

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.

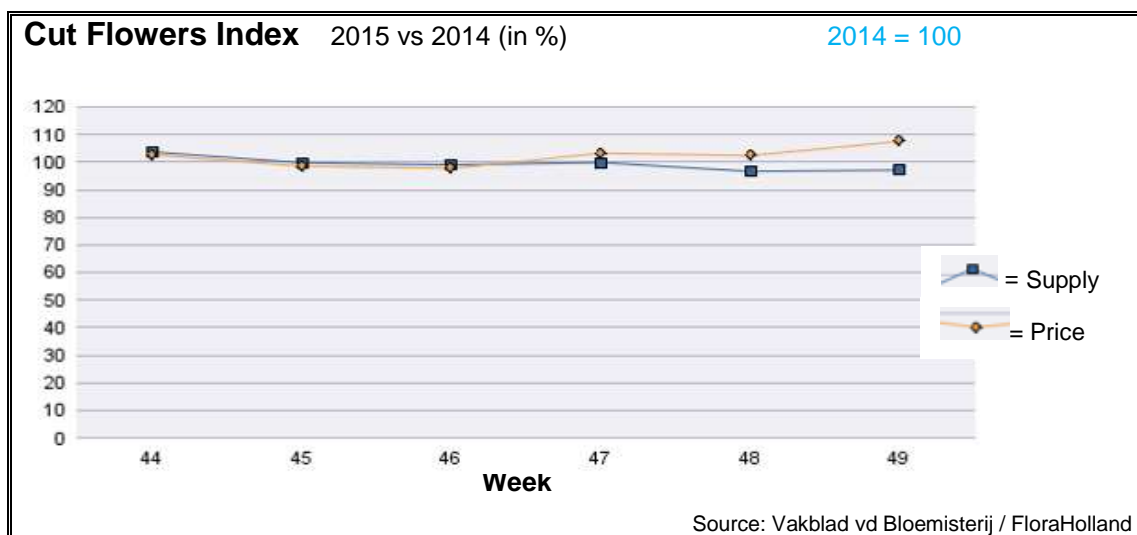
The Market Insider team

Week No. 49-2015

Date: 09/12/2015

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 49 the cut flowers average price was one cent = 7.5% higher than in the same week last year. The quantity was 3% lower than in 2014.

Big roses fetched 7.5% more in price, for 0.5% less supplied stems than last year.

Amaryllis/hippeastrum got 2% more in price, for 1.5% more supply.

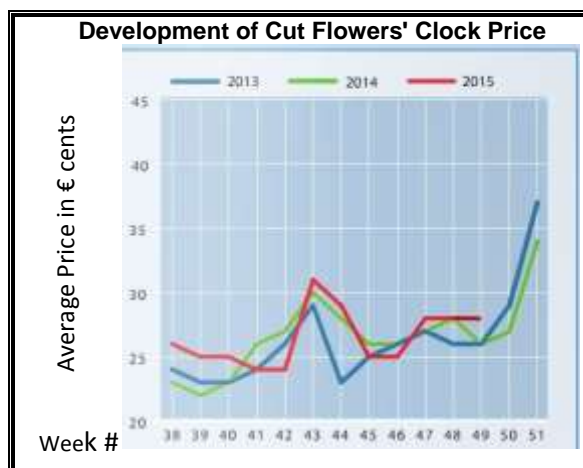
Chrysanthemums single-head got 48% higher price, for 17% fewer stems, while chrysanthemums spray got 18% better price for 6% less supplied stems.

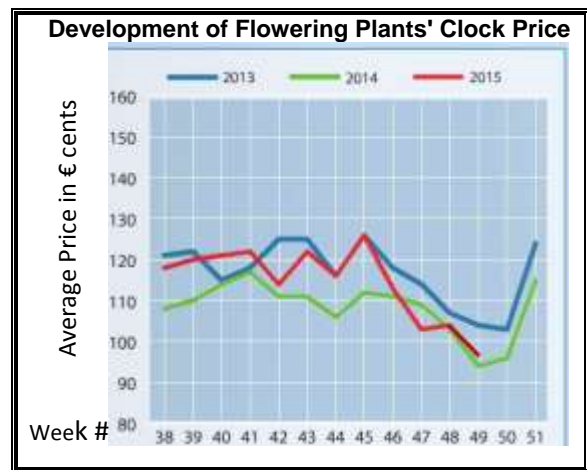
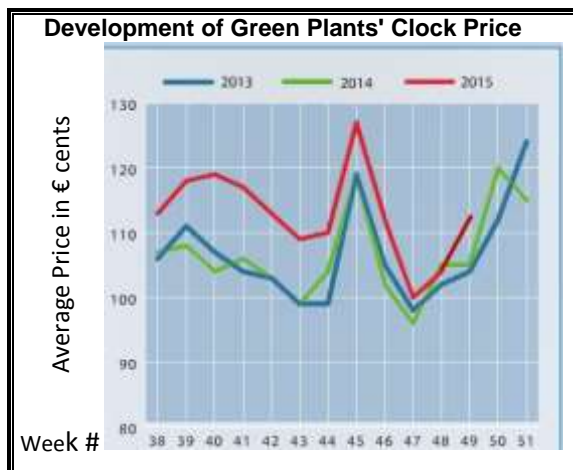
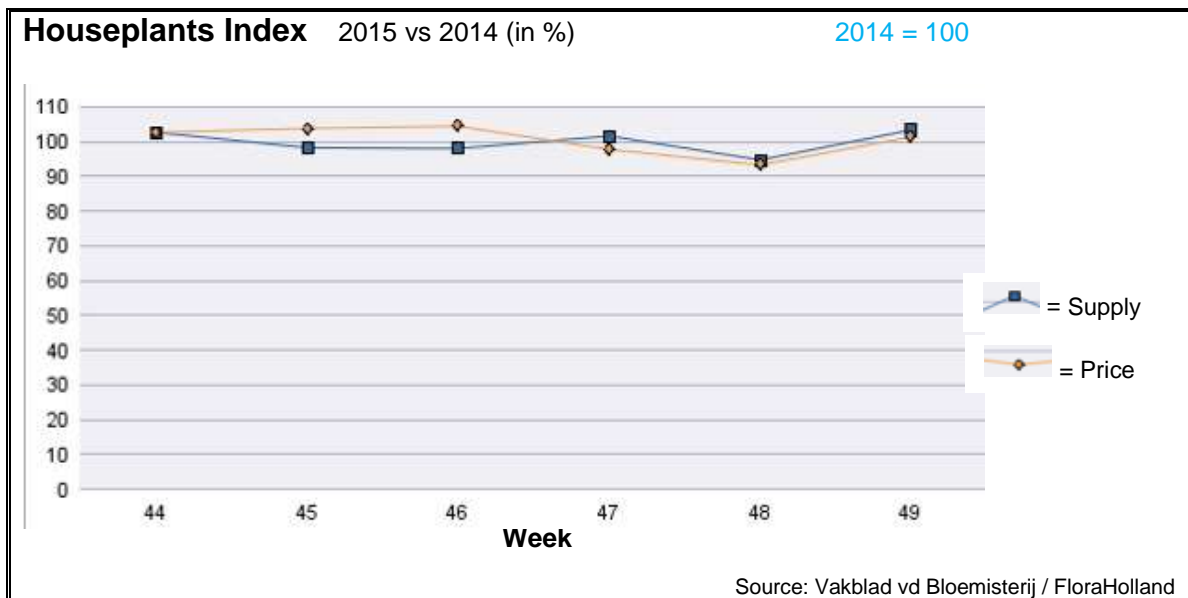
Ilex got 6.5% lower better than last year, for some 11% more sold branches.

Tulips got 49% more in price, for 38% fewer supply.

Many products got higher price than last year; remarkable were: anemone, anigozanthos, asclepias, aster, carthamus, chamelaucium/wax flower, delphinium, gladioli, pittosporum, ranunculus, scabiosa, solidago, and trachelium.

Only but a few products got lower price than last year; some stood out; like dianthus barbatus, fatsia, gerbera, and matthiola.





In week 49 the average price for houseplants was 1% higher, while supply was 3% higher than in this week last year.

The accumulated sales turnover of houseplants up to week 49 is 5% higher than last year.

Phalaenopsis got 8% less in price than in this week last year; with 19% more supplied pots.

Euphorbia pulcherrima/poinsettia got 1.5% lower price for 3.5% more sold units.

Hyacinth achieved 0.5% more in average price, while the supply was 6.5% lower.

Hippeastrum/amaryllis achieved 6% more in average price, while the supply was 5% lower.

Christmas arrangements achieved 12.5% more in average price, while the supply was like last year.

Kalanchoe was a little cheaper than last year, with 15% more supplied pots.

Pot-anthurium was 5.5% cheaper, while supply was 13% higher than in 2014.

Succulent Echeveria got 3% less in price, for 33% more in supply.

Ficus was 4.5% more expensive, while supply was 4% higher.

Dracaena was 9% more expensive, while supply was 6% higher than in the same week last year.

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. W49 Date: 09/12/2015

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 : 49 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\$ = 123.09 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	17,390,515					
Alstroemeria -- D	263,462	19	300	82	0.67	
Alstroemeria -- I	10,120		70	34	0.28	COL ISR NLD
Ammi majus -- D	56,960	2	100	28	0.23	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	1,260	60	200	100	0.81	AUS NLD ZWE
Anthurium Pink -- D	42		500	225	1.83	
Anthurium Pink -- I	7,120	10	180	64	0.52	THA
Anthurium Red -- D	136		170	126	1.02	
Anthurium Red -- I	7,436	10	192	84	0.69	AUS THA USA ZAF
Anthurium White -- D	160		70	58	0.47	
Anthurium White -- I	3,994	9	160	69	0.56	THA
Banksia -- D	72		220	137	1.11	
Banksia -- I	480		360	231	1.87	AUS NZL
Bupleurum -- D	25,250		120	51	0.42	
Bupleurum -- I	0					
Calla -- D	38,008	16	300	109	0.89	
Calla -- I	10,959	30	300	125	1.02	NLD NZL
Carnations Spray -- D	318,805	5	160	45	0.37	
Carnations Spray -- I	434,986	5	70	33	0.27	COL
Carnations Standard -- D	443,087	3	170	42	0.34	
Carnations Standard -- I	678,271	3	170	37	0.30	COL
Chrysanthemum Spray -- D	593,460	3	130	50	0.41	
Chrysanthemum Spray -- I	412,837	5	150	45	0.36	KOR
Delphinium -- D	82,795	5	300	108	0.87	
Delphinium -- I	0					
Dracaena -- D	48,473	5	180	40	0.33	
Dracaena -- I	273,032	1	150	27	0.22	SGP

<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 Noblesse -- D	3,695	10	104	50	0.41	
Rose Noblesse -- I	1,870	20	40	31	0.26	IND
Rose Red Roses D --	22,582	15	580	84	0.68	
Rose Red Roses I --	37,729		183	100	0.81	
Rose Red Star -- D	8,613	30	190	100	0.81	
Rose Red Star -- I	0					
Rose Samurai -- D	48,390	30	230	134	1.09	
Rose Samurai -- I	11,235	50	180	106	0.86	IND
Rose Sweet Avalanche -- D	30,875	20	170	80	0.65	
Rose Sweet Avalanche -- I	2,550	40	80	55	0.45	
Rose Sweet Unique -- D	3,195	30	130	77	0.63	
Rose Sweet Unique -- I	7,980	25	117	64	0.52	
Rose Teresa -- D	4,020	20	130	74	0.60	
Rose Teresa -- I	0					
Rose Tineke -- D	16,845	10	160	73	0.59	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	12,364	40	200	110	0.89	
Rose Yves Piaget -- I	100			100	0.81	NLD
Rose Spr Babe -- D	7,017	20	135	91	0.74	
Rose Spr Babe -- I	940		160	69	0.56	KOR
Rose Spr Lovely Lydia -- D	5,275	30	170	105	0.85	
Rose Spr Lovely Lydia -- I	630	60	65	62	0.50	KOR
Rose Spr Shooting Star -- D	4,335	30	180	99	0.80	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	2,970	50	190	137	1.11	
Sandersonia -- I	0					
Trachelium -- D	260		90	79	0.65	
Trachelium -- I	900		135	98	0.80	
Tulip -- D	65,430	8	160	61	0.49	
Tulip -- I	0					
Waxflowers -- D	0					
Waxflowers -- I	9,655	5	80	53	0.43	AUS
Green Foliage						
Beargrass -- D	6		100	100	0.81	
Beargrass -- I	120	123	300	244	1.98	USA
Leatherleaves -- D	52,320	15	65	31	0.25	
Leatherleaves -- I	228,060	1	45	17	0.13	USA
Ruscus Israel -- D	800		25	15	0.12	
Ruscus Israel -- I	6,460		40	22	0.18	ISR
Ruscus Italian -- D	680		60	34	0.27	
Ruscus Italian -- I	5,600	7	80	43	0.35	ITA
Salal -- D	0					
Salal -- I	11,645	24	590	125	1.02	USA