

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.

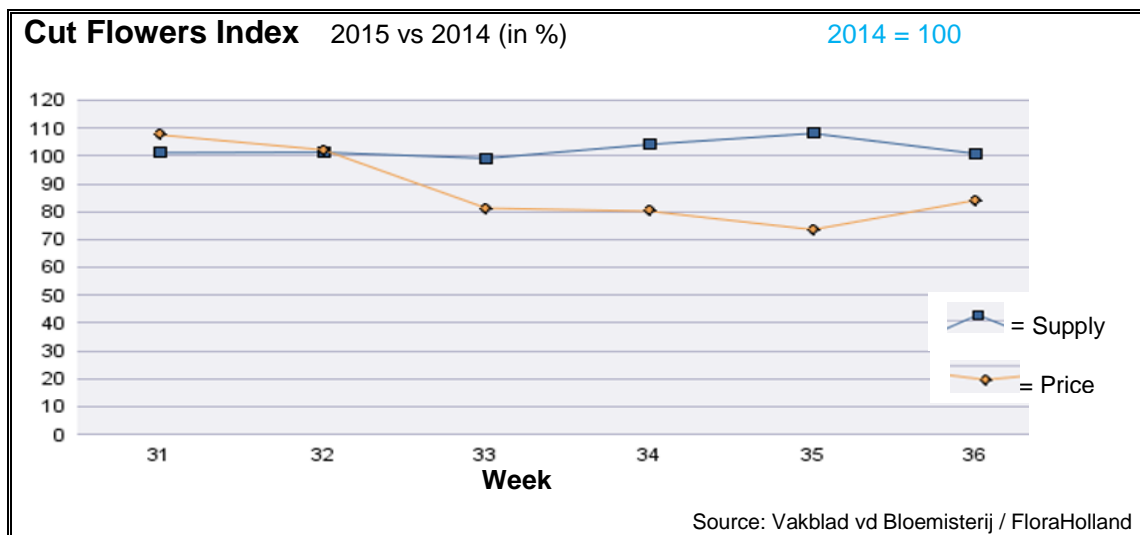
The Market Insider team

Week No. 36-2015

Date: 09/09/2015

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 36 the cut flowers average price was (already the 4th week) lower than in 2014. This week 16% = 4 cent lower than in the same week last year. The quantities were just 1% higher. This resulted in 15% lower sales turnover.

Big roses got 17% lower price than last year, while the supply was some 2% higher.

Chrysanthemum too got 17% less in price, with some 4% more stems.

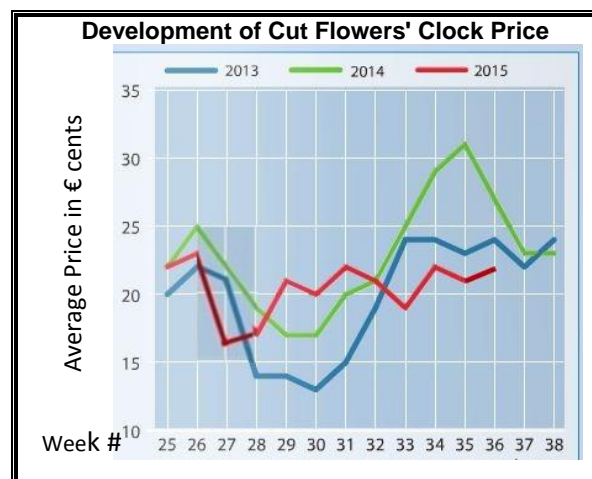
Hydrangea/hortensia got 20% lower price, for 14% more supply.

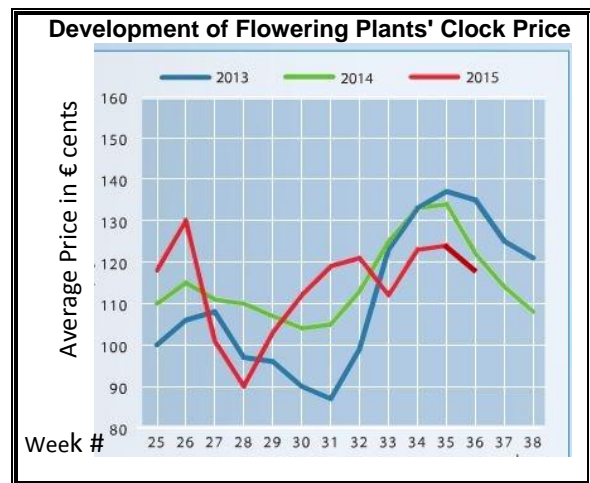
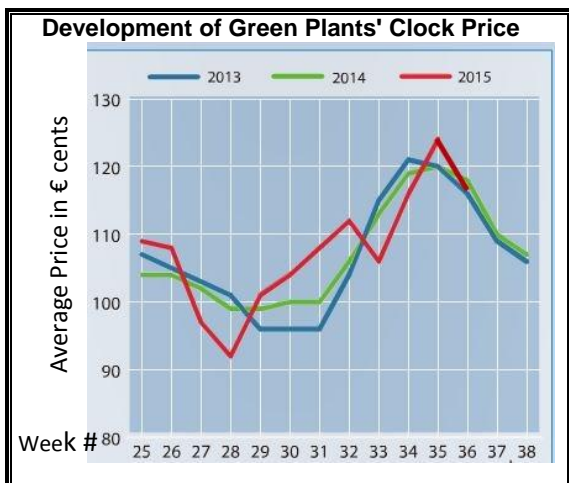
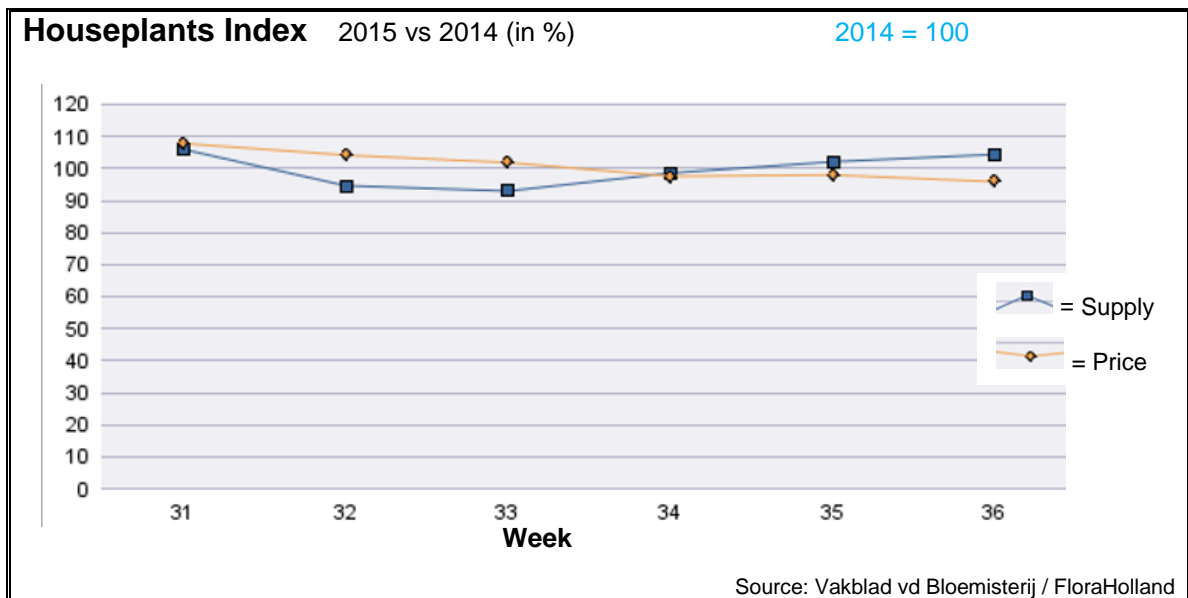
Gerbera mini got 38% less in price, for 7% more sold stems.

Lisianthus/eustoma got 14.5% lower price than last year, with 26% more stems supplied.

Most products got lower price than last year; some stood out with much lower price: agapanthus, anemone, campanula, delphinium, gladioli, lillium, matthiola, paeonia, and zantedeschia.

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





In week 36 the price for houseplants was 4% lower than in 2014; the supply was 4% higher.

Phalaenopsis got 1 cent more in price, for 4% less units than last year.

Chrysanthemums fetched 8.5% less in price, with 33% more pots.

Pot anthurium, got 3% better price, with 9% more units than last year.

Kalanchoe got 7% less in price, for 20% more sold pots.

Cyclamen fetched 7% lower price, for 18.5% more supplied units.

Dendrobium lost 15% in price, while supply was 51% higher than in 2014.

Ficus got 7.5% less in price, for 3% fewer pots.

Dracaena, got 2 cents less in price, for 20% less in quantity compared to 2014 at week 36

Various green plant group showed some lower price, for 52% more 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. W36 Date: 09/09/2015

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 : 36 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\$ = 119.37 Yen

<u>Product Name & Source</u> D = Domestic I = Imported	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>	
Total Cut Flowers Sold	17,065,973					
Alstroemeria -- D	151,870	19	230	91	0.76	
Alstroemeria -- I	9,770		80	47	0.40	COL ISR NLD
Ammi majus -- D	10,120	19	150	71	0.60	
Ammi majus -- I	100		200	200	1.68	
Anigozanthos -- D	0					
Anigozanthos -- I	150		130	123	1.03	AUS NLD ZWE
Anthurium Pink -- D	32		400	268	2.25	
Anthurium Pink -- I	8,297	10	220	72	0.61	THA
Anthurium Red -- D	319		250	157	1.32	
Anthurium Red -- I	14,210	10	220	71	0.59	AUS THA USA ZAF
Anthurium White -- D	26		100	100	0.84	
Anthurium White -- I	6,412	10	210	96	0.80	THA
Banksia -- D	106		205	130	1.09	
Banksia -- I	218	106	300	202	1.69	AUS NZL
Bupleurum -- D	11,080	21	140	98	0.82	
Bupleurum -- I	0					
Calla -- D	46,119	1	350	106	0.89	
Calla -- I	2,050		170	110	0.92	NLD NZL
Carnations Spray -- D	381,184	3	160	52	0.44	
Carnations Spray -- I	396,611	10	70	39	0.33	COL
Carnations Standard -- D	342,810	2	160	57	0.48	
Carnations Standard -- I	673,913		170	45	0.38	COL
Chrysanthemum Spray -- D	568,405	4	150	66	0.55	
Chrysanthemum Spray -- I	449,335	2	160	57	0.48	KOR
Delphinium -- D	112,437	1	350	119	1.00	
Delphinium -- I	0					
Dracaena -- D	25,803	10	860	42	0.36	
Dracaena -- I	271,260	2	150	30	0.25	SGP

<u>Product Name & 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	5,140		70	42	0.35	
Euphorbia Marginata -- I	0					
Eustoma -- D	535,860	10	700	125	1.05	
Eustoma -- I	300		5	5	0.04	
Gentiana -- D	1,445,260	5	180	32	0.27	
Gentiana -- I	0					
Gerbera -- D	381,919	2	120	28	0.23	
Gerbera -- I	0					
Gladiolus -- D	99,502	11	120	71	0.59	
Gladiolus -- I	0					
Gypsophila -- D	130,185	17	350	134	1.12	
Gypsophila -- I	9,778		100	66	0.55	ISR
Heliconia Pendula -- D	2,660		150	28	0.24	
Heliconia Pendula -- I	90		450	245	2.05	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,445	30	150	64	0.53	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	9,364		186	113	0.95	AUS NZL ZAF
Lily Casablanca -- D	38,761	31	1,000	288	2.41	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	90,370	7	250	84	0.70	
Lily Longiflorum -- I	1,010		115	78	0.65	KOR
Limonium Sinuatum -- D	243,770	3	125	45	0.38	
Limonium Sinuatum -- I	0					
Molucella -- D	300	69	110	91	0.77	
Molucella -- I	120		60	60	0.50	
Nerine -- D	3,440		80	30	0.25	
Nerine -- I	11,730	65	165	99	0.83	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	52,120	6	80	32	0.27	SGP THA
Orchid Cymbidium -- D	103	138	500	308	2.58	
Orchid Cymbidium -- I	16,202	129	1,100	438	3.67	NLD NZL
Orchid Oncidium -- D	8,193	5	550	124	1.04	
Orchid Oncidium -- I	123,940	3	200	82	0.68	SGP TAI THA
Orchid Phalaenopsis -- D	13,761	23	2,000	532	4.45	
Orchid Phalaenopsis -- I	7,183	150	1,035	599	5.02	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	188,330	10	50	25	0.21	THA
Ornithogalum -- D	12,230	35	95	72	0.60	
Ornithogalum -- I	755		53	47	0.39	NLD ZAF
Protea King -- D	0					
Protea King -- I	128	350	1,200	793	6.64	AUS ZAF
Protea others -- D	0					
Protea others -- I	935	60	1,250	301	2.52	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	260		240	209	1.75	AUS
Rose Total -- D	906,985	3	600	81	0.68	
Rose Total -- I	261,612	1	400	79	0.66	
Rose Amada -- D	12,482	20	250	121	1.01	
Rose Amada -- I	0					
Rose Avalanche -- D	76,765	5	220	96	0.81	
Rose Avalanche -- I	2,628	1	135	68	0.57	IND NLD
Rose Carpe Diem -- D	16,673	5	200	72	0.60	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	23,081	40	175	120	1.01	COL
Rose Gold Rush -- D	17,000	10	200	70	0.59	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	890		80	44	0.37	
Rose Gold Strike -- I	4,083	5	60	30	0.25	COL IND
Rose Noblesse -- D	2,240	10	70	32	0.27	

<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>	
<u>D = Domestic I = Imported</u>						
Rose Noblesse -- I	6,980	8	50	28	0.24	IND NLD
Rose Red Roses D --	28,881	5	340	65	0.54	
Rose Red Roses I --	21,411		170	80	0.67	
Rose Red Star -- D	7,370	5	160	69	0.58	
Rose Red Star -- I	0					
Rose Samurai -- D	51,495	10	225	90	0.75	
Rose Samurai -- I	7,240	30	150	96	0.81	IND
Rose Sweet Avalanche -- D	32,945	5	185	83	0.69	
Rose Sweet Avalanche -- I	710	71	150	94	0.79	
Rose Sweet Unique -- D	2,710	30	140	71	0.59	
Rose Sweet Unique -- I	5,740	75	150	107	0.90	COL
Rose Teresa -- D	8,030	5	140	67	0.56	
Rose Teresa -- I	0					
Rose Tineke -- D	21,175	5	160	68	0.57	
Rose Tineke -- I	60		40	40	0.34	IND
Rose Yves Piaget -- D	10,211	30	200	114	0.95	
Rose Yves Piaget -- I	220		65	62	0.52	NLD
Rose Spr Babe -- D	8,485	30	185	109	0.91	
Rose Spr Babe -- I	1,210		160	88	0.74	KOR
Rose Spr Lovely Lydia -- D	5,480	40	200	111	0.93	
Rose Spr Lovely Lydia -- I	1,180	50	65	59	0.49	KOR
Rose Spr Shooting Star -- D	3,815	20	200	76	0.63	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	7,630	38	185	105	0.88	
Sandersonia -- I	0					
Trachelium -- D	460		80	52	0.44	
Trachelium -- I	900		150	105	0.88	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	8,410	30	100	72	0.60	AUS
Green Foliage						
Beargrass -- D	6		67	50	0.42	
Beargrass -- I	452	30	300	178	1.49	USA
Leatherleaves -- D	81,540	5	60	27	0.23	
Leatherleaves -- I	227,860	5	35	14	0.12	USA
Ruscus Israel -- D	0					
Ruscus Israel -- I	9,880		40	28	0.23	ISR
Ruscus Italian -- D	3,080	26	90	51	0.43	
Ruscus Italian -- I	7,700	16	70	41	0.34	ITA
Salal -- D	0					
Salal -- I	10,190	25	650	157	1.32	USA