

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).

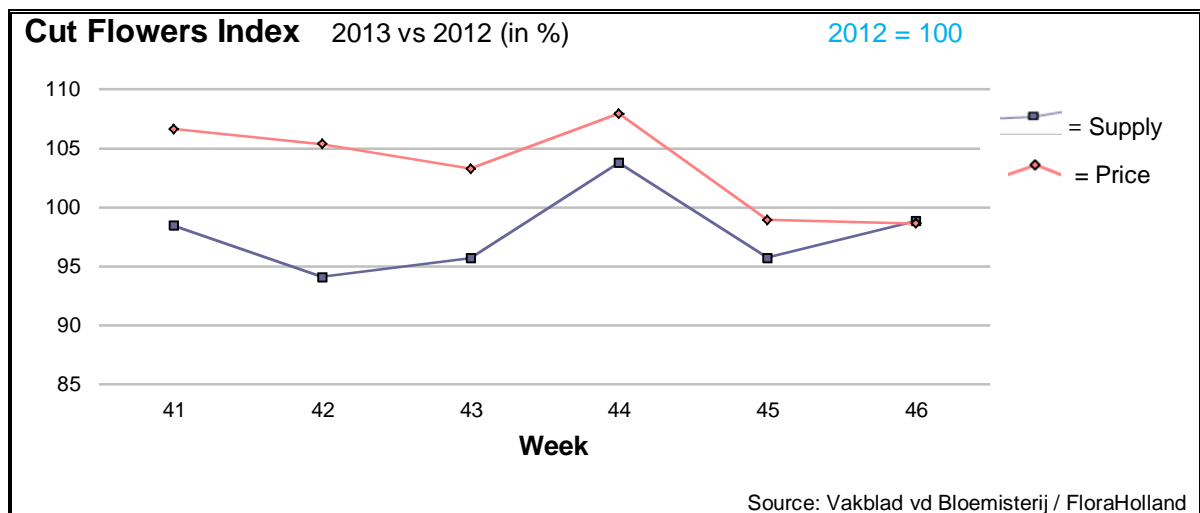
The Market Insider team

Week No. 46

Date: 20/11/2013

The FloraHolland flower auctions' weekly supply and price index

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

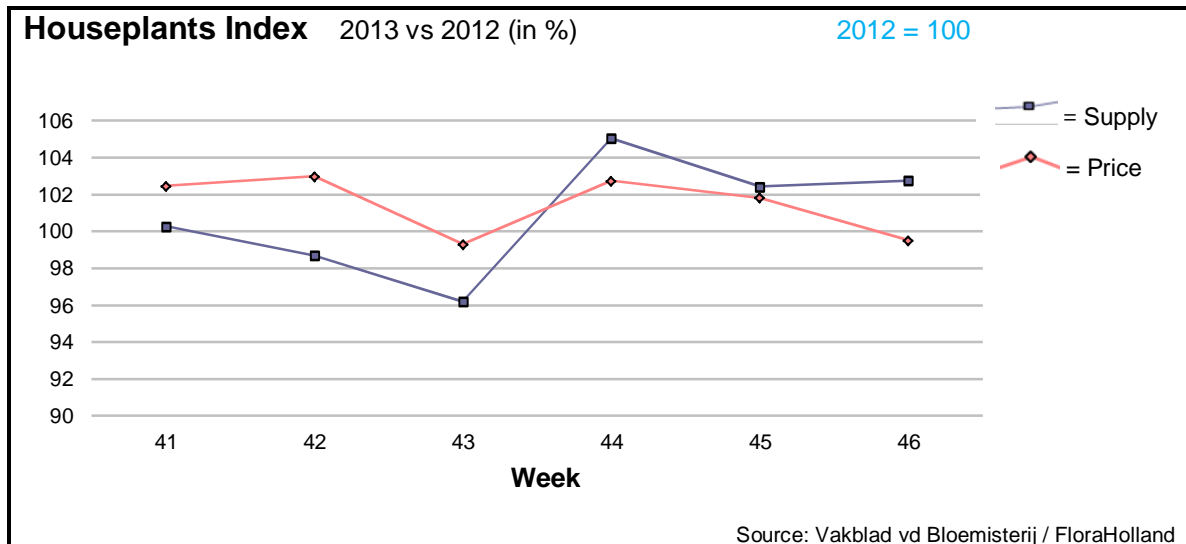


In week 46 cut flowers price was higher than in week 45. However, it was lower than in the same week last year. Compared to week 46 of 2012, fewer flowers (-1%) got about lower average price: € 0.24/stem, some 4% less.

Higher chrysanthemums, lilies, and tulip prices, and lower big roses price dominated the total average, more than the much lower prices of many products, like: aster, carthamus, hypericum, ranunculus, small roses, solidago, and some more.

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





Some higher supply (+2.8%) made the average plants price 'steady', when compared to the same week last year - € 1.61 per unit.

However, in the various groups some differences could be noticed: Pot amaryllis obtained 27.5% more turnover, since the first seasonal orders came-in.

Pot-hyacinth showed fair demand; with lower supply got the same price as last year – € 0.80/pot.

Ornithogalum /Star of Bethlehem is also coming up now, but its supply was still behind (-26.5%), so that its average price was some 5 cents higher than last year.

Cyclamen made it also nice: by 15% bigger quantity the price climbed to 90 cents.

MARKET NEWS SERVICE FOR CUT FLOWERS - ASIAN MARKETS



International
Trade
Centre

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. W46 Date: 20/11/2013

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 : 46 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\$ = 99.51 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	16,418,165					
Alstroemeria -- D	172,243	20	2,051	102	1.02	
Alstroemeria -- I	41,417	10	96	52	0.52	COL ISR NLD
Ammi majus -- D	50,180	3	133	26	0.26	
Ammi majus -- I	0					
Anigozanthos -- D	680		70	23	0.23	
Anigozanthos -- I	26,222	5	100	53	0.53	AUS NLD ZWE
Anthurium Pink -- D	10			140	1.41	
Anthurium Pink -- I	10,917	10	165	68	0.69	THA
Anthurium Red -- D	40		250	218	2.19	
Anthurium Red -- I	15,206	10	200	70	0.70	AUS THA USA ZAF
Anthurium White -- D	220		150	100	1.00	
Anthurium White -- I	5,574	10	150	69	0.69	THA
Banksia -- D	0					
Banksia -- I	45			200	2.01	AUS NZL
Bupleurum -- D	9,460	30	130	76	0.76	
Bupleurum -- I	0					
Calla -- D	36,669	14	350	101	1.02	
Calla -- I	14,606	20	350	166	1.67	NLD NZL
Carnations Spray -- D	386,971	5	160	46	0.47	
Carnations Spray -- I	438,906	10	65	40	0.40	COL
Carnations Standard -- D	522,489	10	160	46	0.46	
Carnations Standard -- I	654,861	6	170	47	0.47	COL
Chrysanthemum Spray -- D	658,768	3	130	57	0.57	
Chrysanthemum Spray -- I	493,860	2	90	47	0.47	KOR
Delphinium -- D	101,540	15	400	108	1.08	
Delphinium -- I	0					
Dracaena -- D	43,907	5	1,000	44	0.44	
Dracaena -- I	158,729		180	30	0.30	SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	552,351	4	800	124	1.25	
Eustoma -- I	7,860	50	150	78	0.79	AUS
Freesia -- D	76,060	12	75	43	0.44	
Freesia -- I	9,500	24	60	36	0.37	NLD
Gentiana -- D	59,600	5	110	47	0.47	
Gentiana -- I	0					
Gerbera -- D	385,287	5	909	43	0.44	
Gerbera -- I	0					
Gladiolus -- D	88,193	15	120	71	0.71	
Gladiolus -- I	0					
Gypsophila -- D	268,017	10	240	67	0.67	
Gypsophila -- I	9,501	27	100	58	0.58	ISR
Heliconia Pendula -- D	2,439	5	150	42	0.42	
Heliconia Pendula -- I	270	16	500	174	1.75	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,595	35	142	68	0.68	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	6,547	10	200	113	1.13	AUS NZL ZAF
Lily Casablanca -- D	23,331	100	900	404	4.06	
Lily Casablanca -- I	3,290	86	180	116	1.16	KOR NLD NZL
Lily Longiflorum -- D	55,445	22	200	110	1.10	
Lily Longiflorum -- I	4,980	10	100	53	0.53	KOR NLD
Limonium Sinuatum -- D	501,985	10	138	36	0.37	
Limonium Sinuatum -- I	0					
Molucella -- D	230	85	110	92	0.92	
Molucella -- I	0					
Nerine -- D	8,360	35	130	67	0.68	
Nerine -- I	12,770	10	180	63	0.64	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	136,120	10	65	28	0.28	SGP THA
Orchid Cymbidium -- D	15,221	55	1,100	451	4.53	
Orchid Cymbidium -- I	7,879	129	1,100	705	7.09	NLD NZL
Orchid Oncidium -- D	15,089	15	500	107	1.08	
Orchid Oncidium -- I	109,440	15	1,600	101	1.02	SGP TAI THA
Orchid Phalaenopsis -- D	12,762	120	3,000	672	6.76	
Orchid Phalaenopsis -- I	6,367	208	1,080	649	6.52	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	105,580	10	55	23	0.24	THA
Ornithogalum -- D	810	60	140	103	1.03	
Ornithogalum -- I	46,155	10	130	23	0.23	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,320	50	900	242	2.43	AUS ZAF
Protea others -- D	0					
Protea others -- I	419	70	800	476	4.78	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	60	160	160	160	1.61	AUS
Rose Total -- D	1,076,599	5	2,338	96	0.97	
Rose Total -- I	400,629	3	1,200	64	0.64	
Rose Avalanche -- D	74,252	18	230	106	1.07	
Rose Avalanche -- I	11,507	5	135	38	0.38	NLD
Rose Delilah -- D	4,680	25	120	57	0.58	
Rose Delilah -- I	0					
Rose Dukaat -- D	6,770	30	140	77	0.78	
Rose Dukaat -- I	0					
Rose Esther -- D	5,575	20	120	54	0.55	
Rose Esther -- I	0					
Rose Fantasy -- D	1,830	53	140	92	0.93	
Rose Fantasy -- I	0					
Rose First Red -- D	0					
Rose First Red -- I	4,690	8	40	19	0.19	IND
Rose Gold Strike -- D	920	25	140	58	0.59	
Rose Gold Strike -- I	22,448	4	80	24	0.24	IND
Rose Grand Gala -- D	150	73	100	84	0.84	
Rose Grand Gala -- I	5,034	8	55	24	0.24	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Milva -- D	3,540		170	104	1.04	
Rose Milva -- I	270		100	88	0.88	IND
Rose Noblesse -- D	10,150	15	110	45	0.45	
Rose Noblesse -- I	4,470	10	50	27	0.27	IND
Rose Pareo -- D	9,620	23	150	76	0.76	
Rose Pareo -- I	0					
Rose Red Roses D --	29,045	5	180	64	0.64	
Rose Red Roses I --	0					
Rose Saphir -- D	6,720	30	140	72	0.72	
Rose Saphir -- I	560	45	50	48	0.49	IND
Rose Skyline -- D	890	24	80	59	0.59	
Rose Skyline -- I	0					
Rose The Teresa -- D	13,065	30	130	75	0.75	
Rose The Teresa -- I	0					
Rose Tineke -- D	30,700	5	180	83	0.83	
Rose Tineke -- I	200	20	30	25	0.25	IND
Rose Spr Lovely Lydia -- D	7,635	40	192	115	1.16	
Rose Spr Lovely Lydia -- I	2,050	40	100	62	0.62	KOR
Rose Spr Macarena -- D	6,160	30	180	93	0.93	
Rose Spr Macarena -- I	0					
Rose Spr Mixed -- D	5,720	18	160	45	0.45	
Rose Spr Mixed -- I	110		90	78	0.78	KOR
Sandersonia -- D	9,350	45	180	107	1.07	
Sandersonia -- I	170		140	101	1.01	NZL
Trachelium -- D	0					
Trachelium -- I	1,500		80	57	0.58	ISR NLD
Tulip -- D	22,060	34	180	76	0.77	
Tulip -- I	1,550		70	43	0.43	NLD
Waxflowers -- D	400			17	0.17	
Waxflowers -- I	16,060	30	85	59	0.59	AUS
Green Foliage						
Beargrass -- D	6		500	383	3.85	
Beargrass -- I	830	19	330	172	1.73	USA
Leatherleaves -- D	75,730	5	55	29	0.29	
Leatherleaves -- I	305,545	5	44	18	0.18	USA
Ruscus Israel -- D	8,870		55	26	0.26	
Ruscus Israel -- I	12,520		35	25	0.25	ISR
Ruscus Italian -- D	1,400		110	69	0.69	
Ruscus Italian -- I	12,840	5	70	36	0.36	ITA
Salal -- D	0					
Salal -- I	8,065	30	500	128	1.28	USA