

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).

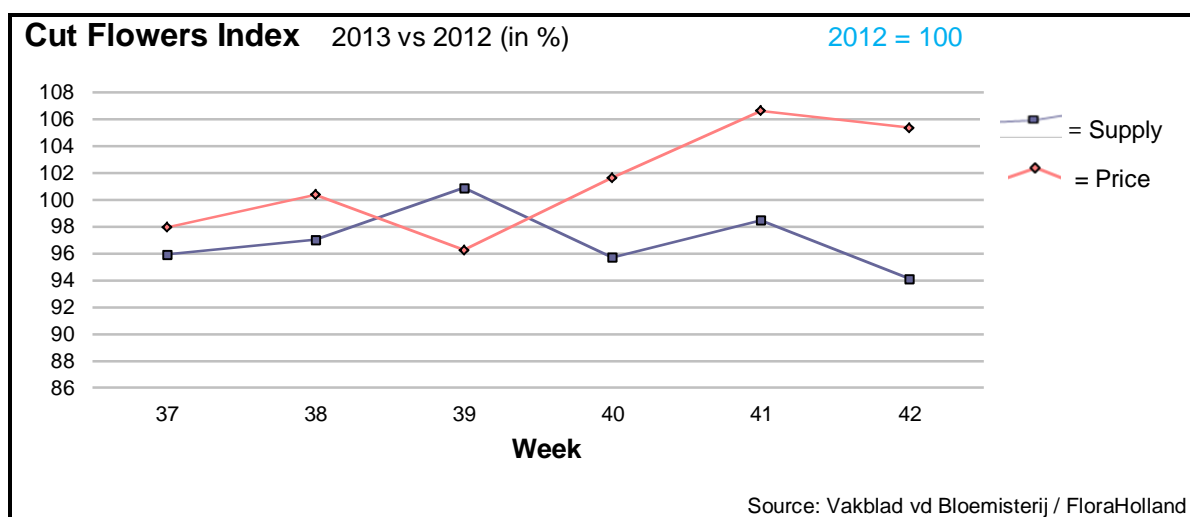
The Market Insider team

Week No. 42

Date: 23/10/2013

The FloraHolland flower auctions' weekly supply and price index

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

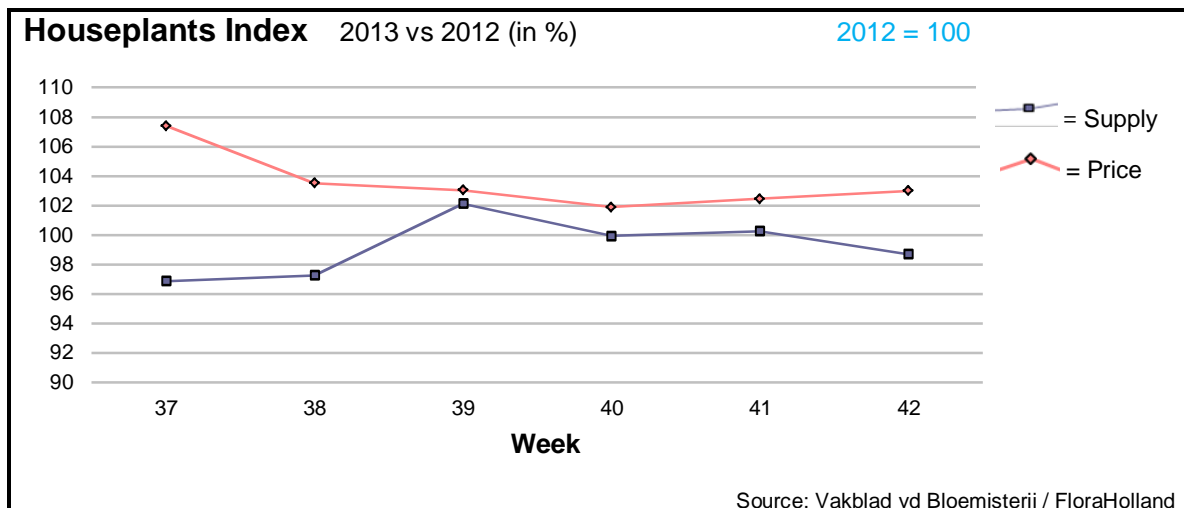


Cut flowers prices in week 42 moved again above the level of last year, like in the two previous weeks. The total supply decreased by 6% behind the level of 2012. The average stem price was € 0.24, one cent higher than last year.

Big-budded roses, accounted some 27% of the cut flowers turnover this week, with higher prices. At this period the chrysanthemums play an important role, being popular for decorating the graves for the 'All Souls' ceremonies. This group obtained high prices this week.

More products that got better prices than last year were carnations and gerbera, while hypericum, liatris, nerine, and pittosporum got much lower prices than in 2012.





The houseplants' prices are steadily higher a little higher than last year during the last 5 weeks. The supply line turned a little down this week. Average price was € 1.66, 5 cents more than last year.

Among the plants, phalaenopsis orchid is leading, with 37.3% of the total turnover this week. The average price for this group was € 3.80, and the turnover was 9% higher than last year.

The most popular plant for 1st of November, potted-chrysanthemum, got some higher price than last year, but lower supply caused some lower turnover. Cyclamen had to cope with smaller supply; but this did not lead to higher price than last year; it was steady around € 0.80.

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. W42 Date: 23/10/2013

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 : 42 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\$ = 98.33 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	18,376,862					
Alstroemeria -- D	199,130	11	220	81	0.82	
Alstroemeria -- I	24,450	5	80	32	0.32	COL
Ammi majus -- D	22,420	1	100	32	0.33	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	7,030	21	150	60	0.61	AUS NLD ZWE
Anthurium Pink -- D	55		120	49	0.50	
Anthurium Pink -- I	11,209	5	180	60	0.61	THA
Anthurium Red -- D	488		140	34	0.35	
Anthurium Red -- I	16,596	1	300	60	0.61	AUS THA USA ZAF
Anthurium White -- D	10			80	0.81	
Anthurium White -- I	6,024	3	180	54	0.55	THA
Banksia -- D	0					
Banksia -- I	30			250	2.54	AUS NZL
Bupleurum -- D	8,710	17	130	69	0.71	
Bupleurum -- I	0					
Calla -- D	83,690	5	320	71	0.72	
Calla -- I	6,515	3	300	130	1.33	NLD NZL
Carnations Spray -- D	425,847		160	42	0.43	
Carnations Spray -- I	479,136	1	60	35	0.35	COL
Carnations Standard -- D	597,380		160	40	0.40	
Carnations Standard -- I	870,140	1	175	36	0.37	COL
Chrysanthemum Spray -- D	731,330	3	90	48	0.48	
Chrysanthemum Spray -- I	517,910	1	90	45	0.45	KOR
Delphinium -- D	93,952	5	400	104	1.06	
Delphinium -- I	0					
Dracaena -- D	34,908	6	325	40	0.41	
Dracaena -- I	149,308	3	200	28	0.29	SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	621,150	5	750	114	1.16	
Eustoma -- I	1,400	21	80	44	0.45	
Freesia -- D	1,200		50	37	0.38	
Freesia -- I	7,400	3	60	38	0.39	NLD
Gentiana -- D	686,623	1	200	38	0.38	
Gentiana -- I	0					
Gerbera -- D	399,027	1	137	39	0.40	
Gerbera -- I	480		44	40	0.41	
Gladiolus -- D	184,896	3	120	48	0.49	
Gladiolus -- I	0					
Gypsophila -- D	164,005	17	350	84	0.85	
Gypsophila -- I	9,920	30	114	52	0.52	ISR
Heliconia Pendula -- D	2,595	2	200	32	0.33	
Heliconia Pendula -- I	151	42	900	230	2.34	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	7,360	10	140	62	0.63	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	8,536	16	180	104	1.06	AUS NZL ZAF
Lily Casablanca -- D	39,714	22	900	304	3.09	
Lily Casablanca -- I	1,515	25	92	53	0.54	KOR
Lily Longiflorum -- D	78,610	5	200	85	0.86	
Lily Longiflorum -- I	3,610		90	63	0.64	KOR
Limonium Sinuatum -- D	234,470	3	100	43	0.43	
Limonium Sinuatum -- I	4,200	30	60	43	0.44	
Molucella -- D	930		100	83	0.84	
Molucella -- I	0					
Nerine -- D	3,610	1	150	39	0.40	
Nerine -- I	16,820	10	130	70	0.71	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	136,040	10	70	22	0.22	SGP THA
Orchid Cymbidium -- D	1,733	50	650	295	3.00	
Orchid Cymbidium -- I	15,836	50	1,100	484	4.92	NLD NZL
Orchid Oncidium -- D	22,912	10	600	79	0.81	
Orchid Oncidium -- I	142,705	6	150	56	0.57	SGP TAI THA
Orchid Phalaenopsis -- D	11,372	75	4,000	662	6.73	
Orchid Phalaenopsis -- I	6,122	133	1,250	632	6.43	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	90,330	8	40	19	0.19	THA
Ornithogalum -- D	6,010	40	100	73	0.74	
Ornithogalum -- I	16,760	10	70	26	0.26	NLD ZAF
Protea King -- D	0					
Protea King -- I	916	70	800	286	2.91	AUS ZAF
Protea others -- D	0					
Protea others -- I	470	70	800	388	3.94	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	430	80	160	120	1.22	AUS NZL
Rose Total -- D	1,346,590	1	3,102	65	0.66	
Rose Total -- I	372,606	1	400	47	0.48	
Rose Avalanche -- D	97,913	3	200	65	0.66	
Rose Avalanche -- I	9,875	1	150	41	0.42	NLD
Rose Delilah -- D	7,420	5	110	35	0.36	
Rose Delilah -- I	0					
Rose Dukaat -- D	10,930	1	150	43	0.44	
Rose Dukaat -- I	0					
Rose Esther -- D	3,990	3	100	27	0.27	
Rose Esther -- I	1,000	5	50	12	0.12	
Rose Fantasy -- D	2,560	30	130	72	0.73	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	3,600	1	20	5	0.05	IND
Rose Gold Strike -- D	1,260	10	118	44	0.44	
Rose Gold Strike -- I	13,860	3	50	11	0.12	IND
Rose Grand Gala -- D	820	20	70	32	0.33	
Rose Grand Gala -- I	6,100	2	30	9	0.09	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Milva -- D	6,010		160	71	0.73	
Rose Milva -- I	330		100	79	0.80	IND
Rose Noblesse -- D	10,590	1	80	24	0.25	
Rose Noblesse -- I	5,245	1	30	17	0.17	IND
Rose Pareo -- D	11,340	2	140	45	0.45	
Rose Pareo -- I	0					
Rose Red Roses D --	41,150	1	150	36	0.36	
Rose Red Roses I --	0					
Rose Saphir -- D	7,440	3	120	40	0.41	
Rose Saphir -- I	320	15	15	14	0.14	IND
Rose Skyline -- D	630	10	70	29	0.29	
Rose Skyline -- I	0					
Rose The Teresa -- D	18,520	7	150	43	0.44	
Rose The Teresa -- I	0					
Rose Tineke -- D	36,135	1	150	47	0.48	
Rose Tineke -- I	920	1	25	9	0.09	IND
Rose Spr Lovely Lydia -- D	9,985	30	180	82	0.83	
Rose Spr Lovely Lydia -- I	5,090	10	85	44	0.45	KOR
Rose Spr Macarena -- D	8,668	15	150	57	0.58	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,540	1	150	27	0.27	
Rose Spr Mixed -- I	60			60	0.61	KOR
Sandersonia -- D	19,680	20	171	84	0.85	
Sandersonia -- I	600		100	57	0.58	NZL
Trachelium -- D	0					
Trachelium -- I	2,570		80	44	0.45	ISR NLD
Tulip -- D	0					
Tulip -- I	200		160	113	1.14	NLD
Waxflowers -- D	1,100		19	17	0.17	
Waxflowers -- I	10,426	32	85	63	0.64	AUS
Green Foliage						
Beargrass -- D	6		500	417	4.24	
Beargrass -- I	420	120	330	252	2.57	USA
Leatherleaves -- D	78,810	4	50	28	0.28	
Leatherleaves -- I	290,420	3	35	15	0.15	USA
Ruscus Israel -- D	4,850		45	22	0.22	
Ruscus Israel -- I	7,940		30	22	0.22	ISR
Ruscus Italian -- D	7,528	10	110	34	0.35	
Ruscus Italian -- I	9,050	12	65	31	0.32	ITA
Salal -- D	0					
Salal -- I	5,430	30	450	145	1.47	USA