

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.

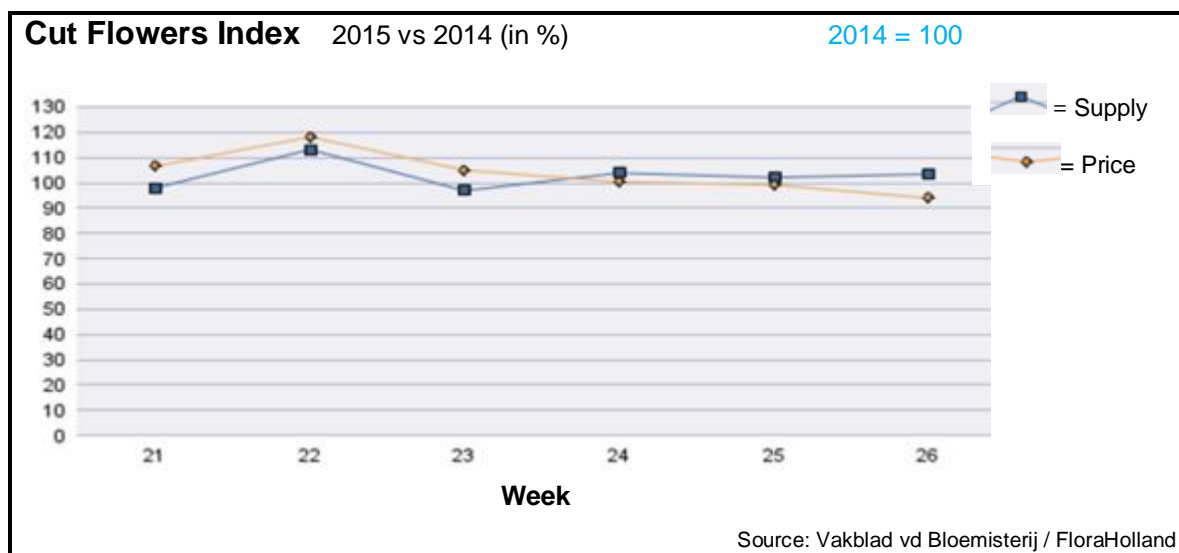
The Market Insider team

Week No. 26-2015

Date: 01/07/2015

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 26 the cut flowers average price was 6.1% lower than in this week in 2014.

The supplied quantities were 3.5% higher.

Peony was in its peak, with 44% lower price, for 309% more supply than in the same week last year.

Lilies got 16.7% better price, for just 1.3% more in supply.

Big roses fetched 7.9% less in price, for some more supplied stems.

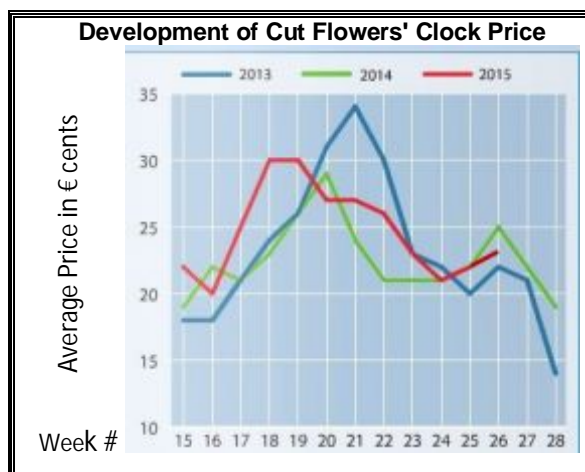
Small roses got the 4.7% lower price than last year, for 7.4% less sold stems.

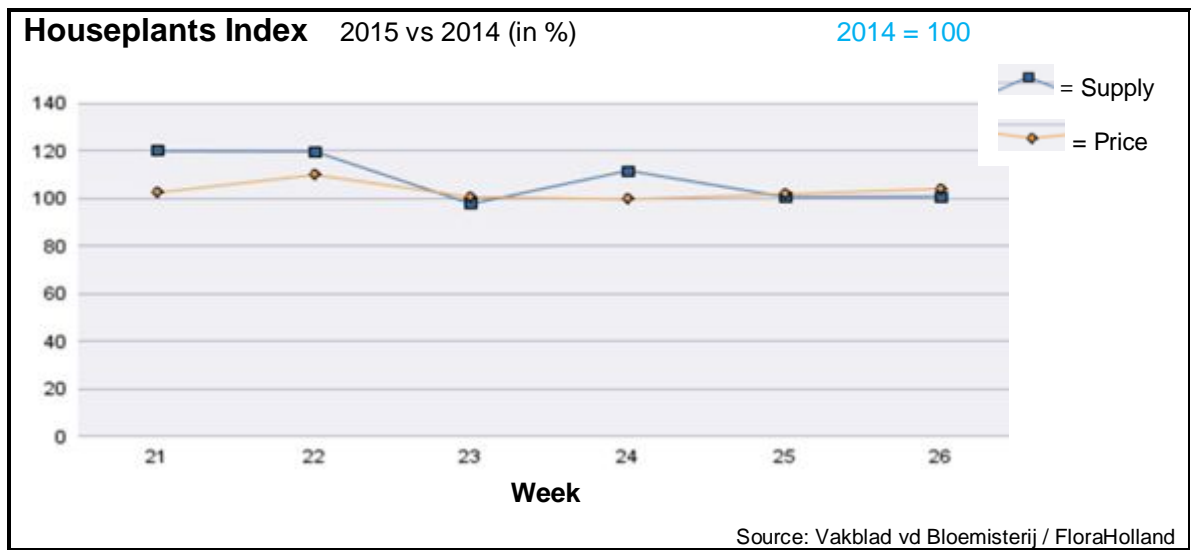
Chrysanthemums got 34% lower price than in this week last year, for some fewer units.

Helianthus got 9% less in price, for 28% less in supply.

Most products got better price than last year; forerunners with much higher prices were: aconitum, ammi, asclepias, aster, spray carnations, eucalyptus, gladioli, hypericum, leucadendron, solidago, and trachelium.

Just a few products however got much lower price; among them carthamus and protea.





In week 26 the price for houseplants was 4.1% higher than last year.

The supply also was 0.4% higher.

Hortensia/hydrangea got 15% more in price, while supply was 33% higher than last year.

Phalaenopsis got 3.9% more in price, compared to this week last year, with 4.3% less units supplied and sold.

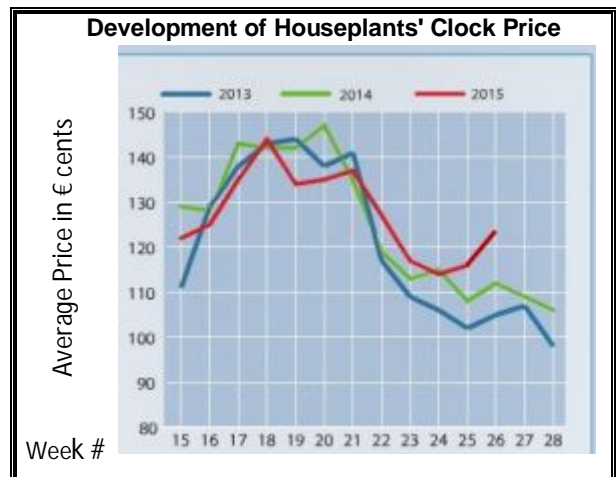
Potted roses got the 15% higher price than last year, for 18% lower supply.

Arrangements got 48% higher price for 28% less unit supplied.

Campanula got 25% more in price, for 8% lower supply.

Zantedeschia fetched 2.6% lower price, for 16.3% more in supply.

Phoenix got the same price like last year, while the supply was some 20% lower.





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. W26 Date: 01/07/2015

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 : 26 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\$ = 122.22 Yen

<u>Product Name & Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	16,346,942					
Achilea -- D	2,330		60	22	0.18	
Achilea -- I	0					
Alstroemeria -- D	214,830	19	185	74	0.61	
Alstroemeria -- I	0					
Ammi majus -- D	21,060	2	120	47	0.39	
Ammi majus -- I	0					
Anigozanthos -- D	7,230	4	130	48	0.40	
Anigozanthos -- I	110		190	184	1.51	AUS NLD ZWE
Anthurium Pink -- D	142		200	116	0.95	
Anthurium Pink -- I	9,068	25	160	74	0.61	THA
Anthurium Red -- D	702		200	121	0.99	
Anthurium Red -- I	10,790	21	200	84	0.69	AUS THA USA ZAF
Anthurium White -- D	298		200	93	0.76	
Anthurium White -- I	4,669	6	190	89	0.73	THA
Banksia -- D	0					
Banksia -- I	340	162	450	277	2.27	AUS NZL
Bupleurum -- D	9,313	1	110	54	0.44	
Bupleurum -- I	0					
Calla -- D	66,766	5	300	85	0.70	
Calla -- I	1,800		170	88	0.72	NLD NZL
Carnations Spray -- D	471,630	5	160	53	0.43	
Carnations Spray -- I	388,149	8	170	37	0.30	COL
Carnations Standard -- D	464,618	8	160	53	0.44	
Carnations Standard -- I	564,749	3	175	41	0.34	COL
Chrysanthemum Spray -- D	674,995	5	120	47	0.38	
Chrysanthemum Spray -- I	409,305	2	90	48	0.39	KOR
Delphinium -- D	175,055	10	250	82	0.67	
Delphinium -- I	0					
Dracaena -- D	34,620	9	100	35	0.28	
Dracaena -- I	246,017	1	160	28	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	7,450		130	45	0.37	
Euphorbia Marginata -- I	0					
Eustoma -- D	479,328	5	700	120	0.98	
Eustoma -- I	4,160	18	85	49	0.40	
Gentiana -- D	306,530	20	150	54	0.44	
Gentiana -- I	0					
Gerbera -- D	356,010	5	1,800	25	0.21	
Gerbera -- I	0					
Gladiolus -- D	146,537	13	85	47	0.39	
Gladiolus -- I	0					
Gypsophila -- D	191,925	10	1,400	68	0.55	
Gypsophila -- I	5,916		100	58	0.47	ISR
Heliconia Caribea -- D	15	280	285	283	2.32	
Heliconia Caribea -- I	0					
Heliconia Pendula -- D	3,100		180	47	0.38	
Heliconia Pendula -- I	212		350	194	1.59	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,025	30	150	62	0.51	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,478		290	170	1.39	AUS NZL ZAF
Lily Casablanca -- D	28,535	40	900	346	2.83	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	84,030	10	350	78	0.64	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	300,500	1	125	53	0.43	
Limonium Sinuatum -- I	0					
Molucella -- D	2,943	15	100	56	0.46	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	600		200	146	1.19	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	17,440	12	100	72	0.59	SGP THA
Orchid Cymbidium -- D	489		750	407	3.33	
Orchid Cymbidium -- I	12,423	244	1,125	654	5.35	NLD NZL
Orchid Oncidium -- D	8,599	11	550	148	1.21	
Orchid Oncidium -- I	71,120	30	200	102	0.83	SGP TAI THA
Orchid Phalaenopsis -- D	12,936	27	1,600	436	3.57	
Orchid Phalaenopsis -- I	6,082	195	1,035	596	4.88	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	97,190	20	70	49	0.40	THA
Ornithogalum -- D	4,230	30	140	86	0.70	
Ornithogalum -- I	2,039	3	90	68	0.56	NLD ZAF
Protea King -- D	0					
Protea King -- I	27		800	422	3.45	AUS ZAF
Protea others -- D	0					
Protea others -- I	487	129	1,400	307	2.51	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	180		240	213	1.75	AUS NZL
Rose Total -- D	1,143,209	2	600	55	0.45	
Rose Total -- I	71,694	5	400	53	0.44	
Rose Amada -- D	10,630	25	200	85	0.70	
Rose Amada -- I	0					
Rose Avalanche -- D	89,310	8	180	55	0.45	
Rose Avalanche -- I	0					
Rose Carpe Diem -- D	18,592	10	153	62	0.50	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	9,247		130	87	0.71	COL
Rose Gold Rush -- D	17,460	10	175	61	0.50	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	1,070		85	40	0.33	
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	4,400	10	80	26	0.21	
Rose Noblesse -- I	0					
Rose Red Roses D --	41,584	5	580	42	0.34	
Rose Red Roses I --	859		120	40	0.33	
Rose Red Star -- D	11,940	5	150	51	0.42	
Rose Red Star -- I	0					
Rose Samurai -- D	55,109	13	175	72	0.59	
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	39,855	10	150	50	0.41	
Rose Sweet Avalanche -- I	780	9	25	14	0.12	
Rose Sweet Unique -- D	3,960	15	110	54	0.44	
Rose Sweet Unique -- I	2,040	10	22	18	0.15	
Rose Teresa -- D	14,160	10	100	40	0.32	
Rose Teresa -- I	0					
Rose Tineke -- D	24,382	3	160	39	0.32	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	16,598	5	170	53	0.43	
Rose Yves Piaget -- I	750		65	46	0.38	NLD
Rose Spr Babe -- D	11,075	10	115	64	0.52	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	5,690	20	120	64	0.52	
Rose Spr Lovely Lydia -- I	1,430		65	50	0.41	KOR
Rose Spr Shooting Star -- D	7,250	15	153	69	0.57	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	23,350	22	175	79	0.65	
Sandersonia -- I	0					
Trachelium -- D	5,350		90	35	0.28	
Trachelium -- I	1,240		100	78	0.64	ISR NLD
Tulip -- D	0					
Tulip -- I	390		70	53	0.43	NLD
Waxflowers -- D	0					
Waxflowers -- I	1,840		90	41	0.34	AUS
Green Foliage						
Beargrass -- D	6		107	87	0.71	
Beargrass -- I	540	76	350	166	1.36	USA
Leatherleaves -- D	97,010	2	50	21	0.17	
Leatherleaves -- I	187,820	2	40	12	0.10	USA
Ruscus Israel -- D	600		25	16	0.13	
Ruscus Israel -- I	6,695		45	25	0.20	ISR
Ruscus Italian -- D	7,950	30	90	48	0.40	
Ruscus Italian -- I	0					
Salal -- D	0					
Salal -- I	9,295	10	600	109	0.89	USA