

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. 52+53-2015

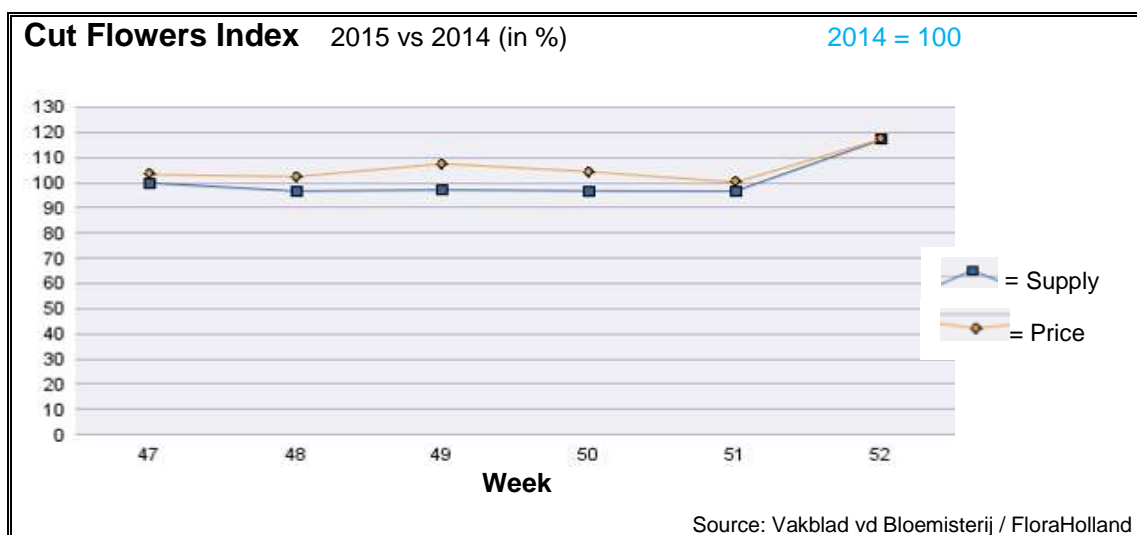
Date: 06/01/2016

The FloraHolland flower auctions' weekly supply and price index

(Representing the relative supply and average price, compared to the same weeks of last year)

The comparison of this weekly data with last year is not possible, from point of view of traded quantities and turnovers. This because 'week 52 statistic' of FloraHolland this year includes the sales of 3 days of 'week 53' -28, 29, and 30 December.

Therefore, the only market characterization in this report is by looking on the price levels.



In week 52-53 the cut flowers average price was 4 cent = 17% higher than in week 52 last year (in clock sales only the difference was +20%).

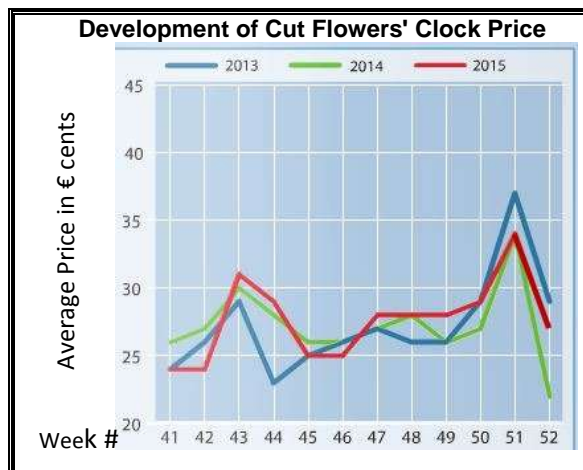
Big roses got 26% better price than last year.

Tulips got 10% more in price than last year, since the supply was much lower.

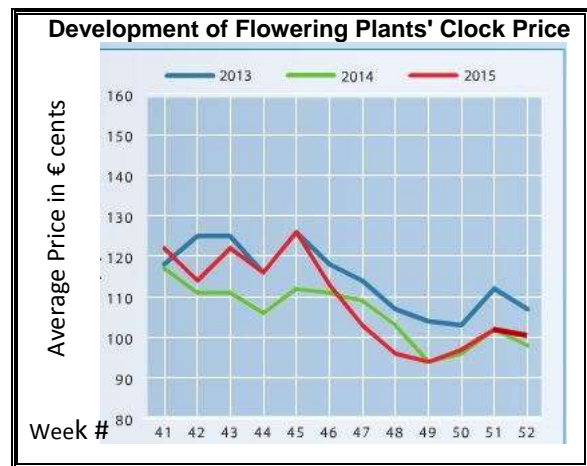
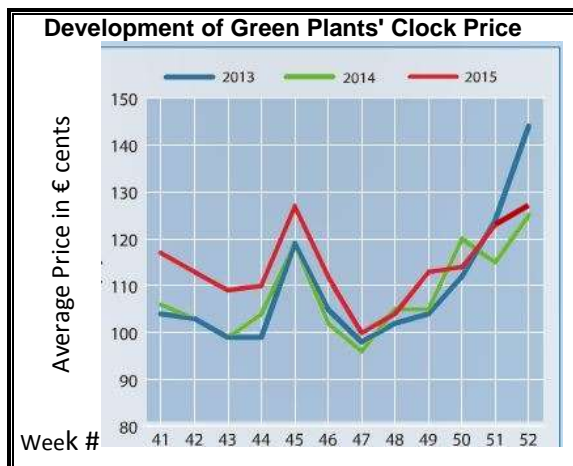
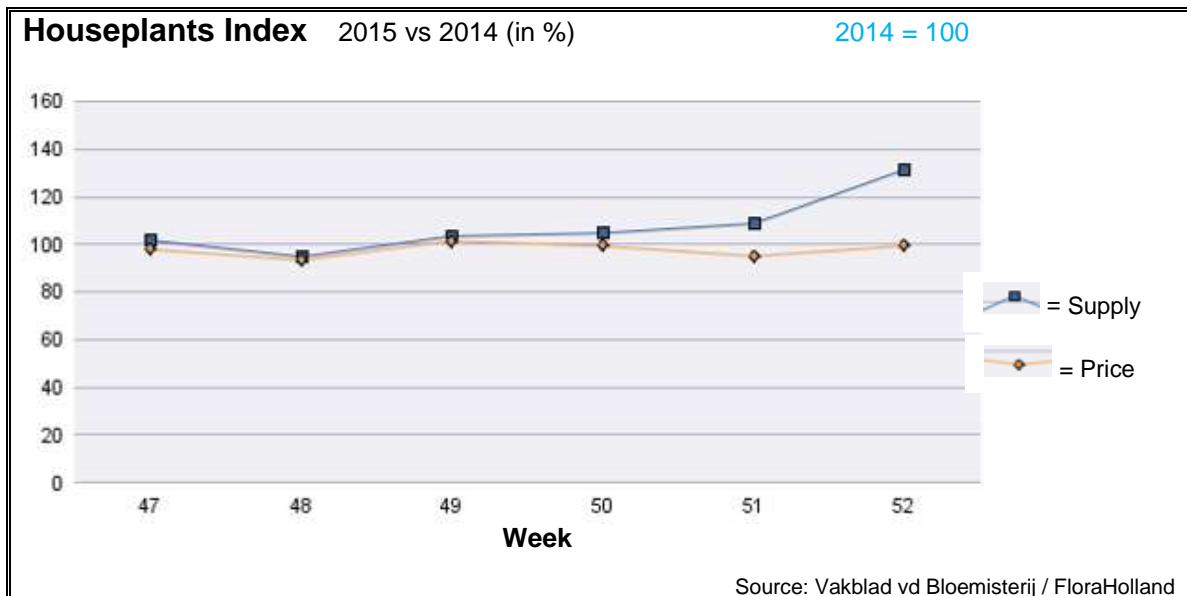
Chrysanthemums spray got 3.5% lower price.

Amaryllis/hippeastrum was 30% more expensive.

Most products got higher price than last year; remarkable price increases achieved for: Anemone, anigozanthos, asclepias, bouvardia, wax flower, delphinium, gerbera big, gypsophila, helianthus, leucadendron, limonium, ornithogalum, ranunculus, and trachelium.



Yet, some products got lower price than last year; stood out with much lower price: Anthurium, aster, dianthus barbatus, fatsia, and matthiola.



In weeks 52-53 the average price for houseplants was 1 cent (= 1%) lower than in week 52 of 2014..

Phalaenopsis achieved 2% more in average price than in 2014.

Hyacinth was just 13% cheaper.

Arrangements got 10% better average price.

Hippeastrum/amaryllis achieved 11% higher average price

Cyclamen went 21% down in price, compared to last year.

Dracaena achieved 13.7% higher price.

Ficus got 5.3% higher price than in this period 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. W52 Date: 05/01/2016

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 : 52-53 in : 2015 *Includes sales of 21 to 26, and 28+29 December 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\$ = 119.37 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average US\$	Main Origin
		Lowest	Highest	Average		
Total Cut Flowers Sold	23,711,224					
Alstroemeria -- D	200,640	19	350	99	0.83	
Alstroemeria -- I	41,986	10	80	41	0.34	COL ISR NLD
Ammi majus -- D	37,240	1	80	30	0.25	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	500		70	47	0.39	AUS NLD ZWE
Anthurium Pink -- D	0					
Anthurium Pink -- I	5,266	10	150	50	0.42	THA
Anthurium Red -- D	0					
Anthurium Red -- I	8,803	5	250	89	0.75	AUS THA USA ZAF
Anthurium White -- D	0					
Anthurium White -- I	2,262	17	130	59	0.50	THA
Banksia -- D	150			140	1.17	
Banksia -- I	0					
Bupleurum -- D	11,560		90	29	0.25	
Bupleurum -- I	0					
Calla -- D	14,605	13	250	90	0.75	
Calla -- I	8,989	12	250	117	0.98	NLD NZL
Carnations Spray -- D	247,715	3	160	52	0.44	
Carnations Spray -- I	1,410,285	1	70	36	0.30	COL
Carnations Standard -- D	278,121	1	172	50	0.42	
Carnations Standard -- I	1,039,331	1	170	35	0.30	COL
Chrysanthemum Spray -- D	1,112,730	1	160	50	0.42	
Chrysanthemum Spray -- I	1,347,865	1	115	53	0.45	KOR
Delphinium -- D	51,342	10	420	128	1.07	
Delphinium -- I	0					
Dracaena -- D	37,495	9	300	45	0.38	
Dracaena -- I	147,505	1	120	29	0.25	SGP

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Eustoma -- D	215,893	12	730	143	1.20	
Eustoma -- I	69,685	11	200	102	0.86	AUS
Freesia -- D	205,810	10	85	43	0.36	
Freesia -- I	9,700		55	47	0.39	NLD
Gerbera -- D	215,880	12	350	47	0.39	
Gerbera -- I	1,000	1	2	1	0.01	
Gladiolus -- D	46,160	5	140	68	0.57	
Gladiolus -- I	25,215	1	90	55	0.46	NLD
Gypsophila -- D	268,152	5	3,429	78	0.65	
Gypsophila -- I	26,292	10	1,470	45	0.38	ISR
Heliconia Pendula -- D	605	2	126	45	0.38	
Heliconia Pendula -- I	96	40	250	168	1.41	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	3,060	55	170	77	0.64	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	1,344	80	350	237	1.98	AUS NZL ZAF
Lily Casablanca -- D	27,565	43	1,200	469	3.93	
Lily Casablanca -- I	2,230	180	300	224	1.88	KOR NLD NZL
Lily Longiflorum -- D	140,880	10	200	103	0.86	
Lily Longiflorum -- I	10,440	22	130	66	0.56	KOR NLD
Limonium Sinuatum -- D	1,019,073	1	110	51	0.42	
Limonium Sinuatum -- I	6,000	4	7	15	0.13	AUS NZL
Nerine -- D	20			50	0.42	
Nerine -- I	2,600	50	180	94	0.78	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	233,600	10	70	31	0.26	SGP THA
Orchid Cymbidium -- D	95,363	50	1,250	409	3.43	
Orchid Cymbidium -- I	2,984	100	650	310	2.60	NLD NZL
Orchid Oncidium -- D	26,810	15	420	106	0.89	
Orchid Oncidium -- I	141,675	10	250	62	0.52	SGP TAI THA
Orchid Phalaenopsis -- D	11,149	22	1,600	405	3.39	
Orchid Phalaenopsis -- I	8,011	100	1,035	444	3.72	AUS NZL
Orchid Sonia -- D	90		25	23	0.19	
Orchid Sonia -- I	144,910	5	55	31	0.26	THA
Ornithogalum -- D	0					
Ornithogalum -- I	11,830	1	80	19	0.16	NLD ZAF
Protea others -- D	0					
Protea others -- I	70	35	500	293	2.45	AUS NZL
Rose Total -- D	449,725	2	2,500	96	0.81	
Rose Total -- I	375,988	3	700	62	0.52	
Rose Amada -- D	9,123	40	350	183	1.54	
Rose Amada -- I	0					
Rose Avalanche -- D	40,572	11	200	88	0.74	
Rose Avalanche -- I	5,190	5	85	33	0.28	IND NLD
Rose Carpe Diem -- D	10,292	30	185	97	0.81	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	35,252	43	185	118	0.99	COL
Rose Gold Rush -- D	9,745	24	200	107	0.89	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	370	50	120	84	0.70	
Rose Gold Strike -- I	9,210	5	65	29	0.24	COL IND
Rose Noblesse -- D	3,025	14	120	52	0.43	
Rose Noblesse -- I	2,860	15	60	31	0.26	IND NLD
Rose Red Roses D --	6,500	15	180	74	0.62	
Rose Red Roses I --	0					
Rose Red Star -- D	3,645	17	225	113	0.95	
Rose Red Star -- I	0					
Rose Samourai -- D	24,865	30	300	171	1.44	
Rose Samourai -- I	2,283	17	150	74	0.62	IND

<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>	
<u>D = Domestic I = Imported</u>						
Rose Sweet Avalanche -- D	16,645	20	150	71	0.60	
Rose Sweet Avalanche -- I	1,280	25	90	48	0.40	
Rose Sweet Unique -- D	2,270	10	160	94	0.79	
Rose Sweet Unique -- I	3,330	28	135	62	0.52	
Rose Teresa -- D	3,530	17	160	77	0.64	
Rose Teresa -- I	0					
Rose Tineke -- D	6,610	5	130	63	0.53	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	4,746	35	240	112	0.94	
Rose Yves Piaget -- I	120			65	0.54	NLD
Rose Spr Babe -- D	4,320	10	200	123	1.03	
Rose Spr Babe -- I	1,849	59	150	79	0.66	KOR
Rose Spr Lovely Lydia -- D	2,450	40	200	125	1.05	
Rose Spr Lovely Lydia -- I	690	60	65	61	0.51	KOR
Rose Spr Shooting Star -- D	2,745	30	250	112	0.94	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	4,800	35	200	106	0.88	
Sandersonia -- I	0					
Trachelium -- D	5		5	5	0.04	
Trachelium -- I	50			145	1.21	ISR NLD
Tulip -- D	314,730	10	170	57	0.47	
Tulip -- I	25,400		60	49	0.41	NLD
Waxflowers -- D	0					
Waxflowers -- I	5,580	10	80	36	0.30	AUS
Green Foliage						
Beargrass -- D	0					
Beargrass -- I	1,610	5	230	16	0.14	USA
Leatherleaves -- D	27,660	12	85	43	0.36	
Leatherleaves -- I	190,445	1	40	18	0.15	USA
Ruscus Israel -- D	850		27	18	0.15	
Ruscus Israel -- I	2,120		40	24	0.20	ISR
Ruscus Italian -- D	1,560		80	40	0.33	
Ruscus Italian -- I	2,750	1	70	35	0.29	ITA
Salal -- D	100					
Salal -- I	15,360	10	450	43	0.36	USA