

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.

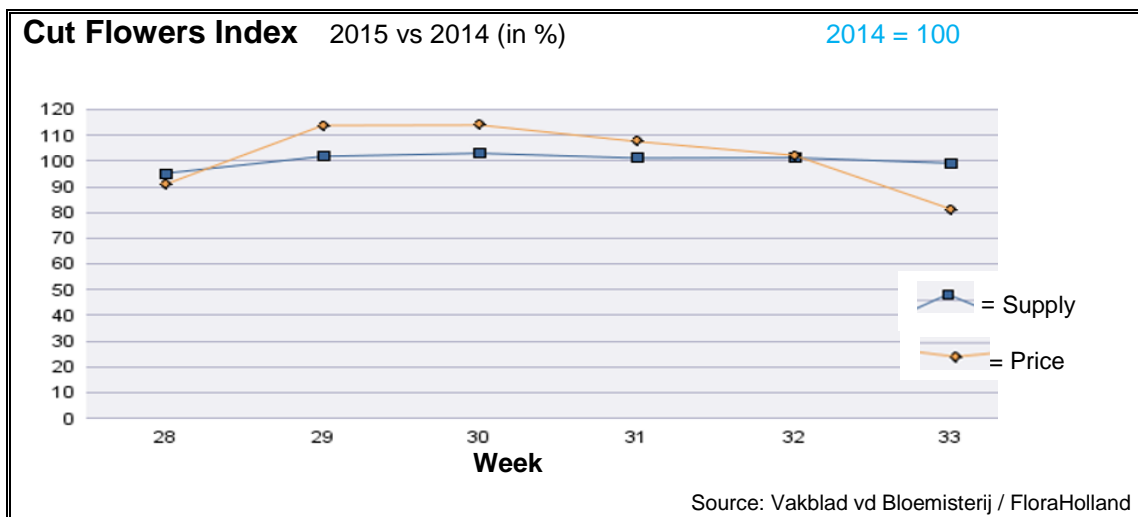
The Market Insider team

Week No. 33-2015

Date: 19/08/2015

The FloraHolland flower auctions' weekly supply and price index

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



In week 33 the cut flowers average price was 9% lower than in week 32, and 19% lower than in this week of 2014.

The supplied quantities were a bit lower, resulted in 19.5% less in sales turnover.

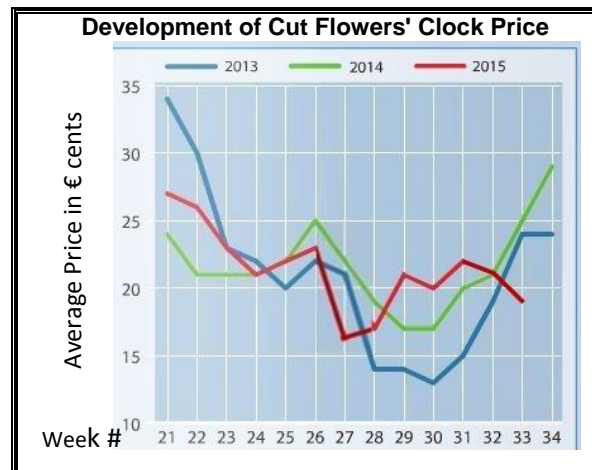
Usually at this time the demand is going up toward the Russian first school day; but it looks like the strict control at the Russian borders caused the traders to be careful with orders for Russia.

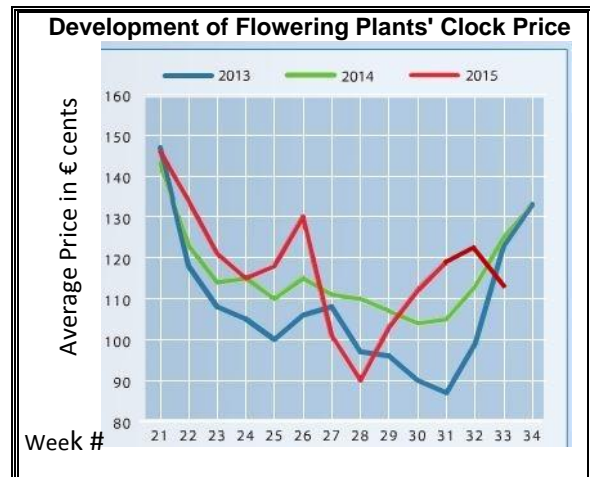
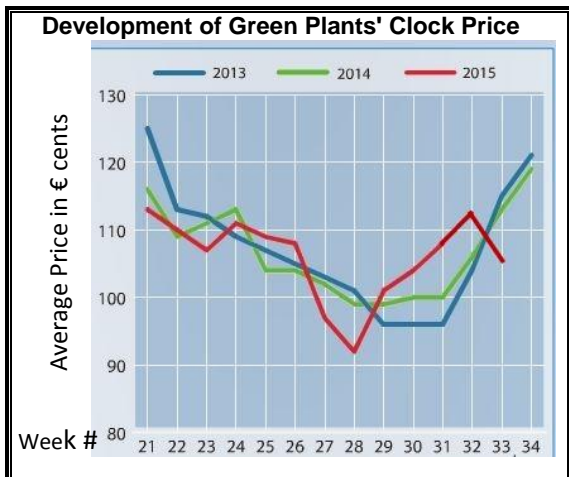
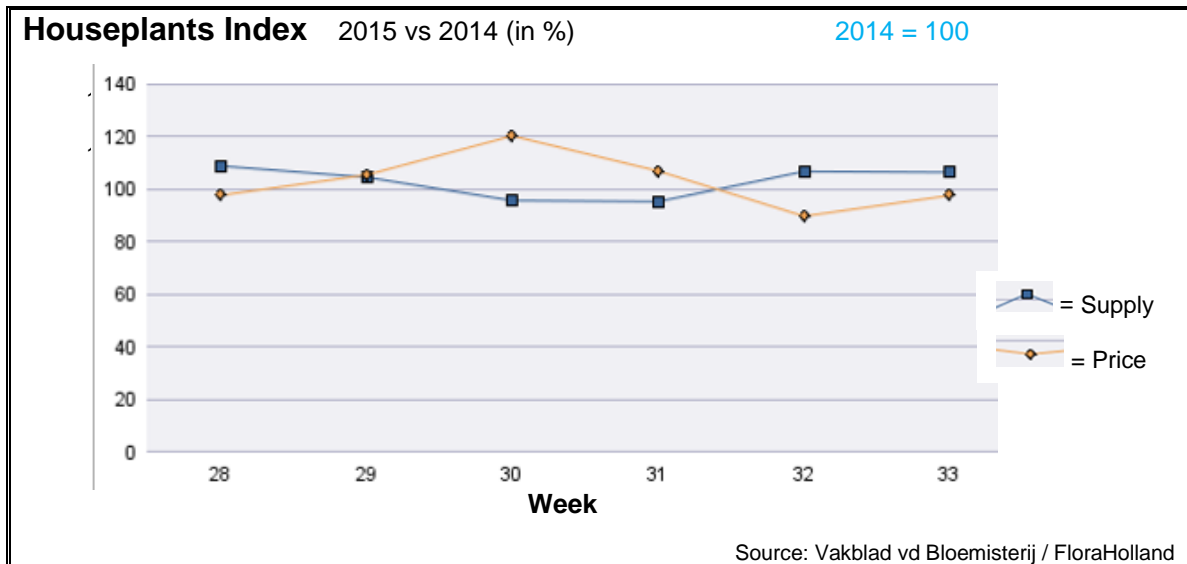
Chrysanthemum spray got some 33% less in price, and the single-headed were 22% cheaper than in 2014.

Big roses got 20% lower price than last year, while the supply was 4% lower.

Most products got lower price than last year; some stood out with much lower price: achillea, agapanthus, fatsia, gerbera big, gerbera mini, gladioli, helianthus, leucadendron, paeonia, solidago, and zantedeschia.

Only but a few cut flowers got better price than in 2014; among them were: anemone, matthiola, pittosporum, and tulip.





In week 33 the price for houseplants was 2% higher than in 2014; the supply was 7% lower, and the sales turnover was 5% lower than in 2014.

Phalaenopsis got 5% more in price, for 14% fewer units than last year.

Hidrangea/hortensia got 23% better price, for 38% fewer pots.

Dracaena, got 16% more in price, for 26% less in quantity compared to 2014 at week 33.

Ficus got 4% more in price, for 18% fewer pots.

Anthurium fetched 3% better price, for 5% more sold units.

Zantedeschia got 1% higher price, for 19% more sold pots.

Pot-chrysanthemum got 10% lower price than last year, for 8% more in supply.

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. W33 Date: 19/08/2015

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 : 33 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\$ = 124.25 Yen

<u>Product Name & Source</u> D = Domestic I = Imported	<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>	
Total Cut Flowers Sold	25,749,133					
Achilea -- D	150		50	19	0.15	
Achilea -- I	0					
Alstroemeria -- D	119,258	19	250	98	0.79	
Alstroemeria -- I	7,393		65	48	0.39	COL ISR NLD
Ammi majus -- D	7,960	3	120	45	0.36	
Ammi majus -- I	0					
Anthurium Pink -- D	85		300	245	1.97	
Anthurium Pink -- I	9,092	13	207	89	0.71	THA
Anthurium Red -- D	484		300	184	1.48	
Anthurium Red -- I	12,917	10	200	85	0.68	AUS THA USA ZAF
Anthurium White -- D	95		140	103	0.83	
Anthurium White -- I	4,241	7	210	117	0.94	THA
Banksia -- D	61		250	146	1.18	
Banksia -- I	446	84	500	219	1.76	AUS NZL
Bupleurum -- D	7,410	3	120	65	0.52	
Bupleurum -- I	0					
Calla -- D	47,653	5	300	75	0.60	
Calla -- I	67		76	76	0.61	NLD NZL
Carnations Spray -- D	668,945	1	160	56	0.45	
Carnations Spray -- I	904,402	1	80	41	0.33	COL
Carnations Standard -- D	575,739	1	180	52	0.42	
Carnations Standard -- I	1,019,331	1	175	40	0.33	COL

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Chrysanthemum Spray -- D	938,715	3	150	75	0.61	
Chrysanthemum Spray -- I	1,259,550	10	185	68	0.54	KOR
Delphinium -- D	129,149	8	300	117	0.94	
Delphinium -- I	0					
Dracaena -- D	51,085	3	1,000	36	0.29	
Dracaena -- I	287,135	1	140	29	0.23	SGP
Euphorbia Marginata -- D	4,860		70	35	0.28	
Euphorbia Marginata -- I	0					
Eustoma -- D	513,263	6	750	161	1.30	
Eustoma -- I	0					
Gentiana -- D	1,994,717	1	1,320	55	0.44	
Gentiana -- I	0					
Gerbera -- D	370,187	1	110	20	0.16	
Gerbera -- I	0					
Gladiolus -- D	160,145	10	114	71	0.58	
Gladiolus -- I	0					
Gypsophila -- D	180,075	17	350	105	0.84	
Gypsophila -- I	7,499		120	70	0.56	ISR
Heliconia Caribea -- D	0					
Heliconia Caribea -- I	18	400	400	400	3.22	
Heliconia Pendula -- D	1,790		150	36	0.29	
Heliconia Pendula -- I	72		300	195	1.57	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	7,295	10	180	70	0.57	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	4,229		252	143	1.15	AUS NZL ZAF
Lily Casablanca -- D	70,625	38	900	371	2.98	
Lily Casablanca -- I	950		180	109	0.88	KOR NLD NZL
Lily Longiflorum -- D	309,684	20	235	91	0.73	
Lily Longiflorum -- I	20,660	39	130	76	0.61	KOR NLD
Limonium Sinuatum -- D	902,414	1	122	48	0.39	
Limonium Sinuatum -- I	0					
Nerine -- D	0					
Nerine -- I	2,268	16	280	121	0.97	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	29,060	7	120	61	0.49	SGP THA
Orchid Cymbidium -- D	20		400	325	2.62	
Orchid Cymbidium -- I	33,566	50	1,000	455	3.66	NLD NZL
Orchid Oncidium -- D	4,556	25	500	184	1.48	
Orchid Oncidium -- I	101,630	10	260	132	1.06	SGP TAI THA
Orchid Phalaenopsis -- D	13,785	40	2,000	571	4.60	
Orchid Phalaenopsis -- I	7,833	68	1,040	581	4.67	AUS NZL
Orchid Sonia -- D	2,150		70	41	0.33	
Orchid Sonia -- I	343,600	8	82	35	0.28	THA
Ornithogalum -- D	21,360	10	100	62	0.50	
Ornithogalum -- I	329	25	50	40	0.32	NLD ZAF
Protea King -- D	0					
Protea King -- I	395		1,000	353	2.84	AUS ZAF
Protea others -- D	0					
Protea others -- I	531	177	800	371	2.99	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	220		240	173	1.39	AUS
Rose Total -- D	758,729		600	41	0.33	
Rose Total -- I	81,469	1	950	63	0.51	

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Amada -- D	12,190	10	225	89	0.72	
Rose Amada -- I	0					
Rose Avalanche -- D	63,867	1	175	38	0.31	
Rose Avalanche -- I	0					
Rose Carpe Diem -- D	11,315	1	140	39	0.32	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	16,518	10	150	76	0.61	COL
Rose Gold Rush -- D	15,640	1	160	45	0.36	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	500		50	23	0.19	
Rose Gold Strike -- I	0					
Rose Noblesse -- D	2,970	2	40	13	0.10	
Rose Noblesse -- I	0					
Rose Red Roses D --	23,497	1	500	30	0.24	
Rose Red Roses I --	3,884		150	89	0.72	
Rose Red Star -- D	6,865	5	140	34	0.28	
Rose Red Star -- I	0					
Rose Samurai -- D	45,805	1	200	64	0.52	
Rose Samurai -- I	2,250	30	120	69	0.55	IND
Rose Sweet Avalanche -- D	27,805	1	150	34	0.27	
Rose Sweet Avalanche -- I	0					
Rose Sweet Unique -- D	2,000	5	170	35	0.28	
Rose Sweet Unique -- I	1,430	12	126	71	0.57	
Rose Teresa -- D	9,110	5	100	34	0.27	
Rose Teresa -- I	0					
Rose Tineke -- D	18,690	1	140	17	0.13	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	12,847	1	175	36	0.29	
Rose Yves Piaget -- I	250		65	40	0.32	NLD
Rose Spr Babe -- D	9,829	5	138	50	0.40	
Rose Spr Babe -- I	0					
Rose Spr Lovely Lydia -- D	4,310	5	150	61	0.49	
Rose Spr Lovely Lydia -- I	1,070		65	61	0.49	KOR
Rose Spr Shooting Star -- D	5,225	5	175	50	0.40	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	9,586	35	200	83	0.66	
Sandersonia -- I	0					
Trachelium -- D	510		60	39	0.32	
Trachelium -- I	1,100		140	94	0.75	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	7,600	7	90	60	0.48	AUS
Green Foliage						
Beargrass -- D	0					
Beargrass -- I	170	32	330	226	1.82	USA
Leatherleaves -- D	48,320	10	60	31	0.25	
Leatherleaves -- I	300,647	2	40	15	0.12	USA
Ruscus Israel -- D	200			17	0.14	
Ruscus Israel -- I	8,180		45	28	0.23	ISR
Ruscus Italian -- D	5,630	6	80	27	0.22	
Ruscus Italian -- I	4,550	10	60	38	0.31	ITA
Salal -- D	0					
Salal -- I	6,945	10	650	188	1.51	USA