

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.

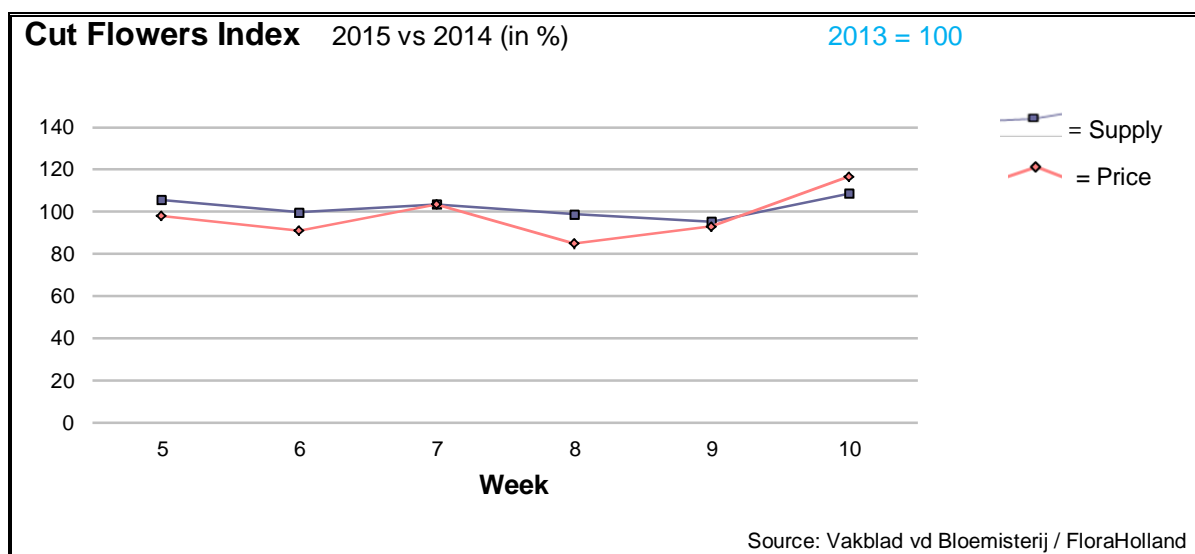
The Market Insider team

Week No. 10-2015

Date: 11/03/2015

The FloraHolland flower auctions' weekly supply and price index

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



In week10 the average price of cut flowers was 17% higher than the same week last year, with 9% more flowers; resulted in 27% more in sales turnover.

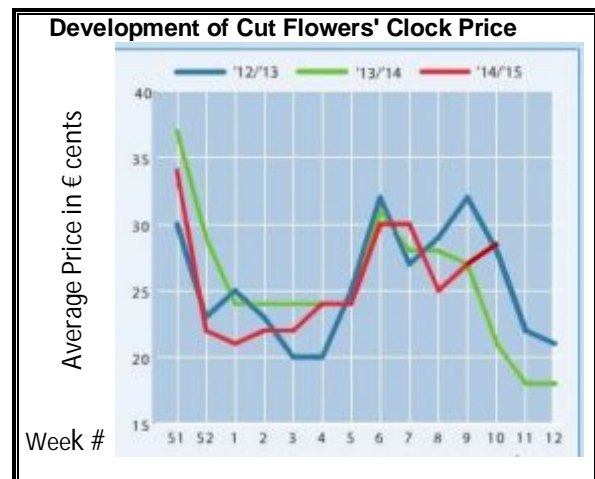
This positive situation followed the combination of still 'warm' market for the International Woman's Day (8 march), and the approaching Mothering Sunday in the British Islands (15 March).

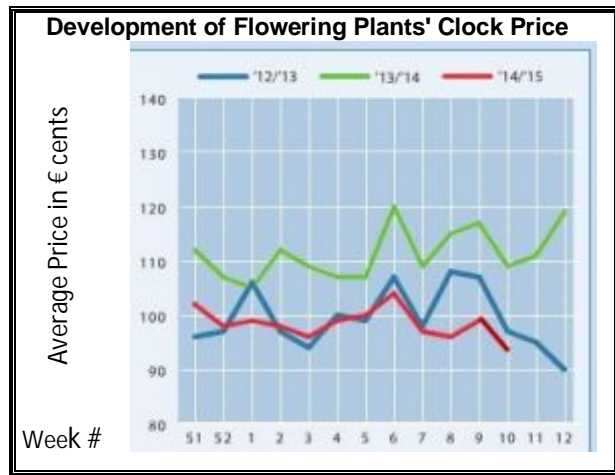
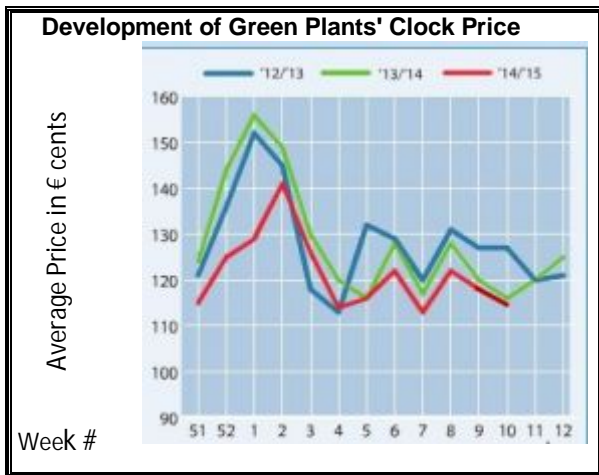
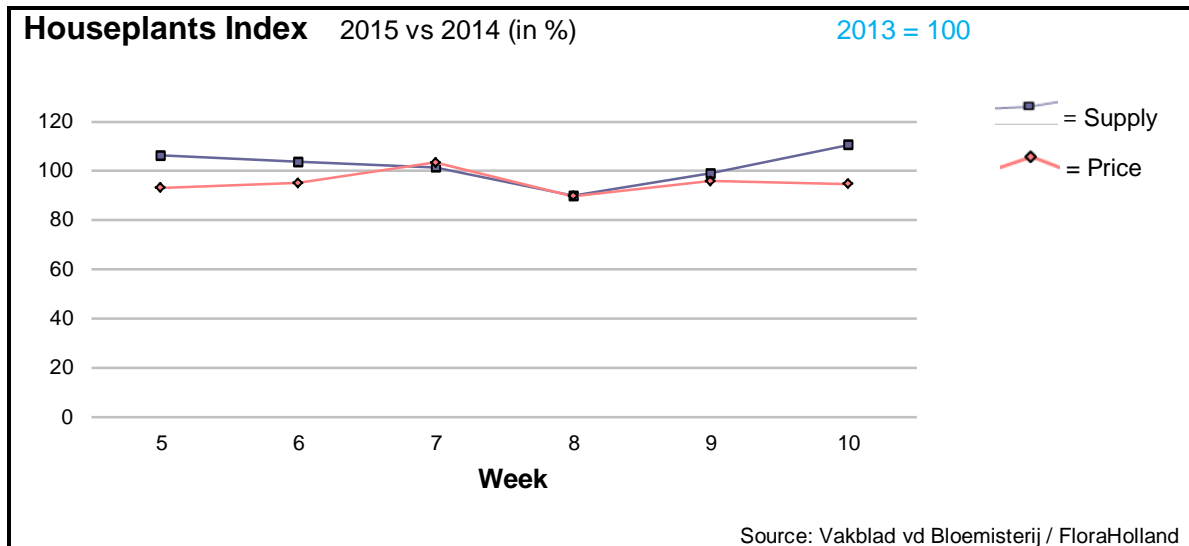
Tulips got 6% more in price, for 15% more stems. Big roses got 12% higher price for 7% higher supply.

Spray chrysanthemums fetched 26% more in price, while the supply was 44% higher.

Lily oriental got 6% better price for 44% more stems.

Actually, almost all cut flowers got better prices than last year; some remarkable results were in: agapanthus, alstroemeria, anemone, anigozanthos, anthurium, asclepias, chamelaucium/wax flower, carnation standard, carnation spray, eustoma, fatsia, gerbera mini, hypericum, limonium, ornithogalum, peony, pittosporum, protea, ranunculus, solidago, and trachelium.





In week 10 the average price of houseplants was 5% lower than last year, while supply was 11% higher. This resulted in a 5% higher turnover.

Like in the cut flowers, this week was under the impact of the approaching Mothering Sunday in UK and Ireland.

- Phalaenopsis was 5% cheaper than in 2014, while supply was 7% higher.
- Roses got 1% lower price, while the supply was 39% higher than in 2014.
- Kalanchoe lost 7% in price, for 32% more units.
- Narcissus got some 1% more in price, for 7% more supplied pots.
- Hyacinth lost 11% in price, while supply was 18% higher.
- Hydrangea/hortensia lost 20% in price, more than all other products within the top 15 list.
- Azalea got 12% better price, for 16% more sold pots.
- Dracaena got 4.5% better prices, while supply was 5.5% lower.
- Cyclamen lost 5% in price, for 42% higher supply.

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. W10 Date: 11/03/2015

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 : 10 in : 2015

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\$ = 121.69 Yen

<u>Product Name & Source</u>	<u>Quantity</u>	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
		<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	<u>US\$</u>	
D = Domestic I = Imported	Quantity	Lowest	Highest	Average	US\$	Main Origin
Total Cut Flowers Sold	22,527,688					
Alstroemeria -- D	379,650	20	1,000	74	0.61	
Alstroemeria -- I	11,980	10	70	38	0.32	COL ISR NLD
Ammi majus -- D	94,920	10	80	33	0.27	
Ammi majus -- I	0					
Anthurium Pink -- D	112		150	120	0.99	
Anthurium Pink -- I	4,808	10	153	75	0.62	THA
Anthurium Red -- D	370		250	139	1.14	
Anthurium Red -- I	6,122	3	240	90	0.74	AUS THA USA ZAF
Anthurium White -- D	291		180	76	0.62	
Anthurium White -- I	3,862	6	210	74	0.60	THA
Banksia -- D	25		380	364	2.99	
Banksia -- I	192	200	320	265	2.17	AUS NZL
Bupleurum -- D	26,241	10	120	64	0.53	
Bupleurum -- I	0					
Calla -- D	102,400	15	280	64	0.53	
Calla -- I	15,684	12	430	108	0.88	NLD NZL
Carnations Spray -- D	407,644	10	160	60	0.49	
Carnations Spray -- I	603,749	10	70	39	0.32	COL
Carnations Standard -- D	494,183	16	170	57	0.47	
Carnations Standard -- I	802,243	8	175	42	0.35	COL
Chrysanthemum Spray -- D	756,510	10	110	51	0.42	
Chrysanthemum Spray -- I	437,250	20	100	56	0.46	KOR
Delphinium -- D	93,153	14	400	151	1.24	
Delphinium -- I	0					
Dracaena -- D	15,389	16	300	51	0.42	
Dracaena -- I	298,746	5	140	39	0.32	SGP
Eustoma -- D	223,578	21	600	190	1.56	
Eustoma -- I	174,100	22	225	120	0.98	AUS
Freesia -- D	273,338	3	140	41	0.33	
Freesia -- I	5,600		40	32	0.26	NLD

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Gentiana -- D	0					
Gentiana -- I	500		260	188	1.54	NZL
Gerbera -- D	484,192	10	140	41	0.34	
Gerbera -- I	0					
Gladiolus -- D	53,855	10	130	68	0.56	
Gladiolus -- I	33,840	20	100	56	0.46	NLD
Gypsophila -- D	414,245	9	300	59	0.48	
Gypsophila -- I	6,711		110	57	0.47	ISR
Heliconia Caribe -- D	0					
Heliconia Caribe -- I	6	200	200	200	1.64	
Heliconia Pendula -- D	550		40	35	0.29	
Heliconia Pendula -- I	250		400	168	1.38	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,037	25	200	54	0.44	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	605		180	114	0.94	AUS NZL ZAF
Lily Casablanca -- D	22,438	43	1,000	448	3.68	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	55,425	35	200	105	0.86	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	576,126	10	110	53	0.43	
Limonium Sinuatum -- I	0					
Molucella -- D	3,690	30	100	63	0.52	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	4,060		120	84	0.69	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	171,550	5	90	28	0.23	SGP THA
Orchid Cymbidium -- D	35,818	60	3,000	311	2.56	
Orchid Cymbidium -- I	2,039		350	199	1.63	NLD NZL
Orchid Oncidium -- D	7,491	25	550	175	1.44	
Orchid Oncidium -- I	95,187	21	280	147	1.21	SGP TAI THA
Orchid Phalaenopsis -- D	16,480	53	2,000	482	3.96	
Orchid Phalaenopsis -- I	12,290	85	960	451	3.70	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	50,790	8	54	30	0.24	THA
Ornithogalum -- D	6,615	21	120	63	0.52	
Ornithogalum -- I	4,727	30	120	72	0.59	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,401		250	112	0.92	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,610	30	400	119	0.98	AUS NZL
Riceflowers -- D	3,210		200	97	0.80	
Riceflowers -- I	340		200	149	1.23	AUS NZL
Rose Total -- D	784,212	5	1,000	111	0.91	
Rose Total -- I	602,222	4	400	60	0.49	
Rose Amada -- D	6,740	50	1,000	148	1.22	
Rose Amada -- I	0					
Rose Avalanche -- D	70,355	25	200	107	0.88	
Rose Avalanche -- I	30,840	8	125	43	0.35	IND NLD
Rose Carpe Diem -- D	10,902	30	200	122	1.00	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	38,160	22	171	100	0.82	COL
Rose Gold Rush -- D	10,935	30	200	111	0.91	
Rose Gold Rush -- I	590	70	90	78	0.64	
Rose Gold Strike -- D	850		140	92	0.75	
Rose Gold Strike -- I	38,940	10	80	27	0.22	COL IND
Rose Noblesse -- D	3,210	30	141	74	0.61	
Rose Noblesse -- I	9,030	10	60	33	0.27	IND NLD
Rose Red Roses D --	23,429	20	550	97	0.79	
Rose Red Roses I --	32,341		150	76	0.62	

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Red Star -- D	7,524	30	170	104	0.85	
Rose Red Star -- I	0					
Rose Samurai -- D	42,656	30	225	135	1.11	
Rose Samurai -- I	10,880	4	132	86	0.70	IND
Rose Sweet Avalanche -- D	30,745	30	185	105	0.86	
Rose Sweet Avalanche -- I	10,720	35	120	65	0.53	
Rose Sweet Unique -- D	4,035	30	175	107	0.88	
Rose Sweet Unique -- I	13,034	30	135	77	0.63	COL
Rose Teresa -- D	3,510	30	160	103	0.84	
Rose Teresa -- I	0					
Rose Tineke -- D	14,671	25	180	105	0.86	
Rose Tineke -- I	2,575		35	29	0.24	IND
Rose Yves Piaget -- D	13,013	30	250	135	1.11	
Rose Yves Piaget -- I	410		200	77	0.63	NLD
Rose Spr Babe -- D	9,185	40	200	135	1.11	
Rose Spr Babe -- I	12,229	40	170	61	0.50	KOR
Rose Spr Lovely Lydia -- D	4,905	40	225	142	1.17	
Rose Spr Lovely Lydia -- I	1,710	40	120	70	0.57	KOR
Rose Spr Shooting Star -- D	4,825	40	200	133	1.09	
Rose Spr Shooting Star -- I	960		90	62	0.51	KOR NLD
Sandersonia -- D	18,690	30	230	102	0.83	
Sandersonia -- I	0					
Trachelium -- D	40		100	100	0.82	
Trachelium -- I	450		130	123	1.01	
Tulip -- D	815,879	5	160	53	0.43	
Tulip -- I	300		180	72	0.59	NLD
Waxflowers -- D	690		50	50	0.41	
Waxflowers -- I	2,980		70	49	0.40	AUS
Green Foliage						
Beargrass -- D	5		120	112	0.92	
Beargrass -- I	1,140	18	330	121	1.00	USA
Leatherleaves -- D	50,020	7	65	34	0.28	
Leatherleaves -- I	332,120	10	45	21	0.17	USA
Ruscus Israel -- D	5,030		60	30	0.25	
Ruscus Israel -- I	7,065		45	35	0.29	ISR
Ruscus Italian -- D	420		90	56	0.46	
Ruscus Italian -- I	19,750	24	81	48	0.39	ITA
Salal -- D	0					
Salal -- I	18,277	20	700	157	1.29	USA