

## 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.

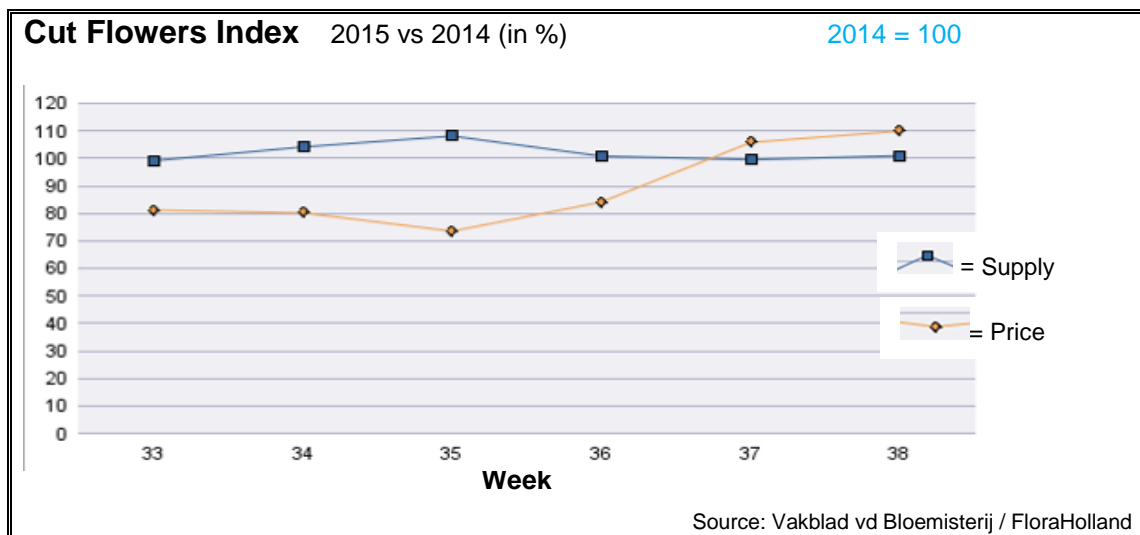
The Market Insider team

Week No. 38-2015

Date: 23/09/2015

#### 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 38 the cut flowers average price was 10% higher than the same week last year.  
The quantity was just 1% higher than in 2014.

Chrysanthemums were the leading factor in the higher average price. The spray types got 42% more in price, and the single-head types were 104% higher in price, for 31% fewer stems.

Helianthus/sun-flowers got 60% higher price, for 18% fewer supplied stems.

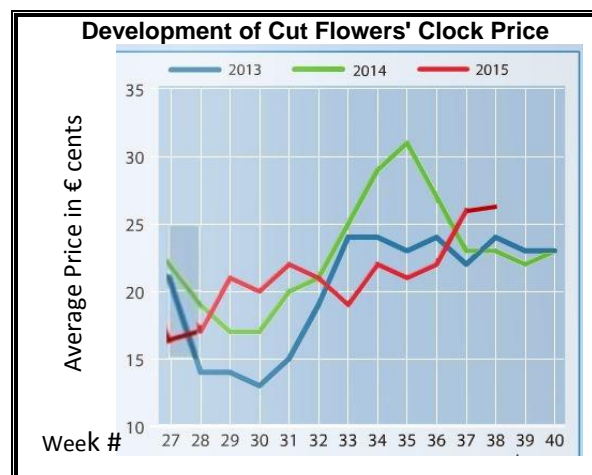
Freesia got 31% more in price, for 17% less stems

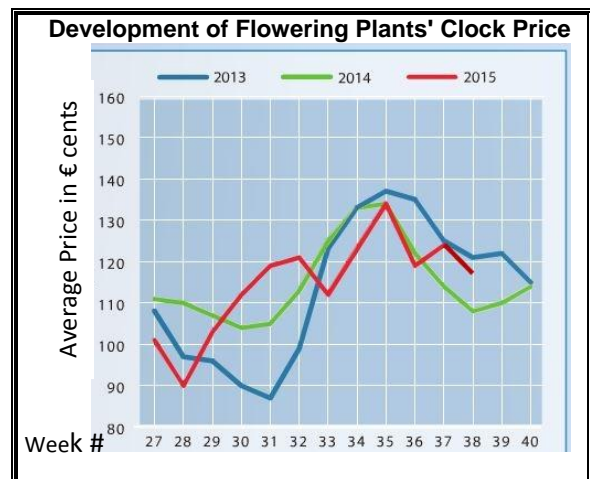
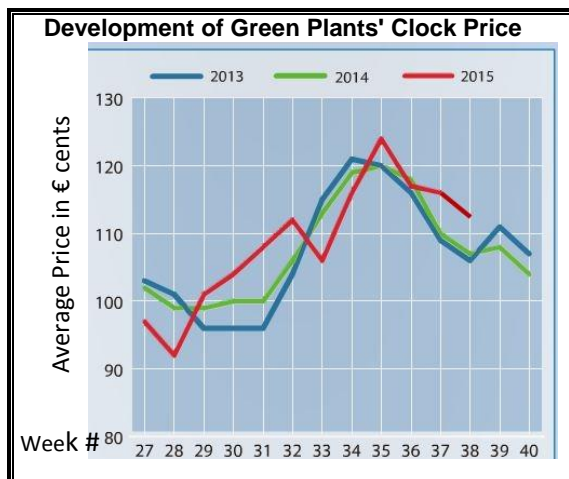
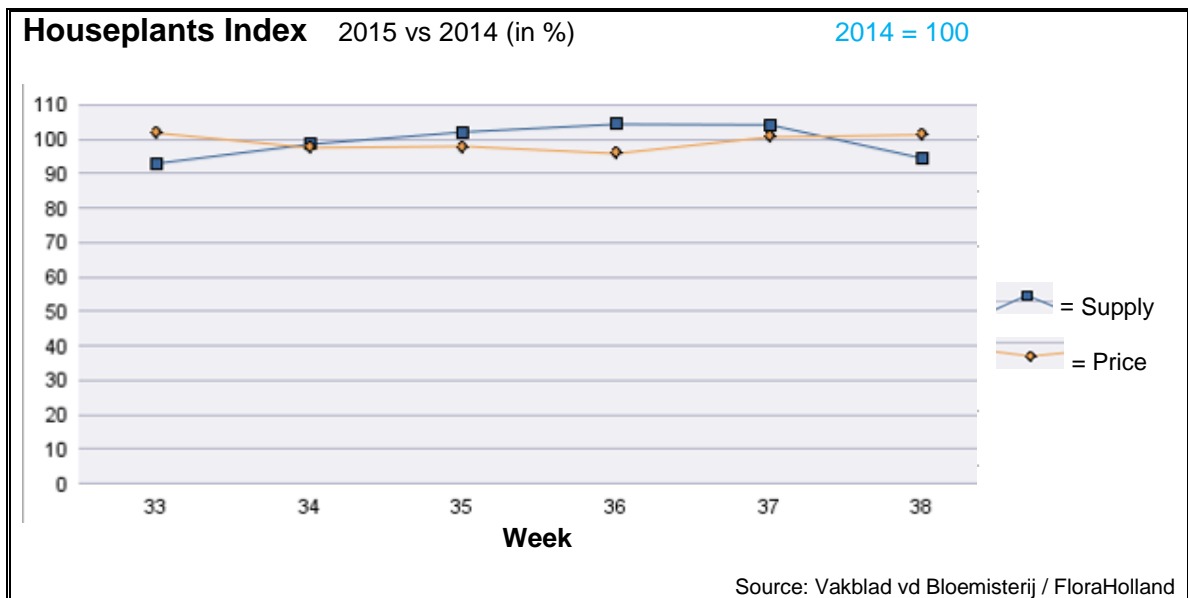
Spray roses got 25% lower price than last year, while supply was 27% higher.

Hydrangea got 16% lower price than last year, while supply was 30% higher.

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

Only but a few got real lower price than in 2014; among them: agapanthus, asclepias, matthiola, and small roses.





In week 38 the average price for houseplants was 1.3% higher, while supply was 5.5% lower than in this week last year.

Phalaenopsis got 14% more in price, for 8% fewer units than last year.

Pot rose fetched 20% better price than last year, for 23% less supplied units.

Various houseplants group got 12% better price, with 22% fewer units than last year.

Anthurium fetched 10% more in price, with 10% fewer pots.

Dendrobium, however, got 11% better price, for 20% more supplied pots.

Arrangements got 7% lower price, for 58% more supplied pots.

Various green plants group got 2% lower price, for 38% more supplied pots.

Dracaena brought 9% lower price, for much fewer pots 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. W38 Date: 23/09/2015**

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 : 38 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\$ = 120.36 Yen

<u>Product Name &amp; Source</u>	<u>Price in Japanese Yen</u>			<u>Average US\$</u>	<u>Main Origin</u>
	<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>		
<b>Total Cut Flowers Sold</b>	<b>36,285,142</b>				
Alstroemeria -- D	161,650	10	250	97	0.81
Alstroemeria -- I	22,797	10	85	43	0.35 COL ISR NLD
Ammi majus -- D	10,490	35	110	81	0.68
Ammi majus -- I	0				
Anigozanthos -- D	0				
Anigozanthos -- I	790		130	104	0.86 AUS NLD ZWE
Anthurium Pink -- D	0				
Anthurium Pink -- I	10,469	3	200	64	0.53 THA
Anthurium Red -- D	338		180	131	1.09
Anthurium Red -- I	12,527	5	240	61	0.51 AUS THA USA ZAF
Anthurium White -- D	10		150	150	1.25
Anthurium White -- I	5,521	2	220	80	0.67 THA
Banksia -- D	127		250	152	1.26
Banksia -- I	210	150	300	260	2.16 AUS NZL
Bupleurum -- D	13,755	20	150	99	0.82
Bupleurum -- I	0				
Calla -- D	64,572	2	350	103	0.85
Calla -- I	1,419		170	115	0.96 NLD NZL
Carnations Spray -- D	424,197	10	160	57	0.47
Carnations Spray -- I	1,874,272	5	165	39	0.33 COL
Carnations Standard -- D	366,536	5	160	61	0.50
Carnations Standard -- I	1,805,388	1	200	44	0.36 COL
Chrysanthemum Spray -- D	1,152,940	2	130	66	0.55
Chrysanthemum Spray -- I	1,774,730	10	140	66	0.55 KOR
Delphinium -- D	134,969	5	400	109	0.90
Delphinium -- I	0				
Dracaena -- D	74,523	5	1,000	32	0.27
Dracaena -- I	343,187	1	250	29	0.24 SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin	
		D = Domestic	I = Imported	Lowest	Highest		Average
Euphorbia Marginata -- D	4,300			100	44	0.37	
Euphorbia Marginata -- I	0						
Eustoma -- D	609,558	7	700	142	1.18		
Eustoma -- I	40		40	40	0.33		
Gentiana -- D	3,259,048		238	48	0.40		
Gentiana -- I	0						
Gerbera -- D	380,014	10	180	46	0.38		
Gerbera -- I	0						
Gladiolus -- D	148,070	20	120	78	0.65		
Gladiolus -- I	710		80	78	0.65	NLD	
Gypsophila -- D	171,490	17	370	124	1.03		
Gypsophila -- I	15,896		100	68	0.57	ISR	
Heliconia Pendula -- D	2,965		150	38	0.32		
Heliconia Pendula -- I	132		400	229	1.90	SGP	
Leucad. Safari Sunset -- D	40		30	30	0.25		
Leucad. Safari Sunset -- I	14,233	5	150	63	0.52	AUS NZL ZAF	
Leucospermum Cordifolium -- D	0						
Leucospermum Cordifolium -- I	10,186		180	108	0.89	AUS NZL ZAF	
Lily Casablanca -- D	48,580	43	1,000	401	3.33		
Lily Casablanca -- I	0						
Lily Longiflorum -- D	165,386	22	230	123	1.02		
Lily Longiflorum -- I	65,470	26	130	92	0.76	KOR NLD	
Limonium Sinuatum -- D	570,549	5	145	55	0.46		
Limonium Sinuatum -- I	21,260		55	30	0.25		
Nerine -- D	3,187	5	107	36	0.30		
Nerine -- I	14,308	20	200	109	0.90	NLD NZL	
Orchid Anna -- D	0						
Orchid Anna -- I	98,430	10	80	38	0.31	SGP THA	
Orchid Cymbidium -- D	299	100	600	276	2.29		
Orchid Cymbidium -- I	22,180	150	1,200	464	3.86	NLD NZL	
Orchid Oncidium -- D	11,712	3	450	118	0.98		
Orchid Oncidium -- I	153,880	10	204	80	0.67	SGP TAI THA	
Orchid Phalaenopsis -- D	13,645	23	2,000	561	4.66		
Orchid Phalaenopsis -- I	8,544	167	1,035	616	5.11	AUS NZL	
Orchid Sonia -- D	0						
Orchid Sonia -- I	342,080	10	69	30	0.25	THA	
Ornithogalum -- D	10,980	10	100	73	0.61		
Ornithogalum -- I	743		53	46	0.38	NLD ZAF	
Protea King -- D	0						
Protea King -- I	297	330	850	585	4.86	AUS ZAF	
Protea others -- D	0						
Protea others -- I	513	92	650	412	3.42	AUS NZL	
Riceflowers -- D	0						
Riceflowers -- I	157		240	245	2.03	AUS NZL	
<b>Rose Total -- D</b>	<b>1,089,161</b>	<b>1</b>	<b>600</b>	<b>89</b>	<b>0.74</b>		
<b>Rose Total -- I</b>	<b>551,031</b>	<b>1</b>	<b>400</b>	<b>58</b>	<b>0.48</b>		
Rose Amada -- D	13,477	10	250	124	1.03		
Rose Amada -- I	0						
Rose Avalanche -- D	89,868	5	230	106	0.88		
Rose Avalanche -- I	16,305		180	65	0.54	IND NLD	
Rose Carpe Diem -- D	15,060	17	185	86	0.71		
Rose Carpe Diem -- I	0						
Rose Freedom -- D	0						
Rose Freedom -- I	32,052	15	175	93	0.77	COL	
Rose Gold Rush -- D	22,225	5	200	71	0.59		
Rose Gold Rush -- I	0						
Rose Gold Strike -- D	440		100	54	0.45		
Rose Gold Strike -- I	16,185	5	50	18	0.15	COL IND	
Rose Noblesse -- D	3,840	4	90	32	0.26		
Rose Noblesse -- I	7,360	10	36	26	0.21	IND NLD	

<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 Red Roses D --	35,994	2	500	68	0.56	
Rose Red Roses I --	40,025		150	57	0.47	
Rose Red Star -- D	8,153	12	180	69	0.57	
Rose Red Star -- I	0					
Rose Samurai -- D	60,180	5	250	89	0.74	
Rose Samurai -- I	5,020	14	160	88	0.73	IND
Rose Sweet Avalanche -- D	44,315	1	200	89	0.74	
Rose Sweet Avalanche -- I	7,795	12	100	54	0.45	
Rose Sweet Unique -- D	3,820	20	150	60	0.49	
Rose Sweet Unique -- I	11,149	12	132	68	0.56	
Rose Teresa -- D	7,310	15	170	62	0.51	
Rose Teresa -- I	0					
Rose Tineke -- D	26,325	2	170	74	0.62	
Rose Tineke -- I	745		40	30	0.25	IND
Rose Yves Piaget -- D	17,320	30	225	126	1.05	
Rose Yves Piaget -- I	320		100	77	0.64	NLD
Rose Spr Babe -- D	10,776	30	220	123	1.02	
Rose Spr Babe -- I	1,270		170	84	0.70	KOR
Rose Spr Lovely Lydia -- D	4,635	40	220	131	1.09	
Rose Spr Lovely Lydia -- I	1,460	60	90	74	0.61	KOR
Rose Spr Shooting Star -- D	6,094	30	220	98	0.81	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	11,170	45	185	116	0.97	
Sandersonia -- I	0					
Trachelium -- D	320		100	65	0.54	
Trachelium -- I	1,200		140	107	0.89	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	19,280	4	100	67	0.56	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		67	67	0.56	
Beargrass -- I	180	50	330	252	2.09	USA
Leatherleaves -- D	80,370	2	60	28	0.23	
Leatherleaves -- I	321,435	1	40	12	0.10	USA
Ruscus Israel -- D	100			40	0.33	
Ruscus Israel -- I	9,835		40	26	0.22	ISR
Ruscus Italian -- D	7,550	7	90	38	0.31	
Ruscus Italian -- I	10,000	5	80	38	0.31	ITA
Salal -- D	0					
Salal -- I	14,174	12	750	159	1.32	USA