

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. 32-2015

Date: 12/08/2015

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. W32 Date: 12/08/2015

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 : 32 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\$ = 125.20 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	34,395,333					
Achilea -- D	200		50	40	0.32	
Achilea -- I	0					
Alstroemeria -- D	135,510	10	220	80	0.64	
Alstroemeria -- I	3,990		65	40	0.32	COL ISR NLD
Ammi majus -- D	7,030	1	120	74	0.59	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	130		120	116	0.93	AUS NLD ZWE
Anthurium Pink -- D	123		250	199	1.59	
Anthurium Pink -- I	9,960	1	200	88	0.70	THA
Anthurium Red -- D	596		280	163	1.30	
Anthurium Red -- I	13,782	1	200	86	0.68	AUS THA USA ZAF
Anthurium White -- D	138		180	135	1.08	
Anthurium White -- I	6,819	15	210	106	0.85	THA
Banksia -- D	82		130	130	1.04	
Banksia -- I	532	133	430	252	2.01	AUS NZL
Bupleurum -- D	6,270	1	130	88	0.70	
Bupleurum -- I	0					
Calla -- D	42,556	6	300	92	0.73	
Calla -- I	0					
Carnations Spray -- D	640,490	1	160	53	0.42	
Carnations Spray -- I	1,309,407	3	170	39	0.31	COL
Carnations Standard -- D	570,737	6	200	51	0.41	
Carnations Standard -- I	1,367,204	1	175	41	0.33	COL
Chrysanthemum Spray -- D	1,197,935	9	5,430	66	0.53	
Chrysanthemum Spray -- I	1,307,260	10	160	62	0.50	KOR
Delphinium -- D	127,919	1	318	109	0.87	
Delphinium -- I	0					
Dracaena -- D	49,105	3	350	37	0.29	
Dracaena -- I	287,086	1	150	30	0.24	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Euphorbia Marginata -- D	6,100		70	38	0.30	
Euphorbia Marginata -- I	0					
Eustoma -- D	517,887	1	800	120	0.96	
Eustoma -- I	1,440	3	55	28	0.23	
Gentiana -- D	3,983,040		180	46	0.36	
Gentiana -- I	0					
Gerbera -- D	338,617	1	120	21	0.17	
Gerbera -- I	0					
Gladiolus -- D	217,745	10	110	55	0.44	
Gladiolus -- I	0					
Gypsophila -- D	156,065	17	350	108	0.86	
Gypsophila -- I	6,595		120	63	0.50	ISR
Heliconia Pendula -- D	2,060		67	38	0.30	
Heliconia Pendula -- I	84		533	395	3.15	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	7,765	25	300	79	0.63	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	3,165		220	150	1.20	AUS NZL ZAF
Lily Casablanca -- D	46,658	30	900	343	2.74	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	375,655	10	200	83	0.66	
Lily Longiflorum -- I	5,820	23	150	67	0.54	KOR NLD
Limonium Sinuatum -- D	781,790		120	49	0.39	
Limonium Sinuatum -- I	0					
Nerine -- D	0					
Nerine -- I	1,650	60	240	143	1.15	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	25,150	8	120	59	0.47	SGP THA
Orchid Cymbidium -- D	38		400	308	2.46	
Orchid Cymbidium -- I	28,037	114	1,050	515	4.11	NLD NZL
Orchid Oncidium -- D	3,675	25	450	202	1.61	
Orchid Oncidium -- I	103,285	19	220	113	0.90	SGP TAI THA
Orchid Phalaenopsis -- D	14,247	50	2,000	543	4.34	
Orchid Phalaenopsis -- I	7,001	66	1,040	609	4.86	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	311,170	10	69	30	0.24	THA
Ornithogalum -- D	22,694	15	100	55	0.44	
Ornithogalum -- I	697	1	60	37	0.29	NLD ZAF
Protea King -- D	0					
Protea King -- I	200		1,300	559	4.46	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,211	60	1,000	212	1.70	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	300		240	183	1.46	AUS
Rose Total -- D	933,223	1	600	51	0.40	
Rose Total -- I	89,439	1	400	62	0.49	
Rose Amada -- D	13,933	10	200	88	0.71	
Rose Amada -- I	0					
Rose Avalanche -- D	82,010	5	180	53	0.43	
Rose Avalanche -- I	0					
Rose Carpe Diem -- D	15,870	5	175	45	0.36	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	10,946	50	153	108	0.86	COL
Rose Gold Rush -- D	18,000	7	175	53	0.43	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	250		50	26	0.21	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	3,650	1	68	19	0.15	
Rose Noblesse -- I	0					
Rose Red Roses D --	32,725	1	350	37	0.30	
Rose Red Roses I --	3,655		153	97	0.77	

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Red Star -- D	8,505	5	140	42	0.34	
Rose Red Star -- I	0					
Rose Samourai -- D	52,195	10	225	71	0.57	
Rose Samourai -- I	1,500	70	99	77	0.62	IND
Rose Sweet Avalanche -- D	37,750	5	200	44	0.35	
Rose Sweet Avalanche -- I	500		20	11	0.09	
Rose Sweet Unique -- D	2,765	4	130	39	0.31	
Rose Sweet Unique -- I	2,200	10	138	76	0.61	
Rose Teresa -- D	12,930	5	140	37	0.29	
Rose Teresa -- I	0					
Rose Tineke -- D	20,690	1	140	34	0.27	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	13,619	2	160	57	0.46	
Rose Yves Piaget -- I	380		65	41	0.33	NLD
Rose Spr Babe -- D	9,320	6	130	56	0.45	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	4,980	15	130	62	0.49	
Rose Spr Lovely Lydia -- I	2,260		65	53	0.42	KOR
Rose Spr Shooting Star -- D	6,235	10	150	57	0.45	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	13,340	16	160	76	0.60	
Sandersonia -- I	0					
Trachelium -- D	570		80	40	0.32	
Trachelium -- I	1,250		140	89	0.71	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	2,630	12	100	67	0.54	AUS
Green Foliage						
Beargrass -- D	5		400	220	1.76	
Beargrass -- I	200	66	330	247	1.97	USA
Leatherleaves -- D	83,900	10	50	29	0.23	
Leatherleaves -- I	250,410	1	35	15	0.12	USA
Ruscus Israel -- D	200		24	20	0.16	
Ruscus Israel -- I	10,460		40	26	0.21	ISR
Ruscus Italian -- D	5,950	13	90	37	0.29	
Ruscus Italian -- I	4,660	15	60	36	0.29	ITA
Salal -- D	0					
Salal -- I	7,585	28	650	224	1.79	USA