

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.

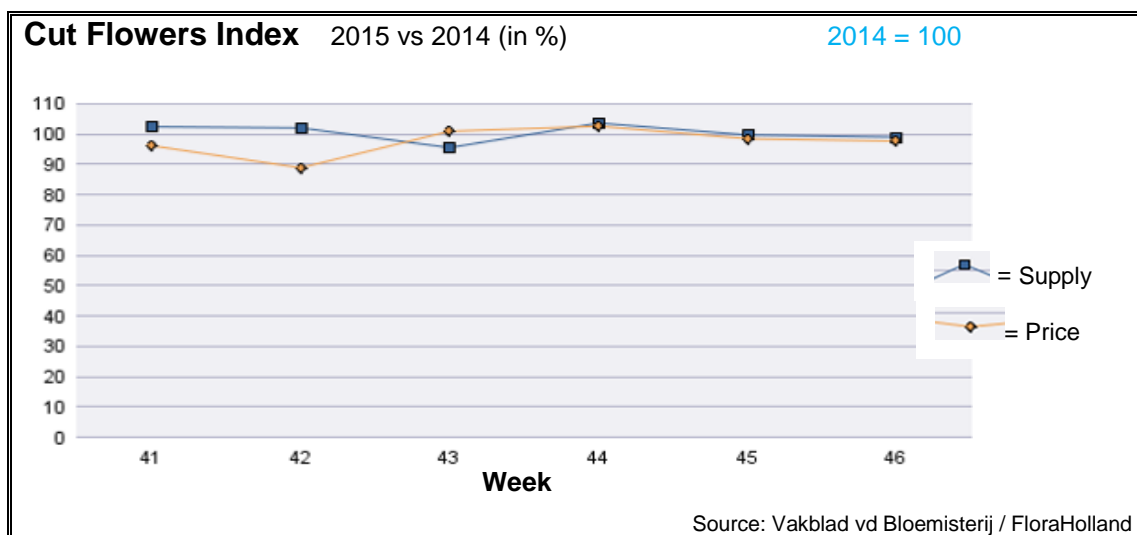
The Market Insider team

Week No. 46-2015

Date: 18/11/2015

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 46 the cut flowers average price was 2% lower than in the same week last year. The quantity was 1% fewer than in 2014. This resulted in 0.7% more in sales turnover.

Big roses fetched 14% more in price, for 9.5% less supplied stems than last year.

Chrysanthemums spray got the same price as last year, for 6% fewer sold stems than 2014.

Amaryllis/hippeastrum got 12.5% lower price than last year, for 3% more stems

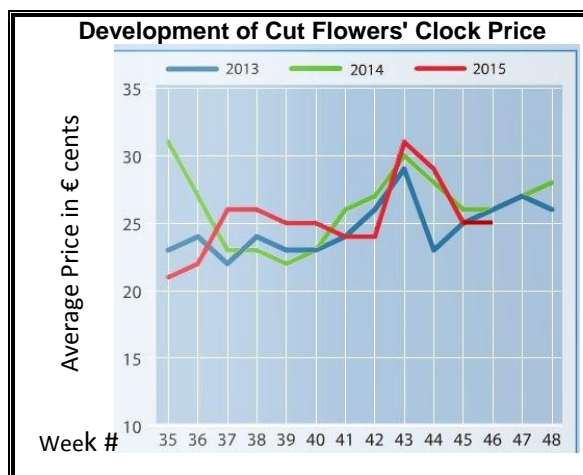
Gerbera mini got 46% lower price than last year, for 27% more sold stems.

Hortensia/hydrangea got 2% less in price, for 25% more supply.

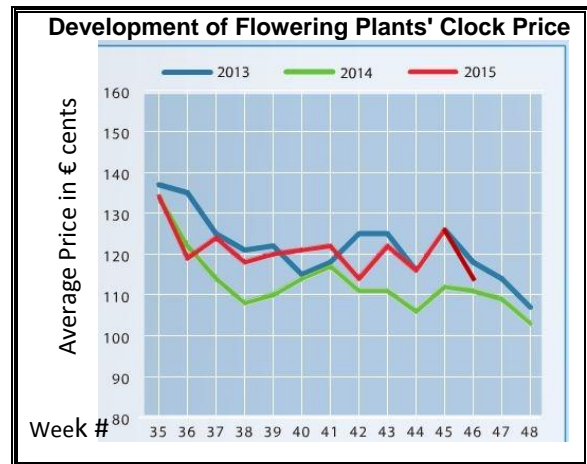
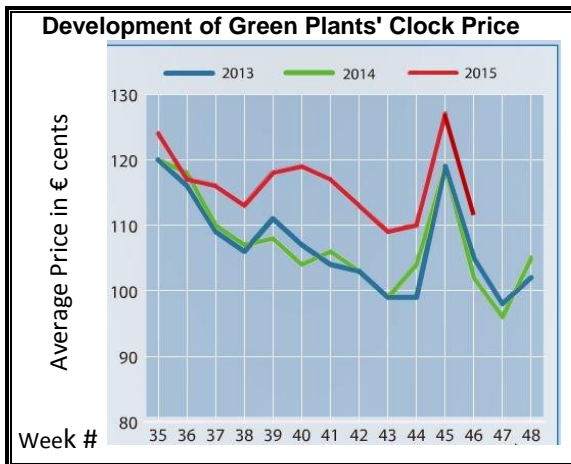
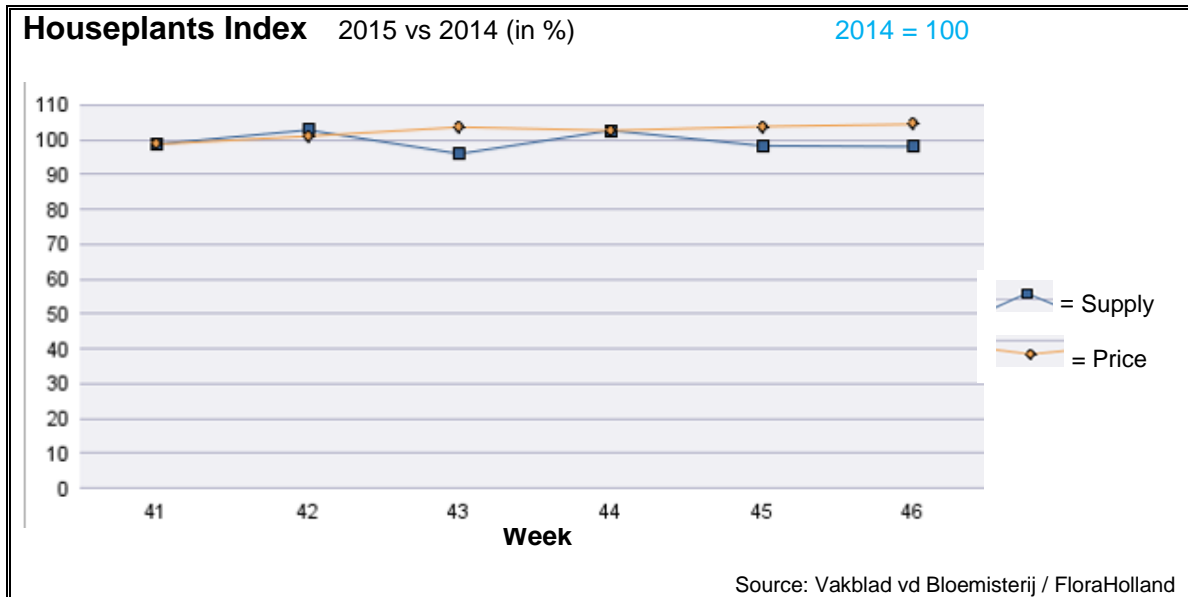
Lisianthus/eustoma got 4% less in price than last year, for 21% more stems.

Alstroemeria got 15% less in price, for 19% higher supply.

Some products got higher price than last year; remarkable were: achillea, anemone, matthiola, phlox, roses small, scabiosa, and solidago.



Many products got lower price than last year; notable are: aconitum, agapanthus, aster, carthamus, delphinium, eucalyptus, gladioli, helianthus, and lily.



In week 46 the average price for houseplants was 5% higher, while supply was 2% lower than in this week last year.

Phalaenopsis got 7% less in price than in this week last year, with 8% more supplied pots.

Hyacinth achieved 14% more in average price, while the supply was 26% lower.

Pot-amaryllis/hippeastrum fetched +1.5% in price, while supply was 18% lower than last year.

Poinsettia got 2.5% more in price, for 0.5% more supplied pots.

Pot-anthurium got 10% lower in price, for 21% more supplied pots.

Kalanchoe got 5% lower price for 9% more sold units.

Cyclamen price was 4% higher, while the supply was 22% lower than in 2014.

Ficus was 12% more expensive, while supply was 0.5% higher.

Dracaena 28% more expensive than last year, while supply was 32% lower.

MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



International
Trade
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. W46 Date: 18/11/2015

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 : 46 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\$ = 123.41 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	17,202,676					
Alstroemeria -- D	259,050	8	300	81	0.65	
Alstroemeria -- I	17,730	1	70	32	0.26	COL ISR NLD
Ammi majus -- D	45,620	1	130	29	0.24	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	23,310	2	90	36	0.29	AUS NLD ZWE
Anthurium Pink -- D	18		132	108	0.88	
Anthurium Pink -- I	8,965	1	140	41	0.33	THA
Anthurium Red -- D	107		350	165	1.34	
Anthurium Red -- I	11,167	3	280	59	0.48	AUS THA USA ZAF
Anthurium White -- D	376		80	35	0.28	
Anthurium White -- I	4,088	1	210	58	0.47	THA
Banksia -- D	26		200	200	1.62	
Banksia -- I	286		320	237	1.92	AUS NZL
Bupleurum -- D	25,010	2	140	52	0.42	
Bupleurum -- I	0					
Calla -- D	37,986	10	450	116	0.94	
Calla -- I	8,729	5	330	129	1.05	NLD NZL
Carnations Spray -- D	324,891	3	160	37	0.30	
Carnations Spray -- I	520,595	1	65	27	0.22	COL
Carnations Standard -- D	488,133	2	160	35	0.28	
Carnations Standard -- I	699,259	1	175	29	0.24	COL
Chrysanthemum Spray -- D	643,978	1	125	45	0.37	
Chrysanthemum Spray -- I	423,770	1	90	39	0.32	KOR
Delphinium -- D	110,753	3	300	99	0.80	
Delphinium -- I	0					
Dracaena -- D	47,418	8	1,000	40	0.32	
Dracaena -- I	286,339		140	24	0.19	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	2,210		190	105	0.85	
Euphorbia Marginata -- I	0					
Eustoma -- D	492,496	1	600	126	1.02	
Eustoma -- I	2,160	1	80	31	0.25	
Freesia -- D	49,310	7	80	45	0.37	
Freesia -- I	3,550	15	60	35	0.28	NLD
Gentiana -- D	39,260	1	100	37	0.30	
Gentiana -- I	0					
Gerbera -- D	527,781	1	130	26	0.21	
Gerbera -- I	0					
Gladiolus -- D	127,590	1	120	53	0.43	
Gladiolus -- I	0					
Gypsophila -- D	365,150	1	300	41	0.34	
Gypsophila -- I	9,414		80	48	0.39	ISR
Heliconia Caribea -- D	0					
Heliconia Caribea -- I	18	280	390	323	2.62	
Heliconia Pendula -- D	2,885		130	26	0.21	
Heliconia Pendula -- I	84		333	236	1.91	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8,931	15	165	62	0.50	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	8,255		190	79	0.64	AUS NZL ZAF
Lily Casablanca -- D	29,420	15	900	299	2.42	
Lily Casablanca -- I	20		400	400	3.24	KOR
Lily Longiflorum -- D	71,660	10	220	93	0.75	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	555,570	1	66	21	0.17	
Limonium Sinuatum -- I	0					
Molucella -- D	550	40	80	59	0.48	
Molucella -- I	0					
Nerine -- D	6,910	5	150	70	0.57	
Nerine -- I	11,350	10	140	80	0.65	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	174,790	5	52	15	0.12	SGP THA
Orchid Cymbidium -- D	14,338	67	1,000	300	2.43	
Orchid Cymbidium -- I	10,048	100	1,000	444	3.60	NLD NZL
Orchid Oncidium -- D	13,371	7	450	95	0.77	
Orchid Oncidium -- I	133,380	1	200	57	0.46	SGP TAI THA
Orchid Phalaenopsis -- D	11,940	44	1,667	425	3.45	
Orchid Phalaenopsis -- I	9,595	100	1,035	485	3.93	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	68,900	2	41	18	0.15	THA
Ornithogalum -- D	1,160		120	90	0.73	
Ornithogalum -- I	25,985	5	120	28	0.23	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,089	35	1,000	256	2.07	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,251	40	650	196	1.59	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	280		240	215	1.75	AUS NZL
Rose Total -- D	1,077,779	1	2,500	71	0.57	
Rose Total -- I	266,881	1	500	51	0.41	
Rose Amada -- D	12,565	30	200	112	0.90	
Rose Amada -- I	0					
Rose Avalanche -- D	85,099	5	220	73	0.59	
Rose Avalanche -- I	2,355	4	70	44	0.36	IND
Rose Carpe Diem -- D	20,230	20	180	78	0.63	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	26,507	36	153	79	0.64	COL

<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 Rush -- D	18,305	10	150	60	0.49	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	490		70	51	0.41	
Rose Gold Strike -- I	4,340	5	30	26	0.21	COL IND
Rose Noblesse -- D	4,735	1	70	31	0.26	
Rose Noblesse -- I	1,330		35	13	0.11	IND
Rose Red Roses D --	29,825	1	580	61	0.49	
Rose Red Roses I --	22,019		153	60	0.49	
Rose Red Star -- D	8,520	10	150	58	0.47	
Rose Red Star -- I	0					
Rose Samurai -- D	59,375	13	200	88	0.71	
Rose Samurai -- I	6,690	14	120	61	0.50	IND
Rose Sweet Avalanche -- D	37,980	15	175	67	0.54	
Rose Sweet Avalanche -- I	2,400	15	70	35	0.28	
Rose Sweet Unique -- D	4,390	20	130	55	0.45	
Rose Sweet Unique -- I	4,880	12	160	47	0.38	
Rose Teresa -- D	4,700	10	100	52	0.42	
Rose Teresa -- I	0					
Rose Tineke -- D	22,340	5	150	53	0.43	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	17,731	15	200	82	0.67	
Rose Yves Piaget -- I	330		80	64	0.52	NLD
Rose Spr Babe -- D	10,795	30	150	78	0.63	
Rose Spr Babe -- I	880		160	55	0.44	KOR
Rose Spr Lovely Lydia -- D	6,590	30	150	79	0.64	
Rose Spr Lovely Lydia -- I	810	35	65	56	0.45	KOR
Rose Spr Shooting Star -- D	5,485	20	165	80	0.65	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	7,490	35	190	117	0.95	
Sandersonia -- I	150	25	48	35	0.28	NZL
Trachelium -- D	335		100	79	0.64	
Trachelium -- I	1,000		135	97	0.79	ISR NLD
Tulip -- D	30,470	22	150	77	0.62	
Tulip -- I	0					
Waxflowers -- D	0					
Waxflowers -- I	4,660	1	90	71	0.57	AUS
Green Foliage						
Beargrass -- D	11		200	164	1.33	
Beargrass -- I	670	200	350	302	2.45	USA
Leatherleaves -- D	64,530	5	55	28	0.23	
Leatherleaves -- I	227,160	1	35	13	0.10	USA
Ruscus Israel -- D	800		20	16	0.13	
Ruscus Israel -- I	8,340		40	19	0.15	ISR
Ruscus Italian -- D	520		70	52	0.42	
Ruscus Italian -- I	6,770	2	80	36	0.29	ITA
Salal -- D	0					
Salal -- I	11,028	10	1,900	148	1.20	USA