

## Market Insider

### Floriculture Products' Indicative Price Information / European Markets

#### To our readers

We are sorry, but this report is still not completely updated (clock price graphs), due to summer holidays at our European data provider, FloraHolland.

The format of this European report is about to get a new structure, hopefully during Augustus.

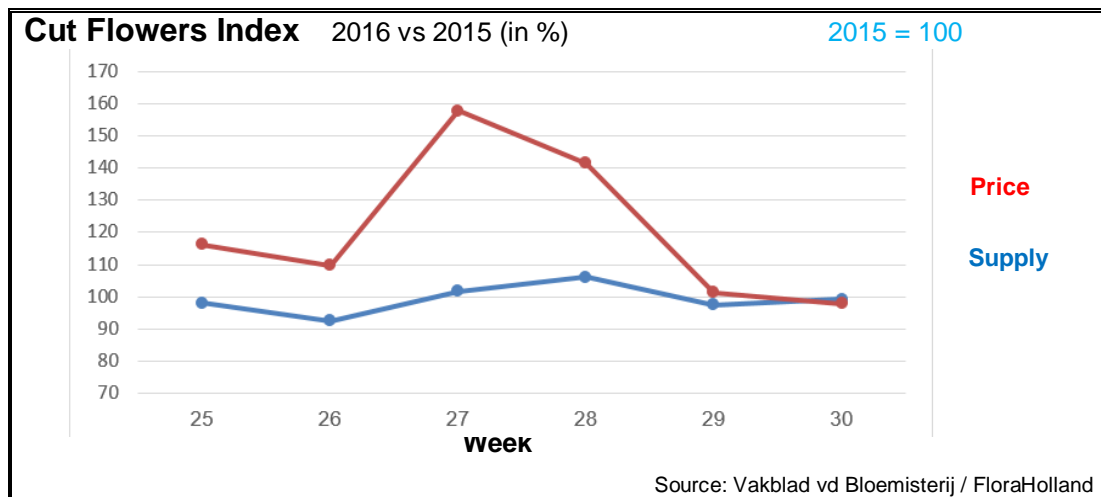
The Market Insider team

Week No. 30-2016

Date: 03/08/2016

#### The Royal 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 30 the average price for cut flowers was 2.2% lower than in the same week last year. The total sold quantity was 0.5% lower.

Chrysanthemums spay achieved 5% higher price than last year, with 2% fewer sold stems. Chrysanthemums single-head achieved 18% better price for 4% less stems.

Heliantus got 19% higher price than last year, for 5% fewer number of stems.

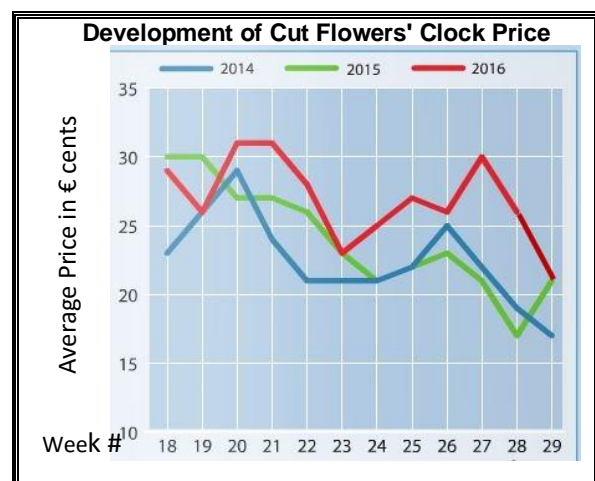
Lisianthus/eustoma got 31% lower price than in 2015, while the supply was 35% higher.

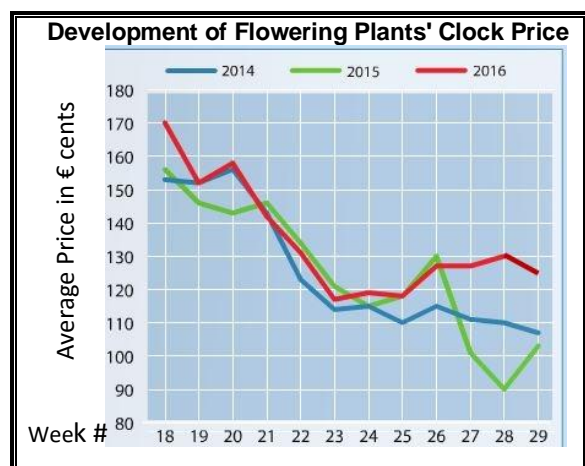
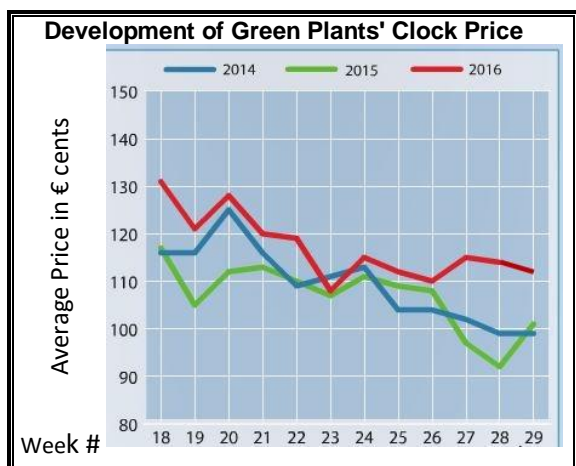
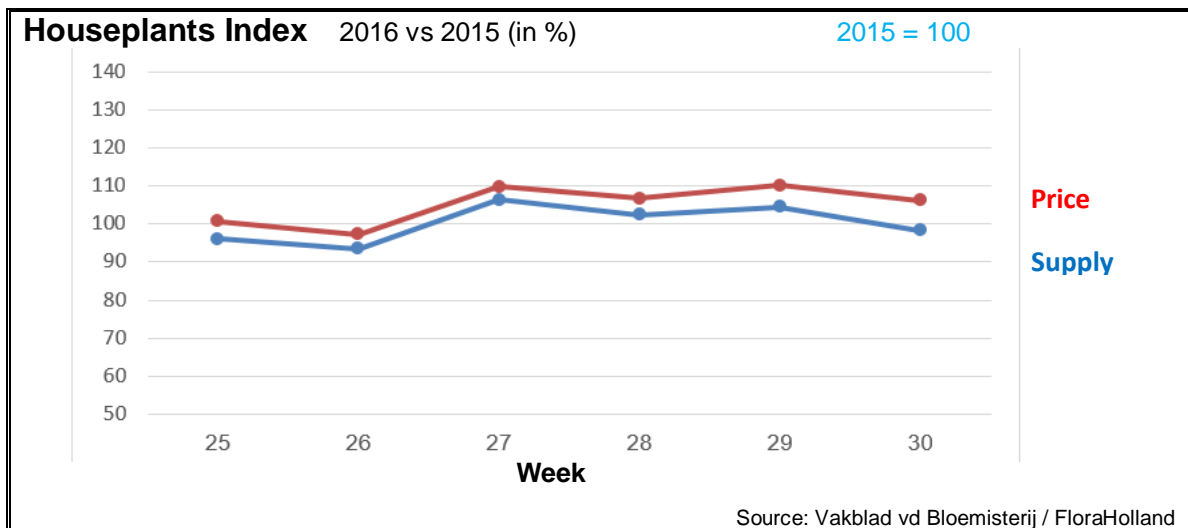
Lilium Oriental got 7.5% less in price, with some 7.5% more stems sold.

Zantedeschia got 32% lower price than in 2015, while the supply was 6% higher.

Quite some products got better clock prices than last year; stood out: achillea, aconitum, agapanthus, anigozanthos, carthamus, dianthus barbatus, ornithogalum, paeonia, and scabiosa.

Some products got lower clock price than last year; remarkable were: bouvardia, gladiolu, liatris, trachelium, and tulip.





In week 30 the average price for houseplants was 1.8% lower, while supply was 6.2% higher than in the same week last year.

Phalaenopsis got 12% higher price, for 16% fewer sold units.

Kalanchoe was 27% higher in price, with some 1.6% fewer supplied pots.

Dendrobium got 17% more in price, while supply was about 20% lower than in 2015.

Hydrangea/hortensia was 25% more expensive, while supply was 11% lower than last year.

Spathiphyllum was 6.3% more expensive, with about 4.8% more sold pots than last year.

Only Dracaena and various orchids got lower prices than last year.

**MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS**



**Abbreviations used in the report**

AUS = Australia	MAL = Malaysia
CHI = China	NLD = Netherlands
COL = Colombia	NZL = New Zealand
ECU = Ecuador	PHI = Philippines
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. W30 Date: 03/08/2016**

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 : 30 in : 2016**

**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\$ = 101.02 Yen**

<u>Product Name &amp; Source</u>	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
	<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>	<u>US\$</u>	
<b>D = Domestic I = Imported</b>	<b>Quantity</b>	<b>Lowest</b>	<b>Highest</b>	<b>Average</b>	<b>US\$</b>
<b>Total Cut Flowers Sold</b>	<b>19,389,288</b>				
Achilea -- D	150			45	0.45
Achilea -- I	0				
Alstroemeria -- D	146,993	15	320	91	0.90
Alstroemeria -- I	4,828	10	90	25	0.24 COL ISR NLD
Ammi majus -- D	10,300	1	120	72	0.71
Ammi majus -- I	0				
Anigozanthos -- D	50		90	90	0.89
Anigozanthos -- I	100		180	140	1.39 AUS NLD ZWE
Anthurium Pink -- D	124		500	206	2.04
Anthurium Pink -- I	11,064	10	200	84	0.83 THA
Anthurium Red -- D	424		350	171	1.69
Anthurium Red -- I	16,891	15	240	91	0.90 AUS THA USA ZAF
Anthurium White -- D	120		150	101	1.00
Anthurium White -- I	7,475	4	253	116	1.15 THA
Banksia -- D	193		140	105	1.04
Banksia -- I	643	100	350	192	1.90 AUS NZL
Bupleurum -- D	7,950	23	160	103	1.02
Bupleurum -- I	0				
Calla -- D	45,898	10	280	87	0.86
Calla -- I	1,080		130	81	0.80 NLD NZL
Carnations Spray -- D	481,322	5	160	52	0.51
Carnations Spray -- I	527,348	10	85	34	0.34 COL
Carnations Standard -- D	387,910	4	160	52	0.51
Carnations Standard -- I	744,818	1	170	36	0.36 COL
Chrysanthemum Spray -- D	687,840	3	120	55	0.55
Chrysanthemum Spray -- I	568,226	10	180	53	0.53 KOR
Delphinium -- D	114,538	15	300	119	1.18
Delphinium -- I	0				
Dracaena -- D	43,926	5	250	32	0.32
Dracaena -- I	244,583	1	160	26	0.26 SGP

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>D = Domestic I = Imported</b>						
Euphorbia Marginata -- D	7,725		100	44	0.44	
Euphorbia Marginata -- I	0					
Eustoma -- D	478,497	10	700	122	1.21	
Eustoma -- I	0					
Gentiana -- D	2,026,590	3	170	21	0.21	
Gentiana -- I	0					
Gerbera -- D	311,572	1	100	25	0.25	
Gerbera -- I	0					
Gladiolus -- D	193,093	10	100	52	0.52	
Gladiolus -- I	0					
Gypsophila -- D	160,970	5	370	94	0.93	
Gypsophila -- I	13,456		130	54	0.53	ISR
Heliconia Caribea -- D	5	390	390	390	3.86	
Heliconia Caribea -- I	0					
Heliconia Pendula -- D	7,132		180	32	0.32	
Heliconia Pendula -- I	90		333	219	2.17	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8,610	24	130	53	0.53	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	5,907		210	127	1.25	AUS NZL ZAF
Lily Casablanca -- D	31,060	43	900	349	3.45	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	138,015	11	200	69	0.68	
Lily Longiflorum -- I	870		110	62	0.62	KOR NLD
Limonium Sinuatum -- D	347,640	5	90	34	0.34	
Limonium Sinuatum -- I	0					
Molucella -- D	80		50	42	0.42	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,920	60	170	109	1.08	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	2,420	40	130	77	0.76	SGP THA
Orchid Cymbidium -- D	90		400	360	3.56	
Orchid Cymbidium -- I	12,522	100	1,100	530	5.25	NLD NZL
Orchid Oncidium -- D	3,318	25	500	181	1.79	
Orchid Oncidium -- I	104,736	10	200	87	0.86	SGP TAI THA
Orchid Phalaenopsis -- D	10,232	80	1,600	400	3.96	
Orchid Phalaenopsis -- I	10,484	100	840	434	4.30	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	127,900	20	120	62	0.62	THA
Ornithogalum -- D	22,160	29	110	56	0.56	
Ornithogalum -- I	0					
Protea King -- D	0					
Protea King -- I	750		1,700	236	2.33	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,233	60	950	178	1.76	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	200		240	190	1.88	AUS NZL
<b>Rose Total -- D</b>	<b>925,254</b>	<b>1</b>	<b>600</b>	<b>57</b>	<b>0.56</b>	
<b>Rose Total -- I</b>	<b>149,933</b>	<b>1</b>	<b>445</b>	<b>55</b>	<b>0.54</b>	
Rose Amada -- D	11,801	20	225	99	0.98	
Rose Amada -- I	0					
Rose Avalanche -- D	79,219	7	225	54	0.54	
Rose Avalanche -- I	300		5	4	0.04	IND
Rose Carpe Diem -- D	21,710	5	160	51	0.51	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	17,059	25	150	80	0.79	COL
Rose Gold Rush -- D	17,073	10	170	56	0.55	
Rose Gold Rush -- I	0					
Rose Noblesse -- D	1,935		50	30	0.29	
Rose Noblesse -- I	0					

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Red Roses D --	24,417	5	270	52	0.51	
Rose Red Roses I --	6,790		150	74	0.73	
Rose Red Star -- D	8,083	10	175	56	0.55	
Rose Red Star -- I	0					
Rose Samurai -- D	56,705	10	225	77	0.76	
Rose Samurai -- I	960	60	138	96	0.95	IND
Rose Sweet Avalanche -- D	43,180	8	150	43	0.42	
Rose Sweet Avalanche -- I	300		15	15	0.15	
Rose Sweet Unique -- D	1,925	5	110	28	0.28	
Rose Sweet Unique -- I	1,360	17	102	73	0.72	
Rose Teresa -- D	6,075	10	120	57	0.57	
Rose Teresa -- I	0					
Rose Tineke -- D	15,915	2	140	34	0.33	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	12,395	8	200	55	0.54	
Rose Yves Piaget -- I	140			20	0.20	NLD
Rose Spr Babe -- D	6,815	20	150	71	0.70	
Rose Spr Babe -- I	30		48	48	0.48	KOR
Rose Spr Lovely Lydia -- D	5,575	20	130	67	0.66	
Rose Spr Lovely Lydia -- I	570	25	65	54	0.53	KOR
Rose Spr Shooting Star -- D	6,205	15	160	68	0.68	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	10,210	30	216	88	0.87	
Sandersonia -- I	0					
Trachelium -- D	650		60	43	0.42	
Trachelium -- I	1,010		110	91	0.90	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	3,010		120	55	0.55	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		300	267	2.64	
Beargrass -- I	480	4	350	115	1.14	USA
Leatherleaves -- D	88,410	5	50	25	0.25	
Leatherleaves -- I	188,220	1	35	17	0.17	USA
Ruscus Israel -- D	2,350		25	12	0.12	
Ruscus Israel -- I	5,250		40	28	0.28	ISR
Ruscus Italian -- D	5,070	5	90	43	0.43	
Ruscus Italian -- I	5,400	5	70	30	0.29	ITA
Salal -- D	0					
Salal -- I	20,280	10	700	92	0.91	USA