

## 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.

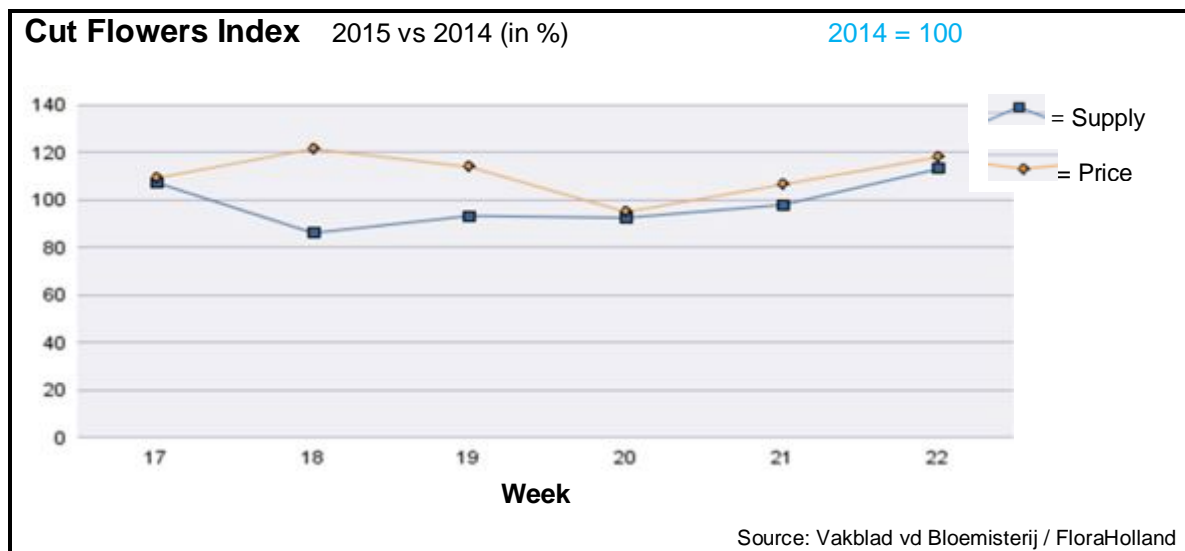
The Market Insider team

Week No. 22-2015

Date: 03/06/2015

#### 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 week 22 the cut flowers average price was 18% higher than the in this week of 2014.

The supplied quantities were 13% higher, even though this year the week had one auction day less (Pentecost holiday).

Big roses gained 25% better price, with 22% more in supply. Also small and spray roses got better prices with higher supply.

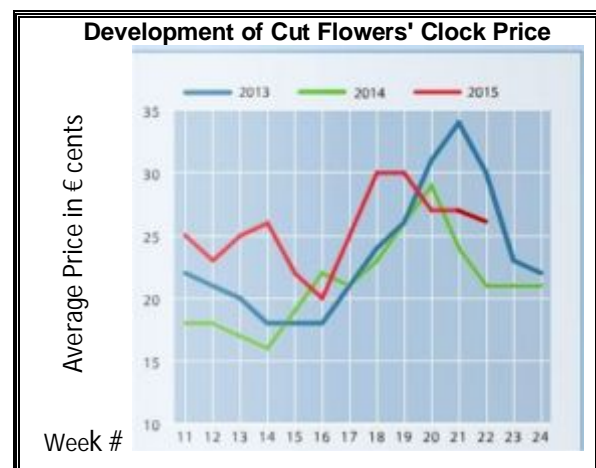
Chrysanthemum was the only product among the top 20 list that got lower price than last year.

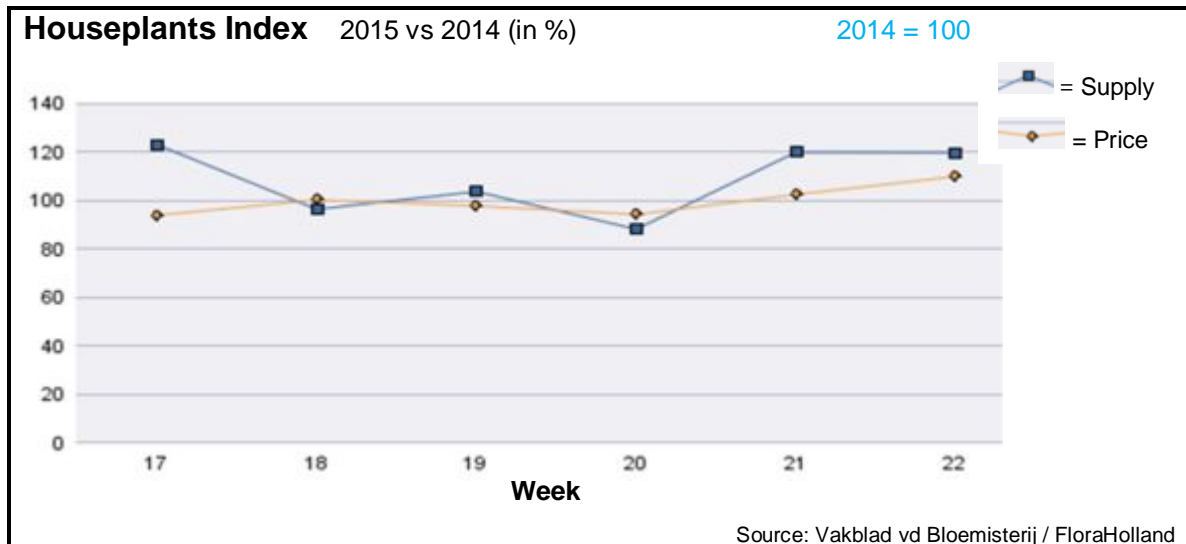
Gerbera mini got the same price like in 2014, while the supply was 31% higher.

Alstroemeria got 36% more in price than last year, with 3% higher supply.

Many products got better price than last year; standing out with much higher prices were: aconitum, agapanthus, ammi, anemone, anthurium, asparagus, delphinium, eucalyptus, fatsia, gladioli, gypsophila, helianthus, hypericum, peony, pittosporum, tulip, and veronica.

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





In week 22 the price for houseplants was 10% higher than last year, with 20% more units sold; even though this year the week had one auction day less (Pentecost holiday).

This resulted in a 31% more in sales turnover.

Phalaenopsis was supplied with 35% more units, and yet got 6% higher average price.

Potted roses got a price better by 31% than last year, for 17% more units.

Kalanchoe, however, got 7% less in price, for 28% more sold units.

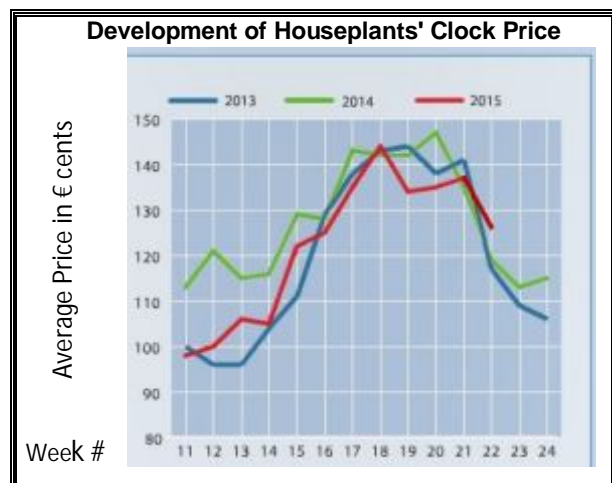
Hortensia/hydrangea got 39% more in price, while supply was 3% higher than last year.

Zantedeschia got 23% higher price than last year, with 25% more in supply.

Campanula got 20% higher price for the same quantity as last year.

Hibiscus fetched 7% more in price, with 40% more supplied pots.

Ficus got 18% higher price than last year, with 38% 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. W22 Date: 03/06/2015**

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 : 22 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\$ = 124.61 Yen

<u>Product Name &amp; Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>Total Cut Flowers Sold</b>	<b>16,781,717</b>					
Alstroemeria -- D	314,454	10	400	58	0.47	
Alstroemeria -- I	0					
Ammi majus -- D	24,740	10	150	47	0.38	
Ammi majus -- I	0					
Anigozanthos -- D	8,410	10	130	72	0.57	
Anigozanthos -- I	450		150	49	0.39	AUS NLD ZWE
Anthurium Pink -- D	198		500	129	1.04	
Anthurium Pink -- I	8,677	2	180	51	0.41	THA
Anthurium Red -- D	614		250	109	0.87	
Anthurium Red -- I	9,752	10	160	54	0.43	AUS THA USA ZAF
Anthurium White -- D	115		180	83	0.67	
Anthurium White -- I	4,384	2	160	58	0.47	THA
Banksia -- D	0					
Banksia -- I	108	150	300	233	1.87	AUS NZL
Brodea -- D	8,500	10	80	9	0.07	
Brodea -- I	0					
Bupleurum -- D	42,470	7	100	43	0.34	
Bupleurum -- I	0					
Calla -- D	68,095	5	350	77	0.62	
Calla -- I	1,940		170	114	0.92	NLD NZL
Carnations Spray -- D	510,014	3	160	37	0.30	
Carnations Spray -- I	246,765	10	200	32	0.26	COL
Carnations Standard -- D	618,416	5	160	37	0.30	
Carnations Standard -- I	368,840	10	175	39	0.31	COL
Chrysanthemum Spray -- D	619,220	1	130	46	0.37	
Chrysanthemum Spray -- I	421,710	2	90	49	0.39	KOR
Delphinium -- D	208,290	2	300	66	0.53	
Delphinium -- I	0					
Dracaena -- D	19,705	5	150	37	0.30	
Dracaena -- I	239,592	1	150	28	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	4,590		80	42	0.34	
Euphorbia Marginata -- I	0					
Eustoma -- D	400,382	5	750	150	1.20	
Eustoma -- I	3,200	14	70	40	0.32	
Gentiana -- D	10,730	30	300	105	0.85	
Gentiana -- I	0					
Gerbera -- D	463,982	3	130	22	0.17	
Gerbera -- I	0					
Gladiolus -- D	110,985	8	120	55	0.44	
Gladiolus -- I	0					
Gypsophila -- D	293,238	8	300	50	0.40	
Gypsophila -- I	6,400		60	56	0.45	ISR
Heliconia Caribea -- D	65	150	300	258	2.07	
Heliconia Caribea -- I	30	215	250	222	1.78	
Heliconia Pendula -- D	1,995		180	39	0.31	
Heliconia Pendula -- I	132		350	255	2.05	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	2,934	50	120	76	0.61	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	105		250	173	1.39	AUS NZL ZAF
Lily Casablanca -- D	24,030	40	900	385	3.09	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	80,308	10	180	78	0.62	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	442,715	5	120	28	0.23	
Limonium Sinuatum -- I	0					
Molucella -- D	9,250	14	132	54	0.43	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	650	120	300	171	1.38	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	45,660	10	100	56	0.45	SGP THA
Orchid Cymbidium -- D	8,589	56	850	444	3.57	
Orchid Cymbidium -- I	3,124	400	1,400	817	6.56	NLD NZL
Orchid Oncidium -- D	6,912	10	700	152	1.22	
Orchid Oncidium -- I	112,870	5	168	61	0.49	SGP TAI THA
Orchid Phalaenopsis -- D	14,270	5	2,000	346	2.77	
Orchid Phalaenopsis -- I	9,572	16	1,035	386	3.10	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	59,210	15	75	44	0.35	THA
Ornithogalum -- D	8,550	10	100	45	0.36	
Ornithogalum -- I	2,111	28	85	78	0.63	NLD ZAF
Protea King -- D	214		510	434	3.48	
Protea King -- I	185	120	850	490	3.93	AUS ZAF
Protea others -- D	0					
Protea others -- I	363	120	1,250	333	2.67	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	280	125	220	208	1.67	AUS
<b>Rose Total -- D</b>	<b>1,251,321</b>	<b>1</b>	<b>900</b>	<b>60</b>	<b>0.48</b>	
<b>Rose Total -- I</b>	<b>87,167</b>	<b>5</b>	<b>420</b>	<b>57</b>	<b>0.46</b>	
Rose Amada -- D	11,272	30	200	92	0.74	
Rose Amada -- I	0					
Rose Avalanche -- D	87,265	8	180	61	0.49	
Rose Avalanche -- I	0					
Rose Carpe Diem -- D	19,085	5	150	67	0.54	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	9,389		130	95	0.76	COL
Rose Gold Rush -- D	29,310	14	150	57	0.46	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	1,160		90	47	0.38	
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	11,450	6	70	26	0.21	
Rose Noblesse -- I	0					
Rose Red Roses D --	39,553	2	380	47	0.38	
Rose Red Roses I --	1,197		120	41	0.33	
Rose Red Star -- D	14,369	10	150	58	0.46	
Rose Red Star -- I	0					
Rose Samurai -- D	64,580	4	180	68	0.54	
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	38,530	10	170	69	0.55	
Rose Sweet Avalanche -- I	100		20	20	0.16	
Rose Sweet Unique -- D	6,325	20	100	53	0.42	
Rose Sweet Unique -- I	1,140	17	80	29	0.24	
Rose Teresa -- D	11,500	10	140	47	0.38	
Rose Teresa -- I	0					
Rose Tineke -- D	32,275	3	160	42	0.34	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	19,743	5	175	60	0.48	
Rose Yves Piaget -- I	590		65	54	0.43	NLD
Rose Spr Babe -- D	13,220	20	110	60	0.48	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	7,565	20	120	61	0.49	
Rose Spr Lovely Lydia -- I	1,060	22	60	45	0.36	KOR
Rose Spr Shooting Star -- D	9,650	18	140	59	0.47	
Rose Spr Shooting Star -- I	1,160	30	65	51	0.41	KOR NLD
Sandersonia -- D	23,260	40	170	78	0.62	
Sandersonia -- I	0					
Trachelium -- D	1,450		110	72	0.58	
Trachelium -- I	1,600		120	84	0.68	ISR NLD
Tulip -- D	0					
Tulip -- I	800		70	70	0.56	NLD
Waxflowers -- D	420		100	59	0.47	
Waxflowers -- I	760		80	59	0.47	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		100	100	0.80	
Beargrass -- I	900	20	330	95	0.76	USA
Leatherleaves -- D	88,590	5	50	23	0.19	
Leatherleaves -- I	177,615	5	40	16	0.13	USA
Ruscus Israel -- D	3,850		30	9	0.07	
Ruscus Israel -- I	6,790		35	24	0.19	ISR
Ruscus Italian -- D	8,440	20	95	46	0.37	
Ruscus Italian -- I	5,910	5	55	33	0.26	ITA
Salal -- D	0					
Salal -- I	12,874	10	600	123	0.98	USA