

Market Insider

Floriculture Products' Indicative Price Information / European Markets

To our readers

The format of this European report is getting partly a new structure. However, 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 data is released. We provide this information on a weekly basis.

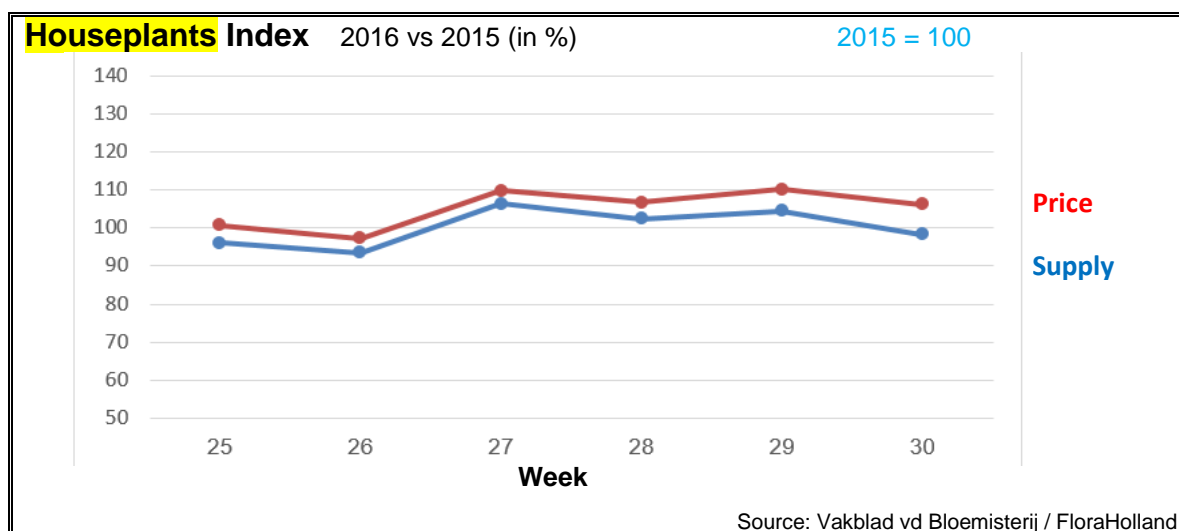
The Market Insider team

Week No. 31-2016

Date: 10/08/2016

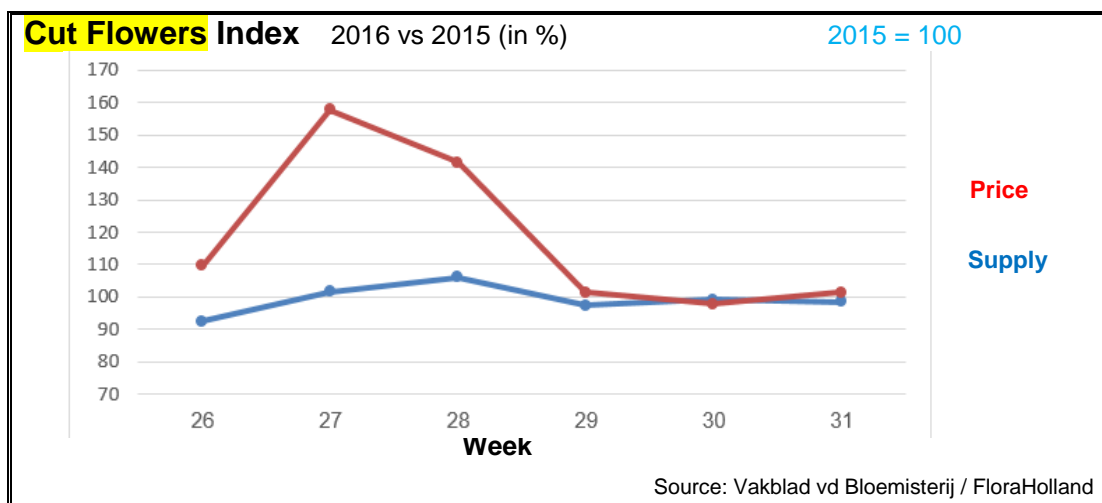
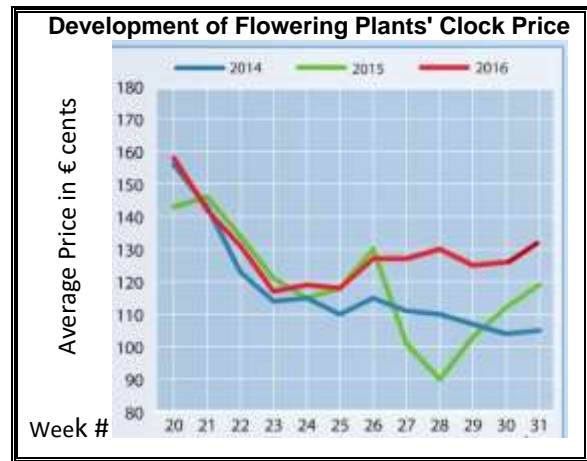
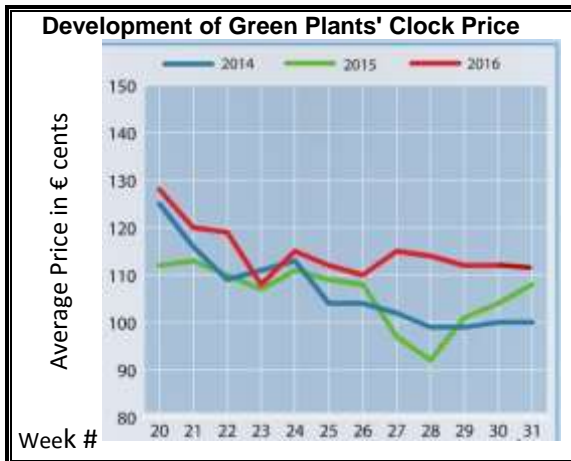
The Royal FloraHolland flower auctions' weekly supply and price index

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



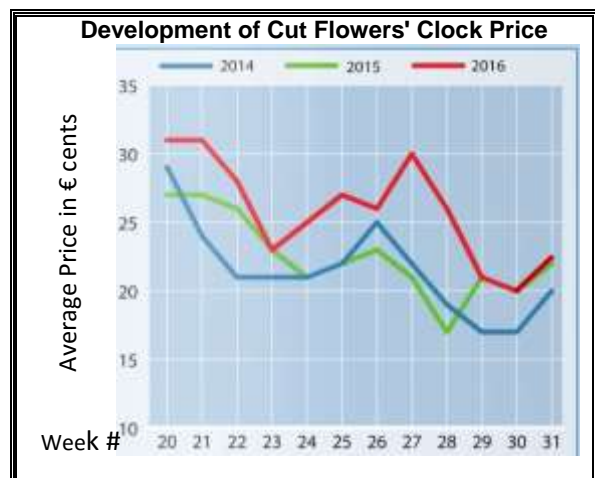
Actual **relative** supply and average price compared to the same weeks of last year

Top 15 Houseplants	Quantity	Price
Phalaenopsis	-6%	7%
Chrysanthemum	10%	5%
Kalanchoe	-9%	12%
Rose	3%	8%
Anthurium	2.5%	5%
Zantedeschia	91%	-15%
Hydrangea	-13%	24%
Ficus	-10%	-10%
Dracaena	-45%	4%
Bromelia Various	142%	-19%
Various Houseplants	3%	16%
Dendrobium	33%	14%
Begonia	-10%	16%
Arrangements	15%	-1.0%
Spathiphyllum	-6%	-12%
Total top 15	-1.8%	6.1%
Total Houseplants	1.1%	4.3%



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

Top 20 Cut Flowers	Quantity	Price
Roses Big	-10%	9%
Chrysanthemum Spray	1.3%	-7%
Lily Oriental	7%	-9%
Gerbera mini	-0.2%	0.8%
Roses Small	-5%	0.2%
Hydrangea	5%	0.6%
Chrysanthemum Santini	9%	11%
Eustoma Lisianthus (full)	26%	-10%
Helianthus	-7%	11%
Chrysanthemum Single	33%	-28%
Rose Spray	12%	-8%
Gladioli Big	18%	-20%
Alstroemeria	2%	-8%
Freesia Single	0.3%	2%
Gerbera Big	-6%	-10%
Lilium LA-hybrids	-5%	-3%
Gypsophila	-16%	39%
Carnation Standaard	2%	9%
Zantedeschia Various	16%	-28%
Eustoma Lisianthus Single	-17%	-5%
Total top 20	-2.1%	0.6%
Total Cut Flowers	-1.6%	1.3%



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. W31 Date: 10/08/2016

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 : 31 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\$ = 101.31 Yen

<u>Product Name & 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>	
D = Domestic I = Imported					
Total Cut Flowers Sold	31,771,074				
Achilea -- D	150		30	20	0.20
Achilea -- I	0				
Alstroemeria -- D	168,128	18	300	90	0.89
Alstroemeria -- I	19,042	2	90	15	0.15 COL ISR NLD
Ammi majus -- D	7,570	8	130	75	0.74
Ammi majus -- I	80		120	120	1.18
Anigozanthos -- D	0				
Anigozanthos -- I	780		130	74	0.73 AUS NLD ZWE
Anthurium Pink -- D	164		200	169	1.67
Anthurium Pink -- I	8,645	11	210	82	0.81 THA
Anthurium Red -- D	540		220	165	1.63
Anthurium Red -- I	16,535	8	230	89	0.88 AUS THA USA ZAF
Anthurium White -- D	176		140	88	0.87
Anthurium White -- I	4,781	1	230	116	1.15 THA
Banksia -- D	171		110	96	0.95
Banksia -- I	963	58	400	172	1.70 AUS NZL
Bupleurum -- D	6,615	8	140	98	0.97
Bupleurum -- I	0				
Calla -- D	49,367	2	280	85	0.84
Calla -- I	1,120		130	77	0.76 NLD NZL
Carnations Spray -- D	570,979	2	160	55	0.54
Carnations Spray -- I	1,459,677	1	160	36	0.35 COL
Carnations Standard -- D	395,497	2	165	55	0.54
Carnations Standard -- I	1,680,188	1	170	34	0.34 COL
Chrysanthemum Spray -- D	969,020	5	120	64	0.63
Chrysanthemum Spray -- I	1,384,087	5	240	56	0.55 KOR
Delphinium -- D	112,794	9	320	133	1.31
Delphinium -- I	0				
Dracaena -- D	42,350	1	255	33	0.33
Dracaena -- I	278,498		160	24	0.24 SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Euphorbia Marginata -- D	8,320		90	46	0.45	
Euphorbia Marginata -- I	0					
Eustoma -- D	566,015	4	700	113	1.11	
Eustoma -- I	160		25	25	0.25	
Gentiana -- D	3,830,644		200	34	0.33	
Gentiana -- I	0					
Gerbera -- D	363,559	1	120	21	0.21	
Gerbera -- I	0					
Gladiolus -- D	205,120	5	100	52	0.51	
Gladiolus -- I	0					
Gypsophila -- D	166,960	13	400	111	1.09	
Gypsophila -- I	14,720		130	56	0.55	ISR
Heliconia Caribea -- D	5	300	300	300	2.96	
Heliconia Caribea -- I	0					
Heliconia Pendula -- D	3,920		150	26	0.26	
Heliconia Pendula -- I	126		333	166	1.64	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	11,720	19	130	55	0.54	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	7,246		260	122	1.21	AUS NZL ZAF
Lily Casablanca -- D	41,080	30	900	341	3.36	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	279,890	1	200	77	0.76	
Lily Longiflorum -- I	10,330	15	110	75	0.74	KOR NLD
Limonium Sinuatum -- D	566,340		100	43	0.42	
Limonium Sinuatum -- I	0					
Nerine -- D	0					
Nerine -- I	2,480	5	195	109	1.08	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	2,590	40	130	73	0.72	SGP THA
Orchid Cymbidium -- D	100	255	700	404	3.99	
Orchid Cymbidium -- I	14,619	62	1,200	586	5.79	NLD NZL
Orchid Oncidium -- D	4,695	25	550	179	1.77	
Orchid Oncidium -- I	106,535	1	220	108	1.07	SGP TAI THA
Orchid Phalaenopsis -- D	11,000	72	1,600	393	3.88	
Orchid Phalaenopsis -- I	10,689	114	840	454	4.48	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	205,430	5	100	47	0.47	THA
Ornithogalum -- D	22,150	13	100	53	0.53	
Ornithogalum -- I	320		60	53	0.52	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,222		1,400	122	1.21	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,218	41	700	209	2.06	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	400	80	260	165	1.62	AUS
Rose Total -- D	936,279		600	50	0.49	
Rose Total -- I	158,790		435	50	0.49	
Rose Amada -- D	12,955	11	220	91	0.90	
Rose Amada -- I	0					
Rose Avalanche -- D	66,775	1	220	54	0.54	
Rose Avalanche -- I	0					
Rose Carpe Diem -- D	20,515	1	150	46	0.46	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	19,608	19	153	81	0.79	COL
Rose Gold Rush -- D	20,999	1	140	47	0.47	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	200		30	22	0.22	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	2,650		60	22	0.22	
Rose Noblesse -- I	0					

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Red Roses D --	26,948	1	250	41	0.40	
Rose Red Roses I --	8,389		153	71	0.70	
Rose Red Star -- D	6,450	1	140	46	0.46	
Rose Red Star -- I	0					
Rose Samurai -- D	60,505	1	225	64	0.63	
Rose Samurai -- I	1,140	3	132	67	0.66	IND
Rose Sweet Avalanche -- D	38,249	1	165	38	0.37	
Rose Sweet Avalanche -- I	1,000		10	9	0.09	
Rose Sweet Unique -- D	1,015	5	100	33	0.33	
Rose Sweet Unique -- I	1,465	4	100	63	0.63	
Rose Teresa -- D	6,310	2	100	45	0.45	
Rose Teresa -- I	0					
Rose Tineke -- D	16,330	1	140	29	0.29	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	14,800	1	150	45	0.45	
Rose Yves Piaget -- I	300		70	56	0.55	NLD
Rose Spr Babe -- D	9,048	10	140	69	0.68	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	6,695	10	130	59	0.58	
Rose Spr Lovely Lydia -- I	900	25	65	51	0.51	KOR
Rose Spr Shooting Star -- D	6,780	5	160	61	0.61	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	13,570	8	180	87	0.86	
Sandersonia -- I	0					
Trachelium -- D	710		75	53	0.52	
Trachelium -- I	950		140	95	0.94	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	8,785		120	42	0.42	AUS
Green Foliage						
Beargrass -- D	6		300	300	2.96	
Beargrass -- I	390	3	350	125	1.23	USA
Leatherleaves -- D	80,820	5	55	27	0.27	
Leatherleaves -- I	196,916	1	35	17	0.17	USA
Ruscus Israel -- D	1,950		40	11	0.11	
Ruscus Israel -- I	10,850		35	24	0.24	ISR
Ruscus Italian -- D	4,860	2	100	40	0.39	
Ruscus Italian -- I	4,500	1	60	30	0.30	ITA
Salal -- D	0					
Salal -- I	20,885	8	750	72	0.71	USA