

## 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.

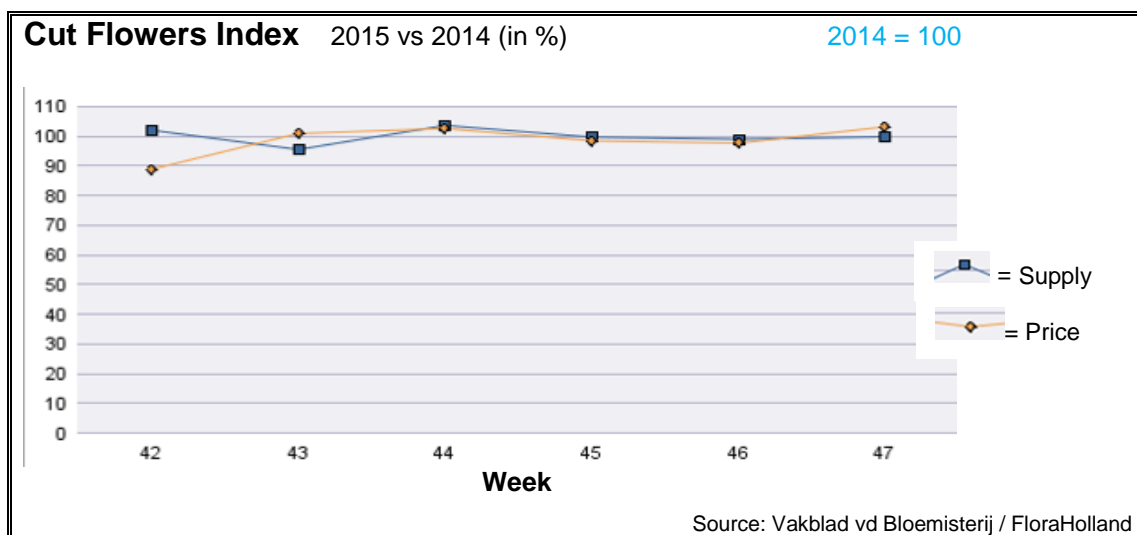
The Market Insider team

Week No. 47-2015

Date: 25/11/2015

#### 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 47 the cut flowers average price was 3.2% higher than in the same week last year. The quantity was just 0.1% fewer than in 2014.

Big roses fetched 25.5% more in price, for 3.8% less supplied stems than last year.

Illex got 13.5% higher price; so did chrysanthemums spray (+9.3%), and tulips (+5%).

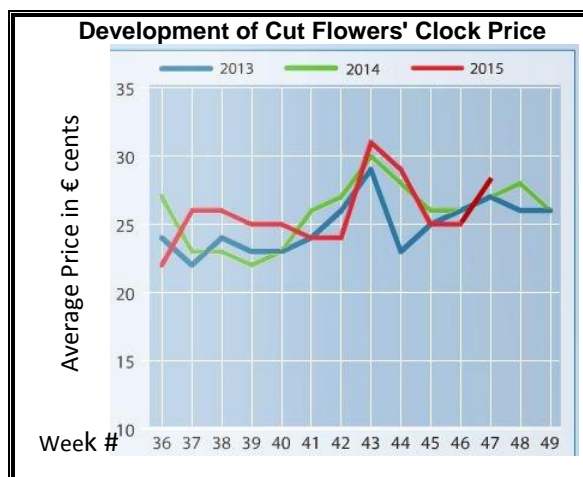
Gerbera both types got 32% lower price than last year, for some 20% more sold stems.

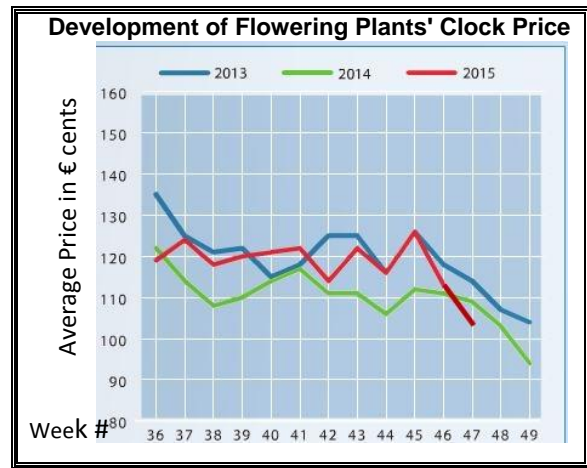
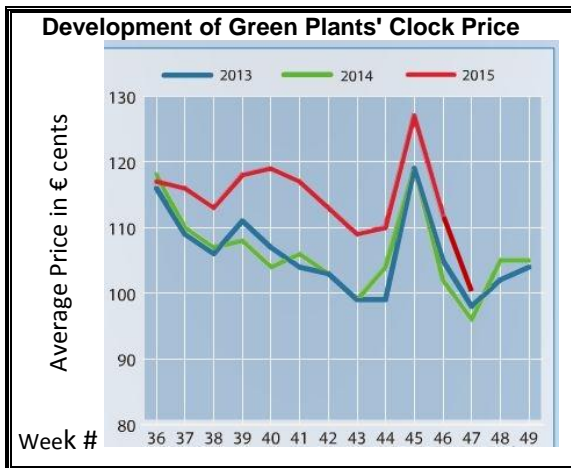
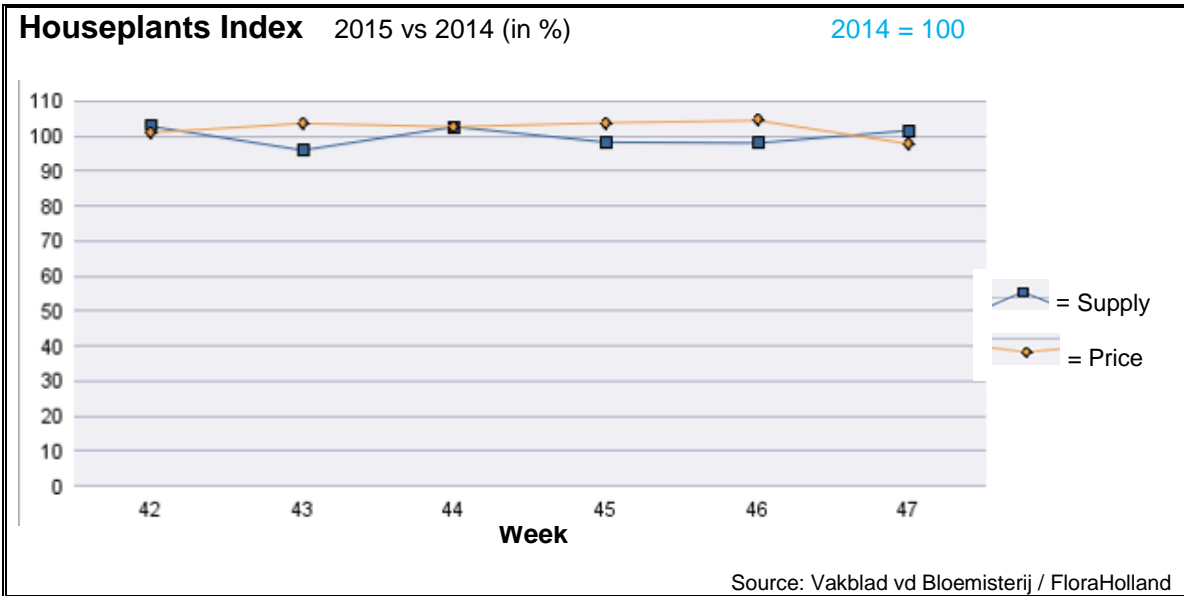
Hortensia/hydrangea got 2% more in price, for 34% more supply.

Lower prices were also for freesia (-19%), lily (-19%), and alstromeria (-10%).

Some products got higher price than last year; remarkable were: achillea, anemone, anigozanthos, aspidistra, phlox, and scabiosa.

Many products got lower price than last year; notable are: agapanthus, aster, carthamus, dianthus-barbatus, gladioli, and helianthus.





In week 47 the average price for houseplants was 2% lower, while supply was 2% higher than in this week last year.

Phalaenopsis got 10% less in price than in this week last year, with 6% more supplied pots.

Roses achieved 24% less in average price, while the supply was 35% higher.

Remarkable bigger quantities than last year were seen by arrangements (+50%), by echeveria (+30%), and Hippeastrum (+14%).

Dendrodium got 12% better price for 7.4% more sold units.

Dracaena was 12% more expensive than last year, while supply was 9% lower.

The group 'various houseplants' was 46% more expensive in average.

**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. W47 Date: 25/11/2015**

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 : 47 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\$ = 122.97 Yen

<u>Product Name &amp; Source</u> D = Domestic I = Imported	Quantity	<u>Price in Japanese Yen</u>			Average US\$	Main Origin
		Lowest	Highest	Average		
<b>Total Cut Flowers Sold</b>	<b>17,276,088</b>					
Alstroemeria -- D	260,846	10	300	73	0.59	
Alstroemeria -- I	18,520	1	70	21	0.17	COL ISR NLD
Ammi majus -- D	54,810		130	29	0.24	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	21,750	10	90	30	0.25	AUS NLD ZWE
Anthurium Pink -- D	32		145	113	0.92	
Anthurium Pink -- I	8,584	2	180	50	0.41	THA
Anthurium Red -- D	120		200	90	0.73	
Anthurium Red -- I	8,628	5	200	67	0.54	AUS THA USA ZAF
Anthurium White -- D	148		100	59	0.48	
Anthurium White -- I	3,792	8	210	78	0.63	THA
Banksia -- D	30		260	223	1.81	
Banksia -- I	494		350	232	1.89	AUS NZL
Bupleurum -- D	25,620	2	130	51	0.41	
Bupleurum -- I	0					
Calla -- D	46,036	5	320	123	1.00	
Calla -- I	10,921	25	280	142	1.15	NLD NZL
Carnations Spray -- D	369,669	1	160	37	0.30	
Carnations Spray -- I	443,204	1	175	27	0.22	COL
Carnations Standard -- D	546,546	1	160	38	0.31	
Carnations Standard -- I	695,436	1	175	33	0.27	COL
Chrysanthemum Spray -- D	690,716	1	200	35	0.29	
Chrysanthemum Spray -- I	449,940	1	100	29	0.24	KOR
Delphinium -- D	122,696	3	300	100	0.81	
Delphinium -- I	0					
Dracaena -- D	37,474	8	504	39	0.31	
Dracaena -- I	265,581	1	140	26	0.21	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin	
		D = Domestic	I = Imported	Lowest	Highest		Average
Euphorbia Marginata -- D	7,290			190	88	0.72	
Euphorbia Marginata -- I	0						
Eustoma -- D	458,247	1	730	140	1.14		
Eustoma -- I	640		41	39	0.32		
Freesia -- D	92,480	3	70	37	0.30		
Freesia -- I	2,150		55	37	0.30	NLD	
Gentiana -- D	12,100	1	70	21	0.17		
Gentiana -- I	0						
Gerbera -- D	547,818	5	169	27	0.22		
Gerbera -- I	0						
Gladiolus -- D	105,147	2	130	53	0.43		
Gladiolus -- I	0						
Gypsophila -- D	341,625	1	300	33	0.27		
Gypsophila -- I	10,513	10	560	38	0.31	ISR	
Heliconia Caribea -- D	0						
Heliconia Caribea -- I	18	162	180	168	1.37		
Heliconia Pendula -- D	1,880		150	26	0.21		
Heliconia Pendula -- I	102		300	220	1.79	SGP	
Leucad. Safari Sunset -- D	0						
Leucad. Safari Sunset -- I	8,520	40	170	66	0.54	AUS NZL ZAF	
Leucospermum Cordifolium -- D	0						
Leucospermum Cordifolium -- I	6,682		170	78	0.64	AUS NZL ZAF	
Lily Casablanca -- D	28,780	20	900	294	2.39		
Lily Casablanca -- I	0						
Lily Longiflorum -- D	55,965	3	220	81	0.66		
Lily Longiflorum -- I	0						
Limonium Sinuatum -- D	681,098	1	60	12	0.10		
Limonium Sinuatum -- I	0						
Molucella -- D	340		90	58	0.47		
Molucella -- I	0						
Nerine -- D	6,675	3	125	45	0.37		
Nerine -- I	10,000	40	150	85	0.70	NLD NZL	
Orchid Anna -- D	0						
Orchid Anna -- I	124,200		55	18	0.14	SGP THA	
Orchid Cymbidium -- D	19,041	23	1,100	300	2.44		
Orchid Cymbidium -- I	4,827	105	900	468	3.81	NLD NZL	
Orchid Oncidium -- D	12,318	21	550	105	0.85		
Orchid Oncidium -- I	150,590	3	180	46	0.37	SGP TAI THA	
Orchid Phalaenopsis -- D	10,567	25	1,600	417	3.39		
Orchid Phalaenopsis -- I	9,166	67	1,035	471	3.83	AUS NZL	
Orchid Sonia -- D	0						
Orchid Sonia -- I	54,210	5	41	21	0.17	THA	
Ornithogalum -- D	970		120	86	0.70		
Ornithogalum -- I	27,780	3	100	25	0.21	NLD ZAF	
Protea King -- D	0						
Protea King -- I	1,048	35	1,600	211	1.72	AUS ZAF	
Protea others -- D	0						
Protea others -- I	1,010	30	1,300	175	1.43	AUS NZL	
Riceflowers -- D	0						
Riceflowers -- I	500		260	168	1.37	AUS NZL	
<b>Rose Total -- D</b>	<b>1,060,437</b>	<b>1</b>	<b>2,500</b>	<b>104</b>	<b>0.85</b>		
<b>Rose Total -- I</b>	<b>408,800</b>	<b>1</b>	<b>1,200</b>	<b>62</b>	<b>0.51</b>		
Rose Amada -- D	11,420	40	230	135	1.10		
Rose Amada -- I	0						
Rose Avalanche -- D	85,475	30	250	132	1.07		
Rose Avalanche -- I	7,180	20	165	84	0.68	IND NLD	
Rose Carpe Diem -- D	20,223	20	185	102	0.83		
Rose Carpe Diem -- I	0						
Rose Freedom -- D	0						
Rose Freedom -- I	36,511	40	183	92	0.75	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>		<u>Average</u>
Rose Gold Rush -- D		15,838	1	150	79	0.64	
Rose Gold Rush -- I		0					
Rose Gold Strike -- D		840	40	120	64	0.52	
Rose Gold Strike -- I		3,480	12	55	26	0.21	COL IND
Rose Noblesse -- D		4,310	10	100	46	0.38	
Rose Noblesse -- I		4,100	10	45	24	0.20	IND
Rose Red Roses D --		29,873	6	340	88	0.71	
Rose Red Roses I --		37,448		192	70	0.57	
Rose Red Star -- D		8,905	30	162	82	0.67	
Rose Red Star -- I		0					
Rose Samurai -- D		60,160	20	200	113	0.92	
Rose Samurai -- I		7,790	50	135	78	0.64	IND
Rose Sweet Avalanche -- D		36,585	10	200	108	0.88	
Rose Sweet Avalanche -- I		4,020	21	135	64	0.52	
Rose Sweet Unique -- D		4,280	25	150	77	0.62	
Rose Sweet Unique -- I		7,980	30	150	59	0.48	
Rose Teresa -- D		4,930	10	140	72	0.58	
Rose Teresa -- I		0					
Rose Tineke -- D		20,870	2	200	113	0.92	
Rose Tineke -- I		0					
Rose Yves Piaget -- D		15,390	30	230	142	1.16	
Rose Yves Piaget -- I		220		90	69	0.56	NLD
Rose Spr Babe -- D		11,625	13	150	90	0.73	
Rose Spr Babe -- I		1,810		160	62	0.51	KOR
Rose Spr Lovely Lydia -- D		7,390	40	190	100	0.81	
Rose Spr Lovely Lydia -- I		820	55	65	61	0.50	KOR
Rose Spr Shooting Star -- D		5,540	40	183	105	0.85	
Rose Spr Shooting Star -- I		0					
Sandersonia -- D		8,090	35	180	119	0.97	
Sandersonia -- I		0					
Trachelium -- D		310		100	86	0.70	
Trachelium -- I		1,050		145	110	0.90	ISR NLD
Tulip -- D		51,230	5	160	64	0.52	
Tulip -- I		0					
Waxflowers -- D		0					
Waxflowers -- I		4,690	2	90	70	0.57	AUS
<b>Green Foliage</b>							
Beargrass -- D		6		300	200	1.63	
Beargrass -- I		339	230	350	303	2.46	USA
Leatherleaves -- D		62,330	5	60	29	0.23	
Leatherleaves -- I		221,960	1	40	15	0.12	USA
Ruscus Israel -- D		1,000		20	11	0.09	
Ruscus Israel -- I		7,140		40	23	0.19	ISR
Ruscus Italian -- D		480		80	62	0.50	
Ruscus Italian -- I		6,850	15	90	43	0.35	ITA
Salal -- D		0					
Salal -- I		12,875	20	600	150	1.22	USA