

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.

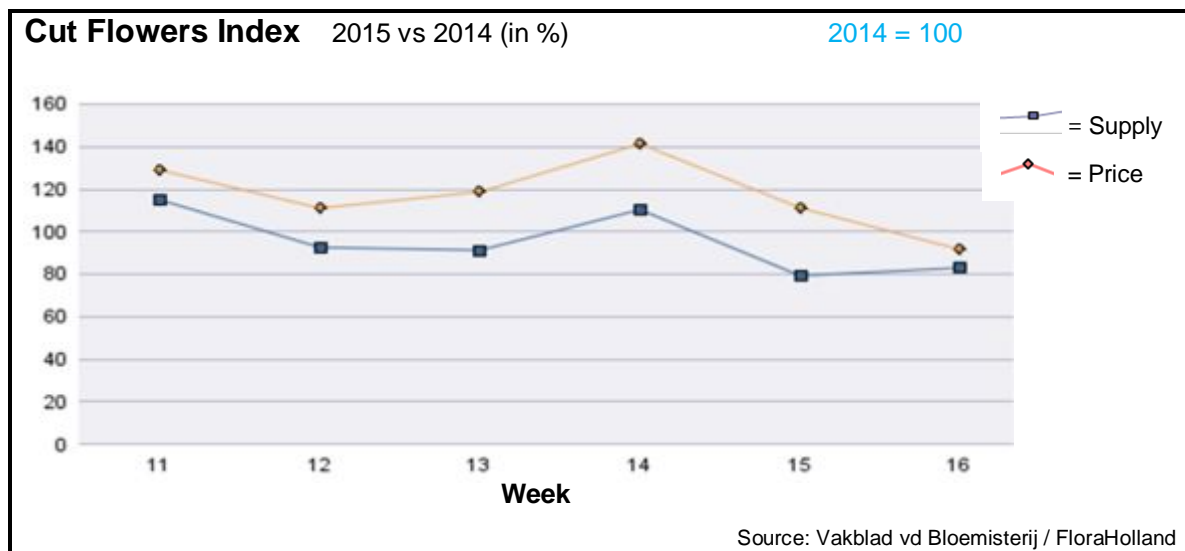
The Market Insider team

Week No. 16-2015

Date: 22/04/15

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 week 16 the cut flowers average price was 11% lower than the in week 16 of 2014 (which was then the Easter week).

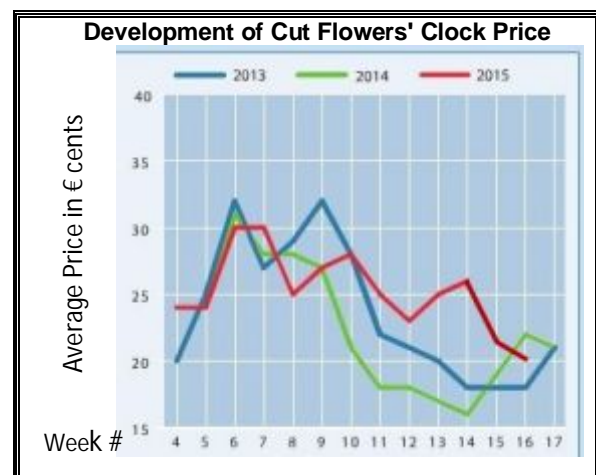
The supplied quantities were 17% lower
This resulted in a 24% lower sales turnover.

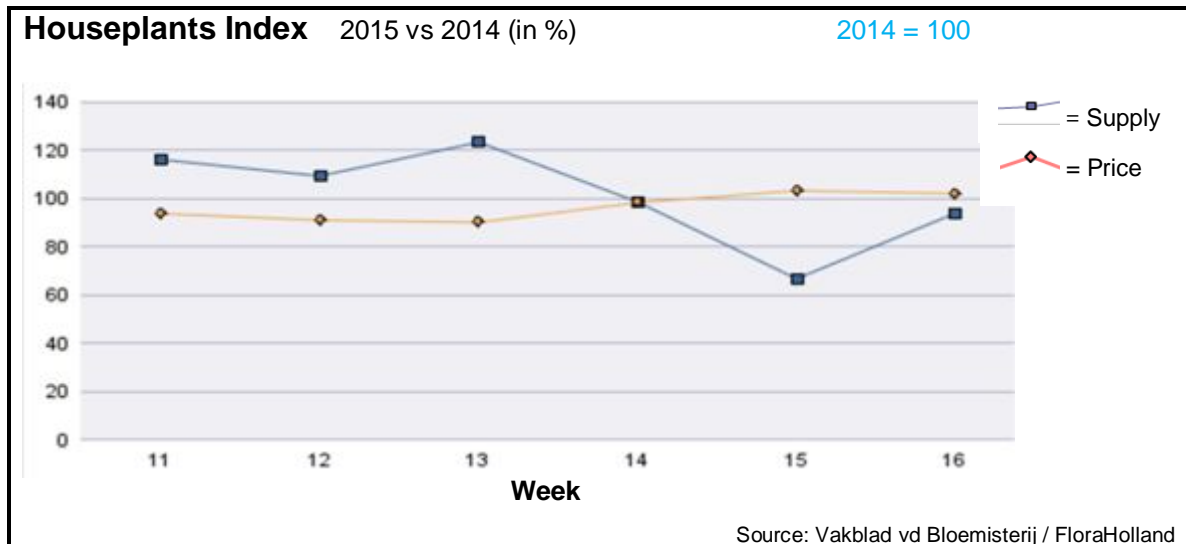
Tulips quantities went sharply down, while their prices were much higher than last year. The end of the season is earlier now than last year.

Unlike most products, which supply was lower, chrysanthemums supply was the same like last year, and the price went down by 37%

Some products got better price than last year; standing out were: agapanthus, ammi, anigozanthos, delphinium, eucalyptus, eustoma, fatsia, grevillea, hypericum, ornithogalum, paeonia, and trachelium.

However, some other products got much lower price: asclepias, aspidistra, aster, gerbera large, gerbera mini, gypsophila, narcissus, rose big, and rose small.





In week 16 the average price for houseplants was 2% higher than in this week last year.

The total quantity was lower by 6%, resulted in a 4% lower sales turnover.

Generally, the green plants were better in price than the flowering types.

Kalanchoe however gained 11% higher price, while the supply was 31% lower.

Zantedeschia got 5% lower price, even though the supply was lower.

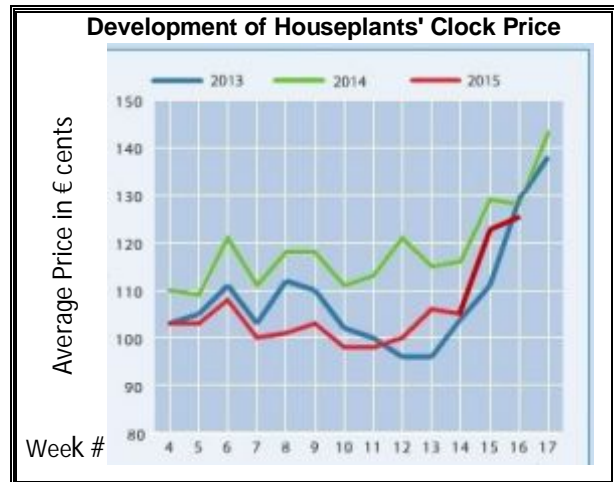
Anthurium got 1% lower price with fewer supplied pots.

Pot-chrysanthemums lost 40% in price, for just 5% more supplied units.

Phalaenopsis got 6% less in price, for 5% more pots.

Expectations are for better prices for flowering plants during weeks 17 and 18, with the increasing demand for Mother's Day.

The nice weather creates demand for plants that are doing well also outdoor, like campanula and pelargonium.





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. W16 Date: 22/04/2015

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 : 15 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\$ = 119.46 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	15,684,161					
Alstroemeria -- D	441,790	12	1,000	58	0.48	
Alstroemeria -- I	320		100	63	0.53	COL ISR NLD
Ammi majus -- D	66,640	7	120	29	0.25	
Ammi majus -- I	0					
Anigozanthos -- D	4,605	10	120	35	0.29	
Anigozanthos -- I	790		60	49	0.41	AUS NLD ZWE
Anthurium Pink -- D	150		200	130	1.09	
Anthurium Pink -- I	7,621	25	180	74	0.62	THA
Anthurium Red -- D	378		350	132	1.10	
Anthurium Red -- I	7,556	22	200	92	0.77	AUS THA USA ZAF
Anthurium White -- D	212		100	56	0.47	
Anthurium White -- I	3,610	17	190	71	0.60	THA
Banksia -- D	23		350	302	2.53	
Banksia -- I	192	200	400	258	2.16	AUS NZL
Brodea -- D	20		100	90	0.75	
Brodea -- I	0					
Bupleurum -- D	53,940	6	110	49	0.41	
Bupleurum -- I	0					
Calla -- D	131,302	15	361	68	0.57	
Calla -- I	6,465	30	300	140	1.17	NLD NZL
Carnations Spray -- D	464,243	12	160	52	0.43	
Carnations Spray -- I	434,779	10	70	35	0.29	COL
Carnations Standard -- D	464,394	6	280	58	0.48	
Carnations Standard -- I	580,894	5	270	43	0.36	COL
Chrysanthemum Spray -- D	649,842	2	110	44	0.37	
Chrysanthemum Spray -- I	447,600	5	90	44	0.37	KOR
Delphinium -- D	159,952	3	400	87	0.73	
Delphinium -- I	0					
Dracaena -- D	22,241	16	4,000	47	0.39	
Dracaena -- I	303,030	2	160	32	0.27	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Eustoma -- D	275,628	21	700	203	1.70	
Eustoma -- I	0					
Freesia -- D	71,605	15	70	41	0.35	
Freesia -- I	0					
Gentiana -- D	0					
Gentiana -- I	430		100	90	0.75	
Gerbera -- D	633,178	7	140	30	0.25	
Gerbera -- I	0					
Gladiolus -- D	79,765	15	120	66	0.55	
Gladiolus -- I	5,100	25	60	46	0.38	NLD
Gypsophila -- D	318,095	10	300	57	0.48	
Gypsophila -- I	7,697		70	56	0.47	ISR
Heliconia Caribea -- D	0					
Heliconia Caribea -- I	30	180	400	312	2.61	
Heliconia Pendula -- D	340		60	37	0.31	
Heliconia Pendula -- I	270		700	158	1.32	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,642	30	110	61	0.51	AUS NZL ZAF
Leucospermum Cordifolium -- D	35			212	1.77	
Leucospermum Cordifolium -- I	90		250	225	1.89	AUS NZL ZAF
Lily Casablanca -- D	16,766	43	1,000	443	3.70	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	57,185	20	220	98	0.82	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	734,365	3	65	17	0.14	
Limonium Sinuatum -- I	0					
Molucella -- D	10,690	20	120	66	0.55	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,100		80	50	0.42	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	113,570	6	90	31	0.26	SGP THA
Orchid Cymbidium -- D	20,986	67	3,000	299	2.50	
Orchid Cymbidium -- I	1,546		1,000	191	1.60	NLD NZL
Orchid Oncidium -- D	5,041	25	550	186	1.56	
Orchid Oncidium -- I	86,305	30	245	122	1.02	SGP TAI THA
Orchid Phalaenopsis -- D	16,342	36	1,600	361	3.03	
Orchid Phalaenopsis -- I	8,488	67	1,035	487	4.08	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	81,420	6	51	32	0.26	THA
Ornithogalum -- D	37,290	10	140	36	0.30	
Ornithogalum -- I	1,002	35	85	66	0.55	NLD ZAF
Protea King -- D	0					
Protea King -- I	360		1,800	630	5.27	AUS ZAF
Protea others -- D	0					
Protea others -- I	514	100	600	306	2.56	AUS NZL
Riceflowers -- D	2,490		200	80	0.67	
Riceflowers -- I	198	51	200	162	1.35	AUS NZL
Rose Total -- D	974,748	7	600	91	0.77	
Rose Total -- I	162,566	20	1,200	65	0.54	
Rose Amada -- D	8,970	40	200	119	1.00	
Rose Amada -- I	0					
Rose Avalanche -- D	69,935	30	180	87	0.73	
Rose Avalanche -- I	1,930	30	110	61	0.51	IND
Rose Carpe Diem -- D	14,321	23	200	102	0.85	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	15,245		160	102	0.85	COL
Rose Gold Rush -- D	18,605	20	165	88	0.73	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	800		120	85	0.71	
Rose Gold Strike -- I	3,820	30	96	46	0.39	COL IND

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Noblesse -- D	5,580	15	126	63	0.52	
Rose Noblesse -- I	4,140	25	64	40	0.33	IND NLD
Rose Red Roses D --	31,626	20	550	82	0.69	
Rose Red Roses I --	9,007		160	47	0.39	
Rose Red Star -- D	11,124	20	160	86	0.72	
Rose Red Star -- I	0					
Rose Samurai -- D	51,430	30	201	108	0.90	
Rose Samurai -- I	260		50	46	0.38	IND
Rose Sweet Avalanche -- D	34,535	20	160	87	0.73	
Rose Sweet Avalanche -- I	1,280	30	90	68	0.57	
Rose Sweet Unique -- D	5,840	30	140	89	0.74	
Rose Sweet Unique -- I	80		150	135	1.13	
Rose Teresa -- D	8,810	30	140	81	0.68	
Rose Teresa -- I	0					
Rose Tineke -- D	19,247	19	160	73	0.61	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	18,714	30	200	94	0.79	
Rose Yves Piaget -- I	650		100	64	0.54	NLD
Rose Spr Babe -- D	8,385	40	162	107	0.89	
Rose Spr Babe -- I	600		102	79	0.66	KOR
Rose Spr Lovely Lydia -- D	4,340	60	162	120	1.00	
Rose Spr Lovely Lydia -- I	1,470		81	62	0.52	KOR
Rose Spr Shooting Star -- D	6,310	40	180	106	0.89	
Rose Spr Shooting Star -- I	480		73	67	0.56	KOR NLD
Sandersonia -- D	22,740	35	140	92	0.77	
Sandersonia -- I	0					
Trachelium -- D	200		120	104	0.87	
Trachelium -- I	1,320		120	93	0.78	ISR NLD
Tulip -- D	35,950	10	150	41	0.34	
Tulip -- I	100			170	1.42	NLD
Waxflowers -- D	1,005		64	46	0.39	
Waxflowers -- I	900		65	51	0.43	AUS
Green Foliage						
Beargrass -- D	6		100	100	0.84	
Beargrass -- I	588	200	400	153	1.28	USA
Leatherleaves -- D	81,620	7	65	30	0.25	
Leatherleaves -- I	224,100	10	39	18	0.15	USA
Ruscus Israel -- D	4,850		40	17	0.14	
Ruscus Israel -- I	9,515		40	28	0.23	ISR
Ruscus Italian -- D	280		40	32	0.27	
Ruscus Italian -- I	9,550	15	70	40	0.33	ITA
Salal -- D	0					
Salal -- I	10,229	25	2,250	204	1.71	USA