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>Total Cut Flowers Sold</b>	<b>19,120,166</b>					
Achilea -- D	50			40	0.41	
Achilea -- I	0					
Alstroemeria -- D	203,555	18	250	86	0.88	
Alstroemeria -- I	25,090	5	80	37	0.38	COL
Ammi majus -- D	23,530		100	36	0.36	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	6,370	10	160	67	0.69	AUS NLD ZWE
Anthurium Pink -- D	53		120	80	0.82	
Anthurium Pink -- I	10,722	5	160	61	0.63	THA
Anthurium Red -- D	602		140	49	0.50	
Anthurium Red -- I	15,483	5	300	64	0.66	AUS THA USA ZAF
Anthurium White -- D	80		50	38	0.39	
Anthurium White -- I	5,988	4	180	59	0.61	THA
Banksia -- D	0					
Banksia -- I	30			250	2.56	AUS NZL
Bupleurum -- D	7,880	15	135	79	0.81	
Bupleurum -- I	0					
Calla -- D	89,959	2	320	73	0.75	
Calla -- I	6,473	3	310	147	1.51	NLD NZL
Carnations Spray -- D	447,067	1	160	47	0.48	
Carnations Spray -- I	476,311	2	65	37	0.38	COL
Carnations Standard -- D	556,585	1	160	45	0.46	
Carnations Standard -- I	899,687	1	175	40	0.41	COL
Chrysanthemum Spray -- D	749,000	1	160	49	0.50	
Chrysanthemum Spray -- I	522,480	2	90	43	0.44	KOR
Delphinium -- D	100,829	5	400	109	1.12	
Delphinium -- I	0					

<u>Product Name &amp; 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	34,643	11	500	42	0.43	
Dracaena -- I	142,082		240	30	0.31	SGP
Eustoma -- D	588,034	5	4,000	131	1.35	
Eustoma -- I	1,320	15	80	44	0.45	
Freesia -- D	0					
Freesia -- I	8,100	10	60	36	0.37	NLD
Gentiana -- D	729,864	1	140	42	0.43	
Gentiana -- I	0					
Gerbera -- D	400,397	1	120	41	0.42	
Gerbera -- I	960	30	60	40	0.41	
Gladiolus -- D	215,640	3	130	51	0.53	
Gladiolus -- I	0					
Gypsophila -- D	168,897	17	280	98	1.00	
Gypsophila -- I	10,234	30	138	54	0.55	ISR
Heliconia Pendula -- D	2,995	10	150	33	0.34	
Heliconia Pendula -- I	123	74	417	232	2.38	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,413	10	150	70	0.72	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	10,708	10	200	114	1.16	AUS NZL ZAF
Lily Casablanca -- D	50,013	55	900	283	2.90	
Lily Casablanca -- I	635		92	71	0.73	KOR
Lily Longiflorum -- D	80,560	10	200	88	0.90	
Lily Longiflorum -- I	3,850	35	90	64	0.66	KOR
Limonium Sinuatum -- D	223,350	5	120	48	0.49	
Limonium Sinuatum -- I	5,100	25	68	48	0.49	
Molucella -- D	160			100	1.03	
Molucella -- I	0					
Nerine -- D	3,750	1	130	39	0.40	
Nerine -- I	21,310	10	120	66	0.68	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	149,150	10	70	23	0.24	SGP THA
Orchid Cymbidium -- D	1,005	55	700	314	3.23	
Orchid Cymbidium -- I	18,995	38	1,100	457	4.69	NLD NZL
Orchid Oncidium -- D	22,204	9	600	86	0.88	
Orchid Oncidium -- I	140,630	10	210	65	0.67	SGP TAI THA
Orchid Phalaenopsis -- D	10,666	36	3,000	667	6.84	
Orchid Phalaenopsis -- I	5,921	106	1,100	644	6.60	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	109,650	8	40	19	0.20	THA
Ornithogalum -- D	7,540	40	100	73	0.75	
Ornithogalum -- I	18,590	11	70	25	0.25	NLD ZAF
Protea King -- D	0					
Protea King -- I	920	60	800	291	2.99	AUS ZAF
Protea others -- D	0					
Protea others -- I	430	150	800	432	4.43	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	530	80	160	120	1.23	AUS NZL
<b>Rose Total -- D</b>	<b>1,449,989</b>	<b>1</b>	<b>2,341</b>	<b>66</b>	<b>0.68</b>	
<b>Rose Total -- I</b>	<b>437,722</b>	<b>1</b>	<b>400</b>	<b>47</b>	<b>0.48</b>	
Rose Avalanche -- D	104,574	3	200	68	0.70	
Rose Avalanche -- I	14,367		150	34	0.35	NLD
Rose Delilah -- D	8,185	2	110	33	0.34	
Rose Delilah -- I	0					
Rose Dukaat -- D	10,490	1	175	43	0.45	
Rose Dukaat -- I	0					
Rose Esther -- D	5,515	1	100	26	0.26	
Rose Esther -- I	1,000	5	45	11	0.11	
Rose Fantasy -- D	2,250	20	140	74	0.76	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	4,825	1	30	12	0.13	IND

<u>Product Name &amp; 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>						
Rose Gold Strike -- D	1,140	20	70	35	0.35	
Rose Gold Strike -- I	25,040	2	50	16	0.17	IND
Rose Grand Gala -- D	970	20	37	26	0.27	
Rose Grand Gala -- I	7,420	1	35	12	0.12	IND
Rose Milva -- D	5,940		180	72	0.74	
Rose Milva -- I	330		100	79	0.81	IND
Rose Noblesse -- D	11,770	1	100	26	0.27	
Rose Noblesse -- I	10,040	1	35	16	0.16	IND
Rose Pareo -- D	13,390	5	140	46	0.47	
Rose Pareo -- I	0					
Rose Red Roses D --	47,160	1	144	36	0.37	
Rose Red Roses I --	0					
Rose Saphir -- D	9,520	3	150	41	0.42	
Rose Saphir -- I	80			10	0.10	IND
Rose Skyline -- D	950	2	70	33	0.34	
Rose Skyline -- I	0					
Rose The Teresa -- D	22,175	10	170	44	0.45	
Rose The Teresa -- I	0					
Rose Tineke -- D	40,190	1	160	47	0.48	
Rose Tineke -- I	740	1	16	7	0.07	IND
Rose Spr Lovely Lydia -- D	9,845	30	185	92	0.94	
Rose Spr Lovely Lydia -- I	5,260	18	80	49	0.50	KOR
Rose Spr Macarena -- D	7,885	10	165	67	0.69	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	7,556	1	150	30	0.31	
Rose Spr Mixed -- I	330		60	40	0.41	KOR
Sandersonia -- D	19,890	15	170	83	0.85	
Sandersonia -- I	200		50	48	0.49	NZL
Trachelium -- D	40			60	0.62	
Trachelium -- I	1,940		80	57	0.58	ISR NLD
Tulip -- D	0					
Tulip -- I	100			110	1.13	NLD
Waxflowers -- D	1,000			17	0.17	
Waxflowers -- I	7,446	32	90	64	0.66	AUS
<b>Green Foliage</b>						
Beargrass -- D	5		500	400	4.10	
Beargrass -- I	1,340	15	330	99	1.02	USA
Leatherleaves -- D	82,620	4	50	27	0.28	
Leatherleaves -- I	217,790	5	35	16	0.17	USA
Ruscus Israel -- D	3,550		40	19	0.20	
Ruscus Israel -- I	8,700		35	22	0.22	ISR
Ruscus Italian -- D	7,868	10	110	35	0.36	
Ruscus Italian -- I	10,650	15	90	35	0.36	ITA
Salal -- D	0					
Salal -- I	5,337		500	139	1.43	USA