

## 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.

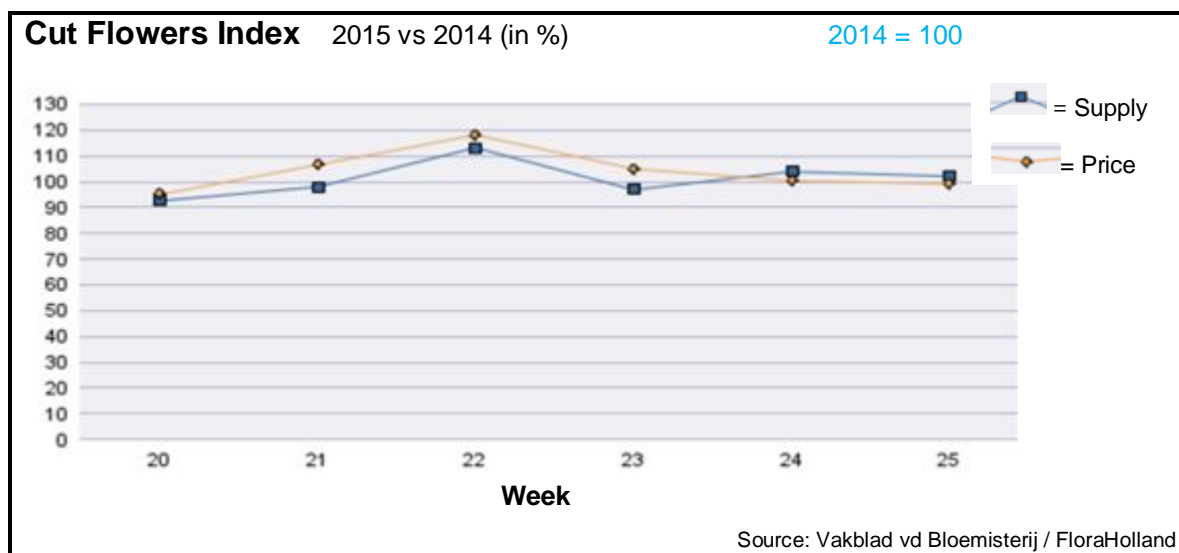
The Market Insider team

Week No. 25-2015

Date: 24/06/2015

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

The supplied quantities were 2% higher.

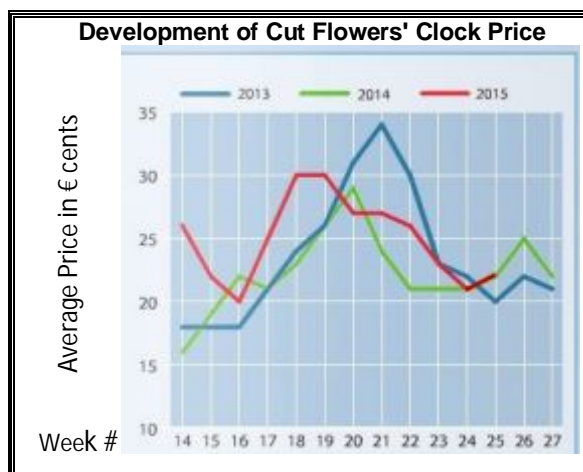
Peony came out with 34% lower price, for 140% more supply than in the same week last year.

Big roses fetched 8.5% more in price, for 0.5% less supplied stems.

Small roses got te same price like last year, for 5% less

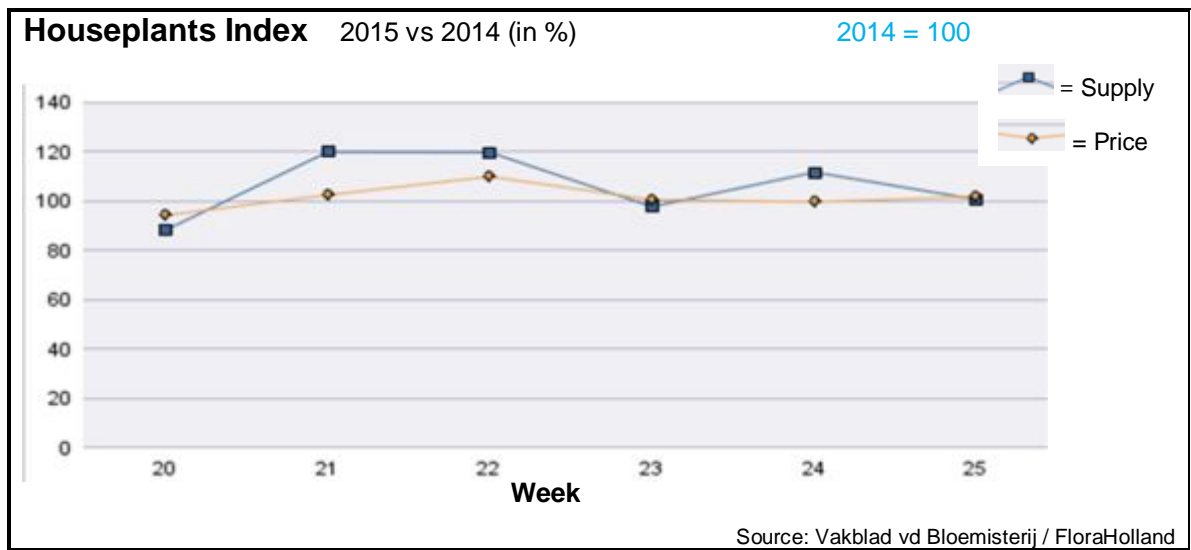
Cymbidium large flowers got 16% higher price than in this week last year.

Matthiola got 76% more in price, for 8% less supply.



Most products got better price than last year; standing out with much higher prices were: aconitum, ammi, anigozanthos, asclepias, asparagus, aster, chamelaucium/wax flower, carnations spray, eucalyptus, gladioli, lily, phlox, trachelium, tulip, and veronica.

Some products however got much lower price; among them: carthamus, protea, and some more.



In week 25 the price for houseplants was 2% higher than last year.

The supply was 1% higher.

This resulted in a 2.7% more in sales turnover.

Zantedeschia got 3.5% more in price, compared to this week last year, with 40% more units supplied.

Hortensia/hydrangea got 10.6% more in price, while supply was 28% lower than last year.

Ficus got 56% more in price, for 9% higher supply.

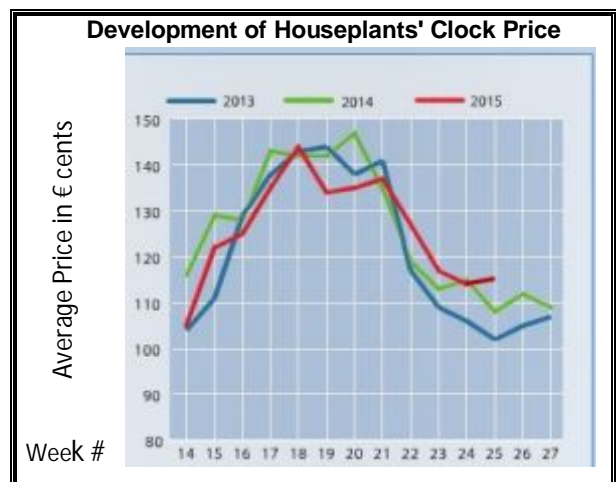
Dracaena fetched 9% higher price, for 24% less in supply.

Kalanchoe, Begonia, and lily got some lower price than last year.

Potted roses got the 2.3% higher price than last year, for 7.7% higher supply.

Potted gerbera got 5.6% higher price for 3.7% more units than last year.

Anthurium got the same price, while supply was 13.3% higher than last year.





**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. W25 Date: 24/06/2015**

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 : 25 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\$ = 123.65 Yen

<b>Product Name &amp; Source</b> D = Domestic I = Imported	<b>Quantity</b>	<b>Price in Japanese Yen</b>			<b>Average</b>	<b>Main Origin</b>
		<b>Lowest</b>	<b>Highest</b>	<b>Average</b>	<b>US\$</b>	
<b>Total Cut Flowers Sold</b>	<b>16,751,870</b>					
Achilea -- D	2,025		60	15	0.12	
Achilea -- I	0					
Alstroemeria -- D	233,060	19	200	74	0.59	
Alstroemeria -- I	0					
Ammi majus -- D	21,280	1	120	46	0.38	
Ammi majus -- I	0					
Anigozanthos -- D	4,980	25	120	61	0.50	
Anigozanthos -- I	130		180	136	1.10	AUS NLD ZWE
Anthurium Pink -- D	168		250	125	1.01	
Anthurium Pink -- I	10,278	2	150	63	0.51	THA
Anthurium Red -- D	796		250	124	1.00	
Anthurium Red -- I	11,925	10	200	70	0.56	AUS THA USA ZAF
Anthurium White -- D	848		180	86	0.69	
Anthurium White -- I	5,281	2	180	78	0.63	THA
Banksia -- D	0					
Banksia -- I	182	150	450	344	2.78	AUS NZL
Bupleurum -- D	14,956	20	100	53	0.43	
Bupleurum -- I	0					
Calla -- D	66,243	12	350	84	0.68	
Calla -- I	1,710		170	103	0.83	NLD NZL
Carnations Spray -- D	489,730	10	160	55	0.44	
Carnations Spray -- I	392,251	9	70	37	0.30	COL
Carnations Standard -- D	488,734	3	160	51	0.41	
Carnations Standard -- I	558,139	5	175	42	0.34	COL
Chrysanthemum Spray -- D	708,320	4	110	46	0.37	
Chrysanthemum Spray -- I	357,545	2	90	51	0.41	KOR
Delphinium -- D	247,925	5	270	63	0.51	
Delphinium -- I	0					
Dracaena -- D	43,927	10	100	38	0.30	
Dracaena -- I	222,253	5	250	29	0.23	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Euphorbia Marginata -- D	9,220		75	41	0.33	
Euphorbia Marginata -- I	0					
Eustoma -- D	546,151	9	750	102	0.82	
Eustoma -- I	1,160	16	65	39	0.31	
Gentiana -- D	159,940	22	150	60	0.48	
Gentiana -- I	0					
Gerbera -- D	364,053	5	120	24	0.20	
Gerbera -- I	0					
Gladiolus -- D	165,115	3	90	47	0.38	
Gladiolus -- I	0					
Gypsophila -- D	312,590	2	300	57	0.46	
Gypsophila -- I	5,783		70	55	0.44	ISR
Heliconia Caribea -- D	34	150	250	202	1.63	
Heliconia Caribea -- I	0					
Heliconia Pendula -- D	2,900		180	50	0.40	
Heliconia Pendula -- I	132		600	243	1.97	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,990	5	100	57	0.46	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	532		350	181	1.46	AUS NZL ZAF
Lily Casablanca -- D	29,976	43	900	340	2.75	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	76,860	1	400	80	0.65	
Lily Longiflorum -- I	480		50	50	0.40	KOR
Limonium Sinuatum -- D	335,700	4	130	44	0.35	
Limonium Sinuatum -- I	0					
Molucella -- D	7,249	10	110	40	0.33	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	750		250	156	1.26	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	24,760	10	120	72	0.58	SGP THA
Orchid Cymbidium -- D	971	200	850	499	4.04	
Orchid Cymbidium -- I	9,873	300	1,250	763	6.17	NLD NZL
Orchid Oncidium -- D	8,059	25	550	144	1.16	
Orchid Oncidium -- I	71,900	10	180	86	0.70	SGP TAI THA
Orchid Phalaenopsis -- D	13,701	28	1,600	360	2.91	
Orchid Phalaenopsis -- I	7,328	80	1,035	525	4.24	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	94,440	10	80	52	0.42	THA
Ornithogalum -- D	4,755	23	150	79	0.64	
Ornithogalum -- I	1,755	10	110	74	0.60	NLD ZAF
Protea King -- D	0					
Protea King -- I	178	60	1,300	562	4.54	AUS ZAF
Protea others -- D	0					
Protea others -- I	560	50	600	270	2.18	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	100		240	240	1.94	AUS
<b>Rose Total -- D</b>	<b>1,299,564</b>	<b>1</b>	<b>600</b>	<b>53</b>	<b>0.43</b>	
<b>Rose Total -- I</b>	<b>105,776</b>	<b>1</b>	<b>700</b>	<b>55</b>	<b>0.45</b>	
Rose Amada -- D	10,697	15	200	88	0.71	
Rose Amada -- I	0					
Rose Avalanche -- D	94,475	1	180	54	0.43	
Rose Avalanche -- I	320	1	7	5	0.04	IND NLD
Rose Carpe Diem -- D	19,205	6	160	66	0.53	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	9,148		130	84	0.68	COL
Rose Gold Rush -- D	28,940	7	200	82	0.66	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	1,820	10	150	75	0.60	
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	6,115	3	70	22	0.18	
Rose Noblesse -- I	0					
Rose Red Roses D --	51,109	2	400	38	0.31	
Rose Red Roses I --	1,288		110	22	0.18	
Rose Red Star -- D	12,240	5	140	46	0.37	
Rose Red Star -- I	0					
Rose Samurai -- D	66,256	5	170	65	0.52	
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	45,635	3	150	46	0.37	
Rose Sweet Avalanche -- I	580		30	24	0.19	
Rose Sweet Unique -- D	4,500	16	100	47	0.38	
Rose Sweet Unique -- I	2,640	4	20	9	0.07	
Rose Teresa -- D	12,410	10	120	37	0.30	
Rose Teresa -- I	0					
Rose Tineke -- D	29,880	1	160	33	0.27	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	20,372	4	330	43	0.35	
Rose Yves Piaget -- I	350		65	47	0.38	NLD
Rose Spr Babe -- D	12,865	15	135	75	0.61	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	6,480	10	120	63	0.51	
Rose Spr Lovely Lydia -- I	1,680	19	60	50	0.40	KOR
Rose Spr Shooting Star -- D	10,685	10	186	79	0.63	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	29,905	22	170	73	0.59	
Sandersonia -- I	0					
Trachelium -- D	7,300		100	38	0.31	
Trachelium -- I	950		100	86	0.69	ISR NLD
Tulip -- D	0					
Tulip -- I	250		60	56	0.45	NLD
Waxflowers -- D	0					
Waxflowers -- I	2,030		90	48	0.39	AUS
<b>Green Foliage</b>						
Beargrass -- D	0					
Beargrass -- I	540	26	330	179	1.45	USA
Leatherleaves -- D	97,420	1	50	21	0.17	
Leatherleaves -- I	209,860		40	13	0.11	USA
Ruscus Israel -- D	1,500		15	7	0.06	
Ruscus Israel -- I	6,730		40	25	0.20	ISR
Ruscus Italian -- D	6,410	30	80	49	0.40	
Ruscus Italian -- I	700	20	60	35	0.28	ITA
Salal -- D	0					
Salal -- I	9,490	24	700	115	0.93	USA