



Q&A | Entering quantities is the norm

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Contents

1	Entering quantities	3
1.1	What is entering quantities?	3
1.2	Why are we entering quantities?	3
1.3	What are the benefits of entering quantities?	3
1.4	When will we be starting entering quantities?	3
1.5	How do I switch to entering quantities?	4
1.6	What do I need for entering quantities?	4
2	Multi-transaction auctioning	5
2.1	What is multi-transactional auctioning?	5
2.2	What are the benefits of multi-transaction auctioning?	5
2.3	When will we start multi-transaction auctioning?	5

1 Entering quantities

1.1 What is entering quantities?

When entering quantities, buyers state their purchase intentions on the Royal FloraHolland auction clock by entering an amount.

1.2 Why are we entering quantities?

We currently still auction at our three export locations in Aalsmeer, Naaldwijk and Rijnsburg. We will soon be auctioning nationwide, independent of location, on our digital clock. There we combine supply and demand from our three export locations in one digital, global marketplace.

Since the merger in 2008, different auctioning methods have been used at Royal FloraHolland's export locations. This means you can still purchase through audio or by entering quantities in Aalsmeer and Rijnsburg, while in Naaldwijk only entering quantities is possible. These different auctioning methods are being equalised in the run-up to the digital, nationwide clock. Entering quantities becomes the norm. This means buyers are no longer able to state their purchase intention on the Royal FloraHolland auction clock by audio (speech). This applies to all auction groups.

1.3 What are the benefits of entering quantities?

- Entering quantities contributes to fewer disruptions and a more constant auction rhythm. Background noise, queries or comments interfere less with the auction process. Two-step purchasing: first establishing the price, and then selecting the number of packaging units, will thus no longer be possible.
- Entering quantities also ties in better with an international marketplace: purchasers are regularly unable to understand the Auctioneer properly. With entering quantities, this problem is avoided.
- Entering quantities also provides new opportunities for the future, for introducing auction innovations such as multi-transaction auctioning or automatic offers.

1.4 When will we be starting entering quantities?

A work group with Auctioneers was set up in the recent period. A plan of approach has been drawn up for introducing entering quantities next year.

At their suggestion, and following advice from the National Auctioning Supervisory Team, we have decided to introduce entering quantities following the 2021 peak period. Although we do not yet have an exact starting date, this will be announced early next year.

Entering quantities is now possible at all export locations. If you are still using audio (speech) for your purchases on the clock, this will no longer be possible in a few months. Be well prepared and start switching to entering quantities now. We are offering you support in your transition to entering quantities.

1.5 How do I switch to entering quantities?

At all our export locations, it is now possible to purchase by entering quantities. In Naaldwijk, entering quantities is already the norm. At this location, it is therefore only possible to purchase by entering quantities on the auction clocks of Royal FloraHolland.

If you are still using audio (speech) for your purchases on the clock, this will no longer be possible in a few months. Be well prepared and start switching to entering quantities now.

1.6 What do I need for entering quantities?

You will need a laptop with which you can purchase on the Royal FloraHolland Auction Clocks using your KOA software.

2 Multi-transaction auctioning

2.1 What is multi-transactional auctioning?

With multi-transaction auctioning, multiple purchase intentions can be assigned within a set number of milliseconds. The number of purchase intentions and the arbitration time can be set for each auction group by the Auctioneer.

2.2 What are the benefits of multi-transaction auctioning?

- Multi-transactional auctioning can contribute to more stable pricing. It is also expected to contribute to improved pricing in several auction groups, since all purchase intentions are honoured at an early stage of auctioning a lot. This can prevent any sliding scale.
- Multi-transaction auctioning leads to an (expected) auction acceleration of 10%-20%, in addition to the acceleration that entering quantities provides. Several factors are important in this, such as the number of purchase intentions concluded at once and the arbitration time.

2.3 When will we start multi-transaction auctioning?

We are going to conduct various pilots to further investigate multi-transaction auctioning.