

## FAQ – One Auction Flowers, national clock C06

**Q: Why are we expanding national clock C06?**

**A:** We are further expanding One Auction so that we can concentrate supply and demand even more. There is also an increasing need amongst growers to be able to auction their products nationally. We are in a position to fulfil that need and clock 06 provides us with the scope to do so.

**Q: When will we start to expand our use of national clock C06?**

**A:** Auctioning on the first national clock C06 will begin on Thursday 24 November 2022.

**Q: What time will the national clock 6 get underway?**

**A:** Activity on national clock 6 will start at 6 o'clock, just as it does on the local flower auctions.

**Q: Which product groups will be auctioned on national clock C06?**

**A:** The product groups Alstroemeria, Cut Orchid and Strelitzia will be added, alongside Cut Anthurium.

**Q: Why did we choose these product groups?**

**A:** To be able to hold national auctions, the product groups must have been transferred to the new logistics system (order picking) and/or have been switched to random grower selection. The products now being added to the One Auction system are already being offered together on clock 8 in Aalsmeer and clock 5 in Naaldwijk. This will make the transition simpler for the buyers. In addition, the product groups concerned have often been auctioned together on the same clock.

**Q: Can growers choose the location they deliver their products to themselves?**

On clock 06, growers can decide for themselves whether to deliver their products to Aalsmeer and/or Naaldwijk. Products being traded on this clock cannot be delivered to Rijnsburg or Eelde for the time being.

**Q: At which location would I be better offering my products?**

**A:** Get in touch with the auctioneer. They will be able to give you the best advice as to where your customers are located.

**Q: How is the transportation between the locations organised?**

**A:** In accordance with the current procedure, the grower pays for the transportation to the export location and the buyer organises and pays for the transportation between the locations.

**Q: Why are we doing away with local clocks?**

**A:** Running fewer clocks reduces the purchasing pressure experienced by buyers and provides a better overview. Transferring the products to national clock C06 means that we can switch off two local clocks.

**Q: Which clocks in Aalsmeer and Naaldwijk will be switched off and when?**

**A:** As a result of this expansion in the use of national clock C06, we will switch off clock 8 in Aalsmeer and clock 5 in Naaldwijk. From 24 November 2022 onwards, the clocks will be merged with the other clocks. To view the new auction schedules, please visit the RFH website: [Auction schedules flowers](#).

**Q: What is the auction schedule for national clock C06?**

**A:** To view the new auction schedules, please visit the RFH website: [Auction schedules flowers](#).

**Q: How was the auction schedule drawn up?**

**A:** We liaised with customers for the products concerned to determine the ideal auction schedule.

Customers prefer to receive volume products early and to have access to them at an early stage in the selling systems. This also applies to products that need to undergo further processing.

The auctioneers keep a close eye on the price trends. As soon as we notice a decline with regard to pricing or purchasing power, we take appropriate action.

**Q: Why is a small product like Strelitzia auctioned at the end?**

**A:** When drawing up an auction schedule, we mostly look at what customers want and create an auction schedule that remains attractive to buyers from start to finish. Strelitzia is an important product that buyers are prepared to sit and wait for so this approach enables us to retain sufficient purchasing power until the end of the auction.

**Q: In what order are the products auctioned?**

**A:** Auctions take place on a clock based on an auction schedule in which auction groups are placed in an auction sequence. For each auction group, the suppliers are placed in a sequence every day using a system of random grower selection. The location where auctioning will take place first on that day is then selected at random. This means that we first auction off all products from one supplier at the selected location and then start auctioning the products from the same grower at the other location. Ultimately, the supplier themselves determine the desired auction sequence of their own products at the relevant location by means of the delivery form.

**Q: As a grower, can you determine the auction sequence yourself in Floriday?**

**A:** This is not yet possible at the present time. As a grower, you can use the delivery form to determine the desired auction sequence of your own products based on the form number (lower numbers will be auctioned first).

In due course when using the digital auction, growers will also be able to determine the auction sequence in Floriday for themselves.

**Q: As a buyer, will I soon be able to see the location where the product situated?**

**A:** Yes, if the lot is in Aalsmeer, the letter **A** will be displayed on clock C06. And once the lot starts to be auctioned in Naaldwijk, the letter **A** will switch to **N**. For an explanation about how One Auction will operate on national clock C06 via the remote buying (KOA) system, please visit the RFH website: [‘How will the One Auction system operate on national clock C06 via the remote buying \(KOA\) system?’](#)

**Q: What should I watch out for as a buyer?**

**A:** As a buyer, you must be sure to note the locations where you can buy products. If you want to buy at both locations, you will need to pay close attention to which lot you select (and from which location). The location is visible in the remote buying (KOA) system, as the letter A or N will be displayed next to each lot.

If, as a buyer, you are only able to and/or only wish to buy in Naaldwijk or Aalsmeer, the location where you do not wish to buy will be displayed on a grey background. For an explanation about how One Auction will operate on national clock C06 via the remote buying (KOA) system, please visit the RFH website: [‘How will the One Auction system operate on national clock C06 via the remote buying \(KOA\) system?’](#)

**Q: What will change in the case of buyers who currently buy at a single location?**

**A:** Those buyers will be able to view a much wider assortment of products. That in itself may be a reason to buy products from a different location to the one they currently buy from. The number of clocks will stay the same, so the current end time will be more or less unchanged.

**Q: What must I watch out for as a grower?**

**A:** As a grower, you need to pay attention to the auction sequence you would like to see. You can determine this yourself using the delivery form. The product with the lowest form number will be auctioned first and other products will then be auctioned in ascending order.

**Q: Is this the first One Auction clock?**

**A:** Yes, national clock C06 is the first, full-service One Auction clock.

**Q: Why will we be using random location selection?**

**A:** Just like in the case of random supplier selection, selecting the location at random is the most honest selection method and it means that one location will not be treated any more favourably or unfavourably than another by always being selected as the first location where auctioning will take place.

**Q: Will the One Auction system mean I will get a better price?**

**A:** By introducing our One Auction system, we are also responding to the need among growers for more stable and, preferably, higher pricing. In order to achieve this, the One Auction system will allow us to concentrate supply and demand to a greater extent than is currently the case.