

## 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.

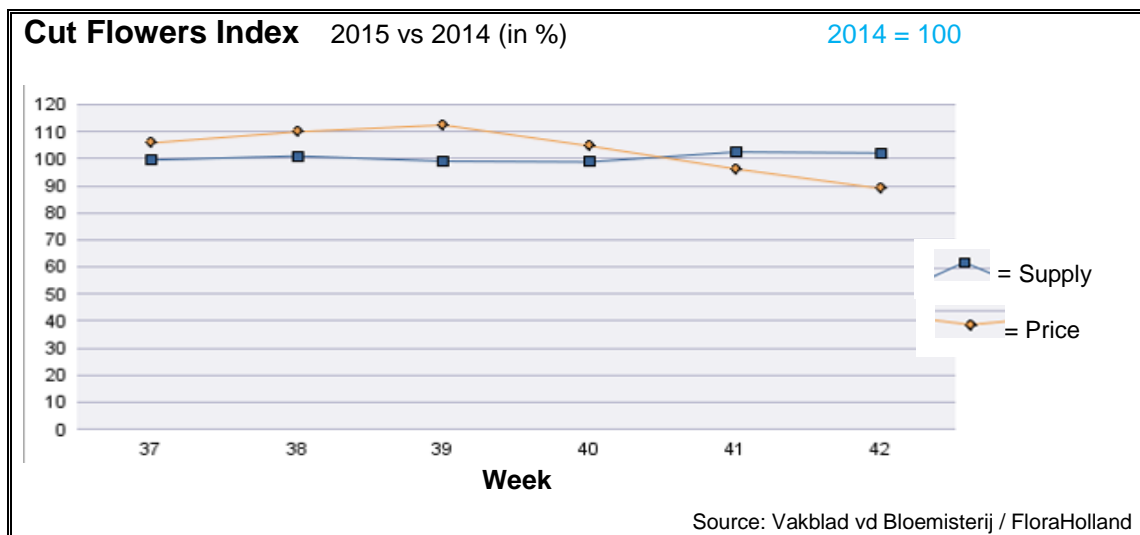
The Market Insider team

Week No. 42-2015

Date: 21/10/2015

#### 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 42 the cut flowers average price was 11% (3 cent) lower than in the same week last year. The quantity was 3% higher than in 2014.

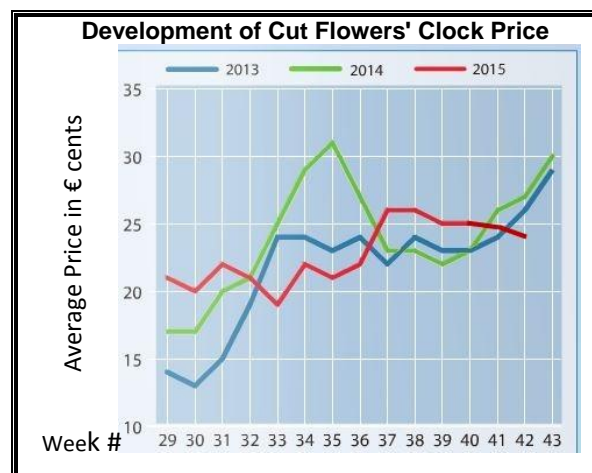
Big roses got 23% lower price than last year. Spray roses got 35% lower price, for 40% more stems.

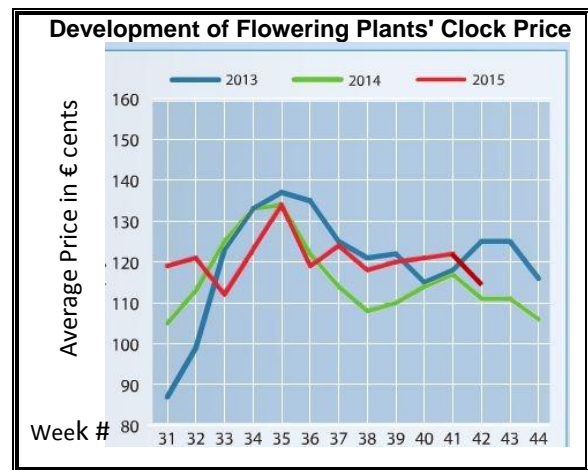
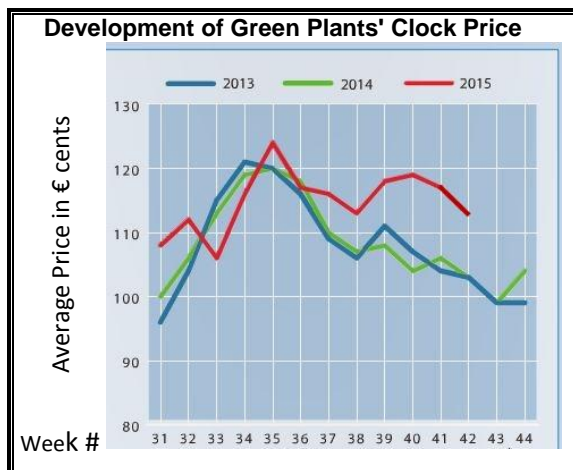
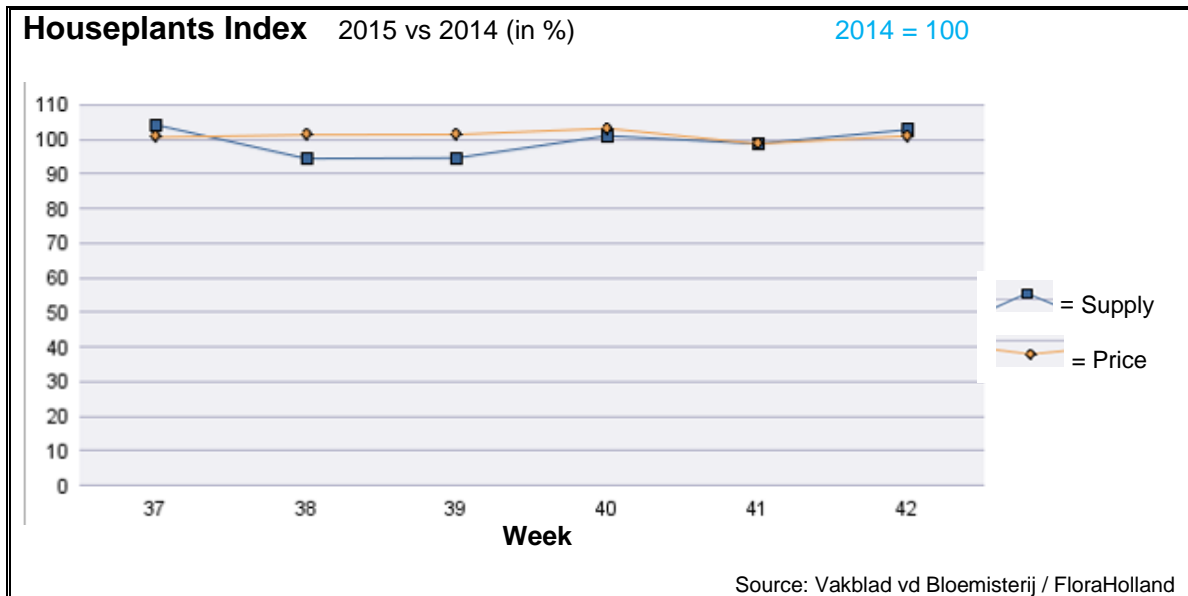
Chrysanthemums single-head types were 14.5% lower in price.

Lisianthus/eustoma got less in price than last year, for 33% more stems.

Most products got lower price than last year; some got much lower price; among them: agapanthus, aster, delphinium, eucalyptus, helianthus, and solidago

Yet, some products got better price than last year: alstroemeria, anemone, asclepias, hippeastrum, gerbera, gladioli, gypsophila, leucadendron, and scabiosa.





In week 42 the average price for houseplants was some 1% higher, while supply was 2.5% higher than in this week last year.

However, various products did see big differences:

Ficus got 41% better price, than this week in 2014.

Anthurium fetched 24% more in price.

Spathiphyllum saw 15% better price.

Various houseplants got 17% higher price.

Hippeastrum/amaryllis got 27% less in price, for 89% more supply.

Bromeliad's price was 20% lower, while the supply was 290% higher than in 2014.

Rose in pot was 8% cheaper than last year, with 26% more units.

Phalaenopsis got 8% less in price.

**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. W42 Date: 21/10/2015**

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 : 42 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\$ = 119.42 Yen

<b>Product Name &amp; Source</b> D = Domestic I = Imported	<b>Price in Japanese Yen</b>			<b>Average</b>	<b>US\$</b>	<b>Main Origin</b>
	<b>Quantity</b>	<b>Lowest</b>	<b>Highest</b>	<b>Average</b>		
<b>Total Cut Flowers Sold</b>	<b>16,232,220</b>					
Alstroemeria -- D	185,213	19	300	105	0.88	
Alstroemeria -- I	7,170		60	42	0.36	COL ISR NLD
Ammi majus -- D	8,850	37	130	85	0.71	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	21,755	20	130	62	0.52	AUS NLD ZWE
Anthurium Pink -- D	0					
Anthurium Pink -- I	9,697	10	180	65	0.54	THA
Anthurium Red -- D	116		200	111	0.93	
Anthurium Red -- I	10,409	20	280	76	0.63	AUS THA USA ZAF
Anthurium White -- D	15		300	300	2.51	
Anthurium White -- I	4,240	5	200	81	0.68	THA
Banksia -- D	22		300	277	2.32	
Banksia -- I	40	300	300	300	2.51	AUS NZL
Bupleurum -- D	10,370	30	150	88	0.73	
Bupleurum -- I	0					
Calla -- D	40,171	33	400	132	1.11	
Calla -- I	3,208	27	300	140	1.17	NLD NZL
Carnations Spray -- D	274,950	10	160	59	0.49	
Carnations Spray -- I	562,858	15	85	41	0.35	COL
Carnations Standard -- D	415,257	15	160	57	0.48	
Carnations Standard -- I	705,764	15	170	51	0.43	COL
Chrysanthemum Spray -- D	700,310	12	150	56	0.47	
Chrysanthemum Spray -- I	454,840	15	168	55	0.46	KOR
Delphinium -- D	104,882	18	400	132	1.11	
Delphinium -- I	0					
Dracaena -- D	36,216	10	330	48	0.40	
Dracaena -- I	276,427	4	190	30	0.25	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin	
		D = Domestic	I = Imported	Lowest	Highest		Average
Euphorbia Marginata -- D	3,890			70	40	0.33	
Euphorbia Marginata -- I	0						
Eustoma -- D	402,557			12	700	177	1.48
Eustoma -- I	640			62	89	76	0.64
Freesia -- D	600				50	50	0.42
Freesia -- I	3,850				55	44	0.37
Gentiana -- D	527,472			10	140	48	0.41
Gentiana -- I	0						
Gerbera -- D	372,993			10	150	47	0.39
Gerbera -- I	0						
Gladiolus -- D	127,715			20	140	69	0.58
Gladiolus -- I	0						
Gypsophila -- D	127,099			17	420	170	1.42
Gypsophila -- I	10,595				150	90	0.75
Heliconia Caribea -- D	0						
Heliconia Caribea -- I	17			230	870	418	3.50
Heliconia Pendula -- D	4,288				200	41	0.34
Heliconia Pendula -- I	90				400	241	2.02
Leucad. Safari Sunset -- D	0						
Leucad. Safari Sunset -- I	9,760			26	170	62	0.52
Leucospermum Cordifolium -- D	0						
Leucospermum Cordifolium -- I	13,749				200	106	0.89
Lily Casablanca -- D	38,470			43	900	332	2.78
Lily Casablanca -- I	0						
Lily Longiflorum -- D	51,230			22	200	119	0.99
Lily Longiflorum -- I	1,220			56	114	93	0.77
Limonium Sinuatum -- D	212,390			10	140	56	0.47
Limonium Sinuatum -- I	0						
Molucella -- D	390				100	89	0.74
Molucella -- I	0						
Nerine -- D	2,042			55	138	87	0.73
Nerine -- I	13,740			60	180	93	0.78
Orchid Anna -- D	0						
Orchid Anna -- I	187,060			10	60	24	0.20
Orchid Cymbidium -- D	1,257			120	600	345	2.89
Orchid Cymbidium -- I	16,323			100	1,200	538	4.51
Orchid Oncidium -- D	12,646			3	530	105	0.88
Orchid Oncidium -- I	142,044			15	180	65	0.54
Orchid Phalaenopsis -- D	12,631			78	2,000	570	4.77
Orchid Phalaenopsis -- I	9,777			147	1,040	645	5.40
Orchid Sonia -- D	0						
Orchid Sonia -- I	85,055			10	62	24	0.20
Ornithogalum -- D	3,640			37	120	95	0.80
Ornithogalum -- I	27,756			20	85	27	0.22
Protea King -- D	0						
Protea King -- I	869			60	1,300	413	3.46
Protea others -- D	0						
Protea others -- I	2,112			30	680	159	1.33
Riceflowers -- D	0						
Riceflowers -- I	140			240	240	240	2.01
<b>Rose Total -- D</b>	<b>987,038</b>			<b>5</b>	<b>600</b>	<b>94</b>	<b>0.78</b>
<b>Rose Total -- I</b>	<b>387,916</b>			<b>8</b>	<b>900</b>	<b>64</b>	<b>0.54</b>
Rose Amada -- D	12,952			35	200	123	1.03
Rose Amada -- I	0						
Rose Avalanche -- D	79,851			30	280	104	0.87
Rose Avalanche -- I	4,575			29	144	70	0.59
Rose Carpe Diem -- D	20,895			20	200	94	0.79
Rose Carpe Diem -- I	0						
Rose Freedom -- D	0						
Rose Freedom -- I	24,152			60	180	111	0.93

<u>Product Name &amp; Source</u>		<u>Price in Japanese Yen</u>			<u>Average</u>		
		<u>D = Domestic I = Imported</u>	<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>		
Rose Gold Rush -- D		15,915	20	175	82	0.69	
Rose Gold Rush -- I		0					
Rose Gold Strike -- D		800		120	65	0.54	
Rose Gold Strike -- I		11,030	15	55	29	0.24	COL IND
Rose Noblesse -- D		5,060	15	85	45	0.37	
Rose Noblesse -- I		6,297	20	50	32	0.27	IND NLD
Rose Red Roses D --		27,743	5	340	79	0.66	
Rose Red Roses I --		34,393		180	59	0.49	
Rose Red Star -- D		7,262	30	160	85	0.71	
Rose Red Star -- I		0					
Rose Samurai -- D		49,250	30	225	110	0.92	
Rose Samurai -- I		3,960	30	130	97	0.81	IND
Rose Sweet Avalanche -- D		34,240	20	220	83	0.70	
Rose Sweet Avalanche -- I		2,010	21	120	66	0.55	
Rose Sweet Unique -- D		3,090	25	150	75	0.63	
Rose Sweet Unique -- I		1,929	37	135	93	0.78	
Rose Teresa -- D		7,810	20	160	67	0.56	
Rose Teresa -- I		0					
Rose Tineke -- D		20,485	15	170	80	0.67	
Rose Tineke -- I		0					
Rose Yves Piaget -- D		14,576	30	250	122	1.02	
Rose Yves Piaget -- I		750		140	80	0.67	NLD
Rose Spr Babe -- D		7,340	30	185	116	0.97	
Rose Spr Babe -- I		1,290		160	105	0.88	KOR
Rose Spr Lovely Lydia -- D		5,360	40	210	123	1.03	
Rose Spr Lovely Lydia -- I		1,590	40	135	70	0.59	KOR
Rose Spr Shooting Star -- D		5,205	40	200	102	0.85	
Rose Spr Shooting Star -- I		0					
Sandersonia -- D		12,340	45	177	113	0.94	
Sandersonia -- I		0					
Trachelium -- D		290		90	57	0.48	
Trachelium -- I		1,550		135	94	0.78	ISR NLD
Tulip -- D		0					
Tulip -- I		250			85	0.71	NLD
Waxflowers -- D		0					
Waxflowers -- I		20,100	3	160	71	0.60	AUS
<b>Green Foliage</b>							
Beargrass -- D		6		167	133	1.11	
Beargrass -- I		400	220	330	296	2.48	USA
Leatherleaves -- D		75,660	4	60	27	0.23	
Leatherleaves -- I		242,970	2	36	12	0.10	USA
Ruscus Israel -- D		2,400		40	13	0.11	
Ruscus Israel -- I		9,130		41	26	0.22	ISR
Ruscus Italian -- D		2,950	30	110	67	0.56	
Ruscus Italian -- I		5,950	17	70	39	0.32	ITA
Salal -- D		0					
Salal -- I		13,090	16	650	147	1.23	USA