

Market Insider

Floriculture Products' Indicative Price Information / European Markets

These graphics 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. We provide this information, on a weekly basis.

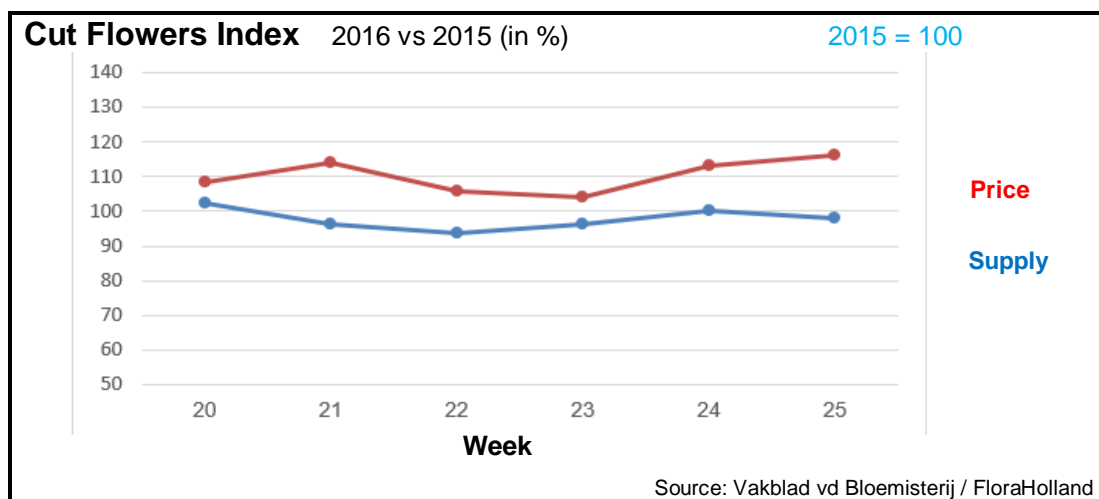
The Market Insider team

Week No. 25-2016

Date: 29/06/2016

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 25 the average price for cut flowers was 16% higher than in the same week last year. The total sold quantity was 2% lower.

Rose big achieved 20% higher price than last year, with the same number of stems.

Rose small, however achieved 1% lower price, even though the supply was 5% lower.

Chrysanthemums spray got 11% higher price than last year, with about the same number of stems.

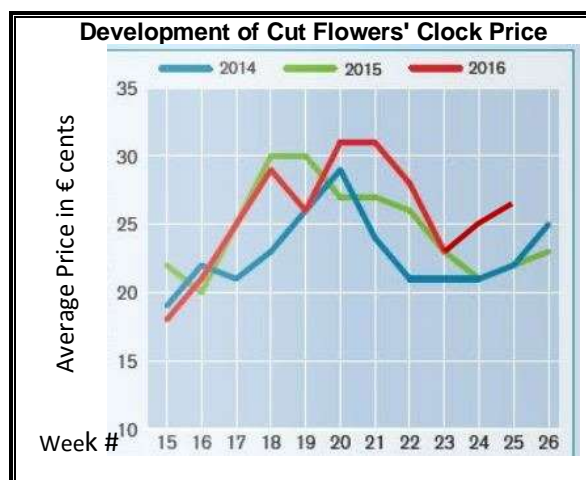
Peony got 40% higher price than last year, with 32% less stems sold.

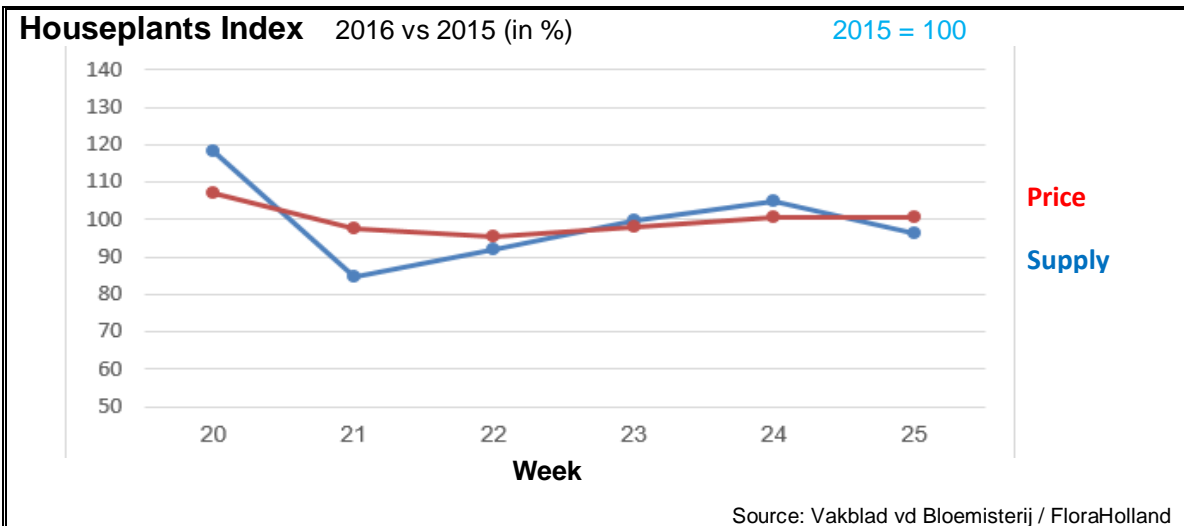
Gypsophila got 15% more in price, with 25% more stems sold.

Lily oriental was 15% cheaper, with 7% more delivered stems than in 2015.

Many products got better clock prices than last year; stood out with significant higher price: agapanthus, anigozanthos, asclepias, asparagus, aspidistra, campanula, carthamus, delphinium, dianthus barbatus, eustoma russellianum, gerbera grootbloemig, helianthus, matthiola, ornithogalum, pittosporum, and trachelium.

Only but a few products got lower clock prices than in last year; remarkable were aconitum and Scabiosa.





In week 25 the average price for houseplants was just 0.5% higher, while supply was 4% lower than in this week last year.

Phalaenopsis was 5% cheaper, with 4% more sold pots than last year.

Hydrangea/hortensia got 3.5% more in price, while supply was 50% higher than in 2015.

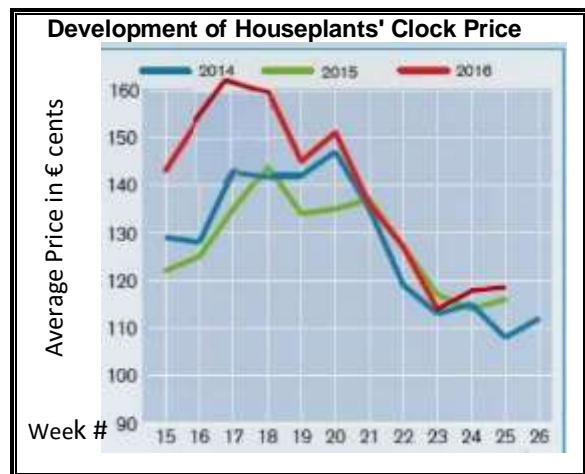
Kalanchoe achieved 6% higher price, for the same number of sold pots.

Calla/zantedeschia was 4% cheaper, while supply was about 14% higher.

Ficus was 2% cheaper, while supply was 33% lower than last year.

Dracaena was 26% higher in price, with some 10% fewer supplied pots.

Campanula was 16% cheaper; with 3% more sold pots 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. W25 Date: 29/06/2016

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 : 25 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\$ = 102.24 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	16,297,138				
Achilea -- D	420		40	28	0.27
Achilea -- I	0				
Alstroemeria -- D	239,805	10	180	69	0.68
Alstroemeria -- I	0				
Ammi majus -- D	19,470	1	120	61	0.59
Ammi majus -- I	0				
Anigozanthos -- D	7,335	18	140	61	0.59
Anigozanthos -- I	160		130	84	0.82 AUS NLD ZWE
Anthurium Pink -- D	72		180	149	1.46
Anthurium Pink -- I	9,194	5	160	71	0.69 THA
Anthurium Red -- D	332		210	133	1.30
Anthurium Red -- I	12,622	1	190	66	0.65 AUS THA USA ZAF
Anthurium White -- D	30		180	147	1.44
Anthurium White -- I	5,028	3	210	79	0.77 THA
Banksia -- D	0				
Banksia -- I	390	100	330	213	2.08 AUS NZL
Bupleurum -- D	22,980	5	110	47	0.46
Bupleurum -- I	0				
Calla -- D	63,579	5	300	77	0.76
Calla -- I	2,260		280	92	0.90 NLD NZL
Carnations Spray -- D	500,371	3	160	49	0.48
Carnations Spray -- I	512,171	1	85	31	0.30 COL
Carnations Standard -- D	477,470	1	770	46	0.45
Carnations Standard -- I	759,097	1	175	31	0.31 COL
Chrysanthemum Spray -- D	692,224	1	120	49	0.48
Chrysanthemum Spray -- I	554,390	8	150	44	0.43 KOR

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Delphinium -- D	208,399	7	400	75	0.73	
Delphinium -- I	0					
Dracaena -- D	30,780	10	110	37	0.36	
Dracaena -- I	246,454	1	135	27	0.26	SGP
Euphorbia Marginata -- D	5,070		70	47	0.46	
Euphorbia Marginata -- I	0					
Eustoma -- D	448,216	10	650	118	1.16	
Eustoma -- I	0					
Freesia -- D	0					
Freesia -- I	100		120	83	0.81	NLD
Gentiana -- D	161,140	21	180	58	0.56	
Gentiana -- I	0					
Gerbera -- D	385,542	3	200	22	0.22	
Gerbera -- I	0					
Gladiolus -- D	145,301	10	120	45	0.44	
Gladiolus -- I	0					
Gypsophila -- D	217,905	7	300	64	0.62	
Gypsophila -- I	16,292		80	37	0.36	ISR
Heliconia Caribeana -- D	40	129	355	213	2.08	
Heliconia Caribeana -- I	0					
Heliconia Pendula -- D	2,859		250	49	0.48	
Heliconia Pendula -- I	105		333	167	1.63	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	7,220	15	250	47	0.46	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,035		280	130	1.27	AUS NZL ZAF
Lily Casablanca -- D	25,237	20	900	314	3.08	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	86,379	5	450	66	0.64	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	359,840	3	110	43	0.42	
Limonium Sinuatum -- I	0					
Molucella -- D	2,760	35	120	70	0.68	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	200		180	128	1.25	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	9,780	20	100	61	0.59	SGP THA
Orchid Cymbidium -- D	299		400	279	2.73	
Orchid Cymbidium -- I	11,789	135	1,250	609	5.96	NLD NZL
Orchid Oncidium -- D	5,516	25	450	138	1.35	
Orchid Oncidium -- I	146,685	1	160	41	0.40	SGP TAI THA
Orchid Phalaenopsis -- D	9,663	25	1,600	320	3.13	
Orchid Phalaenopsis -- I	14,026	42	880	321	3.14	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	106,920	20	60	36	0.36	THA
Ornithogalum -- D	3,490	60	140	104	1.02	
Ornithogalum -- I	843	36	85	71	0.69	NLD ZAF
Protea King -- D	0					
Protea King -- I	808		1,600	213	2.08	AUS ZAF
Protea others -- D	0					
Protea others -- I	2,202	28	500	139	1.36	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	420		240	128	1.25	AUS NZL
Rose Total -- D	1,162,544	1	2,500	49	0.48	
Rose Total -- I	164,562	1	450	41	0.40	
Rose Amada -- D	13,704	5	190	72	0.71	
Rose Amada -- 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 Avalanche -- D	80,465	5	180	55	0.54	
Rose Avalanche -- I	80		25	23	0.22	IND NLD
Rose Carpe Diem -- D	25,509	5	150	57	0.56	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	15,094	10	120	59	0.58	COL
Rose Gold Rush -- D	22,549	10	180	65	0.64	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	200		30	22	0.22	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	3,800	4	50	18	0.18	
Rose Noblesse -- I	0					
Rose Red Roses D --	32,447	1	310	38	0.38	
Rose Red Roses I --	3,540		60	31	0.30	
Rose Red Star -- D	10,380	4	140	41	0.40	
Rose Red Star -- I	0					
Rose Samurai -- D	62,710	1	200	59	0.58	
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	41,449	1	140	44	0.43	
Rose Sweet Avalanche -- I	2,020	1	20	6	0.06	
Rose Sweet Unique -- D	1,160	10	90	51	0.50	
Rose Sweet Unique -- I	600		10	7	0.07	
Rose Teresa -- D	9,940	4	100	30	0.29	
Rose Teresa -- I	0					
Rose Tineke -- D	21,840	5	130	36	0.35	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	15,056	5	170	60	0.59	
Rose Yves Piaget -- I	130			15	0.15	NLD
Rose Spr Babe -- D	9,270	10	140	60	0.59	
Rose Spr Babe -- I	30		51	51	0.50	KOR
Rose Spr Lovely Lydia -- D	8,300	15	100	49	0.48	
Rose Spr Lovely Lydia -- I	410	60	65	61	0.59	KOR
Rose Spr Shooting Star -- D	6,480	17	150	68	0.66	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	16,500	17	180	89	0.87	
Sandersonia -- I	0					
Trachelium -- D	4,177	1	120	43	0.43	
Trachelium -- I	1,000		140	95	0.93	ISR NLD
Tulip -- D	0					
Tulip -- I	150		50	43	0.42	NLD
Waxflowers -- D	0					
Waxflowers -- I	3,980		150	38	0.37	AUS
<u>Green Foliage</u>						
Beargrass -- D	9		300	300	2.93	
Beargrass -- I	510	5	350	187	1.83	USA
Leatherleaves -- D	102,760	1	55	21	0.21	
Leatherleaves -- I	151,010	1	35	17	0.17	USA
Ruscus Israel -- D	6,495		36	15	0.15	
Ruscus Israel -- I	10,120		40	23	0.22	ISR
Ruscus Italian -- D	5,400	25	100	54	0.53	
Ruscus Italian -- I	6,900	1	75	46	0.45	ITA
Salal -- D	0					
Salal -- I	10,765	6	1,000	48	0.47	USA