

## 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.

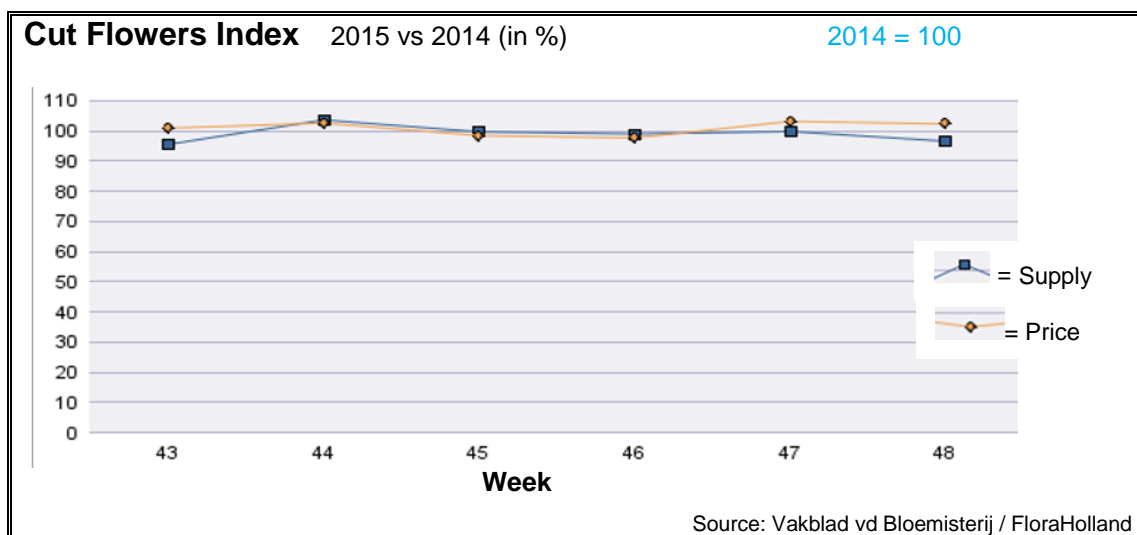
The Market Insider team

Week No. 48-2015

Date: 02/12/2015

#### 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 48 the cut flowers average price was 2.4% higher than in the same week last year. The quantity was 3.3% lower than in 2014.

Big roses fetched 11% more in price, for 1.3% less supplied stems than last year.

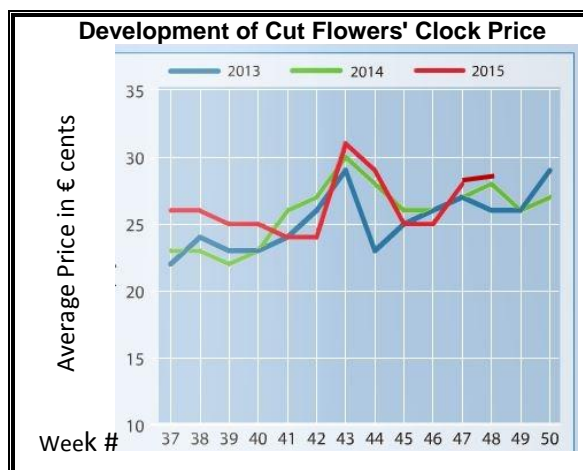
Chrysanthemums single-head got 17% higher price, for 17% fewer stems, while chrysanthemums spray got 8% better price for 8% less supplied stems.

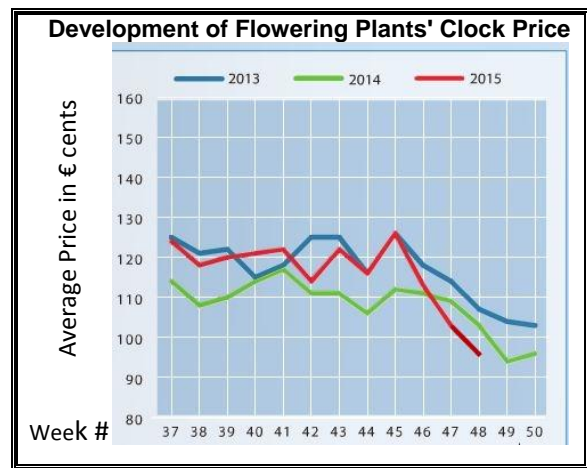
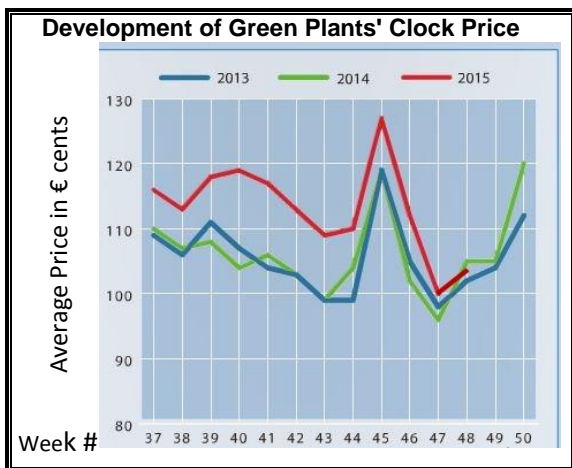
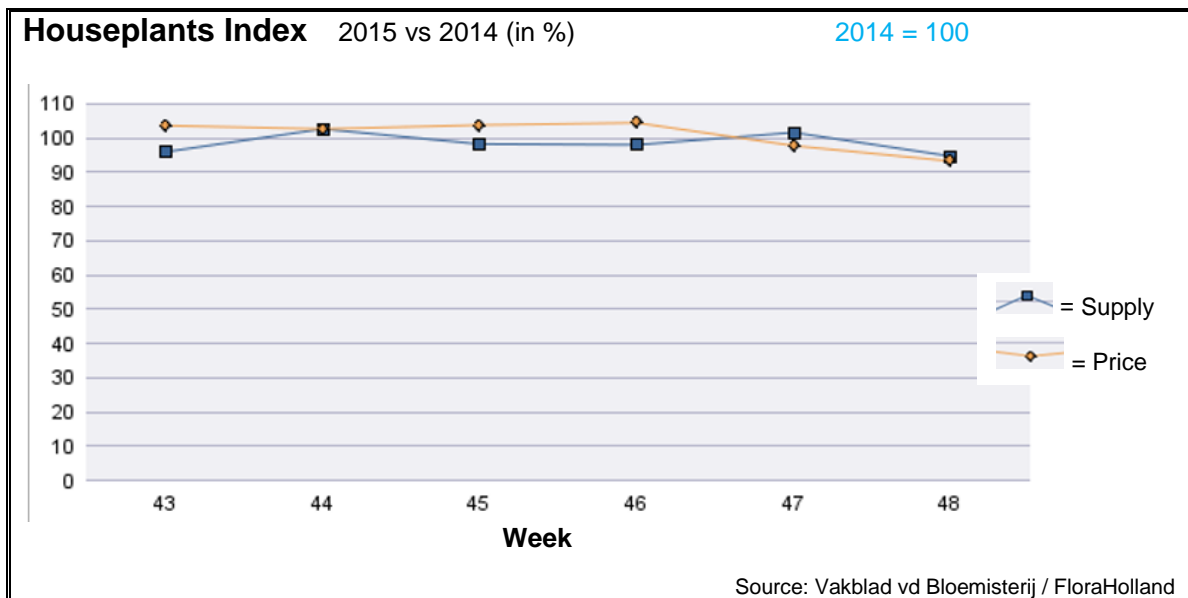
Gerbera mini got 25% lower price than last year, for some 10% more sold stems.

Tulips got 22.5% more in price, for 32% fewer supply.

Some products got higher price than last year; remarkable were: anemone, anigozanthos, delphinium, and trachelium.

Many products got lower price than last year; but only a few were remarkable; products like agapanthus, bouvardia, dianthus barbatus, and helianthus.





In week 48 the average price for houseplants was 6.7% lower, while supply was 5.2% lower than in this week last year. This resulted in 11.6% lower sales turnover.

Only but four products among the top-15 list got better prices than las year; these were: schlumbergera (+40%), hyacinth (+1,5%), hippeastrum/amaryllis (+2,8%) and arrangements (+3,9%).

Phalaenopsis got 11% less in price than in this week last year; with 14% fewer supplied pots.

Echeveria achieved 14.4% less in average price, while the supply was 13.4% higher.

Euphorbia pulcherrima/poinsettia got 2.3% lower price for 5.5% fewer sold units.

Ficus was at the same price as last year, while supply was 13% higher than in the same week last year.

**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. W48 Date: 02/12/2015**

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 : 48 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\$ = 123.09 Yen

<u>Product Name &amp; Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average US\$	Main Origin
		Lowest	Highest	Average		
<b>Total Cut Flowers Sold</b>	<b>16,716,436</b>					
Alstroemeria -- D	275,834	1	300	71	0.57	
Alstroemeria -- I	5,350		50	30	0.24	COL ISR NLD
Ammi majus -- D	62,720	1	135	23	0.19	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	6,000	15	120	38	0.31	AUS NLD ZWE
Anthurium Pink -- D	24		350	258	2.10	
Anthurium Pink -- I	7,354	5	130	51	0.41	THA
Anthurium Red -- D	147		300	121	0.98	
Anthurium Red -- I	7,996	5	280	70	0.57	AUS THA USA ZAF
Anthurium White -- D	208		73	58	0.47	
Anthurium White -- I	4,460	1	210	73	0.59	THA
Banksia -- D	152		290	172	1.40	
Banksia -- I	192		350	235	1.91	AUS NZL
Bupleurum -- D	29,850	3	120	43	0.35	
Bupleurum -- I	0					
Calla -- D	41,544	8	300	103	0.84	
Calla -- I	11,863	14	280	128	1.04	NLD NZL
Carnations Spray -- D	394,618	1	160	37	0.30	
Carnations Spray -- I	480,922	2	170	26	0.21	COL
Carnations Standard -- D	562,651	2	160	36	0.29	
Carnations Standard -- I	635,479	1	175	32	0.26	COL
Chrysanthemum Spray -- D	599,000	1	125	38	0.31	
Chrysanthemum Spray -- I	423,660	1	150	33	0.26	KOR
Delphinium -- D	121,650	3	300	91	0.74	
Delphinium -- I	0					
Dracaena -- D	39,092	5	1,000	40	0.32	
Dracaena -- I	255,874	1	150	25	0.20	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin	
		D = Domestic	I = Imported	Lowest	Highest		Average
Euphorbia Marginata -- D	9,220			180	76	0.62	
Euphorbia Marginata -- I	0						
Eustoma -- D	444,046		1	730	132	1.07	
Eustoma -- I	12,700		13	160	78	0.64	AUS
Freesia -- D	100,225		1	65	34	0.28	
Freesia -- I	2,450			50	36	0.29	NLD
Gentiana -- D	2,010			60	16	0.13	
Gentiana -- I	0						
Gerbera -- D	512,261			169	24	0.20	
Gerbera -- I	0						
Gladiolus -- D	99,096		5	120	55	0.45	
Gladiolus -- I	5,600		25	85	59	0.48	NLD
Gypsophila -- D	370,765		1	300	30	0.24	
Gypsophila -- I	10,929			60	36	0.29	ISR
Heliconia Pendula -- D	3,020			140	28	0.23	
Heliconia Pendula -- I	84			250	181	1.47	SGP
Leucad. Safari Sunset -- D	0						
Leucad. Safari Sunset -- I	7,413		20	170	67	0.54	AUS NZL ZAF
Leucospermum Cordifolium -- D	0						
Leucospermum Cordifolium -- I	3,340			180	97	0.79	AUS NZL ZAF
Lily Casablanca -- D	26,247		35	900	316	2.57	
Lily Casablanca -- I	0						
Lily Longiflorum -- D	53,365		20	170	86	0.70	
Lily Longiflorum -- I	120			50	50	0.41	KOR
Limonium Sinuatum -- D	572,500		1	60	13	0.10	
Limonium Sinuatum -- I	150			11	7	0.06	
Molucella -- D	630			85	60	0.48	
Molucella -- I	0						
Nerine -- D	3,225		8	125	44	0.36	
Nerine -- I	8,750		42	160	94	0.76	NLD NZL
Orchid Anna -- D	0						
Orchid Anna -- I	151,000		5	45	18	0.15	SGP THA
Orchid Cymbidium -- D	26,424		23	1,100	267	2.17	
Orchid Cymbidium -- I	4,426		60	900	407	3.30	NLD NZL
Orchid Oncidium -- D	13,017		1	500	89	0.72	
Orchid Oncidium -- I	140,545		3	168	42	0.34	SGP TAI THA
Orchid Phalaenopsis -- D	10,299		42	1,667	427	3.47	
Orchid Phalaenopsis -- I	10,004		125	1,035	451	3.67	AUS NZL
Orchid Sonia -- D	0						
Orchid Sonia -- I	55,850		5	41	21	0.17	THA
Ornithogalum -- D	500			110	76	0.62	
Ornithogalum -- I	21,493		5	120	20	0.16	NLD ZAF
Protea King -- D	0						
Protea King -- I	524		40	1,240	201	1.63	AUS ZAF
Protea others -- D	0						
Protea others -- I	940		42	1,600	214	1.74	AUS NZL
Riceflowers -- D	0						
Riceflowers -- I	380		80	260	143	1.16	AUS NZL
<b>Rose Total -- D</b>	<b>944,344</b>		<b>1</b>	<b>1,200</b>	<b>96</b>	<b>0.78</b>	
<b>Rose Total -- I</b>	<b>389,010</b>		<b>2</b>	<b>625</b>	<b>59</b>	<b>0.48</b>	
Rose Amada -- D	9,802		50	225	134	1.09	
Rose Amada -- I	0						
Rose Avalanche -- D	72,978		10	250	114	0.93	
Rose Avalanche -- I	8,140		5	125	65	0.53	IND NLD
Rose Carpe Diem -- D	18,987		20	185	95	0.77	
Rose Carpe Diem -- I	0						
Rose Freedom -- D	0						
Rose Freedom -- I	33,043		33	177	98	0.80	COL
Rose Gold Rush -- D	13,511		5	150	80	0.65	
Rose Gold Rush -- I	0						

<u>Product Name &amp; 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>	
<b>D = Domestic I = Imported</b>						
Rose Gold Strike -- D	760	40	120	69	0.56	
Rose Gold Strike -- I	6,590	3	50	20	0.17	COL IND
Rose Noblesse -- D	3,855	7	104	44	0.36	
Rose Noblesse -- I	3,090		40	25	0.20	IND
Rose Red Roses D --	25,625	8	580	82	0.66	
Rose Red Roses I --	37,515		177	79	0.64	
Rose Red Star -- D	9,865	14	171	88	0.71	
Rose Red Star -- I	0					
Rose Samurai -- D	53,180	5	230	115	0.94	
Rose Samurai -- I	8,500	20	120	77	0.62	IND
Rose Sweet Avalanche -- D	32,275	21	170	87	0.71	
Rose Sweet Avalanche -- I	4,560	14	100	48	0.39	
Rose Sweet Unique -- D	4,120	30	130	73	0.59	
Rose Sweet Unique -- I	8,130	20	120	50	0.41	
Rose Teresa -- D	4,975	10	120	70	0.56	
Rose Teresa -- I	0					
Rose Tineke -- D	19,115	12	180	86	0.70	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	13,199	30	230	132	1.07	
Rose Yves Piaget -- I	40			75	0.61	NLD
Rose Spr Babe -- D	8,865	20	150	84	0.68	
Rose Spr Babe -- I	1,365		160	59	0.48	KOR
Rose Spr Lovely Lydia -- D	6,445	40	165	96	0.78	
Rose Spr Lovely Lydia -- I	1,210	60	90	73	0.59	KOR
Rose Spr Shooting Star -- D	5,460	25	180	102	0.83	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	3,770	50	185	122	0.99	
Sandersonia -- I	360	25	100	60	0.49	NZL
Trachelium -- D	360		100	78	0.64	
Trachelium -- I	1,100		135	105	0.85	ISR NLD
Tulip -- D	60,330	4	160	61	0.50	
Tulip -- I	250			55	0.45	NLD
Waxflowers -- D	0					
Waxflowers -- I	5,200	8	125	66	0.54	AUS
<b>Green Foliage</b>						
Beargrass -- D	5		100	100	0.81	
Beargrass -- I	220	200	350	291	2.37	USA
Leatherleaves -- D	60,250	5	60	30	0.25	
Leatherleaves -- I	240,774	1	45	16	0.13	USA
Ruscus Israel -- D	600		25	16	0.13	
Ruscus Israel -- I	6,920		40	21	0.17	ISR
Ruscus Italian -- D	410		70	45	0.36	
Ruscus Italian -- I	6,250	5	75	40	0.32	ITA
Salal -- D	0					
Salal -- I	10,144	24	500	145	1.18	USA