

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.

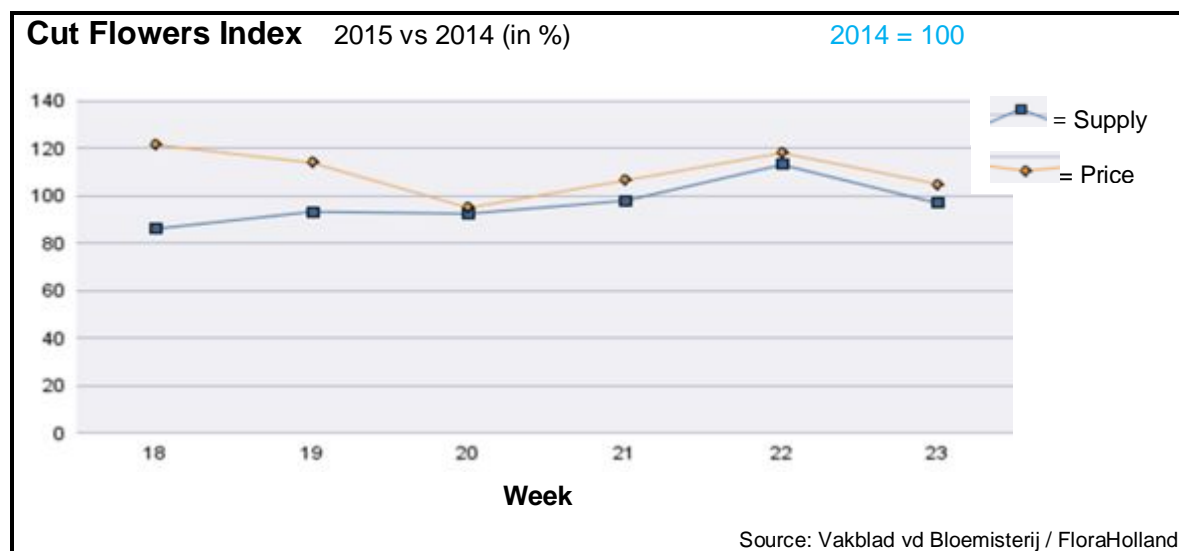
The Market Insider team

Week No. 23-2015

Date: 10/06/2015

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 23 the cut flowers average price was 21 cents; 1 cent (= 5%) higher than the in this week of 2014. The supplied quantities were 3% lower, resulting in a 2% higher sales turnover.

The two top products, big roses and chrysanthemums got about the same price, for about the same quantities like last year.

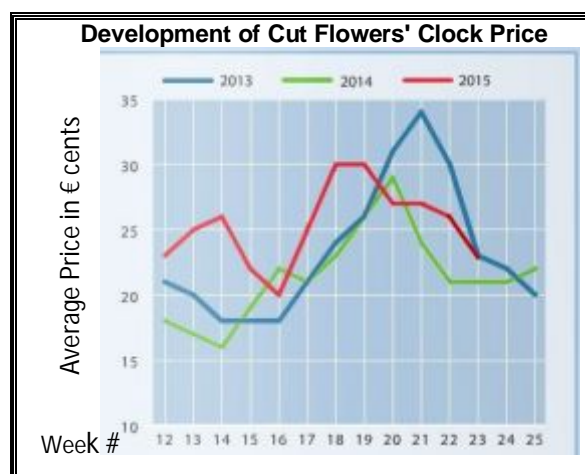
Mini gerbera also got the same price as in 2014, but this was obtained with 18% more supply. However, big gerbera got 6% lower price for 8% less sold units.

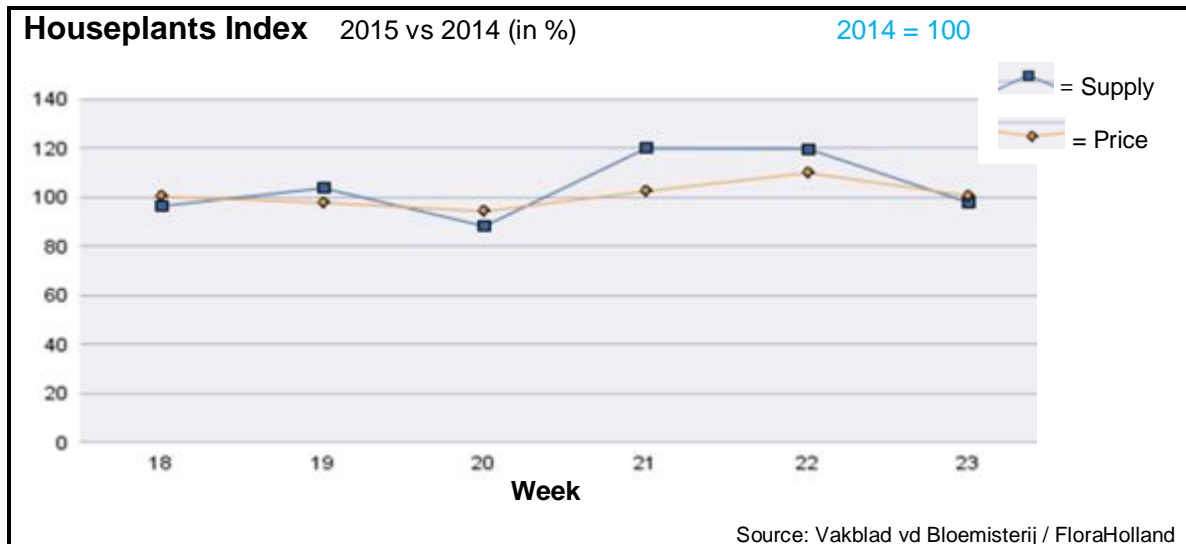
Freesia got 14% more in price, for 4% more supply.

Matthiola incana was this week's forerunner, with double price, for 19% less supplied stems.

Many products got better price than last year; standing out with much higher prices were: aconitum, agapanthus, ammi, anemone, asparagus, delphinium, eucalyptus, fatsia, gladiolus, helianthus, rosa kleinbloemig, solidago, tulipa, and veronica.

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





In week 23 the price for houseplants was 1.69 € per pot; 2 cents (= 1%) higher than last year. The supply was 2.2% lower. This resulted in a 1.5% less in sales turnover.

Phalaenopsis lost 2.5% in price, compared to this week last year, with 2% more units sold.

Potted roses got the same price like last year, for about the same quantity.

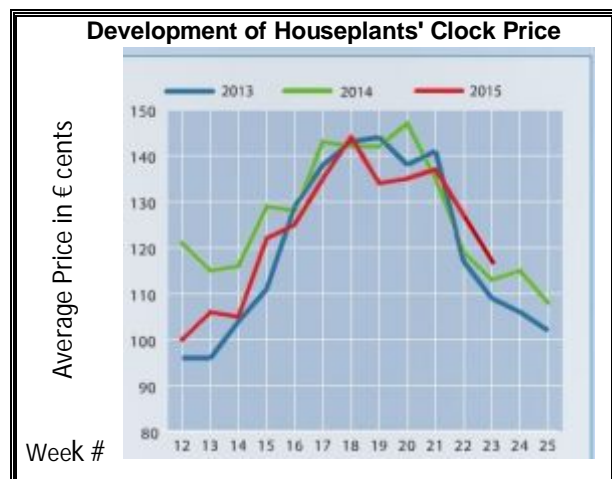
Kalanchoe, however, got 10% less in price, for the same number of sold units.

Hortensia/hydrangea got 25% more in price, while supply was about the same like last year.

Campanula got 28% higher price for 20% less units than last year.

Spathiphyllum, promoted as 'the houseplant of the month June', got 5% lower price than last year, with 12% more in supply.

Dracaena got 10% higher price than last year, with 54% less units 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. W23 Date: 10/06/2015

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 : 23 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\$ = 125.74 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	17,144,806					
Achilea -- D	30		10	10	0.08	
Achilea -- I	0					
Alstroemeria -- D	280,107	10	200	64	0.51	
Alstroemeria -- I	360		11	11	0.09	COL
Ammi majus -- D	19,515	5	185	55	0.44	
Ammi majus -- I	0					
Anigozanthos -- D	8,801	13	170	71	0.57	
Anigozanthos -- I	170		120	78	0.62	AUS NLD ZWE
Anthurium Pink -- D	183		200	120	0.95	
Anthurium Pink -- I	6,740	10	180	68	0.54	THA
Anthurium Red -- D	518		250	121	0.96	
Anthurium Red -- I	8,959	5	200	72	0.57	AUS THA USA ZAF
Anthurium White -- D	80		180	110	0.87	
Anthurium White -- I	4,214	1	160	79	0.62	THA
Banksia -- D	0					
Banksia -- I	124	135	300	206	1.64	AUS NZL
Brodea -- D	1,160		25	11	0.09	
Brodea -- I	0					
Bupleurum -- D	37,080	2	100	42	0.34	
Bupleurum -- I	0					
Calla -- D	70,869	5	250	77	0.61	
Calla -- I	1,910	59	320	113	0.90	NLD NZL
Carnations Spray -- D	528,065	1	160	50	0.40	
Carnations Spray -- I	386,434	10	170	38	0.30	COL
Carnations Standard -- D	587,070	5	250	48	0.38	
Carnations Standard -- I	466,454	7	175	43	0.34	COL
Chrysanthemum Spray -- D	648,850	3	120	47	0.38	
Chrysanthemum Spray -- I	396,800	1	90	50	0.40	KOR
Delphinium -- D	194,454	10	300	79	0.63	
Delphinium -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Dracaena -- D	25,465	5	141	37	0.29	
Dracaena -- I	252,038		150	28	0.23	SGP
Euphorbia Marginata -- D	4,830		100	42	0.33	
Euphorbia Marginata -- I	0					
Eustoma -- D	512,540	4	750	131	1.04	
Eustoma -- I	2,180	18	53	26	0.21	
Gentiana -- D	38,590	22	220	77	0.61	
Gentiana -- I	0					
Gerbera -- D	452,404	4	160	21	0.17	
Gerbera -- I	0					
Gladiolus -- D	131,470	11	120	55	0.44	
Gladiolus -- I	0					
Gypsophila -- D	262,498	10	400	59	0.47	
Gypsophila -- I	5,800		60	56	0.45	ISR
Heliconia Caribea -- D	95	200	300	231	1.84	
Heliconia Caribea -- I	6	290	290	290	2.31	
Heliconia Pendula -- D	2,540		180	38	0.30	
Heliconia Pendula -- I	319		333	130	1.03	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	3,936	30	140	71	0.56	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	155		300	180	1.43	AUS NZL ZAF
Lily Casablanca -- D	30,174	35	900	339	2.70	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	91,905	5	220	75	0.59	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	459,619	5	165	34	0.27	
Limonium Sinuatum -- I	0					
Molucella -- D	8,190	5	120	53	0.42	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	850		220	145	1.15	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	31,420	20	120	77	0.61	SGP THA
Orchid Cymbidium -- D	7,308	50	800	433	3.45	
Orchid Cymbidium -- I	4,787	249	1,300	793	6.31	NLD NZL
Orchid Oncidium -- D	8,201	20	550	141	1.12	
Orchid Oncidium -- I	124,580	1	160	55	0.43	SGP TAI THA
Orchid Phalaenopsis -- D	15,404	10	1,600	384	3.06	
Orchid Phalaenopsis -- I	8,135	46	1,035	451	3.58	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	70,220	10	90	59	0.47	THA
Ornithogalum -- D	5,440	15	100	56	0.44	
Ornithogalum -- I	1,945	60	110	80	0.64	NLD ZAF
Protea King -- D	178		650	437	3.48	
Protea King -- I	199	300	1,350	611	4.86	AUS ZAF
Protea others -- D	0					
Protea others -- I	560	94	1,500	317	2.52	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	199		220	222	1.77	AUS NZL
Rose Total -- D	1,339,186	1	700	56	0.44	
Rose Total -- I	75,020	2	420	51	0.40	
Rose Amada -- D	10,882	16	175	89	0.71	
Rose Amada -- I	0					
Rose Avalanche -- D	88,530	10	180	67	0.54	
Rose Avalanche -- I	0					
Rose Carpe Diem -- D	19,739	6	150	60	0.48	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	7,750		130	93	0.74	COL
Rose Gold Rush -- D	31,235	6	165	49	0.39	
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	1,590		80	37	0.29	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	8,460	5	68	21	0.17	
Rose Noblesse -- I	0					
Rose Red Roses D --	40,759	1	570	45	0.36	
Rose Red Roses I --	1,527		100	22	0.17	
Rose Red Star -- D	16,140	8	150	43	0.35	
Rose Red Star -- I	0					
Rose Samurai -- D	62,395	5	170	64	0.51	
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	39,720	5	170	63	0.50	
Rose Sweet Avalanche -- I	100		20	20	0.16	
Rose Sweet Unique -- D	6,790	25	130	51	0.40	
Rose Sweet Unique -- I	1,880	10	120	24	0.19	
Rose Teresa -- D	10,085	10	125	45	0.36	
Rose Teresa -- I	0					
Rose Tineke -- D	31,449	1	140	45	0.36	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	18,759	6	180	66	0.53	
Rose Yves Piaget -- I	670		60	40	0.32	NLD
Rose Spr Babe -- D	11,865	10	117	55	0.44	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	7,935	15	100	58	0.46	
Rose Spr Lovely Lydia -- I	1,850	15	60	39	0.31	KOR
Rose Spr Shooting Star -- D	11,590	10	140	51	0.40	
Rose Spr Shooting Star -- I	120		60	60	0.48	KOR
Sandersonia -- D	24,470	32	180	83	0.66	
Sandersonia -- I	0					
Trachelium -- D	2,838		100	53	0.42	
Trachelium -- I	1,700		100	80	0.64	ISR NLD
Tulip -- D	0					
Tulip -- I	800		65	35	0.28	NLD
Waxflowers -- D	0					
Waxflowers -- I	1,160		130	65	0.51	AUS
Green Foliage						
Beargrass -- D	6		100	100	0.80	
Beargrass -- I	1,240	5	380	80	0.64	USA
Leatherleaves -- D	94,370	2	50	24	0.19	
Leatherleaves -- I	222,110	7	40	17	0.14	USA
Ruscus Israel -- D	3,750		40	12	0.09	
Ruscus Israel -- I	6,770		40	25	0.20	ISR
Ruscus Italian -- D	7,170	17	100	43	0.34	
Ruscus Italian -- I	6,970	3	70	34	0.27	ITA
Salal -- D	0					
Salal -- I	11,825	16	600	122	0.97	USA