

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.

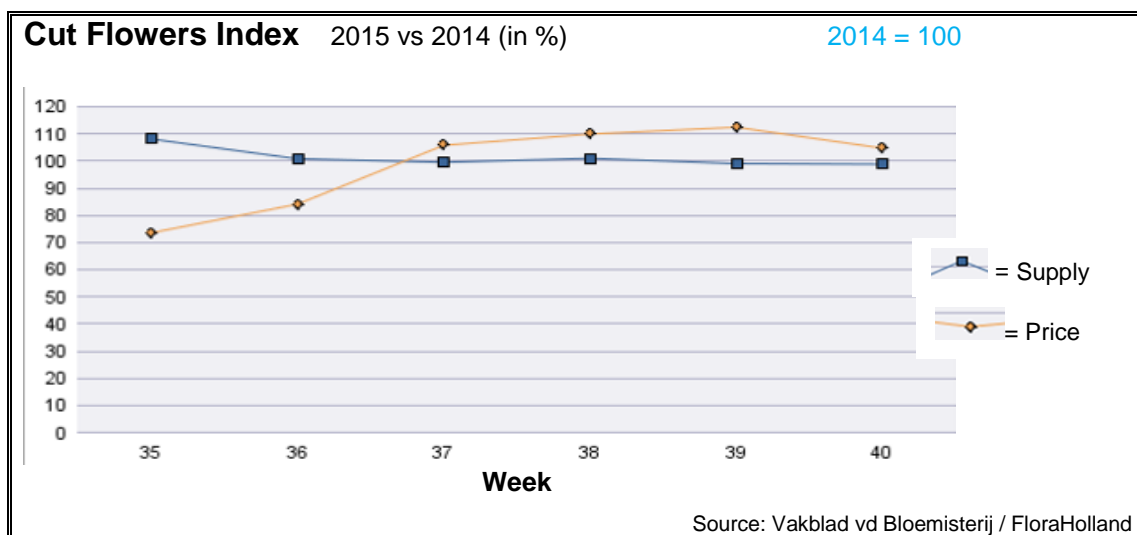
The Market Insider team

Week No. 40-2015

Date: 07/10/2015

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 40 the cut flowers average price was 4.7% higher than the same week last year. The quantity was just 1.2% lower than in 2014. This resulted in a turnover increase of 3.4%. This was the trend during the last 4 weeks: stable supply with some higher price level.

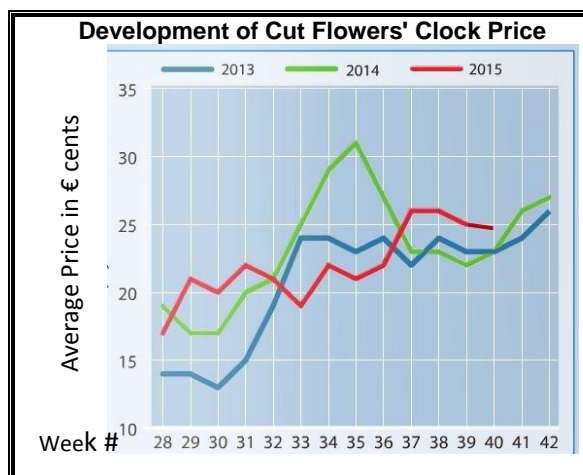
Big roses got the same price like last year, for 4% more supplied stems. Spray roses however got 23% lower price, for almost 34% more stems/

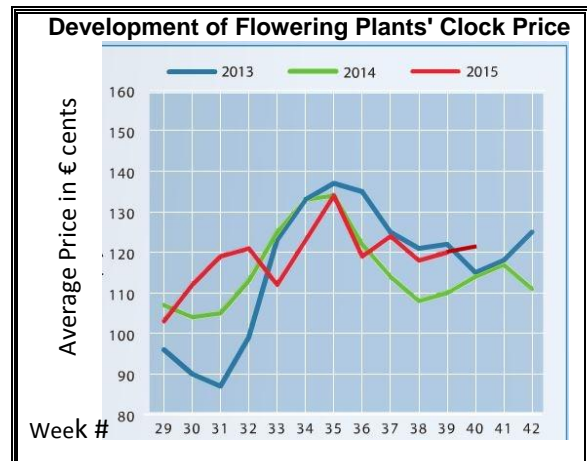
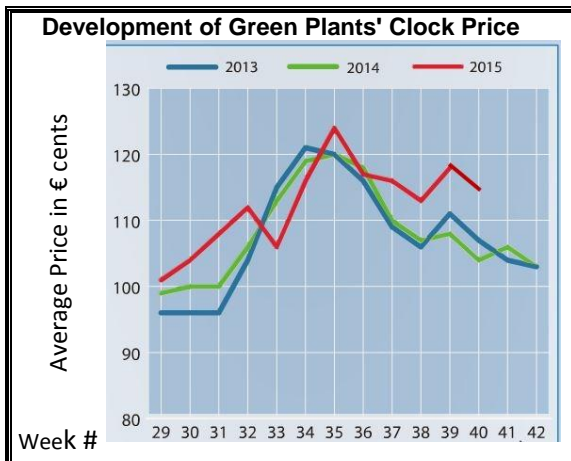
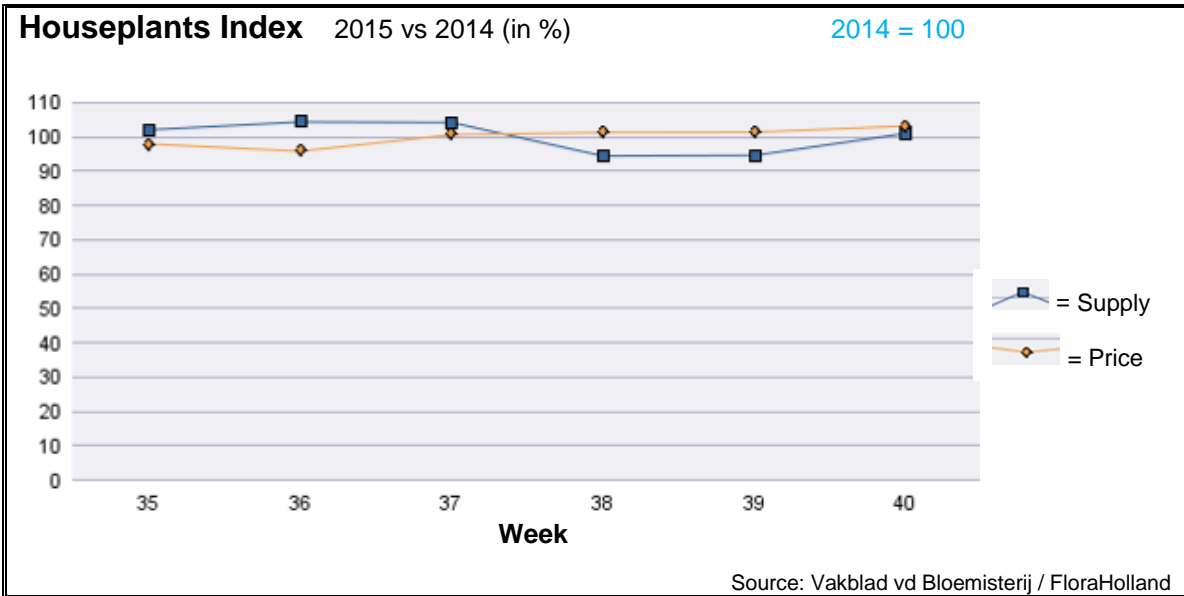
Chrysanthemums were again with the higher average price. The spray types got 6% more in price, for about 4% more quantity; and the single-head types were 29% higher in price, for 19% fewer stems.

Gypsophila got 31% more in price than last year, for 21% fewer stems.

Most products got higher price than last year; some got much better price: anemone, anigozanthos, campanula, wax flower, delphinium, fatsia, gladioli, matthiola, scabiosa, and tulip.

Only but a few got really lower price than in 2014: helianthus, solidago, and trachelium.





In week 40 the average price for houseplants was more than 3% higher, while supply was 1% higher than in this week last year. The sales turnover was 4.3% higher.

Pot roses got 17% better price, for 1.6% more supplied pots.

Ficus got 13.5% better price, for 8.5 fewer supplied pots.

Dracaena brought 12% better price, for 8% more pots than last year.

Hedera fetched 12% more in price, with 13% fewer pots.

Phalaenopsis got 4.3% less in price, for 10% more units than last year.

Arrangements fetched 1.6% lower price than last year, for 62% more supplied units.

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. W40 Date: 07/10/2015

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 : 40 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\$ = 120.17 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average US\$	Main Origin
		Lowest	Highest	Average		
Total Cut Flowers Sold	15,643,470					
Alstroemeria -- D	189,180	10	250	89	0.74	
Alstroemeria -- I	3,680		65	41	0.34	COL ISR NLD
Ammi majus -- D	9,020	10	115	78	0.65	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	6,800	25	130	74	0.61	AUS NLD ZWE
Anthurium Pink -- D	42		500	258	2.15	
Anthurium Pink -- I	8,147		200	61	0.50	THA
Anthurium Red -- D	394		350	122	1.02	
Anthurium Red -- I	11,931	3	280	61	0.51	AUS THA USA ZAF
Anthurium White -- D	0					
Anthurium White -- I	3,819	1	180	69	0.57	THA
Banksia -- D	76		200	147	1.22	
Banksia -- I	378	100	700	246	2.05	AUS NZL
Bupleurum -- D	9,210	5	140	72	0.60	
Bupleurum -- I	0					
Calla -- D	54,579	8	320	91	0.75	
Calla -- I	700	44	280	127	1.05	NLD NZL
Carnations Spray -- D	323,896	2	160	48	0.40	
Carnations Spray -- I	447,118	2	65	35	0.29	COL
Carnations Standard -- D	357,287	1	160	52	0.43	
Carnations Standard -- I	614,645	1	175	44	0.37	COL
Chrysanthemum Spray -- D	647,290	1	100	31	0.26	
Chrysanthemum Spray -- I	405,010		90	34	0.28	KOR
Delphinium -- D	108,772	1	400	97	0.81	
Delphinium -- I	0					
Dracaena -- D	37,304	10	300	35	0.29	
Dracaena -- I	248,762	1	140	25	0.21	SGP SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin	
		D = Domestic	I = Imported	Lowest	Highest		Average
Euphorbia Marginata -- D	4,240			65	30	0.25	
Euphorbia Marginata -- I	0						
Eustoma -- D	438,598	1	3,520	126	126	1.05	
Eustoma -- I	1,080	8	35	21	21	0.17	
Freesia -- D	0						
Freesia -- I	200		65	54	54	0.45	NLD
Gentiana -- D	825,685		238	31	31	0.26	
Gentiana -- I	0						
Gerbera -- D	365,804	1	150	37	37	0.31	
Gerbera -- I	0						
Gladiolus -- D	134,705	5	120	51	51	0.43	
Gladiolus -- I	0						
Gypsophila -- D	153,315	17	350	82	82	0.69	
Gypsophila -- I	8,697		80	53	53	0.44	ISR
Heliconia Pendula -- D	4,480		180	33	33	0.28	
Heliconia Pendula -- I	84		333	244	244	2.03	SGP
Leucad. Safari Sunset -- D	0						
Leucad. Safari Sunset -- I	6,925	10	170	59	59	0.49	AUS NZL ZAF
Leucospermum Cordifolium -- D	0						
Leucospermum Cordifolium -- I	7,880		200	100	100	0.83	AUS NZL ZAF
Lily Casablanca -- D	36,216	30	900	298	298	2.48	
Lily Casablanca -- I	0						
Lily Longiflorum -- D	73,095	10	200	74	74	0.61	
Lily Longiflorum -- I	3,160	5	70	28	28	0.23	KOR NLD
Limonium Sinuatum -- D	227,390	1	105	36	36	0.30	
Limonium Sinuatum -- I	0						
Molucella -- D	100		90	85	85	0.71	
Molucella -- I	0						
Nerine -- D	4,320		125	32	32	0.26	
Nerine -- I	14,788	58	160	97	97	0.80	NLD NZL
Orchid Anna -- D	0						
Orchid Anna -- I	101,720	2	85	23	23	0.19	SGP THA
Orchid Cymbidium -- D	791	144	600	298	298	2.48	
Orchid Cymbidium -- I	18,459	112	1,200	483	483	4.02	NLD NZL
Orchid Oncidium -- D	16,381	2	500	83	83	0.69	
Orchid Oncidium -- I	179,590		160	51	51	0.42	SGP SGP TAI THA
Orchid Phalaenopsis -- D	12,321	60	2,000	598	598	4.98	
Orchid Phalaenopsis -- I	8,179	167	1,035	686	686	5.71	AUS NZL
Orchid Sonia -- D	0						
Orchid Sonia -- I	115,680	3	46	20	20	0.17	THA
Ornithogalum -- D	7,480	35	95	74	74	0.61	
Ornithogalum -- I	9,658	15	54	29	29	0.24	NLD ZAF
Protea King -- D	0						
Protea King -- I	449	150	800	518	518	4.31	AUS ZAF
Protea others -- D	30			171	171	1.42	
Protea others -- I	543	150	730	438	438	3.65	AUS NZL
Riceflowers -- D	0						
Riceflowers -- I	549		260	197	197	1.64	AUS NZL
Rose Total -- D	1,003,243	1	600	65	65	0.54	
Rose Total -- I	341,672	1	400	52	52	0.43	COL IND NLD
Rose Amada -- D	11,398	10	200	105	105	0.88	
Rose Amada -- I	0						
Rose Avalanche -- D	78,590	2	200	57	57	0.48	
Rose Avalanche -- I	2,585	1	126	43	43	0.36	IND NLD
Rose Carpe Diem -- D	16,855	10	159	70	70	0.58	
Rose Carpe Diem -- I	0						
Rose Freedom -- D	0						
Rose Freedom -- I	24,238	20	165	87	87	0.72	COL
Rose Gold Rush -- D	16,949	3	150	61	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	710		81	35	0.29	
Rose Gold Strike -- I	1,620		30	20	0.16	COL IND
Rose Noblesse -- D	4,730	2	82	26	0.22	
Rose Noblesse -- I	480		25	12	0.10	IND NLD
Rose Red Roses D --	27,217	3	340	55	0.46	
Rose Red Roses I --	27,362		165	58	0.48	
Rose Red Star -- D	9,685	5	160	54	0.45	
Rose Red Star -- I	0					
Rose Samurai -- D	56,108	3	220	78	0.65	
Rose Samurai -- I	5,800	40	111	77	0.64	IND
Rose Sweet Avalanche -- D	34,331	10	200	57	0.47	
Rose Sweet Avalanche -- I	1,690	16	60	40	0.33	
Rose Sweet Unique -- D	3,475	10	120	49	0.41	
Rose Sweet Unique -- I	6,040	2	130	58	0.48	
Rose Teresa -- D	9,635	3	141	47	0.39	
Rose Teresa -- I	0					
Rose Tineke -- D	22,780	3	140	39	0.32	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	14,962	10	183	80	0.67	
Rose Yves Piaget -- I	70		70	38	0.32	NLD
Rose Spr Babe -- D	8,205	20	175	95	0.79	
Rose Spr Babe -- I	1,220		120	62	0.52	KOR
Rose Spr Lovely Lydia -- D	6,250	40	185	98	0.81	
Rose Spr Lovely Lydia -- I	630		65	58	0.48	KOR
Rose Spr Shooting Star -- D	4,158	30	200	91	0.76	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	11,190	15	170	84	0.70	
Sandersonia -- I	30		81	81	0.67	NZL
Trachelium -- D	580		90	62	0.51	
Trachelium -- I	1,250		140	101	0.84	ISR NLD
Tulip -- D	0					
Tulip -- I	100		120	120	1.00	NLD
Waxflowers -- D	0					
Waxflowers -- I	11,030	15	90	64	0.53	AUS
Green Foliage						
Beargrass -- D	6		100	83	0.69	
Beargrass -- I	2,700		300	34	0.28	USA
Leatherleaves -- D	75,690	3	55	25	0.21	
Leatherleaves -- I	209,590	1	35	11	0.09	USA
Ruscus Israel -- D	0					
Ruscus Israel -- I	7,210		40	23	0.19	ISR
Ruscus Italian -- D	6,000	15	110	46	0.38	
Ruscus Italian -- I	7,370	5	60	26	0.21	ITA
Salal -- D	0					
Salal -- I	13,218	10	650	144	1.20	USA