

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.

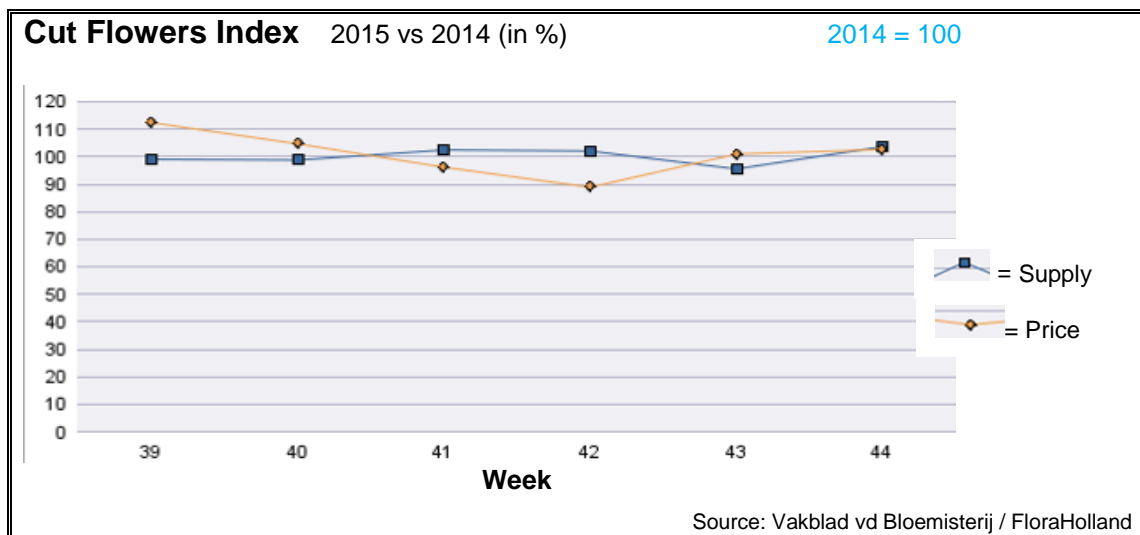
The Market Insider team

Week No. 44-2015

Date: 04/11/2015

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 44 the cut flowers average price was 2.6% higher than in the same week last year. The quantity was 3.8% higher than in 2014.

Big roses got 3.3% lower price than last year, for 3.5 more sold stems than in this week in 2014.

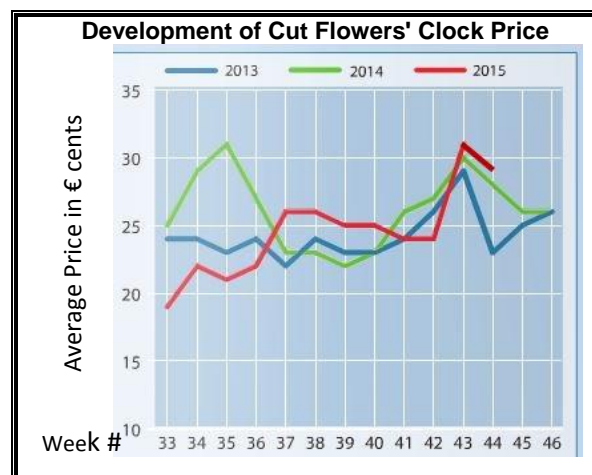
Cymbidium got 25% better price, for 16% fewer sold stems.

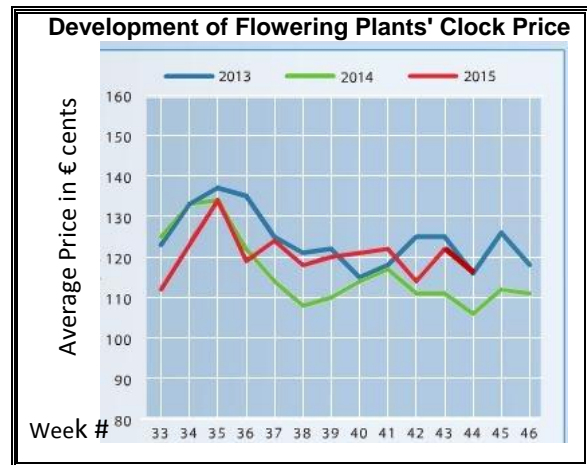
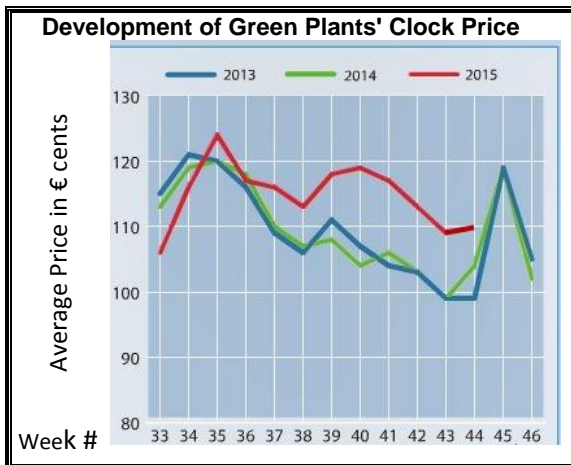
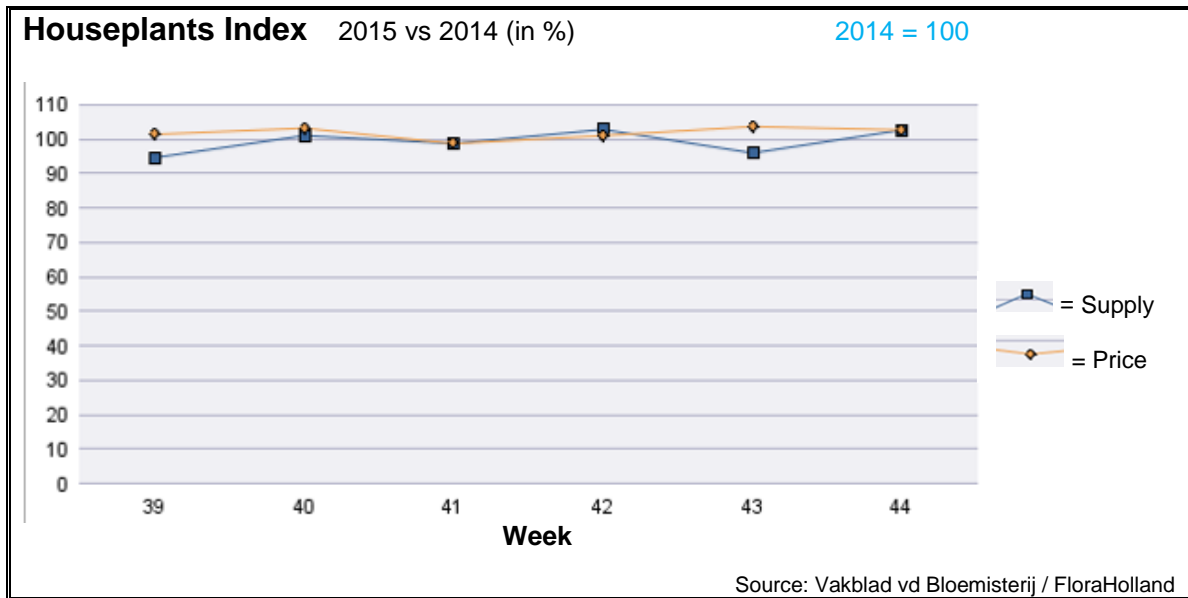
Freesia got 28% more in price than last year, for 15% fewer stems.

Tulip fetched 35% more in price, for 23% less supplied stems than in 2014.

Many products got higher price than last year; remarkable were: Anthurium, asparagus, chrysanthemum, gypsophila, lily, ranunculus, scabiosa, wax flower, and zantedeschia; all are popular for the All Saints' Day on 1 November.

Many products got lower price than last year; notable are: Achillea, asclepias, aster, carthamus, delphinium, gerbera mini, gladiolus, helianthus, and matthiola.





In week 44 the average price for houseplants was 2.7% higher, while supply was also 2.7% higher than in this week last year.

Phalaenopsis got 5.8% less in price than in this week last year, with 12.6% more supplied pots.

Pot roses got 15% lower in price, for 10% more supplied pots.

Cyclamen price was 17% higher, while the supply was 7% lower than in 2014.

Anthurium fetched 5.6% less in price, while supply was 26% higher than last year.

Dendrobium got 20% more in price, for 18% fewer supplied pots.

Hyacinth achieved 40% more in average price, while the supply was 22% lower.

Cyclamen were 17% more expensive than last year, with 7% fewer pots.

Hippeastrum/amaryllis got 2% higher price for 2% more sold units.

Ficus got 7% better price, than this week in 2014.

Hedera registered 5.3% higher price.

Dracaena got the same price as last year in week 44.

MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



International
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Centre

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. W44 Date: 04/11/2015

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 : 44 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\$ = 120.78 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	16,963,354					
Achilea -- D	100		40	40	0.33	
Achilea -- I	0					
Alstroemeria -- D	235,340	9	350	92	0.76	
Alstroemeria -- I	20,040	20	70	42	0.35	COL ISR NLD
Ammi majus -- D	24,285	10	130	49	0.40	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	23,110	18	120	46	0.38	AUS NLD ZWE
Anthurium Pink -- D	50		500	172	1.42	
Anthurium Pink -- I	8,095	2	165	58	0.48	THA
Anthurium Red -- D	66		250	197	1.63	
Anthurium Red -- I	11,526	10	240	76	0.63	AUS THA USA ZAF
Anthurium White -- D	64		90	63	0.52	
Anthurium White -- I	4,152	10	220	71	0.59	THA
Banksia -- D	14		200	200	1.66	
Banksia -- I	300		300	244	2.02	AUS NZL
Bupleurum -- D	10,450	10	150	83	0.68	
Bupleurum -- I	0					
Calla -- D	43,307	12	350	118	0.98	
Calla -- I	6,739	4	400	152	1.26	NLD NZL
Carnations Spray -- D	361,203	1	160	45	0.37	
Carnations Spray -- I	510,162	3	70	38	0.32	COL
Carnations Standard -- D	527,937	1	160	41	0.34	
Carnations Standard -- I	786,769	1	175	40	0.33	COL
Chrysanthemum Spray -- D	751,380	1	135	50	0.42	
Chrysanthemum Spray -- I	470,560	4	150	47	0.39	KOR
Delphinium -- D	118,545	3	400	106	0.88	
Delphinium -- I	0					

<u>Product Name & 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>		<u>Average</u>
Dracaena -- D		41,788	8	1,500	41	0.34	
Dracaena -- I		270,484	2	150	28	0.23	SGP
Euphorbia Marginata -- D		1,740		65	42	0.35	
Euphorbia Marginata -- I		0					
Eustoma -- D		436,404	10	700	144	1.20	
Eustoma -- I		2,380	10	70	38	0.32	
Freesia -- D		9,900		65	47	0.39	
Freesia -- I		3,000		65	51	0.43	NLD
Gentiana -- D		301,676	4	130	34	0.28	
Gentiana -- I		0					
Gerbera -- D		470,928	2	150	36	0.30	
Gerbera -- I		0					
Gladiolus -- D		128,655	1	110	55	0.45	
Gladiolus -- I		0					
Gypsophila -- D		165,590	17	350	115	0.96	
Gypsophila -- I		12,926		120	63	0.52	ISR
Heliconia Caribea -- D		0					
Heliconia Caribea -- I		29	186	870	310	2.57	
Heliconia Pendula -- D		3,130		150	42	0.35	
Heliconia Pendula -- I		125		950	265	2.19	SGP
Leucad. Safari Sunset -- D		0					
Leucad. Safari Sunset -- I		5,507	30	170	62	0.51	AUS NZL ZAF
Leucospermum Cordifolium -- D		0					
Leucospermum Cordifolium -- I		7,667		200	111	0.92	AUS NZL ZAF
Lily Casablanca -- D		31,480	43	900	288	2.38	
Lily Casablanca -- I		0					
Lily Longiflorum -- D		46,995	20	240	126	1.04	
Lily Longiflorum -- I		0					
Limonium Sinuatum -- D		542,950	1	120	33	0.27	
Limonium Sinuatum -- I		0					
Molucella -- D		590	23	95	71	0.58	
Molucella -- I		0					
Nerine -- D		6,278	30	150	68	0.56	
Nerine -- I		10,690	40	150	87	0.72	NLD NZL
Orchid Anna -- D		0					
Orchid Anna -- I		191,940	5	60	18	0.15	SGP THA
Orchid Cymbidium -- D		5,887	45	800	322	2.67	
Orchid Cymbidium -- I		12,549	10	1,000	510	4.23	NLD NZL
Orchid Oncidium -- D		16,680	20	600	101	0.84	
Orchid Oncidium -- I		147,150	5	230	65	0.54	SGP TAI THA
Orchid Phalaenopsis -- D		12,279	50	3,000	505	4.19	
Orchid Phalaenopsis -- I		10,416	125	1,035	516	4.27	AUS NZL
Orchid Sonia -- D		0					
Orchid Sonia -- I		73,900	7	49	22	0.18	THA
Ornithogalum -- D		2,130	56	120	96	0.79	
Ornithogalum -- I		20,947	10	110	27	0.22	NLD ZAF
Protea King -- D		0					
Protea King -- I		1,111	60	1,500	389	3.22	AUS ZAF
Protea others -- D		0					
Protea others -- I		1,085	35	1,500	318	2.64	AUS NZL
Riceflowers -- D		0					
Riceflowers -- I		80	240	240	245	2.03	AUS NZL
Rose Total -- D		1,111,096	1	600	70	0.58	
Rose Total -- I		371,651	1	400	44	0.36	
Rose Amada -- D		15,138	20	200	97	0.80	
Rose Amada -- I		0					
Rose Avalanche -- D		84,455	10	250	66	0.55	
Rose Avalanche -- I		3,606	3	80	31	0.26	IND
Rose Carpe Diem -- D		21,815	20	170	77	0.64	
Rose Carpe Diem -- 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>	
<u>D = Domestic I = Imported</u>						
Rose Freedom -- D	0					
Rose Freedom -- I	27,596	22	132	74	0.62	COL
Rose Gold Rush -- D	20,185	10	138	59	0.49	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	920		73	45	0.38	
Rose Gold Strike -- I	8,680	5	30	16	0.13	COL IND
Rose Noblesse -- D	4,410	5	80	27	0.23	
Rose Noblesse -- I	4,600	5	30	25	0.20	IND
Rose Red Roses D --	35,174	1	340	59	0.48	
Rose Red Roses I --	32,520		140	45	0.37	
Rose Red Star -- D	7,437	10	140	58	0.48	
Rose Red Star -- I	0					
Rose Samurai -- D	55,540	8	200	80	0.66	
Rose Samurai -- I	5,630	16	80	54	0.45	IND
Rose Sweet Avalanche -- D	37,845	11	175	62	0.51	
Rose Sweet Avalanche -- I	3,540	5	70	30	0.25	
Rose Sweet Unique -- D	4,130	15	90	48	0.39	
Rose Sweet Unique -- I	3,520	10	100	43	0.36	
Rose Teresa -- D	7,900	5	120	45	0.37	
Rose Teresa -- I	0					
Rose Tineke -- D	22,390	2	150	48	0.40	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	18,057	6	180	86	0.71	
Rose Yves Piaget -- I	380		110	67	0.55	NLD
Rose Spr Babe -- D	10,435	25	160	91	0.75	
Rose Spr Babe -- I	1,700	35	160	66	0.55	KOR
Rose Spr Lovely Lydia -- D	6,505	30	160	82	0.68	
Rose Spr Lovely Lydia -- I	740	55	120	64	0.53	KOR
Rose Spr Shooting Star -- D	5,660	28	180	81	0.67	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	10,630	20	160	110	0.91	
Sandersonia -- I	630	20	120	76	0.63	NZL
Trachelium -- D	270		90	59	0.48	
Trachelium -- I	1,350		135	95	0.79	ISR NLD
Tulip -- D	21,710	26	200	82	0.68	
Tulip -- I	450		100	91	0.75	NLD
Waxflowers -- D	0					
Waxflowers -- I	25,070	2	100	65	0.54	AUS
Green Foliage						
Beargrass -- D	6		133	117	0.97	
Beargrass -- I	140	250	330	303	2.51	USA
Leatherleaves -- D	73,590	2	60	27	0.22	
Leatherleaves -- I	277,969	1	35	11	0.09	USA
Ruscus Israel -- D	1,600		30	13	0.11	
Ruscus Israel -- I	12,040		40	25	0.21	ISR
Ruscus Italian -- D	2,540		100	54	0.45	
Ruscus Italian -- I	7,500	8	70	34	0.28	ITA
Salal -- D	0					
Salal -- I	13,606	10	550	114	0.95	USA