

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.

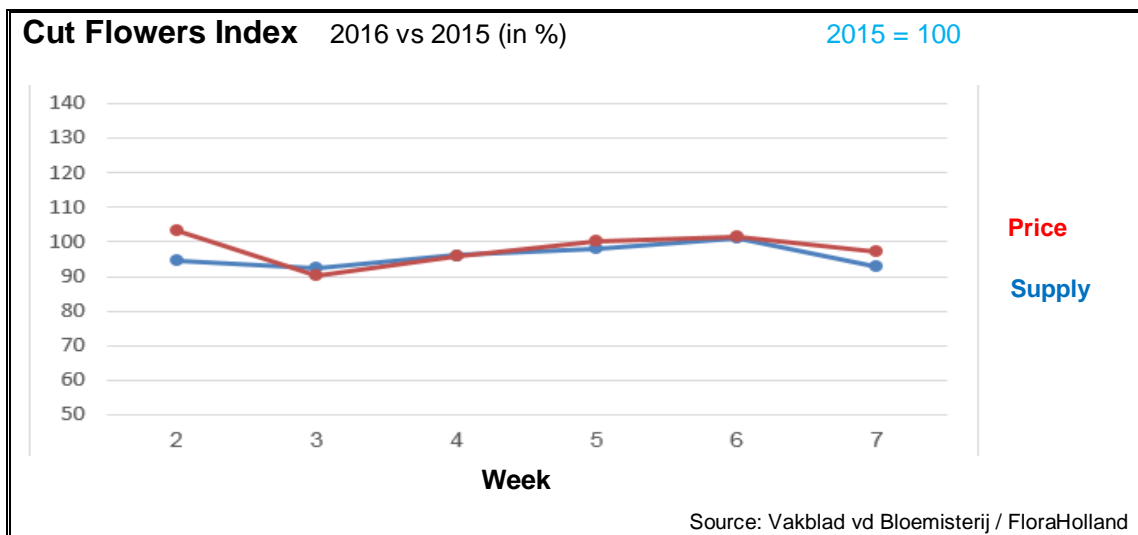
The Market Insider team

Week No. 07-2016

Date: 24/02/2016

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 7, the week after Valentine's Day, the cut flowers prices dropped, as usual. The average price was 3% lower than in the same week last year. The total sold quantity was 7% lower. This resulted in 10% lower sales turnover.

Big roses got 8% lower price, while the supply was 2 lower than in this week last year.

Chrysanthemums spray got 11% higher price than last year, with 19% fewer supplied stems.

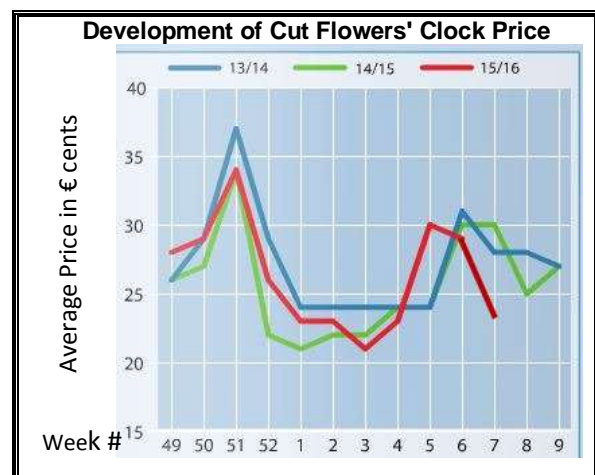
Lilium oriental was 2.7% cheaper, while supply was 10.5% lower.

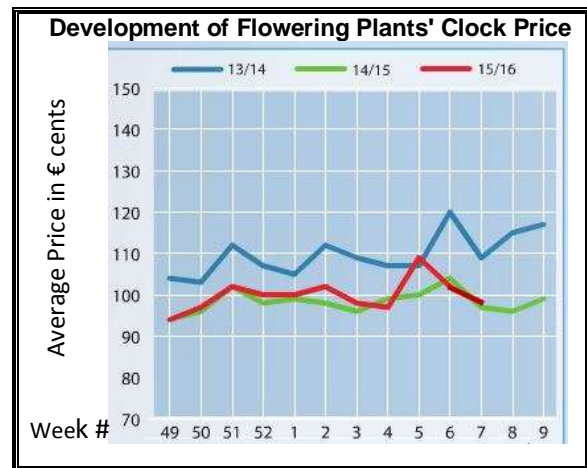
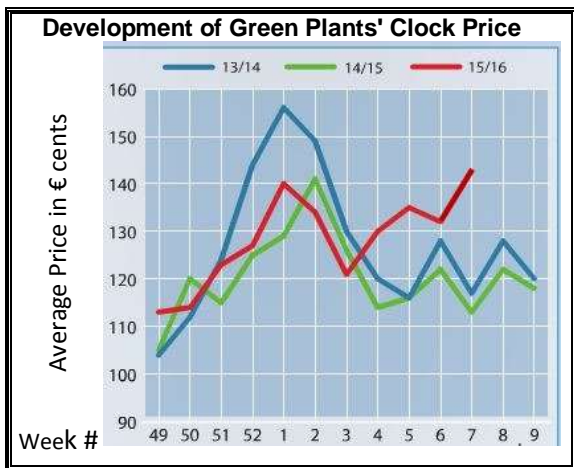
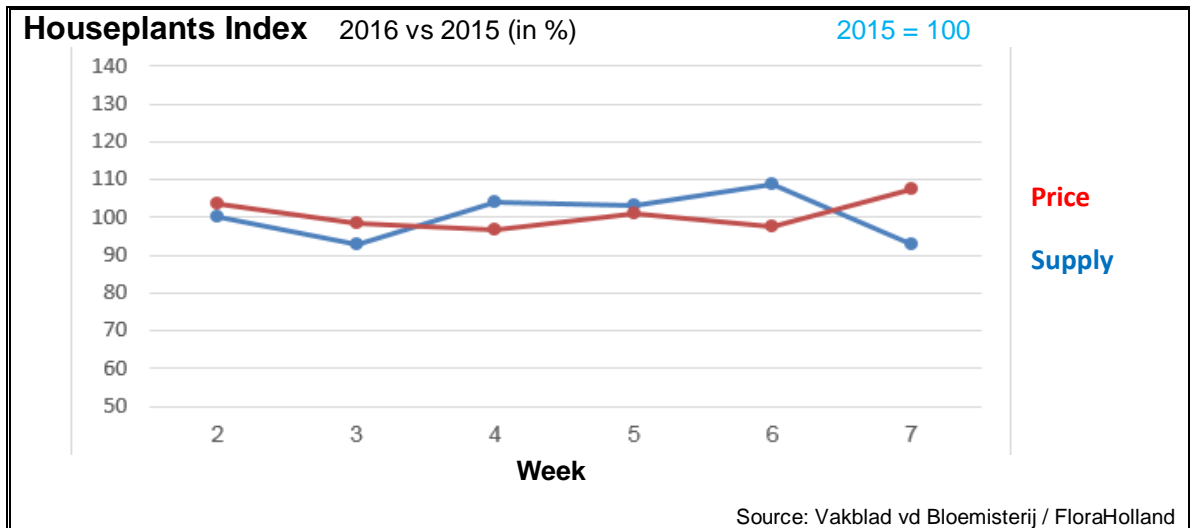
Gerbera big was 11% more expensive, with 8% fewer supplied stems.

Freesia was 13% better in price, while supply was 21% lower than in 2015.

Nevertheless, some products got higher clock price than last year; remarkable were: wax flower, delphinium, eucalyptus, fatsia, grevillea, helianthus, phlox, pittosporum, and solidago.

Many products got remarkable low prices, compared to last year; among them: anemone, anthurium, asclepias, asparagus, aster, dianthus barbatus, gerbera mini, leucadendron, matthiola, ranunculus, and trachelium.





In week 7 the average price for houseplants was 7% higher, while supply was 7% lower than in this week last year.

Phalaenopsis was 1% higher in price than in week 7 of 2015, while supply was 4% higher.

Kalanchoe achieved 3.5% more in price, even though supply was 3% higher than in 2015.

Hyacinth won 55% in price, while the supplied quantity was 26% lower.

Anthurium got 0.5% more in price, for 7.5% lower quantity than in the same week last year.

Hortensia got 13.5% better price, for 8.5% fewer pots.

Dracaena was 12.5% higher in price, for 26% lower quantity than last year.

Ficus got 5% better price, for 8% fewer pots.

Spathiphyllum got 2% better price, for 6% more pots than in week 7 of 2015.

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. W07 Date: 24/02/2016

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 : 7 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\$ = 112.01 Yen

<u>Product Name & 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>	
D = Domestic I = Imported					
Total Cut Flowers Sold	17,747,356				
Alstroemeria -- D	302,155	6	700	81	0.73
Alstroemeria -- I	6,480		50	29	0.26 COL ISR NLD
Ammi majus -- D	72,190	10	85	30	0.27
Ammi majus -- I	0				
Anigozanthos -- D	0				
Anigozanthos -- I	480		100	59	0.53 AUS NLD ZWE
Anthurium Pink -- D	57		200	182	1.62
Anthurium Pink -- I	822	30	200	112	1.00 THA
Anthurium Red -- D	678		350	150	1.34
Anthurium Red -- I	2,056	24	230	110	0.98 AUS THA USA ZAF
Anthurium White -- D	367		180	79	0.71
Anthurium White -- I	1,152	50	180	128	1.14 THA
Banksia -- D	10		200	200	1.79
Banksia -- I	139	147	300	232	2.07 AUS NZL
Bupleurum -- D	28,498	13	130	62	0.55
Bupleurum -- I	0				
Calla -- D	89,251	20	350	66	0.59
Calla -- I	8,176	10	330	117	1.05 NLD NZL
Carnations Spray -- D	370,170	10	160	51	0.46
Carnations Spray -- I	464,177	12	170	36	0.32 COL
Carnations Standard -- D	427,339	10	250	53	0.47
Carnations Standard -- I	554,048	10	170	40	0.35 COL
Chrysanthemum Spray -- D	699,107	4	150	50	0.45
Chrysanthemum Spray -- I	456,150	7	150	52	0.46 KOR
Delphinium -- D	97,980	10	350	122	1.09
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	15,323	16	210	46	0.41	
Dracaena -- I	238,935	1	120	34	0.30	SGP
Eustoma -- D	191,565	20	600	194	1.73	
Eustoma -- I	85,345	84	250	158	1.41	AUS
Freesia -- D	250,970	8	85	41	0.37	
Freesia -- I	1,000		45	20	0.18	NLD
Gerbera -- D	479,568	7	130	28	0.25	
Gerbera -- I	0					
Gladiolus -- D	55,030	6	150	63	0.57	
Gladiolus -- I	23,500	15	75	51	0.45	NLD
Gypsophila -- D	372,970	3	300	51	0.46	
Gypsophila -- I	11,847		94	48	0.43	ISR
Heliconia Pendula -- D	60		150	88	0.79	
Heliconia Pendula -- I	84		250	166	1.48	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	6,680	14	90	44	0.40	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	90		300	193	1.73	AUS NZL ZAF
Lily Casablanca -- D	19,560	43	1,000	387	3.45	
Lily Casablanca -- I	0					
Lily Longiflorum -- D	106,990	10	180	62	0.55	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	422,714	15	120	52	0.46	
Limonium Sinuatum -- I	0					
Molucella -- D	3,230	22	120	55	0.49	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,063		350	105	0.93	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	161,820	8	60	26	0.23	SGP THA
Orchid Cymbidium -- D	28,222	47	3,000	314	2.80	
Orchid Cymbidium -- I	369		400	149	1.33	NLD NZL
Orchid Oncidium -- D	9,522	20	550	177	1.58	
Orchid Oncidium -- I	70,320	34	260	141	1.26	SGP TAI THA
Orchid Phalaenopsis -- D	13,429	33	2,000	419	3.74	
Orchid Phalaenopsis -- I	8,941	100	1,035	476	4.25	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	52,560	10	50	28	0.25	THA
Ornithogalum -- D	4,030	40	130	70	0.62	
Ornithogalum -- I	2,809	30	87	63	0.56	NLD ZAF
Protea King -- D	0					
Protea King -- I	1,053		300	175	1.57	AUS ZAF
Protea others -- D	0					
Protea others -- I	2,079	25	400	120	1.07	AUS NZL
Riceflowers -- D	930		200	177	1.58	
Riceflowers -- I	0					
Rose Total -- D	677,324	4	2,500	94	0.84	
Rose Total -- I	367,544	1	480	54	0.48	
Rose Amada -- D	8,675	40	225	127	1.14	
Rose Amada -- I	0					
Rose Avalanche -- D	59,535	20	200	99	0.88	
Rose Avalanche -- I	6,750	8	120	64	0.57	IND NLD
Rose Carpe Diem -- D	11,759	30	180	100	0.89	
Rose Carpe Diem -- I	0					
Rose Freedom -- D	0					
Rose Freedom -- I	26,277	37	150	102	0.91	COL
Rose Gold Rush -- D	10,479	30	160	91	0.81	
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	495		110	71	0.63	
Rose Gold Strike -- I	17,760	7	60	23	0.21	COL IND
Rose Noblesse -- D	2,140	15	100	52	0.47	
Rose Noblesse -- I	7,780	10	55	30	0.27	IND NLD
Rose Red Roses D --	15,635	10	350	82	0.73	
Rose Red Roses I --	39,645		150	59	0.53	
Rose Red Star -- D	4,906	26	160	90	0.80	
Rose Red Star -- I	0					
Rose Samourai -- D	35,900	30	235	118	1.05	
Rose Samourai -- I	12,170	19	120	63	0.57	IND
Rose Sweet Avalanche -- D	27,755	22	160	83	0.74	
Rose Sweet Avalanche -- I	2,370	10	110	43	0.39	
Rose Sweet Unique -- D	2,945	30	130	78	0.70	
Rose Sweet Unique -- I	7,330	16	100	61	0.55	
Rose Teresa -- D	1,520	40	120	81	0.73	
Rose Teresa -- I	0					
Rose Tineke -- D	12,690	25	150	87	0.77	
Rose Tineke -- I	900	4	45	23	0.20	IND
Rose Yves Piaget -- D	8,986	40	225	121	1.08	
Rose Yves Piaget -- I	0					
Rose Spr Babe -- D	5,695	40	200	102	0.91	
Rose Spr Babe -- I	145		160	102	0.91	KOR
Rose Spr Lovely Lydia -- D	4,480	40	185	113	1.01	
Rose Spr Lovely Lydia -- I	290	60	100	66	0.59	KOR
Rose Spr Shooting Star -- D	4,315	40	198	101	0.90	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	5,890	27	175	94	0.84	
Sandersonia -- I	0					
Trachelium -- D	400		50	34	0.30	
Trachelium -- I	1,200		100	77	0.68	ISR NLD
Tulip -- D	549,693	10	160	53	0.48	
Tulip -- I	180		180	61	0.54	NLD
Waxflowers -- D	170		50	38	0.34	
Waxflowers -- I	5,950		80	42	0.37	AUS
Green Foliage						
Beargrass -- D	6		300	300	2.68	
Beargrass -- I	880	10	330	77	0.68	USA
Leatherleaves -- D	50,340	5	70	28	0.25	
Leatherleaves -- I	314,540	5	37	18	0.16	USA
Ruscus Israel -- D	3,700		55	25	0.22	
Ruscus Israel -- I	10,840		40	29	0.26	ISR
Ruscus Italian -- D	50			100	0.89	
Ruscus Italian -- I	13,515	20	85	40	0.35	ITA
Salal -- D	0					
Salal -- I	13,840	10	550	125	1.11	USA