

## 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. 03-2016

Date: 27/01/2016

#### 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 3 of 2016 the cut flowers average price was 9.6% lower than in week 3 last year. The total sold quantity was 7.6% lower. This resulted in a 16.5% lower sales turnover.

All products in the top 20 list got lower turnover.

Roses big got 6.8% less in price than last year, for 4.6% fewer sold stems.

Chrysanthemums spray got 30% lower price, for 3.3% less stems.

Gerbera mini got 33% lower price, for 5.7% more sold stems.

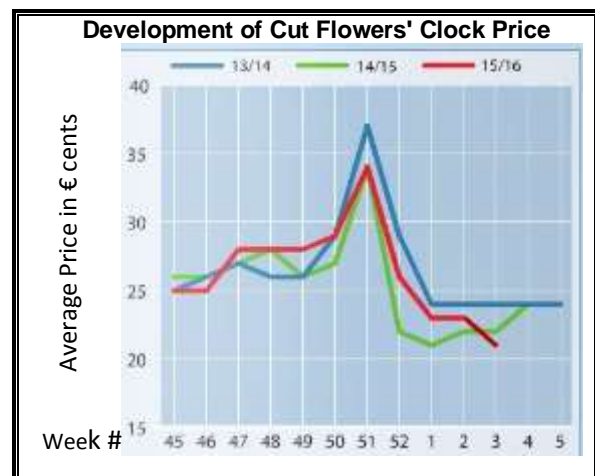
Amaryllis/hippeastrum was 21% more expensive, with 27% less stems.

Tulips got the same price like last year, while 'singles' were 18% fewer, and 'double' 12% fewer.

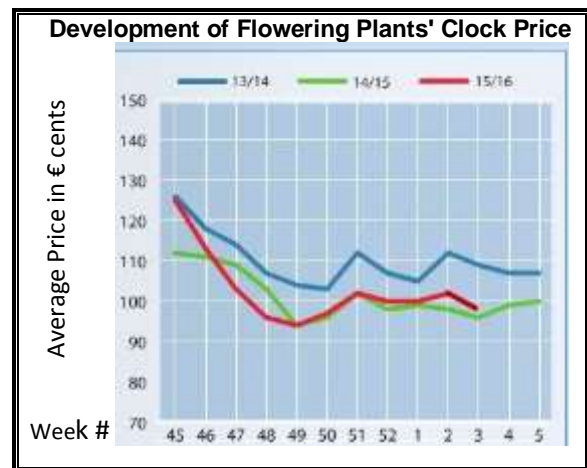
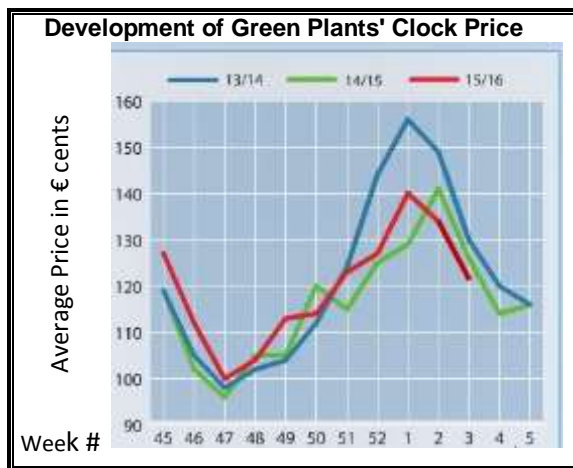
Lilies Oriental was 8.6% cheaper, while the sold quantity was 3.4% lower.

Only but a few products got higher price than last year; among them: carthamus, wax flower, phlox, pittosporum, and scabiosa

Many products got lower price than last year; stood out with much lower price: agapanthus, anigozanthos, aspidistra, dianthus barbatus, fatsia, matthiola, ranunculus, and zantedeschia.



## Houseplants



In week 3 of 2016 the average price for houseplants was 1.5% lower than in week 3 of 2015. The sold numbers of pots was: 7% lower.

Phalaenopsis achieved 7.5% less in average price than in 2015, for 3.4% lower supply.

Dendrobium got 8% higher average price, while supply was 2.2% higher.

Hyacinth pot-plants were 11% cheaper, with 18% fewer units.

Anthurium got the same price as last year, for 5% less supplied pots.

Ficus was 3% more expensive, with 18% more units.

Spathiphyllum went 5.3% up in price, compared to last year, for some 10% fewer pots.

Rhododendron achieved 21% lower average price, with just 1.7% more sold units.

**MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS**



International  
Trade  
Centre

**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)**

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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 : 3 in : 2016**

**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\$ = 118.12 Yen**

<u>Product Name &amp; Source</u>	<u>Price in Japanese Yen</u>			<u>Average</u>	<u>Main Origin</u>
	<u>Quantity</u>	<u>Lowest</u>	<u>Highest</u>	<u>US\$</u>	
<b>D = Domestic I = Imported</b>	<b>Quantity</b>	<b>Lowest</b>	<b>Highest</b>	<b>Average</b>	<b>US\$</b>
<b>Total Cut Flowers Sold</b>	<b>15,616,713</b>				
Alstroemeria -- D	281,895	19	300	75	0.64
Alstroemeria -- I	5,840		55	27	0.23
					COL ISR NLD
Ammi majus -- D	52,990	10	85	29	0.25
Ammi majus -- I	0				
Anigozanthos -- D	0				
Anigozanthos -- I	740		100	67	0.57
					AUS NLD ZWE
Anthurium Pink -- D	128		150	91	0.77
Anthurium Pink -- I	3,926	5	170	44	0.37
					THA
Anthurium Red -- D	460		150	77	0.65
Anthurium Red -- I	7,439	2	220	48	0.40
					AUS THA USA ZAF
Anthurium White -- D	256		60	30	0.25
Anthurium White -- I	2,706	1	180	47	0.40
					THA
Banksia -- D	79		230	178	1.50
Banksia -- I	64	156	400	279	2.37
					AUS NZL
Bupleurum -- D	24,460	7	150	55	0.46
Bupleurum -- I	0				
Calla -- D	49,935	20	280	84	0.71
Calla -- I	2,479	10	250	140	1.19
					NLD NZL
Carnations Spray -- D	292,255	3	160	49	0.42
Carnations Spray -- I	438,131	5	175	33	0.28
					COL
Carnations Standard -- D	392,248	10	160	47	0.40
Carnations Standard -- I	594,183	3	170	35	0.30
					COL
Chrysanthemum Spray -- D	767,415	1	125	36	0.31
Chrysanthemum Spray -- I	523,435	1	120	32	0.27
					KOR

<u>Product Name &amp; Source</u>	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Delphinium -- D	67,280	1	350	124	1.05	
Delphinium -- I	0					
Dracaena -- D	24,939	5	1,000	36	0.30	
Dracaena -- I	255,841	1	150	23	0.19	SGP
Eustoma -- D	184,406	21	600	179	1.51	
Eustoma -- I	156,815	10	250	105	0.89	AUS
Freesia -- D	155,888	10	260	45	0.39	
Freesia -- I	300		31	30	0.25	NLD
Gerbera -- D	368,234	5	167	26	0.22	
Gerbera -- I	0					
Gladiolus -- D	48,295	2	130	62	0.52	
Gladiolus -- I	55,600	5	60	26	0.22	NLD
Gypsophila -- D	264,200	7	300	67	0.57	
Gypsophila -- I	10,986		80	51	0.43	ISR
Heliconia Pendula -- D	1,300		100	22	0.19	
Heliconia Pendula -- I	90		250	172	1.46	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	1,124		80	65	0.55	NZL
Lily Casablanca -- D	17,812	43	1,000	416	3.52	
Lily Casablanca -- I	4,660	81	200	142	1.21	KOR NLD NZL
Lily Longiflorum -- D	64,815	19	200	76	0.64	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	480,620	3	70	28	0.23	
Limonium Sinuatum -- I	0					
Molucella -- D	950	20	100	63	0.53	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	350	44	280	200	1.70	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	130,400	5	50	18	0.15	SGP THA
Orchid Cymbidium -- D	26,689	42	3,000	329	2.79	
Orchid Cymbidium -- I	989	42	300	169	1.43	NLD NZL
Orchid Oncidium -- D	6,413	25	500	121	1.02	
Orchid Oncidium -- I	136,120	5	185	48	0.41	SGP TAI THA
Orchid Phalaenopsis -- D	12,437	27	2,000	391	3.31	
Orchid Phalaenopsis -- I	10,352	62	1,035	397	3.36	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	41,780	3	41	22	0.18	THA
Ornithogalum -- D	1,290	30	150	90	0.77	
Ornithogalum -- I	4,717	30	100	59	0.50	NLD ZAF
Protea King -- D	0					
Protea King -- I	80		1,000	195	1.65	AUS ZAF
Protea others -- D	0					
Protea others -- I	375	28	450	203	1.72	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	180		240	206	1.74	AUS
<b>Rose Total -- D</b>	<b>620,339</b>	<b>1</b>	<b>600</b>	<b>89</b>	<b>0.75</b>	
<b>Rose Total -- I</b>	<b>290,458</b>	<b>7</b>	<b>420</b>	<b>62</b>	<b>0.52</b>	
Rose Amada -- D	7,365	45	225	133	1.13	
Rose Amada -- I	0					
Rose Avalanche -- D	51,890	30	250	92	0.78	
Rose Avalanche -- I	4,435	7	120	67	0.57	IND
Rose Carpe Diem -- D	12,761	20	185	92	0.78	
Rose Carpe Diem -- I	0					

<u>Product Name &amp; Source</u>	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Rose Freedom -- D	0					
Rose Freedom -- I	23,916	22	150	103	0.87	COL
Rose Gold Rush -- D	9,265	30	150	90	0.76	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	550		100	72	0.61	
Rose Gold Strike -- I	6,780	10	40	25	0.21	COL IND
Rose Noblesse -- D	2,140	15	104	55	0.47	
Rose Noblesse -- I	1,670		45	29	0.25	IND NLD
Rose Red Roses D --	14,904	15	340	71	0.60	
Rose Red Roses I --	24,850		150	77	0.65	
Rose Red Star -- D	5,655	30	150	80	0.68	
Rose Red Star -- I	0					
Rose Samurai -- D	39,255	30	225	110	0.93	
Rose Samurai -- I	5,860	40	129	72	0.61	IND
Rose Sweet Avalanche -- D	22,055	20	183	78	0.66	
Rose Sweet Avalanche -- I	5,570	24	100	47	0.39	
Rose Sweet Unique -- D	3,120	30	150	77	0.65	
Rose Sweet Unique -- I	7,310	23	120	57	0.49	
Rose Teresa -- D	2,890	25	150	73	0.61	
Rose Teresa -- I	0					
Rose Tineke -- D	9,855	15	160	80	0.68	
Rose Tineke -- I	80		35	35	0.30	IND
Rose Yves Piaget -- D	9,729	40	200	97	0.82	
Rose Yves Piaget -- I	0					
Rose Spr Babe -- D	5,945	40	165	99	0.84	
Rose Spr Babe -- I	370	60	150	93	0.78	KOR
Rose Spr Lovely Lydia -- D	4,700	50	170	101	0.85	
Rose Spr Lovely Lydia -- I	400		65	61	0.52	KOR
Rose Spr Shooting Star -- D	3,400	40	175	96	0.81	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	8,240	25	170	96	0.81	
Sandersonia -- I	0					
Trachelium -- D	250		80	50	0.42	
Trachelium -- I	1,050		135	98	0.83	ISR NLD
Tulip -- D	439,866	12	200	57	0.48	
Tulip -- I	100		220	200	1.69	NLD
Waxflowers -- D	0					
Waxflowers -- I	4,250		70	47	0.40	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		333	333	2.82	
Beargrass -- I	490	25	330	108	0.91	USA
Leatherleaves -- D	41,050	7	55	32	0.27	
Leatherleaves -- I	241,150	2	35	14	0.12	USA
Ruscus Israel -- D	950		20	16	0.14	
Ruscus Israel -- I	6,140		40	22	0.19	ISR
Ruscus Italian -- D	610		70	28	0.24	
Ruscus Italian -- I	8,930	7	75	39	0.33	ITA
Salal -- D	0					
Salal -- I	9,198	10	400	112	0.95	USA