

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).

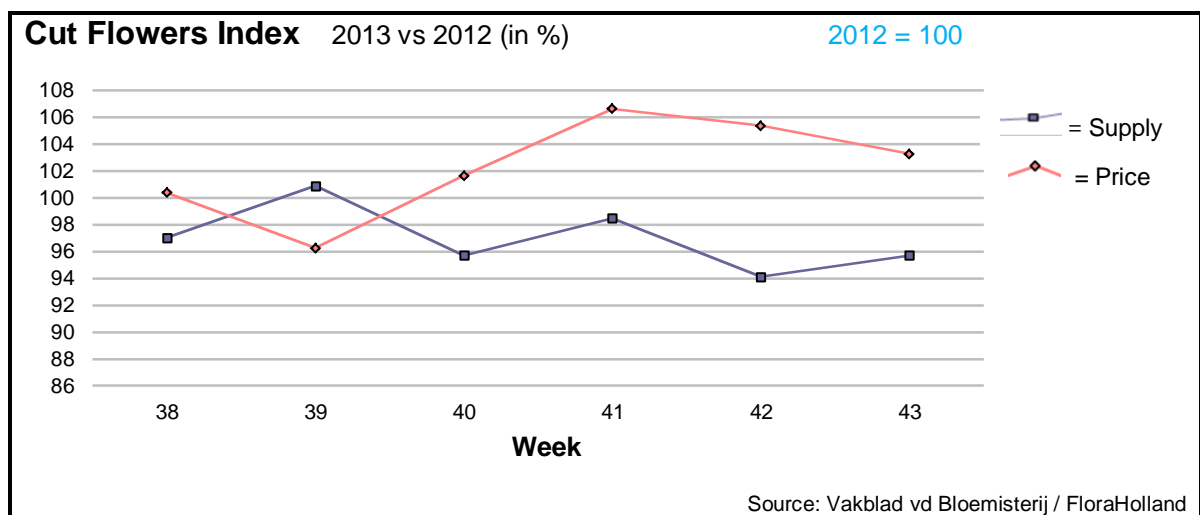
The Market Insider team

Week No. 43

Date: 30/10/2013

The FloraHolland flower auctions' weekly supply and price index

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



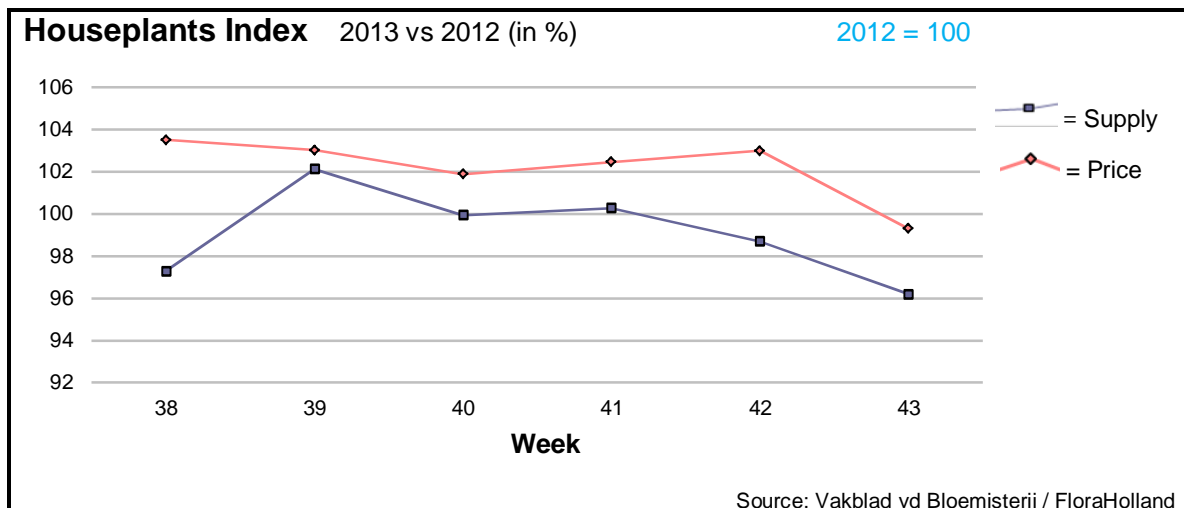
Cut flowers average price in week 43 was 3 cents higher than in week 42, reflecting the approaching 'All Saints Day' ceremonies. The average price was 1 cent higher than in the same week last year.

The traditional products for 1 November, chrysanthemums, lilies, and Cymbidium orchids, were the main winners of the better demand, and got higher prices than last year. Other products with much better price, thanks to lower supply than last year were: Anigozanthos, gladioli, spray carnations, sun flowers /helianthus, veronica, wax flowers, and more.

Big losers, with significant lower prices than last year were: Asparagus, gerbera, grevillea, hypericum, liatris, ranunculus, solidago, and some others.

The total supply was lower than last year, mainly caused by lower quantities of chrysant's, small roses, and tulips.





The houseplants' prices and supply were lower than last year. This was the result of mainly lower supply and price of the leading product, phalaenopsis, and of several 'small products'; those which are not among the 'top 15' items.

Demand and price for pot-chrysanthemums, the leading 'All Saints' product, were good, with 12 cents more per unit.

The season of the pot amaryllis has started, with some 50% more units than in week 42.

MARKET NEWS SERVICE 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. W43 Date: 30/10/2013

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 : 43 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\$ = 97.68 Yen

<u>Product Name & Source</u>	<u>Quantity</u>	<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>						
Total Cut Flowers Sold	15,973,012					
Alstroemeria -- D	169,250	20	250	88	0.90	
Alstroemeria -- I	26,290	15	80	40	0.41	COL
Ammi majus -- D	20,165	5	100	31	0.32	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	14,890	40	170	64	0.66	AUS NLD ZWE
Anthurium Pink -- D	15			70	0.72	
Anthurium Pink -- I	10,063	15	150	58	0.59	THA
Anthurium Red -- D	260		300	70	0.71	
Anthurium Red -- I	11,509	8	180	61	0.63	AUS THA USA ZAF
Anthurium White -- D	70		150	101	1.03	
Anthurium White -- I	6,174	10	180	61	0.62	THA
Banksia -- D	40			70	0.72	
Banksia -- I	105		230	207	2.12	AUS NZL
Bupleurum -- D	8,025	18	135	76	0.78	
Bupleurum -- I	0					
Calla -- D	53,647	5	380	92	0.94	
Calla -- I	7,207	14	280	135	1.38	NLD NZL
Carnations Spray -- D	339,682	7	160	44	0.45	
Carnations Spray -- I	519,746	1	80	35	0.36	COL
Carnations Standard -- D	423,005	3	160	41	0.42	
Carnations Standard -- I	781,976		170	40	0.40	COL
Chrysanthemum Spray -- D	592,735	5	135	54	0.55	
Chrysanthemum Spray -- I	474,630	5	90	50	0.52	KOR
Delphinium -- D	121,894	2	400	97	0.99	
Delphinium -- I	0					
Dracaena -- D	44,803	12	285	42	0.43	
Dracaena -- I	146,032	8	130	29	0.30	SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	628,366	13	750	109	1.12	
Eustoma -- I	1,480	30	80	49	0.50	
Freesia -- D	9,900		40	38	0.39	
Freesia -- I	13,800	16	60	38	0.39	NLD
Gentiana -- D	463,480	5	120	37	0.38	
Gentiana -- I	0					
Gerbera -- D	374,821	10	909	38	0.39	
Gerbera -- I	0					
Gladiolus -- D	123,605	5	130	53	0.55	
Gladiolus -- I	0					
Gypsophila -- D	157,330	17	300	105	1.08	
Gypsophila -- I	8,566	40	132	68	0.69	ISR
Heliconia Pendula -- D	2,885	20	120	39	0.40	
Heliconia Pendula -- I	179	30	500	228	2.34	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,723	50	150	74	0.76	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	7,303	50	180	107	1.10	AUS NZL ZAF
Lily Casablanca -- D	33,041	60	900	348	3.56	
Lily Casablanca -- I	1,140	46	120	87	0.90	KOR
Lily Longiflorum -- D	52,200	20	200	99	1.01	
Lily Longiflorum -- I	2,400	50	90	60	0.62	KOR
Limonium Sinuatum -- D	316,655	3	126	39	0.40	
Limonium Sinuatum -- I	982	5	133	19	0.20	AUS NZL
Molucella -- D	240		120	95	0.97	
Molucella -- I	0					
Nerine -- D	5,560		150	40	0.41	
Nerine -- I	17,950	10	130	72	0.74	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	124,800	5	80	29	0.29	SGP THA
Orchid Cymbidium -- D	3,696	100	800	362	3.70	
Orchid Cymbidium -- I	13,441	220	990	550	5.64	NLD NZL
Orchid Oncidium -- D	24,112	15	550	84	0.86	
Orchid Oncidium -- I	138,610	2	200	63	0.64	SGP TAI THA
Orchid Phalaenopsis -- D	11,998	80	1,500	666	6.82	
Orchid Phalaenopsis -- I	6,260	102	1,250	625	6.40	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	77,240	10	50	24	0.24	THA
Ornithogalum -- D	3,320	50	120	93	0.95	
Ornithogalum -- I	34,277	10	90	21	0.21	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,244	60	750	330	3.38	AUS ZAF
Protea others -- D	0					
Protea others -- I	658	40	750	406	4.16	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	310	84	200	141	1.44	AUS NZL
Rose Total -- D	1,053,515	1	1,271	80	0.82	
Rose Total -- I	367,099	2	420	59	0.61	
Rose Avalanche -- D	73,645	5	200	82	0.84	
Rose Avalanche -- I	7,930	5	150	33	0.34	NLD
Rose Delilah -- D	4,885	10	100	47	0.48	
Rose Delilah -- I	0					
Rose Dukaat -- D	7,610	15	120	55	0.56	
Rose Dukaat -- I	0					
Rose Esther -- D	2,995	10	100	33	0.34	
Rose Esther -- I	700	5	35	19	0.19	
Rose Fantasy -- D	1,910	30	120	78	0.80	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	4,780	5	30	17	0.17	IND
Rose Gold Strike -- D	520	20	110	50	0.51	
Rose Gold Strike -- I	15,740	10	82	28	0.28	IND
Rose Grand Gala -- D	770	25	90	51	0.52	
Rose Grand Gala -- I	4,200	15	45	26	0.26	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Milva -- D	3,840		160	89	0.91	
Rose Milva -- I	480		138	79	0.81	IND
Rose Noblesse -- D	7,200	5	100	40	0.41	
Rose Noblesse -- I	4,520	5	40	18	0.19	IND
Rose Pareo -- D	10,350	15	160	52	0.53	
Rose Pareo -- I	0					
Rose Red Roses D --	28,600	5	165	55	0.57	
Rose Red Roses I --	0					
Rose Saphir -- D	6,330	10	152	57	0.59	
Rose Saphir -- I	0					
Rose Skyline -- D	400	20	100	46	0.47	
Rose Skyline -- I	0					
Rose The Teresa -- D	12,700	10	140	65	0.66	
Rose The Teresa -- I	0					
Rose Tineke -- D	24,940	5	150	60	0.62	
Rose Tineke -- I	500	10	10	8	0.08	IND
Rose Spr Lovely Lydia -- D	9,070	40	171	89	0.91	
Rose Spr Lovely Lydia -- I	7,850	20	100	50	0.51	KOR
Rose Spr Macarena -- D	5,830	20	160	76	0.78	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,641	19	150	43	0.44	
Rose Spr Mixed -- I	1,850		60	40	0.41	KOR
Sandersonia -- D	20,970	30	150	87	0.89	
Sandersonia -- I	200		70	62	0.64	NZL
Trachelium -- D	0					
Trachelium -- I	800		70	76	0.77	ISR NLD
Tulip -- D	5,650	40	100	80	0.82	
Tulip -- I	150		170	123	1.26	NLD
Waxflowers -- D	400			17	0.17	
Waxflowers -- I	9,840	10	90	66	0.67	AUS
Green Foliage						
Beargrass -- D	7		400	253	2.59	
Beargrass -- I	450	50	300	245	2.50	USA
Leatherleaves -- D	69,440	5	55	29	0.29	
Leatherleaves -- I	179,695	8	50	18	0.19	USA
Ruscus Israel -- D	4,400		40	22	0.22	
Ruscus Israel -- I	18,682		35	25	0.25	ISR
Ruscus Italian -- D	4,810	25	150	51	0.52	
Ruscus Italian -- I	9,750	9	65	37	0.38	ITA
Salal -- D	20			36	0.37	
Salal -- I	6,585	30	500	126	1.29	USA