

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.

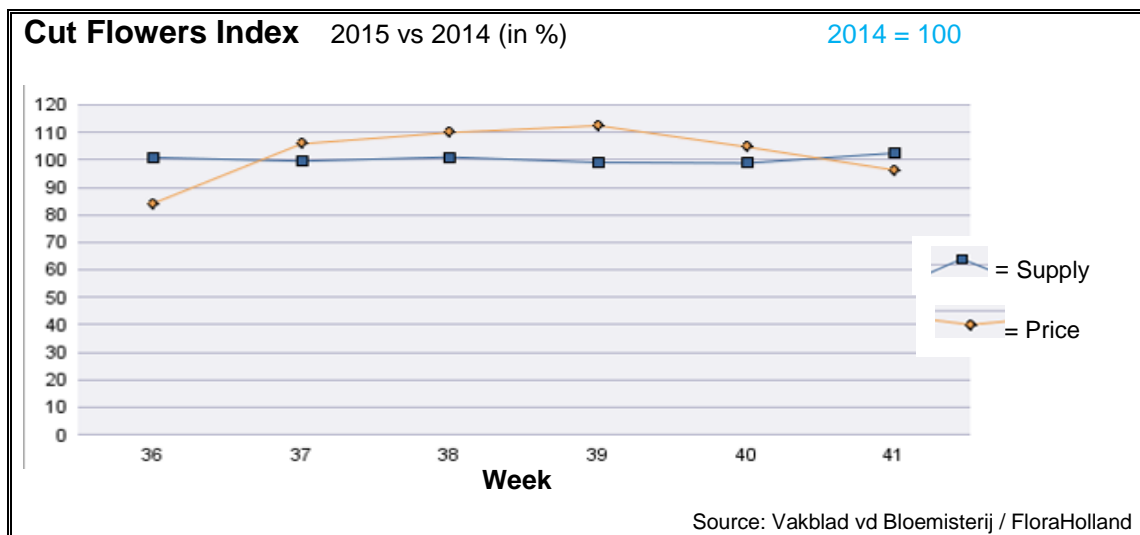
The Market Insider team

Week No. 41-2015

Date: 14/10/2015

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 41 the cut flowers average price was 4% (1 cent) lower than in the same week last year.

The quantity was 2.5% higher than in 2014. Just the opposite trend of the last 4 weeks, and opposite to the same week in 2013.

Big roses got 12% lower price than last year, for 7% more supplied stems.

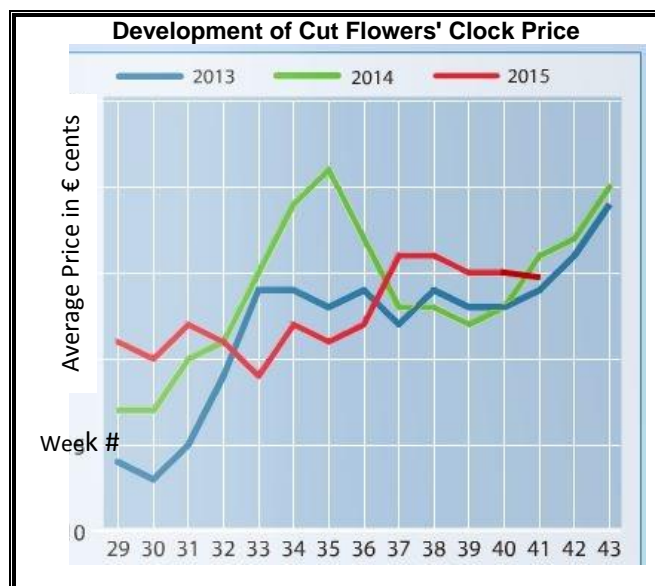
Spray roses got 25% lower price, for 34% more stems.

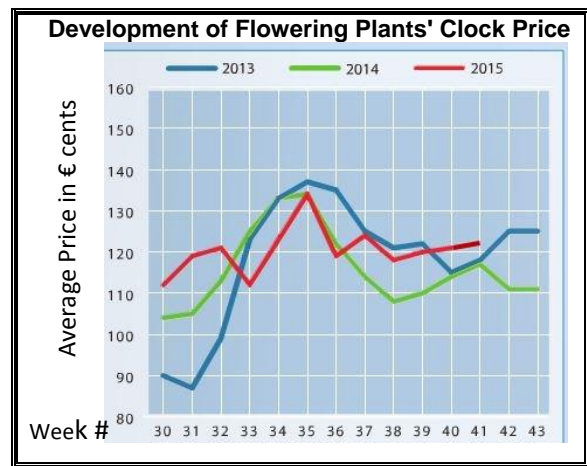
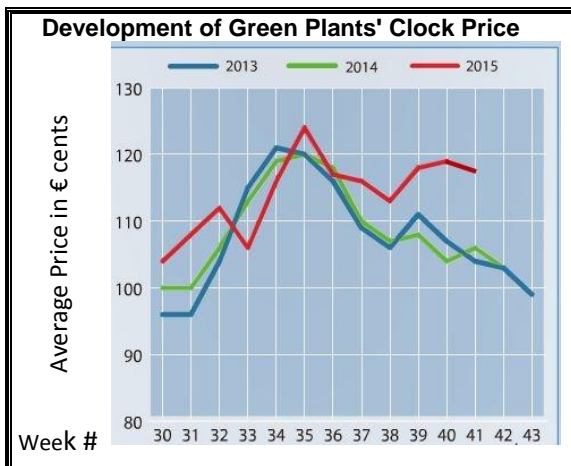
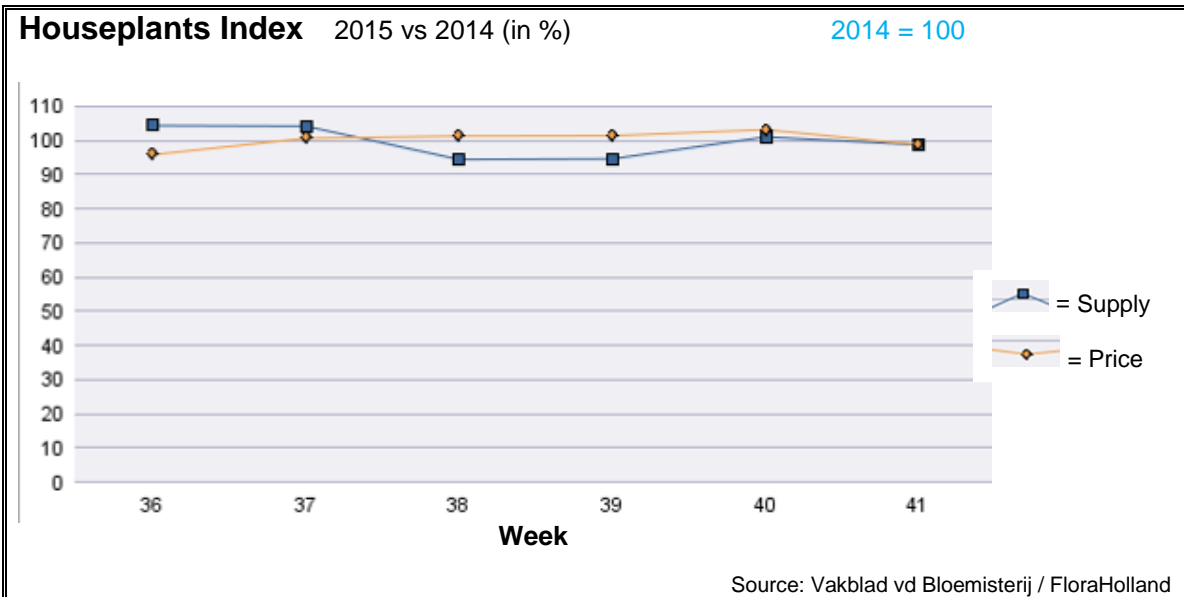
Chrysanthemums spray got 8% less in price, for about 6% more quantity; while the single-head types were 11% higher in price, for 12% fewer stems.

Lisianthus got 4.5% less in price than last year, for 37% more stems.

Many products got higher price than last year; some got much better price; among them: anemone, bouvardia, carthamus, wax flower, gypsophila, matthiola, paeonia, pittosporum, and scabiosa.

Some others got really lower price: agapanthus, aster, dianthus barbatus, helianthus, and solidago.





In week 41 the average price for houseplants was some 1% lower, while supply was too 1% lower than in this week last year. The sales turnover was therefore 2% lower.

Phalaenopsis got 9% less in price, for 3% fewer units than last year.

Bromelia got 5% better price, for double the number of supplied pots.

Ficus got 39% better price, for 14% fewer supplied pots.

Kalanchoe brought 4% better price, for 14% more pots than last year.

Pot-chrysanthemums fetched 5% more in price, with 10% more pots.

Cyclamen got 10% more in price than last year, for 1% fewer 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. W41 Date: 14/10/2015

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 : 41 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\$ = **119.72 Yen**

<u>Product Name & Source</u> D = Domestic I = Imported	Quantity	<u>Price in Japanese Yen</u>			Average US\$	Main Origin
		Lowest	Highest	Average		
Total Cut Flowers Sold	16,210,176					
Alstroemeria -- D	188,485	19	350	95	0.80	
Alstroemeria -- I	7,680		60	43	0.36	COL ISR NLD
Ammi majus -- D	7,738	35	130	82	0.69	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	17,790	10	130	59	0.49	AUS NLD ZWE
Anthurium Pink -- D	38		170	110	0.92	
Anthurium Pink -- I	10,235	15	168	67	0.56	THA
Anthurium Red -- D	414		180	110	0.92	
Anthurium Red -- I	9,529	10	240	78	0.65	AUS THA USA ZAF
Anthurium White -- D	0					
Anthurium White -- I	4,921	5	200	84	0.70	THA
Banksia -- D	27		185	183	1.53	
Banksia -- I	400	136	320	259	2.16	AUS NZL
Bupleurum -- D	11,690	10	150	83	0.69	
Bupleurum -- I	0					
Calla -- D	49,044	15	380	117	0.98	
Calla -- I	640		300	147	1.23	NLD NZL
Carnations Spray -- D	300,120	10	160	58	0.49	
Carnations Spray -- I	562,977	10	170	38	0.32	COL
Carnations Standard -- D	429,559	11	250	58	0.48	
Carnations Standard -- I	736,324	10	170	49	0.41	COL
Chrysanthemum Spray -- D	614,605	5	150	47	0.39	
Chrysanthemum Spray -- I	422,390	4	90	47	0.39	KOR
Delphinium -- D	107,954	16	400	125	1.04	
Delphinium -- I	0					
Dracaena -- D	33,652	16	280	44	0.37	
Dracaena -- I	281,844	5	150	29	0.24	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	280		65	40	0.33	
Euphorbia Marginata -- I	0					
Eustoma -- D	457,952	10	4,000	165	1.38	
Eustoma -- I	1,080	30	81	55	0.46	
Freesia -- D	0					
Freesia -- I	3,100		75	47	0.40	NLD
Gentiana -- D	615,766	5	238	40	0.33	
Gentiana -- I	0					
Gerbera -- D	358,028	10	170	48	0.40	
Gerbera -- I	0					
Gladiolus -- D	109,100	10	120	60	0.51	
Gladiolus -- I	0					
Gypsophila -- D	130,165	17	420	129	1.08	
Gypsophila -- I	9,618		100	62	0.52	ISR
Heliconia Pendula -- D	8,370		150	34	0.28	
Heliconia Pendula -- I	78		400	241	2.01	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	10,975	7	170	54	0.45	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	11,424		180	105	0.87	AUS NZL ZAF
Lily Casablanca -- D	31,545	43	900	354	2.96	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	57,960	20	220	97	0.81	
Lily Longiflorum -- I	1,460	32	90	62	0.52	KOR NLD
Limonium Sinuatum -- D	220,890	1	135	45	0.38	
Limonium Sinuatum -- I	0					
Molucella -- D	150		90	83	0.69	
Molucella -- I	0					
Nerine -- D	2,721	5	960	55	0.46	
Nerine -- I	19,379	60	200	97	0.81	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	170,950	5	85	20	0.16	SGP THA
Orchid Cymbidium -- D	959	150	600	330	2.76	
Orchid Cymbidium -- I	18,864	8	1,250	524	4.38	NLD NZL
Orchid Oncidium -- D	16,544	2	550	82	0.69	
Orchid Oncidium -- I	149,171	10	200	57	0.48	SGP TAI THA
Orchid Phalaenopsis -- D	12,591	102	3,000	650	5.43	
Orchid Phalaenopsis -- I	8,177	250	1,040	688	5.75	AUS NZL
Orchid Sonia -- D	200		40	37	0.31	
Orchid Sonia -- I	101,580	8	50	20	0.17	THA
Ornithogalum -- D	5,360	40	120	88	0.74	
Ornithogalum -- I	14,089	15	75	30	0.25	NLD ZAF
Protea King -- D	0					
Protea King -- I	582	120	1,000	515	4.30	AUS ZAF
Protea others -- D	0					
Protea others -- I	319	400	700	507	4.23	
Riceflowers -- D	0					
Riceflowers -- I	380	120	260	193	1.62	AUS NZL
Rose Total -- D	1,049,865	10	430	99	0.82	
Rose Total -- I	411,885	10	1,200	70	0.58	
Rose Amada -- D	12,510	30	225	128	1.07	
Rose Amada -- I	0					
Rose Avalanche -- D	82,762	22	250	119	1.00	
Rose Avalanche -- I	3,935	25	140	96	0.80	IND NLD
Rose Carpe Diem -- D	20,645	15	185	94	0.78	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	22,512	57	175	112	0.94	COL
Rose Gold Rush -- D	18,240	20	189	82	0.68	
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	930		117	58	0.49	
Rose Gold Strike -- I	11,557	11	70	32	0.27	COL IND
Rose Noblesse -- D	5,100	10	80	39	0.33	
Rose Noblesse -- I	5,040	25	50	32	0.27	IND NLD
Rose Red Roses D --	29,010	10	340	83	0.69	
Rose Red Roses I --	30,578		171	74	0.62	
Rose Red Star -- D	7,300	10	160	80	0.67	
Rose Red Star -- I	0					
Rose Samurai -- D	54,585	20	220	107	0.90	
Rose Samurai -- I	7,850	30	180	102	0.85	IND
Rose Sweet Avalanche -- D	35,820	10	220	105	0.87	
Rose Sweet Avalanche -- I	2,030	50	130	83	0.69	
Rose Sweet Unique -- D	3,460	30	140	72	0.60	
Rose Sweet Unique -- I	5,980	38	150	82	0.68	
Rose Teresa -- D	8,450	10	140	70	0.58	
Rose Teresa -- I	0					
Rose Tineke -- D	25,680	10	200	91	0.76	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	14,532	40	380	136	1.13	
Rose Yves Piaget -- I	790		130	89	0.74	NLD
Rose Spr Babe -- D	7,990	40	200	126	1.05	
Rose Spr Babe -- I	1,200		120	107	0.89	KOR
Rose Spr Lovely Lydia -- D	5,225	40	220	125	1.04	
Rose Spr Lovely Lydia -- I	1,190	40	120	68	0.57	KOR
Rose Spr Shooting Star -- D	4,880	10	240	107	0.90	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	12,450	40	170	113	0.94	
Sandersonia -- I	0					
Trachelium -- D	610		90	69	0.58	
Trachelium -- I	1,800		145	99	0.83	ISR NLD
Tulip -- D	0					
Tulip -- I	200		150	128	1.07	NLD
Waxflowers -- D	0					
Waxflowers -- I	20,580	35	100	70	0.59	AUS
Green Foliage						
Beargrass -- D	6		100	100	0.84	
Beargrass -- I	170	270	330	307	2.56	USA
Leatherleaves -- D	77,370	5	50	25	0.21	
Leatherleaves -- I	251,456	1	35	12	0.10	USA
Ruscus Israel -- D	1,850		25	13	0.11	
Ruscus Israel -- I	9,030		45	23	0.19	ISR
Ruscus Italian -- D	5,170	30	130	52	0.43	
Ruscus Italian -- I	5,480	15	70	36	0.30	ITA
Salal -- D	0					
Salal -- I	14,807	21	738	164	1.37	USA