

## 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.

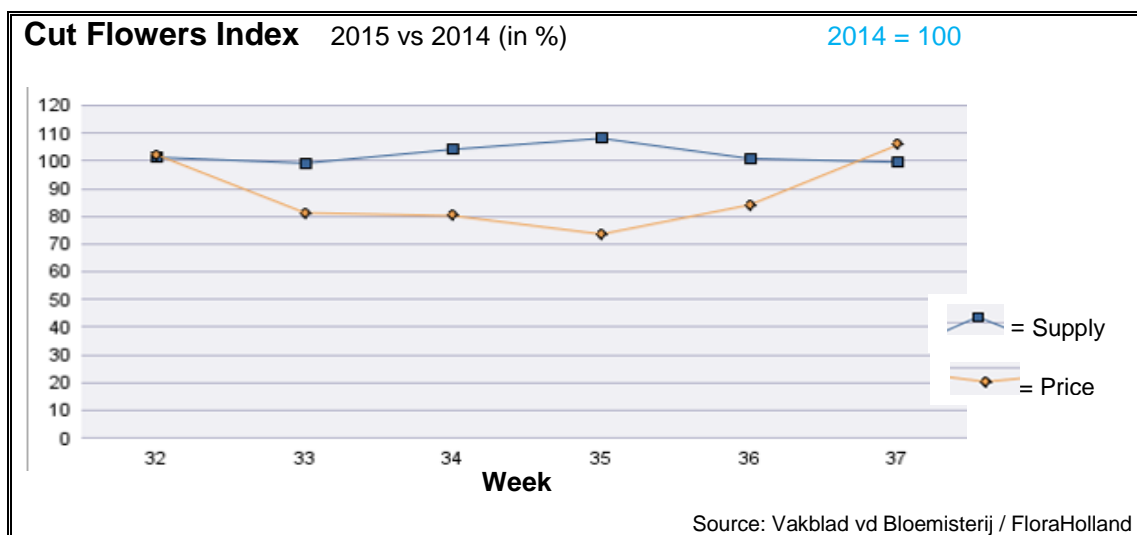
The Market Insider team

Week No. 37-2015

Date: 16/09/2015

#### 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 37 the cut flowers average price was again (after 4 weeks) higher than in 2014. It was 13% higher than in week 36, and 6% higher than in the same week last year. The quantities were just the same like in 2014.

Chrysanthemums were the main factor in the higher average price. The spray types got 16% more in price, and the single-head types were 53% higher in price, with 25% fewer in supply.

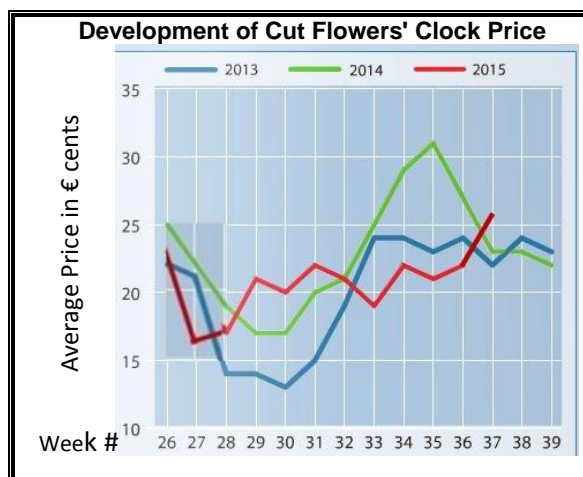
Big roses got the same price like last year, while the supply was 8% higher.

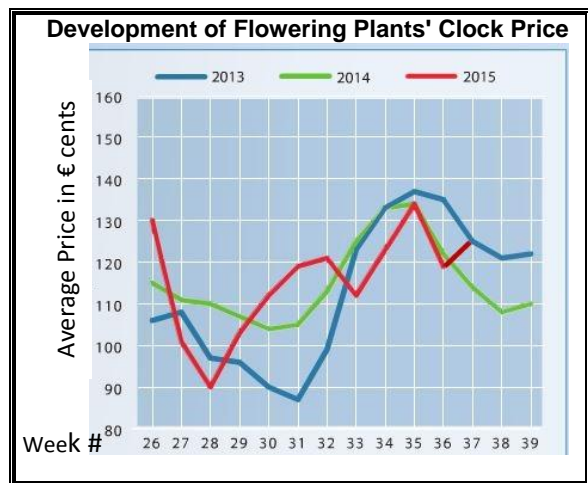
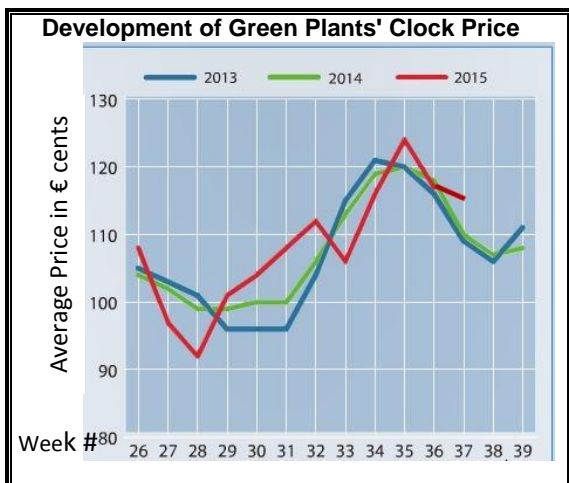
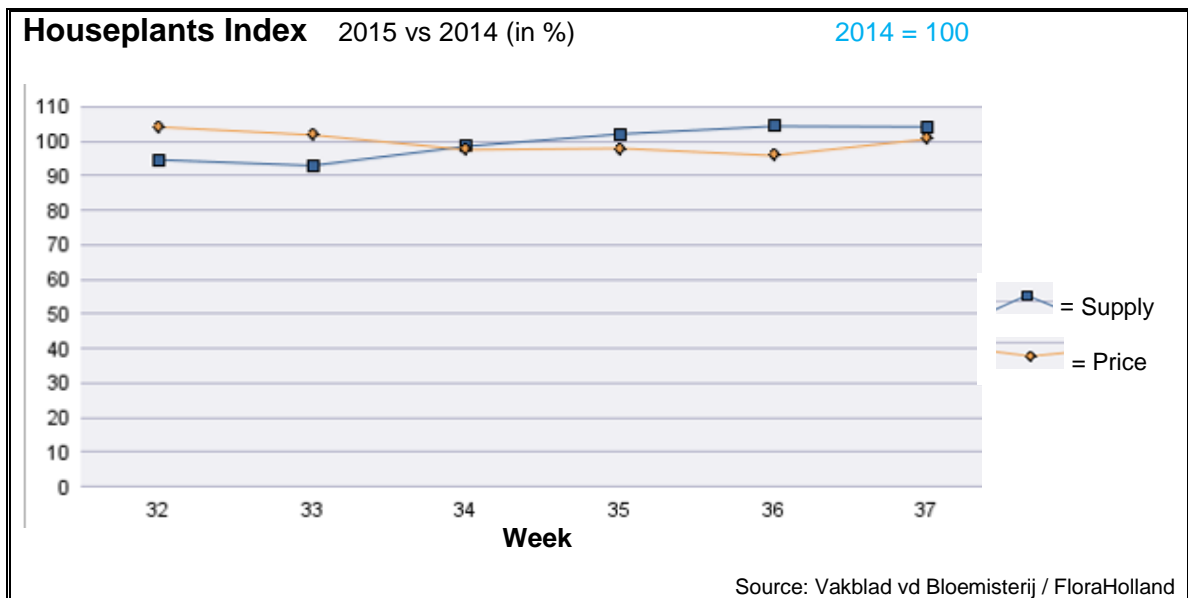
Gerbera mini got 20% less in price, for 13% more sold stems.

Helianthus/sun-flowers got 25% higher price, thanks to huge quantity used to decorate the Van Gogh Museum re-opening in Amsterdam.

Many products got higher price than last year; stood out with much better price: aconitum, aspidistra, aster, carthamus, wax flower, delphinium, leucadendron, phlox, pittosporum, tulip, and zantedeschia.

Only but a few got much lower price than in 2014; among them: agapanthus, matthiola, and peony.





In week 37 the price for houseplants was 1% higher than in week 37 of 2014; the supply was 4% higher; this resulted in a 5% higher sales turnover.

Phalaenopsis got 6% fewer in price, for 11% more units than last year.

Cyclamen fetched almost the same price like last year, for 43% more supplied units.

Begonia got 4% better price, with 20% more units than last year.

Chrysanthemums fetched 3.5% more in price, with 10% fewer pots.

Kalanchoe got more or less the same price, for more or less the same number of sold pots.

Ficus and dracaena both brought higher turnover than last year.

**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. W37      Date: 16/09/2015**

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 : 37 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\$ = 119.71 Yen

| <u>Product Name &amp; Source</u><br>D = Domestic I = Imported | <u>Quantity</u>   | <u>Price in Japanese Yen</u> |                |                | <u>Average US\$</u> | <u>Main Origin</u> |
|---|-------------------|------------------------------|----------------|----------------|---------------------|--------------------|
|   |                   | <u>Lowest</u>                | <u>Highest</u> | <u>Average</u> |                     |                    |
| <b>Total Cut Flowers Sold</b>                                 | <b>21,214,710</b> |                              |                |                |                     |                    |
| Alstroemeria -- D   | 146,995           | 19                           | 200            | 89             | 0.74                |                    |
| Alstroemeria -- I   | 11,218            |                              | 80             | 43             | 0.36                | COL ISR NLD        |
| Ammi majus -- D   | 11,010            | 13                           | 110            | 69             | 0.57                |                    |
| Ammi majus -- I   | 100               |                              | 200            | 200            | 1.67                |                    |
| Anigozanthos -- D   | 0                 |                              |                |                |                     |                    |
| Anigozanthos -- I   | 730               |                              | 150            | 102            | 0.86                | AUS NLD ZWE        |
| Anthurium Pink -- D   | 10                |                              | 200            | 200            | 1.67                |                    |
| Anthurium Pink -- I   | 10,214            | 5                            | 200            | 52             | 0.44                | THA                |
| Anthurium Red -- D  | 346               |                              | 350            | 145            | 1.21                |                    |
| Anthurium Red -- I  | 15,385            | 1                            | 200            | 49             | 0.41                | AUS THA USA ZAF    |
| Anthurium White -- D  | 36                |                              | 180            | 100            | 0.84                |                    |
| Anthurium White -- I  | 6,281             | 2                            | 200            | 73             | 0.61                | THA                |
| Banksia -- D  | 65                |                              | 300            | 143            | 1.19                |                    |
| Banksia -- I  | 327               | 60                           | 350            | 220            | 1.84                | AUS NZL            |
| Bupleurum -- D  | 9,130             | 25                           | 120            | 84             | 0.70                |                    |
| Bupleurum -- I  | 0                 |                              |                |                |                     |                    |
| Calla -- D  | 62,927            | 3                            | 320            | 84             | 0.70                |                    |
| Calla -- I  | 1,460             |                              | 150            | 113            | 0.94                | NLD NZL            |
| Carnations Spray -- D   | 408,187           | 5                            | 160            | 50             | 0.42                |                    |
| Carnations Spray -- I   | 712,505           | 10                           | 70             | 39             | 0.33                | COL                |
| Carnations Standard -- D                                      | 363,894           | 7                            | 160            | 54             | 0.45                |                    |
| Carnations Standard -- I                                      | 1,030,928         | 1                            | 175            | 43             | 0.36                | COL                |
| Chrysanthemum Spray -- D                                      | 681,590           | 10                           | 125            | 65             | 0.54                |                    |
| Chrysanthemum Spray -- I                                      | 564,605           | 16                           | 135            | 66             | 0.55                | KOR                |
| Delphinium -- D   | 119,742           | 6                            | 350            | 103            | 0.86                |                    |
| Delphinium -- I   | 0                 |                              |                |                |                     |                    |
| Dracaena -- D   | 46,059            | 2                            | 300            | 36             | 0.30                |                    |
| Dracaena -- I   | 275,995           | 1                            | 160            | 28             | 0.24                | 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         | 4,660          |   | 65            | 39             | 0.33           |                    |
| Euphorbia Marginata -- I         | 0              |   |               |                |                |                    |
| Eustoma -- D                     | 584,068        | 5                                       | 700           | 101            | 0.84           |                    |
| Eustoma -- I                     | 60             |   | 15            | 15             | 0.13           |                    |
| Freesia -- D                     | 0              |   |               |                |                |                    |
| Freesia -- I                     | 900            | 2                                       | 70            | 29             | 0.24           | NLD                |
| Gentiana -- D                    | 2,399,882      | 5                                       | 238           | 28             | 0.24           |                    |
| Gentiana -- I                    | 0              |   |               |                |                |                    |
| Gerbera -- D                     | 355,626        | 2                                       | 180           | 29             | 0.24           |                    |
| Gerbera -- I                     | 0              |   |               |                |                |                    |
| Gladiolus -- D                   | 120,818        | 10                                      | 110           | 69             | 0.58           |                    |
| Gladiolus -- I                   | 0              |   |               |                |                |                    |
| Gypsophila -- D                  | 176,785        | 10                                      | 300           | 97             | 0.81           |                    |
| Gypsophila -- I                  | 11,588         |   | 100           | 57             | 0.48           | ISR                |
| Heliconia Pendula -- D           | 3,015          |   | 170           | 37             | 0.31           |                    |
| Heliconia Pendula -- I           | 140            |   | 417           | 143            | 1.19           | SGP                |
| Leucad. Safari Sunset -- D       | 0              |   |               |                |                |                    |
| Leucad. Safari Sunset -- I       | 3,000          | 20                                      | 220           | 70             | 0.59           | AUS NZL ZAF        |
| Leucospermum Cordifolium -- D    | 0              |   |               |                |                |                    |
| Leucospermum Cordifolium -- I    | 14,891         |   | 200           | 109            | 0.91           | AUS NZL ZAF        |
| Lily Casablanca -- D             | 32,215         | 43                                      | 900           | 299            | 2.50           |                    |
| Lily Casablanca -- I             | 0              |   |               |                |                |                    |
| Lily Longiflorum -- D            | 106,488        | 10                                      | 300           | 85             | 0.71           |                    |
| Lily Longiflorum -- I            | 6,090          |   | 110           | 79             | 0.66           | KOR NLD            |
| Limonium Sinuatum -- D           | 291,960        | 1                                       | 120           | 46             | 0.39           |                    |
| Limonium Sinuatum -- I           | 100            |   | 10            | 10             | 0.08           |                    |
| Molucella -- D                   | 380            | 70                                      | 110           | 91             | 0.76           |                    |
| Molucella -- I                   | 0              |   |               |                |                |                    |
| Nerine -- D                      | 400            |   | 100           | 70             | 0.59           |                    |
| Nerine -- I                      | 12,420         | 50                                      | 180           | 99             | 0.82           | NLD NZL            |
| Orchid Anna -- D                 | 100            |   | 35            | 35             | 0.29           |                    |
| Orchid Anna -- I                 | 61,660         | 5                                       | 70            | 29             | 0.25           | SGP THA            |
| Orchid Cymbidium -- D            | 152            | 98                                      | 600           | 311            | 2.60           |                    |
| Orchid Cymbidium -- I            | 16,226         | 125                                     | 1,200         | 451            | 3.77           | NLD NZL            |
| Orchid Oncidium -- D             | 8,744          | 1                                       | 550           | 123            | 1.03           |                    |
| Orchid Oncidium -- I             | 138,975        | 5                                       | 180           | 67             | 0.56           | SGP TAI THA        |
| Orchid Phalaenopsis -- D         | 12,870         | 15                                      | 2,000         | 556            | 4.65           |                    |
| Orchid Phalaenopsis -- I         | 7,208          | 133                                     | 1,040         | 625            | 5.22           | AUS NZL            |
| Orchid Sonia -- D                | 0              |   |               |                |                |                    |
| Orchid Sonia -- I                | 176,030        | 5                                       | 45            | 23             | 0.19           | THA                |
| Ornithogalum -- D                | 11,040         | 22                                      | 95            | 71             | 0.59           |                    |
| Ornithogalum -- I                | 616            |   | 50            | 43             | 0.36           | NLD ZAF            |
| Protea King -- D                 | 0              |   |               |                |                |                    |
| Protea King -- I                 | 352            | 200                                     | 1,500         | 525            | 4.39           | AUS ZAF            |
| Protea others -- D               | 20             |   |               | 250            | 2.09           |                    |
| Protea others -- I               | 889            | 30                                      | 850           | 338            | 2.83           | AUS NZL            |
| Riceflowers -- D                 | 0              |   |               |                |                |                    |
| Riceflowers -- I                 | 275            | 50                                      | 250           | 195            | 1.63           | AUS NZL            |
| <b>Rose Total -- D</b>           | <b>962,731</b> | <b>1</b>                                | <b>600</b>    | <b>70</b>      | <b>0.59</b>    |                    |
| <b>Rose Total -- I</b>           | <b>382,741</b> | <b>1</b>                                | <b>400</b>    | <b>55</b>      | <b>0.46</b>    |                    |
| Rose Amada -- D                  | 11,975         | 7                                       | 250           | 110            | 0.92           |                    |
| Rose Amada -- I                  | 0              |   |               |                |                |                    |
| Rose Avalanche -- D              | 85,605         | 3                                       | 200           | 77             | 0.65           |                    |
| Rose Avalanche -- I              | 3,022          | 1                                       | 175           | 63             | 0.52           | IND NLD            |
| Rose Carpe Diem -- D             | 17,856         | 3                                       | 200           | 59             | 0.50           |                    |
| Rose Carpe Diem -- I             | 0              |   |               |                |                |                    |
| Rose Freedom -- D                | 160            |   |               | 110            | 0.92           |                    |
| Rose Freedom -- I                | 24,943         | 13                                      | 175           | 96             | 0.80           | COL                |
| Rose Gold Rush -- D              | 18,480         | 2                                       | 180           | 63             | 0.52           |                    |
| 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>    |                    |
| <u>D = Domestic I = Imported</u> |          |                              |                |                |                |                    |
| Rose Gold Strike -- D            | 980      |                              | 80             | 31             | 0.26           |                    |
| Rose Gold Strike -- I            | 8,977    | 3                            | 60             | 17             | 0.14           | COL IND            |
| Rose Noblesse -- D               | 3,030    | 1                            | 68             | 23             | 0.19           |                    |
| Rose Noblesse -- I               | 6,735    | 4                            | 40             | 25             | 0.21           | IND NLD            |
| Rose Red Roses D --              | 36,271   | 1                            | 500            | 52             | 0.43           |                    |
| Rose Red Roses I --              | 27,754   |                              | 156            | 52             | 0.43           |                    |
| Rose Red Star -- D               | 6,609    | 5                            | 140            | 56             | 0.47           |                    |
| Rose Red Star -- I               | 0        |                              |                |                |                |                    |
| Rose Samurai -- D                | 51,840   | 2                            | 235            | 77             | 0.64           |                    |
| Rose Samurai -- I                | 8,850    | 5                            | 150            | 68             | 0.57           | IND                |
| Rose Sweet Avalanche -- D        | 38,430   | 5                            | 200            | 68             | 0.57           |                    |
| Rose Sweet Avalanche -- I        | 1,975    | 1                            | 120            | 49             | 0.41           |                    |
| Rose Sweet Unique -- D           | 3,375    | 10                           | 120            | 51             | 0.43           |                    |
| Rose Sweet Unique -- I           | 8,960    | 7                            | 150            | 64             | 0.53           | COL                |
| Rose Teresa -- D                 | 6,435    | 5                            | 140            | 51             | 0.42           |                    |
| Rose Teresa -- I                 | 0        |                              |                |                |                |                    |
| Rose Tineke -- D                 | 22,400   | 1                            | 140            | 51             | 0.42           |                    |
| Rose Tineke -- I                 | 320      |                              | 24             | 22             | 0.18           | IND                |
| Rose Yves Piaget -- D            | 14,257   | 5                            | 235            | 96             | 0.80           |                    |
| Rose Yves Piaget -- I            | 240      |                              | 130            | 80             | 0.67           | NLD                |
| Rose Spr Babe -- D               | 7,560    | 28                           | 225            | 106            | 0.89           |                    |
| Rose Spr Babe -- I               | 1,239    |                              | 92             | 85             | 0.71           | KOR                |
| Rose Spr Lovely Lydia -- D       | 5,395    | 30                           | 225            | 107            | 0.89           |                    |
| Rose Spr Lovely Lydia -- I       | 930      | 50                           | 70             | 62             | 0.52           | KOR                |
| Rose Spr Shooting Star -- D      | 4,320    | 10                           | 220            | 72             | 0.60           |                    |
| Rose Spr Shooting Star -- I      | 0        |                              |                |                |                |                    |
| Sandersonia -- D                 | 7,010    | 40                           | 185            | 114            | 0.95           |                    |
| Sandersonia -- I                 | 0        |                              |                |                |                |                    |
| Trachelium -- D                  | 410      |                              | 100            | 62             | 0.51           |                    |
| Trachelium -- I                  | 950      |                              | 135            | 109            | 0.91           | ISR NLD            |
| Waxflowers -- D                  | 0        |                              |                |                |                |                    |
| Waxflowers -- I                  | 13,290   | 30                           | 100            | 66             | 0.55           | AUS                |
| <b>Green Foliage</b>             |          |                              |                |                |                |                    |
| Beargrass -- D                   | 6        |                              | 100            | 100            | 0.84           |                    |
| Beargrass -- I                   | 650      | 300                          | 330            | 260            | 2.17           | USA                |
| Leatherleaves -- D               | 68,410   | 5                            | 50             | 27             | 0.23           |                    |
| Leatherleaves -- I               | 246,895  | 1                            | 35             | 14             | 0.12           | USA                |
| Ruscus Israel -- D               | 0        |                              |                |                |                |                    |
| Ruscus Israel -- I               | 9,050    |                              | 40             | 28             | 0.23           | ISR                |
| Ruscus Italian -- D              | 12,280   | 26                           | 100            | 38             | 0.32           |                    |
| Ruscus Italian -- I              | 12,850   | 10                           | 80             | 35             | 0.30           | ITA                |
| Salal -- D                       | 0        |                              |                |                |                |                    |
| Salal -- I                       | 10,360   | 30                           | 600            | 161            | 1.35           | USA                |