

## 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.

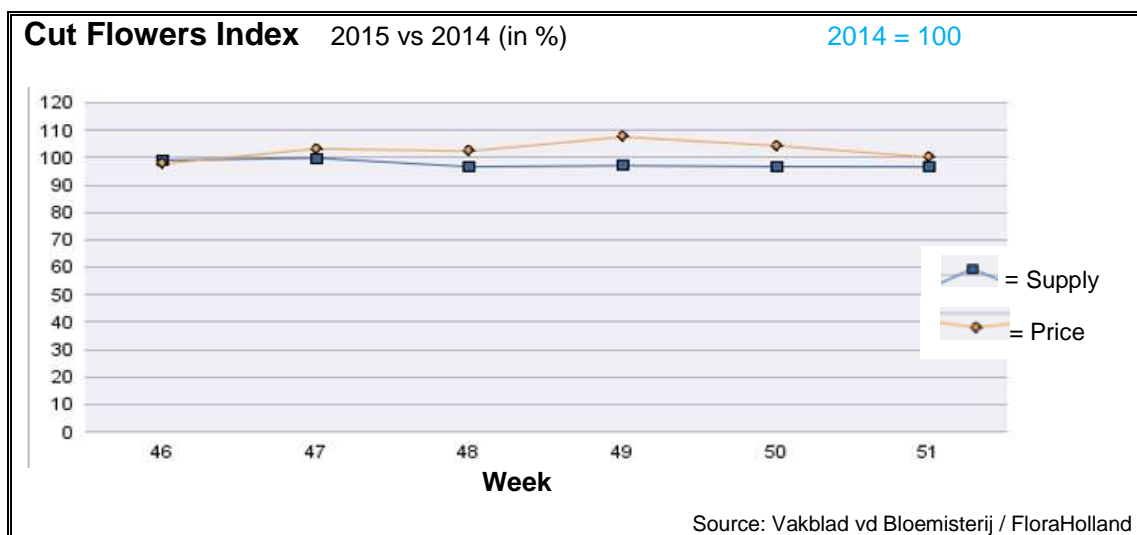
The Market Insider team

Week No. 51-2015

Date: 23/12/2015

#### 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 the same as in the same week last year. The sold quantity was 3% lower than in 2014.

Big roses got 7.5% lower price than last year, with 0.5% fewer supplied stems.

Chrysanthemums spray got 9% better price for 4% more supplied stems.

Amaryllis/hippeastrum was 4% cheaper, with 8% less supplied stems than last year.

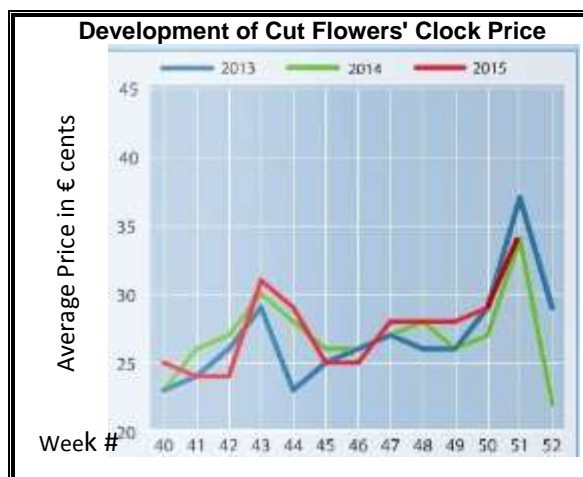
Ilex got 29% less in price, for 40% more supply.

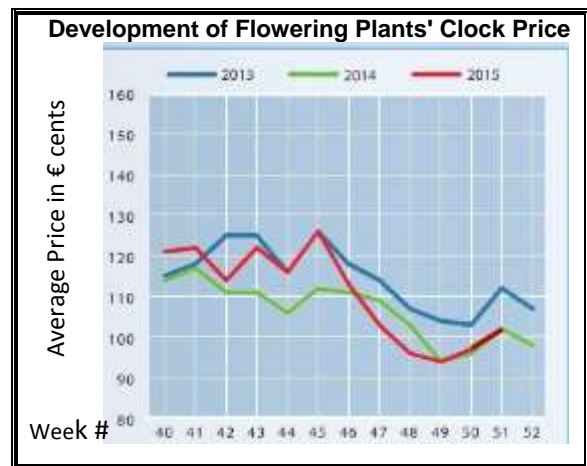
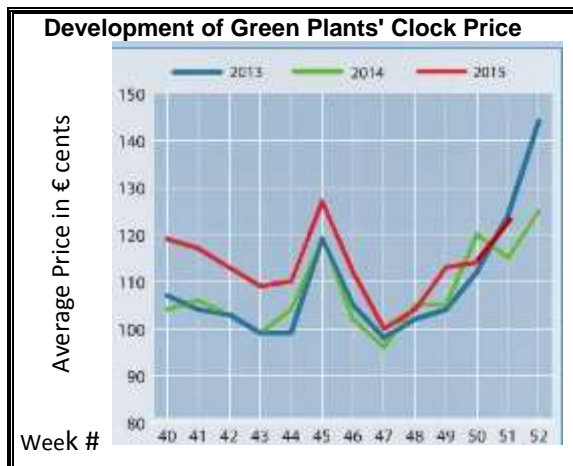
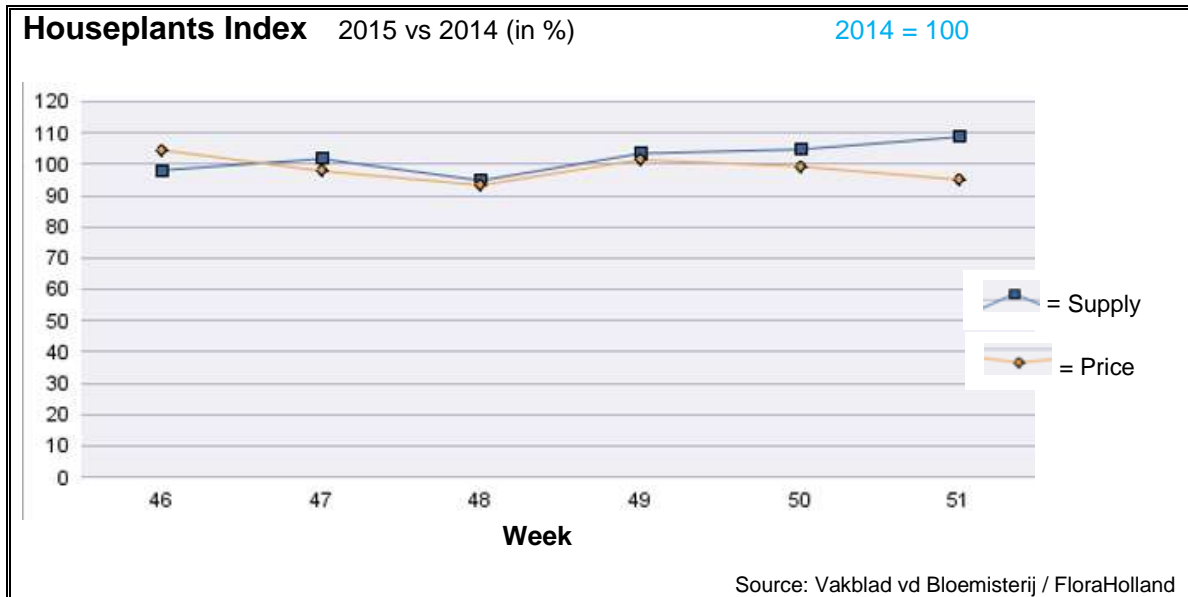
Tulips got 37% more in price than last year, since the supply was 28% lower.

Cymbidium-in-box got 19% better price than last year, with 18% more supplied stems; while cymbidium-per stem was 24% cheaper, with the same quantity like last year.

Some products got higher price than last year; remarkable price increases achieved for anemone, anigozanthos, asclepias, chamelaucium/wax flower, delphinium, gypsophila, and trachelium.

Some products got lower price than last year; stood out with much lower price: dianthus barbatus, fatsia, gerbera mini, grevillea, and zantedeschia/calla.





In week 51 the average price for houseplants was 5% lower, while supply was 9% higher than in this week last year.

Rose-in-pot was just 5% cheaper, even though the supply was 44% higher than in 2014.

Phalaenopsis achieved 2% less in average price, while the supply was 2.5% lower.

Hippeastrum/amaryllis achieved the same average price, while the supply was 19% higher.

Dracaena achieved 45% higher price, while the supply was 29% lower.

Some products were delivered in much bigger quantities than in this week last year: euphorbia pulcherrima/poinsettia (+21%), anthurium (+19%), kalanchoe (+27%), and cyclamen (+22%). All got some lower price.

**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: 23/12/2015**

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 : 51 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\$ = 120.96 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>26,031,181</b>					
Alstroemeria -- D	292,030	10	300	76	0.63	
Alstroemeria -- I	12,178	1	70	31	0.25	COL ISR NLD
Ammi majus -- D	69,980	1	95	27	0.22	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	7,120	2	100	23	0.19	AUS NLD ZWE
Anthurium Pink -- D	72		150	104	0.86	
Anthurium Pink -- I	3,742	12	220	65	0.54	THA
Anthurium Red -- D	124		200	138	1.14	
Anthurium Red -- I	6,080	20	280	116	0.96	AUS THA USA ZAF
Anthurium White -- D	112		80	66	0.55	
Anthurium White -- I	3,502	10	160	80	0.66	THA
Banksia -- D	201		220	143	1.18	
Banksia -- I	270	47	250	138	1.14	AUS NZL
Bupleurum -- D	26,590	1	120	41	0.34	
Bupleurum -- I	0					
Calla -- D	49,036	10	300	90	0.74	
Calla -- I	12,255	6	250	104	0.86	NLD NZL
Carnations Spray -- D	392,115	1	160	48	0.40	
Carnations Spray -- I	789,504	6	70	37	0.31	COL
Carnations Standard -- D	436,771	1	172	50	0.41	
Carnations Standard -- I	1,065,639	1	175	38	0.32	COL
Chrysanthemum Spray -- D	892,190	1	140	49	0.40	
Chrysanthemum Spray -- I	562,640	1	170	51	0.42	KOR
Delphinium -- D	85,518	3	350	113	0.94	
Delphinium -- I	0					
Dracaena -- D	50,554	3	1,000	34	0.28	
Dracaena -- I	261,795	1	150	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	12,260			180	93	0.77	
Euphorbia Marginata -- I	0						
Eustoma -- D	353,766			3	550	127	1.05
Eustoma -- I	90,490			5	160	75	0.62 AUS
Freesia -- D	165,745			7	65	35	0.29
Freesia -- I	2,500				50	39	0.32 NLD
Gerbera -- D	399,987			5	150	38	0.32
Gerbera -- I	0						
Gladiolus -- D	65,280			5	120	60	0.49
Gladiolus -- I	47,230			10	80	36	0.30 NLD
Gypsophila -- D	404,750			1	300	36	0.29
Gypsophila -- I	12,217				60	51	0.42 ISR
Heliconia Caribea -- D	0						
Heliconia Caribea -- I	6			250	250	250	2.07
Heliconia Pendula -- D	1,875				120	25	0.20
Heliconia Pendula -- I	120				300	148	1.22 SGP
Leucad. Safari Sunset -- D	0						
Leucad. Safari Sunset -- I	6,928			9	200	64	0.53 AUS NZL ZAF
Leucospermum Cordifolium -- D	0						
Leucospermum Cordifolium -- I	692				323	210	1.74 AUS NZL ZAF
Lily Casablanca -- D	27,410			43	900	319	2.64
Lily Casablanca -- I	0						
Lily Longiflorum -- D	123,225			15	175	68	0.56
Lily Longiflorum -- I	1,800				120	56	0.47 KOR NLD
Limonium Sinuatum -- D	510,790			6	100	44	0.36
Limonium Sinuatum -- I	0						
Molucella -- D	730				70	39	0.32
Molucella -- I	0						
Nerine -- D	500				70	37	0.30
Nerine -- I	6,350			34	180	93	0.77 NLD NZL
Orchid Anna -- D	0						
Orchid Anna -- I	201,740			4	55	20	0.17 SGP THA
Orchid Cymbidium -- D	43,410			30	1,200	380	3.14
Orchid Cymbidium -- I	828			160	600	301	2.49 NLD NZL
Orchid Oncidium -- D	12,682			10	700	108	0.89
Orchid Oncidium -- I	139,895			1	220	51	0.43 SGP TAI THA
Orchid Phalaenopsis -- D	12,331			20	1,600	376	3.11
Orchid Phalaenopsis -- I	12,988			67	1,035	389	3.21 AUS NZL
Orchid Sonia -- D	0						
Orchid Sonia -- I	108,965			4	50	21	0.18 THA
Ornithogalum -- D	50				30	30	0.25
Ornithogalum -- I	17,203			1	100	23	0.19 NLD ZAF
Protea King -- D	0						
Protea King -- I	525			20	1,600	168	1.39 AUS ZAF
Protea others -- D	0						
Protea others -- I	1,041			26	1,600	165	1.36 AUS NZL
Riceflowers -- D	0						
Riceflowers -- I	220			100	280	186	1.54 AUS NZL
<b>Rose Total -- D</b>	<b>818,487</b>			<b>1</b>	<b>2,500</b>	<b>91</b>	<b>0.75</b>
<b>Rose Total -- I</b>	<b>538,640</b>			<b>1</b>	<b>400</b>	<b>57</b>	<b>0.47</b>
Rose Amada -- D	11,240			60	300	173	1.43
Rose Amada -- I	0						
Rose Avalanche -- D	74,414			10	200	84	0.70
Rose Avalanche -- I	9,385			1	110	42	0.35 IND NLD
Rose Carpe Diem -- D	13,111			25	185	91	0.75
Rose Carpe Diem -- I	0						
Rose Freedom -- D	0						
Rose Freedom -- I	54,647			40	175	113	0.93 COL
Rose Gold Rush -- D	11,162			20	150	80	0.66
Rose Gold Rush -- I	0						

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin	
		D = Domestic	I = Imported	Lowest	Highest		Average
Rose Gold Strike -- D	520			100	60	0.49	
Rose Gold Strike -- I	6,625		10	50	24	0.20	COL IND
Rose Noblesse -- D	4,015		5	100	44	0.37	
Rose Noblesse -- I	7,145		6	60	26	0.21	IND NLD
Rose Red Roses D --	20,583		7	580	82	0.68	
Rose Red Roses I --	84,616			165	71	0.59	
Rose Red Star -- D	6,995		20	260	126	1.04	
Rose Red Star -- I	0						
Rose Samurai -- D	43,160		26	280	159	1.31	
Rose Samurai -- I	6,640		20	132	102	0.84	IND
Rose Sweet Avalanche -- D	30,229		3	160	65	0.54	
Rose Sweet Avalanche -- I	5,570		3	80	36	0.30	
Rose Sweet Unique -- D	3,075		3	130	69	0.57	
Rose Sweet Unique -- I	4,600		11	90	48	0.39	
Rose Teresa -- D	4,400		9	120	65	0.54	
Rose Teresa -- I	0						
Rose Tineke -- D	15,560		5	170	68	0.56	
Rose Tineke -- I	500			25	22	0.18	IND
Rose Yves Piaget -- D	11,867		5	190	96	0.80	
Rose Yves Piaget -- I	200				65	0.54	NLD
Rose Spr Babe -- D	5,850		10	150	97	0.80	
Rose Spr Babe -- I	1,635			160	69	0.57	KOR
Rose Spr Lovely Lydia -- D	5,410		40	175	99	0.82	
Rose Spr Lovely Lydia -- I	1,120		35	80	59	0.49	KOR
Rose Spr Shooting Star -- D	3,580		30	165	91	0.75	
Rose Spr Shooting Star -- I	0						
Sandersonia -- D	8,440		20	180	91	0.75	
Sandersonia -- I	0						
Trachelium -- D	340			100	71	0.59	
Trachelium -- I	750			135	103	0.85	
Tulip -- D	226,090		8	150	50	0.41	
Tulip -- I	3,900			100	45	0.37	NLD
Waxflowers -- D	0						
Waxflowers -- I	8,661			80	34	0.28	AUS
Green Foliage							
Beargrass -- D	0						
Beargrass -- I	910		15	300	181	1.49	USA
Leatherleaves -- D	55,610		5	70	31	0.26	
Leatherleaves -- I	231,480		1	45	15	0.13	USA
Ruscus Israel -- D	800			25	10	0.09	
Ruscus Israel -- I	9,215			40	17	0.14	ISR
Ruscus Italian -- D	560			80	53	0.44	
Ruscus Italian -- I	6,400		8	90	36	0.30	ITA
Salal -- D	10			208	208	1.72	
Salal -- I	11,918		10	550	154	1.27	USA