

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.

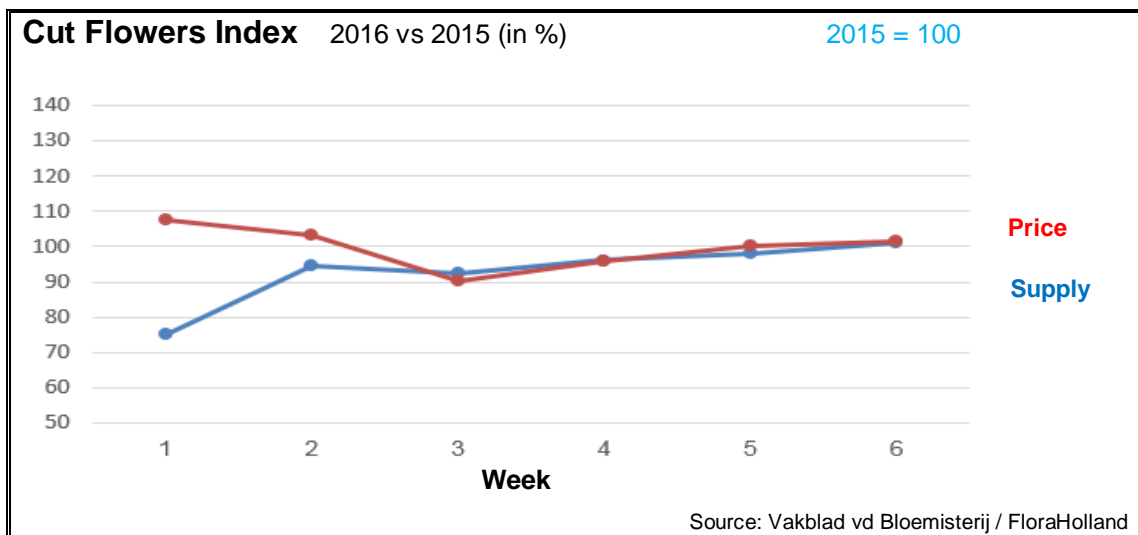
The Market Insider team

Week No. 06-2016

Date: 17/02/2016

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 6 the cut flowers average price was 1% higher than in the same week last year. The total sold quantity was 1% higher too.

Big roses got 2.6% higher price, while the supply was just the same as last year.

Eustoma got 10% higher price than last year, with 27% more supplied stems.

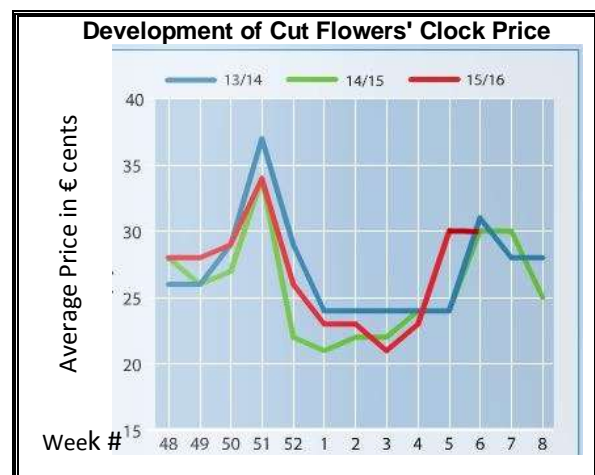
Cymbidium fetched 11.5% more in price, for 33% more supplied stems than last year.

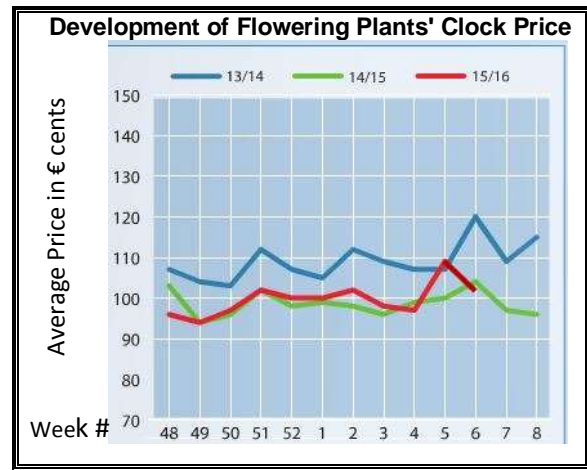
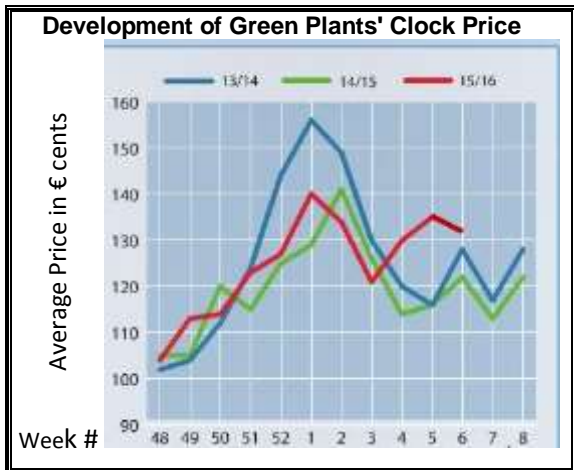
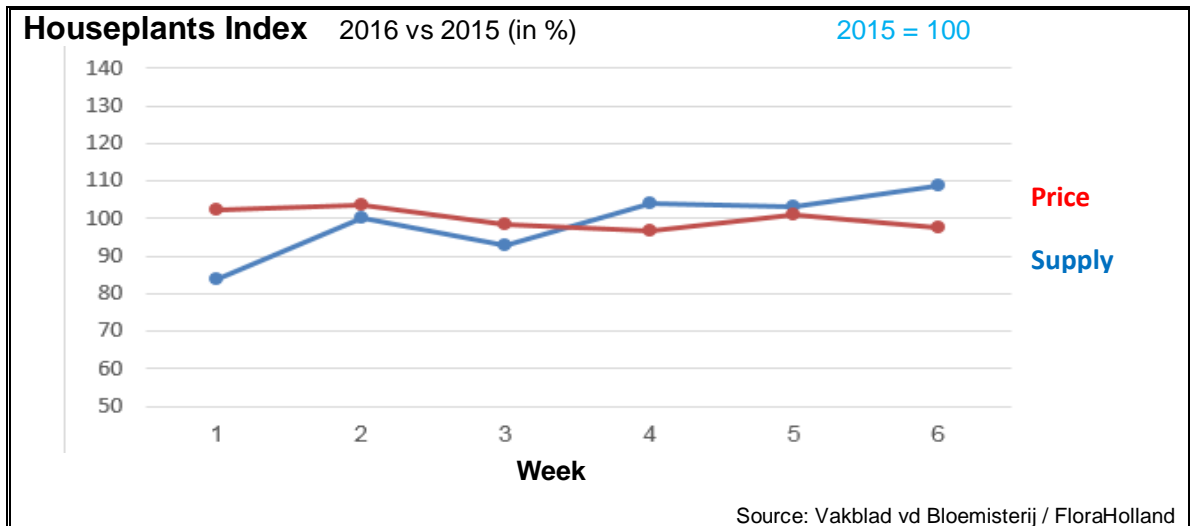
Lilium LA was 2.7% cheaper, while supply was 10.5% lower.

Many products got higher clock price than last year; remarkable price increases were in:

agapanthus, anemone, asclepias, bouvardia, chamelaucium/wax flower, delphinium, eucalyptus, gypsophila, leucadendron, phlox, pittosporum, scabiosa, solidago, and trachelium.

Yet, some products got remarkable low prices, compared to last year: anthurium, aster, gerbera mini, matthiola, rose spray, and zantedeschia/cala.





In week 6 the average price for houseplants was 2.4% lower, while supply was 8.6% higher than in this week last year. This resulted in 6% more in sales turnover.

Phalaenopsis was 2.2% lower in price than in week 6 of 2015, while supply was 1.2% lower.

Dracaena lost 2.1% in price, for 2.8% lower quantity than last year.

Narcissus lost 2.1% in price, for 2.8% lower quantity than last year.

Cyclamen lost 14% in price, for 50% higher quantity than in the same week last year.

Arrangements achieved 1% more in price, even though supply was 70% higher than in 2015.

Roses lost 8% in price, while the supplied quantity was 44% higher.

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)

Issue No. W06 Date: 17/02/2016

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 : 6 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\$ = 114.65 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	17,047,456					
Alstroemeria -- D	295,342	19	800	87	0.76	
Alstroemeria -- I	11,680		50	30	0.26	COL ISR NLD
Ammi majus -- D	61,309	15	90	39	0.34	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	600		70	49	0.43	AUS NLD ZWE
Anthurium Pink -- D	30		350	222	1.94	
Anthurium Pink -- I	1,138	6	170	95	0.83	THA
Anthurium Red -- D	299		350	164	1.43	
Anthurium Red -- I	3,294	15	200	95	0.83	AUS THA USA ZAF
Anthurium White -- D	169		200	113	0.99	
Anthurium White -- I	838	17	180	105	0.91	THA
Banksia -- D	95		220	128	1.12	
Banksia -- I	248	132	400	220	1.92	AUS NZL
Bupleurum -- D	32,730	10	150	58	0.50	
Bupleurum -- I	0					
Calla -- D	73,418	20	350	80	0.70	
Calla -- I	5,985	30	300	164	1.43	NLD NZL
Carnations Spray -- D	348,745	20	160	55	0.48	
Carnations Spray -- I	477,105	15	70	36	0.31	COL
Carnations Standard -- D	425,893	13	200	56	0.49	
Carnations Standard -- I	555,613	15	175	42	0.37	COL
Chrysanthemum Spray -- D	726,293	5	150	46	0.40	
Chrysanthemum Spray -- I	436,680	5	170	47	0.41	KOR
Delphinium -- D	88,828	18	350	136	1.19	
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						
Dracaena -- D	9,868	16	120	43	0.38	
Dracaena -- I	237,752	5	150	31	0.27	SGP
Eustoma -- D	213,520	21	550	192	1.68	
Eustoma -- I	92,820	30	250	155	1.35	AUS
Freesia -- D	211,130	5	221	44	0.38	
Freesia -- I	1,060		50	39	0.34	NLD
Gentiana -- D	0					
Gentiana -- I	210		100	90	0.78	
Gerbera -- D	467,994	7	167	32	0.28	
Gerbera -- I	0					
Gladiolus -- D	46,325	14	150	71	0.62	
Gladiolus -- I	27,600	20	75	51	0.45	NLD
Gypsophila -- D	330,130	5	320	61	0.53	
Gypsophila -- I	11,815		80	54	0.47	ISR
Heliconia Pendula -- D	95		200	109	0.95	
Heliconia Pendula -- I	266		250	56	0.49	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	3,727	20	100	58	0.51	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	30			150	1.31	AUS NZL ZAF
Lily Casablanca -- D	17,605	43	1,000	402	3.50	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	76,425	20	185	73	0.63	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	447,480		130	53	0.46	
Limonium Sinuatum -- I	0					
Molucella -- D	2,410	25	100	53	0.46	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	310		250	219	1.91	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	180,808	6	60	25	0.22	SGP THA
Orchid Cymbidium -- D	27,269	62	3,000	345	3.01	
Orchid Cymbidium -- I	568		350	192	1.68	NLD NZL
Orchid Oncidium -- D	6,646	25	550	172	1.50	
Orchid Oncidium -- I	80,370	17	230	124	1.08	SGP TAI THA
Orchid Phalaenopsis -- D	13,159	39	2,000	404	3.52	
Orchid Phalaenopsis -- I	8,166	133	1,040	548	4.78	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	41,120	10	50	28	0.24	THA
Ornithogalum -- D	2,570	45	130	77	0.67	
Ornithogalum -- I	10,665	10	100	30	0.26	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,070		325	177	1.55	AUS ZAF
Protea others -- D	0					
Protea others -- I	2,850	10	450	116	1.01	AUS NZL
Riceflowers -- D	170		200	197	1.72	
Riceflowers -- I	0					
Rose Total -- D	695,948	10	2,500	106	0.93	
Rose Total -- I	461,754	11	1,200	64	0.56	
Rose Amada -- D	9,560	50	252	144	1.25	
Rose Amada -- I	0					
Rose Avalanche -- D	59,583	30	200	102	0.89	
Rose Avalanche -- I	15,260	15	125	58	0.51	IND NLD
Rose Carpe Diem -- D	12,600	30	185	109	0.95	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	26,800	45	180	127	1.11	COL

<u>Product Name & Source</u>	Quantity	<u>Price in Japanese Yen</u>			Average	Main Origin
		Lowest	Highest	Average	US\$	
D = Domestic I = Imported						
Rose Gold Rush -- D	11,445	25	165	94	0.82	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	600		120	73	0.63	
Rose Gold Strike -- I	26,205	10	70	29	0.26	COL IND
Rose Noblesse -- D	2,250	15	102	62	0.54	
Rose Noblesse -- I	5,075	25	50	35	0.30	IND NLD
Rose Red Roses D --	14,843	20	350	96	0.84	
Rose Red Roses I --	60,918		174	78	0.68	
Rose Red Star -- D	5,565	50	210	109	0.95	
Rose Red Star -- I	0					
Rose Samurai -- D	39,400	30	250	142	1.24	
Rose Samurai -- I	8,450	30	150	96	0.84	IND
Rose Sweet Avalanche -- D	27,155	30	180	94	0.82	
Rose Sweet Avalanche -- I	2,320	33	110	63	0.55	
Rose Sweet Unique -- D	3,145	27	150	88	0.76	
Rose Sweet Unique -- I	4,739	36	125	77	0.67	
Rose Teresa -- D	2,105	40	150	89	0.78	
Rose Teresa -- I	0					
Rose Tineke -- D	11,930	30	180	99	0.86	
Rose Tineke -- I	500		35	35	0.31	IND
Rose Yves Piaget -- D	10,058	60	230	148	1.29	
Rose Yves Piaget -- I	0					
Rose Spr Babe -- D	5,635	40	175	113	0.99	
Rose Spr Babe -- I	320	60	160	95	0.83	KOR
Rose Spr Lovely Lydia -- D	4,545	50	200	134	1.17	
Rose Spr Lovely Lydia -- I	300	55	60	58	0.51	KOR
Rose Spr Shooting Star -- D	4,255	40	185	110	0.96	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	5,720	29	170	101	0.88	
Sandersonia -- I	0					
Trachelium -- D	350		90	56	0.49	
Trachelium -- I	1,340		135	91	0.80	ISR NLD
Tulip -- D	541,606	19	250	59	0.52	
Tulip -- I	150		250	230	2.01	NLD
Waxflowers -- D	0					
Waxflowers -- I	3,700		80	49	0.43	AUS
Green Foliage						
Beargrass -- D	9		300	300	2.62	
Beargrass -- I	610	12	300	123	1.07	USA
Leatherleaves -- D	49,170	10	65	29	0.25	
Leatherleaves -- I	256,355	6	40	18	0.16	USA
Ruscus Israel -- D	2,750		36	21	0.18	
Ruscus Israel -- I	6,700		40	27	0.24	ISR
Ruscus Italian -- D	30			120	1.05	
Ruscus Italian -- I	10,400	7	80	38	0.33	ITA
Salal -- D	2			400	3.49	
Salal -- I	13,320	16	550	125	1.09	USA