

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.

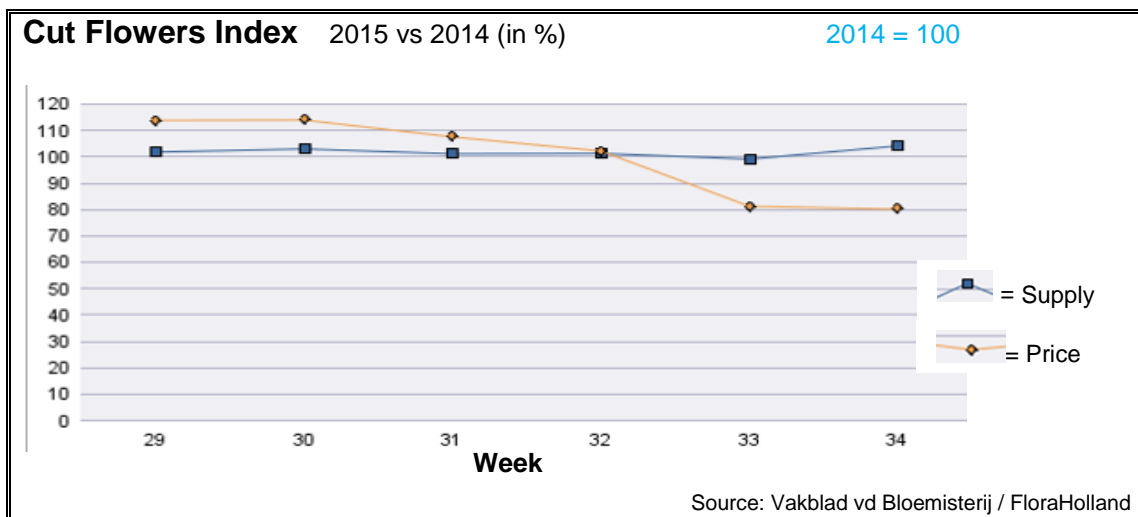
The Market Insider team

Week No. 34-2015

Date: 26/08/2015

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 34 the cut flowers average price was almost 20% lower than in this week of 2014. The supplied quantities were more than 4% lower.

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.

Anthurium was the only product among the top-20 group that fetched better price than last year: 13% higher, with 9% lower supply.

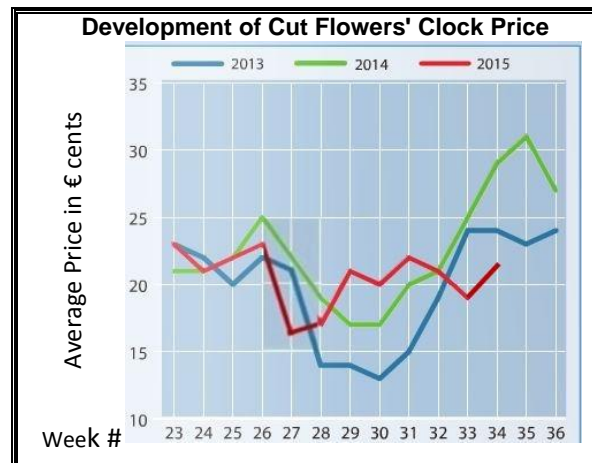
Chrysanthemum spray santini got some 57% less in price, with some 22% fewer stems.

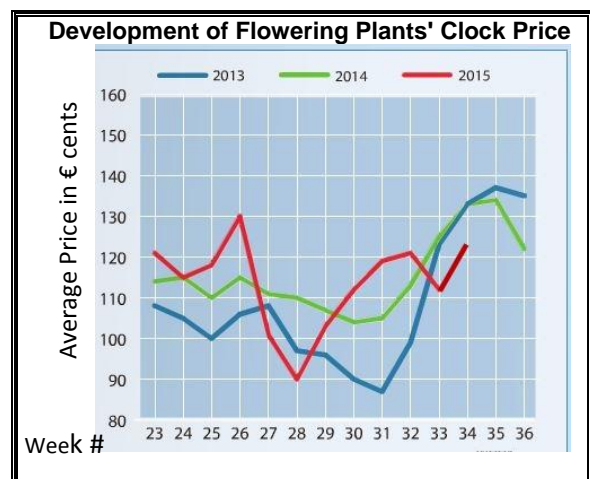
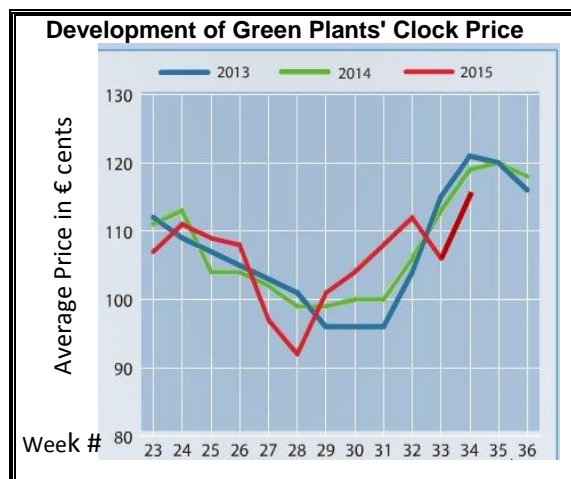
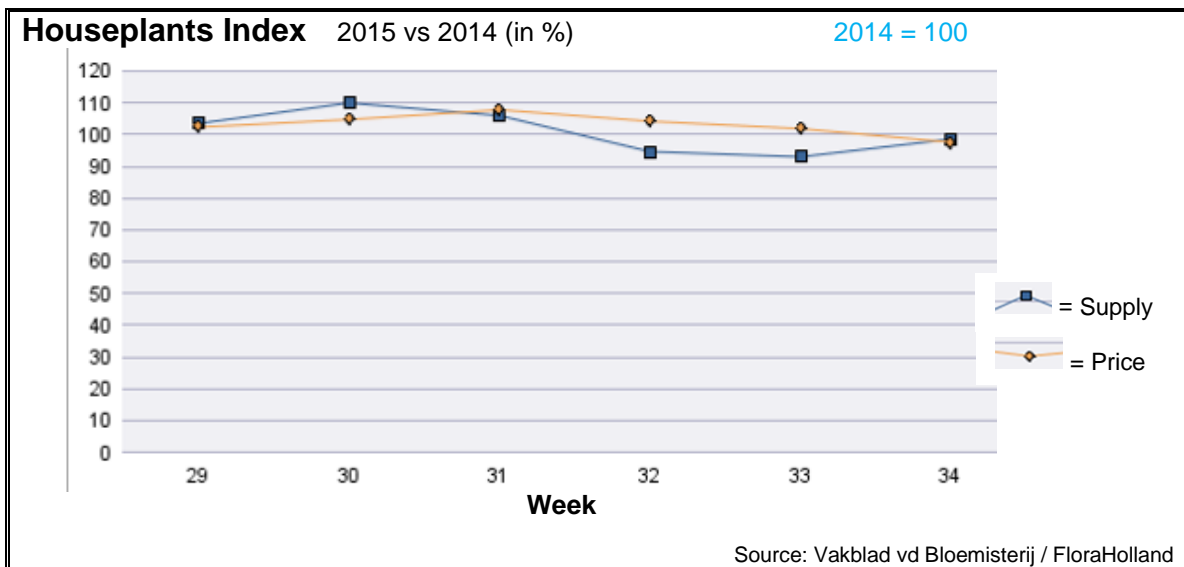
Gladioli got 35% lower price than last year, with 49% more stems supplied.

Big roses got 18% lower price than last year, while the supply was about the same (-0.2%)

Most products got lower price than last year; some stood out with much lower price: carthamus, delphinium, gerbera large, gerbera mini, helianthus, liatris, liliium, paeonia, scabiosa, solidago, and zantedeschia (-44%)

Only but a few cut flowers got better price than in 2014; among them were: aster, fatsia, matthiola, ornithogalum and wax flower.





In week 34 the price for houseplants was 2.4% lower than in 2014; the supply was 1.4% lower.

The group 'various houseplants' was the biggest price loser, with 37% lower price, with 32% more pots than last year.

The group 'arrangements, however, got 13.5% better price.

Phalaenopsis got more or less the same price, for more or less the same units like last year.

Zantedeschia got 1% higher price, for 26% more sold pots.

Ficus got 5% less in price, for 8% more pots.

Dracaena, got 22% less in price, for 5% less in quantity compared to 2014 at week 34

MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



International
Trade
Centre

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. W34 Date: 26/08/2015

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 : 34 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\$ = 120.42 Yen

<u>Product Name & Source</u> D = Domestic I = Imported	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>US\$</u>	<u>Main Origin</u>
	<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>	<u>Average</u>		
Total Cut Flowers Sold	14,365,395					
Alstroemeria -- D	105,710	19	250	106	0.88	
Alstroemeria -- I	5,098		65	44	0.37	COL ISR NLD
Ammi majus -- D	5,790	10	110	67	0.56	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	670		200	79	0.65	AUS NLD ZWE
Anthurium Pink -- D	95		250	189	1.57	
Anthurium Pink -- I	8,235	25	250	95	0.79	THA
Anthurium Red -- D	477		250	171	1.42	
Anthurium Red -- I	15,210	12	210	89	0.74	AUS THA USA ZAF
Anthurium White -- D	86		200	161	1.34	
Anthurium White -- I	5,217	34	220	115	0.96	THA
Banksia -- D	66		230	132	1.10	
Banksia -- I	344	140	380	275	2.29	AUS NZL
Bupleurum -- D	4,490	40	120	100	0.83	
Bupleurum -- I	0					
Calla -- D	47,045	10	250	88	0.73	
Calla -- I	800	100	250	142	1.18	NLD NZL
Carnations Spray -- D	474,785	10	160	58	0.48	
Carnations Spray -- I	336,297	15	90	40	0.33	COL
Carnations Standard -- D	394,028	12	160	57	0.47	
Carnations Standard -- I	484,588	10	170	47	0.39	COL
Chrysanthemum Spray -- D	487,065	18	200	81	0.67	

<u>Product Name & Source</u>	Quantity	<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>	
Chrysanthemum Spray -- I	434,540	10	200	72	0.59	KOR
Delphinium -- D	91,345	10	300	132	1.10	
Delphinium -- I	0					
Dracaena -- D	35,405	11	1,000	40	0.33	
Dracaena -- I	229,552	5	140	29	0.24	SGP
Euphorbia Marginata -- D	3,175		80	43	0.36	
Euphorbia Marginata -- I	0					
Eustoma -- D	499,036	15	700	149	1.24	
Eustoma -- I	0					
Gentiana -- D	717,410	10	180	56	0.47	
Gentiana -- I	0					
Gerbera -- D	347,593	5	110	25	0.21	
Gerbera -- I	0					
Gladiolus -- D	143,641	20	120	72	0.60	
Gladiolus -- I	0					
Gypsophila -- D	117,960	17	350	110	0.92	
Gypsophila -- I	10,464		120	71	0.59	ISR
Heliconia Caribe -- D	0					
Heliconia Caribe -- I	6	400	400	400	3.32	
Heliconia Pendula -- D	3,855		100	36	0.30	
Heliconia Pendula -- I	72		800	382	3.17	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	4,074	55	280	81	0.67	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	4,405		280	148	1.23	AUS NZL ZAF
Lily Casablanca -- D	31,240	43	900	341	2.83	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	91,123	17	180	86	0.72	
Lily Longiflorum -- I	21,430	25	120	58	0.49	KOR NLD
Limonium Sinuatum -- D	235,426	15	135	56	0.47	
Limonium Sinuatum -- I	0					
Molucella -- D	80		90	90	0.75	
Molucella -- I	0					
Nerine -- D	300		110	84	0.70	
Nerine -- I	4,850	70	260	115	0.96	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	28,930	9	120	48	0.40	SGP THA
Orchid Cymbidium -- D	36		500	336	2.79	
Orchid Cymbidium -- I	15,389	120	1,250	451	3.75	NLD NZL
Orchid Oncidium -- D	5,200	25	550	170	1.41	
Orchid Oncidium -- I	84,055	40	205	134	1.12	SGP TAI THA
Orchid Phalaenopsis -- D	11,688	51	2,000	546	4.53	
Orchid Phalaenopsis -- I	7,220	125	1,040	620	5.15	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	224,050	8	73	31	0.26	THA
Ornithogalum -- D	17,095	25	90	69	0.57	
Ornithogalum -- I	430	10	50	47	0.39	NLD ZAF
Protea King -- D	0					
Protea King -- I	246	16	1,500	493	4.09	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,146	23	1,300	208	1.73	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	380		240	180	1.49	AUS NZL
Rose Total -- D	753,811	5	600	64	0.53	
Rose Total -- I	102,151	5	420	81	0.68	

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
		<u>D = Domestic I = Imported</u>	<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	
Rose Amada -- D	11,165		20	225	101	0.84
Rose Amada -- I	0					
Rose Avalanche -- D	59,250		5	185	75	0.62
Rose Avalanche -- I	0					
Rose Carpe Diem -- D	11,865		5	150	58	0.48
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	15,195		70	180	109	0.91 COL
Rose Gold Rush -- D	17,907		5	160	61	0.51
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	740			50	26	0.21
Rose Gold Strike -- I	0					
Rose Noblesse -- D	3,170			82	25	0.20
Rose Noblesse -- I	0					
Rose Red Roses D --	23,057		5	500	51	0.43
Rose Red Roses I --	7,242			180	99	0.82
Rose Red Star -- D	7,935		20	140	51	0.43
Rose Red Star -- I	0					
Rose Samurai -- D	45,255		20	225	81	0.67
Rose Samurai -- I	5,010		50	168	77	0.64 IND
Rose Sweet Avalanche -- D	26,950		5	175	58	0.48
Rose Sweet Avalanche -- I	0					
Rose Sweet Unique -- D	3,070		15	130	44	0.37
Rose Sweet Unique -- I	3,535		20	156	86	0.71
Rose Teresa -- D	8,060		10	150	55	0.46
Rose Teresa -- I	0					
Rose Tineke -- D	19,190		5	140	46	0.38
Rose Tineke -- I	0					
Rose Yves Piaget -- D	11,206		15	180	74	0.62
Rose Yves Piaget -- I	200			65	62	0.51 NLD
Rose Spr Babe -- D	7,085		25	180	83	0.69
Rose Spr Babe -- I	690			160	85	0.70 KOR
Rose Spr Lovely Lydia -- D	4,215		30	170	81	0.67
Rose Spr Lovely Lydia -- I	760			65	63	0.52 KOR
Rose Spr Shooting Star -- D	3,630		10	140	60	0.50
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	8,900		40	185	98	0.81
Sandersonia -- I	0					
Trachelium -- D	390			65	47	0.39
Trachelium -- I	1,550			140	87	0.73 ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	5,720		45	100	71	0.59 AUS
Green Foliage						
Beargrass -- D	6			100	100	0.83
Beargrass -- I	330	300	330	330	221	1.84 USA
Leatherleaves -- D	47,990		8	60	29	0.24
Leatherleaves -- I	229,080		4	35	16	0.13 USA
Ruscus Israel -- D	0					
Ruscus Israel -- I	6,820			45	28	0.23 ISR
Ruscus Italian -- D	3,260		30	90	46	0.38
Ruscus Italian -- I	5,250		25	60	44	0.36 ITA
Salal -- D	0					
Salal -- I	6,450		28	600	207	1.72 USA