

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.

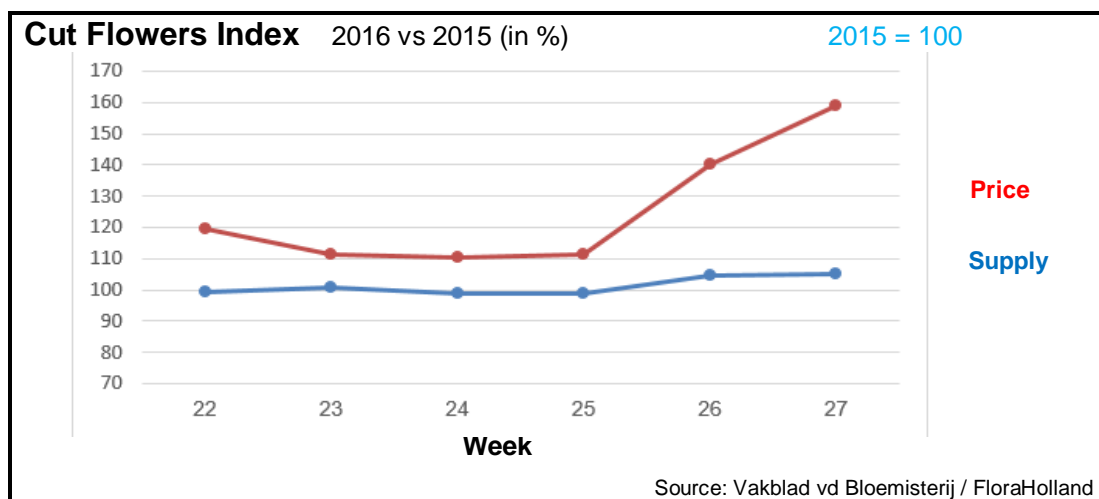
The Market Insider team

Week No. 27-2016

Date: 13/07/2016

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 27 the average price for cut flowers was 59% higher (!) than in the same week last year. The total sold quantity was 5% higher.

Rose big achieved 5% higher price than last year, with 6% fewer number of stems (Clock-only price was 93% higher than in week 27 of 2015).

Spray rose got 53% higher price, with 10% more supplied stems.

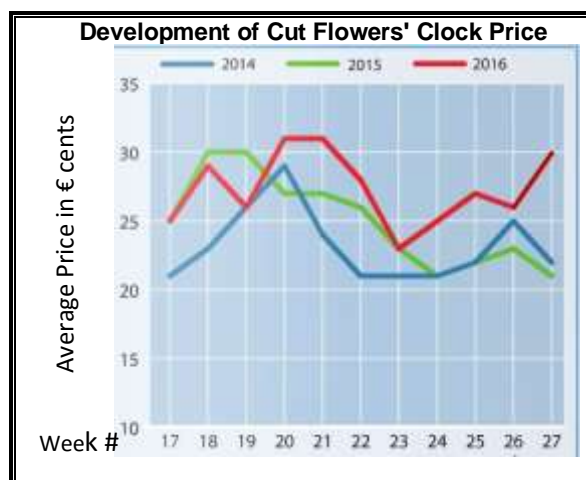
Rose small achieved 9% better price for 10% more stems.

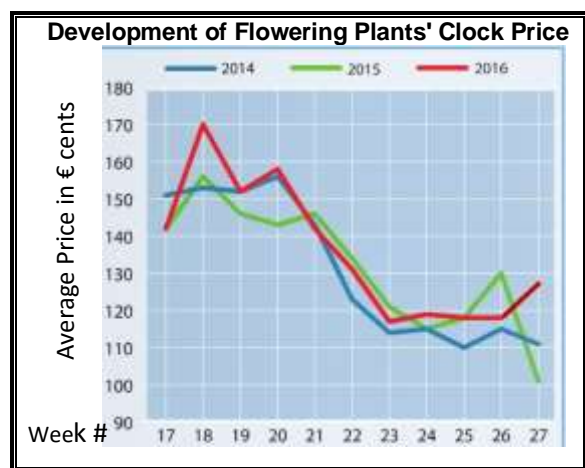
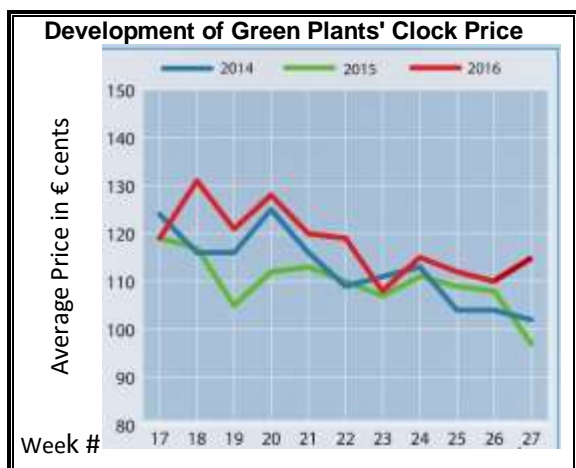
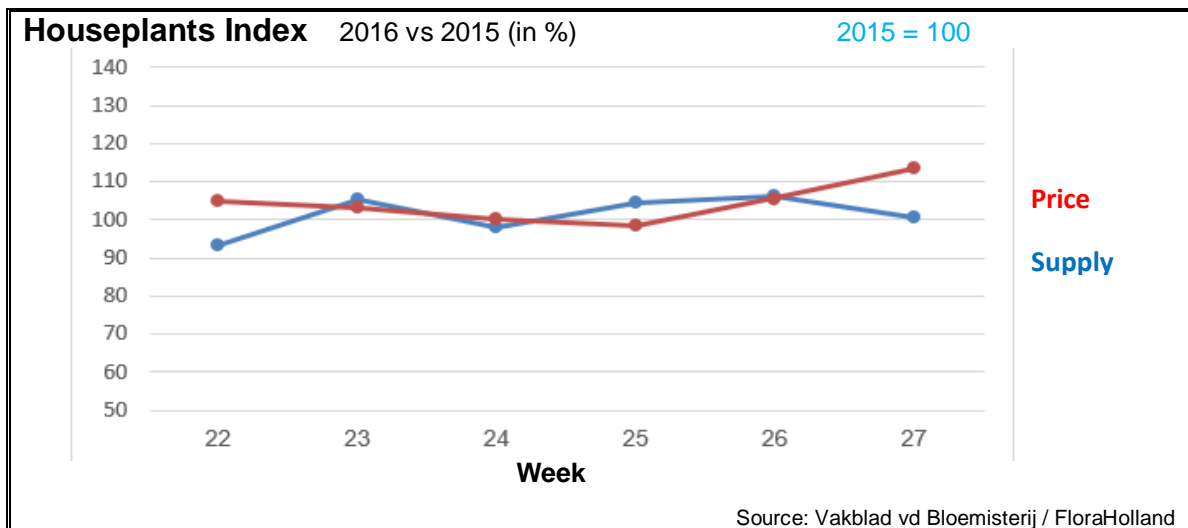
Peony got 53% higher price than last year, for a 53% fewer number of stems.

Helianthus got 100% more in price, with 7% more stems sold.

Gladioli got 80% higher price than in 2015, while the supply was 3% higher.

Almost all products got much better clock prices than last year; stood out with extremely higher, more than double price: achillea, aconitum, anigozanthos, campanula, carthamus, chrysanthemum spray, clarkia/godetia, gypsophila, ornithogalum, and scabiosa.





In week 27 the average price for houseplants was 14% higher, while supply was about the same as in this week last year.

Lower prices among the top 20 list were only for Spathiphyllum (-2.5%), and Zantedeschia (-9.3%). The rest were all higher in price.

Ficus was 36% more expensive, while supply was 28% lower than last year.

Dracaena was the same in price like last year, with some 27% more supplied pots.

Hydrangea/hortensia got 53% more in price, while supply was 19% lower than in 2015

The group Arrangements was 8% more expensive, while supply was 30% higher.

Pot lily was 3% more expensive; with 46% more sold pots than last year.

MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



International
Trade
Centre

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. W27 Date: 13/07/2016

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 : 27 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\$ = 104.29 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>	
<u>D = Domestic I = Imported</u>	<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	<u>US\$</u>
Total Cut Flowers Sold	19,526,580				
Achilea -- D	560		40	31	0.30
Achilea -- I	0				
Alstroemeria -- D	170,678	1	180	82	0.78
Alstroemeria -- I	0				
Ammi majus -- D	23,090	1	110	39	0.37
Ammi majus -- I	0				
Anigozanthos -- D	2,935	10	100	37	0.35
Anigozanthos -- I	400		130	66	0.63 AUS NLD ZWE
Anthurium Pink -- D	68		350	179	1.72
Anthurium Pink -- I	9,356	20	190	79	0.76 THA
Anthurium Red -- D	461		350	162	1.55
Anthurium Red -- I	12,184	15	200	88	0.84 AUS THA USA ZAF
Anthurium White -- D	237		120	101	0.97
Anthurium White -- I	4,703	26	200	107	1.03 THA
Banksia -- D	336		120	106	1.02
Banksia -- I	450	75	350	190	1.82 AUS NZL
Bupleurum -- D	11,485	2	120	65	0.62
Bupleurum -- I	0				
Calla -- D	82,942	1	280	70	0.67
Calla -- I	1,120		180	89	0.85 NLD NZL
Carnations Spray -- D	567,225	2	160	48	0.46
Carnations Spray -- I	786,983	5	65	32	0.30 COL
Carnations Standard -- D	556,922	1	180	49	0.47
Carnations Standard -- I	1,023,482	3	175	33	0.31 COL
Chrysanthemum Spray -- D	770,561	5	100	51	0.49
Chrysanthemum Spray -- I	911,799	9	150	40	0.39 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	162,851	5	350	91	0.87	
Delphinium -- I	0					
Dracaena -- D	43,702	1	300	34	0.32	
Dracaena -- I	253,369	1	135	27	0.25	SGP SGP
Euphorbia Marginata -- D	8,130		132	49	0.47	
Euphorbia Marginata -- I	0					
Eustoma -- D	510,868	5	650	122	1.17	
Eustoma -- I	0					
Gentiana -- D	844,980	10	350	38	0.37	
Gentiana -- I	0					
Gerbera -- D	328,293	3	110	24	0.23	
Gerbera -- I	0					
Gladiolus -- D	178,356	1	100	49	0.47	
Gladiolus -- I	0					
Gypsophila -- D	253,350	3	770	63	0.60	
Gypsophila -- I	16,274		80	38	0.36	ISR
Heliconia Caribea -- D	14	305	315	311	2.98	
Heliconia Caribea -- I	0					
Heliconia Pendula -- D	7,775		200	35	0.34	
Heliconia Pendula -- I	99		350	227	2.18	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,725	40	150	62	0.59	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,408		170	128	1.23	AUS NZL ZAF
Lily Casablanca -- D	31,597	43	1,000	301	2.89	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	111,465	10	350	74	0.71	
Lily Longiflorum -- I	16,400		50	35	0.34	KOR
Limonium Sinuatum -- D	471,150	3	100	44	0.42	
Limonium Sinuatum -- I	0					
Molucella -- D	800		110	86	0.83	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	400	97	250	139	1.33	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	3,980	30	120	76	0.73	SGP THA
Orchid Cymbidium -- D	0					
Orchid Cymbidium -- I	14,486	102	1,250	522	5.01	NLD NZL
Orchid Oncidium -- D	5,572	4	500	161	1.54	
Orchid Oncidium -- I	114,785	15	180	60	0.58	SGP SGP TAI THA
Orchid Phalaenopsis -- D	9,973	30	1,600	364	3.49	
Orchid Phalaenopsis -- I	13,568	40	880	351	3.36	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	123,010	20	100	52	0.50	THA
Ornithogalum -- D	13,585	40	130	74	0.71	
Ornithogalum -- I	320	30	75	42	0.40	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,106		1,500	152	1.46	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,380	50	1,200	158	1.51	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	180		240	227	2.18	AUS
Rose Total -- D	1,189,898		600	49	0.47	
Rose Total -- I	135,644		445	41	0.40	COL IND NLD
Rose Amada -- D	14,460	10	190	81	0.78	
Rose Amada -- I	0					
Rose Avalanche -- D	96,680		200	48	0.46	
Rose Avalanche -- I	600		18	11	0.11	IND

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Carpe Diem -- D	25,760	3	150	52	0.49	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	16,232	28	120	63	0.61	COL
Rose Gold Rush -- D	21,085	5	150	53	0.50	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	600		50	27	0.26	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	4,735	1	40	17	0.17	
Rose Noblesse -- I	0					
Rose Red Roses D --	32,776	1	420	41	0.40	
Rose Red Roses I --	4,780		100	36	0.35	
Rose Red Star -- D	11,210	5	140	51	0.49	
Rose Red Star -- I	0					
Rose Samurai -- D	70,010	5	200	64	0.62	
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	43,307	1	140	40	0.39	
Rose Sweet Avalanche -- I	500		3	3	0.03	
Rose Sweet Unique -- D	1,370	10	130	47	0.45	
Rose Sweet Unique -- I	700		15	8	0.08	
Rose Teresa -- D	10,180	5	100	41	0.39	
Rose Teresa -- I	0					
Rose Tineke -- D	26,405		130	28	0.27	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	13,680	3	170	49	0.47	
Rose Yves Piaget -- I	950		70	31	0.30	NLD
Rose Spr Babe -- D	10,315	4	100	53	0.51	
Rose Spr Babe -- I	400		90	64	0.61	KOR
Rose Spr Lovely Lydia -- D	9,005	2	110	54	0.52	
Rose Spr Lovely Lydia -- I	880	10	65	37	0.36	KOR
Rose Spr Shooting Star -- D	6,985	10	159	63	0.61	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	19,850	37	180	85	0.81	
Sandersonia -- I	0					
Trachelium -- D	270	17	80	51	0.49	
Trachelium -- I	900		135	89	0.85	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	2,230		80	53	0.51	AUS
Green Foliage						
Beargrass -- D	6		300	300	2.88	
Beargrass -- I	500	30	350	300	2.87	USA
Leatherleaves -- D	86,640	5	50	24	0.23	
Leatherleaves -- I	178,994	4	50	17	0.16	USA
Ruscus Israel -- D	5,560		48	13	0.13	
Ruscus Israel -- I	7,750		40	23	0.22	ISR
Ruscus Italian -- D	7,260	10	100	49	0.47	
Ruscus Italian -- I	1,645	14	85	51	0.49	ITA
Salal -- D	0					
Salal -- I	8,333	38	1,000	66	0.63	USA