

## 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.

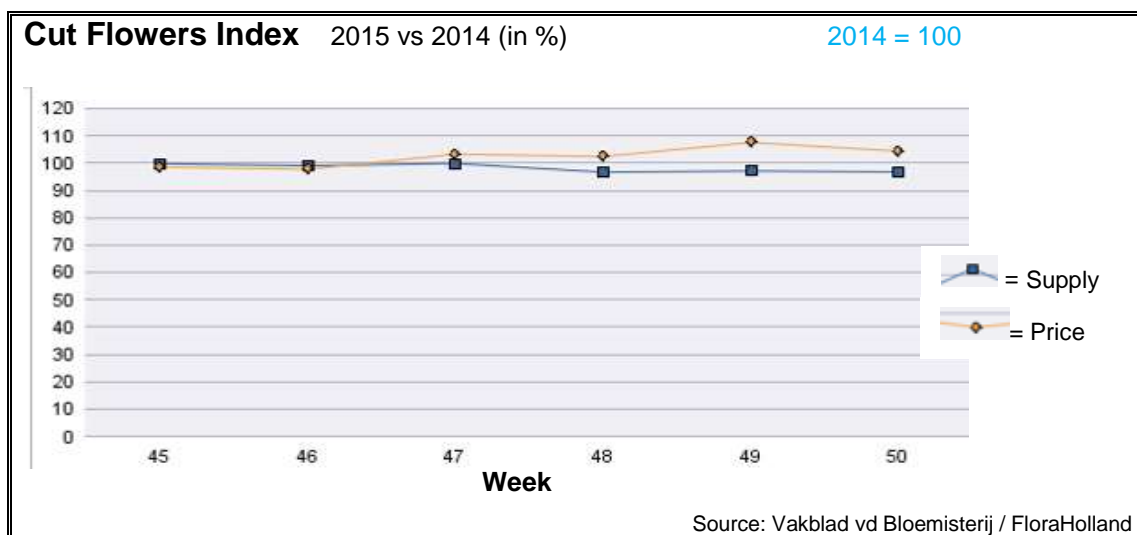
The Market Insider team

Week No. 50-2015

Date: 16/12/2015

#### 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 50 the cut flowers average price was 4.4% higher than in the same week last year. The quantity was 3% lower than in 2014.

Tulips fetched 82% more in price, for 46% less supplied stems than last year.

Chrysanthemums single-head got 59% higher price, for 20% fewer stems, while chrysanthemums spray got 12% better price for 2% less supplied stems.

Gerbera big got 23% lower price than last year.

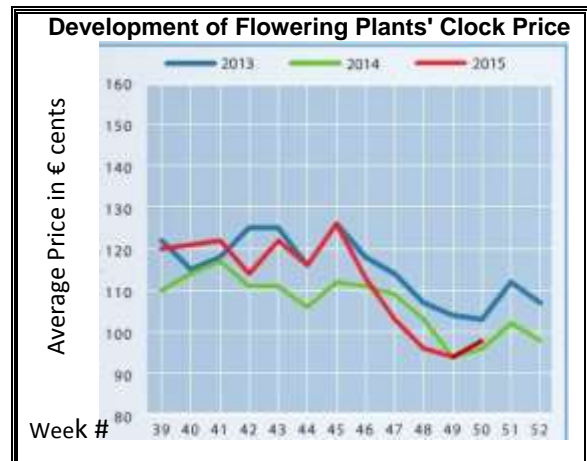
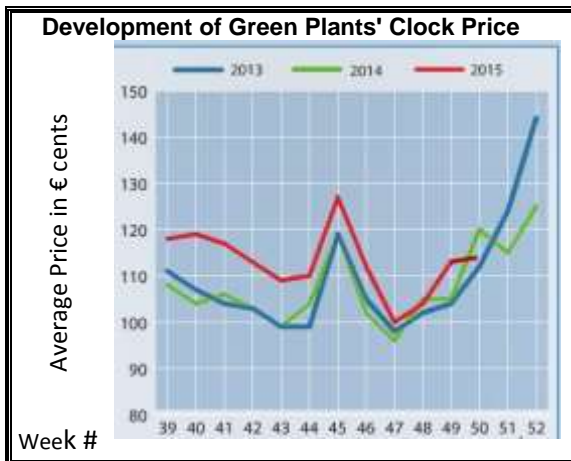
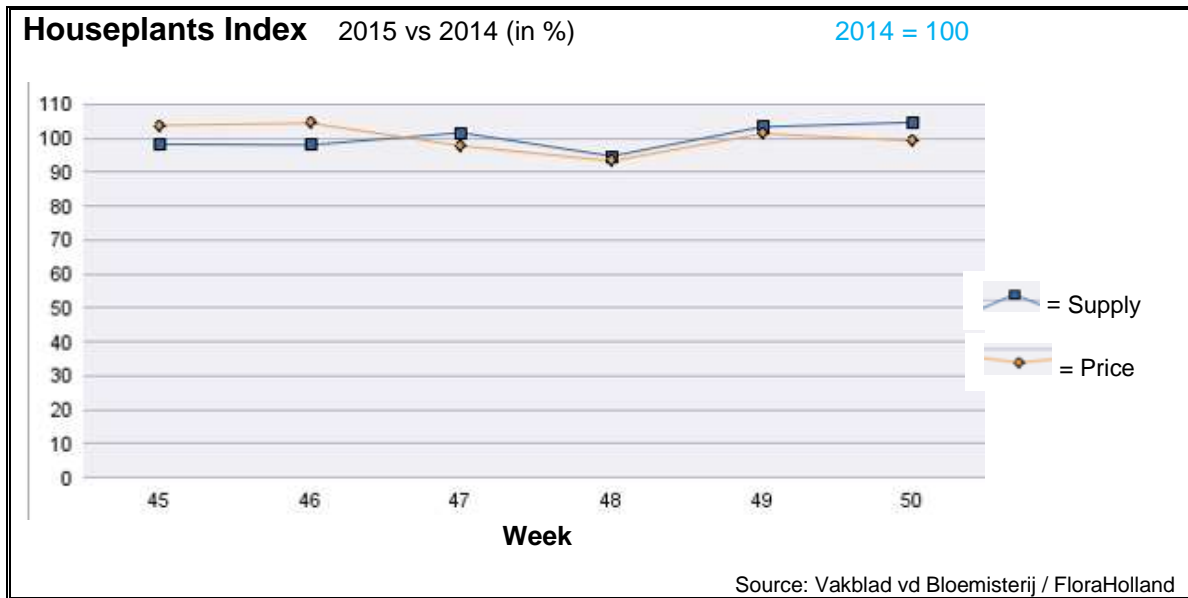
Anthurium got 4% lower price than last year, with 6% fewer supplied stems.

Eustoma/lisianthus got 10% more in price, for 31% more supply.

Many products got higher price than last year; remarkable price increases were in: anemone, anigozanthos, asclepias, carthamus, chamelaucium/wax flower, delphinium, helianthus, limonium, ornithogalum, phlox, and ranunculus.

Some products got lower price than last year; some stood out: eucalyptus, matthiola, and solidago.





In week 50 the average price for houseplants was 0.7% lower, while supply was 5% higher than in this week last year.

Some products were delivered in much bigger quantities than in this week last year: rhododendron (+19%), ficus (+19%), and Echeveria (+31%); this last one was 10% cheaper than last year.

Other products saw really better price than last year: schlumbergera (+19%), and hyacinth (+11%).

Cheaper than last year were, among others: phalaenopsis (-5.2%), anthurium (-7.3%), and euphorbia pulcherrima/poinsettia (-4.6%).

Hippeastrum/amaryllis achieved 8% more in average price, while the supply was 9% lower.

Cyclamen were 16.5% cheaper, while supply was 14% higher 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. W50 Date: 16/12/2015**

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 : 50 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\$ = 121.49 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>19,013,681</b>					
Alstroemeria -- D	279,970	19	300	85	0.70	
Alstroemeria -- I	15,754		80	33	0.27	COL ISR NLD
Ammi majus -- D	53,070	7	100	31	0.26	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	7,005	7	150	38	0.32	AUS NLD ZWE
Anthurium Pink -- D	12		110	110	0.91	
Anthurium Pink -- I	5,553	10	140	65	0.54	THA
Anthurium Red -- D	182		200	102	0.84	
Anthurium Red -- I	5,574	28	280	118	0.97	AUS THA USA ZAF
Anthurium White -- D	208		80	65	0.54	
Anthurium White -- I	3,050	20	190	86	0.71	THA
Banksia -- D	79		220	163	1.34	
Banksia -- I	750	120	350	188	1.55	AUS NZL
Bupleurum -- D	22,360		120	52	0.42	
Bupleurum -- I	0					
Calla -- D	40,046	17	300	107	0.88	
Calla -- I	13,980	10	300	107	0.88	NLD NZL
Carnations Spray -- D	345,189	5	160	50	0.41	
Carnations Spray -- I	487,024	8	70	39	0.32	COL
Carnations Standard -- D	404,971	10	172	51	0.42	
Carnations Standard -- I	740,838	10	170	41	0.34	COL
Chrysanthemum Spray -- D	777,760	5	125	49	0.40	
Chrysanthemum Spray -- I	396,990	10	150	49	0.40	KOR
Delphinium -- D	73,968	13	350	119	0.98	
Delphinium -- I	0					
Dracaena -- D	50,578	5	1,000	37	0.31	
Dracaena -- I	272,748	1	150	27	0.22	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin	
		D = Domestic	I = Imported	Lowest	Highest		Average
Euphorbia Marginata -- D	13,110			180	95	0.78	
Euphorbia Marginata -- I	20			130	130	1.07	
Eustoma -- D	371,923		5	730	143	1.17	
Eustoma -- I	78,700		10	170	89	0.73	AUS
Freesia -- D	137,160		5	75	42	0.34	
Freesia -- I	4,500			55	36	0.30	NLD
Gerbera -- D	419,675		5	130	36	0.30	
Gerbera -- I	0						
Gladiolus -- D	63,940		20	135	72	0.59	
Gladiolus -- I	19,480		25	90	53	0.44	NLD
Gypsophila -- D	423,765		2	214	39	0.32	
Gypsophila -- I	7,399			60	53	0.43	ISR
Heliconia Pendula -- D	1,630			130	18	0.15	
Heliconia Pendula -- I	95			300	184	1.51	SGP
Leucad. Safari Sunset -- D	0						
Leucad. Safari Sunset -- I	10,320		27	165	63	0.52	AUS NZL ZAF
Leucospermum Cordifolium -- D	0						
Leucospermum Cordifolium -- I	240			184	165	1.35	AUS NZL ZAF
Lily Casablanca -- D	23,465		43	900	398	3.28	
Lily Casablanca -- I	0						
Lily Longiflorum -- D	90,185		20	200	78	0.64	
Lily Longiflorum -- I	1,930		30	90	52	0.43	KOR
Limonium Sinuatum -- D	357,990		10	85	38	0.31	
Limonium Sinuatum -- I	0						
Molucella -- D	850			80	41	0.34	
Molucella -- I	0						
Nerine -- D	960		15	120	43	0.36	
Nerine -- I	7,600		50	220	98	0.80	NLD NZL
Orchid Anna -- D	0						
Orchid Anna -- I	156,110		5	55	23	0.19	SGP THA
Orchid Cymbidium -- D	37,027		50	1,100	329	2.71	
Orchid Cymbidium -- I	2,433		135	750	322	2.65	NLD NZL
Orchid Oncidium -- D	10,316		24	700	116	0.95	
Orchid Oncidium -- I	143,160		10	200	52	0.43	SGP TAI THA
Orchid Phalaenopsis -- D	10,834		28	1,800	444	3.66	
Orchid Phalaenopsis -- I	11,445		100	1,035	449	3.70	AUS NZL
Orchid Sonia -- D	0						
Orchid Sonia -- I	64,590		5	57	25	0.21	THA
Ornithogalum -- D	110			80	77	0.63	
Ornithogalum -- I	10,373		8	100	34	0.28	NLD ZAF
Protea King -- D	0						
Protea King -- I	463			650	120	0.99	AUS ZAF
Protea others -- D	0						
Protea others -- I	1,075		40	600	165	1.35	AUS NZL
Riceflowers -- D	0						
Riceflowers -- I	220		150	280	237	1.95	AUS NZL
<b>Rose Total -- D</b>	<b>832,125</b>		<b>1</b>	<b>2,500</b>	<b>98</b>	<b>0.81</b>	
<b>Rose Total -- I</b>	<b>444,956</b>		<b>1</b>	<b>700</b>	<b>69</b>	<b>0.57</b>	
Rose Amada -- D	9,406		50	280	171	1.41	
Rose Amada -- I	0						
Rose Avalanche -- D	67,338		14	225	104	0.85	
Rose Avalanche -- I	8,820		1	135	58	0.47	IND
Rose Carpe Diem -- D	15,170		25	180	94	0.77	
Rose Carpe Diem -- I	0						
Rose Freedom -- D	80			162	162	1.33	
Rose Freedom -- I	46,174		51	180	116	0.96	COL
Rose Gold Rush -- D	11,605		20	150	90	0.74	
Rose Gold Rush -- I	0						
Rose Gold Strike -- D	450		50	110	79	0.65	
Rose Gold Strike -- I	8,530		10	60	30	0.25	COL IND

<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 Noblesse -- D	3,850	10	100	46	0.38	
Rose Noblesse -- I	3,260	16	50	28	0.23	IND NLD
Rose Red Roses D --	20,060	15	340	87	0.72	
Rose Red Roses I --	61,630		171	86	0.71	
Rose Red Star -- D	8,058	18	200	117	0.96	
Rose Red Star -- I	0					
Rose Samurai -- D	45,355	30	250	154	1.27	
Rose Samurai -- I	9,510	100	150	116	0.95	IND
Rose Sweet Avalanche -- D	29,875	1	170	82	0.68	
Rose Sweet Avalanche -- I	5,230	30	100	55	0.45	
Rose Sweet Unique -- D	2,925	26	150	80	0.66	
Rose Sweet Unique -- I	2,510	18	100	69	0.57	
Rose Teresa -- D	4,415	18	130	72	0.59	
Rose Teresa -- I	0					
Rose Tineke -- D	16,925	15	170	79	0.65	
Rose Tineke -- I	240		3	2	0.02	IND
Rose Yves Piaget -- D	11,111	20	225	119	0.98	
Rose Yves Piaget -- I	170		100	75	0.62	NLD
Rose Spr Babe -- D	6,230	28	150	99	0.81	
Rose Spr Babe -- I	1,320		160	81	0.67	KOR
Rose Spr Lovely Lydia -- D	5,515	40	170	102	0.84	
Rose Spr Lovely Lydia -- I	780	55	65	61	0.50	KOR
Rose Spr Shooting Star -- D	3,510	34	180	97	0.80	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	6,800	30	200	123	1.01	
Sandersonia -- I	0					
Trachelium -- D	280		70	69	0.57	
Trachelium -- I	1,050		145	106	0.88	ISR NLD
Tulip -- D	118,650	11	150	61	0.50	
Tulip -- I	3,850		160	47	0.39	NLD
Waxflowers -- D	0					
Waxflowers -- I	8,535		80	45	0.37	AUS
<b>Green Foliage</b>						
Beargrass -- D	3		67	67	0.55	
Beargrass -- I	200	100	330	267	2.20	USA
Leatherleaves -- D	61,610	5	70	31	0.25	
Leatherleaves -- I	273,220	1	40	16	0.13	USA
Ruscus Israel -- D	800		30	19	0.16	
Ruscus Israel -- I	5,935		70	24	0.20	ISR
Ruscus Italian -- D	400		65	48	0.40	
Ruscus Italian -- I	6,300	12	75	42	0.34	ITA
Salal -- D	0					
Salal -- I	12,144	18	500	115	0.94	USA