

## 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.

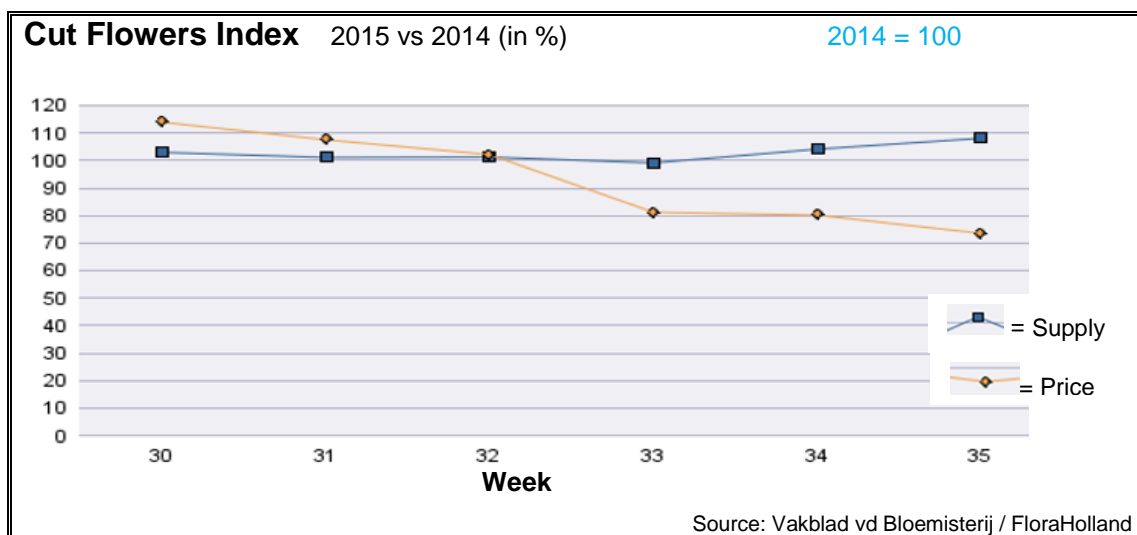
The Market Insider team

Week No. 35-2015

Date: 02/09/2015

#### 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 35 the cut flowers average price was 26.5% lower than in this week of 2014. The quantities were more than 8% higher. This resulted in 20.5% lower sales turnover. The hot weather throughout Europe had its bad influence on the trade.

Big roses got 27% lower price than last year, while the supply was some 8% higher.

Lily oriental got 34% less in price, for 33% more supply.

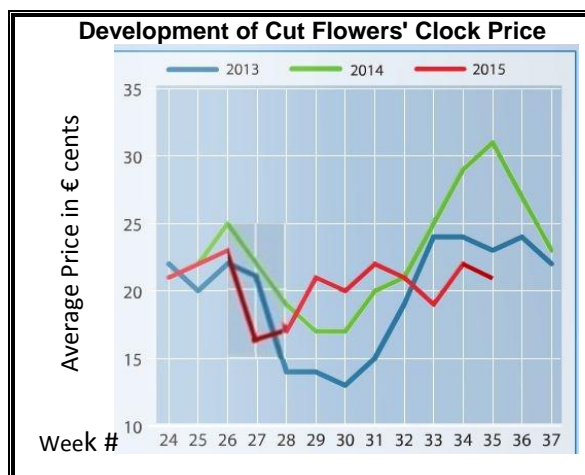
Chrysanthemum spray got some 35% less in price, with some 11% more stems.

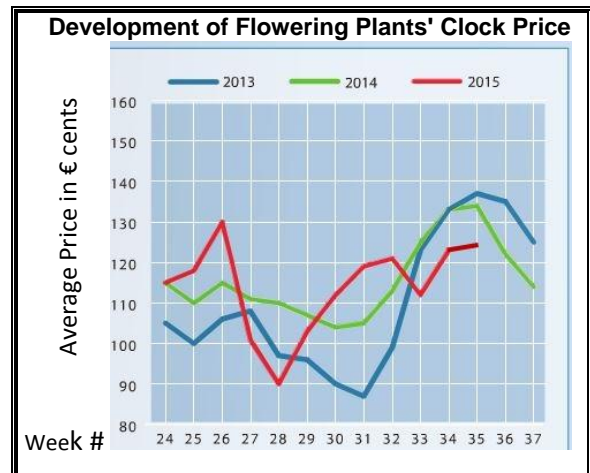
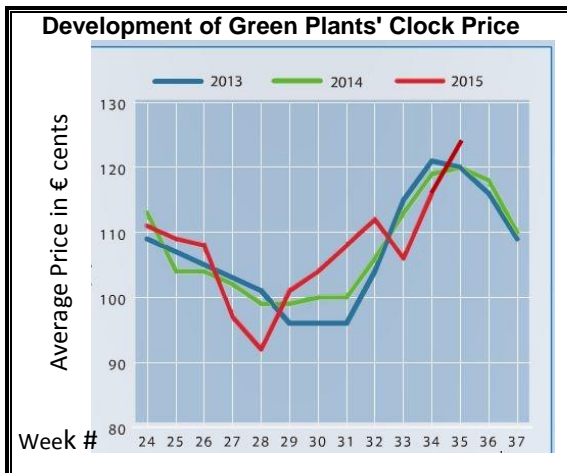
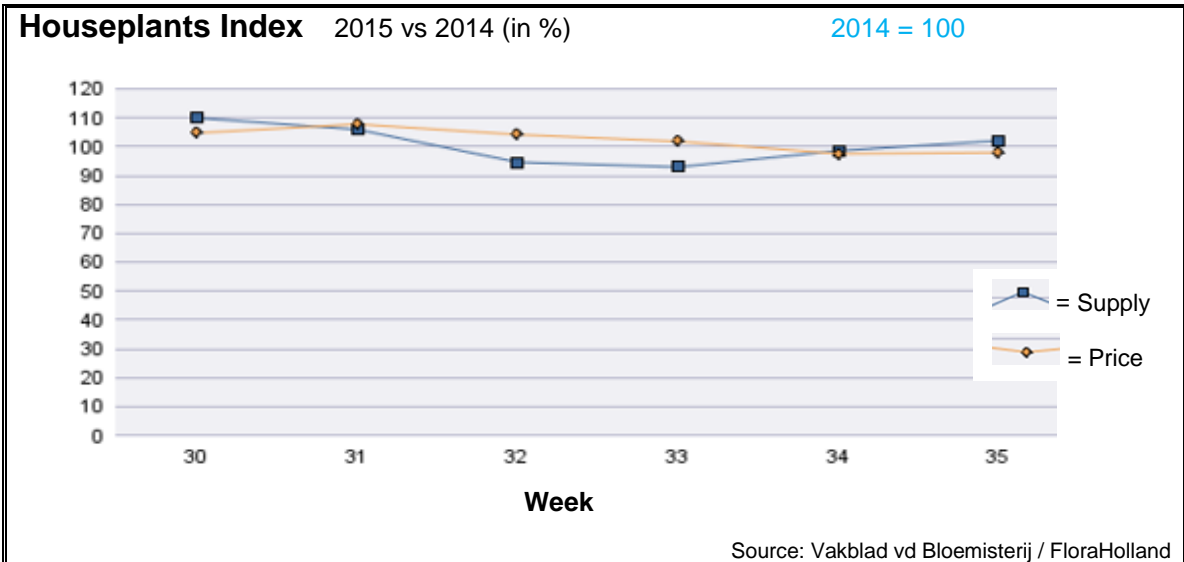
Helianthus got 42% lower price, for 86% more supplied stems.

Gladioli got 45% lower price than last year, with 104% more stems supplied.

Most products got lower price than last year; some stood out with much lower price: achillea, agapanthus, anemone, carthamus, delphinium, gerbera large, gerbera mini, liatris, matthiola, paeonia, phlox, solidago, and zantedeschia.

Only but a few flowers got better price than in 2014; among them: aster, eucalyptus, and fatsia.





In week 35 the price for houseplants was 2% lower than in 2014; the supply was 2% higher.  
 Phalaenopsis got 0.9% lower price, for 1.4% more units than last year.  
 Chrysanthemums fetched 10% less in price, with 8.4% more pots.  
 Pot roses, got 19% better price, with 12% less units than last year.  
 Ficus got 10% more in price, for 20% fewer pots.  
 Dracaena, got 13% more in price, for 26% less in quantity compared to 2014 at week 35  
 Various green plant group showed 15.5% improved price, for 32% more pots.  
 Bromelia got 33.5% less in price, for 132% more sold pots.

**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. W35 Date: 02/09/2015**

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 : 35 in : 2015**

**Index:**

<b>Quantity</b>	Number of stems auctioned in the four reporting auctions together
<b>Lowest</b>	Lowest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Highest</b>	Highest stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average</b>	Average stem price achieved for the product in the four reporting auctions, in Japanese Yen
<b>Average US\$</b>	Average stem price, converted to US Dollar, as per the relevant exchange rate given below.
<b>Main Origin</b>	Main countries of origin; See abbreviations in the table at the head of this report.

**Exchange Rate** 1 US\$ = 120.09 Yen

<b>Product Name &amp; Source</b> D = Domestic I = Imported	<b>Quantity</b>	<b>Price in Japanese Yen</b>			<b>Average</b>	<b>Main Origin</b>
		<b>Lowest</b>	<b>Highest</b>	<b>Average</b>	<b>US\$</b>	
<b>Total Cut Flowers Sold</b>	<b>16,271,322</b>					
Alstroemeria -- D	146,970	17	250	94	0.78	
Alstroemeria -- I	11,267		80	47	0.39	COL ISR NLD
Ammi majus -- D	8,110	10	150	68	0.57	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	130		150	126	1.05	AUS NLD ZWE
Anthurium Pink -- D	32		200	168	1.40	
Anthurium Pink -- I	8,492	10	200	90	0.75	THA
Anthurium Red -- D	376		230	176	1.47	
Anthurium Red -- I	12,372	1	220	83	0.70	AUS THA USA ZAF
Anthurium White -- D	162		180	125	1.04	
Anthurium White -- I	5,106	19	210	114	0.95	THA
Banksia -- D	106		250	139	1.16	
Banksia -- I	539	108	350	224	1.87	AUS NZL
Bupleurum -- D	7,080	10	150	99	0.82	
Bupleurum -- I	0					
Calla -- D	45,494	10	300	94	0.78	
Calla -- I	1,800	23	200	101	0.84	NLD NZL
Carnations Spray -- D	465,995	5	160	52	0.43	
Carnations Spray -- I	406,537	1	80	40	0.34	COL
Carnations Standard -- D	432,036	5	160	53	0.45	
Carnations Standard -- I	612,642	5	170	44	0.37	COL
Chrysanthemum Spray -- D	525,010	10	180	74	0.61	
Chrysanthemum Spray -- I	569,150	14	200	66	0.55	KOR
Delphinium -- D	101,389	15	350	128	1.07	
Delphinium -- I	0					
Dracaena -- D	29,185	17	440	40	0.33	
Dracaena -- I	258,123	3	140	30	0.25	SGP

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
		<u>D = Domestic</u> <u>I = Imported</u>	<u>Lowest</u>	<u>Highest</u>	<u>Average</u>	
Euphorbia Marginata -- D	5,340		70	42	0.35	
Euphorbia Marginata -- I	0					
Eustoma -- D	546,989	7	800	115	0.96	
Eustoma -- I	0					
Freesia -- D	0					
Freesia -- I	350		70	70	0.58	NLD
Gentiana -- D	909,420	10	150	51	0.42	
Gentiana -- I	0					
Gerbera -- D	387,659	3	110	22	0.18	
Gerbera -- I	840		8	8	0.07	
Gladiolus -- D	141,694	18	100	61	0.51	
Gladiolus -- I	0					
Gypsophila -- D	115,180	15	350	118	0.98	
Gypsophila -- I	10,646		120	72	0.60	ISR
Heliconia Pendula -- D	4,025		200	36	0.30	
Heliconia Pendula -- I	90		600	337	2.81	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	9,514	25	260	63	0.52	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	8,608		220	123	1.03	AUS NZL ZAF
Lily Casablanca -- D	41,940	10	900	296	2.46	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	81,005	5	250	81	0.67	
Lily Longiflorum -- I	10,550	30	110	48	0.40	KOR NLD
Limonium Sinuatum -- D	344,720	3	130	45	0.37	
Limonium Sinuatum -- I	0					
Molucella -- D	130		90	83	0.69	
Molucella -- I	0					
Nerine -- D	1,830		70	37	0.31	
Nerine -- I	7,380	51	200	109	0.91	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	33,420	10	100	43	0.36	SGP THA
Orchid Cymbidium -- D	133		550	244	2.03	
Orchid Cymbidium -- I	17,045	81	1,000	435	3.62	NLD NZL
Orchid Oncidium -- D	8,629	10	550	143	1.19	
Orchid Oncidium -- I	102,040	25	200	111	0.92	SGP TAI THA
Orchid Phalaenopsis -- D	11,937	40	2,000	540	4.49	
Orchid Phalaenopsis -- I	7,220	125	1,035	601	5.01	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	198,007	10	55	28	0.23	THA
Ornithogalum -- D	14,405	10	91	65	0.54	
Ornithogalum -- I	1,095	10	70	36	0.30	NLD ZAF
Protea King -- D	0					
Protea King -- I	280	50	1,500	496	4.13	AUS ZAF
Protea others -- D	0					
Protea others -- I	608	100	1,200	377	3.14	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	256		240	177	1.47	AUS NZL
<b>Rose Total -- D</b>	<b>887,208</b>	<b>1</b>	<b>600</b>	<b>66</b>	<b>0.55</b>	
<b>Rose Total -- I</b>	<b>157,037</b>	<b>1</b>	<b>400</b>	<b>81</b>	<b>0.67</b>	
Rose Amada -- D	13,237	5	225	98	0.82	
Rose Amada -- I	0					
Rose Avalanche -- D	73,335	5	200	75	0.62	
Rose Avalanche -- I	442	22	70	40	0.33	IND NLD
Rose Carpe Diem -- D	14,260	5	170	59	0.49	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	20,059	30	180	116	0.97	COL
Rose Gold Rush -- D	21,138	5	175	60	0.50	
Rose Gold Rush -- I	0					

<u>Product Name &amp; 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>	
<b>D = Domestic I = Imported</b>						
Rose Gold Strike -- D	530		60	35	0.29	
Rose Gold Strike -- I	3,680	15	50	28	0.23	COL IND
Rose Noblesse -- D	2,570	10	60	22	0.18	
Rose Noblesse -- I	1,060	20	65	33	0.27	IND NLD
Rose Red Roses D --	25,895	5	300	53	0.44	
Rose Red Roses I --	15,307		180	89	0.74	
Rose Red Star -- D	8,000	5	140	55	0.45	
Rose Red Star -- I	0					
Rose Samurai -- D	53,250	15	225	81	0.68	
Rose Samurai -- I	5,050	25	147	90	0.75	IND
Rose Sweet Avalanche -- D	33,735	5	185	58	0.48	
Rose Sweet Avalanche -- I	0					
Rose Sweet Unique -- D	4,000	5	130	49	0.41	
Rose Sweet Unique -- I	2,710	50	147	97	0.81	COL
Rose Teresa -- D	8,930	5	130	62	0.51	
Rose Teresa -- I	0					
Rose Tineke -- D	21,050	5	142	53	0.44	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	11,474	5	185	84	0.70	
Rose Yves Piaget -- I	260		100	71	0.59	NLD
Rose Spr Babe -- D	8,880	25	180	88	0.73	
Rose Spr Babe -- I	1,320		170	76	0.64	KOR
Rose Spr Lovely Lydia -- D	6,090	40	175	101	0.84	
Rose Spr Lovely Lydia -- I	520	50	65	60	0.50	KOR
Rose Spr Shooting Star -- D	3,905	10	160	63	0.52	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	8,050	50	220	102	0.85	
Sandersonia -- I	0					
Trachelium -- D	150		80	56	0.46	
Trachelium -- I	1,300		150	96	0.80	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	8,000	25	100	67	0.55	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		260	143	1.19	
Beargrass -- I	380	280	330	299	2.49	USA
Leatherleaves -- D	67,200	5	65	28	0.24	
Leatherleaves -- I	244,440	1	35	14	0.12	USA
Ruscus Israel -- D	0					
Ruscus Israel -- I	6,735		45	28	0.23	ISR
Ruscus Italian -- D	7,660	5	100	29	0.24	
Ruscus Italian -- I	7,030	10	75	38	0.32	ITA
Salal -- D	0					
Salal -- I	8,318	1	600	184	1.54	USA