

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. 30-2015

Date: 29/07/2015

The FloraHolland flower auctions' weekly supply and price index

(Representing the relative supply and average price, compared to the same weeks of last year)

We are sorry,

The weekly data and reports were not provided this week by FloraHolland, due to summer vacations.

Only the clock price graphs were available.

The Market Insider team

Development of Cut Flowers' Clock Price



Development of Green Plants' Clock Price



Development of Flowering Plants' Clock Price



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. W30 Date: 29/07/2015

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 : 30 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\$ = 123.19 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	17,810,906					
Achilea -- D	730		50	19	0.15	
Achilea -- I	0					
Alstroemeria -- D	179,237	7	310	70	0.57	
Alstroemeria -- I	240		56	56	0.45	COL
Ammi majus -- D	6,260	5	120	71	0.58	
Ammi majus -- I	0					
Anigozanthos -- D	739	25	100	40	0.33	
Anigozanthos -- I	60		120	116	0.94	AUS NLD ZWE
Anthurium Pink -- D	134		350	184	1.49	
Anthurium Pink -- I	10,786	10	250	96	0.78	THA
Anthurium Red -- D	713		250	157	1.27	
Anthurium Red -- I	18,339	10	220	97	0.78	AUS THA USA ZAF
Anthurium White -- D	378		200	96	0.78	
Anthurium White -- I	4,961	17	250	108	0.88	THA
Banksia -- D	81		120	113	0.92	
Banksia -- I	466	145	900	293	2.38	AUS NZL
Bupleurum -- D	7,235	3	110	76	0.62	
Bupleurum -- I	0					
Calla -- D	69,052	1	300	65	0.53	
Calla -- I	1,310	20	220	103	0.84	NLD NZL
Carnations Spray -- D	553,878	1	160	44	0.35	
Carnations Spray -- I	330,704	1	170	33	0.27	COL
Carnations Standard -- D	533,764	1	160	46	0.37	
Carnations Standard -- I	482,277	1	165	38	0.31	COL
Chrysanthemum Spray -- D	653,040	1	120	46	0.37	
Chrysanthemum Spray -- I	488,630	1	90	42	0.34	KOR
Delphinium -- D	141,925	3	400	102	0.83	
Delphinium -- I	0					
Dracaena -- D	27,225	8	1,200	35	0.28	
Dracaena -- I	240,065	1	140	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	4,545		65	42	0.34	
Euphorbia Marginata -- I	0					
Eustoma -- D	434,474	5	800	128	1.04	
Eustoma -- I	960	25	60	38	0.31	
Gentiana -- D	1,069,070	2	180	24	0.20	
Gentiana -- I	0					
Gerbera -- D	343,448	1	165	23	0.19	
Gerbera -- I	0					
Gladiolus -- D	136,750	5	90	50	0.40	
Gladiolus -- I	0					
Gypsophila -- D	149,555	15	250	83	0.67	
Gypsophila -- I	6,202		70	53	0.43	ISR
Heliconia Pendula -- D	3,101		160	43	0.35	
Heliconia Pendula -- I	155		950	363	2.95	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,815	30	200	55	0.44	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	2,865		280	156	1.26	AUS NZL ZAF
Lily Casablanca -- D	45,430	12	900	294	2.39	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	75,765	10	300	84	0.68	
Lily Longiflorum -- I	1,550	80	136	95	0.77	KOR NLD
Limonium Sinuatum -- D	333,650		75	32	0.26	
Limonium Sinuatum -- I	0					
Molucella -- D	1,380		100	71	0.57	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	990	150	340	194	1.58	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	12,240	10	130	66	0.54	SGP THA
Orchid Cymbidium -- D	15		350	327	2.65	
Orchid Cymbidium -- I	14,182	200	1,100	543	4.41	NLD NZL
Orchid Oncidium -- D	4,963	9	800	183	1.49	
Orchid Oncidium -- I	91,935	10	196	113	0.91	SGP TAI THA
Orchid Phalaenopsis -- D	12,281	42	2,000	582	4.72	
Orchid Phalaenopsis -- I	8,269	67	1,035	615	4.99	AUS NZL
Orchid Sonia -- D	1,400		25	22	0.18	
Orchid Sonia -- I	169,630	2	60	26	0.21	THA
Ornithogalum -- D	23,029	35	110	60	0.49	
Ornithogalum -- I	719	3	60	46	0.37	NLD ZAF
Protea King -- D	0					
Protea King -- I	103		1,000	632	5.13	AUS ZAF
Protea others -- D	0					
Protea others -- I	705	100	540	272	2.20	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	196		250	154	1.25	AUS
Rose Total -- D	1,086,669		600	43	0.35	
Rose Total -- I	79,697	1	400	53	0.43	
Rose Amada -- D	12,645	2	200	76	0.62	
Rose Amada -- I	0					
Rose Avalanche -- D	97,250	1	185	39	0.32	
Rose Avalanche -- I	0					
Rose Carpe Diem -- D	18,342	1	150	47	0.38	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	10,580	1	130	86	0.70	COL
Rose Gold Rush -- D	20,400	1	150	50	0.41	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	1,600		80	21	0.17	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	3,710	1	68	19	0.16	
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 --	32,307	1	580	35	0.29	
Rose Red Roses I --	4,556		120	69	0.56	
Rose Red Star -- D	9,135	1	140	42	0.34	
Rose Red Star -- I	0					
Rose Samurai -- D	58,420	1	200	61	0.49	
Rose Samurai -- I	1,800	10	70	45	0.36	IND
Rose Sweet Avalanche -- D	40,970	1	140	35	0.28	
Rose Sweet Avalanche -- I	100		8	8	0.06	
Rose Sweet Unique -- D	3,420	1	150	40	0.33	
Rose Sweet Unique -- I	3,500	1	82	19	0.16	
Rose Teresa -- D	10,435	5	140	41	0.33	
Rose Teresa -- I	0					
Rose Tineke -- D	23,805	1	160	23	0.19	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	13,720		150	39	0.32	
Rose Yves Piaget -- I	1,570		65	24	0.19	NLD
Rose Spr Babe -- D	11,170	5	145	46	0.38	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	5,400	10	123	59	0.48	
Rose Spr Lovely Lydia -- I	3,080	1	65	37	0.30	KOR
Rose Spr Shooting Star -- D	8,960	2	150	51	0.42	
Rose Spr Shooting Star -- I	240		10	7	0.06	KOR NLD
Sandersonia -- D	14,830	25	170	84	0.68	
Sandersonia -- I	0					
Trachelium -- D	520		80	39	0.31	
Trachelium -- I	495		150	120	0.97	
Tulip -- D	0					
Tulip -- I	400		160	130	1.06	NLD
Waxflowers -- D	0					
Waxflowers -- I	1,230		100	78	0.64	AUS
Green Foliage						
Beargrass -- D	6		100	83	0.67	
Beargrass -- I	160	300	330	317	2.57	USA
Leatherleaves -- D	88,870	1	50	22	0.18	
Leatherleaves -- I	222,925		35	9	0.07	USA
Ruscus Israel -- D	0					
Ruscus Israel -- I	6,580		40	26	0.21	ISR
Ruscus Italian -- D	7,670	25	80	45	0.36	
Ruscus Italian -- I	4,140	8	70	39	0.32	ITA
Salal -- D	25		300	300	2.44	
Salal -- I	5,205	25	700	153	1.24	USA