

Market Insider

Floriculture Products' Indicative Price Information / European Markets

To our readers

These graphics and tables 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. No actual price data is released. We provide this information on a weekly basis.

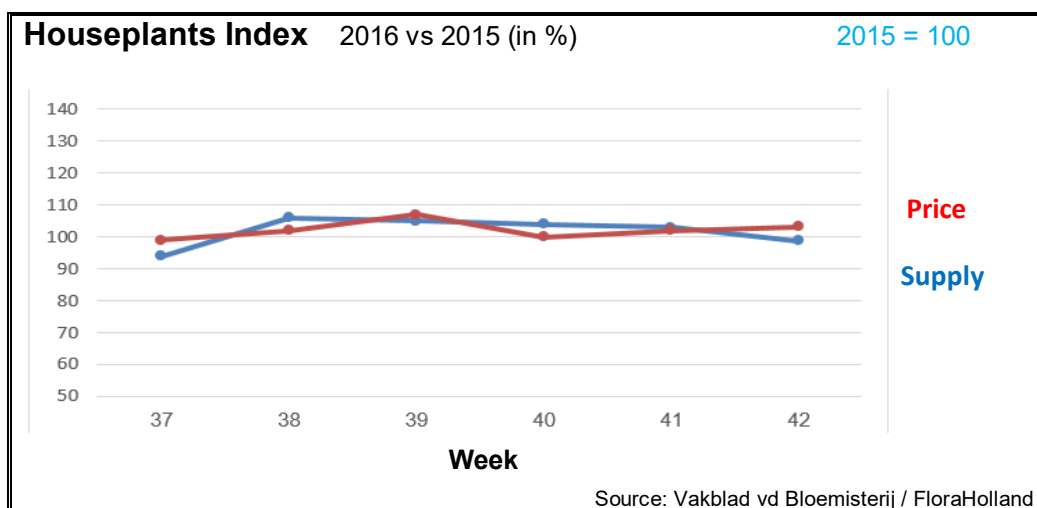
The Market Insider team

Week No. 42-2016

Date: 26/10/2016

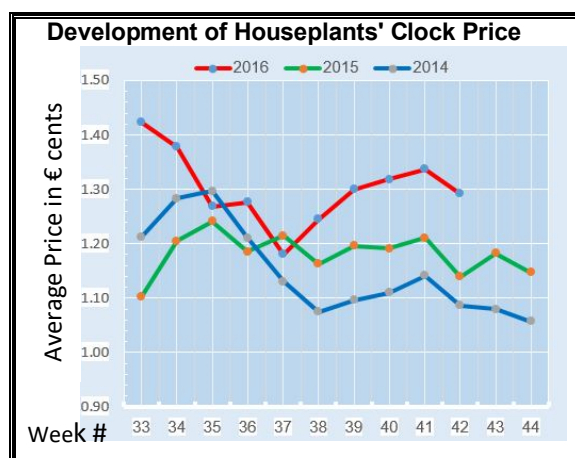
The Royal FloraHolland flower auctions' weekly supply and price index

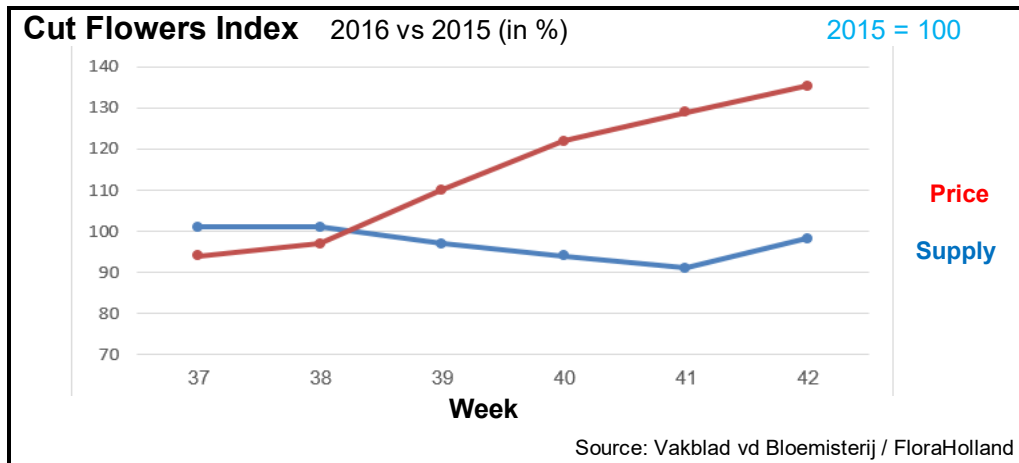
(Representing the relative supply and average price, compared to the same weeks of last year)



Actual relative supply and average price compared to the same weeks of last year

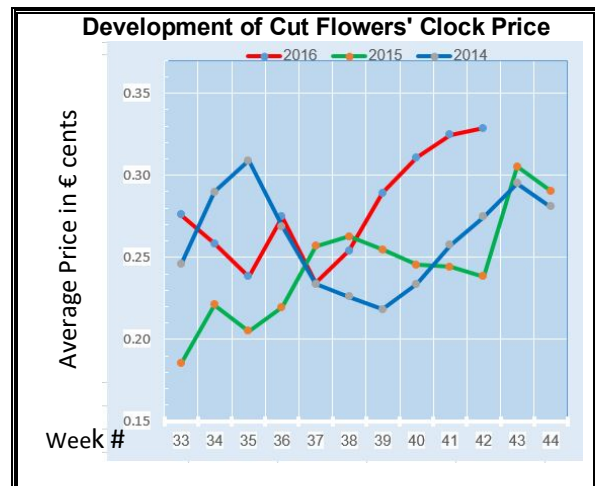
Top 15 Houseplants	Quantity	Price
Phalaenopsis	-6.8%	3.0%
Chrysanthemum	27%	6.6%
Kalanchoe	8.0%	8.6%
Anthurium	-7.8%	7.1%
Cyclamen	-0.3%	6.5%
Rose	-11%	21%
Arrangements	11%	8.5%
Hippeastrum/Amaryllis	-14%	41%
Dracaena	-0.4%	-13%
Ficus	-15%	1.9%
Various Houseplants	-2.9%	8.1%
Hedera	4.1%	4.3%
Dendrobium	-5.5%	7.3%
Spathiphyllum	8.8%	-2.1%
Cymbidium	17%	3.1%
Total top 15	2.3%	1.3%
Total Houseplants	-1.3%	3.1%





Actual relative supply and average price compared to the same weeks of last year

Top 20 Cut Flowers	Quantity	Price
Roses Big	-4.7%	30%
Chrysanthemum Spray	13%	14%
Chrysanthemum Single	14%	35%
Gerbera mini	-1.7%	94%
Lily Oriental	-18%	31%
Cymbidium large (stem)	105%	38%
Chrysanthemum Santini	1.8%	58%
Anthurium	83%	42%
Roses Small	-24%	7.1%
Eustoma Lisianthus (full)	19%	20%
Gerbera Big	0.8%	63%
Hydrangea classic	-21%	46%
Rose Spray	-23%	74%
Hippeastrum/Amaryllis	54%	7.6%
Hydrangea	-9.9%	16%
Alstroemeria	-10%	21%
Tulip (single)	26%	3.7%
Lilium LA-hybrids	2.7%	17%
Zantedeschia/Calla Various	-21%	56%
Carnation Standard	-8.5%	28%
Total top 20	-2.4%	38%
Total Cut Flowers	-1.8%	35%



Much higher clock prices also for: achillea, aconitum, agapanthus, anemone, anigozanthos, aspidistra, aster, carthamus, delphinium, dianthus barbatus, eucalyptus, gladioli, helianthus, leucadendron, limonium, matthiola, ornithogalum, phlox, pittosporum, solidago, and trachelium.

Much lower clock prices for: asclepias, campanula, gypsophila, ranunculus, and scabiosa.

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. W42 Date: 26/10/2016

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 : 42 in : 2016

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\$ = 104.22 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average US\$	Main Origin
		Lowest	Highest	Average		
Total Cut Flowers Sold	16,763,933					
Alstroemeria -- D	138,245	19	450	120	1.15	
Alstroemeria -- I	13,080	13	150	53	0.50	COL ISR NLD
Ammi majus -- D	13,535	10	150	81	0.78	
Ammi majus -- I	80		90	86	0.83	
Anigozanthos -- D	0					
Anigozanthos -- I	45,745	30	180	76	0.73	AUS NLD ZWE
Anthurium Pink -- D	0					
Anthurium Pink -- I	9,102	15	300	72	0.69	THA
Anthurium Red -- D	210		200	169	1.62	
Anthurium Red -- I	11,686	5	250	80	0.77	AUS THA USA ZAF
Anthurium White -- D	76		150	106	1.02	
Anthurium White -- I	4,682	20	220	89	0.85	THA
Banksia -- D	111		120	110	1.06	
Banksia -- I	350	100	600	255	2.45	AUS NZL
Bupleurum -- D	14,100	26	160	95	0.91	
Bupleurum -- I	0					
Calla -- D	40,815	5	320	118	1.13	
Calla -- I	6,114	10	240	125	1.20	NLD NZL
Carnations Spray -- D	289,665	15	160	60	0.57	
Carnations Spray -- I	1,165,634	7	175	37	0.36	COL
Carnations Standard -- D	386,137	10	160	55	0.53	
Carnations Standard -- I	1,170,776	10	175	46	0.44	COL
Chrysanthemum Spray -- D	652,695	15	190	77	0.74	
Chrysanthemum Spray -- I	945,064	15	270	67	0.64	KOR
Delphinium -- D	106,238	18	400	145	1.39	
Delphinium -- I	0					
Dracaena -- D	61,760	10	1,500	49	0.47	
Dracaena -- I	251,337	5	250	35	0.33	SGP
Euphorbia Marginata -- D	3,540		70	45	0.43	
Euphorbia Marginata -- I	0					
Eustoma -- D	509,498	21	600	173	1.66	
Eustoma -- I	0					

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Freesia -- D	0					
Freesia -- I	2,250	34	60	49	0.47	NLD
Gentiana -- D	575,420	10	168	70	0.67	
Gentiana -- I	0					
Gerbera -- D	349,208	17	150	49	0.47	
Gerbera -- I	0					
Gladiolus -- D	109,790	15	200	82	0.79	
Gladiolus -- I	0					
Gypsophila -- D	155,055	17	450	161	1.54	
Gypsophila -- I	16,900	17	250	87	0.84	ISR
Heliconia Pendula -- D	2,845		130	64	0.61	
Heliconia Pendula -- I	102		500	296	2.84	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	7,518	7	200	72	0.69	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	5,512		210	132	1.27	AUS NZL ZAF
Lily Casablanca -- D	19,869	43	900	395	3.79	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	60,490	22	200	124	1.19	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	200,460	5	160	63	0.60	
Limonium Sinuatum -- I	0					
Nerine -- D	1,410		185	81	0.78	
Nerine -- I	29,240	40	160	88	0.84	NLD NZL
Orchid Anna -- D	400		35	34	0.33	
Orchid Anna -- I	178,795	10	60	31	0.29	SGP THA
Orchid Cymbidium -- D	3,201	50	800	455	4.36	
Orchid Cymbidium -- I	10,508	200	1,200	625	6.00	NLD NZL
Orchid Oncidium -- D	14,713	25	600	118	1.14	
Orchid Oncidium -- I	136,435	10	200	84	0.81	SGP TAI THA
Orchid Phalaenopsis -- D	10,965	53	1,600	478	4.58	
Orchid Phalaenopsis -- I	10,786	235	900	608	5.84	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	150,079	11	60	28	0.27	THA
Ornithogalum -- D	2,720	54	135	109	1.05	
Ornithogalum -- I	61,861	10	130	29	0.28	NLD ZAF
Protea King -- D	0					
Protea King -- I	874	45	1,500	337	3.23	AUS ZAF
Protea others -- D	0					
Protea others -- I	3,706	30	1,300	154	1.48	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	891	78	280	183	1.76	AUS NZL
Rose Total -- D	1,008,133	4	1,200	89	0.85	
Rose Total -- I	399,611	5	410	65	0.62	
Rose Amada -- D	11,965	40	200	124	1.19	
Rose Amada -- I	0					
Rose Avalanche -- D	84,234	10	220	89	0.85	
Rose Avalanche -- I	5,100	8	67	29	0.28	IND NLD
Rose Carpe Diem -- D	17,182	30	200	88	0.84	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	32,419	40	171	101	0.97	COL
Rose Gold Rush -- D	14,540	27	185	83	0.79	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	350		80	64	0.61	
Rose Gold Strike -- I	8,230	25	60	32	0.31	COL IND
Rose Noblesse -- D	2,940		100	47	0.45	
Rose Noblesse -- I	2,680		50	32	0.31	IND NLD
Rose Red Roses D --	27,553	10	500	80	0.77	
Rose Red Roses I --	23,990		171	90	0.86	
Rose Red Star -- D	6,961	20	170	74	0.71	
Rose Red Star -- I	0					
Rose Samourai -- D	64,010	15	220	97	0.93	
Rose Samourai -- I	7,445	40	141	84	0.81	IND

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Sweet Avalanche -- D	43,540	15	185	74	0.71	
Rose Sweet Avalanche -- I	580	23	65	37	0.36	
Rose Sweet Unique -- D	2,010	30	150	78	0.75	
Rose Sweet Unique -- I	3,840	40	126	82	0.79	
Rose Teresa -- D	6,885	30	130	75	0.72	
Rose Teresa -- I	0					
Rose Tineke -- D	21,105	5	170	65	0.62	
Rose Tineke -- I	400	15	30	31	0.30	IND NLD
Rose Yves Piaget -- D	14,716	40	210	109	1.05	
Rose Yves Piaget -- I	30			65	0.62	NLD
Rose Spr Babe -- D	8,330	40	220	121	1.16	
Rose Spr Babe -- I	4,454	36	180	80	0.77	KOR
Rose Spr Lovely Lydia -- D	5,790	40	200	108	1.04	
Rose Spr Lovely Lydia -- I	1,040	55	65	63	0.60	KOR
Rose Spr Shooting Star -- D	5,160	30	200	105	1.01	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	9,300	50	204	129	1.24	
Sandersonia -- I	20		80	80	0.77	NZL
Trachelium -- D	600		90	67	0.64	
Trachelium -- I	730		140	104	0.99	ISR NLD
Tulip -- D	5,200		110	93	0.89	
Tulip -- I	0					
Waxflowers -- D	100			23	0.22	
Waxflowers -- I	44,709	10	700	75	0.71	AUS
Green Foliage						
Beargrass -- D	6		300	300	2.88	
Beargrass -- I	1,340	10	350	85	0.82	USA
Leatherleaves -- D	76,510	7	55	30	0.29	
Leatherleaves -- I	259,785	2	50	16	0.15	USA
Ruscus Israel -- D	200			17	0.16	
Ruscus Israel -- I	6,495		40	31	0.30	ISR
Ruscus Italian -- D	1,520		100	54	0.52	
Ruscus Italian -- I	7,480	20	250	47	0.45	ITA
Salal -- D	0					
Salal -- I	16,091	18	640	132	1.26	USA