

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.

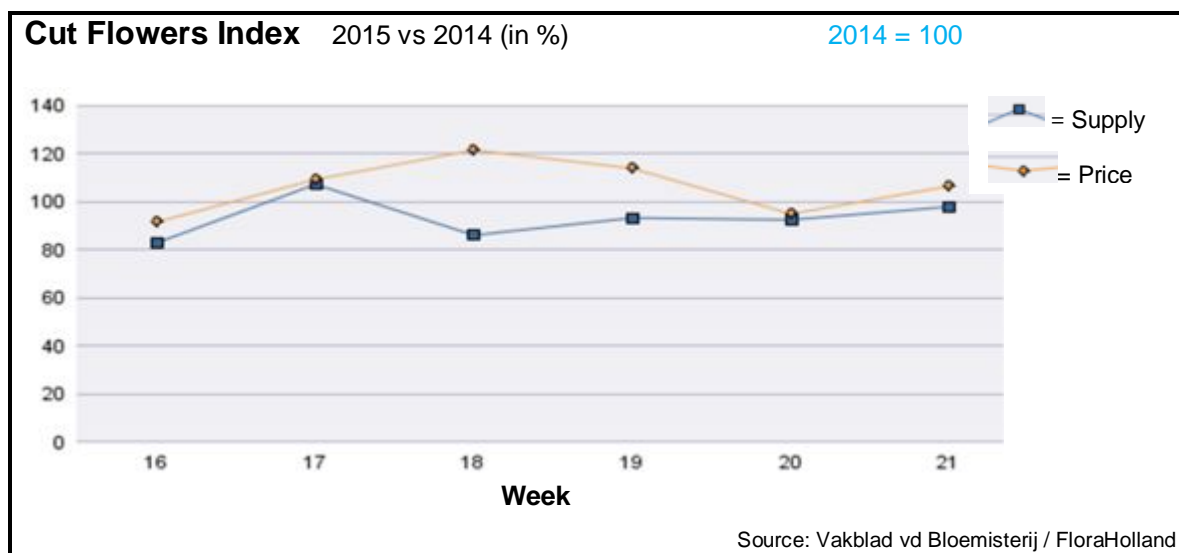
The Market Insider team

Week No. 21-2015

Date: 27/05/15

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 21 the cut flowers average price was 6.6% higher than the in this week of 2014.

The supplied quantities were lower.

Peony got 68% more in price than last year, with 48% lower supply.

Tulip 'single' got 49% more in price, for 40% less supply.

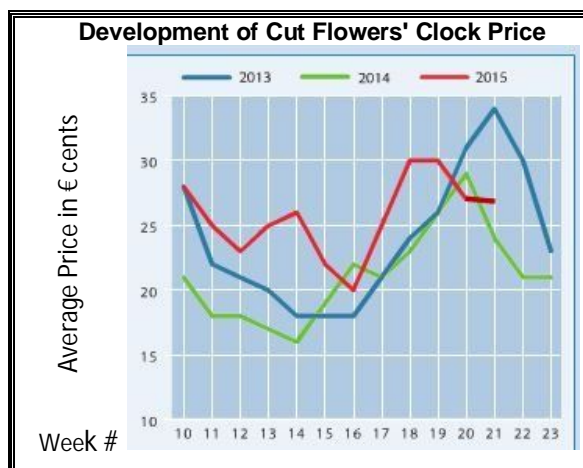
Chrysanthemums spray got 5.4% more in price, for 20% more in supply.

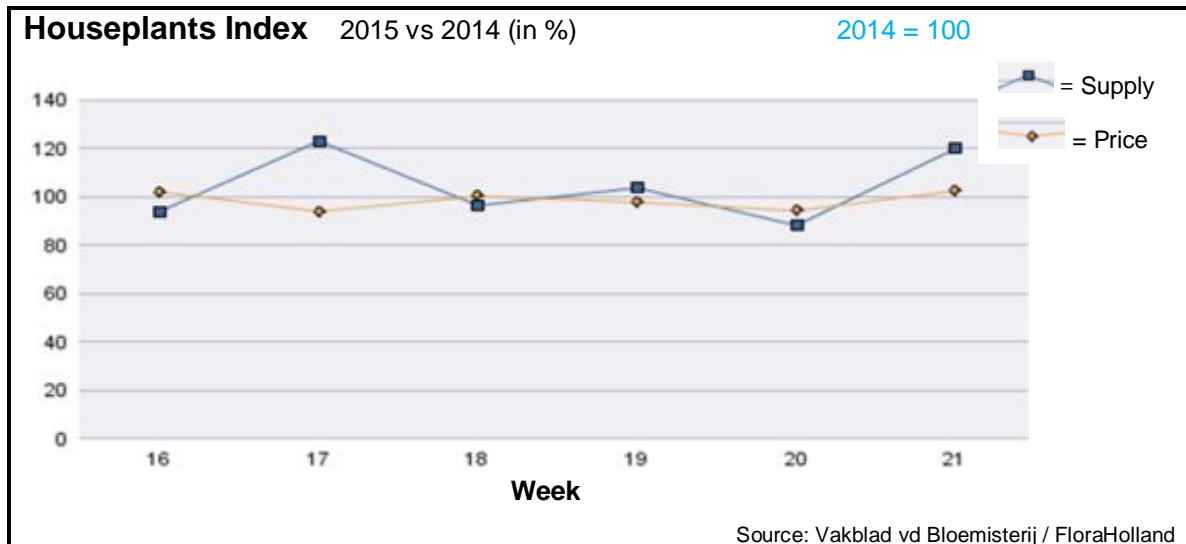
Gerbera mini, however, got 18% lower price, while the supply was 16.5% higher than last year.

Many products got better price than last year; standing out with much higher prices were:

agapanthus, alstroemeria, anemone, anthurium, asparagus, chamelaucium/wax fl., eucalyptus, eustoma, fatsia, gladioli, hypericum, pittosporum, and small roses.

Some products got lower price; among them: asclepias, carthamus, carnations stand. & spray, protea, and ranunculus.





In week 21 the price for houseplants was 2.6% higher than in this week last year.

The total quantity was higher by 20%.

Bougainvillea was the price-leader, with 51% higher price than last year.

Kalanchoe, however, got 7% less in price, for 45% more sold units.

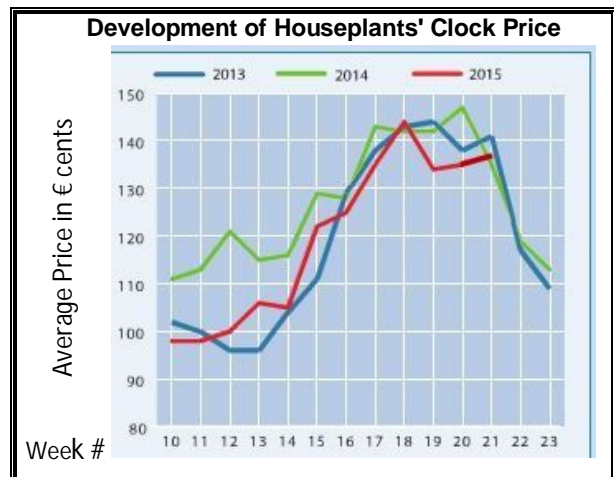
Also dendrobium was supplied with much more pots: 60% more than last year.

Phalaenopsis was supplied with 16% more units, and potted roses by 31% more.

Hortensia/hydrangea got 25% more in price, while supply was 10% 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.





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. W21 Date: 27/05/2015

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 : 21 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\$ = 121.63 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	16,768,836					
Alstroemeria -- D	358,338	10	800	53	0.43	
Alstroemeria -- I	0					
Ammi majus -- D	22,240	1	150	40	0.33	
Ammi majus -- I	0					
Anigozanthos -- D	8,114	15	180	55	0.45	
Anigozanthos -- I	310		160	77	0.63	AUS NLD ZWE
Anthurium Pink -- D	202		225	111	0.91	
Anthurium Pink -- I	10,682	1	150	47	0.39	THA
Anthurium Red -- D	588		250	110	0.90	
Anthurium Red -- I	11,137	12	180	52	0.43	AUS THA USA ZAF
Anthurium White -- D	346		180	87	0.72	
Anthurium White -- I	5,296	3	190	64	0.53	THA
Banksia -- D	11		220	220	1.81	
Banksia -- I	72	200	300	234	1.92	AUS NZL
Brodea -- D	1,890	12	90	27	0.22	
Brodea -- I	0					
Bupleurum -- D	39,810	3	100	45	0.37	
Bupleurum -- I	0					
Calla -- D	80,050	1	350	69	0.57	
Calla -- I	2,754		260	108	0.88	NLD NZL
Carnations Spray -- D	618,933	1	160	29	0.24	
Carnations Spray -- I	256,373	1	160	26	0.21	COL
Carnations Standard -- D	766,285	4	200	29	0.24	
Carnations Standard -- I	339,144	1	180	31	0.26	COL
Chrysanthemum Spray -- D	708,650	1	120	42	0.35	
Chrysanthemum Spray -- I	393,590	2	90	49	0.40	KOR
Delphinium -- D	213,200	3	300	70	0.58	
Delphinium -- I	0					
Dracaena -- D	31,905	5	200	34	0.28	
Dracaena -- I	251,075		150	26	0.21	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Euphorbia Marginata -- D	5,120		80	35	0.29	
Euphorbia Marginata -- I	0					
Eustoma -- D	382,222	1	2,000	160	1.32	
Eustoma -- I	1,280	24	70	43	0.35	
Gentiana -- D	1,220	100	160	121	1.00	
Gentiana -- I	0					
Gerbera -- D	483,052		130	24	0.19	
Gerbera -- I	0					
Gladiolus -- D	113,400	5	110	52	0.43	
Gladiolus -- I	0					
Gypsophila -- D	319,698	2	300	44	0.36	
Gypsophila -- I	5,400		60	57	0.47	ISR
Heliconia Caribea -- D	25	240	280	262	2.15	
Heliconia Caribea -- I	0					
Heliconia Pendula -- D	1,880		60	30	0.24	
Heliconia Pendula -- I	241		700	230	1.89	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8,359	7	90	43	0.35	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	300		200	157	1.29	AUS NZL ZAF
Lily Casablanca -- D	16,870	35	1,000	427	3.51	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	72,825	1	180	83	0.69	
Lily Longiflorum -- I	960		50	36	0.30	KOR
Limonium Sinuatum -- D	472,205	2	100	23	0.19	
Limonium Sinuatum -- I	0					
Molucella -- D	5,465	20	135	60	0.49	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	600	100	180	154	1.26	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	66,750	7	85	46	0.38	SGP THA
Orchid Cymbidium -- D	11,898	70	900	399	3.28	
Orchid Cymbidium -- I	2,035	25	1,400	863	7.09	NLD NZL
Orchid Oncidium -- D	5,971	25	800	162	1.33	
Orchid Oncidium -- I	100,530	1	190	72	0.59	SGP TAI THA
Orchid Phalaenopsis -- D	15,730	20	9,999	318	2.62	
Orchid Phalaenopsis -- I	11,443	29	1,035	338	2.78	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	72,010	10	70	40	0.33	THA
Ornithogalum -- D	11,525	7	90	39	0.32	
Ornithogalum -- I	2,092	9	87	71	0.58	NLD ZAF
Protea King -- D	149		510	426	3.50	
Protea King -- I	311	50	1,500	630	5.18	AUS ZAF
Protea others -- D	0					
Protea others -- I	430	45	600	223	1.83	AUS NZL
Riceflowers -- D	1,370		130	68	0.56	
Riceflowers -- I	60	100	100	140	1.15	AUS NZL
Rose Total -- D	1,254,722		600	63	0.52	
Rose Total -- I	80,201	1	420	53	0.44	
Rose Amada -- D	11,827	20	245	92	0.76	
Rose Amada -- I	0					
Rose Avalanche -- D	88,100	15	180	61	0.51	
Rose Avalanche -- I	0					
Rose Carpe Diem -- D	20,087	15	175	71	0.59	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	6,760		140	105	0.86	COL
Rose Gold Rush -- D	25,155	15	150	62	0.51	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	1,170		90	48	0.39	
Rose Gold Strike -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Noblesse -- D	8,830	9	90	33	0.27	
Rose Noblesse -- I	0					
Rose Red Roses D --	40,978	3	570	52	0.43	
Rose Red Roses I --	1,060		30	11	0.09	
Rose Red Star -- D	15,600	9	140	52	0.43	
Rose Red Star -- I	0					
Rose Samurai -- D	62,085	8	185	74	0.61	
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	40,230	20	170	61	0.50	
Rose Sweet Avalanche -- I	0					
Rose Sweet Unique -- D	5,860	25	100	62	0.51	
Rose Sweet Unique -- I	300		21	19	0.16	
Rose Teresa -- D	11,995	15	120	49	0.40	
Rose Teresa -- I	0					
Rose Tineke -- D	31,720	10	140	45	0.37	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	18,223	15	175	71	0.59	
Rose Yves Piaget -- I	690		80	56	0.46	NLD
Rose Spr Babe -- D	11,695	11	120	65	0.54	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	7,650	35	160	74	0.61	
Rose Spr Lovely Lydia -- I	1,240	25	65	52	0.43	KOR
Rose Spr Shooting Star -- D	8,987	15	150	68	0.56	
Rose Spr Shooting Star -- I	5,110	25	80	52	0.42	KOR NLD
Sandersonia -- D	20,990	30	160	77	0.63	
Sandersonia -- I	0					
Trachelium -- D	930		130	86	0.71	
Trachelium -- I	1,600		120	85	0.70	ISR NLD
Tulip -- D	0					
Tulip -- I	450	70	150	80	0.66	NLD
Waxflowers -- D	2,300		80	45	0.37	
Waxflowers -- I	0					
Green Foliage						
Beargrass -- D	6		100	100	0.82	
Beargrass -- I	971	10	300	98	0.80	USA
Leatherleaves -- D	88,640	3	50	23	0.19	
Leatherleaves -- I	192,985	1	40	15	0.12	USA
Ruscus Israel -- D	3,850		40	11	0.09	
Ruscus Israel -- I	7,230		40	23	0.19	ISR
Ruscus Italian -- D	4,750	25	90	57	0.46	
Ruscus Italian -- I	7,140	10	70	39	0.32	ITA
Salal -- D	380			35	0.29	
Salal -- I	11,635	25	650	138	1.13	USA