

Market Insider

Floriculture Products' Indicative Price Information / European Markets

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).

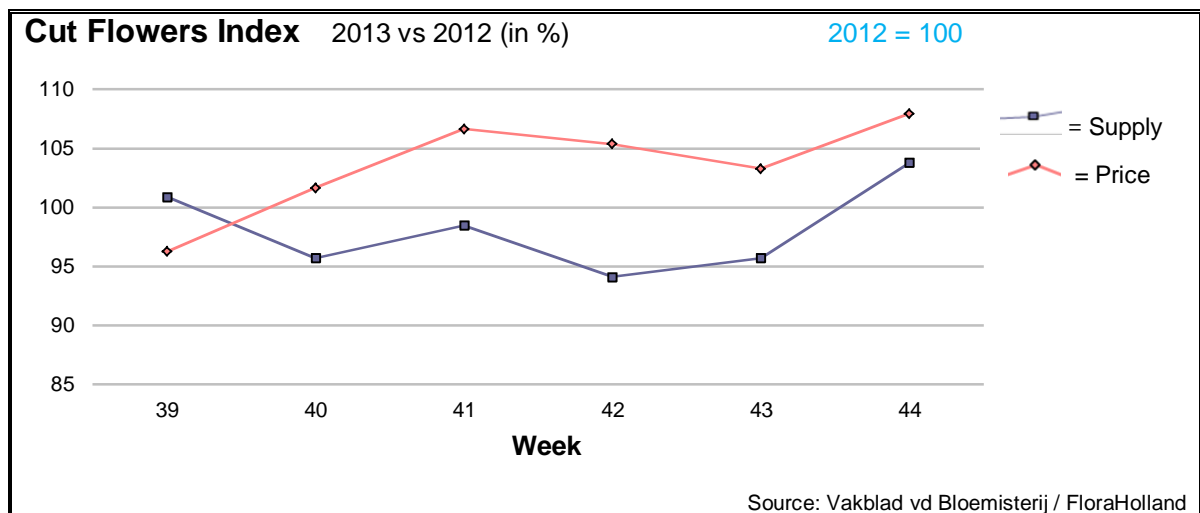
The Market Insider team

Week No. 44

Date: 06/11/2013

The FloraHolland flower auctions' weekly supply and price index

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



Week 44 provided some positive values for cut flowers in the Dutch flower auctions: 4% higher supply, and 2 cents (+8%) higher average price, compared to the same week last year. The sales turnover of cut flowers this week was 12.5% higher than last year.

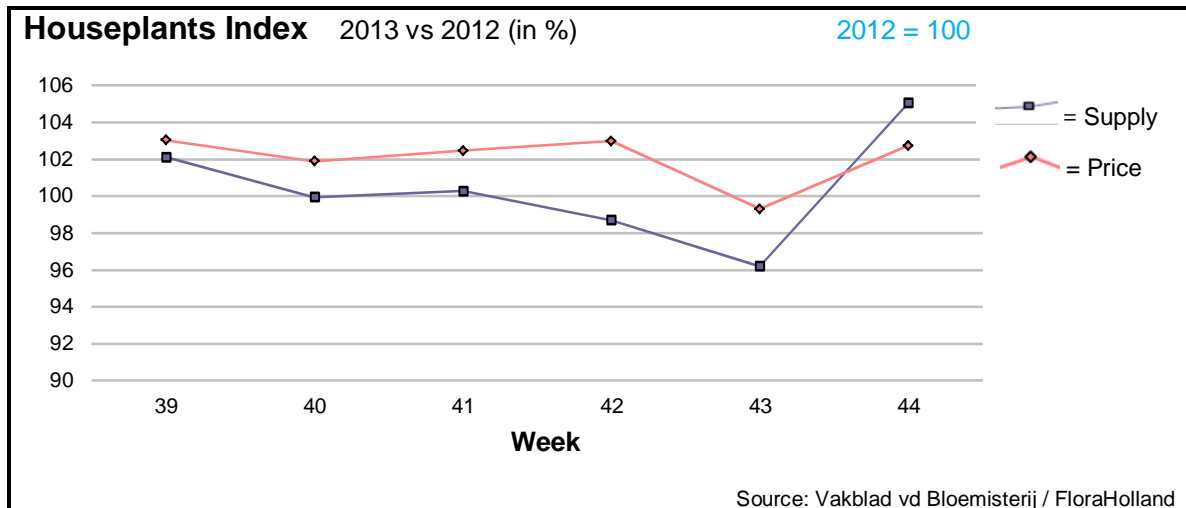
Also compared to the previous week prices were much higher, typical for the period before 1 November.

The traditional 'All Saints products' chrysanthemums and lilies were the main beneficiaries this week. The big roses enjoyed 1 cent more than last year, with a little more supply; while Cymbidium orchids got 7 cent more in price, for 33% more in supply.

Much better prices than in 2012, due to lower supply were registered to: anigozanthos, asclepias, spray carnations, limonium, trachelium, and some more.

Much lower prices, due to higher supply, were obtained this week by: asparagus, eucalyptus, eustoma/lisianthus, hypericum, liatris, ranunculus, and more.





The temperate fall temperatures are reflected in rising supply (+5%) and average price (+3%) of the houseplants, resulted in a 8% more in sales turnover at the FloraHolland flower auctions.

The biggest product, phaleanopsis orchids, got 3 cents (-1%) lower price, with 19% more supplied units than in the same week last year. Anthurium got the same price like last year, with some 6% more supply. The traditional '1 November products' – potted chrysanthemums and potted roses, enjoyed some 12 cents higher price with some 25% more supplied units.

The green plants ficus and Dracaena faced lower prices, for 15% higher supply, compared to week 44 in 2012.

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. W44 Date: 06/11/2013

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 : 44 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\$ = 97.95 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	16,820,359					
Alstroemeria -- D	188,185	10	260	91	0.93	
Alstroemeria -- I	19,350	15	76	50	0.51	COL ISR NLD
Ammi majus -- D	35,220	5	165	32	0.32	
Ammi majus -- I	0					
Anigozanthos -- D	700			17	0.17	
Anigozanthos -- I	17,245	15	150	65	0.67	AUS NLD ZWE
Anthurium Pink -- D	22			298	3.04	
Anthurium Pink -- I	7,883	10	180	72	0.73	THA
Anthurium Red -- D	215		220	113	1.15	
Anthurium Red -- I	10,826	10	300	78	0.80	AUS THA USA ZAF
Anthurium White -- D	100		150	90	0.92	
Anthurium White -- I	6,551	10	180	78	0.80	THA
Banksia -- D	0					
Banksia -- I	60			230	2.35	AUS NZL
Bupleurum -- D	8,225	40	135	78	0.80	
Bupleurum -- I	0					
Calla -- D	45,664	11	380	110	1.12	
Calla -- I	12,595	10	380	165	1.68	NLD NZL
Carnations Spray -- D	386,641	6	160	48	0.49	
Carnations Spray -- I	481,168	7	170	40	0.41	COL
Carnations Standard -- D	548,222	5	160	48	0.49	
Carnations Standard -- I	693,178	10	175	47	0.48	COL
Chrysanthemum Spray -- D	743,499	10	135	57	0.58	
Chrysanthemum Spray -- I	513,200	9	90	52	0.53	KOR
Delphinium -- D	131,643	10	400	83	0.85	
Delphinium -- I	0					
Dracaena -- D	35,263	17	352	48	0.49	
Dracaena -- I	144,933	8	170	33	0.34	SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Euphorbia Marginata -- D	1,280		70	41	0.42	
Euphorbia Marginata -- I	0					
Eustoma -- D	712,529	10	900	117	1.19	
Eustoma -- I	1,520	52	85	72	0.73	
Freesia -- D	8,300		85	48	0.49	
Freesia -- I	20,700	10	60	36	0.37	NLD
Gentiana -- D	378,548	10	200	36	0.37	
Gentiana -- I	0					
Gerbera -- D	405,429	5	909	42	0.43	
Gerbera -- I	0					
Gladiolus -- D	120,745	10	120	59	0.60	
Gladiolus -- I	0					
Gypsophila -- D	237,760	17	300	83	0.85	
Gypsophila -- I	9,572		112	64	0.66	ISR
Heliconia Pendula -- D	2,163	18	600	58	0.60	
Heliconia Pendula -- I	185	30	600	238	2.43	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	7,666	50	150	78	0.80	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	7,115	45	200	128	1.30	AUS NZL ZAF
Lily Casablanca -- D	33,767	50	900	357	3.64	
Lily Casablanca -- I	900	43	110	87	0.89	KOR
Lily Longiflorum -- D	50,355	13	200	104	1.06	
Lily Longiflorum -- I	3,410	38	90	62	0.63	KOR NLD
Limonium Sinuatum -- D	338,435	5	104	38	0.39	
Limonium Sinuatum -- I	0					
Nerine -- D	10,095	2	150	70	0.71	
Nerine -- I	20,110	10	140	69	0.70	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	137,310	15	70	32	0.33	SGP THA
Orchid Cymbidium -- D	6,189	86	900	418	4.26	
Orchid Cymbidium -- I	12,506	10	1,125	574	5.86	NLD NZL
Orchid Oncidium -- D	23,699	13	550	89	0.90	
Orchid Oncidium -- I	130,195	18	200	68	0.70	SGP TAI THA
Orchid Phalaenopsis -- D	11,786	72	3,000	682	6.96	
Orchid Phalaenopsis -- I	4,772	150	1,080	634	6.47	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	77,410	13	50	28	0.28	THA
Ornithogalum -- D	2,850	27	120	95	0.97	
Ornithogalum -- I	44,440	10	120	23	0.23	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,287	60	1,100	309	3.16	AUS ZAF
Protea others -- D	0					
Protea others -- I	736	10	1,100	332	3.39	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	40	160	160	160	1.63	AUS
Rose Total -- D	1,124,833	5	1,962	106	1.08	
Rose Total -- I	386,597	5	420	77	0.79	
Rose Avalanche -- D	74,595	30	250	127	1.29	
Rose Avalanche -- I	8,076	9	183	69	0.70	NLD
Rose Delilah -- D	4,630	26	140	76	0.77	
Rose Delilah -- I	0					
Rose Dukaat -- D	7,480	20	180	78	0.80	
Rose Dukaat -- I	0					
Rose Esther -- D	4,830	20	125	61	0.62	
Rose Esther -- I	200			33	0.34	
Rose Fantasy -- D	2,370	30	175	98	1.00	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	4,065	15	51	30	0.31	IND
Rose Gold Strike -- D	875	20	170	73	0.74	
Rose Gold Strike -- I	18,540	5	120	32	0.32	IND
Rose Grand Gala -- D	1,000	50	120	78	0.80	
Rose Grand Gala -- I	12,365	17	64	34	0.35	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Milva -- D	4,090		180	124	1.27	
Rose Milva -- I	480		168	100	1.02	IND
Rose Noblesse -- D	7,340	9	130	58	0.59	
Rose Noblesse -- I	9,260	15	60	32	0.32	IND
Rose Pareo -- D	12,530	13	170	72	0.74	
Rose Pareo -- I	0					
Rose Red Roses D --	33,290	5	183	72	0.73	
Rose Red Roses I --	0					
Rose Saphir -- D	6,800	20	162	79	0.81	
Rose Saphir -- I	560	36	60	55	0.56	IND
Rose Skyline -- D	690	30	90	64	0.65	
Rose Skyline -- I	0					
Rose The Teresa -- D	10,810	10	160	85	0.87	
Rose The Teresa -- I	0					
Rose Tineke -- D	30,820	5	200	92	0.94	
Rose Tineke -- I	500	20	30	22	0.23	IND
Rose Spr Lovely Lydia -- D	9,550	40	204	111	1.14	
Rose Spr Lovely Lydia -- I	6,150	30	108	67	0.68	KOR
Rose Spr Macarena -- D	6,410	30	170	98	1.00	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,506	18	180	53	0.54	
Rose Spr Mixed -- I	540		80	57	0.58	KOR
Sandersonia -- D	26,710	30	170	85	0.87	
Sandersonia -- I	310		100	87	0.89	NZL
Trachelium -- D	0					
Trachelium -- I	1,150		125	76	0.78	ISR NLD
Tulip -- D	7,530	50	100	79	0.81	
Tulip -- I	0					
Waxflowers -- D	1,000			17	0.17	
Waxflowers -- I	9,745	40	90	69	0.70	AUS
Green Foliage						
Beargrass -- D	6		500	450	4.59	
Beargrass -- I	400	50	330	259	2.64	USA
Leatherleaves -- D	66,390	8	60	31	0.32	
Leatherleaves -- I	246,450	3	50	19	0.19	USA
Ruscus Israel -- D	18,345		50	26	0.27	
Ruscus Israel -- I	9,140		43	25	0.25	ISR
Ruscus Italian -- D	3,900	30	120	62	0.63	
Ruscus Italian -- I	6,790	20	65	41	0.42	ITA
Salal -- D	0					
Salal -- I	6,975	32	2,250	135	1.38	USA