

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.

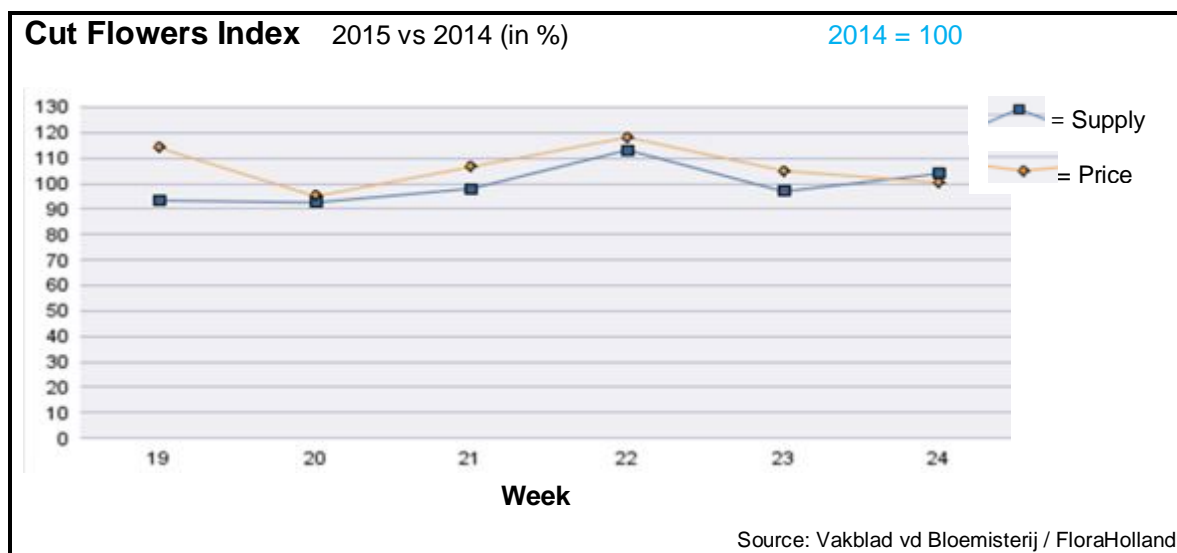
The Market Insider team

Week No. 24-2015

Date: 17/06/2015

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 24 the cut flowers average price was 20 cents; the same like this week in 2014.

The supplied quantities were 4% higher (however, last year this week had only 4 auction days)

Big roses fetched 7% more in price, for just 1% more in supply.

Peony was product No. 2 in the list this week; with 27% less in price, for 73% more in supply.

Spray chrysanthemums got 22% lower price, for 10% more supplied stems.

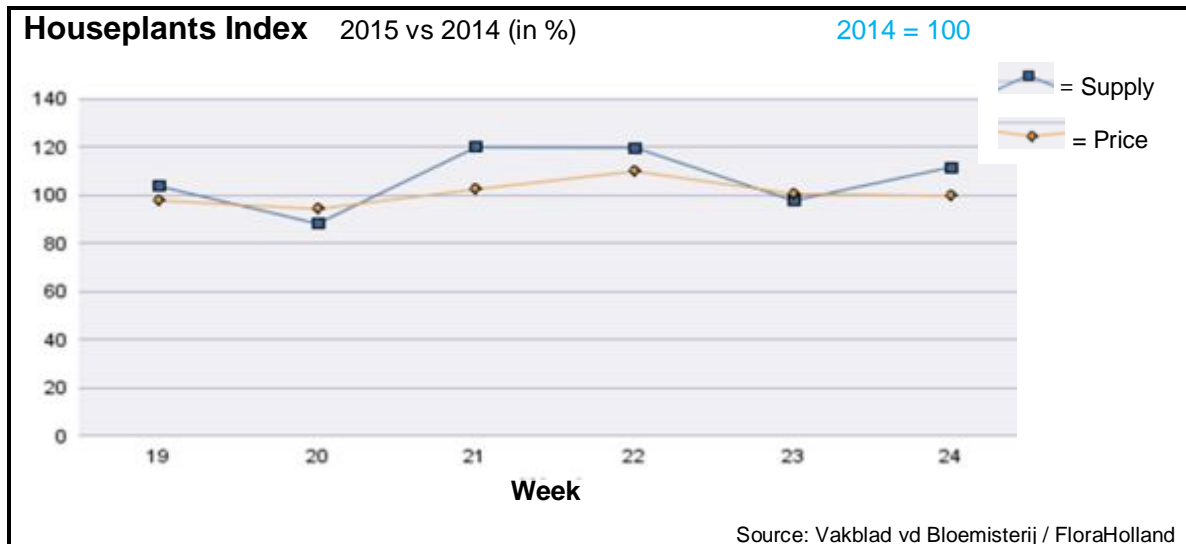
Freesia got a little more in price, for a little more supply.

Lisianthus/eustoma got 5% lower price, for 26% more supplied stems than in this week last year.

Some products got better price than last year; standing out with much higher prices were: aconitum, agapanthus, ammi, delphinium, eucalyptus, fatsia, gladiolus, helianthus, leucadendron, phlox, small roses, trachelium, tulip, and veronica.

Some products however got much lower price: gerbera large, hypericum, and protea.





In week 24 the price for houseplants was about the same like last year.
 The supply was 12% higher.
 This resulted in a 11.5% more in sales turnover.

Phalaenopsis lost 4% in price, compared to this week last year, with 17% more units supplied.

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

Kalanchoe, however, got 12% less in price, for 22.5% more sold units.

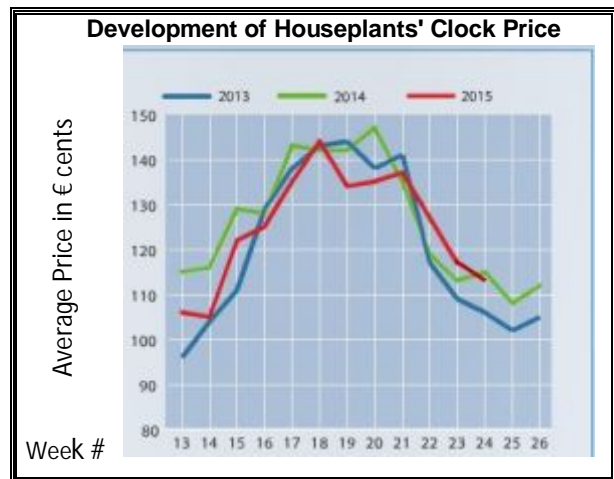
Hortensia/hydrangea got 22% more in price, while supply was 12% higher than last year.

Anthurium got 3% more in price, while supply was 8% higher than last year.

Campanula got 22.5% higher price for 16.5% more units than last year

Dracaena and ficus, both got 6% higher price than last year, with some more units in supply.

Notable this week was phoenix dwarf date palm, which got 8% less in price than last year, with double number of supplied pots.





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. **W24** Date: **17/06/2015**

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 : 24 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\$ = **123.43** Yen

Product Name & Source

Price in Japanese Yen

Average

D = Domestic I = Imported

Quantity

Lowest

Highest

Average

US\$

Main Origin

Total Cut Flowers Sold	15,572,260					
Achilea -- D	195		50	28	0.23	
Achilea -- I	0					
Alstroemeria -- D	222,093	19	175	70	0.57	
Alstroemeria -- I	0					
Ammi majus -- D	21,120	5	175	54	0.44	
Ammi majus -- I	0					
Anigozanthos -- D	7,049	30	160	71	0.57	
Anigozanthos -- I	130		145	129	1.05	AUS NLD ZWE
Anthurium Pink -- D	164		180	119	0.96	
Anthurium Pink -- I	10,663	5	180	62	0.50	THA
Anthurium Red -- D	803		200	110	0.89	
Anthurium Red -- I	13,784	13	180	62	0.50	AUS THA USA ZAF
Anthurium White -- D	390		180	87	0.70	
Anthurium White -- I	5,661	3	190	72	0.59	THA
Banksia -- D	0					
Banksia -- I	292	120	460	256	2.07	AUS NZL
Brodea -- D	100			15	0.12	
Brodea -- I	0					
Bupleurum -- D	32,430		90	42	0.34	
Bupleurum -- I	0					
Calla -- D	51,955	10	300	87	0.71	
Calla -- I	1,750		180	116	0.94	NLD NZL
Carnations Spray -- D	482,165	4	160	53	0.43	
Carnations Spray -- I	421,987	5	170	38	0.31	COL
Carnations Standard -- D	456,623	6	160	52	0.42	
Carnations Standard -- I	500,527	5	175	44	0.36	COL
Chrysanthemum Spray -- D	617,120	2	125	49	0.39	
Chrysanthemum Spray -- I	385,210	1	90	50	0.40	KOR
Delphinium -- D	227,156	10	300	71	0.57	
Delphinium -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Dracaena -- D	32,185	7	100	35	0.28	
Dracaena -- I	235,310		500	27	0.22	SGP
Euphorbia Marginata -- D	6,630		100	45	0.36	
Euphorbia Marginata -- I	0					
Eustoma -- D	555,827	4	750	108	0.87	
Eustoma -- I	1,600	30	47	37	0.30	
Gentiana -- D	81,580	22	180	68	0.55	
Gentiana -- I	0					
Gerbera -- D	360,607	5	120	23	0.19	
Gerbera -- I	0					
Gladiolus -- D	140,061	4	100	53	0.43	
Gladiolus -- I	0					
Gypsophila -- D	209,315	10	300	74	0.60	
Gypsophila -- I	5,742		60	57	0.46	ISR
Heliconia Caribea -- D	85	190	230	199	1.61	
Heliconia Caribea -- I	0					
Heliconia Pendula -- D	2,105		180	43	0.35	
Heliconia Pendula -- I	260		600	208	1.68	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	1,950	35	100	70	0.56	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	195		250	160	1.30	AUS NZL ZAF
Lily Casablanca -- D	22,605	35	900	374	3.03	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	78,175	10	500	83	0.67	
Lily Longiflorum -- I	480		40	40	0.32	KOR
Limonium Sinuatum -- D	434,305	4	120	35	0.28	
Limonium Sinuatum -- I	0					
Molucella -- D	9,170	10	102	43	0.35	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	580		170	124	1.00	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	19,950	15	120	78	0.63	SGP THA
Orchid Cymbidium -- D	3,643	100	850	404	3.27	
Orchid Cymbidium -- I	6,675	200	1,400	816	6.61	NLD NZL
Orchid Oncidium -- D	8,460	25	550	137	1.11	
Orchid Oncidium -- I	86,810	20	160	62	0.50	SGP TAI THA
Orchid Phalaenopsis -- D	15,160	30	1,600	339	2.75	
Orchid Phalaenopsis -- I	7,891	66	1,035	498	4.03	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	99,210	15	100	56	0.45	THA
Ornithogalum -- D	3,120	20	130	75	0.61	
Ornithogalum -- I	1,667	40	110	76	0.62	NLD ZAF
Protea King -- D	163		550	472	3.82	
Protea King -- I	117	150	970	408	3.30	AUS ZAF
Protea others -- D	0					
Protea others -- I	477	73	600	292	2.37	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	140		240	240	1.94	AUS NZL
Rose Total -- D	1,080,945	2	600	59	0.48	
Rose Total -- I	68,066	5	700	60	0.48	
Rose Amada -- D	8,781	10	200	98	0.80	
Rose Amada -- I	0					
Rose Avalanche -- D	70,320	20	180	76	0.62	
Rose Avalanche -- I	0					
Rose Carpe Diem -- D	18,067	5	150	58	0.47	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	10,424		140	87	0.70	COL
Rose Gold Rush -- D	24,120	10	150	53	0.43	
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	1,520		90	36	0.29	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	6,230	8	82	25	0.20	
Rose Noblesse -- I	0					
Rose Red Roses D --	38,690	5	570	46	0.38	
Rose Red Roses I --	1,292		134	45	0.36	
Rose Red Star -- D	11,585	5	140	49	0.40	
Rose Red Star -- I	0					
Rose Samurai -- D	46,192	20	185	76	0.61	
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	33,817	9	150	66	0.54	
Rose Sweet Avalanche -- I	300		25	22	0.18	
Rose Sweet Unique -- D	4,300	24	150	53	0.43	
Rose Sweet Unique -- I	1,060	15	35	28	0.22	
Rose Teresa -- D	7,420	10	100	47	0.38	
Rose Teresa -- I	0					
Rose Tineke -- D	26,900	5	160	47	0.38	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	17,167	7	175	62	0.50	
Rose Yves Piaget -- I	0					
Rose Spr Babe -- D	8,910	10	120	62	0.50	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	6,135	25	120	62	0.50	
Rose Spr Lovely Lydia -- I	1,690	25	65	54	0.44	KOR
Rose Spr Shooting Star -- D	8,040	10	120	56	0.45	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	23,270	25	170	78	0.63	
Sandersonia -- I	0					
Trachelium -- D	6,480	10	90	39	0.31	
Trachelium -- I	1,250		100	76	0.62	ISR NLD
Tulip -- D	0					
Tulip -- I	530		60	43	0.35	NLD
Waxflowers -- D	0					
Waxflowers -- I	1,320		100	63	0.51	AUS
Green Foliage						
Beargrass -- D	5		100	96	0.78	
Beargrass -- I	708	13	350	116	0.94	USA
Leatherleaves -- D	101,690	1	50	23	0.19	
Leatherleaves -- I	186,040	2	40	17	0.14	USA
Ruscus Israel -- D	2,800		25	13	0.11	
Ruscus Israel -- I	7,080		35	22	0.18	ISR
Ruscus Italian -- D	6,560	15	85	47	0.38	
Ruscus Italian -- I	1,000	17	50	29	0.23	ITA
Salal -- D	0					
Salal -- I	9,508	20	500	115	0.93	USA