

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.

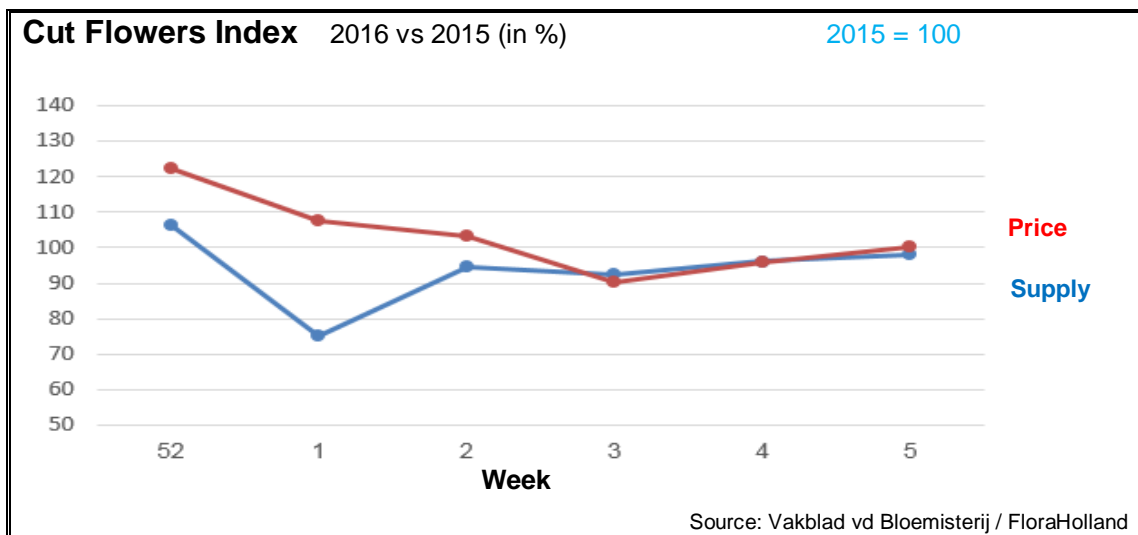
The Market Insider team

Week No. 05-2016

Date: 10/02/2016

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 5 the cut flowers average price was 0.4% higher than in the same week last year. However, if we look at the clocks only (not including direct sales), the average price was 22% higher; quite a unique situation, evidencing the dynamics toward Valentine's Day sales.

The total sold quantity was 2.1% lower.

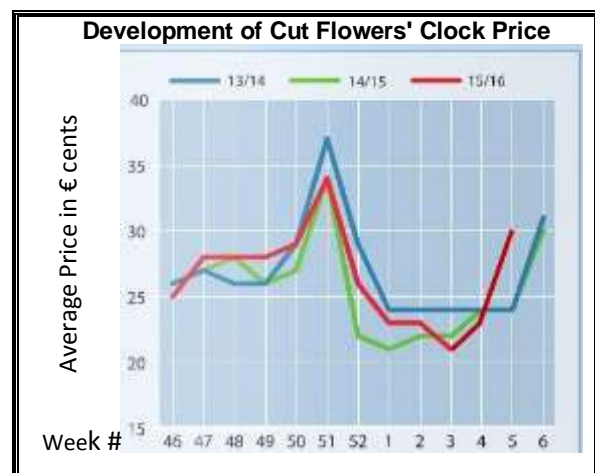
Big roses got 11.5% higher price than last year.

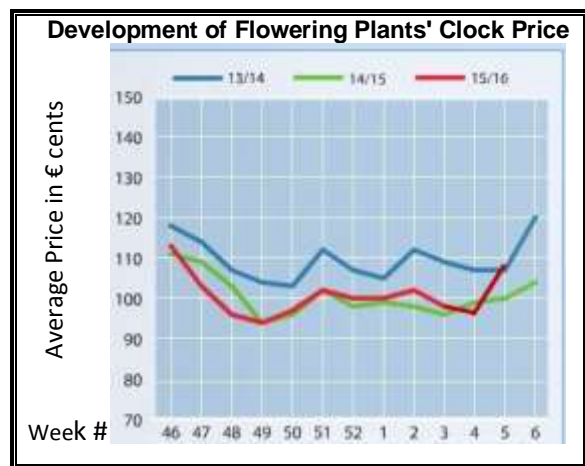
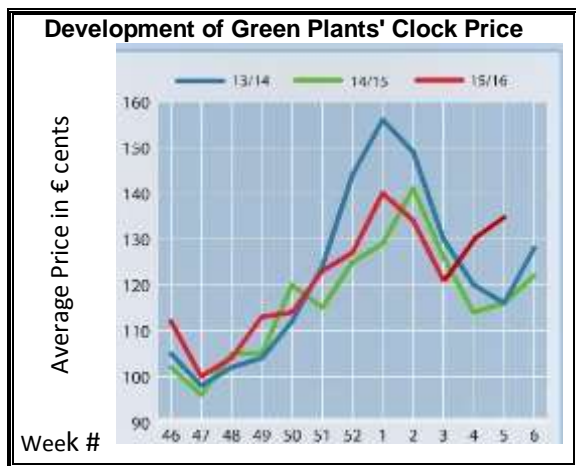
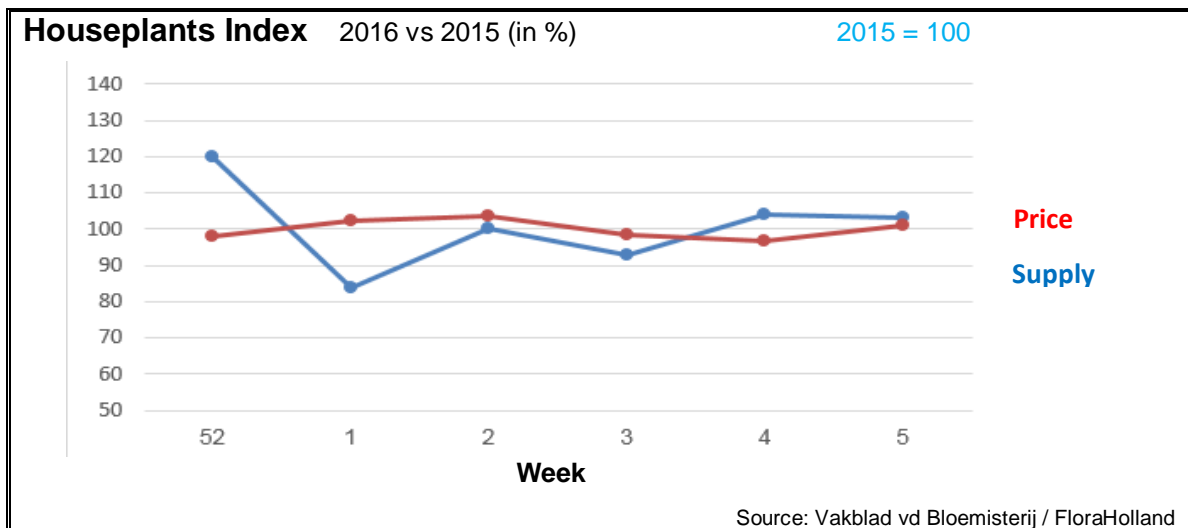
Hippeastrum/amaryllis got 14% higher price than last year, with 21% fewer supplied stems.

Chamelaucium/wax flower fetched 36% more in price, for 19% less supplied stems than last year.

Much higher supply than last year was registered also by eustoma/lisianthus (+28%), rose small (+19%), and rose spray (+41%).

Many products got higher clock price than last year; remarkable price increases were in: anemone, asclepias, eucalyptus, gypsophila, limonium, phlox, pitosporum, ranunculus, scabiosa, solidago, and trachelium.





In week 5 the average price for houseplants was 1% higher, while supply was 3.5% higher than in this week last year.

Also here, if we look at the clocks only (not including direct sales), the average price was 10% higher; quite a unique situation, evidencing the dynamics toward Valentine's Day sales

Phalaenopsis was 4% lower in price than in week 4 of 2015, while supply was 4.5% higher.

Dracena won 13.5% in price, for 25% bigger quantity as last year.

Remarkable price losers were narcissus (-13%), and cyclamen (-11%).

Remarkable increases in supply were registered in arrangements (+36%), anthurium (+28%), and 'various orchids' (+19%)

Remarkable decrease in supply were seen by potted rose (-18%), and bromeliad (-6%).

MARKET INSIDER FOR CUT FLOWERS - ASIAN MARKETS



International
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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. W05 Date: 10/02/2016

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 : 5 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\$ = 115.20 Yen

<u>Product Name & Source</u> D = Domestic I = Imported	Quantity	Price in Japanese Yen			Average	Main Origin
		Lowest	Highest	Average	US\$	
Total Cut Flowers Sold	16,243,695					
Alstroemeria -- D	276,501	19	1,000	86	0.75	
Alstroemeria -- I	7,527		70	32	0.28	COL ISR NLD
Ammi majus -- D	53,920	15	85	38	0.33	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	600		70	52	0.45	AUS NLD ZWE
Anthurium Pink -- D	22		150	128	1.11	
Anthurium Pink -- I	2,594	10	150	75	0.65	THA
Anthurium Red -- D	237		200	150	1.30	
Anthurium Red -- I	3,373	15	200	95	0.83	AUS THA USA ZAF
Anthurium White -- D	48		60	60	0.52	
Anthurium White -- I	996	24	200	94	0.82	THA
Banksia -- D	38		270	206	1.79	
Banksia -- I	182	180	370	261	2.26	AUS NZL
Bupleurum -- D	33,855	10	150	55	0.48	
Bupleurum -- I	0					
Calla -- D	54,352	30	350	87	0.76	
Calla -- I	4,635	55	300	153	1.33	NLD NZL
Carnations Spray -- D	320,125	10	160	54	0.47	
Carnations Spray -- I	462,773	10	70	35	0.30	COL
Carnations Standard -- D	398,320	10	185	54	0.47	
Carnations Standard -- I	561,724	10	170	40	0.35	COL
Chrysanthemum Spray -- D	774,380	4	9,999	49	0.42	
Chrysanthemum Spray -- I	478,970	10	150	43	0.37	KOR
Delphinium -- D	72,174	14	400	140	1.22	
Delphinium -- I	0					

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported					US\$	
Dracaena -- D	14,435	10	200	40	0.35	
Dracaena -- I	235,104	1	200	29	0.25	SGP
Eustoma -- D	194,635	21	550	198	1.72	
Eustoma -- I	110,200	31	250	154	1.34	AUS
Freesia -- D	208,899	9	260	43	0.38	
Freesia -- I	1,800		50	39	0.34	NLD
Gentiana -- D	0					
Gentiana -- I	520		150	128	1.11	
Gerbera -- D	386,547	10	167	32	0.28	
Gerbera -- I	0					
Gladiolus -- D	42,230	10	180	67	0.58	
Gladiolus -- I	49,940	20	80	44	0.38	NLD
Gypsophila -- D	341,588	12	350	71	0.61	
Gypsophila -- I	11,722		100	59	0.51	ISR
Heliconia Pendula -- D	90		250	177	1.54	
Heliconia Pendula -- I	91		250	138	1.20	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	2,829	25	90	48	0.42	NZL
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	30			250	2.17	AUS NZL ZAF
Lily Casablanca -- D	18,459	43	1,000	381	3.31	
Lily Casablanca -- I	650	126	185	149	1.29	KOR NLD NZL
Lily Longiflorum -- D	82,180	20	200	71	0.61	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	378,165	10	120	50	0.43	
Limonium Sinuatum -- I	0					
Molucella -- D	1,220		100	57	0.49	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	250		300	204	1.77	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	197,090	5	50	19	0.16	SGP THA
Orchid Cymbidium -- D	28,422	49	3,000	345	2.99	
Orchid Cymbidium -- I	795		400	204	1.77	NLD NZL
Orchid Oncidium -- D	6,259	25	350	143	1.24	
Orchid Oncidium -- I	96,760	15	201	81	0.70	SGP TAI THA
Orchid Phalaenopsis -- D	14,639	37	1,600	393	3.41	
Orchid Phalaenopsis -- I	8,326	100	1,035	500	4.34	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	44,320	5	45	25	0.21	THA
Ornithogalum -- D	2,360	40	130	76	0.66	
Ornithogalum -- I	15,718	10	90	27	0.23	NLD ZAF
Protea King -- D	0					
Protea King -- I	500		430	82	0.71	AUS ZAF
Protea others -- D	0					
Protea others -- I	1,787	20	450	116	1.01	AUS NZL
Rose Total -- D	629,146	5	600	95	0.83	
Rose Total -- I	366,135	6	700	63	0.54	
Rose Amada -- D	8,023	40	225	133	1.16	
Rose Amada -- I	0					
Rose Avalanche -- D	51,210	30	180	91	0.79	
Rose Avalanche -- I	7,523	1	120	55	0.48	IND
Rose Carpe Diem -- D	12,752	30	185	103	0.89	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	31,461	35	160	108	0.94	COL
Rose Gold Rush -- D	9,235	25	160	90	0.78	
Rose Gold Rush -- I	0					

<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>	
Rose Gold Strike -- D	270		130	94	0.82	
Rose Gold Strike -- I	13,590	15	60	30	0.26	COL IND
Rose Noblesse -- D	2,150	20	120	60	0.52	
Rose Noblesse -- I	5,125	25	50	31	0.27	IND NLD
Rose Red Roses D --	13,156	20	600	83	0.72	
Rose Red Roses I --	46,122		156	68	0.59	
Rose Red Star -- D	5,390	30	170	94	0.81	
Rose Red Star -- I	0					
Rose Samourai -- D	37,920	30	225	121	1.05	
Rose Samourai -- I	9,295	30	135	81	0.70	IND
Rose Sweet Avalanche -- D	23,880	30	175	84	0.73	
Rose Sweet Avalanche -- I	2,500	28	80	56	0.49	
Rose Sweet Unique -- D	2,850	30	150	88	0.77	
Rose Sweet Unique -- I	9,250	30	129	66	0.57	
Rose Teresa -- D	1,840	40	120	84	0.72	
Rose Teresa -- I	0					
Rose Tineke -- D	10,009	15	160	76	0.66	
Rose Tineke -- I	960	15	40	25	0.21	IND
Rose Yves Piaget -- D	9,986	27	200	109	0.95	
Rose Yves Piaget -- I	0					
Rose Spr Babe -- D	6,205	40	165	109	0.94	
Rose Spr Babe -- I	285	60	160	91	0.79	KOR
Rose Spr Lovely Lydia -- D	4,265	60	185	125	1.08	
Rose Spr Lovely Lydia -- I	130		60	60	0.52	KOR
Rose Spr Shooting Star -- D	3,940	40	189	106	0.92	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	7,470	30	170	103	0.90	
Sandersonia -- I	0					
Trachelium -- D	500		60	44	0.38	
Trachelium -- I	1,450		100	87	0.76	ISR NLD
Tulip -- D	499,765	19	180	59	0.51	
Tulip -- I	300		180	68	0.59	NLD
Waxflowers -- D	0					
Waxflowers -- I	5,600		80	42	0.36	AUS
Green Foliage						
Beargrass -- D	6		200	183	1.59	
Beargrass -- I	1,220	15	330	83	0.72	USA
Leatherleaves -- D	50,740	10	70	31	0.27	
Leatherleaves -- I	247,822	6	35	16	0.14	USA
Ruscus Israel -- D	1,680		30	22	0.19	
Ruscus Israel -- I	6,430		40	26	0.23	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	9,550	15	70	38	0.33	ITA
Salal -- D	0					
Salal -- I	14,670	5	600	108	0.94	USA