

Price Information: Floriculture Products - European Markets

Issue No. W30

Date: 31/07/2013

The statistic data below is provided in kindness of FloraHolland

The quantities and prices are the sum of the listed below flower auctions in The Netherlands:

FloraHolland Aalsmeer, FH Naaldwijk, FH Rijnsburg, FH Bleiswijk, FH Eelde

Prices are in Euro per stem/unit

Total Sales include mediation transactions

FloraHolland's Announcemet:

Price information will no longer be published

This week, FloraHolland is 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 disclose this information.

Source: [FloraHolland 26/07/2013](#)

FloraHolland

Auction Dates: 22 through 26 July

#	Product Group	Clock Sales					Total Sales	
		Stems/Units 2013	Change vs 2012	Price 2013	Price 2012	Change vs 2012	Turnover/Euro 2013	Change vs 2012
Cut Flowers								
1	Rose Large	30,181,400	-12%	0.12	0.20	-40%	5,376,059	-38%
2	Chrysanthemum Spray	12,448,575	-20%	0.11	0.10	10%	2,486,587	0.4%
3	Rose Small & Medium	1,033,830	-67%	0.06	0.07	-14%	1,377,860	-11%
4	Lilium Oriental	2,024,140	-7%	0.32	0.47	-32%	1,067,346	-30%
5	Gerbera mini	5,936,750	-35%	0.05	0.07	-29%	959,616	-22%
6	Hydrangea	821,761	-7.2%	0.86	0.77	12%	781,805	6.7%
7	Freesia, Single	2,011,450	2.0%	0.06	0.10	-40%	577,673	18%
8	Rose Spray	2,053,970	9.8%	0.23	0.29	-21%	500,440	-22%
9	Chrysant, Single Bud	2,529,430	-9.1%	0.16	0.17	-5.9%	478,697	-13%
10	Helianthus	1,468,335	-18%	0.13	0.13	0.0%	429,375	1.9%
11	Lilium LA	849,850	-20%	0.14	0.18	-22%	385,457	6.3%
12	Chrysant, Spray Santini	2,530,965	-15%	0.10	0.10	0.0%	333,649	-22%
13	Gerbera Large	1,600,750	-1.1%	0.07	0.19	-63%	315,552	-50%
14	Zantedeschian Various	1,373,830	-16%	0.20	0.29	-31%	306,475	-39%
15	Cymbidium Large (stem)	57,727	129%	4.46	7.59	-41%	302,016	47%
Total Top 15		66,922,763	-17%	0.13	0.17	-24%	15,678,607	-23%
Total Cut Flowers Sales		118,648,283	-6.9%	0.13	0.17	-23%	21,976,597	-24%
Houseplants								
1	Phalaenopsis	521,232	14%	2.31	2.88	-20%	6,451,870	0.5%

Houseplants								
2	Kalanchoe	669,401	51%	0.40	0.70	-43%	958,673	-6.4%
3	Chrysanthemum	365,841	29%	0.46	0.76	-39%	867,262	-16%
4	Rose	449,973	25%	0.57	0.72	-21%	789,733	0.2%
5	Zantedeschia	42,006	121%	1.59	2.26	-30%	722,127	139%
6	Anthurium	114,303	-1.3%	2.37	2.37	0.0%	696,865	-13%
7	Bromelia	159,998	-23%	1.04	1.08	-3.7%	650,775	-24%
8	Ficus	115,615	8.6%	1.18	1.46	-19%	428,426	0.1%
9	Various Houseplants	69,156	3.7%	0.47	0.50	-6.0%	322,735	4.3%
10	Dracaena	82,618	-27%	1.19	1.04	14%	318,393	-23.1%
Total Top 10		2,590,143	19%	1.03	1.36	-24%	12,206,859	-1.3%
Total Houseplants Sales		5,975,009	17%	0.91	1.16	-21%	19,760,782	-5.8%
Total FH Sales		126,855,233	-5.6%	0.16	0.21	-23%	45,399,559	-16%

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. W30 Date: 31/07/2013

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 : 30 in : 2013 July 22 through 27

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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\$ = 99.75 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	17,718,276					
Achilea -- D	140		50	29	0.29	
Achilea -- I	0					
Alstroemeria -- D	131,960	18	300	82	0.83	
Alstroemeria -- I	198	31	41	38	0.38	COL
Ammi majus -- D	4,420	20	100	52	0.52	
Ammi majus -- I	0					
Anigozanthos -- D	1,300		30	22	0.22	
Anigozanthos -- I	50			31	0.31	AUS ZWE
Anthurium Pink -- D	211		250	193	1.93	
Anthurium Pink -- I	10,770	26	220	89	0.89	THA
Anthurium Red -- D	716		500	154	1.54	
Anthurium Red -- I	14,992	24	300	89	0.89	AUS THA USA ZAF
Anthurium White -- D	60		400	193	1.93	
Anthurium White -- I	7,483	10	170	93	0.93	THA
Bupleurum -- D	5,840	17	120	63	0.63	
Bupleurum -- I	0					
Calla -- D	60,858	1	420	74	0.74	
Calla -- I	4,986		200	57	0.57	NLD NZL
Carnations Spray -- D	476,095	3	120	48	0.48	
Carnations Spray -- I	274,133	4	170	33	0.33	COL
Carnations Standard -- D	482,983	3	160	49	0.49	
Carnations Standard -- I	405,485	5	175	39	0.39	COL
Chrysanthemum Spray -- D	679,135	1	100	43	0.43	
Chrysanthemum Spray -- I	515,470	1	80	42	0.42	KOR
Delphinium -- D	136,013	3	280	89	0.89	
Delphinium -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Dracaena -- D	31,446	15	600	41	0.41	
Dracaena -- I	128,792	2	180	28	0.28	SGP
Euphorbia Marginata -- D	5,120		60	37	0.37	
Euphorbia Marginata -- I	0					
Eustoma -- D	521,629	2	800	113	1.14	
Eustoma -- I	1,320	30	50	41	0.42	
Gentiana -- D	735,190	4	230	37	0.37	
Gentiana -- I	0					
Gerbera -- D	322,972	5	100	25	0.25	
Gerbera -- I	0					
Gladiolus -- D	195,416	2	100	53	0.53	
Gladiolus -- I	0					
Gypsophila -- D	146,380	10	250	67	0.67	
Gypsophila -- I	6,254		76	52	0.52	ISR
Heliconia Pendula -- D	3,525	15	180	45	0.45	
Heliconia Pendula -- I	115	20	500	224	2.24	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8,230	1	120	55	0.55	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	3,127	90	220	137	1.37	AUS NZL ZAF
Lily Casablanca -- D	96,792	10	900	226	2.27	
Lily Casablanca -- I	4,180	18	100	47	0.48	KOR NLD NZL
Lily Longiflorum -- D	116,110	5	200	56	0.56	
Lily Longiflorum -- I	3,820		120	83	0.84	KOR NLD
Limonium Sinuatum -- D	373,800	3	75	28	0.28	
Limonium Sinuatum -- I	0					
Molucella -- D	750		90	55	0.55	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	2,500	40	165	98	0.98	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	9,650	25	150	71	0.71	SGP THA
Orchid Cymbidium -- D	148	200	350	279	2.79	
Orchid Cymbidium -- I	18,879	20	1,000	429	4.30	NLD NZL
Orchid Oncidium -- D	8,361	15	550	146	1.46	
Orchid Oncidium -- I	70,545	25	280	126	1.27	SGP TAI THA
Orchid Phalaenopsis -- D	13,163	17	2,500	502	5.03	
Orchid Phalaenopsis -- I	5,030	90	900	625	6.27	AUS NZL
Orchid Sonia -- D	40			45	0.45	
Orchid Sonia -- I	139,360	5	80	33	0.33	THA
Ornithogalum -- D	26,766	3	120	59	0.59	
Ornithogalum -- I	1,740	4	80	46	0.46	NLD ZAF
Protea King -- D	0					
Protea King -- I	418		800	185	1.85	AUS ZAF
Protea others -- D	0					
Protea others -- I	250	100	915	302	3.03	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	40	44	170	107	1.07	AUS
Rose Total -- D	1,035,795	1	1,271	53	0.53	
Rose Total -- I	113,460	3	420	65	0.65	
Rose Avalanche -- D	85,380	5	200	52	0.52	
Rose Avalanche -- I	399	25	26	26	0.26	NLD
Rose Delilah -- D	3,640	8	80	26	0.26	
Rose Delilah -- I	0					
Rose Dukaat -- D	8,520	10	120	50	0.50	
Rose Dukaat -- I	0					
Rose Esther -- D	2,785	5	80	26	0.26	
Rose Esther -- I	1,900	5	15	10	0.10	
Rose Fantasy -- D	1,540	10	100	39	0.39	
Rose Fantasy -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Gold Strike -- D	850	10	60	36	0.36	
Rose Gold Strike -- I	400	30	30	22	0.22	IND
Rose Milva -- D	2,590		130	63	0.63	
Rose Milva -- I	300		90	79	0.79	IND
Rose Noblesse -- D	9,600	6	60	22	0.22	
Rose Noblesse -- I	0					
Rose Pareo -- D	9,230	5	120	39	0.40	
Rose Pareo -- I	0					
Rose Red Roses D --	30,960	5	166	42	0.42	
Rose Red Roses I --	0					
Rose Saphir -- D	8,040	11	120	44	0.44	
Rose Saphir -- I	100	30	30	30	0.30	IND
Rose The Teresa -- D	19,035	10	135	44	0.44	
Rose The Teresa -- I	0					
Rose Tineke -- D	22,755	1	130	41	0.41	
Rose Tineke -- I	0					
Rose Spr Lovely Lydia -- D	9,710	15	150	68	0.68	
Rose Spr Lovely Lydia -- I	4,000	20	63	36	0.36	KOR
Rose Spr Macarena -- D	10,345	10	100	41	0.41	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	3,738	10	120	32	0.32	
Rose Spr Mixed -- I	400		41	33	0.33	KOR
Sandersonia -- D	19,400	28	185	80	0.80	
Sandersonia -- I	0					
Trachelium -- D	210		35	25	0.25	
Trachelium -- I	1,210		70	59	0.59	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	4,480	20	80	50	0.51	AUS
Green Foliage						
Beargrass -- D	5		200	200	2.01	
Beargrass -- I	310	250	330	298	2.99	USA
Leatherleaves -- D	87,860	5	50	26	0.26	
Leatherleaves -- I	175,580	7	120	18	0.18	USA
Ruscus Israel -- D	5,260		37	26	0.26	
Ruscus Israel -- I	8,690		30	23	0.23	ISR
Ruscus Italian -- D	4,050	25	90	52	0.52	
Ruscus Italian -- I	6,980	1	60	34	0.34	ITA
Salal -- D	580		28	27	0.27	
Salal -- I	4,167	36	700	180	1.80	USA