

## 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).

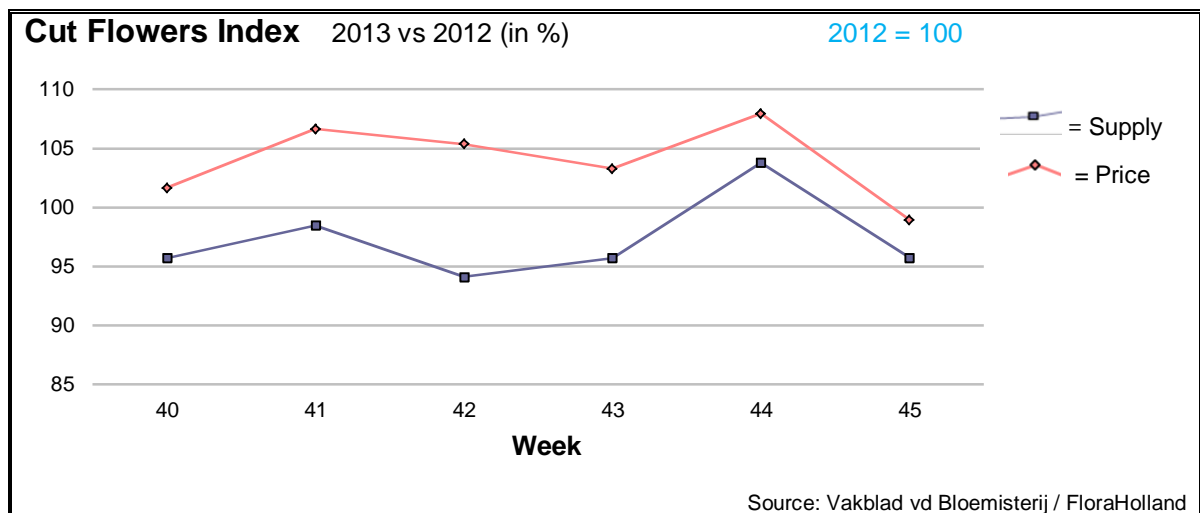
The Market Insider team

Week No. 45

Date: 13/11/2013

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

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

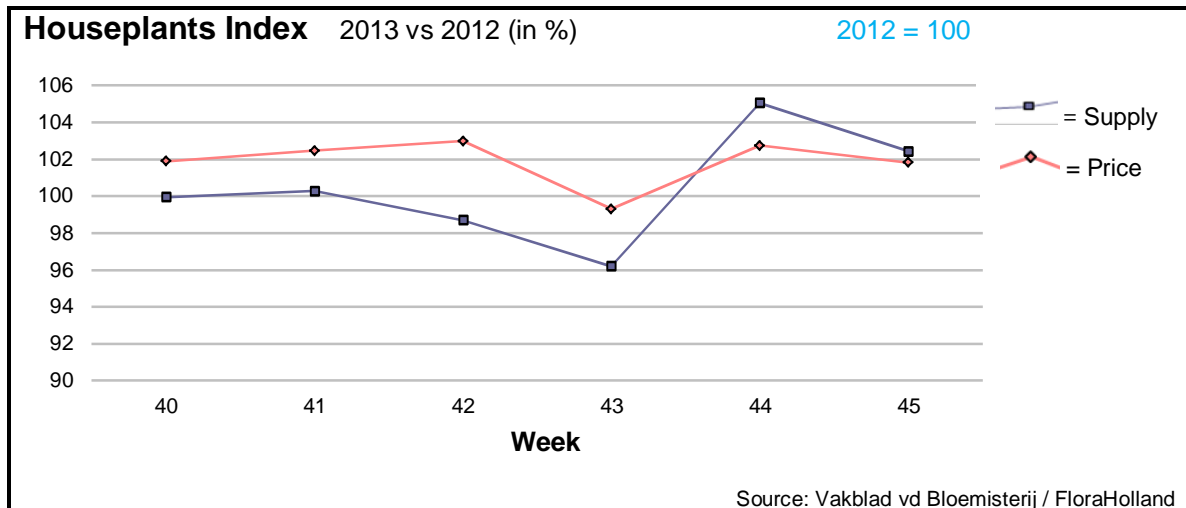


In week 45 cut flowers price was higher than in week 44, but not better than the same week last year. Compared to week 45 of 2012, fewer flowers (-4%) got about the same average price: €0.23/stem.

Higher chrysanthemums price, and equal big roses price has balanced the much lower prices of many products, like: ammi, anigozanthos, anemone, asparagus, carthamus, eustoma/lisianthus, gerbera, hypericum, ornithogalum, ranunculus, small roses, and some more.

Yet, some products obtained higher price than last year, since their supply was lower. Among them: fatsia, spray carnations, helianthus/sun flower, leucadendron, and trachelium.





This is the second week that houseplants supply as well as prices are higher than last year. The plants price level is quite some time at a positive trend. This week average price was € 1.83, some 3 cents higher than in this week last year.

Total sales turnover of houseplants in FloraHolland was this week some 4.3% higher than in 2012.

Some 31% of the houseplants' turnover was realized by the dominant product, phalaenopsis orchid. Fewer supply caused lower sales turnover (-11%) of this product. The pot amaryllis, a typical Christmas product, stood at the second place, with some higher supply and price data like last year.

**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. W45 Date: 13/11/2013**

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 : 45 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\$ = 98.56 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>16,521,551</b>					
Alstroemeria -- D	194,554	20	2,051	99	1.00	
Alstroemeria -- I	33,010	15	88	52	0.53	COL
Ammi majus -- D	44,900	5	150	29	0.30	
Ammi majus -- I	0					
Anigozanthos -- D	1,100			17	0.17	
Anigozanthos -- I	18,240	2	140	60	0.61	AUS NLD ZWE
Anthurium Pink -- D	56		90	51	0.52	
Anthurium Pink -- I	9,696	15	186	79	0.80	THA
Anthurium Red -- D	20		150	145	1.47	
Anthurium Red -- I	11,677	11	250	82	0.83	AUS THA USA ZAF
Anthurium White -- D	75		80	69	0.70	
Anthurium White -- I	6,264	10	180	77	0.78	THA
Banksia -- D	0					
Banksia -- I	600		230	176	1.78	AUS NZL
Bupleurum -- D	10,720	35	130	77	0.78	
Bupleurum -- I	0					
Calla -- D	43,324	8	400	96	0.97	
Calla -- I	19,348	6	380	139	1.41	NLD NZL
Carnations Spray -- D	386,904	10	160	49	0.49	
Carnations Spray -- I	495,937	9	70	41	0.42	COL
Carnations Standard -- D	572,453	10	160	47	0.48	
Carnations Standard -- I	668,631	15	170	48	0.49	COL
Chrysanthemum Spray -- D	699,195	13	142	59	0.60	
Chrysanthemum Spray -- I	486,515	15	90	54	0.54	KOR
Delphinium -- D	107,925	10	400	95	0.97	
Delphinium -- I	0					
Dracaena -- D	39,283	17	300	47	0.48	
Dracaena -- I	157,308	5	170	33	0.33	SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Euphorbia Marginata -- D	3,240		70	39	0.40	
Euphorbia Marginata -- I	0					
Eustoma -- D	665,523	15	1,500	115	1.17	
Eustoma -- I	1,920	46	80	64	0.65	
Freesia -- D	30,450	12	80	52	0.52	
Freesia -- I	15,050	25	60	38	0.39	NLD
Gentiana -- D	164,280	15	120	47	0.47	
Gentiana -- I	0					
Gerbera -- D	405,542	15	909	42	0.43	
Gerbera -- I	0					
Gladiolus -- D	108,404	17	120	68	0.69	
Gladiolus -- I	0					
Gypsophila -- D	264,880	15	250	76	0.77	
Gypsophila -- I	9,743		100	67	0.68	ISR
Heliconia Pendula -- D	2,935	10	180	51	0.52	
Heliconia Pendula -- I	279	2	600	179	1.81	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,996	55	170	79	0.80	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	6,797	60	200	130	1.32	AUS NZL ZAF
Lily Casablanca -- D	28,357	80	900	387	3.93	
Lily Casablanca -- I	1,325	80	180	114	1.16	KOR NLD NZL
Lily Longiflorum -- D	51,775	22	220	119	1.21	
Lily Longiflorum -- I	5,610	44	120	76	0.77	KOR NLD
Limonium Sinuatum -- D	355,615	10	160	44	0.45	
Limonium Sinuatum -- I	0					
Nerine -- D	13,657	35	125	70	0.71	
Nerine -- I	17,710	10	130	56	0.57	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	165,450	12	70	33	0.34	SGP THA
Orchid Cymbidium -- D	10,520	106	950	496	5.03	
Orchid Cymbidium -- I	8,860	250	1,260	714	7.24	NLD NZL
Orchid Oncidium -- D	16,145	15	500	119	1.21	
Orchid Oncidium -- I	106,380	20	200	92	0.93	SGP TAI THA
Orchid Phalaenopsis -- D	12,655	100	3,000	776	7.87	
Orchid Phalaenopsis -- I	5,698	167	1,080	652	6.62	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	91,070	10	55	28	0.29	THA
Ornithogalum -- D	870	41	130	102	1.04	
Ornithogalum -- I	38,017	10	140	24	0.24	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,551	40	850	293	2.98	AUS ZAF
Protea others -- D	0					
Protea others -- I	680	60	850	461	4.67	AUS NZL
<b>Rose Total -- D</b>	<b>1,114,365</b>	<b>5</b>	<b>2,328</b>	<b>96</b>	<b>0.98</b>	
<b>Rose Total -- I</b>	<b>458,180</b>	<b>10</b>	<b>400</b>	<b>65</b>	<b>0.66</b>	
Rose Avalanche -- D	69,538	30	225	106	1.07	
Rose Avalanche -- I	7,060	13	140	53	0.53	NLD
Rose Delilah -- D	5,310	20	150	58	0.59	
Rose Delilah -- I	0					
Rose Dukaat -- D	6,780	20	150	77	0.78	
Rose Dukaat -- I	0					
Rose Esther -- D	6,795	10	100	45	0.46	
Rose Esther -- I	600	25	60	32	0.32	
Rose Fantasy -- D	2,150	30	160	84	0.85	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	2,940	20	35	28	0.28	IND
Rose Gold Strike -- D	930	30	140	76	0.77	
Rose Gold Strike -- I	20,376	15	90	31	0.31	IND
Rose Grand Gala -- D	830	51	111	82	0.83	
Rose Grand Gala -- I	8,215	18	82	33	0.34	IND
Rose Milva -- D	4,030		170	106	1.07	
Rose Milva -- I	390		100	96	0.97	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Noblesse -- D	7,685	20	120	50	0.50	
Rose Noblesse -- I	8,130	20	70	31	0.32	IND
Rose Pareo -- D	11,630	25	170	76	0.77	
Rose Pareo -- I	0					
Rose Red Roses D --	35,645	10	183	71	0.72	
Rose Red Roses I --	0					
Rose Saphir -- D	6,400	22	160	83	0.84	
Rose Saphir -- I	1,880	30	65	40	0.41	IND
Rose Skyline -- D	730	35	110	78	0.79	
Rose Skyline -- I	0					
Rose The Teresa -- D	10,150	30	150	85	0.87	
Rose The Teresa -- I	0					
Rose Tineke -- D	30,270	10	180	78	0.80	
Rose Tineke -- I	200			20	0.20	IND
Rose Spr Lovely Lydia -- D	9,810	40	200	110	1.12	
Rose Spr Lovely Lydia -- I	3,460	30	120	65	0.66	KOR
Rose Spr Macarena -- D	7,570	30	160	88	0.89	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,754	18	230	49	0.50	
Rose Spr Mixed -- I	270		90	73	0.74	KOR
Sandersonia -- D	22,050	30	150	92	0.93	
Sandersonia -- I	0					
Trachelium -- D	0					
Trachelium -- I	1,220		125	64	0.65	ISR NLD
Tulip -- D	21,470	37	110	73	0.74	
Tulip -- I	1,250		50	48	0.49	NLD
Waxflowers -- D	700			17	0.17	
Waxflowers -- I	23,710	20	90	65	0.66	AUS
Green Foliage						
Beargrass -- D	6		400	283	2.87	
Beargrass -- I	420	150	300	252	2.56	USA
Leatherleaves -- D	70,260	12	55	30	0.31	
Leatherleaves -- I	246,950	6	40	20	0.20	USA
Ruscus Israel -- D	14,160		50	27	0.28	
Ruscus Israel -- I	9,270		35	26	0.27	ISR
Ruscus Italian -- D	2,070	40	110	67	0.68	
Ruscus Italian -- I	8,720	13	100	40	0.41	ITA
Salal -- D	0					
Salal -- I	5,404	30	500	156	1.59	USA