

## 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.

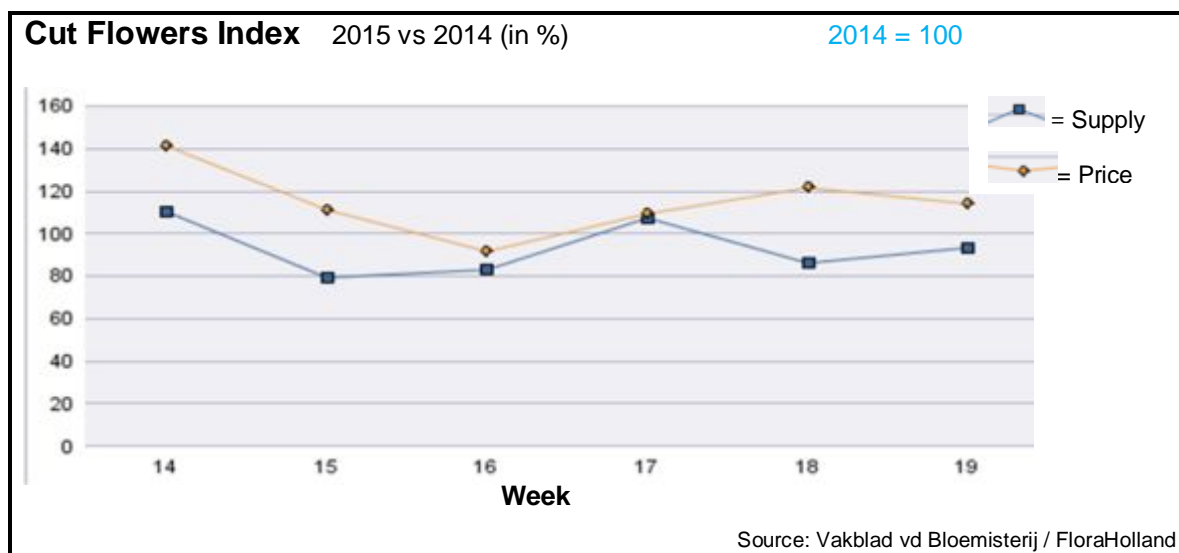
The Market Insider team

Week No. 19-2015

Date: 13/05/15

#### 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 19, the Mother's Day week, the cut flowers average price was 14% higher than the in week 19 of 2014.

The supplied quantities were 6.9% higher, resulted in 6.4% higher sales turnover.

Among the top-20 products, only freesia got lower price than last year.

Big roses got 10% better price, for 5.5% less flowers than last year.

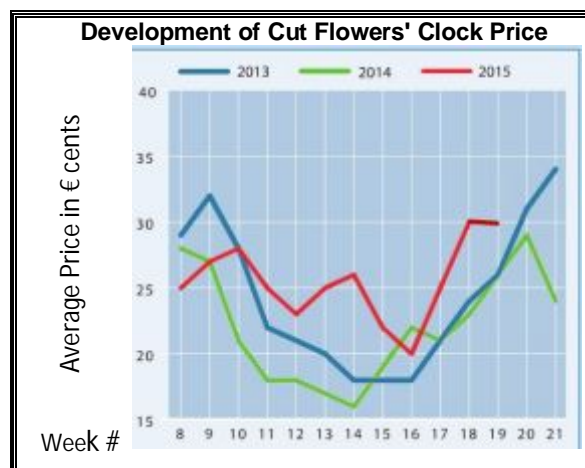
Small roses were disappointing: the same price as last year, with 27% lower supply.

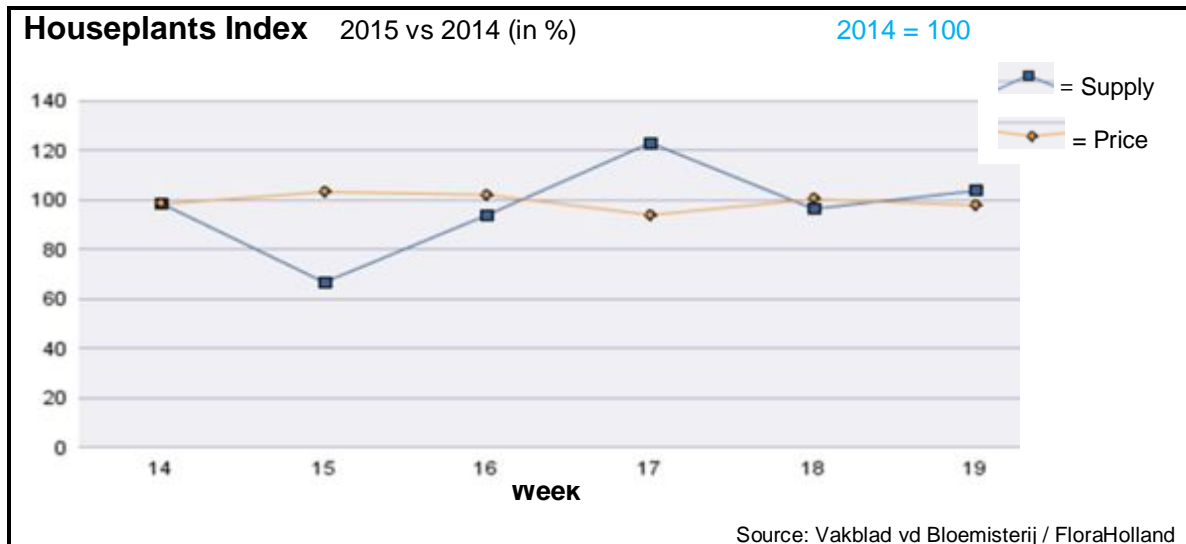
Peony brought 24% higher price, while supply was 25% lower.

Hydrangea got 28.5% more in price, for 11.7% less in supply.

Most products got better price than last year; standing out with better price were: aconitum, agapanthus, ammi, anemone, anigozanthos, eucalyptus, fatsia, gerbera mini, gladiolus, gypsophila, hypericum, leucadendron, ranunculus, solidago, and tulip.

Some products got lower price; among them: aspidistra, wax flower, narcissus, and protea.





In week 19 the price for houseplants was still at the same level as in this week last year: The total quantity was higher by 4.3%, while the price was by 2.1% lower.

The Bougainvillea was the forerunner this week: with 33.7% higher price, for 10% more units.

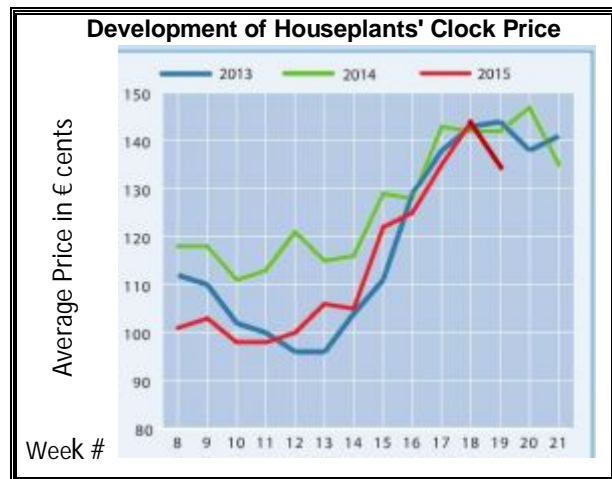
Hydrangea/hortensia got 8.4% for 7.7% less units.

Dracaena got 7.8% more in price, while supply was the same as last year.

Arrangements were strong this week; with 42% more supplied pots; but the price was 16% lower.

Spathiphyllum got 13% lower price for 37% more in supply.

Pot-roses got the same price like last year, while the supply was 19% higher.





**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. W19 Date: 13/05/2015**

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 : 19 in : 2015**

**Index:**

<b>Quantity</b>	Number of stems auctioned in the four reporting auctions together
<b>Lowest</b>	Lowest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Highest</b>	Highest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average</b>	Average stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average US\$</b>	Average stem price, converted to US Dollar, as per the relevant exchange rate given below.
<b>Main Origin</b>	Main countries of origin; See abbreviations in the table at the head of this report.

**Exchange Rate** 1 US\$ = 120.17 Yen

<b>Product Name &amp; Source</b> D = Domestic I = Imported	<b>Quantity</b>	<b>Price in Japanese Yen</b>			<b>Average</b>	<b>Main Origin</b>
		<b>Lowest</b>	<b>Highest</b>	<b>Average</b>	<b>US\$</b>	
<b>Total Cut Flowers Sold</b>	<b>26,761,046</b>					
Alstroemeria -- D	528,739	5	500	54	0.45	
Alstroemeria -- I	0					
Ammi majus -- D	96,710	15	175	42	0.35	
Ammi majus -- I	0					
Anigozanthos -- D	4,905	2	130	55	0.46	
Anigozanthos -- I	220		160	122	1.02	AUS NLD ZWE
Anthurium Pink -- D	115		180	101	0.84	
Anthurium Pink -- I	13,390	13	150	56	0.47	THA
Anthurium Red -- D	445		250	109	0.91	
Anthurium Red -- I	13,072	7	240	54	0.45	AUS THA USA ZAF
Anthurium White -- D	344		150	71	0.59	
Anthurium White -- I	5,477	10	190	54	0.45	THA
Banksia -- D	24		350	300	2.50	
Banksia -- I	84	100	350	199	1.66	AUS NZL
Brodea -- D	390		100	32	0.27	
Brodea -- I	0					
Bupleurum -- D	64,810	10	130	58	0.48	
Bupleurum -- I	0					
Calla -- D	121,755	2	350	67	0.56	
Calla -- I	3,024	30	300	154	1.28	NLD NZL
Carnations Spray -- D	1,361,522		200	67	0.56	
Carnations Spray -- I	1,470,411	1	200	33	0.28	COL
Carnations Standard -- D	1,511,453	1	310	75	0.62	
Carnations Standard -- I	2,915,264	1	280	48	0.40	COL
Chrysanthemum Spray -- D	865,925	4	135	57	0.48	
Chrysanthemum Spray -- I	489,043	1	120	58	0.48	KOR
Delphinium -- D	183,525	3	300	88	0.74	
Delphinium -- I	0					
Dracaena -- D	32,651	7	200	42	0.35	
Dracaena -- I	455,457	2	160	36	0.30	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Eustoma -- D	381,241	20	800	216	1.80	
Eustoma -- I	3,080	60	180	152	1.27	AUS
Freesia -- D	9,745	2	60	30	0.25	
Freesia -- I	0					
Gentiana -- D	270		200	144	1.20	
Gentiana -- I	0					
Gerbera -- D	670,326	10	150	52	0.43	
Gerbera -- I	0					
Gladiolus -- D	103,540	9	110	64	0.53	
Gladiolus -- I	0					
Gypsophila -- D	701,934	15	2,000	74	0.62	
Gypsophila -- I	7,340		100	60	0.50	ISR
Heliconia Pendula -- D	2,430		65	26	0.22	
Heliconia Pendula -- I	306		333	109	0.91	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	16,470	5	100	31	0.26	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	75		250	172	1.43	AUS NZL ZAF
Lily Casablanca -- D	32,839	25	1,000	382	3.18	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	75,490	10	185	92	0.77	
Lily Longiflorum -- I	4,120		110	65	0.54	KOR
Limonium Sinuatum -- D	774,862	1	75	26	0.22	
Limonium Sinuatum -- I	0					
Molucella -- D	9,060	10	120	64	0.54	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	40			170	1.41	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	85,470	6	120	56	0.47	SGP THA
Orchid Cymbidium -- D	18,137	81	3,000	351	2.92	
Orchid Cymbidium -- I	896	180	1,250	646	5.38	NLD NZL
Orchid Oncidium -- D	6,201	25	470	186	1.55	
Orchid Oncidium -- I	117,415	4	200	104	0.87	SGP TAI THA
Orchid Phalaenopsis -- D	16,025	15	1,600	362	3.01	
Orchid Phalaenopsis -- I	10,797	8	1,035	383	3.19	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	177,680	10	70	40	0.33	THA
Ornithogalum -- D	45,035	10	150	35	0.30	
Ornithogalum -- I	1,954	1	90	65	0.54	NLD ZAF
Protea King -- D	26		680	648	5.39	
Protea King -- I	381	86	1,300	577	4.80	AUS ZAF
Protea others -- D	0					
Protea others -- I	959	40	1,000	161	1.34	AUS NZL
Riceflowers -- D	5,780		250	99	0.83	
Riceflowers -- I	100		50	45	0.37	AUS
<b>Rose Total -- D</b>	<b>1,586,235</b>		<b>600</b>	<b>88</b>	<b>0.73</b>	
<b>Rose Total -- I</b>	<b>472,000</b>	<b>1</b>	<b>700</b>	<b>57</b>	<b>0.47</b>	
Rose Amada -- D	15,420	8	225	111	0.92	
Rose Amada -- I	0					
Rose Avalanche -- D	107,615	1	180	61	0.50	
Rose Avalanche -- I	1,830	5	70	25	0.21	IND NLD
Rose Carpe Diem -- D	20,724	21	200	107	0.89	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	30		70	70	0.58	
Rose Freedom -- I	19,562	20	160	109	0.91	COL
Rose Gold Rush -- D	20,113	20	170	94	0.78	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	1,540		120	62	0.52	
Rose Gold Strike -- I	8,500	1	60	23	0.19	COL IND
Rose Noblesse -- D	8,590	5	120	47	0.39	
Rose Noblesse -- I	3,800	7	60	29	0.24	IND

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Red Roses D --	76,000	5	580	61	0.51	
Rose Red Roses I --	38,357		160	56	0.47	
Rose Red Star -- D	13,225	10	180	83	0.69	
Rose Red Star -- I	0					
Rose Samurai -- D	74,545	5	200	106	0.88	
Rose Samurai -- I	6,890	10	90	67	0.56	IND
Rose Sweet Avalanche -- D	49,915	6	175	89	0.74	
Rose Sweet Avalanche -- I	1,460	15	85	61	0.51	
Rose Sweet Unique -- D	3,410	30	175	105	0.87	
Rose Sweet Unique -- I	8,740	20	130	70	0.58	
Rose Teresa -- D	28,400	20	150	67	0.56	
Rose Teresa -- I	0					
Rose Tineke -- D	31,915	1	160	43	0.36	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	24,308	2	230	118	0.98	
Rose Yves Piaget -- I	150		100	87	0.72	NLD
Rose Spr Babe -- D	14,850	20	185	128	1.06	
Rose Spr Babe -- I	2,732		160	95	0.79	KOR
Rose Spr Lovely Lydia -- D	9,180	30	230	153	1.27	
Rose Spr Lovely Lydia -- I	610		150	72	0.60	KOR
Rose Spr Shooting Star -- D	9,970	40	225	117	0.97	
Rose Spr Shooting Star -- I	640	22	100	63	0.53	KOR NLD
Sandersonia -- D	45,340	50	180	89	0.74	
Sandersonia -- I	0					
Trachelium -- D	1,160		120	87	0.72	
Trachelium -- I	1,550		120	101	0.84	ISR NLD
Tulip -- D	50		70	70	0.58	
Tulip -- I	0					
Waxflowers -- D	3,065		100	42	0.35	
Waxflowers -- I	0					
<b>Green Foliage</b>						
Beargrass -- D	6		500	333	2.77	
Beargrass -- I	1,190	13	330	77	0.64	USA
Leatherleaves -- D	120,350	5	60	29	0.24	
Leatherleaves -- I	324,170	2	40	18	0.15	USA
Ruscus Israel -- D	5,460		50	18	0.15	
Ruscus Israel -- I	8,815		40	35	0.29	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	18,790	12	75	46	0.38	ITA
Salal -- D	10		200	200	1.66	
Salal -- I	23,969	28	650	217	1.80	USA