

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.

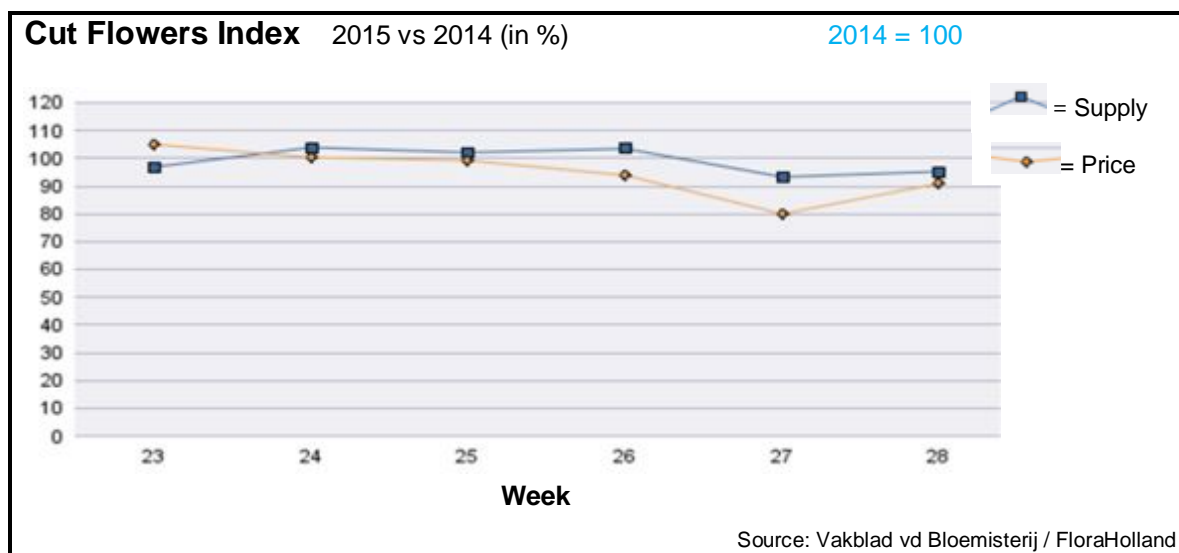
The Market Insider team

Week No. 28-2015

Date: 15/07/2015

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 28 the cut flowers prices average price was 9% lower than in this week in 2014.

The supplied quantities were 4.8% lower; resulted in 13.3% less in sales turnover.

Peony was the biggest price loser, with 59% lower price, for 554% more supply than in the same week last year.

Alstroemeria got 31.4% lower price, for 3.4 fewer supply

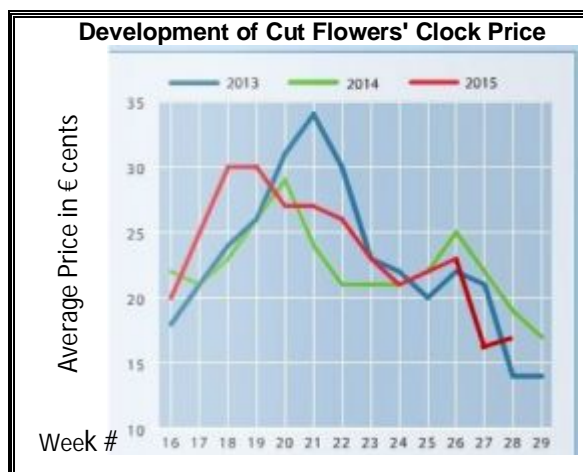
Big roses fetched the same price like in 2014, for 14% fewer supplied stems.

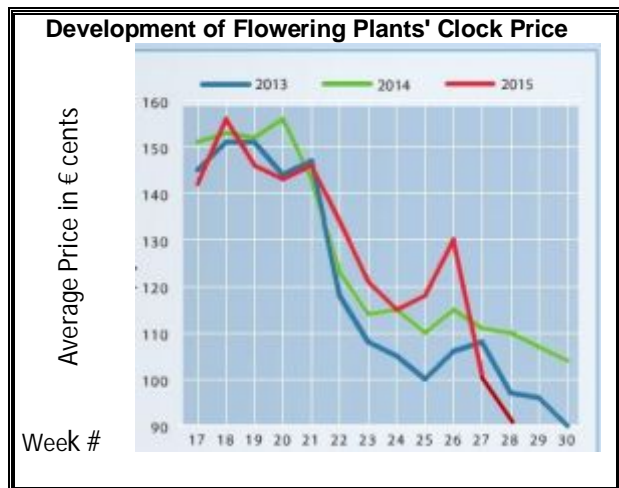
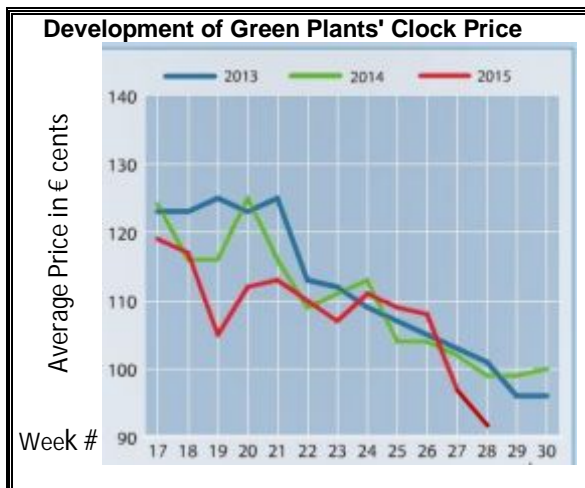
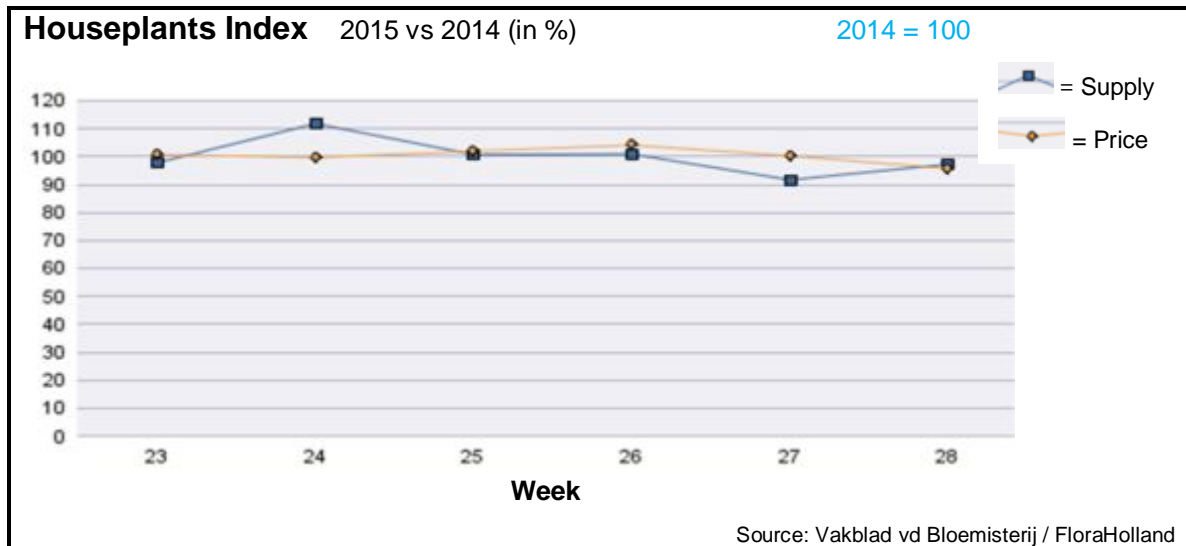
Small roses too got the same price, while the quantity decreased by 21.4%.

Gerbera mini got 18.3% lower price than last year.

Most products got lower price than last year; some stood out with much lower price: aconitum, carthamus, delphinium, gladioli, helianthus, lily, and veronica.

Only but a few products got better price, for lower quantities. Among them were anigozanthos, spray carnations, eucalyptus, and hypericum.





In week 28 the price for houseplants went down compared to the previous week, and compared to the same week last year. It was 4.3% lower than in 2014, and the supply was 2.7% lower.

Zantedeschia was the biggest loser in price, with 24% less than last year.

Anthurium was the big loser in quantity; with fewer 39% supplied pots, the average price was 8.3% higher.

Lower prices saw the products: kalanchoe (-21.4%), various plants (-11%), potted lily (-9.5%), phalaenopsis (-8.5%), ficus (-8%),

Yet, some products got higher price than in last year: spathiphyllum (+1%), zamioculcas +4.8%), and dracaena +9%).



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. W28 Date: 15/07/2015

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 : 28 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\$ = 123.46 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	19,771,895					
Achilea -- D	940		60	25	0.20	
Achilea -- I	0					
Alstroemeria -- D	182,224	19	332	79	0.64	
Alstroemeria -- I	0					
Ammi majus -- D	14,810	1	150	53	0.43	
Ammi majus -- I	0					
Anigozanthos -- D	4,054	14	110	41	0.33	
Anigozanthos -- I	30			140	1.13	AUS NLD ZWE
Anthurium Pink -- D	163		350	183	1.48	
Anthurium Pink -- I	9,968	7	180	81	0.66	THA
Anthurium Red -- D	544		350	157	1.27	
Anthurium Red -- I	14,028	15	219	82	0.66	AUS THA USA ZAF
Anthurium White -- D	207		180	98	0.79	
Anthurium White -- I	5,632	19	200	95	0.77	THA
Banksia -- D	55		126	123	1.00	
Banksia -- I	248	200	437	266	2.15	AUS NZL
Bupleurum -- D	14,190	10	140	63	0.51	
Bupleurum -- I	0					
Calla -- D	65,710	6	300	84	0.68	
Calla -- I	2,106	35	260	97	0.78	NLD NZL
Carnations Spray -- D	389,890	10	160	57	0.46	
Carnations Spray -- I	612,713	5	75	37	0.30	COL
Carnations Standard -- D	444,183	10	160	56	0.45	
Carnations Standard -- I	773,019	5	175	42	0.34	COL
Chrysanthemum Spray -- D	898,121	5	150	50	0.40	
Chrysanthemum Spray -- I	651,610	5	115	53	0.43	KOR
Delphinium -- D	155,728	6	260	102	0.83	
Delphinium -- I	0					
Dracaena -- D	44,999	6	300	33	0.27	
Dracaena -- I	293,541	1	160	27	0.22	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Euphorbia Marginata -- D	1,715		150	61	0.49	
Euphorbia Marginata -- I	0					
Eustoma -- D	552,961	17	650	116	0.94	
Eustoma -- I	2,000	30	47	34	0.27	
Gentiana -- D	1,029,880	13	300	44	0.35	
Gentiana -- I	0					
Gerbera -- D	313,514	10	140	28	0.23	
Gerbera -- I	0					
Gladiolus -- D	181,963	4	100	53	0.43	
Gladiolus -- I	0					
Gypsophila -- D	183,690	10	300	90	0.73	
Gypsophila -- I	5,930		60	55	0.45	ISR
Heliconia Pendula -- D	9,245		180	41	0.33	
Heliconia Pendula -- I	156		350	242	1.96	SGP
Leucad. Safari Sunset -- D	30		90	90	0.73	
Leucad. Safari Sunset -- I	5,705	30	120	60	0.48	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,915		300	139	1.13	AUS NZL ZAF
Lily Casablanca -- D	35,835	43	900	345	2.79	
Lily Casablanca -- I	300		90	80	0.65	KOR
Lily Longiflorum -- D	137,590	10	300	72	0.58	
Lily Longiflorum -- I	860		80	54	0.44	KOR NLD
Limonium Sinuatum -- D	429,959	2	90	49	0.39	
Limonium Sinuatum -- I	0					
Molucella -- D	1,535	35	120	73	0.59	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,900	50	250	130	1.06	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	13,550	10	120	72	0.58	SGP THA
Orchid Cymbidium -- D	0					
Orchid Cymbidium -- I	14,361	200	1,000	576	4.67	NLD NZL
Orchid Oncidium -- D	6,824	20	490	161	1.30	
Orchid Oncidium -- I	93,195	35	200	118	0.96	SGP TAI THA
Orchid Phalaenopsis -- D	11,408	60	2,000	548	4.44	
Orchid Phalaenopsis -- I	7,589	120	1,035	573	4.64	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	152,350	15	70	41	0.33	THA
Ornithogalum -- D	8,785	40	140	88	0.71	
Ornithogalum -- I	1,063		80	56	0.46	NLD ZAF
Protea King -- D	0					
Protea King -- I	45		1,500	986	7.99	AUS ZAF
Protea others -- D	0					
Protea others -- I	618	63	1,350	263	2.13	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	160		240	240	1.94	AUS
Rose Total -- D	1,015,913	1	580	59	0.48	
Rose Total -- I	58,815	5	400	63	0.51	
Rose Amada -- D	11,105	10	175	95	0.77	
Rose Amada -- I	0					
Rose Avalanche -- D	91,185	10	180	53	0.43	
Rose Avalanche -- I	0					
Rose Carpe Diem -- D	16,598	10	160	62	0.50	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	9,421		150	94	0.76	COL
Rose Gold Rush -- D	17,610	10	150	60	0.49	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	685		90	52	0.42	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	7,090	5	68	28	0.22	
Rose Noblesse -- I	0					

<u>Product Name & Source</u>	<u>Quantity</u>	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
		<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	<u>US\$</u>	
Rose Red Roses D --	30,164	5	580	50	0.40	
Rose Red Roses I --	1,643		150	80	0.65	
Rose Red Star -- D	11,325	5	140	58	0.47	
Rose Red Star -- I	0					
Rose Samurai -- D	50,990	13	200	83	0.67	
Rose Samurai -- I	0					
Rose Sweet Avalanche -- D	36,955	15	175	52	0.42	
Rose Sweet Avalanche -- I	160	18	19	19	0.15	
Rose Sweet Unique -- D	4,955	20	130	50	0.41	
Rose Sweet Unique -- I	2,040	5	37	24	0.19	
Rose Teresa -- D	10,100	10	120	52	0.42	
Rose Teresa -- I	0					
Rose Tineke -- D	24,660	5	160	36	0.29	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	16,647	6	160	57	0.46	
Rose Yves Piaget -- I	880		78	54	0.44	NLD
Rose Spr Babe -- D	10,785	18	120	68	0.55	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	7,750	30	120	65	0.53	
Rose Spr Lovely Lydia -- I	2,010	25	65	55	0.45	KOR
Rose Spr Shooting Star -- D	6,940	20	168	70	0.56	
Rose Spr Shooting Star -- I	920		55	46	0.37	KOR NLD
Sandersonia -- D	15,580	48	180	88	0.71	
Sandersonia -- I	0					
Trachelium -- D	2,080		90	42	0.34	
Trachelium -- I	830		100	77	0.62	ISR NLD
Tulip -- D	0					
Tulip -- I	100		60	55	0.45	NLD
Waxflowers -- D	0					
Waxflowers -- I	1,760	40	100	62	0.50	AUS
Green Foliage						
Beargrass -- D	6		100	100	0.81	
Beargrass -- I	500	10	300	110	0.89	USA
Leatherleaves -- D	86,860	2	50	22	0.18	
Leatherleaves -- I	200,620	5	35	13	0.10	USA
Ruscus Israel -- D	200			20	0.16	
Ruscus Israel -- I	9,060		45	26	0.21	ISR
Ruscus Italian -- D	7,395	20	90	47	0.38	
Ruscus Italian -- I	3,600	20	70	43	0.35	ITA
Salal -- D	0					
Salal -- I	8,762	10	600	131	1.06	USA