

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.

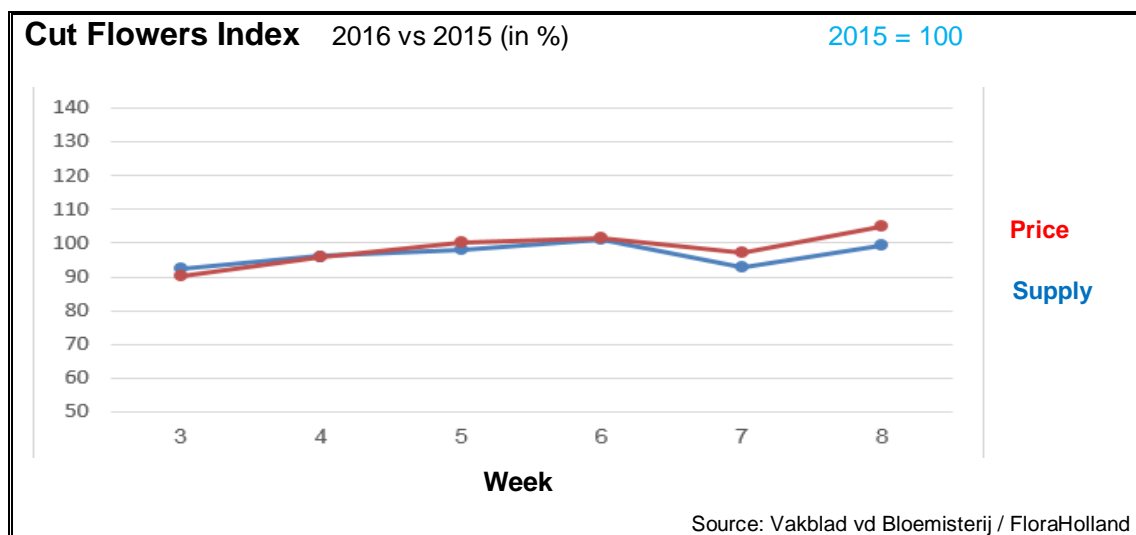
The Market Insider team

Week No. 08-2016

Date: 02/03/2016

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 8 the cut flowers average price was 5% higher than in the same week last year (then week 9). The total sold quantity was 1% lower. This resulted in 4.2% higher sales turnover.

Big roses got 1% lower price, while the supply was 1.5% lower than in this week last year.

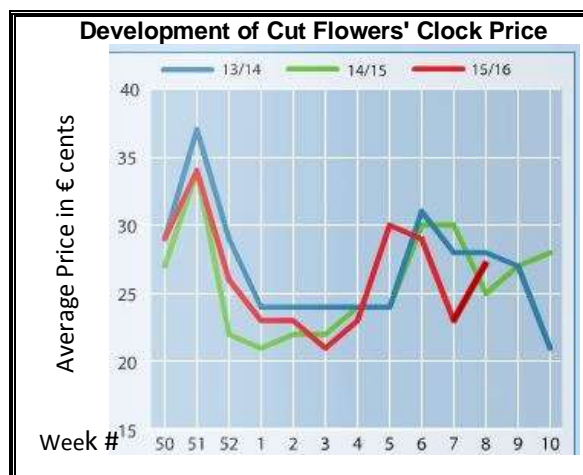
Tulip single was 7.7% lower in price, while supply was 4% lower than in 2015.

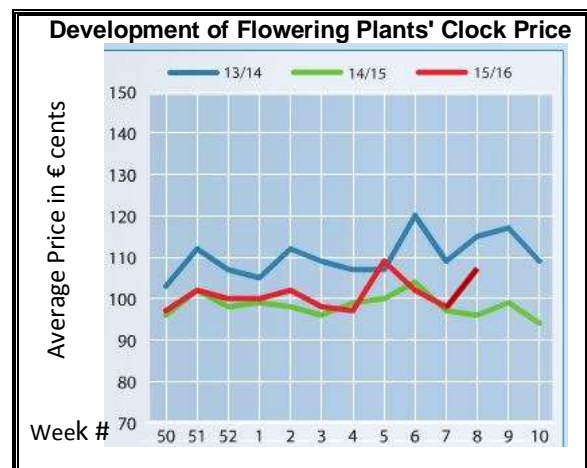
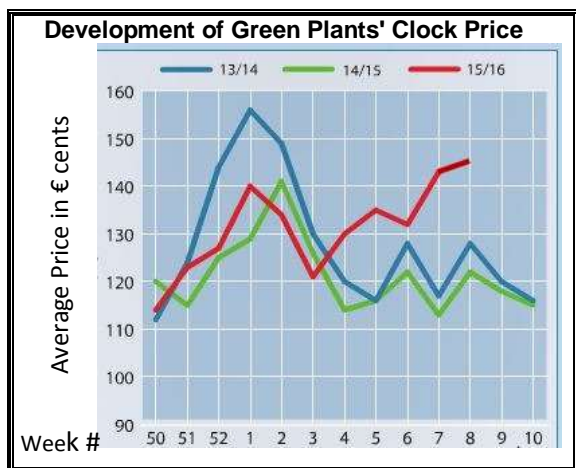
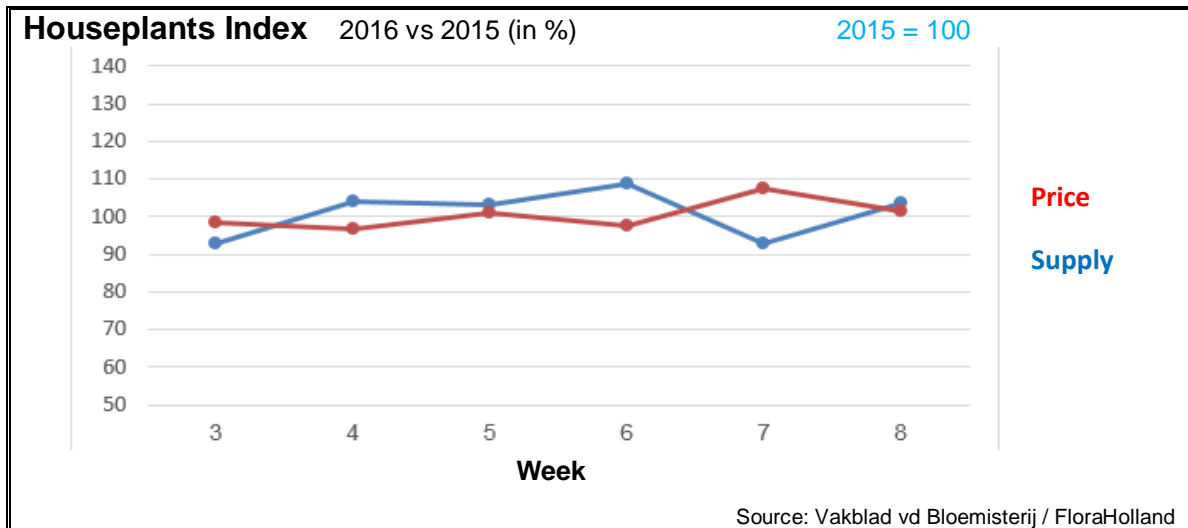
Chrysanthemums spray got 20% higher price than last year, with 22% more supplied stems. The single-flower chrysanthemums got 45% more in price, for 23% fewer sold stems.

Gerbera mini was 38% more expensive, with 5% more supplied stems.

Most products got higher clock price than last year; remarkable were: agapanthus, bouvardia, chamelaucium/wax flower, delphinium, eucalyptus, eustoma, fatsia, grevillea, gypsophila, helianthus, limonium, paeonia, pittosporum, scabiosa, and trachelium.

Yet, some products got lower prices than in last year; stood out: anemone, aster, campanula, and ranunculus.





In week 8 the average price for houseplants was 1.3% higher, while supply was 3.8% higher than in this week last year (then week 9).

Phalaenopsis was 2.5% higher in price than in 2015, while supply was 9% lower.

Kalanchoe achieved 7.6% more in price, even though supply was 18% higher than in 2015

Roses won 16.5% in price, while the supplied quantity was 16% lower.

Hydrangea got 20% better price, for 8.3% fewer pots.

Rhododendron got 20% more in price than in the same week last year.

Narcissus was 16.5% lower in price, for lower quantity than last year.

Cyclamen got 17% lower price, for fewer pots.

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. W08 Date: 02/03/2016

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 : 8 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\$ = 113.27 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	17,999,075					
Alstroemeria -- D	304,162	19	700	80	0.71	
Alstroemeria -- I	6,479		50	32	0.29	COL ISR NLD
Ammi majus -- D	75,920	10	180	32	0.28	
Ammi majus -- I	0					
Anigozanthos -- D	0					
Anigozanthos -- I	800		60	41	0.36	AUS NLD ZWE
Anthurium Pink -- D	30		180	173	1.53	
Anthurium Pink -- I	1,144	32	180	110	0.97	THA
Anthurium Red -- D	502		350	186	1.64	
Anthurium Red -- I	4,123	16	210	93	0.82	AUS THA USA ZAF
Anthurium White -- D	110		150	96	0.85	
Anthurium White -- I	1,206	37	180	110	0.97	THA
Banksia -- D	34		210	203	1.79	
Banksia -- I	167	120	400	238	2.10	AUS NZL
Bupleurum -- D	30,130	20	130	59	0.52	
Bupleurum -- I	0					
Calla -- D	81,623	20	260	66	0.58	
Calla -- I	9,646	30	330	117	1.03	NLD NZL
Carnations Spray -- D	367,120	10	160	53	0.47	
Carnations Spray -- I	466,905	15	175	37	0.32	COL
Carnations Standard -- D	423,466	17	160	55	0.48	
Carnations Standard -- I	577,167	15	250	40	0.36	COL
Chrysanthemum Spray -- D	736,068	5	130	53	0.46	
Chrysanthemum Spray -- I	462,830	5	176	54	0.47	KOR
Delphinium -- D	106,850	18	350	115	1.02	
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	11,517	14	210	47	0.42	
Dracaena -- I	246,748	5	185	36	0.31	SGP
Euphorbia Marginata -- D	30		70	70	0.62	
Euphorbia Marginata -- I	0					
Eustoma -- D	206,697	21	550	186	1.64	
Eustoma -- I	97,720	81	550	143	1.26	AUS
Freesia -- D	278,000	12	80	43	0.38	
Freesia -- I	500		30	28	0.25	NLD
Gerbera -- D	497,709	2	250	30	0.27	
Gerbera -- I	0					
Gladiolus -- D	43,355	9	150	66	0.58	
Gladiolus -- I	11,000	10	80	59	0.52	NLD
Gypsophila -- D	307,402	3	385	55	0.49	
Gypsophila -- I	12,130		106	50	0.44	ISR
Heliconia Caribea -- D	0					
Heliconia Caribea -- I	5	650	650	650	5.74	
Heliconia Pendula -- D	230		120	89	0.78	
Heliconia Pendula -- I	380		600	65	0.57	SGP
Leucad. Safari Sunset -- D	0					
Leucad. Safari Sunset -- I	8,485	11	80	43	0.38	AUS NZL ZAF
Leucospermum Cordifolium -- D	0					
Leucospermum Cordifolium -- I	165		280	160	1.42	AUS NZL ZAF
Lily Casablanca -- D	17,741	43	1,000	419	3.70	
Lily Casablanca -- I	165		230	197	1.74	KOR NLD NZL
Lily Longiflorum -- D	49,270	15	220	82	0.73	
Lily Longiflorum -- I	0					
Limonium Sinuatum -- D	549,690	10	100	44	0.39	
Limonium Sinuatum -- I	0					
Molucella -- D	5,320	25	120	62	0.55	
Molucella -- I	0					
Nerine -- D	0					
Nerine -- I	1,150		250	85	0.75	NLD NZL
Orchid Anna -- D	0					
Orchid Anna -- I	150,840	7	55	25	0.22	SGP THA
Orchid Cymbidium -- D	27,370	50	3,000	319	2.82	
Orchid Cymbidium -- I	2,600		456	185	1.63	NLD NZL
Orchid Oncidium -- D	7,144	25	400	176	1.55	
Orchid Oncidium -- I	79,340	36	270	154	1.36	SGP TAI THA
Orchid Phalaenopsis -- D	14,851	39	1,600	421	3.71	
Orchid Phalaenopsis -- I	8,742	100	1,035	499	4.41	AUS NZL
Orchid Sonia -- D	0					
Orchid Sonia -- I	93,650	10	50	24	0.21	THA
Ornithogalum -- D	4,780	25	120	63	0.55	
Ornithogalum -- I	15,383	2	100	29	0.25	NLD ZAF
Protea King -- D	0					
Protea King -- I	565		1,000	180	1.59	AUS ZAF
Protea others -- D	0					
Protea others -- I	3,648	29	350	113	1.00	AUS NZL
Riceflowers -- D	1,480		200	109	0.96	
Riceflowers -- I	0					
Rose Total -- D	647,980	2	2,500	98	0.86	
Rose Total -- I	376,133	5	400	60	0.53	
Rose Amada -- D	8,865	50	225	132	1.17	
Rose Amada -- I	0					
Rose Avalanche -- D	56,262	30	200	105	0.92	
Rose Avalanche -- I	10,115	10	110	49	0.43	IND NLD
Rose Carpe Diem -- D	13,048	30	180	105	0.93	
Rose Carpe Diem -- 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						
Rose Freedom -- D	0					
Rose Freedom -- I	27,762	27	190	99	0.87	COL
Rose Gold Rush -- D	10,125	30	180	92	0.81	
Rose Gold Rush -- I	0					
Rose Gold Strike -- D	500		110	67	0.59	
Rose Gold Strike -- I	25,389	15	70	28	0.25	COL IND
Rose Noblesse -- D	2,280	15	110	56	0.49	
Rose Noblesse -- I	5,935	15	50	30	0.26	IND NLD
Rose Red Roses D --	14,242	15	360	84	0.74	
Rose Red Roses I --	35,930		165	64	0.57	
Rose Red Star -- D	4,091	30	180	89	0.79	
Rose Red Star -- I	0					
Rose Samurai -- D	34,935	30	235	120	1.06	
Rose Samurai -- I	7,160	20	120	72	0.63	IND
Rose Sweet Avalanche -- D	28,630	2	175	85	0.75	
Rose Sweet Avalanche -- I	1,300	20	100	64	0.57	
Rose Sweet Unique -- D	2,820	30	150	78	0.69	
Rose Sweet Unique -- I	7,400	30	150	64	0.57	COL
Rose Teresa -- D	1,520	30	130	80	0.70	
Rose Teresa -- I	0					
Rose Tineke -- D	11,020	30	160	92	0.81	
Rose Tineke -- I	300	30	45	39	0.34	IND
Rose Yves Piaget -- D	9,863	50	220	119	1.05	
Rose Yves Piaget -- I	480		120	84	0.74	NLD
Rose Spr Babe -- D	4,930	40	170	106	0.93	
Rose Spr Babe -- I	550	70	160	95	0.84	KOR
Rose Spr Lovely Lydia -- D	4,290	50	200	116	1.02	
Rose Spr Lovely Lydia -- I	940	50	62	60	0.53	KOR
Rose Spr Shooting Star -- D	3,505	40	185	105	0.93	
Rose Spr Shooting Star -- I	0					
Sandersonia -- D	7,840	25	180	95	0.84	
Sandersonia -- I	0					
Trachelium -- D	400		80	36	0.32	
Trachelium -- I	1,000		140	97	0.85	ISR NLD
Tulip -- D	637,669	16	170	56	0.49	
Tulip -- I	9,270	1	140	10	0.09	NLD
Waxflowers -- D	600		50	48	0.42	
Waxflowers -- I	5,660		80	42	0.37	AUS
Green Foliage						
Beargrass -- D	3		102	102	0.90	
Beargrass -- I	579	10	330	103	0.91	USA
Leatherleaves -- D	47,050	1	75	28	0.25	
Leatherleaves -- I	293,685	1	37	18	0.16	USA
Ruscus Israel -- D	3,100		45	28	0.25	
Ruscus Israel -- I	7,555		41	31	0.27	ISR
Ruscus Italian -- D	0					
Ruscus Italian -- I	10,400	12	75	43	0.38	ITA
Salal -- D	0					
Salal -- I	12,059	14	550	151	1.33	USA