

## 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.

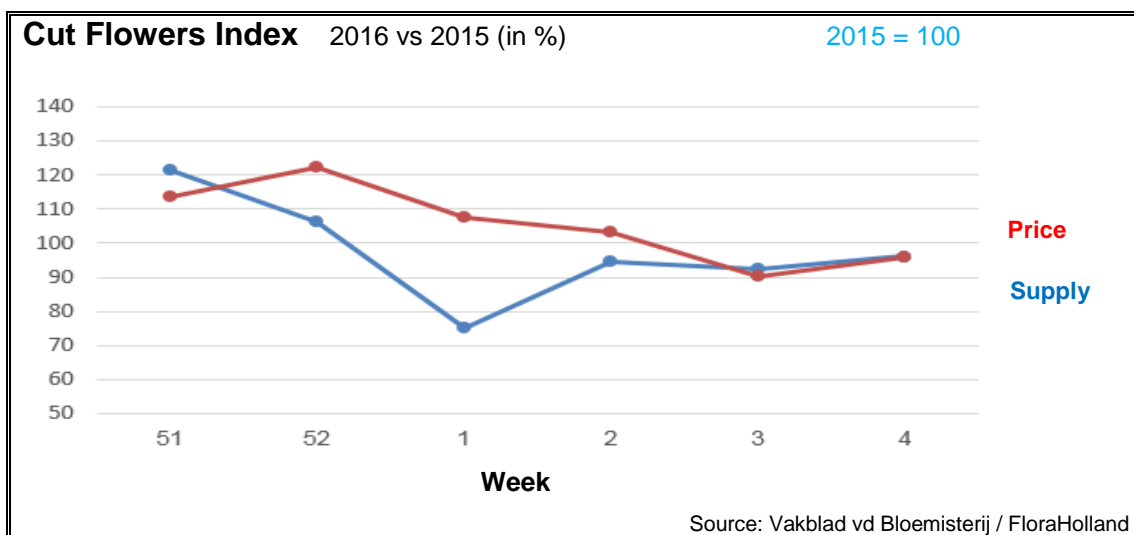
The Market Insider team

Week No. 04-2016

Date: 03/02/2016

#### The Royal 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 4 the cut flowers average price was 4% lower than in the same week last year. The quantity was 4% lower too.

Big roses got 8.5% higher price than last year, with 18% fewer supplied stems.

Small roses got 11% lower price than last year, with 11% fewer supplied stems.

Tulips fetched 5.5% less in price, for 1% more supplied stems than last year.

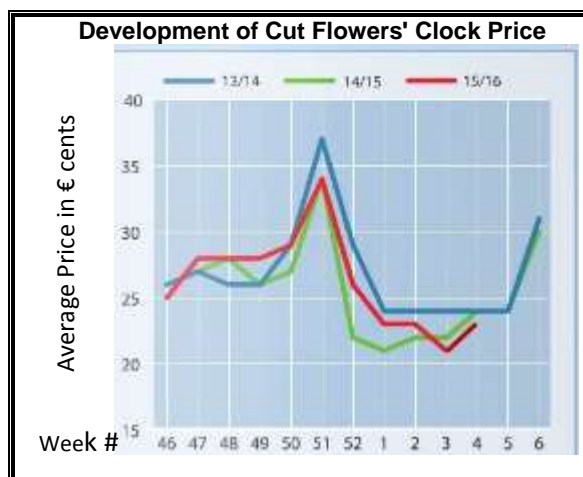
Chrysanthemums single-head got the same price, for 12.5% fewer stems, while chrysanthemums spray got 21% lower price for 1.5% more supplied stems.

Gerbera big got 24% lower price than last year, for 8% more supplied stems.

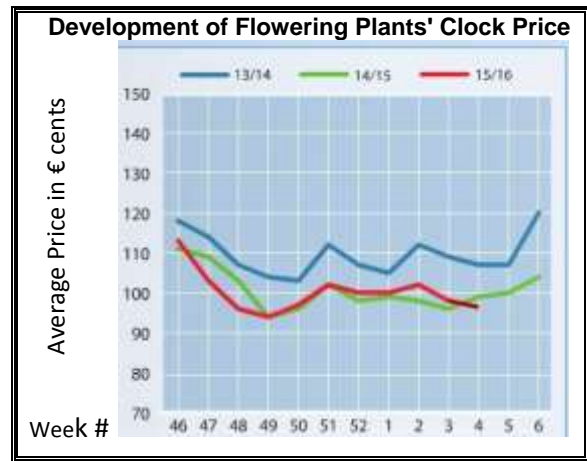
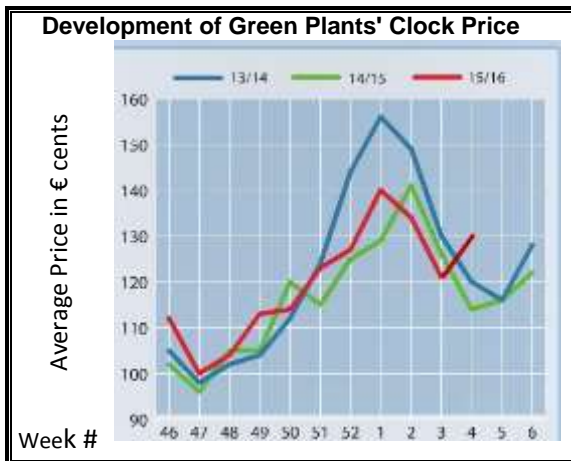
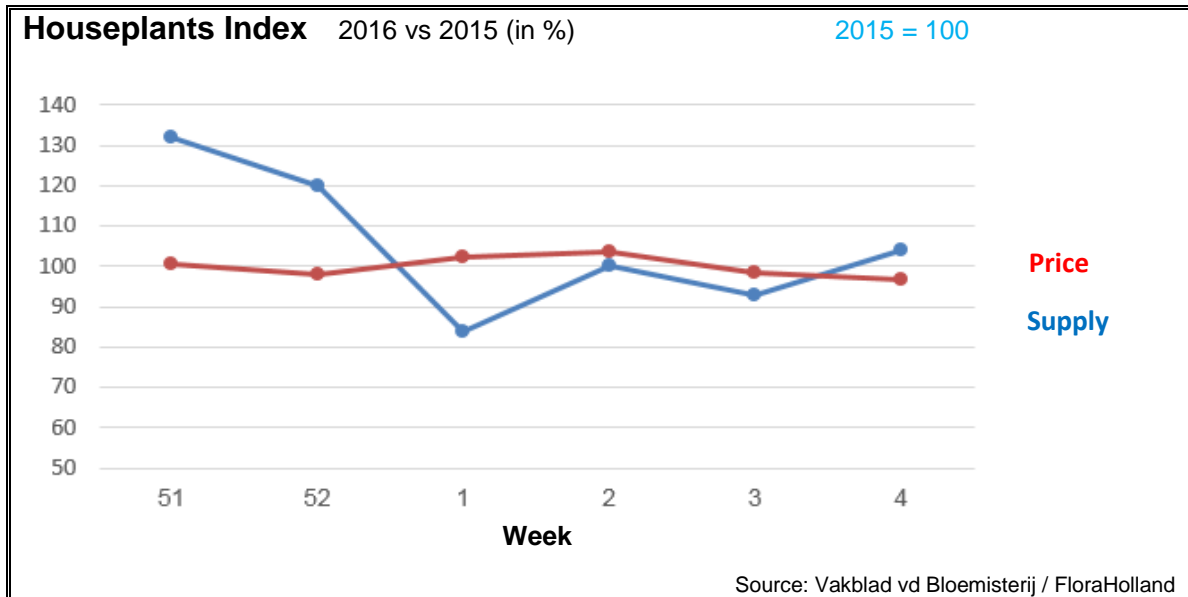
Gerbera mini was 44% cheaper, with 30% more supplied stems.

Eustoma/lisianthus got 9% less in price, for 32% more supply than in this week last year.

Some products got higher price than last year; remarkable price increases were in: asclepias, chamelaucium/wax flower, delphinium, fatsia, gypsophila, phlox, and scabiosa.



Many products got lower price than last year; some stood out: aster, dianthus barbatus, gladiolus, helianthus, matthiola, and zantedeschia.



In week 4 the average price for houseplants was 3% lower, while supply was 4% higher than in this week last year.

Phaleanopsis was 1% lower in price than in week 4 of 2015, while supply was 7% lower.

Hyacinth was 34% more expensive, while the supply was 11% lower.

Narcissus was 19% cheaper than last year, with 4% fewer pots.

Anthurium got 4% more in price, while the number of pots was 10% lower.

Dracena lost 2% in price, for about the same quantity as last year.

Ficus saw 18% better price, for 10% fewer pots.

Zamioculcas was 24% cheaper, when the supply was 64% higher/

Dendrobium registered 13.5% plus in price, for 10% more units.

Spathiphyllum got 4.5% better price, for 13% more pots than in 2015.

**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. W04 Date: 03/02/2016**

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 : 4 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\$ = 120.23 Yen

<u>Product Name &amp; Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
<b>Total Cut Flowers Sold</b>	<b>15,123,333</b>					
Alstroemeria -- D	275,865	19	300	86	0.72	
Alstroemeria -- I	9,540		60	34	0.28	COL ISR NLD
Ammi majus -- D	58,340	15	85	37	0.31	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	780		70	64	0.53	AUS NLD ZWE
Anthurium Pink -- D	92		500	151	1.26	
Anthurium Pink -- I	3,505	10	150	50	0.42	THA
Anthurium Red -- D	521		200	92	0.77	
Anthurium Red -- I	5,421	10	200	64	0.53	AUS THA USA ZAF
Anthurium White -- D	240		60	40	0.33	
Anthurium White -- I	1,834	10	160	62	0.52	THA
Banksia -- D	12		250	250	2.08	
Banksia -- I	0					
Bupleurum -- D	22,831	17	130	63	0.52	
Bupleurum -- I	0					
Calla -- D	61,933	20	350	81	0.68	
Calla -- I	4,150	10	280	152	1.26	NLD NZL
Carnations Spray -- D	283,860	15	160	54	0.45	
Carnations Spray -- I	478,142	1	70	34	0.28	COL
Carnations Standard -- D	385,099	15	160	52	0.43	
Carnations Standard -- I	546,402	1	170	38	0.32	COL
Chrysanthemum Spray -- D	716,345	1	130	42	0.35	
Chrysanthemum Spray -- I	477,655	1	120	40	0.33	KOR
Delphinium -- D	69,830	18	350	132	1.10	
Delphinium -- I	0					

<u>Product Name &amp; Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Dracaena -- D	16,882	16	600	40	0.33	
Dracaena -- I	252,293	1	120	24	0.20	SGP
Euphorbia Marginata -- D	30		70	70	0.58	
Euphorbia Marginata -- I	0					
Eustoma -- D	179,598	19	800	208	1.73	
Eustoma -- I	122,100	82	250	153	1.28	AUS
Freesia -- D	190,475	10	221	45	0.37	
Freesia -- I	900		55	45	0.37	NLD
Gerbera -- D	378,004	5	120	31	0.26	
Gerbera -- I	0					
Gladiolus -- D	34,165	10	250	66	0.55	
Gladiolus -- I	58,680	10	80	39	0.32	NLD
Gypsophila -- D	258,700	17	350	81	0.67	
Gypsophila -- I	12,901		150	71	0.59	ISR
Heliconia Pendula -- D	442		250	43	0.36	
Heliconia Pendula -- I	195		200	76	0.63	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	2,690		80	52	0.44	NZL
Lily Casablanca -- D	20,395	40	1,000	398	3.31	
Lily Casablanca -- I	630		210	141	1.18	KOR NLD NZL
Lily Longiflorum -- D	60,360	18	160	85	0.70	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	337,380	10	85	40	0.33	
Limonium Sinuatum -- I	0					
Molucella -- D	940	40	110	73	0.61	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	500	140	280	209	1.74	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	181,580	5	85	19	0.16	SGP THA
Orchid Cymbidium -- D	24,499	63	3,000	358	2.98	
Orchid Cymbidium -- I	180	200	500	361	3.00	NZL
Orchid Oncidium -- D	8,202	8	530	108	0.90	
Orchid Oncidium -- I	137,610	5	180	54	0.45	SGP TAI THA
Orchid Phalaenopsis -- D	12,674	35	1,800	436	3.63	
Orchid Phalaenopsis -- I	9,031	90	1,035	465	3.87	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	45,560	8	45	24	0.20	THA
Ornithogalum -- D	1,650	60	120	83	0.69	
Ornithogalum -- I	8,786	10	100	37	0.31	NLD ZAF
Protea King -- D	0					
Protea King -- I	420		1,500	188	1.56	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,759	32	450	136	1.13	AUS NZL
Riceflowers -- D	0					
Riceflowers -- I	20		170	170	1.41	AUS
<b>Rose Total -- D</b>	<b>604,689</b>	<b>7</b>	<b>2,500</b>	<b>98</b>	<b>0.81</b>	
<b>Rose Total -- I</b>	<b>329,569</b>	<b>10</b>	<b>420</b>	<b>65</b>	<b>0.54</b>	
Rose Amada -- D	7,902	50	225	132	1.10	
Rose Amada -- I	0					
Rose Avalanche -- D	47,990	30	260	101	0.84	
Rose Avalanche -- I	3,910	30	135	83	0.69	IND NLD
Rose Carpe Diem -- D	12,970	30	180	100	0.83	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	27,592	48	177	106	0.88	COL
Rose Gold Rush -- D	9,358	30	180	94	0.78	
Rose Gold Rush -- I	0					

<u>Product Name &amp; 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>	
Rose Gold Strike -- D	320		120	83	0.69	
Rose Gold Strike -- I	15,990	15	60	31	0.26	COL IND
Rose Noblesse -- D	1,915	15	112	63	0.52	
Rose Noblesse -- I	3,515	20	40	28	0.23	IND NLD
Rose Red Roses D --	15,049	15	350	85	0.71	
Rose Red Roses I --	33,051		177	80	0.67	
Rose Red Star -- D	5,176	40	174	91	0.76	
Rose Red Star -- I	0					
Rose Samourai -- D	36,249	30	225	117	0.98	
Rose Samourai -- I	6,440	30	150	89	0.74	IND
Rose Sweet Avalanche -- D	22,445	25	180	89	0.74	
Rose Sweet Avalanche -- I	2,690	30	120	61	0.50	
Rose Sweet Unique -- D	2,660	30	150	82	0.68	
Rose Sweet Unique -- I	8,210	30	144	66	0.55	
Rose Teresa -- D	2,030	30	130	82	0.68	
Rose Teresa -- I	0					
Rose Tineke -- D	10,395	20	180	91	0.75	
Rose Tineke -- I	160	40	41	41	0.34	IND
Rose Yves Piaget -- D	9,517	60	200	125	1.04	
Rose Yves Piaget -- I	0					
Rose Spr Babe -- D	6,275	40	165	111	0.93	
Rose Spr Babe -- I	330	60	160	94	0.79	KOR
Rose Spr Lovely Lydia -- D	3,680	40	185	120	0.99	
Rose Spr Lovely Lydia -- I	360	55	65	59	0.49	KOR
Rose Spr Shooting Star -- D	3,760	40	185	108	0.90	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	6,900	32	160	101	0.84	
Sandersonia -- I	0					
Trachelium -- D	300		60	44	0.37	
Trachelium -- I	1,000		175	99	0.82	ISR NLD
Tulip -- D	475,890	19	210	60	0.50	
Tulip -- I	0					
Waxflowers -- D	0					
Waxflowers -- I	4,650		80	47	0.39	AUS
<b>Green Foliage</b>						
Beargrass -- D	6		200	142	1.18	
Beargrass -- I	600	200	350	299	2.49	USA
Leatherleaves -- D	53,650	10	65	31	0.26	
Leatherleaves -- I	228,330	5	35	15	0.13	USA
Ruscus Israel -- D	1,890		30	19	0.16	
Ruscus Israel -- I	5,810		35	22	0.18	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	11,929	10	70	36	0.30	ITA
Salal -- D	0					
Salal -- I	9,739	15	550	114	0.95	USA