

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.

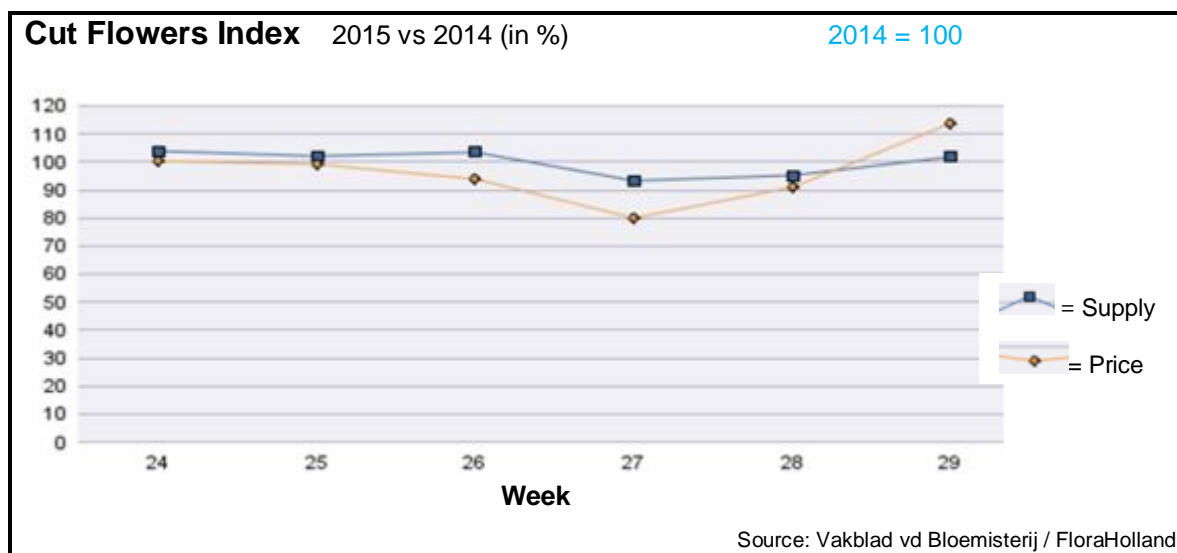
The Market Insider team

Week No. 29-2015

Date: 22/07/2015

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 29 the cut flowers average price was 2 cents higher than in this week of 2014. The supplied quantities were 1.8% higher; resulted in 15.9% plus in sales turnover.

Strikingly, big roses fetched 33% higher price than in 2014, for 4% fewer supplied stems.

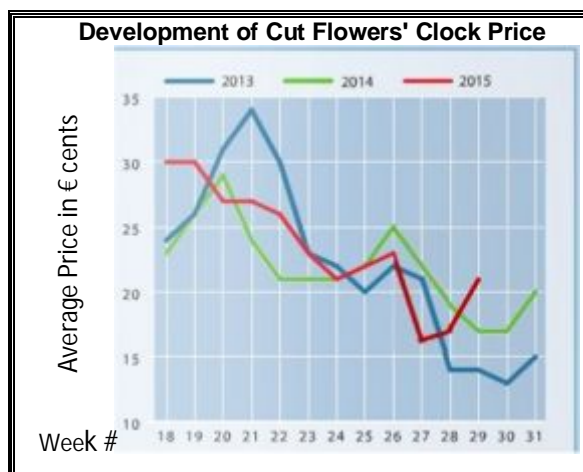
Small roses however got 4% less in price, while the quantity decreased by 18%. The supermarket sector showed less interest in roses this week.

Peony was the biggest price loser, with 78% lower price, for 962% more supply than in the same week last year. In 2014 the season for this flower was already over in week 29.

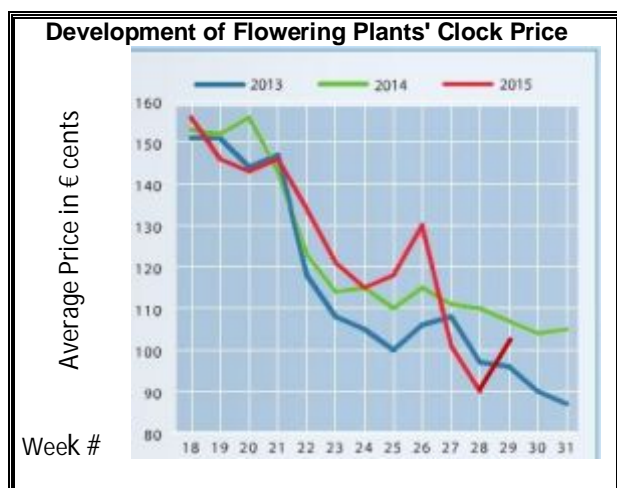
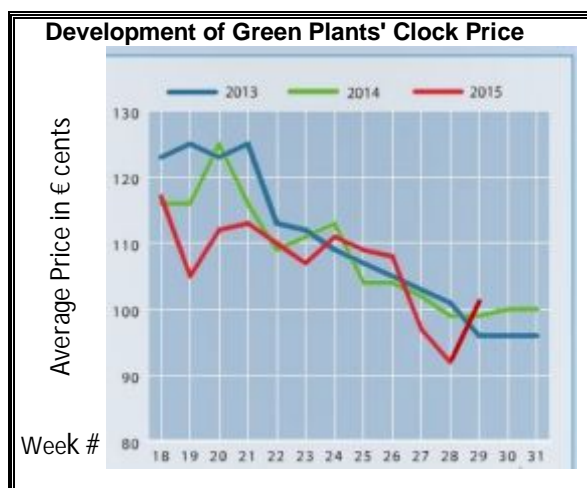
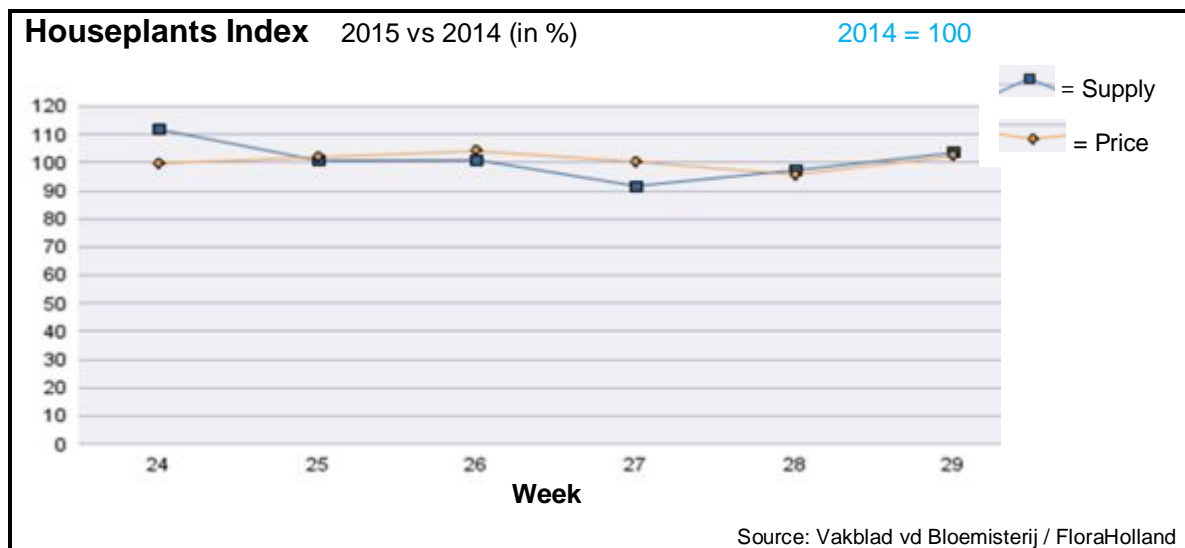
Lisianthus made it nice with 8.5% higher price for the 'double' types, and +15% for 'singles', while the supply was significantly higher.

Hydrangea/hortensia got 16.6% more in price, for 6.8% more in supply.

Most products got higher price than last year; some stood out with much better price: aconitum, anigozanthos, asparagus, bouvardia, delphinium, eucalyptus, phlox, trachelium, tulips, and zantedeschia/calla.



Only but a few cut flowers got lower price than in 2014, for higher quantities. Among them were: achillea, carthamus, and helianthus.



In week 29 the price for houseplants went up compared to the previous week, and compared to the same week last year. It was 3 cent = 2.3% higher than in 2014; the supply was 3.5% higher, and the sales turnover was 2.9% than in 2014.

Phalaenopsis got 10% less in price, for 6% more units than last year.

Kalanchoë got 3% lower price, for 2% fewer sold pots.

Potted rose fetched almost 14% better price, for 10% less sold units.

Anthurium's average price was 25% higher, for 4% more units.

Hydrangea saw 19% more in price, with 4.2% more in supply.

Ficus price went up by 52.7% more than last year, for 10% fewer units.

Dracaena, however, got 3.4% less in price, for about the same quantity as in 2014 at week 29.

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: 22/07/2015

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 : 29 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\$ = 124.23 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	17,738,533					
Achilea -- D	530		50	31	0.25	
Achilea -- I	0					
Alstroemeria -- D	205,350	10	190	77	0.62	
Alstroemeria -- I	300		20	13	0.10	COL
Ammi majus -- D	11,610	5	140	61	0.49	
Ammi majus -- I	0					
Anigozanthos -- D	2,333	23	100	41	0.33	
Anigozanthos -- I	110		120	113	0.91	AUS NLD ZWE
Anthurium Pink -- D	129		280	171	1.38	
Anthurium Pink -- I	8,091	5	220	93	0.75	THA
Anthurium Red -- D	705		250	155	1.25	
Anthurium Red -- I	11,877	2	200	90	0.73	AUS THA USA ZAF
Anthurium White -- D	284		200	114	0.92	
Anthurium White -- I	5,673	7	204	104	0.84	THA
Banksia -- D	81		141	128	1.03	
Banksia -- I	274	126	400	247	1.99	AUS NZL
Bupleurum -- D	6,720	4	120	70	0.56	
Bupleurum -- I	0					
Calla -- D	76,726	5	300	77	0.62	
Calla -- I	3,680	20	260	80	0.64	NLD NZL
Carnations Spray -- D	528,382	7	160	52	0.42	
Carnations Spray -- I	357,756	3	65	36	0.29	COL
Carnations Standard -- D	636,358	2	160	52	0.42	
Carnations Standard -- I	521,881	4	170	41	0.33	COL
Chrysanthemum Spray -- D	795,990		120	44	0.35	
Chrysanthemum Spray -- I	460,165	1	110	47	0.38	KOR
Delphinium -- D	147,078	1	318	107	0.86	
Delphinium -- I	0					
Dracaena -- D	29,940	2	300	37	0.30	
Dracaena -- I	257,604	1	160	26	0.21	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Euphorbia Marginata -- D	3,030		70	43	0.35	
Euphorbia Marginata -- I	0					
Eustoma -- D	498,647	2	800	129	1.03	
Eustoma -- I	1,200	20	65	38	0.31	
Gentiana -- D	1,138,130	2	250	25	0.20	
Gentiana -- I	0					
Gerbera -- D	326,732	3	120	30	0.24	
Gerbera -- I	0					
Gladiolus -- D	182,486	5	85	50	0.40	
Gladiolus -- I	0					
Gypsophila -- D	198,115	10	240	74	0.60	
Gypsophila -- I	6,030		80	56	0.45	ISR
Heliconia Pendula -- D	5,590		130	38	0.30	
Heliconia Pendula -- I	156		500	292	2.35	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,029	25	80	54	0.44	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,888		260	161	1.29	AUS NZL ZAF
Lily Casablanca -- D	33,104	10	900	304	2.44	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	94,575	1	400	69	0.56	
Lily Longiflorum -- I	480		50	39	0.31	KOR
Limonium Sinuatum -- D	332,130	1	90	39	0.31	
Limonium Sinuatum -- I	0					
Molucella -- D	2,124		120	65	0.52	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,500	60	200	135	1.09	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	10,650	10	120	64	0.51	SGP THA
Orchid Cymbidium -- D	27		400	374	3.01	
Orchid Cymbidium -- I	14,642	98	1,100	528	4.25	NLD NZL
Orchid Oncidium -- D	4,548	25	500	199	1.61	
Orchid Oncidium -- I	75,801	22	250	131	1.06	SGP TAI THA
Orchid Phalaenopsis -- D	9,963	80	2,000	627	5.05	
Orchid Phalaenopsis -- I	7,735	103	1,080	583	4.69	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	155,420	10	70	35	0.28	THA
Ornithogalum -- D	19,675	40	180	74	0.60	
Ornithogalum -- I	682	20	75	49	0.39	NLD ZAF
Protea King -- D	0					
Protea King -- I	171		900	330	2.66	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,240	73	1,400	218	1.75	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	110		240	222	1.79	AUS
Rose Total -- D	1,214,091		600	61	0.49	
Rose Total -- I	71,951	1	550	69	0.56	
Rose Amada -- D	14,590	25	200	96	0.77	
Rose Amada -- I	0					
Rose Avalanche -- D	88,775	10	200	79	0.64	
Rose Avalanche -- I	0					
Rose Carpe Diem -- D	19,971	10	175	63	0.51	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	11,262	10	150	104	0.84	COL
Rose Gold Rush -- D	26,545	1	160	55	0.44	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	1,740		100	31	0.25	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	7,780	5	70	23	0.19	
Rose Noblesse -- I	0					

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Red Roses D --	35,620	1	580	49	0.40	
Rose Red Roses I --	3,897		140	89	0.72	
Rose Red Star -- D	11,050	10	140	55	0.44	
Rose Red Star -- I	0					
Rose Samourai -- D	64,323	1	230	77	0.62	
Rose Samourai -- I	1,560	35	90	69	0.55	IND
Rose Sweet Avalanche -- D	36,890	10	175	65	0.53	
Rose Sweet Avalanche -- I	0					
Rose Sweet Unique -- D	5,790	2	150	45	0.36	
Rose Sweet Unique -- I	2,135	11	120	54	0.43	
Rose Teresa -- D	12,930	10	120	50	0.41	
Rose Teresa -- I	0					
Rose Tineke -- D	31,600	1	160	52	0.42	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	17,671	5	193	51	0.41	
Rose Yves Piaget -- I	870		80	47	0.38	NLD
Rose Spr Babe -- D	12,535	10	130	60	0.49	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	7,620	25	123	65	0.52	
Rose Spr Lovely Lydia -- I	2,750	20	65	51	0.41	KOR
Rose Spr Shooting Star -- D	7,660	15	159	68	0.55	
Rose Spr Shooting Star -- I	600		60	49	0.40	KOR NLD
Sandersonia -- D	19,490	11	175	85	0.68	
Sandersonia -- I	0					
Trachelium -- D	1,200		70	42	0.34	
Trachelium -- I	950		150	74	0.60	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	2,120	40	100	69	0.56	AUS
Green Foliage						
Beargrass -- D	6		100	100	0.80	
Beargrass -- I	50		300	300	2.41	USA
Leatherleaves -- D	78,280	1	50	21	0.17	
Leatherleaves -- I	214,009	1	35	11	0.09	USA
Ruscus Israel -- D	0					
Ruscus Israel -- I	6,980		40	28	0.23	ISR
Ruscus Italian -- D	5,780	25	81	52	0.42	
Ruscus Italian -- I	4,720	14	70	39	0.31	ITA
Salal -- D	0					
Salal -- I	7,130	25	600	143	1.15	USA