

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.

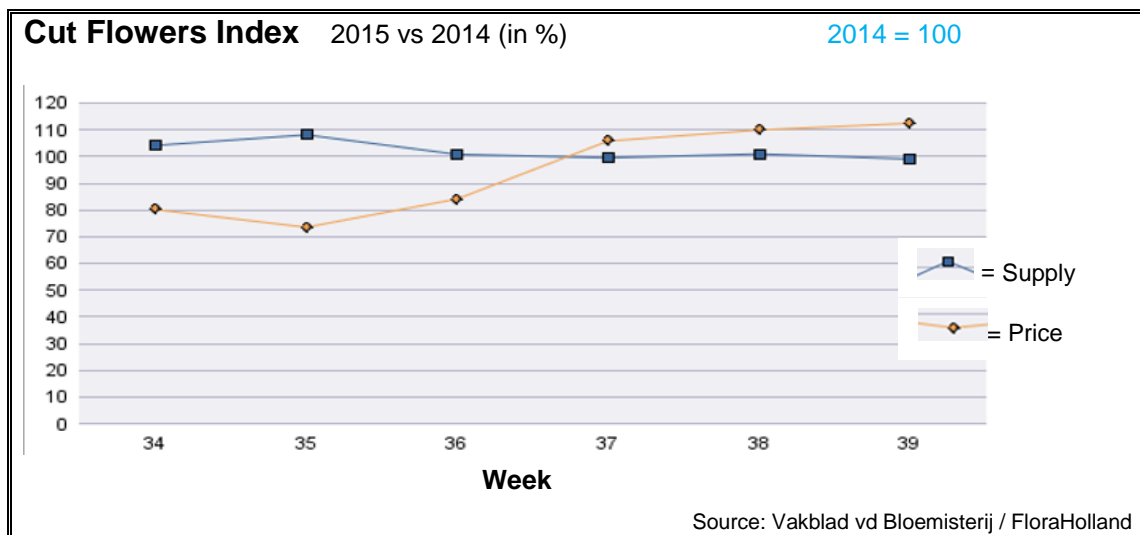
The Market Insider team

Week No. 39-2015

Date: 30/09/2015

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 39 the cut flowers average price was 12% higher than the same week last year.

The quantity was just 1% lower than in 2014.

This was the trend during the last 3 weeks: stable supply with some higher price level.

Chrysanthemums were again the leading factor in the higher average price. The spray types got 23% more in price, for about the same quantity; and the single-head types were 39% higher in price, for 22% fewer stems.

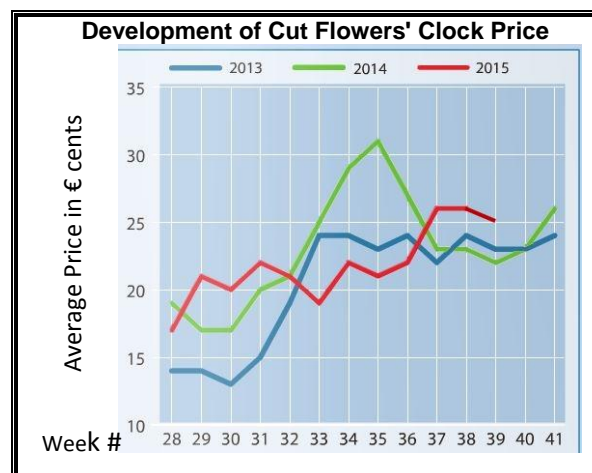
Big roses got 10% higher price, for stable number supplied stems.

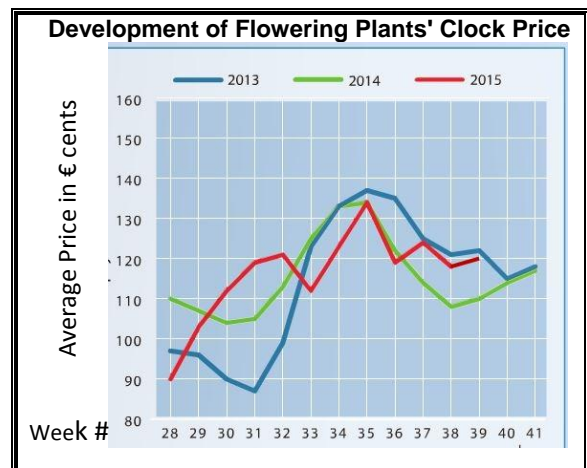
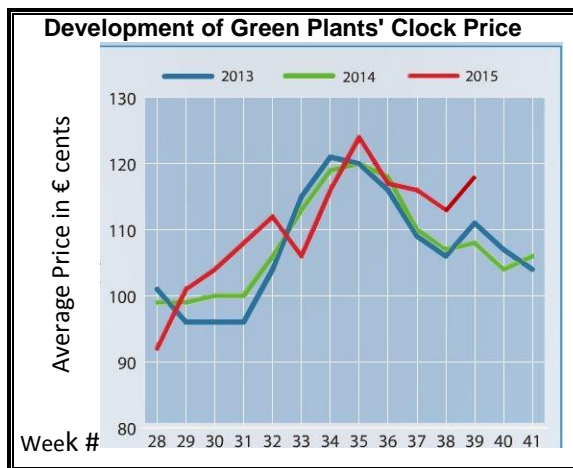
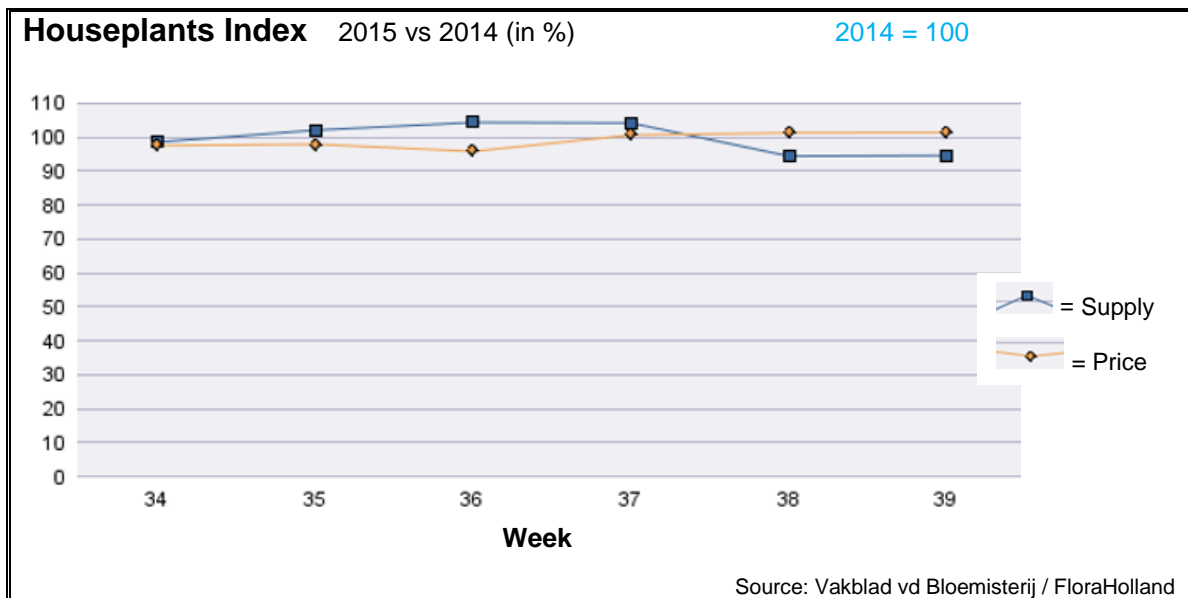
Gerbera mini got the same price like last year, for 11% more stems. Also big gerbera got the same price, for fewer 2% stems than in 2014.

Hydrangea/Hortensia got 17% lower price than last year, while supply was 35% higher.

Many products got higher price than last year; stood out with much better price: aconitum, anemone, anigozanthos, aspidistra, bouvardia, campanula, delphinium, gladioli, gypsophila, helianthus, ornithogalum, pitosporum, scabiosa, tulip, and zantedeschia.

Only a few got lower price than in 2014: Agapanthus, Fatsia, Solidago, and Trachelium





In week 39 the average price for houseplants was 1% higher, while supply was 5% lower than in this week last year. Just the same trend as last week.

Phalaenopsis got 6% less in price, for 0.5% more units than last year.

Pot chrysanthemums fetched 11% better price than last year, for 10% less supplied units.

Anthurium fetched 4% more in price, with 6.5% more pots.

Kalanchoe got 9.5% better price, for about the same number of supplied pots.

Cyclamen got 3.5% higher price, with 2% fewer units than last year.

Dracaena brought 4% better price, for 7.5% fewer pots than last year.

Ficus got 2% better price, for 6 fewer supplied pots

Spathiphyllum got 1% lower price, for 4% more supplied 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. W39 Date: 30/09/2015

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 : 39 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\$ = 120.38 Yen

<u>Product Name & 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>		
D = Domestic I = Imported					
Total Cut Flowers Sold	22,367,731				
Alstroemeria -- D	161,135	19	250	95	0.79
Alstroemeria -- I	13,960		75	34	0.29 COL ISR NLD
Ammi majus -- D	8,060	30	115	77	0.64
Ammi majus -- I	0				
Anigozanthos -- D	0				
Anigozanthos -- I	4,135		150	69	0.57 AUS NLD ZWE
Anthurium Pink -- D	26		144	111	0.92
Anthurium Pink -- I	8,732	5	200	58	0.48 THA
Anthurium Red -- D	178		250	144	1.20
Anthurium Red -- I	9,872	6	200	58	0.48 AUS THA USA ZAF
Anthurium White -- D	10		73	73	0.61
Anthurium White -- I	4,822		200	73	0.61 THA
Banksia -- D	95		220	139	1.15
Banksia -- I	597	76	350	171	1.42 AUS NZL
Bupleurum -- D	8,960	20	130	84	0.70
Bupleurum -- I	0				
Calla -- D	65,510	9	350	84	0.70
Calla -- I	1,460		180	136	1.13 NLD NZL
Carnations Spray -- D	368,727	1	160	53	0.44
Carnations Spray -- I	762,062	1	170	38	0.32 COL
Carnations Standard -- D	321,598	2	250	57	0.47
Carnations Standard -- I	888,074	1	175	45	0.37 COL
Chrysanthemum Spray -- D	888,320		120	45	0.37
Chrysanthemum Spray -- I	651,106		150	52	0.43 KOR
Delphinium -- D	124,554	3	400	99	0.82
Delphinium -- I	0				
Dracaena -- D	35,547	2	1,500	32	0.26
Dracaena -- I	292,914	1	162	24	0.20 SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin	
		D = Domestic	I = Imported	Lowest	Highest		Average
Euphorbia Marginata -- D	3,780			70	41	0.34	
Euphorbia Marginata -- I	0						
Eustoma -- D	551,164	2	6,000		127	1.06	
Eustoma -- I	0						
Freesia -- D	0						
Freesia -- I	400		50		28	0.23	NLD
Gentiana -- D	1,471,121		238		45	0.37	
Gentiana -- I	7,400		40		31	0.26	
Gerbera -- D	354,720	1	160		44	0.36	
Gerbera -- I	0						
Gladiolus -- D	120,140	10	125		69	0.57	
Gladiolus -- I	840		75		70	0.58	NLD
Gypsophila -- D	192,315	10	350		101	0.84	
Gypsophila -- I	11,196		100		55	0.46	ISR
Heliconia Pendula -- D	2,995		120		26	0.21	
Heliconia Pendula -- I	96		700		267	2.22	SGP
Leucad. Safari Sunset -- D	0						
Leucad. Safari Sunset -- I	9,829	10	145		51	0.42	AUS NZL ZAF
Leucospermum Cordifolium -- D	0						
Leucospermum Cordifolium -- I	9,038		180		104	0.86	AUS NZL ZAF
Lily Casablanca -- D	38,643	43	900		320	2.66	
Lily Casablanca -- I	0						
Lily Longiflorum -- D	101,750	14	200		95	0.79	
Lily Longiflorum -- I	29,990	10	115		54	0.45	KOR NLD
Limonium Sinuatum -- D	306,620	1	140		49	0.41	
Limonium Sinuatum -- I	0						
Molucella -- D	0						
Molucella -- I	20		20		20	0.17	
Nerine -- D	5,750		200		32	0.26	
Nerine -- I	11,985	52	160		99	0.82	NLD NZL
Orchid Anna -- D	0						
Orchid Anna -- I	91,710	6	75		31	0.26	SGP THA
Orchid Cymbidium -- D	438	85	600		305	2.53	
Orchid Cymbidium -- I	15,526	130	1,000		471	3.92	NLD NZL
Orchid Oncidium -- D	11,523	3	450		113	0.94	
Orchid Oncidium -- I	104,610	1	213		88	0.73	SGP TAI THA
Orchid Phalaenopsis -- D	10,608	36	2,000		551	4.57	
Orchid Phalaenopsis -- I	8,163	193	1,035		651	5.41	AUS NZL
Orchid Sonia -- D	0						
Orchid Sonia -- I	205,000	5	57		28	0.23	THA
Ornithogalum -- D	7,790	40	100		76	0.63	
Ornithogalum -- I	467		50		38	0.32	NLD ZAF
Protea King -- D	0						
Protea King -- I	464	200	900		510	4.23	AUS ZAF
Protea others -- D	40				104	0.86	
Protea others -- I	480	215	750		469	3.89	AUS NZL
Riceflowers -- D	0						
Riceflowers -- I	220	23	240		200	1.66	AUS NZL
Rose Total -- D	1,075,276		600		66	0.55	
Rose Total -- I	397,019		400		47	0.39	
Rose Amada -- D	13,770	14	250		107	0.89	
Rose Amada -- I	0						
Rose Avalanche -- D	84,853	1	200		61	0.50	
Rose Avalanche -- I	6,149		120		43	0.36	IND NLD
Rose Carpe Diem -- D	14,875	3	185		76	0.63	
Rose Carpe Diem -- I	0						
Rose Freedom -- D	0						
Rose Freedom -- I	27,295	18	150		87	0.72	COL
Rose Gold Rush -- D	18,849	2	180		61	0.51	
Rose Gold Rush -- I	0						

<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>	
D = Domestic I = Imported						
Rose Gold Strike -- D	620		100	40	0.33	
Rose Gold Strike -- I	8,988	1	30	17	0.14	COL IND
Rose Noblesse -- D	4,450		70	22	0.18	
Rose Noblesse -- I	2,665	1	25	15	0.12	IND NLD
Rose Red Roses D --	32,016	2	500	56	0.47	
Rose Red Roses I --	25,908		144	56	0.47	
Rose Red Star -- D	8,980	3	160	57	0.47	
Rose Red Star -- I	0					
Rose Samurai -- D	62,775	1	250	75	0.63	
Rose Samurai -- I	3,700	20	120	75	0.62	IND
Rose Sweet Avalanche -- D	37,315	2	185	61	0.50	
Rose Sweet Avalanche -- I	3,320	5	70	41	0.34	
Rose Sweet Unique -- D	4,765	10	130	48	0.40	
Rose Sweet Unique -- I	6,868	16	120	55	0.46	COL
Rose Teresa -- D	10,095	2	140	45	0.37	
Rose Teresa -- I	0					
Rose Tineke -- D	23,795	1	150	38	0.32	
Rose Tineke -- I	540	2	30	18	0.15	IND
Rose Yves Piaget -- D	18,113	5	460	87	0.73	
Rose Yves Piaget -- I	120		140	81	0.67	NLD
Rose Spr Babe -- D	10,310	20	220	102	0.84	
Rose Spr Babe -- I	1,198		90	66	0.55	KOR
Rose Spr Lovely Lydia -- D	6,300	30	200	106	0.88	
Rose Spr Lovely Lydia -- I	740	60	80	69	0.57	KOR
Rose Spr Shooting Star -- D	5,230	21	200	83	0.69	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	14,340	15	180	83	0.69	
Sandersonia -- I	0					
Trachelium -- D	550		100	61	0.51	
Trachelium -- I	750		140	116	0.96	ISR NLD
Waxflowers -- D	0					
Waxflowers -- I	16,550	6	100	66	0.54	AUS
Green Foliage						
Beargrass -- D	6		100	100	0.83	
Beargrass -- I	110	100	330	262	2.18	USA
Leatherleaves -- D	83,130		55	25	0.21	
Leatherleaves -- I	239,395	1	40	10	0.08	USA
Ruscus Israel -- D	0					
Ruscus Israel -- I	8,610		40	23	0.19	ISR
Ruscus Italian -- D	3,030	10	120	54	0.45	
Ruscus Italian -- I	8,310	1	76	26	0.22	ITA
Salal -- D	0					
Salal -- I	10,519	26	650	195	1.62	USA