

## 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.

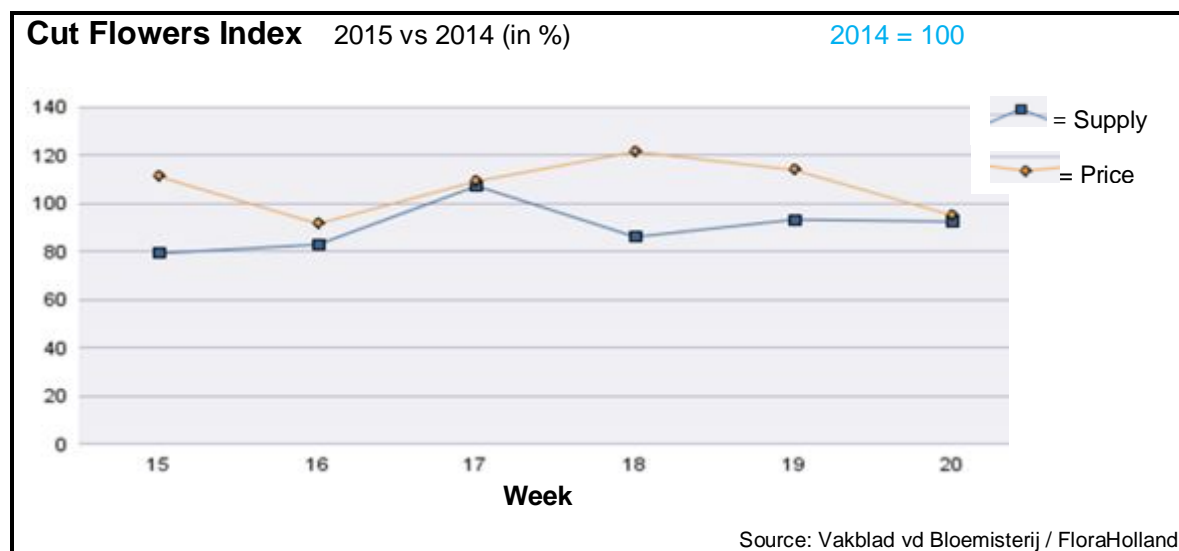
The Market Insider team

Week No. 20-2015

Date: 20/05/15

#### 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 20, the week after Mother's Day, the cut flowers average price was 5% lower than the in this week of 2014.

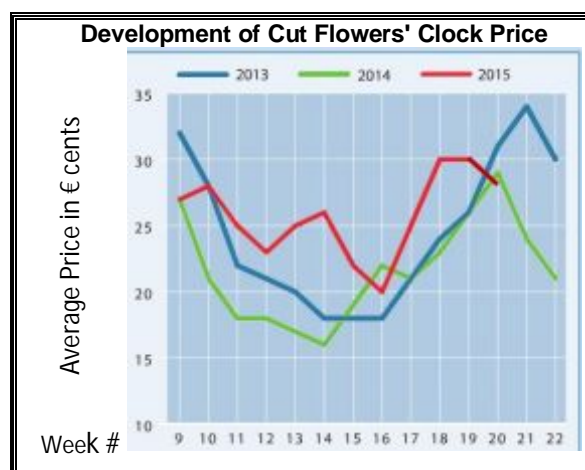
The supplied quantities were 8% lower, since now there were only 4 auction days (Ascension Day)

Yet, there were some products with higher supply and much lower prices; like: gerbera mini, carnations standard, and lily LA.

Small roses were disappointing: -5% in price than last year, with 25% lower supply.

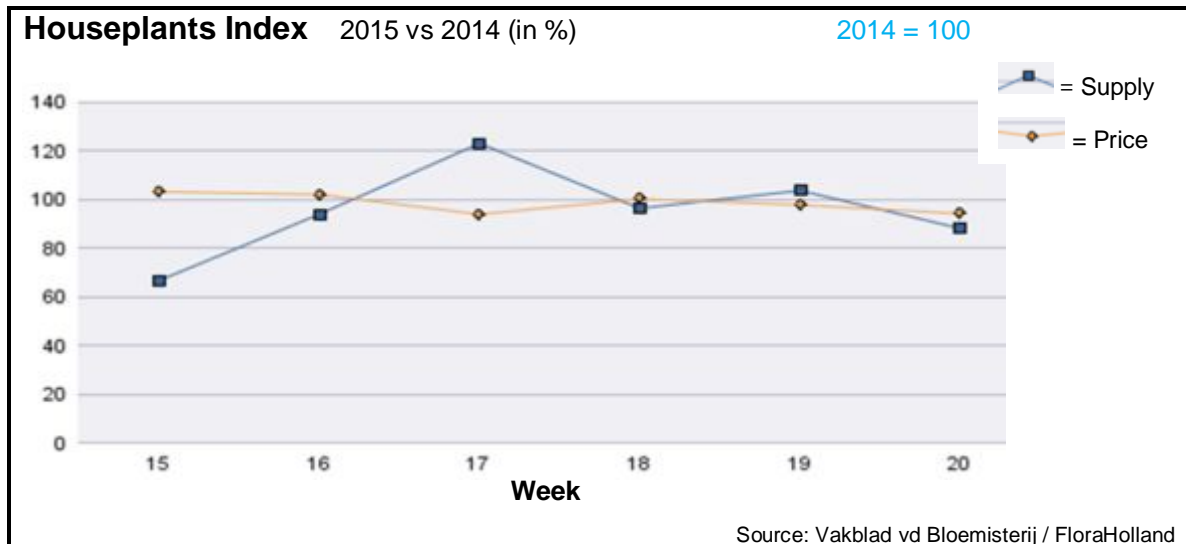
Chrysanthemums and tulips won some better price, for lower supply.

Lisianthus 'double' got 24% more in price, for 7% less in supply.



Some products got better price than last year; standing out with better price were: agapanthus, ammi, chamelaucium/wax flower, eucalyptus, gladiolus, hypericum, and solidago.

Some products got lower price; among them: asclepias, aspidistra, gerbera big, nerine, protea, trachelium, and veronica.



In week 20 the price for houseplants was 6% lower than in this week last year.

The total quantity was lower by 12%, while the price was by 2.1% lower, since now there were only 4 auction days (Ascension Day).

This resulted in a 17% lower sales turnover.

Phalaenopsis got 5% less in price, for 15% less supplied units.

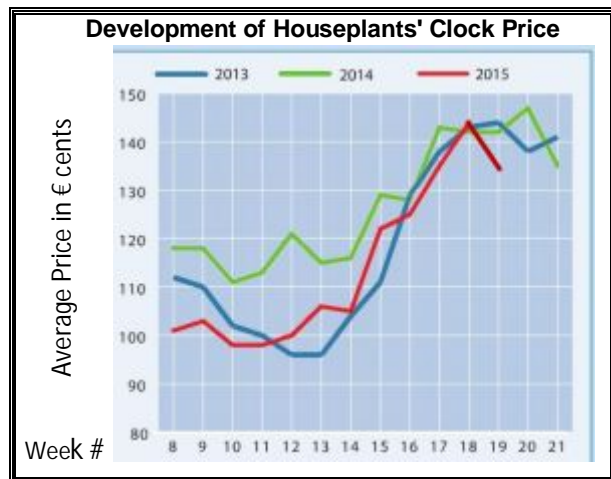
Pot roses got 4% lower price, for 23% less units.

Anthurium got also 4% lower price, for 24% less units.

Hortensia/hydrangea got 19% more in price, while supply was 22% lower than last year.

Pelargonium was strong this week; with 17% more supplied pots the price was 17% higher.

Campanula got 11% higher price for 6% more in supply.





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. **W20** Date: **20/05/2015**

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 : 20 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\$ = 119.74 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>Total Cut Flowers Sold</b>	<b>15,766,272</b>					
Alstroemeria -- D	359,463	7	500	50	0.42	
Alstroemeria -- I	0					
Ammi majus -- D	35,060	5	175	34	0.29	
Ammi majus -- I	0					
Anigozanthos -- D	5,840	16	150	63	0.53	
Anigozanthos -- I	1,240		155	41	0.34	AUS NLD ZWE
Anthurium Pink -- D	230		350	97	0.81	
Anthurium Pink -- I	8,732	6	180	57	0.48	THA
Anthurium Red -- D	458		350	118	0.99	
Anthurium Red -- I	8,972	10	240	61	0.51	AUS THA USA ZAF
Anthurium White -- D	468		150	64	0.53	
Anthurium White -- I	3,530	2	160	72	0.60	THA
Banksia -- D	22		330	270	2.25	
Banksia -- I	108	170	350	250	2.09	AUS NZL
Brodea -- D	100	30	120	72	0.60	
Brodea -- I	0					
Bupleurum -- D	40,940	5	100	49	0.41	
Bupleurum -- I	0					
Calla -- D	86,191	1	400	69	0.58	
Calla -- I	1,935		220	105	0.88	NLD NZL
Carnations Spray -- D	555,099	1	160	30	0.25	
Carnations Spray -- I	271,253	1	65	24	0.20	COL
Carnations Standard -- D	724,794	1	280	32	0.27	
Carnations Standard -- I	356,582	1	260	32	0.27	COL
Chrysanthemum Spray -- D	730,020	1	125	47	0.40	
Chrysanthemum Spray -- I	389,170	10	90	54	0.45	KOR
Delphinium -- D	175,632	1	300	80	0.67	
Delphinium -- I	0					
Dracaena -- D	30,520	2	186	32	0.26	
Dracaena -- I	251,486	1	160	27	0.22	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Euphorbia Marginata -- D	2,780		80	41	0.34	
Euphorbia Marginata -- I	0					
Eustoma -- D	340,723	18	800	194	1.62	
Eustoma -- I	320	80	100	89	0.74	
Freesia -- D	1,400		50	23	0.20	
Freesia -- I	100			130	1.09	NLD
Gentiana -- D	120		150	141	1.18	
Gentiana -- I	0					
Gerbera -- D	426,873	5	140	30	0.25	
Gerbera -- I	0					
Gladiolus -- D	90,940	3	100	50	0.42	
Gladiolus -- I	0					
Gypsophila -- D	357,460	2	300	43	0.36	
Gypsophila -- I	7,164		60	48	0.40	ISR
Heliconia Caribea -- D	0					
Heliconia Caribea -- I	30	200	250	226	1.89	
Heliconia Pendula -- D	3,380		200	24	0.20	
Heliconia Pendula -- I	244		333	147	1.23	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	3,113	25	160	62	0.51	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	30		270	245	2.05	AUS NZL ZAF
Lily Casablanca -- D	16,546	43	900	417	3.48	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	55,525	10	180	85	0.71	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	535,770	2	100	17	0.14	
Limonium Sinuatum -- I	0					
Molucella -- D	5,490	20	100	57	0.47	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	350		300	202	1.69	NLD NZL
Orchid Anna -- D	640		13	13	0.11	
Orchid Anna -- I	61,300	3	90	48	0.40	SGP THA
Orchid Cymbidium -- D	13,214	50	3,000	352	2.94	
Orchid Cymbidium -- I	1,070	44	1,370	761	6.36	NLD NZL
Orchid Oncidium -- D	4,687	1	600	176	1.47	
Orchid Oncidium -- I	89,995	8	160	79	0.66	SGP TAI THA
Orchid Phalaenopsis -- D	14,685	12	1,600	351	2.93	
Orchid Phalaenopsis -- I	11,122	5	1,035	347	2.90	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	69,280	5	65	37	0.31	THA
Ornithogalum -- D	25,990	5	70	32	0.26	
Ornithogalum -- I	2,003	20	85	59	0.49	NLD ZAF
Protea King -- D	104		680	554	4.63	
Protea King -- I	152		1,200	771	6.44	AUS ZAF
Protea others -- D	0					
Protea others -- I	186	53	500	260	2.17	AUS NZL
Riceflowers -- D	4,130		200	74	0.62	
Riceflowers -- I	220	19	200	72	0.60	AUS
<b>Rose Total -- D</b>	<b>1,084,694</b>	<b>1</b>	<b>600</b>	<b>74</b>	<b>0.62</b>	
<b>Rose Total -- I</b>	<b>95,211</b>	<b>5</b>	<b>580</b>	<b>57</b>	<b>0.47</b>	
Rose Amada -- D	10,211	30	220	99	0.83	
Rose Amada -- I	0					
Rose Avalanche -- D	76,047	5	180	69	0.57	
Rose Avalanche -- I	0					
Rose Carpe Diem -- D	15,163	30	180	89	0.74	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	7,618		140	102	0.85	COL
Rose Gold Rush -- D	17,510	15	165	75	0.63	
Rose Gold Rush -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Gold Strike -- D	1,180		100	63	0.52	
Rose Gold Strike -- I	360		61	28	0.23	IND
Rose Noblesse -- D	5,720	5	140	42	0.35	
Rose Noblesse -- I	0					
Rose Red Roses D --	37,320	5	580	65	0.54	
Rose Red Roses I --	1,670		61	22	0.18	
Rose Red Star -- D	13,173	5	140	58	0.49	
Rose Red Star -- I	0					
Rose Samurai -- D	50,035	5	200	85	0.71	
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	32,695	5	215	76	0.63	
Rose Sweet Avalanche -- I	0					
Rose Sweet Unique -- D	3,590	30	150	74	0.62	
Rose Sweet Unique -- I	960	21	110	34	0.29	
Rose Teresa -- D	14,450	10	120	59	0.50	
Rose Teresa -- I	0					
Rose Tineke -- D	24,495	5	146	55	0.46	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	18,569	7	180	80	0.67	
Rose Yves Piaget -- I	100			60	0.50	NLD
Rose Spr Babe -- D	9,690	40	160	83	0.69	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	9,060	40	160	84	0.70	
Rose Spr Lovely Lydia -- I	470	50	60	59	0.49	KOR
Rose Spr Shooting Star -- D	7,015	30	171	83	0.69	
Rose Spr Shooting Star -- I	2,220	35	100	52	0.43	KOR NLD
Sandersonia -- D	26,650	35	180	80	0.67	
Sandersonia -- I	0					
Trachelium -- D	590		120	83	0.69	
Trachelium -- I	1,600		130	88	0.73	ISR NLD
Waxflowers -- D	2,490		60	46	0.39	
Waxflowers -- I	0					
<b>Green Foliage</b>						
Beargrass -- D	6		183	158	1.32	
Beargrass -- I	1,320	15	300	89	0.74	USA
Leatherleaves -- D	83,300	3	60	24	0.20	
Leatherleaves -- I	226,840	1	40	15	0.12	USA
Ruscus Israel -- D	4,130		30	14	0.12	
Ruscus Israel -- I	8,145		40	25	0.21	ISR
Ruscus Italian -- D	360		80	60	0.50	
Ruscus Italian -- I	7,430	20	65	45	0.38	ITA
Salal -- D	1,154			40	0.33	
Salal -- I	12,575	20	650	131	1.09	USA