

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. 01-2016

Date: 13/01/2016

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 01 statistic' of FloraHolland last year included the sales of only one day while this year it was a full week.

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

In addition, the graphic index is not relevant, since it provides a misleading view.

Besides, Floraholland did not provide yet the actual clock price graphs for 2016.

Cut Flowers

In week 1 the cut flowers average price was 21.2 cent; it was 7.5% lower than in week 1 last year (in clock sales only the difference was +6%).

Big roses got 23% better price than last year.

Tulips got 18% more in price than last year.

Gerbera big was 25% more expensive than in 2015.

Chrysanthemums spray got 3% lower price.

Amaryllis/hippeastrum was 25% more expensive.

Most products got higher price than last year; remarkable price increases achieved for: anemone, anigozanthos, asclepias, wax flower, delphinium, helianthus, limonium, ornithogalum, and trachelium.

Yet, quite some products got lower price than last year; stood out with much lower price: aspidistra, aster, dianthus barbatus, cymbidium, eucalyptus, fatsia, freesia, hyacinth, narcissus, solidago, and zantedeschia.

House plants

In weeks 1 the average price for houseplants was € 1.63; this was 15% higher than in week 1 of 2015.

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

Hyacinth was 39% more expensive.

Spathiphyllum got 25% better average price.

Kalanchoe achieved 14% higher average price

Dracaena went 12.3% up in price, compared to last year.

Cyclamen got 21% lower price than in this period last year.

Narcissus got 14% less in price.

Bromeliad got 18% less in price than in this 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. W01 Date: 13/01/2016

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 : 1 in : 2016

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\$ = 118.28 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average US\$	Main Origin
		Lowest	Highest	Average		
Total Cut Flowers Sold	13,830,726					
Alstroemeria -- D	363,690	4	300	60	0.50	
Alstroemeria -- I	2,620		40	24	0.20	COL ISR NLD
Ammi majus -- D	55,910	2	110	25	0.21	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	200		45	36	0.30	AUS NLD ZWE
Anthurium Pink -- D	130		180	129	1.09	
Anthurium Pink -- I	2,056	10	150	68	0.58	THA
Anthurium Red -- D	567		500	187	1.58	
Anthurium Red -- I	4,412	10	240	106	0.89	AUS THA USA ZAF
Anthurium White -- D	229		200	68	0.57	
Anthurium White -- I	1,894	10	180	72	0.61	THA
Banksia -- D	130		210	153	1.29	
Banksia -- I	0					
Bupleurum -- D	25,115	7	120	46	0.39	
Bupleurum -- I	0					
Calla -- D	66,303	11	280	70	0.59	
Calla -- I	3,090	28	250	119	1.01	NLD NZL
Carnations Spray -- D	422,885	5	160	46	0.39	
Carnations Spray -- I	272,091	1	60	30	0.26	COL
Carnations Standard -- D	563,084	4	250	43	0.36	
Carnations Standard -- I	299,799	1	175	33	0.27	COL
Chrysanthemum Spray -- D	510,620	1	120	49	0.42	
Chrysanthemum Spray -- I	306,290	5	150	50	0.42	KOR
Delphinium -- D	89,975	2	350	89	0.76	
Delphinium -- I	0					
Dracaena -- D	8,580	5	110	45	0.38	
Dracaena -- I	165,242	1	160	32	0.27	SGP

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin	
		D = Domestic	I = Imported	Lowest	Highest		Average
Euphorbia Marginata -- D	3,610			150	37	0.31	
Euphorbia Marginata -- I	0						
Eustoma -- D	221,693		5	550	156	1.32	
Eustoma -- I	150,820		11	200	76	0.64	AUS
Freesia -- D	155,133		4	85	40	0.34	
Freesia -- I	900			50	44	0.37	NLD
Gerbera -- D	498,274		1	120	23	0.19	
Gerbera -- I	0						
Gladiolus -- D	67,930		11	125	55	0.47	
Gladiolus -- I	14,170		5	65	31	0.26	NLD
Gypsophila -- D	342,637		1	300	39	0.33	
Gypsophila -- I	7,800			60	48	0.41	ISR
Heliconia Pendula -- D	910			100	31	0.26	
Heliconia Pendula -- I	35			534	231	1.95	SGP
Leucad. Safari Sunset -- D	0						
Leucad. Safari Sunset -- I	576			100	76	0.65	NZL
Lily Casablanca -- D	11,993		43	1,000	489	4.13	
Lily Casablanca -- I	1,440			320	214	1.81	KOR NLD NZL
Lily Longiflorum -- D	72,700		4	160	61	0.51	
Lily Longiflorum -- I	245			7	3	0.03	KOR NLD
Limonium Sinuatum -- D	255,630		10	100	44	0.38	
Limonium Sinuatum -- I	0						
Molucella -- D	340		25	80	55	0.46	
Molucella -- I	0						
Nerine -- D	0						
Nerine -- I	549		100	250	179	1.51	NLD NZL
Orchid Anna -- D	0						
Orchid Anna -- I	140,710		5	55	24	0.20	SGP THA
Orchid Cymbidium -- D	30,916		67	3,000	370	3.13	
Orchid Cymbidium -- I	944			350	176	1.48	NLD NZL
Orchid Oncidium -- D	9,396		10	500	140	1.18	
Orchid Oncidium -- I	123,040		10	220	77	0.65	SGP TAI THA
Orchid Phalaenopsis -- D	11,408		21	1,600	425	3.59	
Orchid Phalaenopsis -- I	8,266		51	1,035	446	3.77	AUS NZL
Orchid Sonia -- D	150			30	30	0.25	
Orchid Sonia -- I	38,790		1	50	22	0.19	THA
Ornithogalum -- D	240			100	77	0.65	
Ornithogalum -- I	2,351		31	85	56	0.48	NLD ZAF
Protea King -- D	0						
Protea King -- I	9			1,200	1,200	10.15	AUS ZAF
Protea others -- D	0						
Protea others -- I	28		390	1,000	568	4.80	AUS NZL
Riceflowers -- D	0						
Riceflowers -- I	80			240	178	1.50	AUS
Rose Total -- D	815,442		1	5,250	75	0.64	
Rose Total -- I	110,508		4	450	59	0.50	
Rose Amada -- D	10,535		17	222	124	1.05	
Rose Amada -- I	0						
Rose Avalanche -- D	66,535		1	180	62	0.52	
Rose Avalanche -- I	1,110		30	80	47	0.40	IND
Rose Carpe Diem -- D	16,133		30	185	92	0.77	
Rose Carpe Diem -- I	0						
Rose Freedom -- D	0						
Rose Freedom -- I	5,937		66	150	115	0.97	COL
Rose Gold Rush -- D	11,898		20	150	89	0.75	
Rose Gold Rush -- I	0						
Rose Gold Strike -- D	410			130	89	0.75	
Rose Gold Strike -- I	3,160		5	40	26	0.22	COL IND
Rose Noblesse -- D	3,270		10	100	46	0.39	
Rose Noblesse -- I	2,880		20	40	27	0.23	IND NLD

<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 Red Roses D --	18,499	1	350	65	0.55	
Rose Red Roses I --	6,300		165	73	0.62	
Rose Red Star -- D	6,964	40	160	81	0.69	
Rose Red Star -- I	0					
Rose Samurai -- D	54,290	30	200	109	0.93	
Rose Samurai -- I	2,170	40	132	86	0.73	IND
Rose Sweet Avalanche -- D	26,970	10	160	63	0.53	
Rose Sweet Avalanche -- I	1,670	28	82	50	0.43	
Rose Sweet Unique -- D	3,835	20	150	67	0.57	
Rose Sweet Unique -- I	1,090	20	130	63	0.53	
Rose Teresa -- D	4,435	20	120	65	0.55	
Rose Teresa -- I	0					
Rose Tineke -- D	11,785	4	130	49	0.41	
Rose Tineke -- I	0					
Rose Yves Piaget -- D	14,722	2	195	69	0.59	
Rose Yves Piaget -- I	0					
Rose Spr Babe -- D	8,015	16	170	93	0.78	
Rose Spr Babe -- I	50		150	108	0.91	KOR
Rose Spr Lovely Lydia -- D	6,275	40	165	92	0.78	
Rose Spr Lovely Lydia -- I	230		60	57	0.48	KOR
Rose Spr Shooting Star -- D	5,245	20	180	93	0.79	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	5,390	20	160	99	0.83	
Sandersonia -- I	0					
Trachelium -- D	600		65	45	0.38	
Trachelium -- I	400		135	110	0.93	ISR NLD
Tulip -- D	359,730	5	160	53	0.45	
Tulip -- I	1,250			40	0.34	NLD
Waxflowers -- D	0					
Waxflowers -- I	1,650		65	50	0.42	AUS
<u>Green Foliage</u>						
Beargrass -- D	3		333	333	2.82	
Beargrass -- I	220	74	300	224	1.89	USA
Leatherleaves -- D	30,420	10	65	31	0.27	
Leatherleaves -- I	217,315	3	40	17	0.15	USA
Ruscus Israel -- D	3,810		40	22	0.19	
Ruscus Israel -- I	4,120		40	25	0.21	ISR
Ruscus Italian -- D	330		70	59	0.50	
Ruscus Italian -- I	3,200	25	90	50	0.43	ITA
Salal -- D	0					
Salal -- I	7,874	10	500	139	1.17	USA