

## 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.

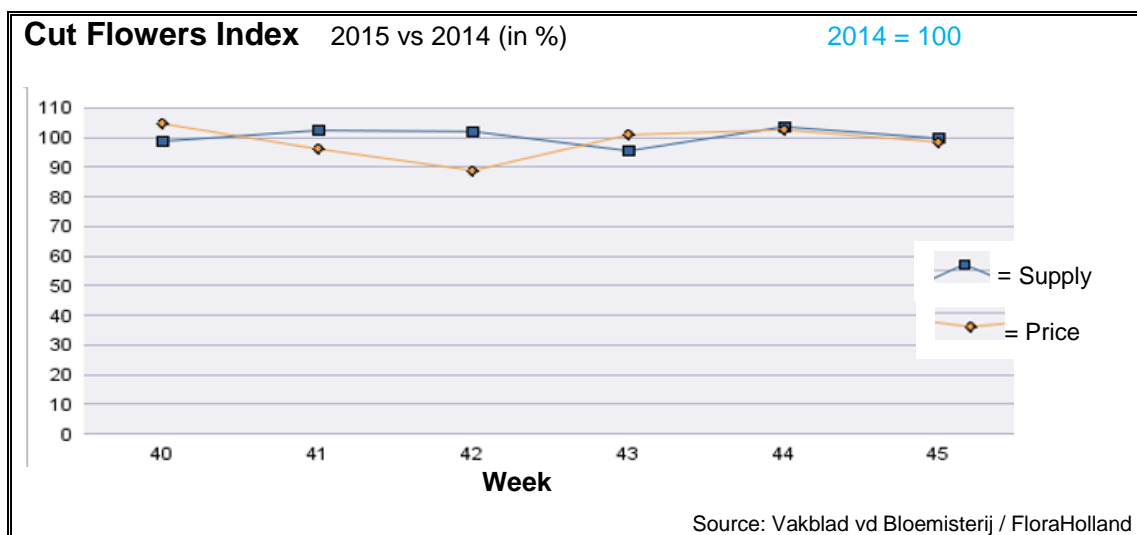
The Market Insider team

Week No. 45-2015

Date: 11/11/2015

#### 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 45 the cut flowers average price was 1.5% lower than in the same week last year. The quantity was the same as in 2014.

However, some products were less constant:

Gerbera got 28% lower price than last year, for 17% more sold stems than in this week in 2014.

Tulip fetched 23 more in price, for 15% less supplied stems than last year.

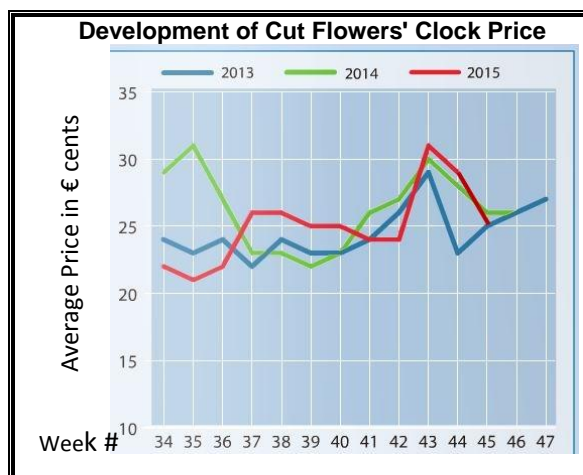
Hortensia/hydrangea got 2% less in price, for 28% more supply.

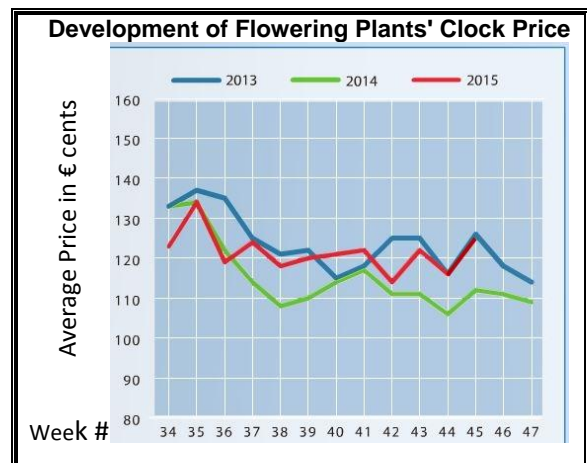
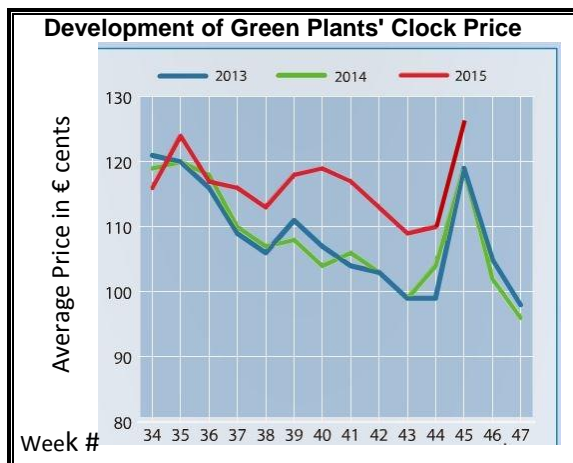
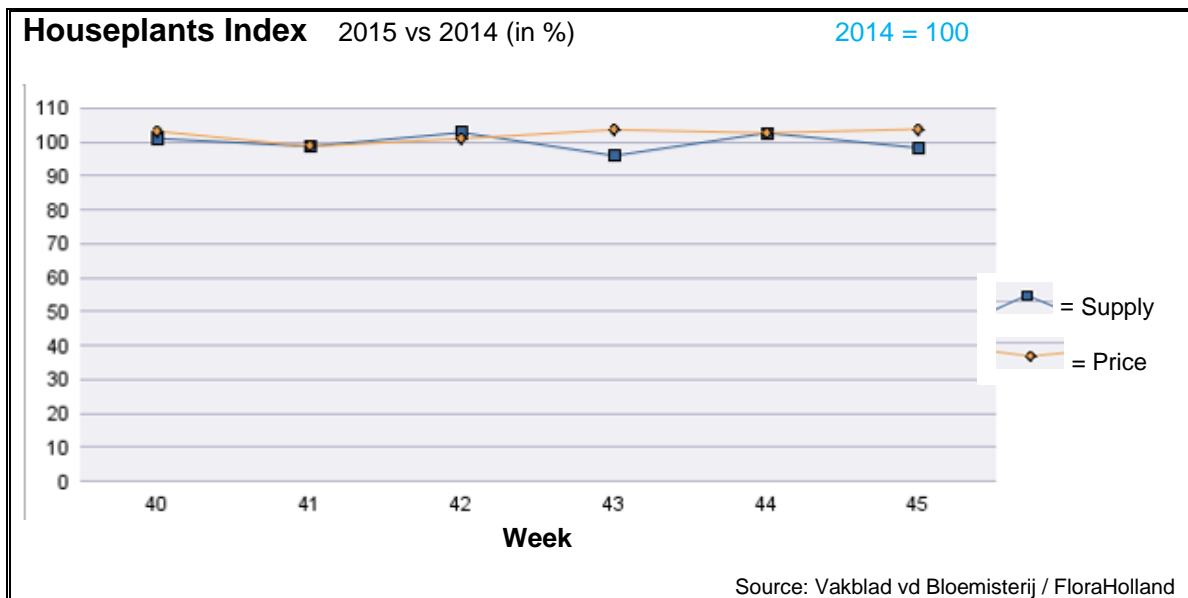
Lisianthus/eustoma got 17% less in price than last year, for 17% more stems.

Amaryllis/hippeastrum got the same price like last year, for 7% fewer stems.

Some products got higher price than last year; remarkable were: anemone, anigozanthos, gypsophila, leucadendron, phlox, ranunculus, rose small, scabiosa, and solidago.

Many products got lower price than last year; notable are: asclepias, aster, bouvardia, campanula, carthamus, delphinium, eucalyptus, gladioli, helianthus, and matthiola.





In week 45 the average price for houseplants was 4% higher, while supply was 2% lower than in this week last year.

Phalaenopsis got 5% less in price than in this week last year, with 7% more supplied pots.

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

Pot-amaryllis/hippeastrum fetched the same price, while supply was 14% higher than last year.

Hyacinth achieved 24% more in average price, while the supply was 26% lower.

Poinsettia got 13% more in price, for 11% fewer supplied pots.

Schlumbergera got 7% lower price for about the same number of sold units. So was also Kalanchoe.

Dracaena 18% cheaper than last year, while supply was 30% higher.

Cyclamen price was 9% higher, while the supply was 5% lower than in 2014.

**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. W45 Date: 11/11/2015**

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 : 45 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\$ = 123.14 Yen

<u>Product Name &amp; Source</u>	<u>Quantity</u>	<u>Price in Japanese Yen</u>			<u>Average US\$</u>	<u>Main Origin</u>
		<u>Lowest</u>	<u>Highest</u>	<u>Average</u>		
<b>D = Domestic I = Imported</b>						
<b>Total Cut Flowers Sold</b>	<b>15,950,410</b>					
Alstroemeria -- D	230,375	10	300	89	0.72	
Alstroemeria -- I	20,460	8	75	43	0.35	COL ISR NLD
Ammi majus -- D	34,050	8	130	43	0.35	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	22,220	20	120	42	0.34	AUS NLD ZWE
Anthurium Pink -- D	17		180	159	1.29	
Anthurium Pink -- I	9,134	3	220	51	0.42	THA
Anthurium Red -- D	64		150	109	0.89	
Anthurium Red -- I	10,741	4	280	68	0.55	AUS THA USA ZAF
Anthurium White -- D	138		180	72	0.58	
Anthurium White -- I	4,614	1	190	67	0.55	THA
Banksia -- D	25		230	225	1.83	
Banksia -- I	283		400	241	1.96	AUS NZL
Bupleurum -- D	15,360	13	150	76	0.62	
Bupleurum -- I	0					
Calla -- D	35,256	20	350	131	1.06	
Calla -- I	7,085	43	380	162	1.31	NLD NZL
Carnations Spray -- D	309,826	3	160	43	0.35	
Carnations Spray -- I	507,078	1	150	35	0.28	COL
Carnations Standard -- D	472,367	3	160	38	0.31	
Carnations Standard -- I	765,805	1	175	34	0.28	COL
Chrysanthemum Spray -- D	723,925	2	150	48	0.39	
Chrysanthemum Spray -- I	421,750	3	100	46	0.37	KOR
Delphinium -- D	100,212	3	400	112	0.91	
Delphinium -- I	0					
Dracaena -- D	46,092	3	2,000	43	0.35	
Dracaena -- I	285,218	1	350	27	0.22	SGP

<u>Product Name &amp; 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	4,560		80	32	0.26	
Euphorbia Marginata -- I	0					
Eustoma -- D	368,568	10	700	159	1.29	
Eustoma -- I	1,290	1	80	58	0.47	
Freesia -- D	12,300		80	49	0.40	
Freesia -- I	7,400	25	70	45	0.37	NLD
Gentiana -- D	88,100	5	130	43	0.35	
Gentiana -- I	0					
Gerbera -- D	448,055	5	140	30	0.24	
Gerbera -- I	0					
Gladiolus -- D	109,080	10	120	56	0.45	
Gladiolus -- I	0					
Gypsophila -- D	213,079	15	300	81	0.66	
Gypsophila -- I	12,478	27	705	58	0.47	ISR
Heliconia Caribea -- D	0					
Heliconia Caribea -- I	12	450	450	450	3.65	
Heliconia Pendula -- D	3,591		300	32	0.26	
Heliconia Pendula -- I	138		383	251	2.04	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	5,310	34	190	72	0.58	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	7,487		200	95	0.77	AUS NZL ZAF
Lily Casablanca -- D	25,472	43	900	334	2.71	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	51,675	20	220	125	1.02	
Lily Longiflorum -- I	1,090		90	60	0.49	KOR
Limonium Sinuatum -- D	578,680	4	75	26	0.21	
Limonium Sinuatum -- I	300		5	4	0.03	
Molucella -- D	500	40	95	68	0.55	
Molucella -- I	0					
Nerine -- D	9,165	22	125	60	0.49	
Nerine -- I	13,750	40	160	78	0.63	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	177,850	8	50	19	0.15	SGP THA
Orchid Cymbidium -- D	8,208	50	1,000	338	2.74	
Orchid Cymbidium -- I	11,777	67	1,100	516	4.19	NLD NZL
Orchid Oncidium -- D	14,051	10	540	98	0.79	
Orchid Oncidium -- I	139,715	1	180	60	0.49	SGP TAI THA
Orchid Phalaenopsis -- D	11,560	40	2,000	506	4.11	
Orchid Phalaenopsis -- I	10,335	10	1,035	498	4.04	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	78,720	5	50	20	0.16	THA
Ornithogalum -- D	970	60	120	91	0.74	
Ornithogalum -- I	20,715	9	120	28	0.23	NLD ZAF
Protea King -- D	0					
Protea King -- I	933	60	900	313	2.54	AUS ZAF
Protea others -- D	0					
Protea others -- I	826	35	1,300	279	2.27	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	180	240	240	240	1.95	AUS
<b>Rose Total -- D</b>	<b>1,035,074</b>	<b>1</b>	<b>2,500</b>	<b>74</b>	<b>0.60</b>	
<b>Rose Total -- I</b>	<b>384,610</b>	<b>1</b>	<b>400</b>	<b>46</b>	<b>0.37</b>	
Rose Amada -- D	12,327	20	200	108	0.88	
Rose Amada -- I	0					
Rose Avalanche -- D	80,196	10	180	73	0.60	
Rose Avalanche -- I	3,550	5	100	39	0.32	IND NLD
Rose Carpe Diem -- D	19,510	20	175	81	0.66	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	27,625	30	166	77	0.63	COL

<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		18,355	14	141	63	0.51	
Rose Gold Rush -- I		0					
Rose Gold Strike -- D		610		100	53	0.43	
Rose Gold Strike -- I		4,700	10	30	27	0.22	COL IND
Rose Noblesse -- D		4,496	10	70	30	0.25	
Rose Noblesse -- I		3,910		30	22	0.18	IND
Rose Red Roses D --		29,750	5	580	64	0.52	
Rose Red Roses I --		24,869		166	54	0.44	
Rose Red Star -- D		7,580	10	140	54	0.44	
Rose Red Star -- I		0					
Rose Samurai -- D		55,855	10	200	85	0.69	
Rose Samurai -- I		9,180	17	85	58	0.47	IND
Rose Sweet Avalanche -- D		35,230	16	160	68	0.55	
Rose Sweet Avalanche -- I		3,880	10	70	39	0.32	
Rose Sweet Unique -- D		3,620	30	110	58	0.47	
Rose Sweet Unique -- I		5,450	18	160	68	0.55	
Rose Teresa -- D		5,500	15	100	55	0.45	
Rose Teresa -- I		0					
Rose Tineke -- D		20,200	5	160	53	0.43	
Rose Tineke -- I		0					
Rose Yves Piaget -- D		17,701	30	200	94	0.77	
Rose Yves Piaget -- I		190		80	47	0.38	NLD
Rose Spr Babe -- D		10,115	34	165	91	0.74	
Rose Spr Babe -- I		1,649	20	160	60	0.49	KOR
Rose Spr Lovely Lydia -- D		7,090	28	150	82	0.67	
Rose Spr Lovely Lydia -- I		1,040	60	90	69	0.56	KOR
Rose Spr Shooting Star -- D		5,295	30	171	85	0.69	
Rose Spr Shooting Star -- I		80		70	67	0.54	KOR NLD
Sandersonia -- D		6,000	31	180	114	0.93	
Sandersonia -- I		270		135	94	0.76	NLD NZL
Trachelium -- D		180		90	64	0.52	
Trachelium -- I		1,250		140	102	0.83	ISR NLD
Tulip -- D		19,510	20	200	85	0.69	
Tulip -- I		0					
Waxflowers -- D		0					
Waxflowers -- I		15,648	11	90	60	0.49	AUS
<b>Green Foliage</b>							
Beargrass -- D		6		300	217	1.76	
Beargrass -- I		230		320	282	2.29	USA
Leatherleaves -- D		70,110	3	55	27	0.22	
Leatherleaves -- I		257,505	1	35	11	0.09	USA
Ruscus Israel -- D		750		15	10	0.08	
Ruscus Israel -- I		9,120		40	25	0.20	ISR
Ruscus Italian -- D		2,200	17	80	47	0.38	
Ruscus Italian -- I		7,968	7	80	34	0.28	ITA
Salal -- D		0					
Salal -- I		9,671	20	500	149	1.21	USA