

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. 02-2016

Date: 20/01/2016

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 FloraHolland Cut Flowers Index, and the Houseplants Index are not available this week, for technical reasons.

Cut Flowers

In week 2 of 2016 the cut flowers average price was 3.3% higher than in week 2 last year. The total sold quantity was 5.4% lower.

Wax flowers got 39% better price than last year, for 34% fewer sold stems.

Eustoma/lisianthus was 13% cheaper, while the sold quantity was 54% higher.

Chrysanthemums spray santini got 11% lower price, for 31% more stems.

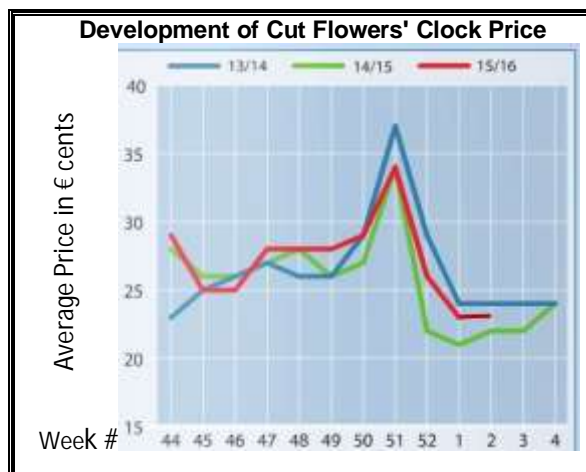
Tulips 'double' got 24% more in price than last year.

Amaryllis/hippeastrum was 36% more expensive.

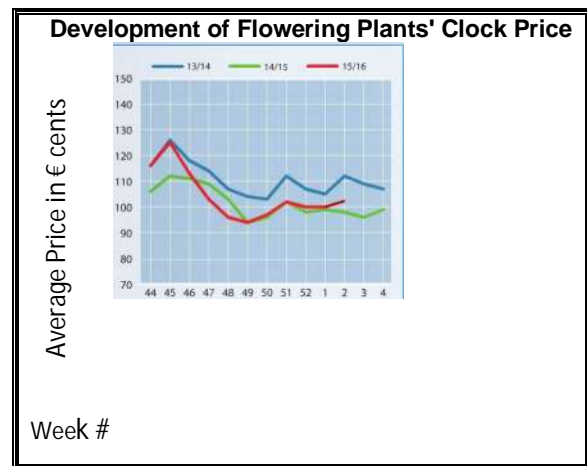
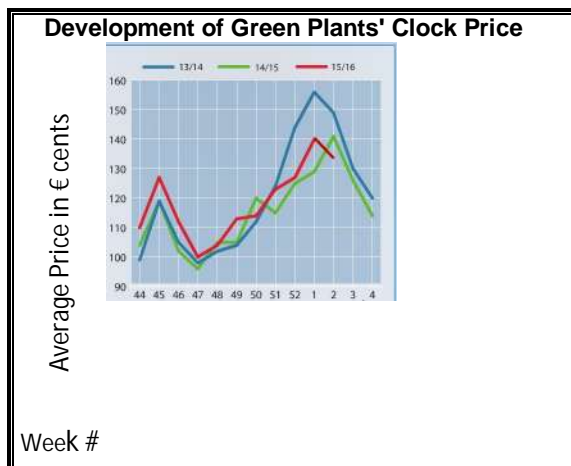
Gerbera mini got 21% lower price.

Most products got higher price than last year; remarkable price increases achieved for: anemone, anigozanthos, bouvardia, delphinium, limonium, roses big, roses small, and trachelium.

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



Houseplants



In weeks 2 of 2016 the average price for houseplants was 3.6% higher than in week 2 of 2015. The sold numbers of pots was about the same: -0.3%

Phalaenopsis achieved 2.9% less in average price than in 2015, for just 0.2% lower supply.

Arrangements got 2% lower average price, while supply was 226% higher.

Various bulb plants 11% more expensive, with 62% more units.

Zamioculcas/_zanzibar gem was 9% cheaper, with 53% more units.

Hyacinth was 17% cheaper than in 2015.

Anthurium was 16% cheaper.

Kalanchoë went 19% down in price, compared to last year.

Narcissus achieved 7.2% lower average price.

Cyclamen achieved 18% 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. W02 Date: 20/01/2016

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 : 2 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\$ = 117.87 Yen

Product Name & Source D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average US\$	Main Origin
		Lowest	Highest	Average		
Total Cut Flowers Sold	16,379,266					
Alstroemeria -- D	296,630	15	320	69	0.58	
Alstroemeria -- I	3,920		50	19	0.16	COL ISR NLD
Ammi majus -- D	57,070	7	125	28	0.23	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	100		35	32	0.27	AUS NLD ZWE
Anthurium Pink -- D	96		180	84	0.71	
Anthurium Pink -- I	6,896	2	170	44	0.37	THA
Anthurium Red -- D	456		170	92	0.78	
Anthurium Red -- I	7,716	5	220	60	0.51	AUS THA USA ZAF
Anthurium White -- D	304		70	42	0.36	
Anthurium White -- I	3,842	6	160	52	0.44	THA
Banksia -- D	109		230	158	1.34	
Banksia -- I	394	80	400	253	2.15	AUS NZL
Bupleurum -- D	29,465	8	120	44	0.37	
Bupleurum -- I	0					
Calla -- D	47,167	8	304	78	0.66	
Calla -- I	2,585	39	250	134	1.13	NLD NZL
Carnations Spray -- D	315,411	8	160	45	0.38	
Carnations Spray -- I	405,031	2	65	32	0.27	COL
Carnations Standard -- D	415,885	1	160	40	0.34	
Carnations Standard -- I	543,566	5	175	32	0.27	COL
Chrysanthemum Spray -- D	807,840	1	100	40	0.34	
Chrysanthemum Spray -- I	478,770	4	150	39	0.33	KOR
Delphinium -- D	67,645	3	350	111	0.94	
Delphinium -- I	0					
Dracaena -- D	28,060	3	1,500	38	0.32	
Dracaena -- I	264,939	1	110	26	0.22	SGP
Eustoma -- D	185,281	10	600	164	1.39	
Eustoma -- I	146,095	30	200	86	0.73	AUS

Product Name & Source	Quantity	Price in Japanese Yen			Average	Main Origin	
		D = Domestic	I = Imported	Lowest	Highest		Average
Freesia -- D	133,905		3	80	44	0.37	
Freesia -- I	800			50	40	0.34	NLD
Gerbera -- D	384,114		5	120	25	0.21	
Gerbera -- I	0						
Gladiolus -- D	57,595		5	120	52	0.44	
Gladiolus -- I	49,950		9	65	26	0.22	NLD
Gypsophila -- D	310,715		3	300	47	0.40	
Gypsophila -- I	9,395			60	45	0.38	ISR
Heliconia Pendula -- D	1,430			57	18	0.15	
Heliconia Pendula -- I	90			200	136	1.15	SGP
Leucad. Safari Sunset -- D	0						
Leucad. Safari Sunset -- I	1,860		50	165	75	0.64	AUS NZL ZAF
Leucospermum Cordifolium -- D	0						
Leucospermum Cordifolium -- I	265			280	199	1.69	AUS NZL ZAF
Lily Casablanca -- D	16,746		43	1,000	461	3.91	
Lily Casablanca -- I	0						
Lily Longiflorum -- D	63,090		12	180	71	0.60	
Lily Longiflorum -- I	0						
Limonium Sinuatum -- D	500,980		7	85	33	0.28	
Limonium Sinuatum -- I	0						
Molucella -- D	1,400		25	100	65	0.56	
Molucella -- I	0						
Nerine -- D	35			50	50	0.42	
Nerine -- I	230		120	280	162	1.38	NLD NZL
Orchid Anna -- D	0						
Orchid Anna -- I	217,430		5	50	13	0.11	SGP THA
Orchid Cymbidium -- D	32,389		39	3,000	298	2.53	
Orchid Cymbidium -- I	1,362			400	151	1.28	NLD NZL
Orchid Oncidium -- D	8,573		15	2,000	122	1.03	
Orchid Oncidium -- I	144,995		5	200	47	0.40	SGP TAI THA
Orchid Phalaenopsis -- D	12,664		30	1,600	346	2.94	
Orchid Phalaenopsis -- I	11,084		100	1,035	388	3.29	AUS NZL
Orchid Sonia -- D	0						
Orchid Sonia -- I	64,690		5	41	16	0.13	THA
Ornithogalum -- D	1,290		30	130	80	0.68	
Ornithogalum -- I	2,867		30	85	59	0.50	NLD ZAF
Protea King -- D	0						
Protea King -- I	10				1,300	11.03	AUS ZAF
Protea others -- D	0						
Protea others -- I	95			550	442	3.75	AUS NZL
Riceflowers -- D	0						
Riceflowers -- I	160		130	240	216	1.83	AUS NZL
Rose Total -- D	632,585		1	2,500	82	0.70	
Rose Total -- I	283,287		4	420	62	0.52	
Rose Amada -- D	8,423		30	220	131	1.11	
Rose Amada -- I	0						
Rose Avalanche -- D	50,460		20	180	78	0.66	
Rose Avalanche -- I	3,295		4	80	51	0.44	IND NLD
Rose Carpe Diem -- D	13,545		25	185	90	0.76	
Rose Carpe Diem -- I	0						
Rose Freedom -- D	0						
Rose Freedom -- I	25,051		51	162	104	0.88	COL
Rose Gold Rush -- D	8,315		30	170	91	0.77	
Rose Gold Rush -- I	0						
Rose Gold Strike -- D	510			100	69	0.58	
Rose Gold Strike -- I	6,190		5	40	25	0.21	COL IND
Rose Noblesse -- D	2,650		10	106	46	0.39	
Rose Noblesse -- I	2,875		20	40	28	0.24	IND NLD
Rose Red Roses D --	15,933		5	340	70	0.59	
Rose Red Roses I --	26,089			162	76	0.64	

<u>Product Name & Source</u>		<u>Price in Japanese Yen</u>			<u>Average</u>		
		<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>	<u>Average</u>		
D = Domestic I = Imported							
Rose Red Star -- D	4,835	38	150	86	0.73		
Rose Red Star -- I	0						
Rose Samourai -- D	40,334	30	225	112	0.95		
Rose Samourai -- I	7,020	40	110	74	0.62	IND	
Rose Sweet Avalanche -- D	23,195	20	140	67	0.56		
Rose Sweet Avalanche -- I	4,350	35	80	53	0.45		
Rose Sweet Unique -- D	2,530	25	130	71	0.60		
Rose Sweet Unique -- I	4,440	40	132	65	0.55		
Rose Teresa -- D	3,535	25	124	70	0.59		
Rose Teresa -- I	0						
Rose Tineke -- D	8,965	5	140	67	0.57		
Rose Tineke -- I	0						
Rose Yves Piaget -- D	10,968	30	175	80	0.68		
Rose Yves Piaget -- I	0						
Rose Spr Babe -- D	6,650	26	165	98	0.83		
Rose Spr Babe -- I	40		150	150	1.27	KOR	
Rose Spr Lovely Lydia -- D	6,050	40	165	99	0.84		
Rose Spr Lovely Lydia -- I	400	55	60	60	0.50	KOR	
Rose Spr Shooting Star -- D	2,995	40	180	103	0.87		
Rose Spr Shooting Star -- I	0						
Sandersonia -- D	6,680	20	160	97	0.82		
Sandersonia -- I	0						
Trachelium -- D	550		60	43	0.36		
Trachelium -- I	850		110	89	0.76	ISR NLD	
Tulip -- D	435,710	10	192	54	0.46		
Tulip -- I	2,500		40	32	0.27	NLD	
Waxflowers -- D	0						
Waxflowers -- I	2,800		65	53	0.45	AUS	
Green Foliage							
Beargrass -- D	6		200	183	1.55		
Beargrass -- I	240	70	300	200	1.70	USA	
Leatherleaves -- D	59,540	4	65	30	0.25		
Leatherleaves -- I	252,930	1	35	14	0.12	USA	
Ruscus Israel -- D	5,960		40	25	0.22		
Ruscus Israel -- I	8,155		40	21	0.18	ISR	
Ruscus Italian -- D	1,110		65	39	0.33		
Ruscus Italian -- I	9,150	10	80	42	0.35	ITA	
Salal -- D	0						
Salal -- I	10,830	10	500	111	0.94	USA	