

## 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.

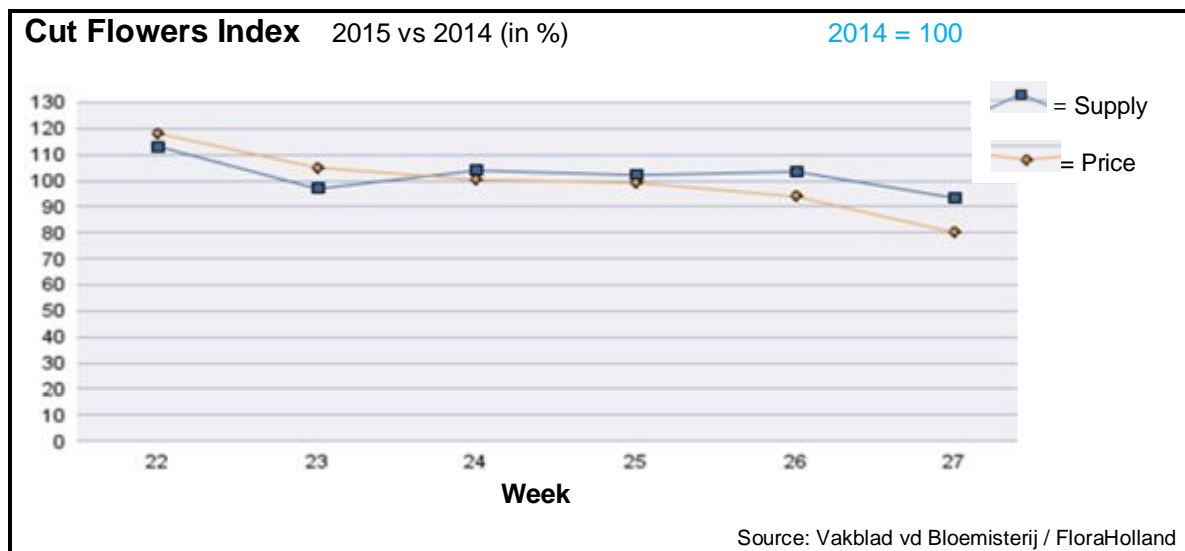
The Market Insider team

Week No. 27-2015

Date: 08/07/2015

#### 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 27 the cut flowers prices fell down dramatically, thanks to the hit wave that attacked the European continent.

The average price was 5 cents (=20%) lower than in this week in 2014.

The supplied quantities were 7% lower; resulted in 25% less in sales turnover.

Big roses fetched 20.5% less in price, for 12% fewer supplied stems.

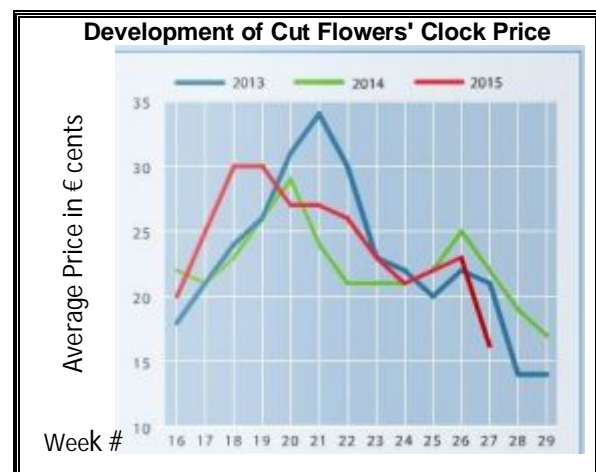
Peony was in its peak, with 50% lower price, for 3.5 times more supply than in the same week last year.

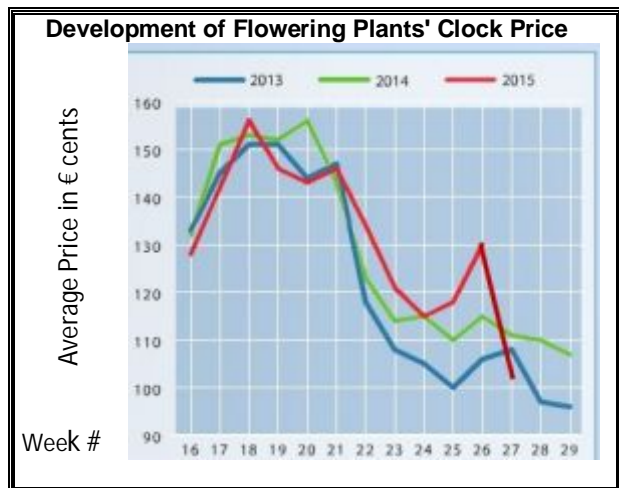
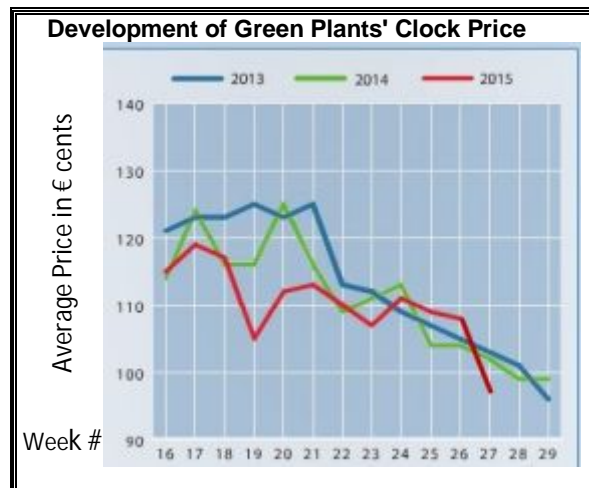
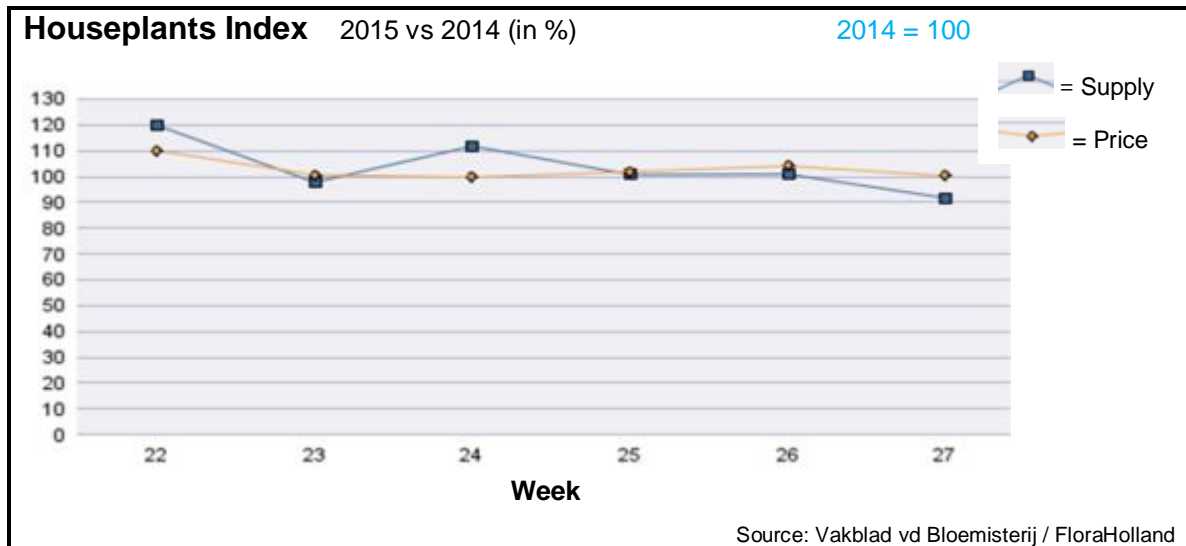
Chrysanthemums got 30% lower price than in this week last year, for 4% fewer units.

Lilies got 10% lower price, for 9.5 more in supply.

Gerbera mini got 19.5% lower price than last year, for 4% more sold stems.

Most products got much lower price than last year; only but a few got better price, for much lower quantities. Among them were spray carnations and leucadendron.





In week 27 the price for houseplants went down dramatically, compared to the previous week, thanks to the hit wave that attacked the European continent. The average price was the same like in this week last year. The supply was 8% lower.

Hortensia/hydrangea got the same price, while supply was 18% lower than last year.

Potted roses got the 9% higher price than last year, for 12% fewer pots of supply.

Spathiphyllum got 17% more in price, compared to this week last year, for 25% fewer units sold.

Campanula got some more in price, as well as more in supply.

Zantedeschia fetched the same price like in 2014, for 12% more in supply.

**MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS**



International  
Trade  
Centre

**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. W27**      **Date: 08/07/2015**

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 : 27 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\$ = 122.49 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>17,118,670</b>					
Achilea -- D	850		60	31	0.25	
Achilea -- I	0					
Alstroemeria -- D	207,650	15	185	74	0.60	
Alstroemeria -- I	0					
Ammi majus -- D	13,985	10	150	69	0.56	
Ammi majus -- I	0					
Anigozanthos -- D	3,510	30	120	59	0.49	
Anigozanthos -- I	0					
Anthurium Pink -- D	138		500	166	1.36	
Anthurium Pink -- I	8,146	8	190	88	0.72	THA
Anthurium Red -- D	562		350	137	1.12	
Anthurium Red -- I	10,853	22	220	92	0.75	AUS THA USA ZAF
Anthurium White -- D	115		200	125	1.02	
Anthurium White -- I	4,493	10	200	100	0.82	THA
Banksia -- D	0					
Banksia -- I	256	125	350	252	2.06	AUS NZL
Bupleurum -- D	10,170	10	140	70	0.57	
Bupleurum -- I	0					
Calla -- D	68,496	10	300	81	0.66	
Calla -- I	1,235		175	98	0.80	NLD NZL
Carnations Spray -- D	490,410	10	160	50	0.41	
Carnations Spray -- I	447,787	10	65	34	0.28	COL
Carnations Standard -- D	552,975	10	160	50	0.41	
Carnations Standard -- I	562,314	5	170	39	0.32	COL
Chrysanthemum Spray -- D	747,334	5	120	46	0.37	
Chrysanthemum Spray -- I	443,890	5	115	46	0.38	KOR
Delphinium -- D	154,035	5	250	96	0.78	
Delphinium -- I	0					
Dracaena -- D	39,772	3	100	34	0.28	

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Dracaena -- I	245,728	2	150	29	0.23	SGP
Euphorbia Marginata -- D	4,538		132	52	0.42	
Euphorbia Marginata -- I	0					
Eustoma -- D	507,575	5	700	124	1.01	
Eustoma -- I	4,400	15	69	38	0.31	
Gentiana -- D	531,030	12	180	47	0.38	
Gentiana -- I	0					
Gerbera -- D	361,617	5	120	26	0.21	
Gerbera -- I	0					
Gladiolus -- D	152,012	10	80	48	0.39	
Gladiolus -- I	0					
Gypsophila -- D	178,635	15	320	87	0.71	
Gypsophila -- I	5,838		60	56	0.46	ISR
Heliconia Caribea -- D	10	180	275	228	1.86	
Heliconia Caribea -- I	0					
Heliconia Pendula -- D	2,755		200	43	0.35	
Heliconia Pendula -- I	182		383	200	1.64	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,825	5	100	62	0.51	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	2,035		270	153	1.25	AUS NZL ZAF
Lily Casablanca -- D	28,351	40	900	341	2.78	
Lily Casablanca -- I	360		120	101	0.83	KOR NLD NZL
Lily Longiflorum -- D	112,650	12	300	67	0.55	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	341,730	2	110	48	0.39	
Limonium Sinuatum -- I	0					
Molucella -- D	2,304	3	120	70	0.57	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	600		250	147	1.20	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	16,950	10	120	70	0.57	SGP THA
Orchid Cymbidium -- D	75		400	258	2.11	
Orchid Cymbidium -- I	11,866	100	1,125	626	5.11	NLD NZL
Orchid Oncidium -- D	7,123	25	600	166	1.36	
Orchid Oncidium -- I	67,405	25	250	115	0.94	SGP TAI THA
Orchid Phalaenopsis -- D	13,420	33	1,600	474	3.87	
Orchid Phalaenopsis -- I	7,472	116	1,035	579	4.73	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	108,370	10	80	49	0.40	THA
Ornithogalum -- D	4,940	36	140	94	0.77	
Ornithogalum -- I	1,510	10	90	63	0.52	NLD ZAF
Protea King -- D	0					
Protea King -- I	30		600	300	2.45	AUS ZAF
Protea others -- D	0					
Protea others -- I	635	120	570	266	2.17	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	40		200	200	1.63	AUS
<b>Rose Total -- D</b>	<b>1,185,402</b>	<b>1</b>	<b>600</b>	<b>55</b>	<b>0.45</b>	
<b>Rose Total -- I</b>	<b>68,306</b>	<b>1</b>	<b>450</b>	<b>57</b>	<b>0.47</b>	
Rose Amada -- D	13,145	30	180	85	0.70	
Rose Amada -- I	0					
Rose Avalanche -- D	95,140	5	180	55	0.45	
Rose Avalanche -- I	0					
Rose Carpe Diem -- D	19,861	10	153	56	0.46	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	8,888		174	89	0.72	COL
Rose Gold Rush -- D	21,865	10	150	57	0.47	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	850		70	41	0.33	

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	6,340	5	70	28	0.23	
Rose Noblesse -- I	0					
Rose Red Roses D --	35,437	3	560	45	0.37	
Rose Red Roses I --	971		174	45	0.37	
Rose Red Star -- D	13,835	10	140	49	0.40	
Rose Red Star -- I	0					
Rose Samurai -- D	58,765	1	185	70	0.57	
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	39,535	10	250	50	0.41	
Rose Sweet Avalanche -- I	600	1	20	13	0.10	
Rose Sweet Unique -- D	4,260	15	80	48	0.39	
Rose Sweet Unique -- I	1,240	5	40	24	0.19	
Rose Teresa -- D	13,120	5	138	40	0.32	
Rose Teresa -- I	0					
Rose Tineke -- D	27,795	2	140	36	0.29	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	18,298	1	170	54	0.44	
Rose Yves Piaget -- I	450		70	60	0.49	NLD
Rose Spr Babe -- D	12,733	15	120	61	0.50	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	8,080	20	140	60	0.49	
Rose Spr Lovely Lydia -- I	1,830	2	70	58	0.47	KOR
Rose Spr Shooting Star -- D	8,500	11	150	66	0.54	
Rose Spr Shooting Star -- I	280		70	56	0.46	KOR NLD
Sandersonia -- D	13,900	40	160	91	0.75	
Sandersonia -- I	0					
Trachelium -- D	2,230		90	45	0.36	
Trachelium -- I	1,300		140	77	0.63	ISR NLD
Tulip -- D	0					
Tulip -- I	100		60	58	0.47	NLD
Waxflowers -- D	0					
Waxflowers -- I	1,920	10	95	53	0.43	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		148	108	0.88	
Beargrass -- I	280	10	350	266	2.17	USA
Leatherleaves -- D	89,940	2	50	22	0.18	
Leatherleaves -- I	178,690	2	35	13	0.11	USA
Ruscus Israel -- D	100			17	0.14	
Ruscus Israel -- I	5,360		45	28	0.23	ISR
Ruscus Italian -- D	8,650	30	100	49	0.40	
Ruscus Italian -- I	3,067	17	70	47	0.38	ITA
Salal -- D	0					
Salal -- I	8,129	10	600	134	1.09	USA